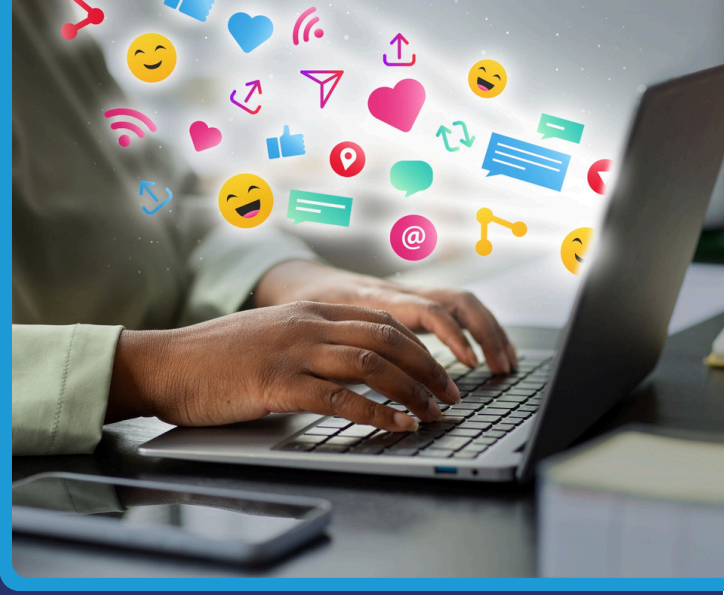


# Account-based Marketing

Unlock Targeted Growth with DynaTech's Account-Based Marketing (ABM) Tool.

DynaTech's custom ABM tool is designed to empower your marketing and sales teams by driving personalized engagement, improving conversions, and optimizing sales efficiency through data-driven insights.



## Key Features

### Intelligent Account Allocation

**Feature:** Automatically assign new accounts to the best-fit sales team.

**Benefit:** Ensure optimal workload distribution for greater efficiency.

### Account 360-Degree View

**Feature:** Access comprehensive, AI-powered insights on customer interactions.

**Benefit:** Drive strategic engagement and foster account growth.

### Task Management Dashboard

**Feature:** Centralize and track all tasks from one dashboard.

**Benefit:** Enhance productivity and avoid missed follow-ups.

### Content & Event Curation

**Feature:** Deliver personalized content and automate LinkedIn outreach directly from Dynamics 365.

**Benefit:** Streamline communication and enhance engagement with tailored messaging.

### Activity Templates

**Feature:** Utilize customizable outreach templates integrated with social media and AI.

**Benefit:** Ensure consistent and personalized communication across touchpoints.

### Actionable Dashboards

**Feature:** Leverage dynamic reporting tools for real-time insights into account performance and industry trends.

**Benefit:** Make informed decisions to boost customer retention and improve win rates.

### Account Touchpoint Analytics

**Feature:** Analyze engagement metrics and prioritize outreach based on account interaction.

**Benefit:** Focus on high-value opportunities and drive effective engagement.

### Our Impact in Numbers

350+ Masterminds

100+ Clients Worldwide

150+ Dynamics 365 Projects

98% Client Retention Rate