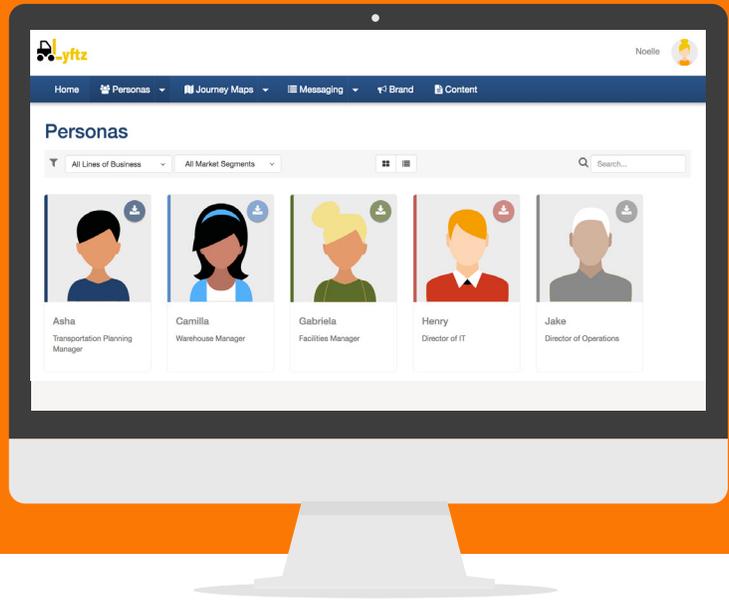


CONNECT TO EVERY BUYER THAT COUNTS

akoону

Create campaigns that convert and engage at every stage

Akoonu is a strategic marketing platform empowering B2B marketers to develop and operationalize the strategies, messaging, and content plans that fuel successful account-based marketing and selling.



Know how each of the buyers in an account thinks and behaves as they make buying decisions



Audience

Use data-driven insights, configurable frameworks, and workflows to develop and continually analyze and update in-depth journey maps and buyer personas.

Personalize campaigns and website and sales interactions



Integrate

Create tailored experiences by persona through integration with MA, CRM and website systems that enable automatic tagging of leads and contacts by persona.

Plan targeted content to attract and engage each buyer throughout the purchasing process



Content Planning

Automate content inventory, streamline content mapping, and develop strategic, buyer-centric content plans from ideation through detailed briefs.

WHAT OUR CUSTOMERS SAY

“Beginning with the data insights to ensure we were marketing to the right buyers, to the platform’s features and built-in best practices, Akoonu provided value each step of the way.”

DOUG LAPLANTE, CHIEF INNOVATION OFFICER AND VP, STRATEGY
NEW PIG CORPORATION

“The ability to plan our content against our personas and journey maps and give our content creators all the information they need in one place allows them to more efficiently create content that our audience finds valuable.”

ASMA STEWART, VP OF MARKETING, PROPEL(X)

AKOONU STRATEGIC MARKETING PLATFORM

Aggregate Existing Work

Validate and Augment

Align Organization

Operationalize and Execute

Integrate



Brand Module

- Positioning and Messaging
- Targeted Messages
- Brand Standards



Planning Module

- Content Inventory
- Content Planning
- Content Coverage Map



Integration

- CRM
- MA
- CMS
- Box
- Google
- ...



Audience Module

- Journey Maps and Buyer Personas
- Organized by Market Segments per LOB



Data Analysis and Research

- MA/CRM Data Analysis
- Stakeholder Surveys
- Customer/Prospect Interviews



Configurable Frameworks with Built-in Best Practices