

# **Account Based Marketing For Manufacturers**

## **Account Based Marketing for Manufacturers: A Personalized Approach to B2B Success**

Author: Sarah Chen, MBA, Senior Marketing Consultant at Industrial Growth Partners, specializing in B2B marketing strategies for the manufacturing sector for over 15 years.

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Summary: This article explores the transformative power of account-based marketing (ABM) for manufacturers. Through real-world examples and personal anecdotes, it demonstrates how ABM's personalized, strategic approach can significantly improve lead generation, shorten sales cycles, and increase customer lifetime value in the complex world of industrial B2B sales. The article details the key strategies involved, common challenges, and best practices for successful implementation of account based marketing for manufacturers.

### **The Shift from Mass Marketing to Account Based Marketing for Manufacturers**

For years, my team at Industrial Growth Partners had relied on traditional outbound marketing tactics for our manufacturing clients. We blasted generic email campaigns, participated in industry trade shows hoping for a lucky lead, and relied on cold calling. The results were...disappointing. Conversion rates were low, and the cost of customer acquisition was high. We were essentially shouting into the void, hoping someone would hear us. This is a common problem in the manufacturing sector, where complex sales cycles and high-value deals necessitate a more targeted approach. That's when we discovered the power of account based marketing for manufacturers.

### **Understanding Account Based Marketing for Manufacturers**

Account based marketing for manufacturers focuses on identifying and nurturing a select group of high-value target accounts. Instead of a broad, generalized approach, ABM tailors messaging and marketing efforts to the specific needs and pain points of each individual account. This personalized approach fosters stronger relationships, increases engagement, and significantly boosts the likelihood of closing deals.

## **Case Study 1: Precision Engineering Solutions**

One of our clients, Precision Engineering Solutions (PES), a manufacturer of custom-engineered components for aerospace, was struggling to break into the lucrative defense industry. Their traditional marketing wasn't resonating with the highly specific needs of these large, complex organizations. We implemented an account based marketing for manufacturers strategy, identifying key decision-makers within target defense contractors. We then developed highly targeted content, including customized case studies, white papers, and even personalized video presentations highlighting PES's expertise in meeting the exacting standards of the defense sector. The results were remarkable. Within six months, PES secured three major contracts, exceeding their annual sales target. This success story clearly demonstrates the effectiveness of account based marketing for manufacturers in penetrating challenging markets.

## **Case Study 2: GreenTech Manufacturing**

GreenTech Manufacturing, a producer of sustainable packaging solutions, faced a different challenge. They had a great product, but lacked the resources to reach a large number of potential clients. We leveraged an account based marketing for manufacturers strategy focused on a small number of key accounts in the food and beverage industry. We used a combination of LinkedIn outreach, targeted advertising, and high-value content to build relationships with key decision-makers. This focused approach allowed GreenTech to concentrate their limited resources on high-potential opportunities, resulting in a significant increase in conversion rates and a dramatic reduction in marketing costs. Their experience highlights how even small manufacturers can leverage the power of account based marketing for manufacturers effectively.

## **Key Elements of a Successful Account Based Marketing for Manufacturers Strategy**

A successful account based marketing for manufacturers strategy requires a multi-faceted approach:

**Ideal Customer Profile (ICP) Definition:** Clearly define your ideal customer. What are their characteristics, needs, and pain points?

**Target Account Selection:** Identify a select group of high-value accounts that align with your ICP.

**Personalized Messaging:** Craft compelling messages that resonate with the specific needs and

challenges of each target account.

**Multi-Channel Engagement:** Utilize a variety of channels to reach your target accounts, including email, LinkedIn, targeted advertising, events, and direct mail.

**Content Marketing:** Develop high-quality, valuable content that addresses the specific needs of your target accounts. This might include case studies, white papers, webinars, and personalized videos.

**Sales and Marketing Alignment:** Ensure seamless collaboration between your sales and marketing teams. This is crucial for success in account based marketing for manufacturers.

**Measurement and Optimization:** Track your progress and adjust your strategy based on results. Key metrics to track include engagement rates, conversion rates, and customer lifetime value.

## **Overcoming Challenges in Implementing Account Based Marketing for Manufacturers**

Implementing account based marketing for manufacturers isn't without its challenges. Some common hurdles include:

**Data Acquisition and Management:** Gathering and managing accurate data on target accounts is critical.

**Resource Allocation:** ABM requires a significant investment of time and resources.

**Sales Team Buy-in:** Getting your sales team on board with the ABM approach is essential.

**Measuring ROI:** Tracking the ROI of ABM can be complex.

Overcoming these challenges often requires a commitment to investing in the right technology, training your team, and establishing clear KPIs.

## **Conclusion**

Account based marketing for manufacturers offers a powerful alternative to traditional, mass-market approaches. By focusing on a select group of high-value accounts and delivering personalized messaging, manufacturers can significantly improve lead generation, shorten sales cycles, and increase customer lifetime value. While implementing an ABM strategy requires careful planning and resource allocation, the potential rewards far outweigh the challenges. The success stories of Precision Engineering Solutions and GreenTech Manufacturing clearly illustrate the transformative potential of account based marketing for manufacturers in today's competitive landscape.

## **FAQs**

1. What is the difference between ABM and traditional marketing for manufacturers? Traditional marketing uses a broad-based approach, while ABM focuses on specific high-value accounts.

2. How do I identify my ideal customer profile for ABM? Conduct thorough market research, analyze your existing customer base, and consider your company's strengths and capabilities.
3. What are the best channels for engaging target accounts in ABM? A multi-channel approach is best, including LinkedIn, email, targeted advertising, events, and direct mail.
4. How do I measure the ROI of ABM for manufacturers? Track key metrics such as engagement rates, conversion rates, and customer lifetime value.
5. What are the common challenges of ABM for manufacturers? Data acquisition, resource allocation, sales team buy-in, and measuring ROI.
6. How can I ensure alignment between sales and marketing in ABM? Establish clear communication channels, shared goals, and regular progress meetings.
7. What type of content is most effective for ABM in the manufacturing sector? Case studies, white papers, webinars, personalized videos, and data-driven reports.
8. How long does it take to see results from an ABM strategy? Results vary, but many manufacturers see significant improvements within 6-12 months.
9. What tools can support ABM for manufacturers? CRM systems, marketing automation platforms, and sales intelligence tools.

## **Related Articles**

1. "The Ultimate Guide to Account Based Marketing for Industrial Manufacturers": A comprehensive overview of ABM strategies, tactics, and tools specifically designed for the industrial manufacturing sector.
2. "Account Based Marketing in the Age of Digital Transformation for Manufacturers": Explores the role of digital technologies in enhancing ABM effectiveness for manufacturers.
3. "Building a Successful ABM Program for Small and Medium-Sized Manufacturers": Provides practical advice and strategies for smaller manufacturing companies implementing ABM.
4. "Case Studies: How Leading Manufacturers are Using ABM to Drive Growth": Showcases successful ABM implementations across various manufacturing sub-sectors.
5. "Measuring the ROI of Account Based Marketing for Manufacturers": A detailed guide on setting up effective metrics and tracking ABM success.
6. "Overcoming the Challenges of Implementing ABM in the Manufacturing Industry": Addresses common issues and provides solutions for successful ABM adoption.
7. "The Role of Sales Enablement in Account Based Marketing for Manufacturers": Explores how sales enablement tools and techniques can enhance ABM effectiveness.

8. "Account Based Marketing for Manufacturers: Aligning Sales and Marketing for Success": A focused look at collaboration and alignment between sales and marketing departments.

9. "Leveraging LinkedIn for Account Based Marketing in the Manufacturing Sector": A detailed guide on utilizing LinkedIn for targeted outreach and relationship building within ABM.

**account based marketing for manufacturers:** *Account-Based Marketing* Chris Golec, Peter Isaacson, Jessica Fewless, 2019-03-19 Account-Based Marketing is changing the discipline of marketing—Why? Business-to-business (B2B) companies spend \$40 Billion on marketing each year, and they embrace tech-driven innovations, yet the traditional model for lead generation has not changed for decades. Why? In addition to the techniques being outdated, they create friction and distrust between marketing and sales teams. ABM has quickly gained traction with leading B2B companies because it aligns sales and marketing teams around the accounts that will have the most business impact. Instead of chasing a large volume of lower-quality, generic leads, ABM helps sales and marketing professionals coordinate their efforts against a specific set of target accounts. Despite the clear advantages of ABM, there continues to be much confusion around just how to implement it. Written by the leaders behind the successful marketing firm Demandbase, *Account-Based Marketing* explains how to execute a world-class ABM strategy from start to finish. Find out exactly how highly successful B2B companies are using Account-Based Marketing to grow their customer base Develop an effective strategy to adapt ABM principles for your own organization with its own unique needs Integrate your sales and marketing processes into an efficient, cohesive workflow Locate and attract the ideal clients for your business to increase revenue and open up new opportunities From building the right target account list and understanding the impact of ABM on marketing programs, to selling ABM within an organization and finding budget for the strategy, you'll find it all in this authoritative guide.

**account based marketing for manufacturers:** *A Practitioner's Guide to Account-Based Marketing* Bev Burgess, Dave Munn, 2017-03-03 Account-based marketing, also known as client-centric marketing, is in the process of transforming modern marketing practice. It involves taking a strategic approach to business to business marketing, whereby important individual accounts are treated as markets in their own right. After all, many of the world's leading companies have annual revenues the size of some countries' GDP, so for the businesses that provide services and solutions to these companies, such key accounts truly do represent a global market. *A Practitioner's Guide to Account-Based Marketing* explores the development of account-based marketing (ABM) as a business practice, and outlines a clear, step-by-step process for readers who wish to set up an ABM programme to accelerate growth. Rich with fascinating case studies and personal stories, *A Practitioner's Guide to Account-Based Marketing* offers readers privileged access to lessons learned by pioneering companies in the field, including BT, Fujitsu, IBM, Juniper Networks, Microsoft, SAP, and many more. The text is fully endorsed by the Information Technology Services Marketing Association (ITSMA), who run the only formally recognized qualification in the sector: the Account-Based Marketing Certification Programme. Meticulously researched and highly practical, *A Practitioner's Guide to Account-Based Marketing* will help all marketers strengthen relationships, build reputation, and increase revenues in their most important accounts.

**account based marketing for manufacturers:** *Marketing and Sales Automation* Uwe Hannig, Uwe Seebacher, 2023-05-02 This book clarifies based on latest findings and research what one needs to know about marketing and sales automation, how to manage projects to implement them, select and implement tools, and what results can be achieved. It also outlines what can be expected in the future such as the automation of corporate communication and Human Resources. The range of topics spans from the creation of a valid data base in the context of applied AI for realizing predictive intelligence and the effects of data regulations such as the European General Data Protection Regulation (GDPR) when addressing customers and prospects to recommendations for

selecting and implementing the necessary IT systems. Experts also report on their experiences in regard to Conversion-rate-optimization (CRO) and provide tips and assistance on how to optimize and ensure the highest RoI for marketing and sales automation. A special focus will be placed on the dovetailing of marketing and sales and the management of the customer journey as well as the improvement of the customer experience.

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**account based marketing for manufacturers:** Advanced Digital Marketing Strategies in a Data-Driven Era Saura, Jose Ramon, 2021-06-25 In the last decade, the use of data sciences in the digital marketing environment has increased. Digital marketing has transformed how companies communicate with their customers around the world. The increase in the use of social networks and how users communicate with companies on the internet has given rise to new business models based on the bidirectionality of communication between companies and internet users. Digital marketing, new business models, data-driven approaches, online advertising campaigns, and other digital strategies have gathered user opinions and comments through this new online channel. In this way, companies are beginning to see the digital ecosystem as not only the present but also the future. However, despite these advances, relevant evidence on the measures to improve the management of data sciences in digital marketing remains scarce. *Advanced Digital Marketing Strategies in a Data-Driven Era* contains high-quality research that presents a holistic overview of the main applications of data sciences to digital marketing and generates insights related to the creation of innovative data mining and knowledge discovery techniques applied to traditional and digital marketing strategies. The book analyzes how companies are adopting these new data-driven methods and how these strategies influence digital marketing. Discussing topics such as digital strategies, social media marketing, big data, marketing analytics, and data sciences, this book is essential for marketers, digital marketers, advertisers, brand managers, managers, executives, social media analysts, IT specialists, data scientists, students, researchers, and academicians in the field.

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Organization shows leaders how to build their company's future around Inbound principles and strengthen the structural foundations necessary to deal with the changes in buyer behavior. It explains how and why Inbound ideas and how to create a remarkable customer experience belong in the boardrooms and on the desks of founders, entrepreneurs, business leaders, and anyone who has a responsibility to lead their organizations into the future. • Discover the foundation of inbound principles • Learn how to put ideas into practice today • Read about organizations that successfully apply the principles of Inbound • Keep your business on course to succeed amidst buyer changes Stay ahead of the curve and learn how to use Inbound principles to ensure you're always ahead of the curve.

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**account based marketing for manufacturers: ABM Is B2B** Sangram Vajre, Eric Spett, 2019-09-03 Instant Bestseller on Amazon in Marketing and Sales! FACT: Less than ONE percent of all leads become customers. As a business, how can you break that trend and achieve client fidelity? In this book we reveal the secrets behind the framework that will sell and retain your customers. Did you know that less than one percent of all leads become customers? It is a true and shocking stat, but there is a way to stop the waste and flip this around. In this highly anticipated book, we reveal the secrets behind our signature TEAM - Target, Engage, Activate, and Measure - framework to transform your approach to market, increase sales, and retain your ideal customers. Account-Based Marketing (ABM) is the new B2B. It's time to challenge the status quo of B2B Marketing and Sales, and transition to what the business arena already expects as the updated B2B model. A transformation like this can only happen through an account-based approach that unites marketing, sales, and customer success teams (go-to-market teams) as #OneTeam. In summary, the TEAM framework coupled with the account-based approach enables your company to focus on the target accounts, engage them in a meaningful way, activate the sales team with top tier accounts proactively, and finally measure success based on business outcomes over vanity metrics. It's time to take the lead and transition your business to ABM. The process is simple when you have the right book - ABM is B2B. What are you waiting for?

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and microeconomics, behavioral decision theory, psychological and social dimensions and newer market mechanisms of auctions in their contributions to pricing research. These chapters, specifically written for this Handbook, cover these various developments and concepts as applied to tackling pricing problems. Academics and doctoral students in marketing and applied economics, as well as pricing-focused business practitioners and consultants, will appreciate the state-of-the-art research herein.

**account based marketing for manufacturers: Digital and Social Media Marketing** Nripendra P. Rana, Emma L. Slade, Ganesh P. Sahu, Hatice Kizgin, Nitish Singh, Bidit Dey, Anabel Gutierrez, Yogesh K. Dwivedi, 2019-11-11 This book examines issues and implications of digital and social media marketing for emerging markets. These markets necessitate substantial adaptations of developed theories and approaches employed in the Western world. The book investigates problems specific to emerging markets, while identifying new theoretical constructs and practical applications of digital marketing. It addresses topics such as electronic word of mouth (eWOM), demographic differences in digital marketing, mobile marketing, search engine advertising, among others. A radical increase in both temporal and geographical reach is empowering consumers to exert influence on brands, products, and services. Information and Communication Technologies (ICTs) and digital media are having a significant impact on the way people communicate and fulfil their socio-economic, emotional and material needs. These technologies are also being harnessed by businesses for various purposes including distribution and selling of goods, retailing of consumer services, customer relationship management, and influencing consumer behaviour by employing digital marketing practices. This book considers this, as it examines the practice and research related to digital and social media marketing.

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"Instead of throwing money away and sucking up to A-listers, now there is a better way to promote your business. It's called content marketing, and this book is a great way to master this new technique." -Guy Kawasaki, Chief evangelist of Canva and author of The Art of the Start 2.0 How do you take the maximum amount of risk out of starting a business? Joe Pulizzi shows us. Fascinate your audience, then turn them into loyal fans. Content Inc. shows you how. Use it as your roadmap to startup success." -Sally Hogshead, New York Times and Wall Street Journal bestselling author, How the World Sees You If you're serious about turning content into a business, this is the most detailed, honest, and useful book ever written. -Jay Baer, New York Times bestselling author of Youtility The approach to business taught all over the world is to create a product and then spend a bunch of money to market and sell it. Joe outlines a radically new way to succeed in business: Develop your audience first by creating content that draws people in and then watch your business sell themselves! -David Meerman Scott bestselling author of ten books including The New Rules of Sales and Service The digital age has fundamentally reshaped the cost curve for entrepreneurs. Joe describes the formula for developing a purpose-driven business that connects with an engaged and loyal audience around content. With brand, voice and audience, building and monetizing a business is easy. -Julie Fleischer, Sr. Director, Data + Content + Media, Kraft Foods What if you launched a business with nothing to sell, and instead focused first on serving the needs of an audience, trusting that the 'selling' part would come later? Crazy? Or crazy-brilliant? I'd say the latter. Because in today's world, you should serve before selling. -Ann Handley, author of the Wall Street Journal bestseller Everybody Writes and Content Rules Today, anyone, anywhere with a passion and a focus on a content niche can build a multi-million dollar platform and business. I did it and so can you. Just follow Joe's plan and his Content Inc. model. -John Lee Dumas, Founder, EntrepreneurOnFire The Internet doesn't need more content. It needs amazing content. Content Inc is the business blueprint on how to achieve that. If you're in business and are tired of hearing about the need for content marketing, but want the how and the proof, Content Inc is your blueprint. -Scott Stratten, bestselling author and President of UnMarketing Inc. Content marketing is by far the best marketing strategy for every company and Joe is by far the best guru on the topic. I wish this book was available when we started our content marketing initiative. It would have saved us a huge amount of time and effort! -Scott Maxwell, Managing Partner/Founder OpenView Venture Partners

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in marketing management, as well as provide them with more practical operational ideas and methods. Cases were chosen from around the world, from small and large corporations, and include household names such as Twitter, Best Buy, Ruth's Chris, and Kraft Foods. The majority of the cases are very recent (from 2009 or later). Each chapter begins with an introductory review of the topic area prior to the set of cases, and questions are included after each case to help students to think critically about the material. Cases in Marketing Management is edited by Kenneth E. Clow and Donald Baack, and follows the structure and goals of their textbook Marketing Management: A Customer-Oriented Approach. It can also be used as a stand-alone text, or as a supplement to any other marketing management textbook, for instructors who want to more clearly connect theory and practice to actual cases.

**account based marketing for manufacturers:** Organisational Buying Daniel D Prior, 2021-04-15 Organisational buying is the purchase of goods and/ or services, by one or more individuals acting on behalf of the buyer firm, after a formal or informal consideration of purchase alternatives, and, the integration or use of those goods and/ or services to address one or more buyer firm problems or issues. Organisational buying accounts for about two-thirds of economic transactions globally. However, organisational buying has traditionally been taught in discipline-specific silos. Organisational buying concepts appear in courses on marketing and sales management, procurement, contract management, supply chain management, operations management, finance, as well as accounting. Moreover, most organisations treat organisational buying activities in a similarly disjointed way. This book provides a comprehensive overview of organisational buying that integrates perspectives from across a range of disciplines and organisational functions. The primary goal of the book is to develop a holistic interpretation of organisational buying. It covers topics such as: • Purchase situations. • The organisational buying process. • The purchase decision and the value proposition. • Communications in organisational buying. • Buyer-supplier relationships. • Organisational buying capabilities. • Organisational buying culture. • Organisational buying approach design. • Channels of supply. • Networks and organisational buying. Written in a practical, approachable way the book includes a range of exercises, case examples, learning objectives and discussion questions to support a broad spectrum of organisational buying-related courses.

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implementation. The book as a whole reflects the B2B marketing journey so that the readers can directly connect the content to their own experience and use the book as a guide in their day-to-day work for years to come.

**account based marketing for manufacturers: Couponing's Growth in Food Marketing**

Anthony E. Gallo, Larry G. Hamm, James A. Zellner, 1982 Extract: The number of cents-off coupons distributed by manufacturers and retailers rose from 10 billion to 90 billion between 1965 and 1980. About 80 percent of U.S. households redeemed coupons in 1979, making coupons the most rapidly growing form of food advertising. Although coupons still make up the smallest portion of all major food advertising, their value rose from less than 6 percent of total advertising expenditures in 1970 to 11 percent in 1979. This report analyzes the use of coupons by consumers, as a marketing tool by manufacturers and retailers, and in the marketing of farm produce.

**account based marketing for manufacturers: MBA in Marketing - City of London**

**College of Economics - 10 months - 100% online / self-paced** City of London College of Economics, Overview An MBA in Marketing (or Master of Business Administration) is a degree that will prepare you for leading positions in marketing such as Chief Marketing Officer. Content - What is Marketing? - Marketing Management - Marketing Management Philosophies - Marketing Challenges into the Next Century - Marketing and Society: Social Responsibility and Marketing Ethics - Social Criticisms of Marketing - Citizen and Public Actions to Regulate - Business Actions Towards Socially Responsible - Principles for Public Policy Towards Marketing - Strategic Marketing Planning - The Global Market Place - Business Markets and Business Buyer Behaviour - Market Information and Marketing Research - Core Strategy - Digital Marketing Strategy - Customer Relationship Management - E-Commerce - Fundamentals of Management - And many more Duration 10 months Assessment The assessment will take place on the basis of one assignment at the end of the course. Tell us when you feel ready to take the exam and we'll send you the assignment questions. Study material The study material will be provided in separate files by email / download link.

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Steffen Jorgensen, Georges Zaccour, 2012-12-06 This volume contains a selection of papers that were presented at the International Workshop on Dynamic Competitive Analysis, held in Montr6al, Canada, September 1-2, 1995. The workshop was organized by the editors of the proceedings volume. The proceedings contain both full papers and shorter pieces, to be considered as work in progress. The choice of a rather broad theme for the workshop was deliberate and done in order to attract researchers from different areas of the marketing science community that usually do not get together. Obviously, a volume like this cannot be exhaustive in the coverage of the dynamics of marketing competition but we are confident that it will convey to the reader an impression of what are the current themes in this field of research. The book should be useful to researchers in

marketing science, applied game theorists, graduate students, as well as practitioners in marketing with an interest in methods and examples of dynamic competitive analysis.

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A business account also makes it easier to set up Google Business Profile, which helps improve your business visibility and manage your online information. When you create a Google ...

### Use Gmail to access your Google Account

Follow the onscreen information to add Gmail to your account. When you add Gmail, your Gmail address will become the primary username on your account. It will be what others see when ...

### *Google Account Help*

Official Google Account Help Center where you can find tips and tutorials on using Google Account and other answers to frequently asked questions.

### *Change or reset your password - Computer - Google Account Help*

Follow the steps to recover your account. You'll be asked some questions to confirm it's your account and an email will be sent to you. If you don't get an email: Check your Spam or Bulk ...

### *Come recuperare l'Account Google o Gmail*

Recuperare un Account Google eliminato. Se hai eliminato il tuo Account Google di recente, puoi seguire i passaggi per recuperare il tuo account. È ancora impossibile accedere Creare un ...

### *Crea un Account Google*

Un account Gmail è uno dei diversi servizi Google che puoi utilizzare e con cui puoi salvare i dati se hai un Account Google. Altri servizi che puoi utilizzare con il tuo Account Google includono: ...

### Find, control & delete the info in your Google Account

Timeline is a Google Account setting that creates a personal map that helps you remember places you visit, routes you use, and trips you take. When you have Timeline turned on, your device ...

### *Make your account more secure - Google Help*

A green shield with a check mark means your account is healthy and no immediate action is needed. To check for notifications: Sign into your Google Account. At the top right, select your ...

### **Create a Gmail account - Gmail Help - Google Help**

Create an account . Tip: To use Gmail for your business, a Google Workspace account might be better for you than a personal Google Account. With Google Workspace, you get increased ...

### **Sign in with Google - Google Account Help**

If you delete your third-party account, your Google Account is unaffected, because third-party accounts and Google Accounts are independent of each other. The third party doesn't notify ...