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ABX Is Just Good Marketing (And That's the Point)

Fin.Tech Marketing Community Panel Recap, 24 February 2026 (Virtual, New York)

The panel opened with an honest admission: the industry keeps inventing new acronyms for the same idea. ABM, ABX, Revenue Marketing. The labels change; the fundamentals don't. Jessica Zall (CMO, Burford Capital) put it plainly: ABX is the latest name for what good marketers have always done. Right message, right person, right time.

What made this discussion worth having is that four people from very different corners of financial services (a litigation funder, an enterprise consultant, a solo fintech marketer, and a global bank) all arrived at the same conclusion: alignment between sales and marketing is the single thing that determines whether any of this works.

Here's what each of them brought to the table.

Jessica Zall: Start with the Buyer, Not the Funnel

Jessica's framing cut through the jargon. Her "85% rule" was the stat that stuck: most buyers have made their decision before they ever speak to sales. That means marketing's job isn't just generating leads. It's providing air cover across the entire buyer journey, from first awareness through onboarding and retention.

Her other point was more personal. Nobody cares about your brand in the abstract. They care whether you understand their specific pain points and can solve them. If you can't articulate that, no amount of ABX technology will help.

David Blackburn: Alignment Is Organizational, Not Technological

David pushed back on the idea that ABX is a software purchase. It's a framework for how sales, marketing, and product work together. The technology supports it, but the structure has to come first.

He also made the case for curiosity as a professional skill. His advice: make it your business to understand what your peers in other departments actually do every day. That cross-functional awareness is what turns a marketing team into a revenue contributor instead of a cost center that's always justifying its budget.

Sara Haas: Building Alignment from Day One

Sara offered a different perspective. As the sole marketer at IMTC, she built sales and marketing alignment into the company's DNA from the pre-seed stage. No legacy silos to break down, no turf wars to navigate.

Her approach: joint strategy sessions that include Product and Client Success, so the team only chases deals they can actually win. And on the sales-marketing relationship: the Head of Sales is her closest ally. That trust isn't a nice-to-have. It's what lets them solve process and data problems together without the politics that bogs down larger organizations.

Kathleen Struye: ABX Belongs to the Whole Firm

Kathleen brought the relationship management perspective from BNP Paribas. Her main point: ABX moves a firm from being a vendor who responds to RFPs to a strategic partner who helps the client define the RFP in the first place. That shift changes everything about how you measure success. Pipeline quality and winnability matter more than pipeline volume.

She also noted that in an industry with 12- to 36-month sales cycles and high switching costs, the work doesn't stop at the signature. Onboarding and retention are where ABX earns its keep.

The Bigger Point

The panel's prediction: in three years, we probably won't call it ABX. It'll just be the standard operating model. A unified, client-centric approach where the whole organization shows up as one face to the customer.

Whether or not the label survives, the principles are worth testing now. Pick one account this quarter and run the full approach: joint sales-marketing planning, lifecycle engagement, pipeline quality over volume. See what changes.

Tell the community what you learned.

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