



NATHALIE MOORE,
AUTODESK

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Autodesk Builds Out ABM
Program For 10,000 Global
Accounts In 365 Days

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2019 Media Kit

► Editor's Letter

Doubling Down On ABM Top-Of-Mind
For Marketers In 2019

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► Feature

Autodesk Builds Out ABM Program For
10,000 Global Accounts In 365 Days

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Overview

» *ABM In Action*, sister publication of *Demand Gen Report*, is an online resource for B2B professionals, laser-focused on the latest in account-based marketing. *ABM In Action* offers expert advice, insights and examples for B2B organizations looking to learn about or implement a successful ABM strategy and covers:

- » **Real-world case studies from early adopters of ABM;**
- » **How companies are measuring their ABM strategies;**
- » **Interviews from top B2B research analysts; and**
- » **What channels work best with ABM.**

In addition to a broad menu of insightful case studies, readers also have access to prescriptive insights, models and best practices from top analysts, consultants and agencies.



Breakdown

» THIS RESOURCE IS DELIVERED VIA THREE DIGITAL AVENUES:

- » **Monthly Newsletter:** Distributed on the third Thursday of each month
- » **Website:** <http://abminaction.com> features quarterly *ABM In Action* issues and:
 - **ABM Whiteboard Session:** Video featured on site homepage
 - **ABM In Action:** Case study featured on site homepage and within issue
 - **First-hand Accounts:** Thought leadership byline featured on site homepage
- » **Quarterly Issues:** Interactive format featured on website, includes a selection of articles, such as:
 - **Featured Cover Story:** Real-world ABM case studies
 - **By the Numbers:** The latest benchmarks and research on ABM
 - **ABM Analysis:** Interviews and columns from the top B2B research analysts
 - **ABM Messaging:** Content Strategies for ABM-focused B2B Marketers
 - **ABM Accounting:** Measuring ABM results and defining KPIs
 - **ABM Advertising:** ABM advertising success stories and suggestions
 - **By All Accounts:** Prescriptive insights into how to identify ABM target accounts
 - **Segmentation Strategies:** Successful ABM channels, offers and CTAs

Each quarter, new issues are released and featured on <http://abminaction.com> in an engaging, interactive format that enables seamless placement of, eye-catching robust and effective premium ads.

Sponsorship Opportunities

➤ ALL-INCLUSIVE MONTHLY SPONSORSHIP OPPORTUNITIES

- » One month banner ad on the [ABM In Action website](#), first come, first-served positioning:
 - Large Leaderboard / Top: 970x90 (WxH).
 - Half Page Sidebar: 300x600 (WxH).
 - Large Leaderboard / Bottom: 970x90 (WxH).
- » One month premium interactive ad in *ABM In Action* issue:
 - A combination of images (background and foreground) which create an engaging and high-converting ad format for our readers.

[Click here for examples and specs.](#)
- » One month banner ad in [ABM In Action newsletter](#), first come, first-served positioning:
 - Three spots available: 500x200 (WxH).

Investment: \$7,500*

*BUNDLE OFFERS

- » Choice of **one** with purchase of two-month package:
 - [ABM Whiteboard Session](#): Video featured on site homepage
 - [ABM In Action](#): Case study featured on site homepage and within issue
 - [First-hand Accounts](#): Thought leadership byline featured on site homepage
- » Choice of **two** with purchase of four-month package:
 - [ABM Whiteboard Session](#): Video featured on site homepage
 - [ABM In Action](#): Case study featured on site homepage and within issue
 - [First-hand Accounts](#): Thought leadership byline featured on site homepage
- » Get all **three** with purchase of six-month package:
 - [ABM Whiteboard Session](#): Video featured on site homepage
 - [ABM In Action](#): Case study featured on site homepage and within issue
 - [First-hand Accounts](#): Thought leadership byline featured on site homepage

Sponsorship Opportunities (cont.)

➤ DEDICATED E-VITE TO ABM IN ACTION AUDIENCE

- » Reach our ABM-focused readers with your own custom offering through a dedicated e-vite sent to our subscribers. You provide the text or HTML for approval, and we'll deploy and track the email.
- Email subject to approval by *ABM In Action* editorial team. Content of email/offer needs to align with the editorial focus of *ABM In Action*, and offers must provide relevant value to our readers
- Sponsor to supply the html e-vite five (5) business days prior to mail date
- Two (2) subject lines need to be submitted at the time the evite is supplied

Investment: \$4,500



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