



Commence Introduces Account Based Marketing as a Service

Eatontown, NJ May 23, 2023 – Commence Corporation, a provider of Customer Relationship Management software and Lead Generation services, has begun to offer Account-based Marketing as a service to new and existing customers. What Commence is offering is a strategic approach to business marketing based on account awareness and specific characteristics ascertained about a specific group of accounts.

“Traditional marketing e-mail programs take more of a shotgun approach” says Larry Caretsky, president of Commence Corporation. “Companies will send out blanket mailers to several thousand prospects based on different criteria such as the size of the company, the location, titles of specific individuals or the industry they are in. The program then assigns a value, typically points to the prospect’s behavior, such as click throughs, forms that are downloaded or submitted. Once the prospect acquires enough points it is assigned to the sales team as a viable lead. While valuable, this process does not tell the sales team much about whether the new lead is a high-quality prospect for the product or service they are selling or where the prospect is in the buying cycle.”

Commence Corporation’s new Account-based Marketing program identifies a clearly defined set of target accounts rather than a broad audience and designs personalized marketing campaigns directed at the individuals within the account that are responsible or can influence the buying decision. This is simply a more efficient way to generate highly qualified new business opportunities. The challenge is that Legacy B2B technologies are designed around distributing bulk e-mail campaigns to a large audience which can make shifting to Account-based Marketing more difficult.

The Commence program is designed to help companies:

- Create a list of accounts to target based on a specific set of criteria ascertained from several different sources.
- Design personalized e-mail marketing campaigns based on what we have learned about the specific needs of the account.
- Measure the effectiveness of each campaign.

To learn more about the Account-based Marketing service contact Commence Sales at 877-266-6362.

About Commence Corporation

Commence provides a comprehensive suite of CRM business applications for sales, marketing, project management and customer service. The CRM software is coupled with an array of professional services for lead generation, and sales and marketing enablement. Commence CRM is cloud-based and offers mobile access. The company’s products are used in more than a dozen countries in numerous industries around the world.