

100 signals for ABM on Clay

DEVELOPED BY

twelfth





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JUST KIDDING, THIS IS SIMPLY A BIG LIST OF
CAMPAIGN IDEAS

100 plays



twelfth

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Pricing Page Visit Monitoring

Configure Clay to monitor your pricing pages using Koala or RB2B integration. When multiple contacts from the same account visit within a 7-day window, enrich with company technographics. Deploy a multi-threaded outreach campaign with role-specific ROI calculators tailored to each stakeholder's priorities.

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twelfth

twelfth is an early adopter of Clay, specifically for Account-Based Marketing. Our agency transforms disconnected marketing and sales efforts into unified revenue engines.

We leverage Clay's data platform to build high-propensity target accounts, identify buying signals, and orchestrate multi-channel campaigns that engage your ICP.

Our approach bridges the gap between marketing and sales teams by creating a shared view of account intelligence that both teams trust.

Whether you're struggling with MQL-to-SQL conversion rates, looking to expand enterprise accounts, or wanting to implement sophisticated personalization at scale,

twelfth can implement and execute data-driven strategies that deliver measurable pipeline growth and stronger account relationships.