

Signal-Centric ABM

Operating Model

Campaign-centric ABM is organized around marketing schedules. Signal-centric ABM is organized around buyer readiness — a fundamentally different model that responds to when buyers are actually in market.

THE PROBLEM

“You cannot schedule urgency. You can only be ready for it.”

Campaign-Centric ABM Fails at Scale

Traditional ABM forces fixed campaign calendars onto accounts regardless of actual buying stage. The result is misaligned spend, low response rates, and pipeline that never materializes.

THE FOUR-LAYER MODEL

Layer 1 — Account Selection

ICP definition and fit scoring. Use firmographic, technographic, and behavioral data to build a scored target universe that prioritizes highest-fit accounts.

Layer 2 — Intent Intelligence

Aggregate signals from multiple sources: third-party intent data, website behavior, CRM history, social engagement, and event attendance to identify accounts entering a buying cycle.

Layer 3 — Multi-Channel Orchestration

When signal thresholds are crossed, orchestrate coordinated engagement across all channels — paid, email, content, sales — simultaneously and consistently.

Layer 4 — Revenue Activation

Convert engaged accounts into pipeline through coordinated sales-marketing handoffs, buying group coverage, and deal-velocity management.

90-DAY IMPLEMENTATION ROADMAP

Phase 1 (Days 1–30): Audit Signal Infrastructure

Identify what signals you are capturing and where the blind spots are. Map existing tech stack against signal coverage requirements.

Phase 2 (Days 31–60): Build Signal Thresholds

Define what combination of signals constitutes a meaningful buying signal. Create scoring models and alert logic for each account tier.

Phase 3 (Days 61–90): Redesign Orchestration Logic

Move from campaign-calendar scheduling to signal-triggered engagement playbooks. Build the operational model to sustain it.

Phase 4 (Ongoing): Measure and Calibrate

Track pipeline contribution by signal source. Continuously refine the model based on what signals actually predict pipeline.

KEY TAKEAWAYS

01

Signal-centric ABM outperforms campaign-centric ABM because it aligns marketing investment with actual buyer readiness rather than marketing schedules.

02

Four layers — Account Selection, Intent Intelligence, Multi-Channel Orchestration, and Revenue Activation — must operate in sequence for the model to work.

03

Implementation requires an honest audit of current signal infrastructure before redesigning execution.

Download more frameworks at erikmiller.com/frameworks