

# Release Notes: August '17 ABM Enhancements

The following features are included in the August '17 ABM enhancement release. Check your Marketo edition for feature availability.

Please click the title links to view detailed articles for each feature.



## What's in this article?

[Account Insight](#)

[Dynamic Account Lists](#)

## Account Insight

Account Insight is a Google Chrome plug-in that surfaces actionable ABM and account insights to your sales teams, enabling them to work closely with marketing to engage accounts effectively. Sales teams will get visibility into the data and insights generated for each of the Named Accounts they own. This will include account score percentiles, a prioritized list of their Named Accounts, engaged people within those accounts, and a live activity stream of recent activities from the account.

ACTIVITY FEED MY NAMED ACCOUNTS

### RECENT ACTIVITY

Past 7 days

Search activities by account name

**Acme** Joseph Chau  
Marketing Intern

Downloaded sponsored content "State of Marketing Automation: 2017 Outlook Guide" from G3 Communications 10 mins ago

**Belarus Communications** Joey Berezinski  
Director of Marketing

Attended Webinar, Web Personalization - A Must for Your 2017 Marketing Plans on Thursday, January 26th, 2017 13 mins ago

**Borland Foods** Billy Sullivan  
Marketing Specialist

Attended Webinar, Web Personalization - A Must for Your 2017 Marketing Plans on Thursday, January 26th, 2017 21 mins ago

**Yonge St Financial** Joseph Chau  
Marketing Intern

Downloaded sponsored content "State of Marketing Automation: 2017 Outlook Guide" from G3 40 mins ago

ACTIVITY FEED MY NAMED ACCOUNTS

### MY NAMED ACCOUNTS

Your top accounts over the past 7 days.

Search my accounts

100<sup>th</sup> percentile **George's Finance**

100<sup>th</sup> percentile **Acme**

98<sup>th</sup> percentile **Normandy Investments**

93<sup>rd</sup> percentile **Borland Foods**

93<sup>rd</sup> percentile **Selassie Funds**

92<sup>nd</sup> percentile **Ramirez Software Co**

91<sup>st</sup> percentile **Brooklyn Industrial**

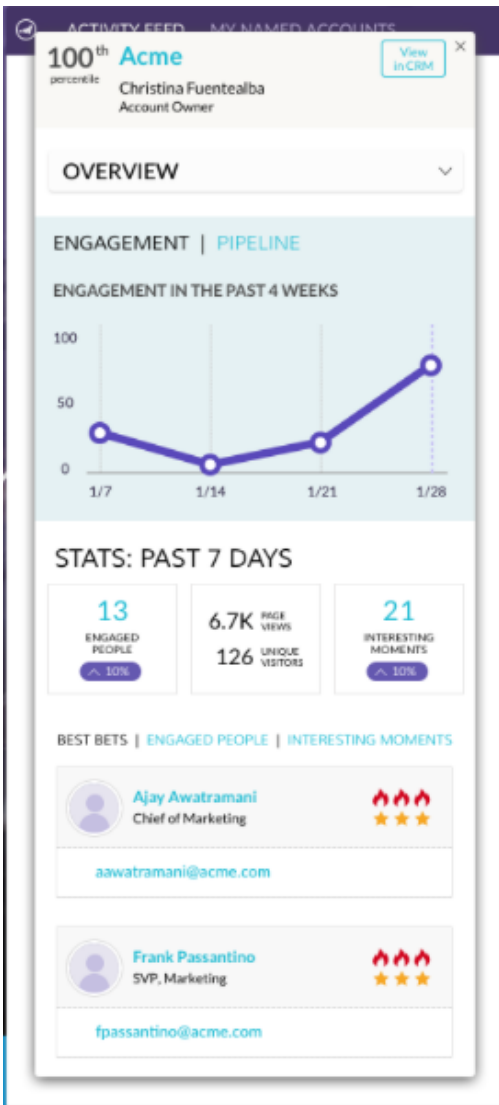
89<sup>th</sup> percentile **Maple Leaf Consulting**

82<sup>nd</sup> percentile **Yonge St Financial**

72<sup>nd</sup> percentile **Bay Area Incorporated**

61<sup>st</sup> percentile **Wilshire Tech**

50<sup>th</sup> percentile **...**



## Dynamic Account Lists

We are adding a new way to create account lists in ABM. In addition to existing account lists, you can now create dynamic account lists that are generated from public CRM Account Views. A CRM Account View is a set of rules that acts as a filter when displaying accounts. For example, you can use it to find accounts where Industry is Healthcare *and* Revenue is over \$100M.

