

ABM Enrichment Playbook

Build Complete Account Data for Target Account Programs

Why Data Quality Makes or Breaks ABM

ABM fails when you're targeting the wrong people at the right accounts. Most ABM lists have:

- Incomplete contacts (1-2 people per account vs. 5-8 needed)
- Wrong titles (outdated or incorrect)
- Missing firmographics (can't segment properly)
- Bad emails (30%+ bounce rates)

The Standard:

For effective ABM, you need 5-8 contacts per target account across the buying committee, with 85%+ data accuracy.

Account Enrichment Framework

Enrich these fields for every target account:

Category	Fields	Source
Firmographics	Employee count, revenue, industry, sub-industry, HQ location, office locations	ZoomInfo, Clearbit, LinkedIn
Technographics	Tech stack, tools used, platforms	BuiltWith, HG Insights, 6sense
Org Structure	Reporting structure, department sizes, key executives	LinkedIn Sales Nav, ZoomInfo Org Charts
Intent/Fit Signals	Funding, hiring, news, tech changes	Crunchbase, LinkedIn, Bombora

Contact Acquisition: Building Buying Committees

The 5-8 Contact Rule

For B2B deals, you typically need to reach:

Role	Example Titles	Why They Matter
Economic Buyer	CFO, VP Finance, CRO	Controls budget
Technical Buyer	CTO, VP Engineering, IT Director	Evaluates fit
User Buyer	Director of Ops, Team Lead	Daily user, adoption
Champion	Manager, Senior IC	Internal advocate
Blocker	Incumbent vendor owner, IT Security	Can kill deal

Contact Acquisition Workflow

1. Export target account list from CRM
2. Pull org charts from LinkedIn Sales Navigator
3. Identify 5-8 contacts per buying committee role
4. Enrich with email + phone via ZoomInfo/Apollo/Cognism
5. Validate emails before loading to CRM (use NeverBounce or ZeroBounce)
6. Load to CRM with account association

Data Vendor Comparison

Vendor	Best For	Email Accuracy	Price
Clay	Multi-provider waterfall, workflows	~90% (waterfall)	\$149-720/mo
ZoomInfo	Enterprise, full platform	~85%	\$15-50K/year
Apollo	SMB/Mid-market, outbound	~80%	\$1-5K/year
Cognism	EMEA coverage, GDPR	~85%	\$10-30K/year
Lusha	Direct dials, quick enrichment	~75%	\$3-10K/year
People Data Labs	API access, large volumes	~80%	Pay per record
Clearbit	Real-time enrichment, API	~82%	\$12-30K/year

42 Agency Recommendation:

Clay is the new gold standard for enrichment—150+ data providers with waterfall logic means higher match rates than any single vendor. Start with Clay for flexibility, use ZoomInfo for org charts, Apollo for budget-friendly prospecting.

Clay: The Enrichment Orchestration Layer

Clay has changed the enrichment game. Instead of choosing one data vendor, Clay lets you orchestrate 150+ providers through a single interface with **waterfall enrichment**.

How Waterfall Enrichment Works

Traditional enrichment: Query one provider → get ~80% match rate → accept gaps.

Clay waterfall: Query Provider A → if no match, query Provider B → then C → achieve 90%+ match rates.

Clay Pricing Breakdown

Plan	Monthly	Credits/Month	Best For
Free	\$0	100	Testing
Starter	\$149	2,000	Small teams
Explorer	\$349	10,000	Growth teams
Pro	\$720	50,000	Scale operations

Credits vary by action: basic verification = 1 credit, full profile enrichment = 5-10 credits.

What You Can Enrich with Clay

- **Company data:** Revenue, employee count, industry, tech stack, funding
- **Contact data:** Emails (work + personal), phone numbers, LinkedIn URLs
- **Intent signals:** Job postings, tech changes, funding news, hiring velocity
- **Social profiles:** LinkedIn, Twitter, company pages

Clay ABM Workflow

1. Import target account list (CSV or CRM sync)
2. Enrich accounts with firmographics + technographics
3. Find 5-8 contacts per account using waterfall
4. Validate emails with built-in verification
5. Score/filter based on enriched data
6. Push to CRM or outbound tool

When to Use Clay vs. Direct Vendors:

Use Clay when you need flexibility across multiple data types or have complex enrichment workflows. Use direct vendors (ZoomInfo, Apollo) when you need deep integrations or

unlimited access to a specific dataset.

ABM Platform Sentiment: What the Community Says

Based on community discussions and practitioner feedback, here's the current sentiment on ABM and enrichment vendors:

Vendors Getting Positive Reviews

Vendor	Sentiment	Why People Like It
Seam AI	Very Positive	New entrant delivering tangible ABM results without legacy complexity
UserGems	Very Positive	Job change tracking that actually drives pipeline—simple, focused, effective
Mutiny	Positive	Website personalization that converts; easy to implement
Clay	Positive	Flexible enrichment orchestration, 150+ data providers
Warmly	Positive	Visitor identification + real-time alerts; good for SMB/mid-market
Common Room	Positive	Community signal aggregation; great for PLG companies

Vendors with Mixed/Negative Sentiment

Vendor	Sentiment	Common Concerns
6sense	Negative	ROI questions, complex implementation, high cost, technical debt
Demandbase	Negative	Similar ROI concerns, legacy platform feeling, display ads skepticism
Terminus	Neutral	Display-focused; declining relevance in modern ABM
RollWorks	Neutral	HubSpot-native but limited compared to full platforms

42 Agency POV:

The ABM platform market is shifting. Legacy platforms (6sense, Demandbase) are facing criticism for over-promising on intent data ROI. Newer, focused tools (UserGems for job changes, Mutiny for personalization, Clay for enrichment) are winning by doing one thing exceptionally well. Consider a best-of-breed stack over a monolithic platform.

Key Community Insights

- *"Never heard a sales person worth their salt say 'I hit quota and I love 6sense/Demandbase'"* — Sales practitioner
- *"Anyone that tells you display works for ABM is stuck in 2010"* — Marketing leader
- *"As an early adopter and then employee of 6sense...I would not go that route again"* — Former employee

Data Hygiene Workflows

Ongoing Maintenance (Monthly)

- **Email validation:** Re-validate emails with >30 days since last engagement
- **Bounce monitoring:** Auto-suppress after 2 hard bounces
- **Job change tracking:** LinkedIn Sales Nav alerts for champions
- **Firmographic refresh:** Re-enrich accounts quarterly for size/revenue changes

Data Quality Metrics to Track

Metric	Target	Red Flag
Email deliverability	>95%	<85%
Contact-to-account ratio	5-8 per account	<3 per account
Title accuracy (spot check)	>90%	<80%
Duplicate rate	<5%	>10%

Enrichment Budget Calculator

Use this formula to estimate your enrichment spend:

Annual Enrichment Budget =

$(\text{Target Accounts} \times \text{Contacts per Account} \times \text{Cost per Contact}) + (\text{Refresh Rate} \times \text{Records} \times \text{Refresh Cost})$

Example Calculation

Target Accounts	500
Contacts per Account	6
Cost per Contact (Apollo)	\$0.50
Initial Build Cost	\$1,500
Quarterly Refresh (20% of records)	$\$300 \times 4 = \$1,200$
Total Annual Budget	\$2,700

Pro Tip:

Start with your top 100 accounts. Build complete buying committees there first. Better to have 6 contacts per 100 accounts than 1 contact per 600 accounts.

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