

ABM Sales Report

Receive a weekly email containing your top accounts and their weekly trends.



Note

Learn how to set up this report [here](#).

The report shares:

- Named accounts sorted by the account score you choose
- Top engaged people
- Key trends and interesting moments
- A link to download a CSV file containing additional details

ABM Sales Report



Marketo Analytics <no-reply@marketo.com>

Mon 11/21, 9:07 PM

Jenny Chang ✉



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Weekly Report
10.20.2016 - 10.27.2016

Hey Jenny,

Here are your top accounts as well as their weekly trends. For additional details, please download the attachment at the bottom of the email.

ACME	Contoso Bank	Globex
▲ 11% 103.2K Account Score	▲ 4% 94.3K Account Score	▲ 10% 88.9K Account Score
Sales Pipeline ↑ 13% \$4k Total 3 Open	Sales Pipeline ↑ 9% \$7k Total 3 Open	Sales Pipeline ↑ 3% \$6k Total 3 Open
People Engaged ↑ 5% 200 Total 25 Engaged	People Engaged ↑ 16% 200 Total 25 Engaged	People Engaged ↑ 15% 200 Total 25 Engaged
Page Views ↑ 10% 1290 Total 40 Visitors	Page Views ↑ 5% 1290 Total 40 Visitors	Page Views ↑ 8% 1290 Total 40 Visitors
Interesting Moments 84	Interesting Moments 34	Interesting Moments 19

Sales Report Key

Account Score	Weekly trend by account score (selected in setup), followed by current account score
Sales Pipeline	Weekly trend by pipeline, followed by total current pipeline and number of open opportunities
Page Views	Weekly trend of page views, followed by total page views and number of unique visitors
Interesting Moments	Total number of interesting moments that occurred during the week