RECIPE #2

Audience Generation

Bootstrapping an ABM Campaign

Custom Audience Generation
Bootstrapping an ABM Campaign with PDL Data

High quality inbound traffic is the bedrock of any successful B2B sales organization, but building awareness and engagement with high-quality leads is a challenging and ever-evolving task. Even with a comprehensive list of potential customers, it can be difficult filtering down to a targeted audience of high quality accounts to get your message in front of.

In this recipe, you'll find a powerful way to turn a starting list of target accounts into a segmented and targeted custom audience suitable for any ABM platform.

INGREDIENTS

- **PDL Datasets**: Company Dataset (via our Company Enrichment API or Company Data License)
- **Key Fields**: Name, Website, Country, LinkedIn URL, Headcounts, Funding, Revenue
- **Inputs**: Unique Identifying Attributes (e.g. Name, Website, LinkedIn, Ticker)
- **Outputs**: Comprehensive Company Records

DIRECTIONS

Step 1: Prepare your target account list
Create a dataset of the target accounts that you'd like to enrich and segment. Ensure that you have at least a company name, website, or LinkedIn URL for each target account.

Step 2: Access the PDL Company Dataset
Setup your PDL account and access the Company Dataset through our APIs or bulk data files. For this recipe, we recommend the Company Enrichment API, as an easy and scalable tool to retrieve records from the PDL Company Dataset.

Step 3: Define your segmentation criteria
Define the specific information required from the Company Dataset (e.g. **headcount breakdowns**, **funding rounds**, **inferred revenue**, **industry** and more). If you're using the Company Enrichment API, you can use the required field.

Step 4: Match your target accounts against PDL's data (Enrichment)
Use the identifying information from your target account list in **Step 1** to find matching records in the Company Dataset.

Step 5: Append the enriched information
Integrate the enriched PDL company data from **Step 4** back into your target account list. Don't forget the key fields returned in PDL data like **Name**, **Website**, **Country**, **LinkedIn URL** that most ABM platforms require!

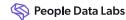### Step 6: Segment your enriched target account list
Identify the top-tier accounts within your newly enriched target account list using the new PDL information from **Step 5**.

Step 7: Upload your segmented target account list
Upload your segmented account list to your ABM platform of choice (e.g., Google Ads, LinkedIn Ads, 6Sense, etc). Be sure to format your account list according to each ABM platform's guidelines.

ⓘ **Need More?** Read through **more detailed instructions** below.

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Data Ingredients

For this recipe, you'll need to have an **existing dataset** of target accounts, which we will then enrich and segment with PDL's **Company Dataset:**

- **Existing Dataset of Target Accounts:** This is *your* existing list of target companies that you have already collected. This could be anything, from a list of conference attendees to form submissions collected across your website (and everything in between). The only requirement is that your dataset contains at least a company name, website or LinkedIn URL for each target account.

- **PDL Company Dataset:** People Data Labs' Company Dataset is the perfect resource for enriching target accounts. It contains <u>tens of millions</u> of company profiles from across the world, complete with hundreds of attributes including <u>firmographics</u>, <u>funding data</u>, as well as <u>comprehensive headcount breakdowns</u> across roles, seniority, locations and more. **This dataset is accessible in a variety of formats, including as an API or a bulk data file.**

How to Access the Company Enrichment API

If you expect to enrich less than ~33,000 companies, then we recommend using our <u>self-serve portal</u> to set up an API key and purchase credits for the Company Enrichment API (we offer 100 free credits per month to all users).

<u>**For larger volumes, speak with a data consultant**</u> who can help you set up an enterprise account with a lower cost per credit.

> ### Using Salesforce?
> If your team primarily works in Salesforce, then we recommend trying out our easy-to-use **Salesforce Integration**. This integration allows you to bulk enrich records right in Salesforce without any additional import/export requirements. Additionally, it can even keep your records automatically enriched with up-to-date PDL data based on your own customizable preferences.

Recommendations for Segmentation Criteria

When cooking up our own ABM target account lists, we like to use certain company attributes in particular for segmentation:

- Employee headcounts (<u>total</u> and <u>role-specific</u>)
- <u>Funding rounds</u>,
- <u>Industry</u>
- <u>Inferred_revenue</u>

There are hundreds of additional attributes available to pick from in our <u>Company Schema</u> as well!

> ### Still Need Help?
> - Check out our detailed <u>code examples</u>
> - Check out our help desk / reach out to us at <u>support@peopledatalabs.com</u>
> - Reach out to your customer success representative (enterprise customers)

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