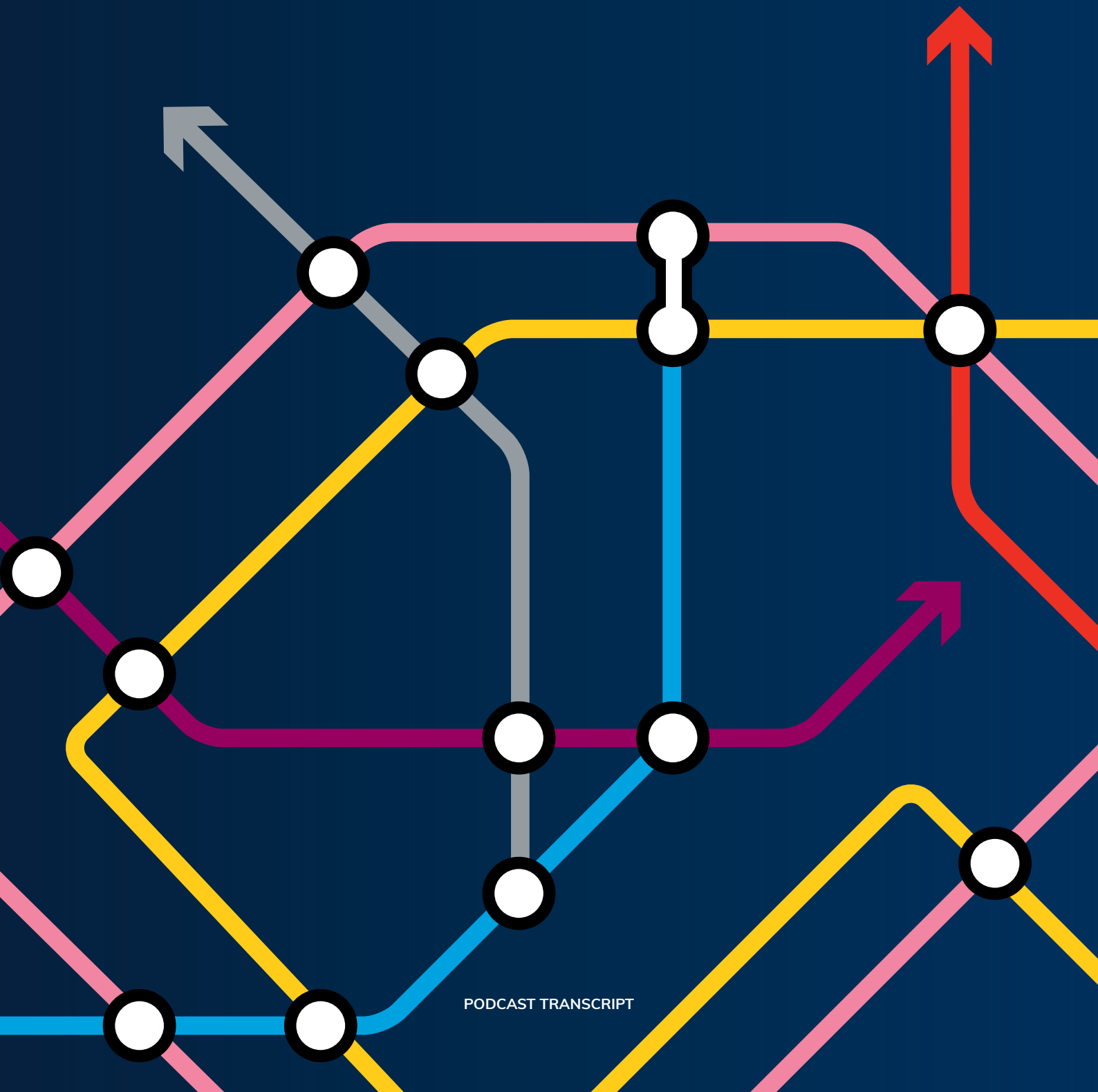


# What is XBM™?

Episode 2



**Skip:**

Welcome to episode two of our series on XBM™ (Anything-Based Marketing). Today we're diving into what it is, how it's different from ABM and ABX, and how it evolves from those concepts. But first, let's define some key terms: positive action, signal, and fluent.

**Robin:**

Sure. Positive action means proactive data use—like excluding non-target accounts. Signal is any actionable event (e.g., a website visit). Fluency is real-time data movement, not just literacy.

**Skip:**

How does XBM differ from ABM/ABX?

**Robin:**

ABM starts with target accounts (A » B). XBM handles what's next (B » C)—like “ghosted” CRM data. X isn't “account”; it's any starting point (location, keywords, etc.).

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Example?

**Robin:**

A non-target visitor from PPC could trigger location-based messaging—not ABM. Or use Azure-hosted status as a trigger, not just accounts.

**Skip:**

Timing seems critical.

**Robin:**

Exactly. Batch processing causes repeats (e.g., webinar invites). Fluency means hyperloop-style real-time actions per record.

**Skip:**

Wrap-up?



**Robin:**

XBM complements ABM by enabling flexible, fluent data use. We're building tools for this at LeadScale.



**Skip:**

Next time: data journeys and hyperloop. Robin, thanks!



**Robin:**

Cheers, Skip!

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