

ABM Hits & Headaches

Alright marketers! **ABM is here to stay.** So whether you're a veteran account-based marketer or are just now rising to the challenge, take a lesson from your peers and see what's working and what's causing frustration. Überflip and Ascend2 surveyed 123 B2B marketers to find out how their ABM priorities and challenges are lining up.

1 Top 3 Priorities for ABM Strategy

Aligning sales and marketing initiatives

55%

Scoring and targeting ideal accounts

43%

Creating content by account segment

42%

2 Most Challenging Barriers to Success of an ABM Strategy

Attributing marketing efforts to revenue

42%

Obtaining and enriching account data

41%

Aligning sales and marketing initiatives

41%

3 How Top Priorities and Challenging Barriers Match Up

CHALLENGES

VS

PRIORITIES

38%

Aligning sales and marketing initiatives

55%

33%

Scoring and targeting ideal accounts

43%

41%

Creating content by account segment

42%

4 Most Effective Digital Channels for Engaging ABM Accounts

64%



believe personalized content is the most effective digital channel

61%



think that segmented emails are more engaging

37%



a smaller percentage chose social media as the medium to engage ABM accounts

5 Most Difficult Digital Channels to Execute for Engaging ABM Accounts

Mobile Ads

42%

Social Media

41%

Personalized Content

41%