

A blue and black butterfly is perched on a large, vibrant green leaf. The leaf's veins are clearly visible, and the butterfly's wings show a mix of bright blue and dark, almost black, patterns. The background is dark, making the leaf and butterfly stand out.

AI in Account-Based Marketing

Dorothea Gosling, Jaspreet Bindra and Anna Nicolis

Every transformative technology has heralded a new era of abundance and democratisation, profoundly affecting nations, societies, and businesses. The Agricultural Revolution made food abundant, the Industrial Revolution democratised labour, the Internet revolutionised access to information, and now the rise of AI promises an era of infinite intelligence. This paper explores how to harness that intelligence for account-based marketing (ABM) ethically and in compliance with the new EU AI Act (<https://artificialintelligenceact.eu/the-act/>).

Balancing innovation, ethics, and regulatory standards post EU AI Act

The AI Opportunity?

We are already in the age of AI, and it is fundamentally reshaping how humans and machines collaborate. AI is transforming industries, societies, and geopolitics, and soon it will redefine our jobs, as humans and AI integrate more closely in the workplace.

Marketing is one of the professions most deeply affected, being a blend of creativity and cognitive abilities, and Generative AI (GenAI) has introduced powerful new tools in this domain. GenAI systems like ChatGPT and Gemini use advanced language models that mimic human-like language processing, and their underlying Large Language Models (LLMs) exhibit strong

conversational and imaginative abilities, making them increasingly valuable for crafting effective marketing strategies — including in account-based marketing (ABM).

Predictive AI has long enhanced targeting and performance in programmatic marketing, but recent advancements will amplify these capabilities. And while AI-optimised marketing campaigns have existed for years, new experiments with GenAI are making waves. For example, a major PC manufacturer segmented their markets into ten-times more subsegments and leveraged GenAI to create highly-targeted content at scale without increasing

marketing resources¹. Retailers, too, are transforming customer experiences by leveraging AI's conversational, creative, and cognitive power, while customer service centres employ bespoke GenAI agents to equip representatives with information that improves issue resolution time and agent productivity.

AI represents a massive opportunity for marketers. In June 2023, McKinsey² predicted that GenAI could increase marketing productivity by five to 15%, while a survey by BCG in April 2023³ predicted that 84% of CMOs plan to launch new products and business models powered by GenAI technology.

¹ The manufacturer asked to remain anonymous

² Chui, M et al (14 June 2023) 'The economic potential of generative AI: The next productivity frontier,' McKinsey & Company, New York

³ <https://www.bcg.com/publications/2023/generative-ai-in-marketing>

Using AI in ABM

AI is revolutionising marketing by enabling more precise, data-driven strategies that allow deeper connections with audiences in previously unimaginable ways. Building on this foundation, GenAI is unlocking even greater transformative opportunities, particularly in enhancing ABM through personalised content creation and predictive analytics.

Here are some examples:

- You can realise productivity gains by having tools like ChatGPT or Copilot summarise large amounts of contextual information about a customer to help inform your ABM and GTM strategy.
- You can boost creativity by using GenAI to create those better-informed messages and visuals that are more likely to resonate with your target audiences.
- You can boost your delivery accuracy and segmentation accuracy provided your data is clean, current and accessible to your AI powered martech ecosystem. Through an ecosystem like this, you are able to have your messages and advertisements delivered at a time the individuals signal intent, (i.e., the moment when the relevance of your message to your audience should be at or near its peak).

In combination, this selection of use cases alone shows the potential AI holds to help us get closer to the elusive goal of personalisation at scale.

GenAI is unlocking even greater transformative opportunities, particularly in enhancing ABM through personalised content creation and predictive analytics.





If as a marketer, you use text-to-image or text-to-video GenAI tools, your company may inadvertently face copyright litigation; an outcome no brand desires.

Challenges and risks

Despite the excitement around GenAI, several challenges persist. GenAI can hallucinate, raising concerns about accuracy and reliability. Moreover, data privacy and leakage remain significant risks, particularly with proprietary company data potentially being exposed in public cloud environments that host LLMs.

These risks extend to copyright infringement and plagiarism, as GenAI systems can scrape vast amounts of data without properly attributing or rewarding original content creators. If as a marketer, you use text-to-image or text-to-video GenAI tools, your company may inadvertently face copyright litigation; an outcome no brand desires.

Incoming regulation is another critical factor for you. The EU AI Act, which took effect in August 2024⁴, introduces strict standards that will impact how you deploy these tools to enhance productivity and effectiveness. Due to the “Brussels effect”⁵ we’ve seen with regulations such as GDPR, the EU Act is likely to drive global standards.



⁴. https://commission.europa.eu/news/ai-act-enters-force-2024-08-01_en#:~:text=The%20AI%20Act%20introduces%20a,adopt%20additional%20codes%20of%20conduct.

⁵. <https://www.chathamhouse.org/2024/03/eus-new-ai-act-could-have-global-impact#:~:text=Whether%20for%20governments%20looking%20for,perhaps%20through%20its%20enforcement%20powers>.

The EU AI Act: Risk-based standards

The AI Act⁶ categorises AI systems into four risk tiers: unacceptable, high-risk, limited risk, and minimal risk. Systems posing unacceptable risks, such as social scoring mechanisms or manipulative AI, are prohibited in the EU. High-risk AI systems, which handle sensitive personal data or affect critical functions like recruitment and credit scoring, must meet stringent requirements for human oversight, accuracy, and security.

If you are going to be using AI enabled technologies in your Account-Based Marketing (ABM) programmes and wider marketing strategy, and where this technology relies on AI for data-driven and personalised engagement, it is crucial to identify in which risk category mandated by the Act this will fall into. For instance, systems that assess personal attributes — such as behavioural patterns, job performance, or purchasing intent — could be classified as high-risk if they significantly impact individual rights.





““”

If you are going to be using AI enabled technologies in your ABM programmes and wider marketing strategy, it is crucial to identify in which risk category mandated by the Act this will fall into.






⁶. <https://digital-strategy.ec.europa.eu/en/policies/regulatory-framework-ai>

EU AI Act: Risk Tiers

Unacceptable risk	AI systems considered a clear threat to the safety, livelihood, and rights of people (e.g., social scoring by government).	
High risk	AI systems used as safety components in public infrastructure, AI systems used to determine access to education, recruitment, credit scoring, etc.	
Limited risk	Risks associated with lack of transparency in AI usage; specific transparency obligations to ensure humans are informed (e.g., use of chatbots, audio/video using “deep fakes”).	
Minimal risk	AI systems that do not pose a risk or harm to individuals (e.g., AI-enabled video games or spam filters).	

Source <https://digital-strategy.ec.europa.eu/en/policies/regulatory-framework-ai>

Illustrative examples interpreting risk tiers under the EU AI Act in the ABM context

Unacceptable risk	Creating deep-fake videos of executives or industry leaders endorsing products without their knowledge or consent or using AI for subliminal manipulation in marketing materials for a proposal.	
High risk	An ABM-er uses AI to analyse recent video footage of an executive’s speech, combined with behavioural data from their website, to infer an executive’s risk tolerance, biases, and behaviour and tries to exploit this by adjusting language, tone, visuals and outreach mechanism of a campaign to influence the executive’s decision-making.	
Limited risk	An ABM team deploys an AI-powered virtual assistant on their website that engages with visitors from targeted accounts. The assistant provides personalised product information based on the visitor’s company and role, schedules demos, and answers FAQs. It clearly discloses its AI nature at the start of each interaction.	
Minimal risk	An ABM practitioner uses publicly available data (e.g., recent news, financial filings) to analyse accounts and support strategy development.	

These scenarios are provided for illustrative purposes only and do not constitute legal advice. For interpretation and application of the EU AI Act, please consult a qualified legal professional.

Tiered standards for providers and deployers

The AI Act places most obligations on AI system providers, particularly those managing high-risk systems. This includes companies that develop or service these systems. However, if your ABM programme uses AI (enabled) systems, and you are acting as deployers rather than providers, you are not exempt. You will also need to understand how to ensure your AI tools comply with applicable requirements and oversight responsibilities.

For example, if a company deploys a GenAI system to generate targeted ads or personalised content, it has the responsibility of informing end-users that AI was involved. This transparency requirement applies also to non-high-risk systems, such as AI-driven chatbots or “deepfakes” (i.e., synthetic audio, video or image content that mimics real people or objects) used in marketing⁸).

As AI becomes more sophisticated, companies using these systems may face stricter compliance requirements, particularly for systems that profile individuals autonomously. Such AI tools could come under increased scrutiny.

“

As AI becomes more sophisticated, companies using these systems may face stricter compliance requirements.



⁸. <https://www.europarl.europa.eu/topics/en/article/20230601ST093804/eu-ai-act-first-regulation-on-artificial-intelligence>

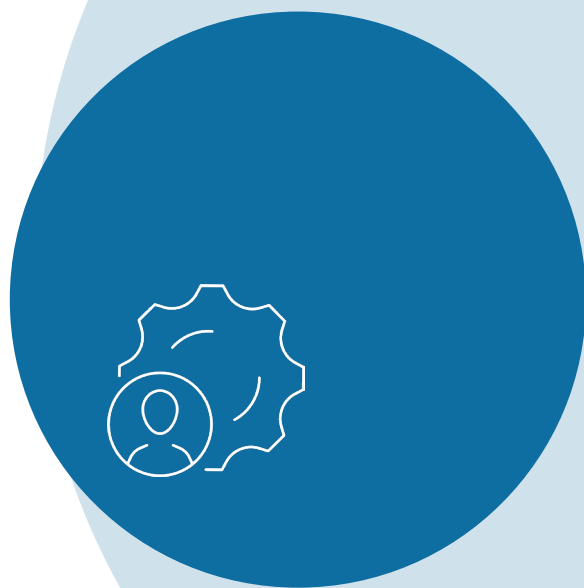
Beyond the AI hype (and regulation)

While AI is transforming industries, many regulatory concerns are not entirely new. Privacy, transparency, and data protection are already covered under GDPR, and issues around cybersecurity and robustness have long been part of risk management. However, AI has the capacity to amplify these risks exponentially, making existing concerns more immediate and severe. For instance, AI's ability to process vast amounts of personal data in real-time heightens privacy risks.

This distinction is critical for businesses. Rather than viewing AI Act compliance as a simple regulatory hurdle, you should assess how AI introduces new risk dimensions, such as increasing reputational risk due to ill-conceived and ill-managed personalisation. AI can also exacerbate existing data security vulnerabilities and transparency challenges. Therefore, it is important to regularly review your cybersecurity protocols and ensure that the AI systems deployed across your business are not only compliant but also resilient against evolving threats.



AI's ability to process vast amounts of personal data in real-time heightens privacy risks.





The future of ABM lies in your ability to strike the right balance between AI-driven efficiency and a human-centric strategy.

Future outlook

As AI technology continues to evolve, its role in ABM is likely to become increasingly central. Organisations that successfully navigate the complexities of AI implementation will be well-positioned to scale ABM to deliver more sustainable growth with top accounts. However, your success will depend not just on technological prowess, but on your ability to deploy AI in ways that are ethical, compliant, and aligned with business objectives.

The future of ABM lies in your ability to strike the right balance between AI-driven efficiency and a human-centric strategy. By leveraging AI to augment human capabilities rather than replace them, you can create more powerful, personalised, and effective ABM strategies.

In conclusion, the integration of AI into ABM provides you with both a significant opportunity and a complex challenge. By approaching this integration with a strategic mindset, a commitment to ethics, and a focus on long-term value creation, you can harness the full potential of AI to transform your ABM efforts and drive sustainable business growth.

As Account-Based Marketers, given your significant role in driving business value, you have the opportunity to lead the way by adopting a responsible and thoughtful approach to AI.



The ABM-er's AI readiness checklist

To help you navigate this new landscape, we recommend working through this checklist to ensure a comprehensive and responsible approach to integrating AI, maximising benefits while mitigating risks.

1	Strategic Alignment	Define clear objectives for AI integration in ABM	<input type="checkbox"/>
		Ensure AI initiatives align with overall business goals	<input type="checkbox"/>
		Identify key performance indicators (KPIs) for measuring AI impact	<input type="checkbox"/>
2	Ethical Considerations	Develop an ethical AI use policy	<input type="checkbox"/>
		Establish transparency guidelines for AI-generated content	<input type="checkbox"/>
		Create a framework for avoiding manipulative practices	<input type="checkbox"/>
3	Data Management	Audit current data collection and storage practices	<input type="checkbox"/>
		Implement robust data security measures	<input type="checkbox"/>
		Ensure compliance with data protection regulations (e.g., GDPR)	<input type="checkbox"/>
4	AI Technology Assessment	Evaluate available AI tools and platforms for ABM	<input type="checkbox"/>
		Assess the need for custom AI solutions	<input type="checkbox"/>
		Plan for AI integration with existing marketing technology stack	<input type="checkbox"/>
5	Team Readiness	Conduct AI literacy training for the ABM team	<input type="checkbox"/>
		Define new roles and responsibilities in an AI-enhanced ABM strategy	<input type="checkbox"/>
		Foster a culture of continuous learning and adaptation	<input type="checkbox"/>
6	Content Strategy	Develop guidelines for AI-assisted content creation	<input type="checkbox"/>
		Establish quality control processes for AI-generated content	<input type="checkbox"/>
		Create a balance between AI-generated and human-created content	<input type="checkbox"/>
7	Customer Experience	Map out the customer journey, including AI touchpoints, where they add to the experience	<input type="checkbox"/>
		Develop personalisation strategies using AI insights	<input type="checkbox"/>
		Implement feedback mechanisms to gauge AI impact on customer satisfaction	<input type="checkbox"/>
8	Regulatory Compliance	Establish a process to stay informed about relevant AI regulations (e.g., EU AI Act)	<input type="checkbox"/>
		Conduct regular compliance audits	<input type="checkbox"/>
		Develop a response plan for potential AI-related regulatory issues	<input type="checkbox"/>
9	Risk Management	Identify potential risks associated with AI use in ABM	<input type="checkbox"/>
		Develop mitigation strategies for each identified risk	<input type="checkbox"/>
		Establish an AI governance board or process	<input type="checkbox"/>
10	Performance Monitoring	Implement tools to track AI-driven ABM performance	<input type="checkbox"/>
		Regularly review and optimise AI models and strategies	<input type="checkbox"/>
		Conduct A/B testing to compare AI-driven vs. traditional ABM approaches	<input type="checkbox"/>
11	Stakeholder Communication	Develop a communication plan to inform clients about AI use in ABM	<input type="checkbox"/>
		Create educational materials about AI benefits and safeguards	<input type="checkbox"/>
		Establish channels for addressing AI-related concerns or questions	<input type="checkbox"/>
12	Environmental Impact	Assess the potential for AI to reduce resource waste in marketing efforts	<input type="checkbox"/>
		Implement tracking for environmental impact of AI-driven ABM	<input type="checkbox"/>
		Set goals for improving sustainability through AI-enhanced precision targeting	<input type="checkbox"/>

About the authors

Dorothea Gosling is an experienced marketing and sales consultant with 30 years of experience in enhancing the performance of sales and marketing teams. She has a strong background in hiring and developing account-based marketing people and functions, establishing global centres of excellence, and effectively applying technology to improve both focus and impact. Today, Dorothea leads Inflexion Group's consulting and training services on the topics of AI in ABM and Pursuit Marketing.

Visit [linkedin.com/in/dorogosling/](https://www.linkedin.com/in/dorogosling/)

Jaspreet Bindra is a senior advisor with Inflexion Group, founder of AI&Beyond and Tech Whisperer UK and author of *The Tech Whisperer*. He holds a master of studies degree in AI and Ethics from Cambridge University.

Visit [linkedin.com/in/jaspreetbindra](https://www.linkedin.com/in/jaspreetbindra)

Anna Nicolis is a UK-based financial services advisor with extensive experience implementing regulatory and risk management projects from start-ups to established global firms. She holds a Master's in AI Ethics from the University of Cambridge and is committed to delivering pragmatic, responsible technology solutions. She is an AI Ethics and Regulation advisor with AI&Beyond.

Visit [linkedin.com/in/anna-nicolis-b75749171/](https://www.linkedin.com/in/anna-nicolis-b75749171/)



About Inflexion Group

The Inflexion team has helped over 50 global technology, telco and professional services companies drive account-based growth.

Inflexion Group was founded in 2021 by Bev Burgess, Tim Shercliff, and Louise Jefferson and most of the Inflexion team are now shareholders.

Building on our global leadership position in account-based marketing (ABM), we help companies:

- Choose the right accounts
- Get aligned internally to focus on them
- Engage with them through orchestrated account management, ABM, customer success and executive engagement programmes

to drive growth, align sales and marketing, and deliver outstanding results.

The Inflexion Group team are all client-side practitioners, having worked with Accenture, BDO, Cognizant, CSC, Deloitte, DXC, Fujitsu, HP, HPE, IBM, Microsoft, Micro Focus, NCC Group, Oracle, PwC, Sopra Steria, Salesforce, Telstra, Virgin Media O2 and Vodafone.

[Our website](#)

[Our LinkedIn page](#)