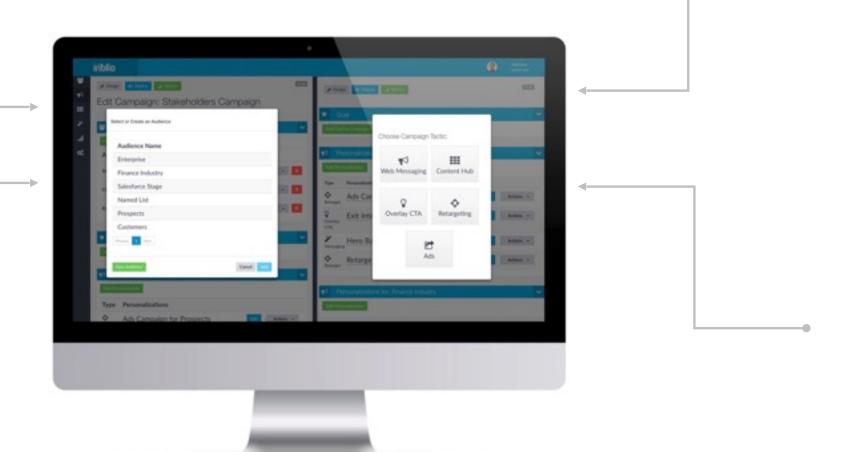# OVERVIEW

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TRIBLIO

Triblio is an account based marketing platform built to integrate the website, ads, and account metrics in order to help B2B businesses grow and marketing and sales to meet their goals.

Insights

Identify the accounts that are warming up, what their interests are, and alert stakeholders

Engagement

Nurture in-target accounts with un-gated content and targeted messaging

Conversions

Generate new leads in target accounts with personalized offers and display ads

Traffic

Target ads at those who matter with relevant content and measure ad spend ROI with click-through and view-through data.

CAMPAIGN TYPES

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Messaging
Update website messaging, CTAs, images, or any web elements

Content Boards / Microsites
Dynamically promote content targeted at specific visitors in content hubs or microsites

Overlay CTA
Increase the number of conversions with targeted CTA offers as a pop up, slide in, header, or footer

Ads and Retargeting
Target the right visitor externally from your site or bring a visitor back to the site with targeted ads

AUDIENCE TYPE

INDUSTRY
Target using industry name or a specific industry NAIC or SIC code

BEHAVIOR
Use visited pages, URL parameter, UTM code, or referral URL

MARKETING AUTOMATION
Automatically pull in email lists from Eloqua, Marketo, Hubspot, Pardot, or Mailchimp

ACCOUNT DOMAIN
Upload lists of account domains that are selected by sales or marketing to target

LOCATION
Target campaigns at specific locations such as city, region, or country

SALESFORCE
Pull in Salesforce account and opportunity data to keep campaigns automatically up to date with sales cycle

REVENUE
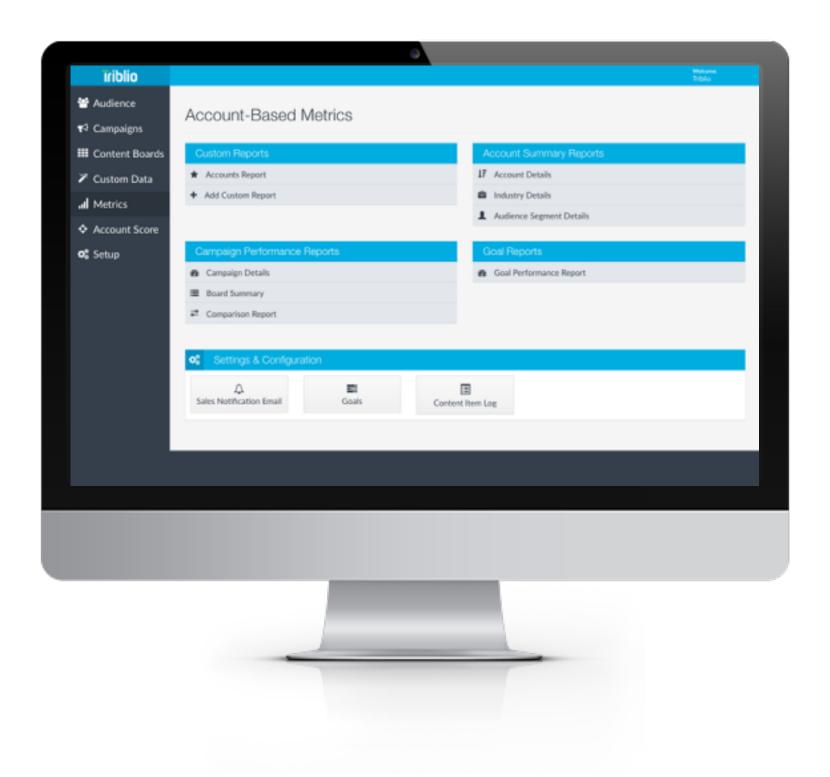Add revenue firmagraphic data to campaign targeting to qualify a lead before presenting an offer

EMPLOYEE SIZE
Add employee size firmagraphic data to campaign targeting to qualify a lead before presenting an offer

INSIGHTS

ACCOUNT BASED METRICS

See and track activity by known and unknown accounts visiting your website. View the content they are engaging with, the pathway they take before a conversion, which visitors from the account are engaged, and more.

SALES NOTIFICATIONS

Send all account activity to sales reps so they can automatically follow up with their accounts or begin engaging a new account. Notifications include top content viewed and which visitors from an account are visiting. Set up the notifications so each rep only views activity with their assigned accounts, territory, or sales stage.

CUSTOM GOALS

Create custom goals such as a visited page or specific conversion to track how each campaign is performing. Measure the performance of each account or custom audience segment in relationship to custom goals.

THANK YOU

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