

The ABM Journey: Smooth Highway or Bumpy Ride?

The convergence of technology, data analytics and business needs has launched a major new focus in B2B: **Account-Based Marketing**. You've seen countless articles, slide presentations and more that provide loads of advice. So now is a good time to ask: **"Is ABM working yet for you?"**



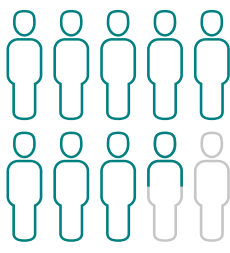
The Verdict Is In

ABM helps



41%

of B2B marketers worldwide said they **would increase spending on ABM** ¹



85%

said ABM **significantly benefited them** in retaining and expanding existing client relationships ²



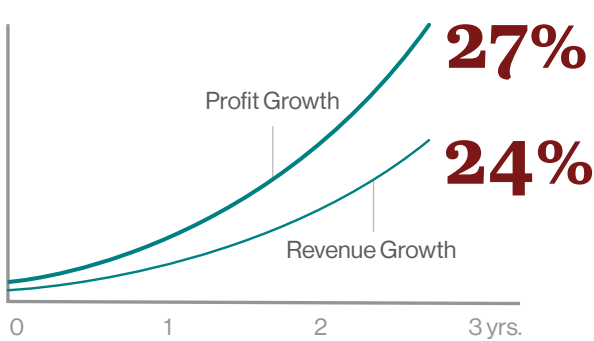
40%

consider themselves **beginners**. Less than **10% more than last year consider themselves experts** in ABM ³

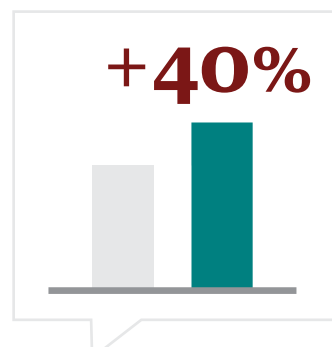
Many marketers are still in the early adoption phase, but they've already started to see promising results and are willing to continue the investment.

Marketing & Sales Alignment

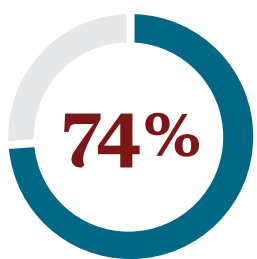
Unexpected benefits



B2B organizations with tightly aligned sales and marketing operations achieved **24% faster revenue growth** and **27% faster profit growth** in three years ⁴



Marketers doing ABM are about **40% more likely to report alignment with their Sales team** compared to marketers not doing ABM ⁵



74% of B2B marketers cited that "working with Sales to define account goals and plans" is a top priority and critical to success ⁶

No surprise here – the alignment between Marketing and Sales is crucial when implementing ABM. And tighter alignment leads to greater success.

The ROI of ABM

Story-telling numbers



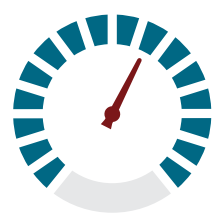
17%

in B2B stated their greatest challenge is the length of time required for results to show ⁷



91%

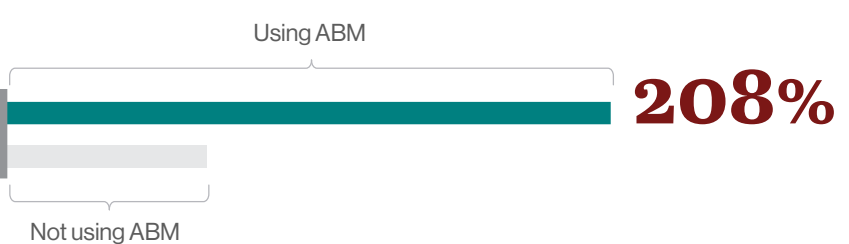
experienced larger than average deal sizes among accounts that were part of their ABM program versus those that were not ⁸



84%

say that ABM initiatives **outperform** other marketing investments ⁹

Companies using ABM generate **208% more revenue** for their marketing efforts ¹⁰



While ABM results may take longer than traditional programs, once results come in, they show that ABM delivers strong ROI.

To learn more, download our ABM eBook: www.techtarget.com/practical-abm

Sources
¹ <https://flipmyfunnel.com/wp-content/uploads/2017/05/2017-State-of-ABM-Survey-FINAL.pdf>
² <https://www.itsma.com>
³ <https://www.marketo.com/>
⁴ <https://www.siriusdecisions.com/>
⁵ <https://info.bizible.com/report/state-of-pipeline-marketing-2016>
⁶ <https://www.marketer.com/Article/How-High-B2B-Account-Based-Marketing-Adoption/1012571>
⁷ <http://www.ana.net/magazines/show/id/btob-2017-06-increasing-abm-adoption>
⁸ <http://www.marketingprofs.com/opinions/2016/29192/account-based-marketing-takes-on-inbound-which-will-win>
⁹ <https://flipmyfunnel.com/wp-content/uploads/2017/05/2017-State-of-ABM-Survey-FINAL.pdf>
¹⁰ <https://www.itsma.com/rise-of-account-based-marketing-how-to-win-with-key-accounts/>

