

VISION INTO VALUE

Insights and inspiration for visionary entrepreneurs

In this edition:

- **AI IN ACTION:** How personalized videos & landing pages accelerate your sales pipeline
- **FIRST-PARTY DATA:** GDPR-compliant strategies for precise targeting and lasting trust
- **ABM + SALES:** Winning top accounts with smart KPIs, playbooks & real-world insights
- **CMO-PERSPECTIVE:** Opportunities, risks & actionable strategies for growth
- **30/60/90 DAY PLAN:** Practical steps to achieve measurable success fast

EXECUTIVE SUMMARY

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In 2025, B2B marketing is facing a profound transformation:

Artificial intelligence, first-party data, and account-based marketing are reshaping corporate priorities. For the German mid-market, this means: those who strategically combine these three levers can communicate more efficiently, capture real market share, and simultaneously build lasting trust with their customers.

For orientation:

AI enables personalized, scalable marketing touchpoints that capture attention.

First-party data provides security, transparency, and trust when handling sensitive customer information. ABM boosts conversion through targeted engagement and closer alignment with sales.

Without careful governance and clear KPIs, AI can quickly become costly but ineffective, while competitors pull ahead.

CONCLUSION:

Those who combine AI, first-party data, and ABM in 2025 will gain a clear growth advantage, but only if quality and control are not neglected.

MARKET OVERVIEW / TRENDS

WHAT'S HAPPENING RIGHT NOW?



AI & Personalisierung

Content-Generierung, Videos, personalisierte Landingpages → höhere Output-Geschwindigkeit. Qualitätssicherung weiterhin Pflicht.

Quelle: Business Insider



First-Party Data

Cookieless-Trends & DSGVO → stärkerer Fokus auf Owned Data (CRM, gated content, Events). Bessere Targeting-Sicherheit in Europa.

Quelle: EMARKETER



ABM + Sales

Best-in-class Teams erzielen bessere Conversion-Rates; AI unterstützt Hyper-Personalisierung.

Quelle: G2 Learn Hub



Kreative Differenzierung & Trust

Skalierte AI-Ausspielungen erhöhen Reichweite, Conversion hängt nach wie vor von hochwertigen Inhalten ab.

Quelle: B2B Marketing

Guiding Principle: Pilot, measure, scale. A step-by-step approach minimizes risks and creates sustainable learning experiences.

Europe Focus: GDPR and data-conscious customers are often seen as constraints. In reality, adhering to first-party data principles provides a trust advantage over international competitors, especially U.S. providers who cannot easily operate under these regulations.



AI IN ACTION

HOW PERSONALIZED VIDEOS & LANDING PAGES ACCELERATE YOUR PIPELINE

Warum dieses Thema jetzt relevant ist

Noch vor wenigen Jahren war Personalisierung im B2B-Marketing eine Vision für Großunternehmen mit Millionenbudgets. Heute ist sie Realität und zwar dank Künstlicher Intelligenz (KI), die es ermöglicht, in Stunden zu schaffen, was früher Wochen dauerte: individuell zugeschnittene Videos, personalisierte Landingpages, dynamische E-Mails und datengetriebene Vertriebsunterlagen.

Für CEOs im Mittelstand bedeutet das: mehr Nähe zum Kunden, schnellere Reaktionszeiten und bessere Konversionen, bei gleichbleibenden Ressourcen.

Why This Topic Is Relevant Now?

Just a few years ago, personalization in B2B marketing was a vision reserved for large corporations with multi-million budgets. Today, it is a reality—thanks to artificial intelligence (AI), which enables companies to create in hours what previously took weeks: customized videos, personalized landing pages, dynamic emails, and data-driven sales materials.

For mid-market CEOs, this means closer engagement with customers, faster response times, and higher conversion rates—all without increasing resources.

This happens in three stages:

1. Analysis & Target Customer Identification:

- AI tools analyze CRM data, email interactions, and social media information to detect patterns for example, which companies show the most interest or which topics are currently trending.

2. Content Personalization:

- Based on these insights, AI creates individualized texts, videos, or web pages.
- Example: Instead of a generic product video, each customer receives a version that highlights their logo, industry, and specific challenges.

3. Automated Delivery & Measurement:

- The AI workflow delivers these personalized assets to the right decision-makers and tracks their engagement (click-through rate, time spent, booked appointments).



AI IN ACTION

HOW PERSONALIZED VIDEOS & LANDING PAGES ACCELERATE YOUR PIPELINE

A Practical Example: Mid-Sized Manufacturing Company

A German mechanical engineering company with 120 employees had previously relied on traditional cold calling and trade shows to generate leads. As part of an AI pilot project, 10 target customers were identified who were the best fit for the product. Using an AI video platform, the marketing team created 10 personalized short videos in just a few hours. Each video addressed the individual contact by name, highlighted the specific benefits for their industry, and showcased a relevant use case.

In parallel, personalized landing pages were created to guide prospects after watching the video, featuring relevant case studies, pricing examples, and a clear call-to-action for scheduling a demo.

The Results:

- Email open rate: +45%
- Landing page click-through rate: +62%
- Scheduled meetings: +30%
- Sales effort: -40%

The AI handled routine tasks (creation, customization, delivery, and analysis), allowing the sales team to focus on conversations with real decision-makers.

Why Personalized Videos Are So Effective

Video builds trust. A video that speaks the customer's language communicates: "We understand your situation." When a decision-maker sees their own logo, industry, or specific challenges reflected in the video, engagement and attention increase immediately.



AI IN ACTION

HOW PERSONALIZED VIDEOS & LANDING PAGES ACCELERATE YOUR PIPELINE

Personalized Landing Pages – The Logical Next Step

The video sparks interest, and the landing page deepens it. This is where a prospect either converts or drops off. An AI-powered landing page can automatically adapt based on the visitor's industry, job title, or the links they click, delivering a tailored experience that increases the likelihood of conversion.

Example:

A procurement manager from the automotive industry sees different messaging and images on the page than a production manager from the food industry. Modern tools (e.g., Mutiny, Jasper, Unbounce Smart Builder) analyze visitor data in real time and automatically adjust headlines, testimonials, or call-to-action text.

Result: Higher conversion rates, because the visitor feels the page “speaks their language.”

What This Means for the Mid-Market

For many SMEs, AI is not a threat but a tremendous opportunity. Especially in companies with small teams and limited budgets, intelligent automation can make the difference between stagnation and growth.

Specifically, this means:

- More qualified leads without increasing staff.
- Professional external presence without costly agencies.
- Measurable results that directly translate into pipeline growth and revenue..

At the same time, one thing remains unchanged:

trust is built by people. AI can replace routine tasks, but it cannot replace relationships.

That's why the combination is critical: **AI for speed and scalability, and humans for strategy, emotion, and credibility.**

CMO-PERSPECTIVE

WHAT NEEDS TO BE DONE?

We are currently experiencing a transformation bigger than many realize. Artificial intelligence, automation, and data are changing marketing as profoundly as the internet once did. For large corporations, this often means more tools, more agencies, and bigger budgets.

For small and mid-sized enterprises (SMEs), however, it is a strategic question:

How can I leverage these technologies without getting lost in complexity, while safeguarding my brand's core identity?

Opportunities:

More Impact with Less Effort:

- AI-powered tools can create personalized texts, videos, or presentations in minutes, tasks that previously took days and expensive agencies.
- For a mid-sized company, this means responding professionally to new customers quickly, increasing visibility, and presenting the brand consistently.

Trust Through Owned Data:

- First-party data, customer data that you own, becomes your most valuable asset.
- Maintaining CRM data, consolidating insights from events, newsletters, and online contacts, and extracting actionable intelligence allows companies to become independent of third parties and gain greater planning security.

Targeted Customer Acquisition Through ABM:

- **Account-Based Marketing (ABM)** means focusing on the right 20 or 50 target customers instead of getting lost in the masses, delivering individualized messages that truly resonate.
- For mid-sized companies, this is highly efficient: less wasted effort, more impact.

CMO-PERSPECTIVE

WHAT NEEDS TO BE DONE?

Risks:

Blind Trust in Automation:

- KAI can generate impressive content, but it doesn't understand your brand. Without clear brand guidelines and human oversight, your external image can become diluted.
- Neglecting quality control puts credibility at risk.

Data Chaos Instead of Data Gold:

- Many companies do collect data, but it is scattered, outdated, or unused. Without clear structure and ownership, first-party data quickly becomes a "data graveyard."

Activity Without Strategy:

- New tools may generate short-term excitement, but without clear objectives and key metrics, their impact quickly fizzles out.
- Technology does not replace strategy; it requires a clear direction to deliver real value.

What This Means Specifically for SMEs?

For mid-market CEOs, this means: focus instead of FOMO.

Don't try to implement everything at once start strategically where the greatest impact can be achieved.

In Three Steps:

- **Start Small:** Launch a pilot project with AI, such as personalized product videos or newsletter campaigns.
- **Measure Results:** Identify which initiatives actually generate leads, contacts, and revenue?
- **Scale:** Expand successful approaches and discontinue the rest decisively.

At the same time: **AI does not replace people; it enhances their capabilities.**

Success comes when marketing, sales, and leadership work together, with clear processes, a clean data foundation, and a shared understanding of what constitutes good content.

CMO-PERSPECTIVE

WHAT NEEDS TO BE DONE?

From my perspective as CMO, AI and ABM offer enormous opportunities: they enable personalized, scalable marketing touchpoints that deliver measurable results in a short time. For mid-sized companies, this means greater impact with limited resources.

At the same time, over-automated projects without clear governance carry risks. Without a pilot, defined KPIs, and ongoing oversight, time and budget are quickly wasted.

CONCLUSION:

Strategy, clear KPIs, and pilot projects are key: when AI is managed correctly, it can simultaneously boost efficiency, impact, and trust.

CMO-PERSPECTIVE

WHAT NEEDS TO BE DONE?

AI in B2B Marketing: Tools for content, video, and landing pages increase speed and precision. They can deliver personalized messages and capture attention. Caution: Not every AI project provides immediate value. Quality assurance remains essential, especially for mid-sized companies aiming to protect their reputation and budget.

First-Party Data: With the decline of third-party cookies and GDPR regulations, owning your own customer data is more valuable than ever. CRM records, event leads, and newsletter subscriptions provide a secure foundation for precise targeting—and build trust with your customers.

ABM + Sales Alignment: Targeting top accounts with personalized campaigns drives significantly higher conversion rates. AI can act as a powerful enabler for hyper-personalization in this process.

Creative Differentiation & Trust: Automation can generate reach—but only high-quality, authentic content builds trust and secures long-term customer relationships.

CONCLUSION:

Mid-sized companies that cleverly combine AI, first-party data, and ABM can multiply their marketing impact—but only if content remains human, relevant, and trustworthy.

ACTIONABLE RECOMMENDATIONS

IMMEDIATE STEPS (30/60/90 DAYS)

0–30 Days: Select 1–2 AI tools for content, video, or personalization. Run a 4-week pilot (e.g., personalized listing videos for 10 top accounts). Measure CTR and lead quality.

First-Party Data Audit: Inventory CRM data, event leads, newsletter subscribers, and partner data.

Prioritize integrations with LinkedIn, website forms, etc., to establish baseline segmentation.

30–60 Days: ABM Playbook & Sales Alignment: Define 20 high-value accounts, implement AI-driven personalized landing pages and video assets, set shared KPIs with sales (pipeline value, meetings). Governance & Quality Gate: Introduce review processes (human-in-the-loop) to ensure brand tone, compliance, and quality of AI output.

60–90+ Days: Attribution & Measurement: Implement multi-touch attribution for ABM and content to track ROI per account. Validate AI analytics with sales feedback. Scaling & Partnerships: Scale successful templates, consider an internal or partner template marketplace for fast localization and replication.

CONCLUSION:

Small, targeted steps lead to big results: pilot, measure, optimize.
This is how AI and ABM unlock their full potential.

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