



# Contact lists, a list of accounts in your territory, and new marketing interaction alerts

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Athena 4.0 delivers the marketing insights you need to close 2020 focusing on the right contacts and having more productive conversations. The latest release makes it easy to see the latest marketing interactions in your account set. Athena presents lists of contacts in your accounts, based on their roles and recent attendance at an IBM event or webinar. These lists are ordered by most recent interaction and you'll receive alerts about new interactions.

## Contact lists to engage the right contacts more effectively

Athena puts **8 ready-to-use contact lists** at your fingertips. Providing visibility into the contacts in your accounts, these pre-defined lists include contacts within key buyer role groups and senior management levels, as well as a list of contacts who recently attended IBM webinars or events.

The lists are ordered by most recent marketing interactions, so you can see the latest touches at a glance. Additional contact details, including a timeline of a contact's prior inbound marketing interactions, are available with one click. Within each list, you also have the flexibility to view only the senior level decision makers or search by interaction name, brand, account, job role, or job level. Use these new lists to start conversations based on your contacts' roles, interests and actions.

- Attended webinar or event within the last 30 days.
- Company & other BU leaders (C-level)
- IT departments
- Developers
- Operations and Supply Chain
- Marketing and Sales
- Finance and Accounting
- Security, Business Continuity, and Risk

*Note: For territory owning sellers, these lists are based on your assigned territory. Sellers without a defined territory, these lists reflect the account list you add to Athena.*

## **New marketing interaction alerts in your Athena Weekly Alerts Digest**

Athena's marketing interaction alerts make it easy to follow up with contacts promptly and effectively. Your weekly alerts email now highlights which contact lists include recent marketing interactions, and how many new interactions occurred. By default, you'll receive alerts for the following contact lists:

- - Attended event or webinar in last 30 days
  - Company or other BU leader

You have the option to receive alerts for your other contact lists, as well. Simply click the bell icon to turn notifications on or off for these lists.

*TIP: If you've previously turned off alerts, you may want to update your preferences. [How to manage your alert preferences](#)*

## **New and enhanced account lists bring the right accounts into focus**

### **View a robust list of the accounts in your territory**

If you have a territory defined in TQM, Athena now includes a searchable list of accounts within your assigned territory. The accounts are presented at the parent level and you can sort by key attributes such as IBM revenue, last purchase, number of open opportunities, and Net Promoter Score (NPS).

## Upload a list of CMRs that represent more countries

To support sellers without a defined territory, who cover multiple Geos, the maximum number of countries that you can include in your CMR list upload has increased from 5 to 10.

## Get additional insight about your accounts

### Relationship Net Promoter Score (NPS)

Providing quick insight into your client's overall feeling about IBM, Athena displays the global account's Relationship Net Promoter Score (NPS) for a rolling 12-month period. The NPS score links to Medallia for further details.

The screenshot shows the profile of Jane Smith, Chief Technology Officer at Merrill Lynch Pierce Fenner & Smith Inc. (CMR: 4321567). Her location is Oklahoma City, OK, USA, and she is in territory. Contact information includes Office (555.123.9000), Mobile (555.123.8901), and Email (jsmith@gci.com). The account details for Global Company, Inc. are as follows:

Country	Account ID	IBM revenue	Last purchase	Open opportunities
Germany	DB007CQQ	\$1.6M (2019 FY)	\$500K (2019 Dec)	8

  

NPS	Client health	Segment	Support tickets
87	Good	Commercial	5

### A better view of how your contacts are mapped to accounts across IBM systems

IBM contact data may be complex, but Athena makes finding your contact simple. Athena searches available sales and marketing account names with priority given to the account names you see in Atlas, and the names represented in Reference Data Customer (RDc). Within search results and the marketing interactions timeline, the information icon displays the account names mapped to your contact. The new table format makes it easy to see a contact's account associations at a glance, and be more confident in the search results that are returned.

The screenshot displays the IBM Athena user interface. On the left is a purple sidebar with navigation options: Accounts (Account lists, Favorite accounts), Contacts (Contact lists, Favorite contacts), and Recommendations (Saved recommendations, Next best recommendations). The main content area shows a contact profile for Jane Smith, Chief Technology Officer at Merrill Lynch Pierce Fenner & Smith Inc. (CMR: 4321567). Her location is Oklahoma City, OK, USA, and she is in territory. Below the profile is a 'Global Co' section. A 'Contact to account mapping' table is highlighted, showing data source, Customer Master Record (CMR), and Domestic Buying Group / Domestic Client ID (DBG/DCID).

Data source	Customer Master Record (CMR)	Domestic Buying Group / Domestic Client ID (DBG/DCID)
Sales: Customer Relationship Management (CRM)	ADAMS FOODS INC	McDonalds Corp.
IBM trusted customer source: Reference Data Customer (RDC)	ADAMS FDS	McDonalds Corp.
Marketing: Cognitive Marketing Data Platform (CMDP)	McDonalds Inc LLC.	McDonalds Inc LLC.

Additional details for Jane Smith include an NPS score of 87 (Sample size 49) and a last comment icon. A link to 'View details in CSA Client360' is also present.

## Learn more

- [Athena accounts](#)
- [Athena alerts](#)
- [Athena contacts](#)