

WHITEPAPER

# Account-Based Marketing (ABM) Research Report

# Welcome to our Account-Based Marketing (ABM) Report

In today's hypercompetitive marketplace, how do B2B marketers continue to evolve their ABM practices to create lasting relationships with their customers and drive revenue growth?

And what obstacles are driving the gulf between best-in-class strategies and those lagging behind?

This report examines the state of ABM adoption and effectiveness in the B2B space in 2023, based on a survey of over 200 B2B marketing professionals across various industries in both the UK and the US.

The report compares the findings across different levels of ABM maturity, ranging from early-stage adoption to fully synchronized approaches. By analyzing the data, the report aims to provide actionable insights to help companies optimize their ABM strategies for maximum effectiveness and ROI.

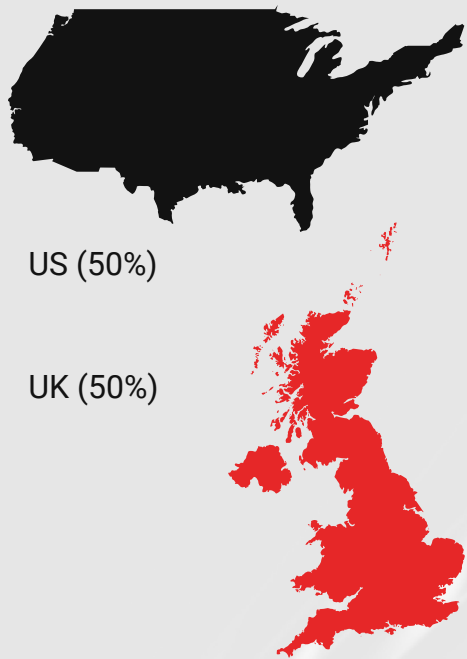
## About our First Party Research

Inbox Insight is the gateway to 4.1M active senior business professionals via our centralized publishing hub, Insights for Professionals (IFP). Within these IFP communities we have exclusive access to first party research panels, ensuring this study is based on the most accurate and up-to-date data.

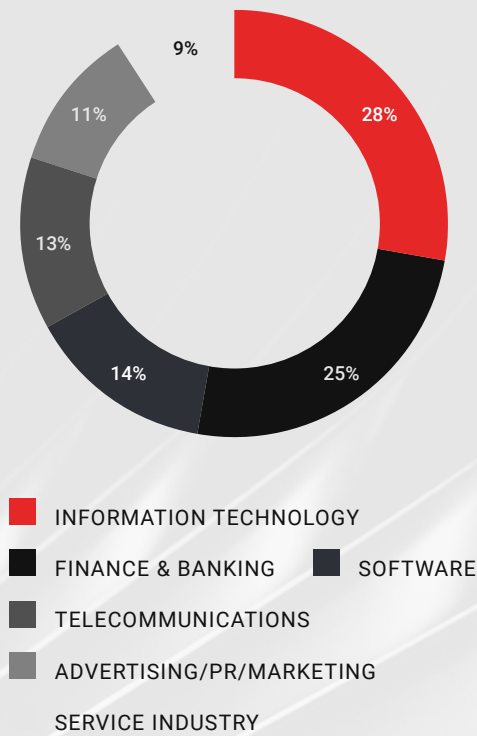
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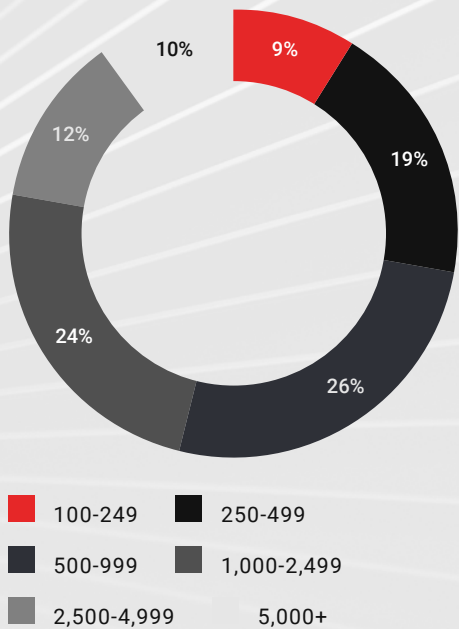
### In which country are you based?



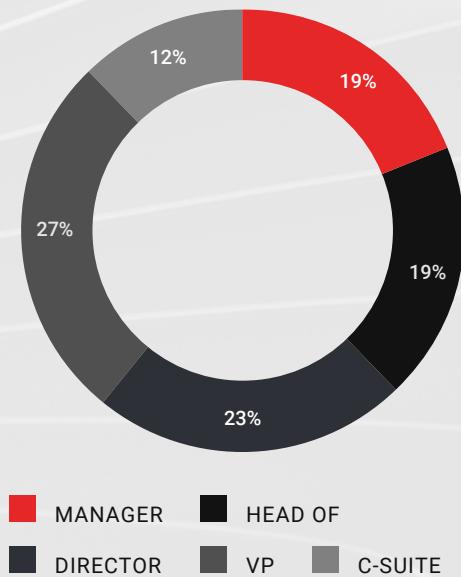
### Which industry is your business in?



### How many employees are there in your organization?



### What is your authority level within your organization?



\*All questions are considered for global regions

# The Evolution of Strategy

## How evolved are ABM strategies?

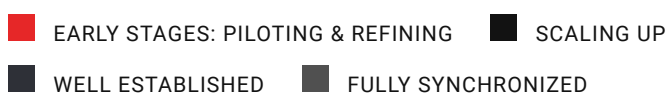
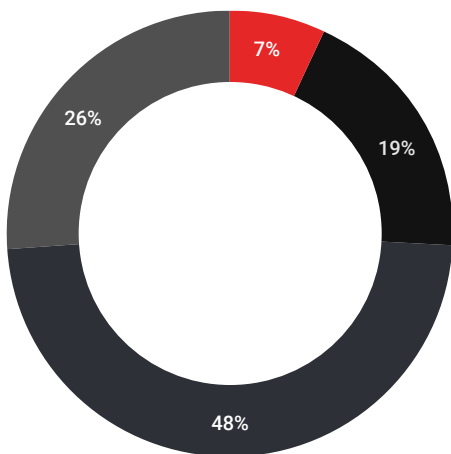
Since our survey in 2020, the number of well-established strategies has risen by less than 10%, suggesting late adopters are still in the process of refining and evolving their ABM practices.

A significant portion of companies (26%) consider themselves either in the early stages of ABM or scaling up, with only a quarter stating their efforts are fully synced.

Senior ABM and marketing professionals were divided in their responses regarding the ROI of ABM compared to other marketing and sales activities. While around one-third believed that the ROI was significantly higher, another third believed it was only slightly higher, and the remaining third believed it was lower than other activities.

This could suggest, those still in the process of establishing their ABM strategies are yet to see the same returns of more advanced players. As ABM focuses on building long-term engagement, this flags the importance of setting the right expectations. However, 26% of respondents cited 'misunderstanding the time it takes to see ROI' as a key challenge when planning and executing an ABM strategy.

## How mature is your ABM strategy?



# ABM Budget Trends

## The State of ABM Spending

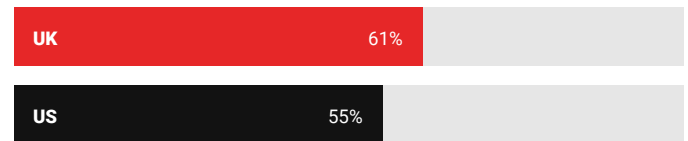
Most marketers allocate 25-50% of their overall marketing budget to ABM, this is just a 1% increase compared to 2020. However there has been a 10% drop in marketers dedicating over half of the marketing budget to ABM.

This decrease is surprising given that two-thirds of B2B marketers report higher ROI from ABM than other activities and would therefore anticipate dedicated spend to increase YoY.

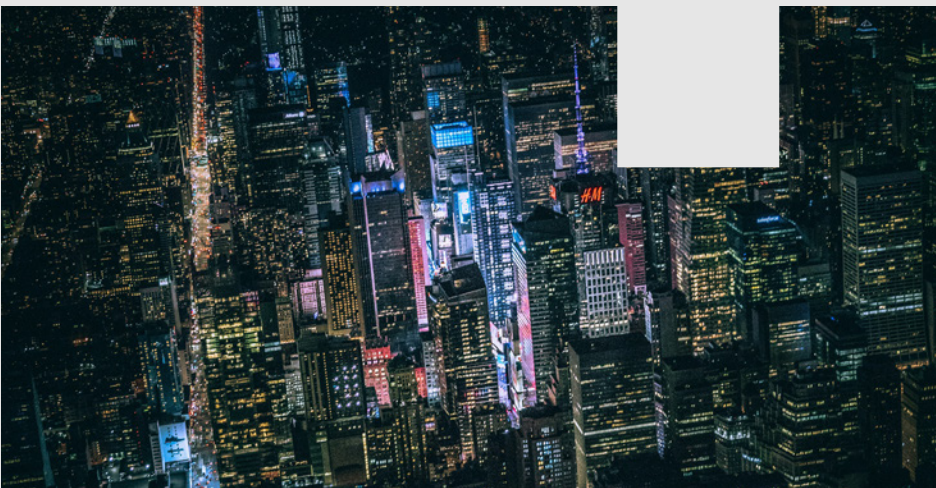
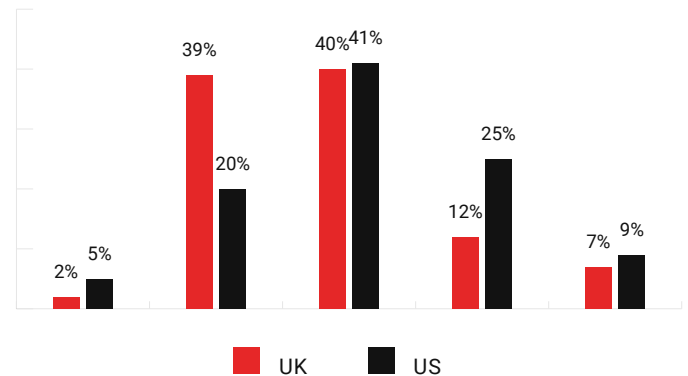
The UK is the most conservative, with 81% allocating under half their overall budget to ABM. In comparison, over a third of the US allocate over 50% towards supporting their ABM activities.

Looking ahead, there is a positive trend as 58% of marketers plan to increase their spending on ABM in the next 12 months, indicating that despite the uncertain economic climate, companies are still prioritizing ABM. Notably, the UK companies appear to be more proactive in increasing their ABM spend, with 61% planning to do so, compared to 55% in the US.

How much are you planning to increase your ABM spend? (UK vs. US)

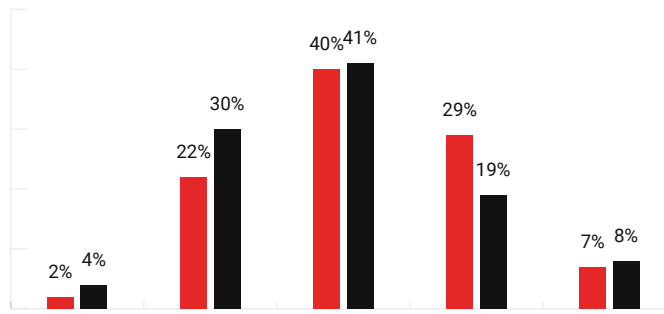


How much of your overall marketing budget is allocated to ABM? (UK vs. US)



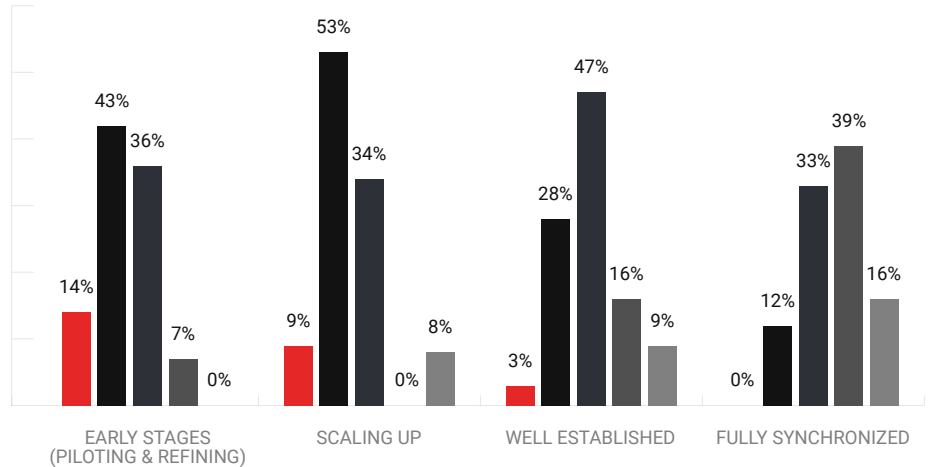
## How much of your overall marketing budget is allocated to ABM? (2020 vs. 2023)

2020 2023



## How much of your overall marketing budget is allocated to ABM? (2023)

0-10%  
10-25%  
25-50%  
50-75%  
75-100%



## How does ABM spending vary across different levels of maturity?

If we examine spending intentions in relation to maturity levels, we can observe an increase in spending for all maturity levels except for those in the scaling-up stage.

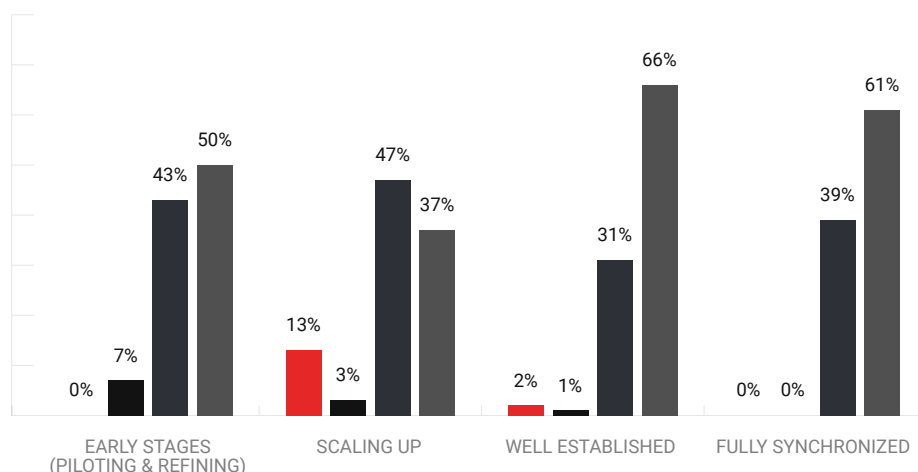
Our research shows nearly half of those scaling their ABM programs are maintaining their budgets, while 16% are spending less or none at all. This could be a result of the 24% of respondents who report lower ROI on their ABM activities compared to other marketing activities.

Scaling an ABM program is often a challenging task for many companies, especially when it comes to accessing large volumes of data and the technological means necessary to reach and engage the right buying committee decision-makers while tracking performance.

This is when access to economies of scale provided by strategic partnerships can drive significant improvement without heavy investment in tech.

## What are your ABM spending plans over the next 12 months?

NO SPEND  
SPEND LESS  
SAME SPEND  
INCREASE SPEND



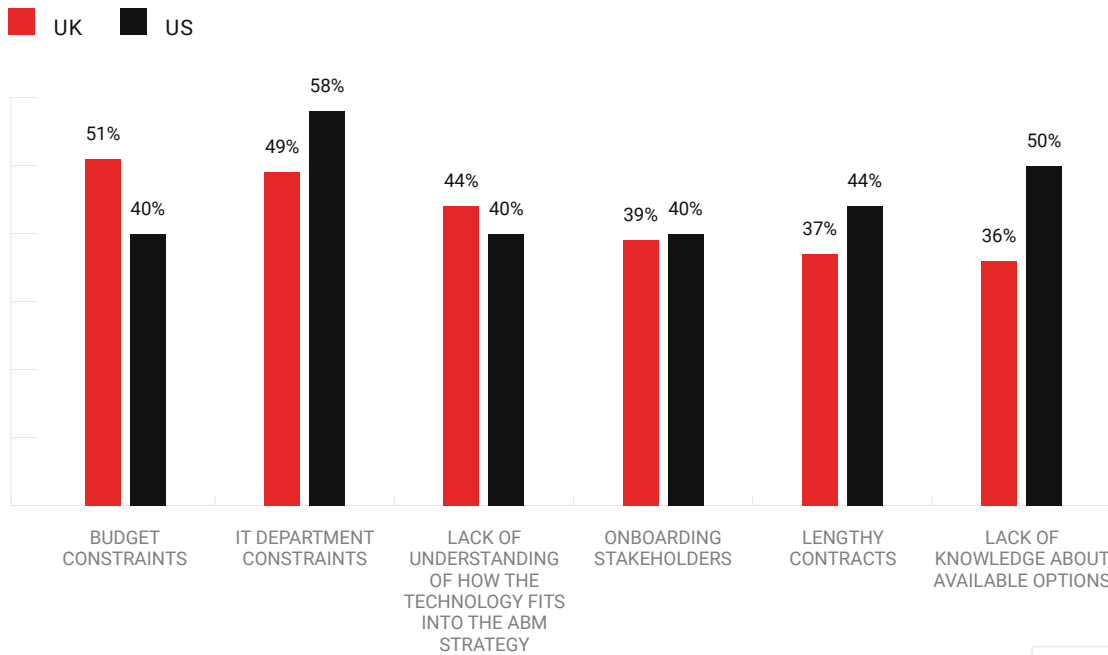
# Technology Adoption

## Navigating the ABM Tech Landscape

Do you have a dedicated ABM platform, an un-integrated/bolt-on solution or CRM and Map only?



Which are your biggest challenges when it comes to selecting technology for ABM? (UK vs. US)



## What's the impact?

UK

44%

Nearly half of UK marketers lack understanding of how tech fits into ABM strategy as a key challenge.

54%

Over half don't use predictive analytics to identify Ideal Customer profiles (ICP).

35%

Only a third personalize content according to buying stage.

'Improved targeting and better measurement' and 'reporting' are joint key areas that could be improved through implementing technology.

US

25%

A quarter of US marketers rely on a CRM and marketing automation platform (MAP).

41%

Less than half of US marketers tailor content around action-based intent.

32%

A third could do better at identifying or predicting in-market accounts.

50%

Half see tech as a way to improve ABM strategy efficiency and productivity.

Our survey found that many US marketers struggle with one of the key components of ABM - technology. Around one in three respondents said that they face challenges due to the limitations of available tools and technology, and a quarter of marketers still rely solely on a CRM and MAP. This suggests that many companies are missing out on the benefits of more advanced technology solutions that can improve their ABM performance. Relying solely on a CRM and MAP is unlikely to provide a complete picture of target accounts, limiting the opportunity to personalize and tailor messaging.

IT constraints, lack of knowledge about available options, and lengthy contracts are the three key challenges that prevent US marketers from evolving their tech tools, suggesting that this proportion of US marketers will continue to lag behind until they address these barriers to tech adoption. This is when options such as Targeted Demand Generation providers can help make up ground through immediate access to advanced technology without long-term commitment or large financial investment.

Meanwhile, just under half of UK marketers are yet to understand how to leverage technology to advance their ABM strategy. This suggests it is the expertise and strategic know-how rather than the tools themselves, restricting UK marketers from moving the dial on performance.

Unsurprisingly therefore, over half do not use predictive analytics to identify ideal customer profiles (ICPs). This suggests tried and tested tactics such as machine learning (to increase the accuracy of propensity modelling) and AI (to identify viable account lookalikes) remain under-utilized.

This is further evident when we explore the following...



## Which areas, and at what stage in their journey, do companies feel tech would be most beneficial?

Our research shows that ABM maturity level determines the top ways in which companies seek to benefit from technology, and understanding these challenges can help guide effective implementation.

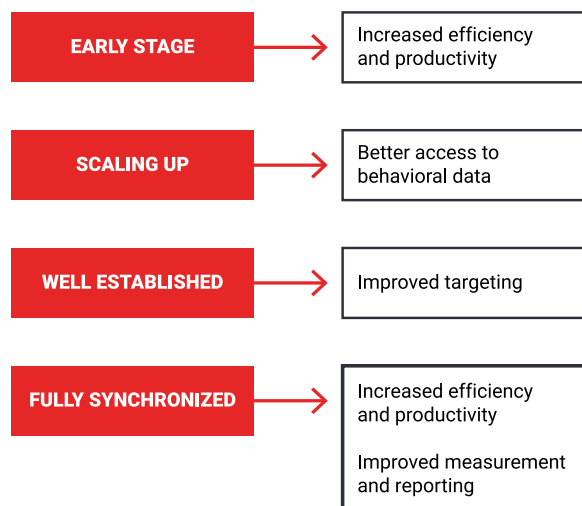
For companies in the early stages of rolling out ABM and those scaling consider better access to behavioral data to be among the top three ways that improved tech would benefit their ABM efforts – this is borne out in the data with 36% saying they struggle to identify target accounts and need solutions that can help with account selection.

Whereas for well-established ABM programs, the most significant benefit would be improved targeting capabilities and predictive analytics to boost performance.

With such an overwhelming amount of data to crunch, high maturity businesses are looking for robust technology to get a centralized view of their accounts and modeling tools to tap into new prospects.

While those with fully synchronized ABM strategies are potentially looking for improved measurement and reporting to get a more holistic view of the results of their strategy given their level of maturity, and for productivity gains due to the increasing levels of integration between marketing, sales, and customer success.

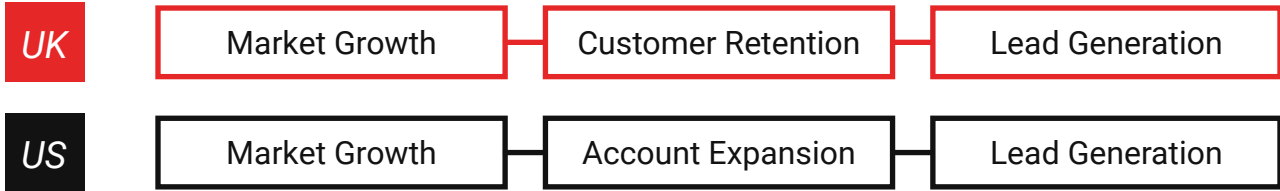
### Top ways tech benefits ABM according to maturity:



# The KPIs that Matter Most

What are the key performance indicators (KPIs) for successful ABM programs?

## Top 3 Key Performance Indicators



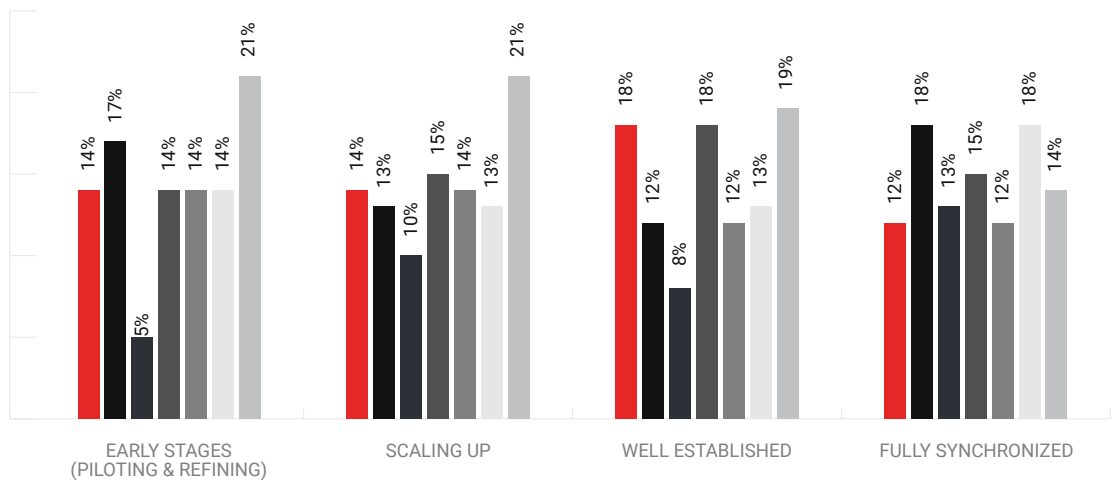
Marketing effectiveness is no longer just about generating leads. Today, businesses are leveraging ABM to create lasting relationships with their customers and to drive revenue growth. Our data shows both UK and US regions see the potential of ABM for revenue generation and customer retention.

Companies with fully synchronized ABM programs seem to place more emphasis on Pipeline Acceleration, which suggests that they recognize the importance of not just generating new leads but also moving them efficiently through the sales funnel.

The difference in priorities between fully synchronized ABM programs and those in the early stages of adoption can provide some insight into the evolution of ABM strategies.

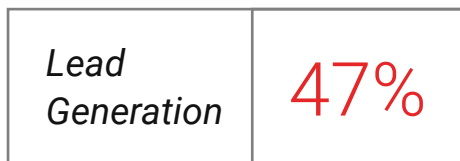
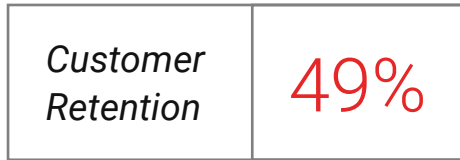
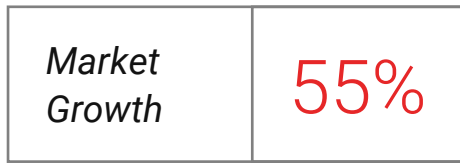
On the other hand, companies in the early stages of ABM adoption or those scaling up their programs are more focused on Market Growth, indicating a need to build brand awareness and attract new leads. This highlights the importance of understanding where a company is in its ABM journey and tailoring strategies to match specific needs and goals.

What are your top 3 key performance indicators (KPI) for your ABM program?



- LEAD GENERATION
- NET NEW BUSINESS ACQUISITION
- PIPELINE ACCELERATION
- CUSTOMER RETENTION
- LARGER DEAL SIZES
- ACCOUNT EXPANSION
- MARKET GROWTH

ABM programs in the UK and US prioritize the following:



The UK places more emphasis on lead generation reflecting the need for steady lead flow during ABM program establishment.



US companies prioritize account expansion over lead generation, indicating higher ABM maturity.



Fully synchronized ABM programs prioritize pipeline acceleration and de-emphasize market expansion (14% vs. 21% for early-stage companies) and lead generation.



While early-stage/scaled ABM programs focus on market growth (5%).



# Prevalent ABM Challenges

## Common roadblocks when delivering a successful ABM strategy

Top 3 challenges when planning and executing ABM strategy:

UK	Determining which
	Accounts to Target
	Limited Tech and Tools
	Internal Skills Gap and Resource Constraints/Sales and Marketing Alignment

US	Internal Skills Gap and Resource Constraints
	Determining which
	Accounts to Target
	Sales and Marketing Alignment

Both UK and US-based companies face similar roadblocks implementing ABM such as:

- Identifying the right accounts
- Team alignment
- Skill gaps

The complexity of the role means that skills and experience can be hard to come by.

For the UK, talent and skills is regarded as the main obstacle (34%), while US companies struggle more with limitations in technology and tools (32%). This may account for why 25% of US marketers only use a MAP and CRM to support their ABM.


Meanwhile, the skills gap remains a top three obstacle across all levels of maturity, peaking for those scaling up their ABM programs and declining for those with advanced programs.

When we consider the top 3 challenges faced by those companies scaling their ABM programs:

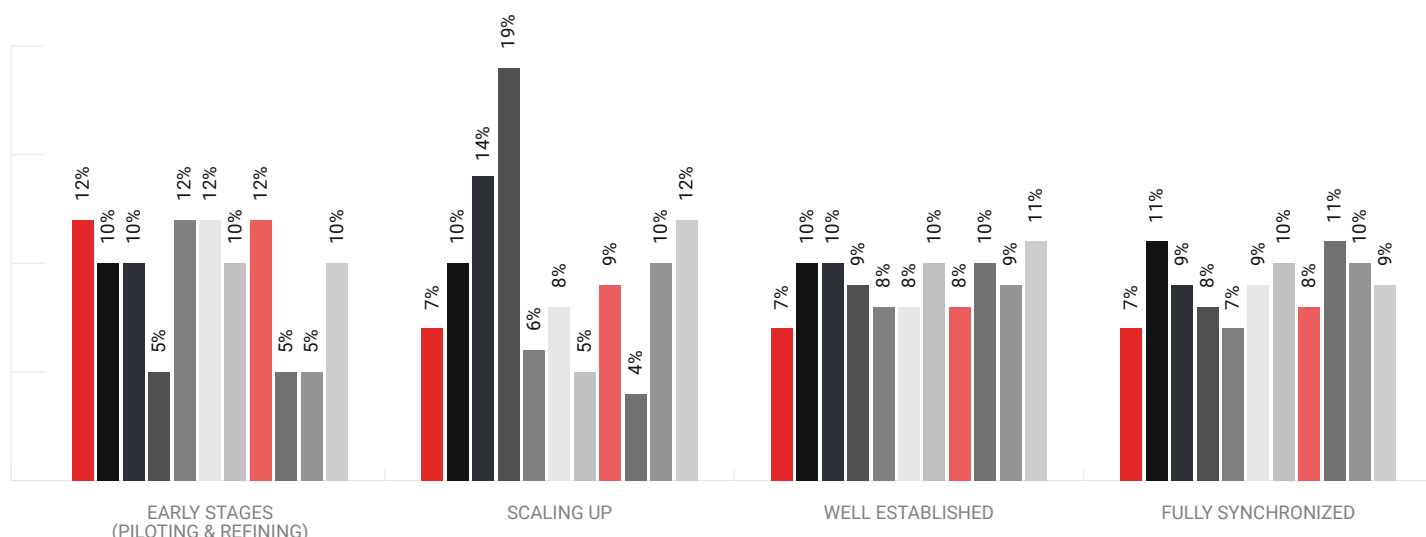
- Limitations in available tools and technology (15%)
- Skills gap and resource constraints (14%)
- Determining which accounts to target (12%)

It's no surprise that these companies are increasingly looking towards a blend of Targeted Demand Gen and ABM to gain insights into target accounts and to personalize their marketing efforts. While upskilling can help to alleviate some of the pressures, Targeted Demand Gen partners can help cover gaps while also allowing the team to benefit from their experience, expertise and importantly their data.

Top three (3) challenges for Marketers scaling up:

<i>Limitations in available tools and tech.</i>	19%	
<i>Skills gap and resource constraints.</i>	14%	
<i>Determining which accounts to target.</i>	12%	

What are your biggest challenges associated with planning and executing an ABM strategy? (Select top three)



- LACK OF C-SUITE BUY-IN AND SUPPORT
- LACK OF SALES & MARKETING ALIGNMENT
- INTERNAL SKILLS GAP AND RESOURCE CONSTRAINTS
- LIMITATIONS IN AVAILABLE TECHNOLOGY & TOOLS
- LACK OF DEDICATED BUDGET FOR ABM PROGRAMS
- MISUNDERSTANDING OF TIME TO SEE ROI FROM ABM EFFORTS
- INABILITY TO ACCURATELY MEASURE CORE ABM METRICS
- DIFFICULTY IN SOURCING THE RIGHT EXTERNAL EXPERTISE
- CHALLENGES IN SCALING UP ABM PROGRAMS
- DIFFICULTY IN SUSTAINING MOMENTUM OVER TIME
- DETERMINING WHICH ACCOUNTS TO TARGET

# Intent Data Strategy

## How well are companies using data to level up their ABM game?

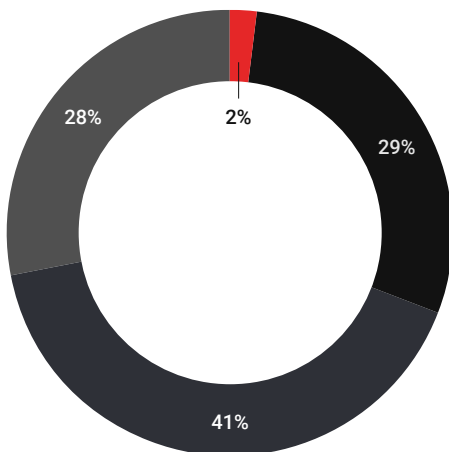
Nearly one-third of companies struggle with identifying which accounts to target and when to engage with them. This challenge often stems from a lack of understanding or effective use of intent data. Shockingly, 63% of US companies and 60% of UK companies are not leveraging action based intent signals to prioritize their target account lists.

Without insights into the behavior of target accounts, such as the content they consume and the search terms they use, it becomes difficult for companies to identify which accounts are in-market for their products or services. As a result, companies may waste valuable time and resources targeting accounts that are not yet ready to make a

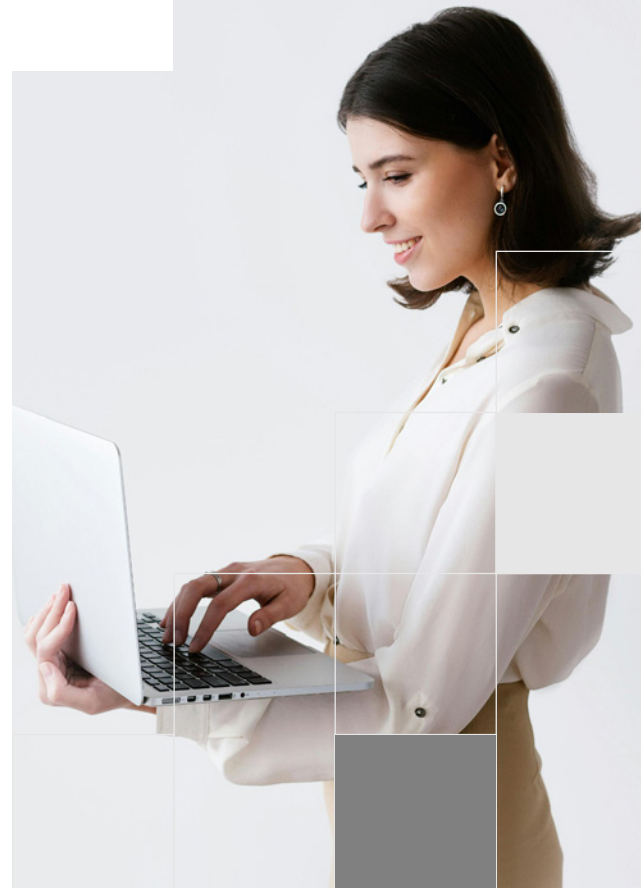
purchase decision. This can result in wasted marketing efforts on accounts that are not likely to convert and missed opportunities to engage with those who are ready to buy.

To overcome this challenge, companies can partner with first-party publishers to capture intent signals and gain a deeper understanding of their target accounts on both an account and individual level. Alternatively, they can invest in technology solutions that provide them with access to real-time intent data, allowing them to prioritize their efforts and engage with accounts that are actively searching for solutions like theirs.

## How confident are you at identifying or predicting accounts that are in-market? (Global)



■ NOT CONFIDENT    ■ COULD DO BETTER  
■ CONFIDENT    ■ VERY CONFIDENT



## Stumbling blocks:

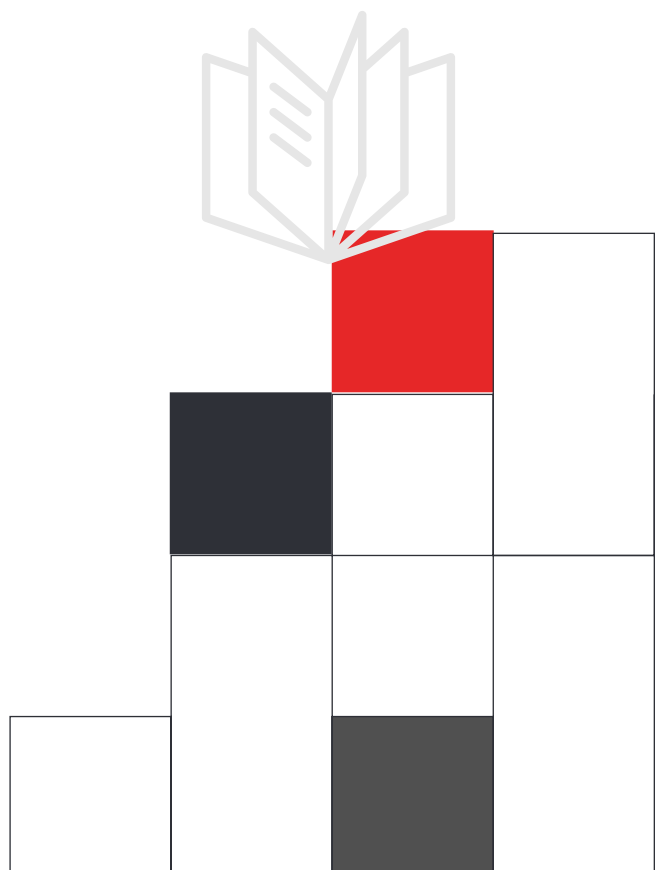
>50%	<i>Over half of companies scaling their strategy struggle to identify in-market accounts.</i>
63%	<i>of US companies are not leveraging action based intent signals to prioritize their TALs.</i>
60%	<i>of UK companies are not leveraging action based intent signals to prioritize their TALs.</i>



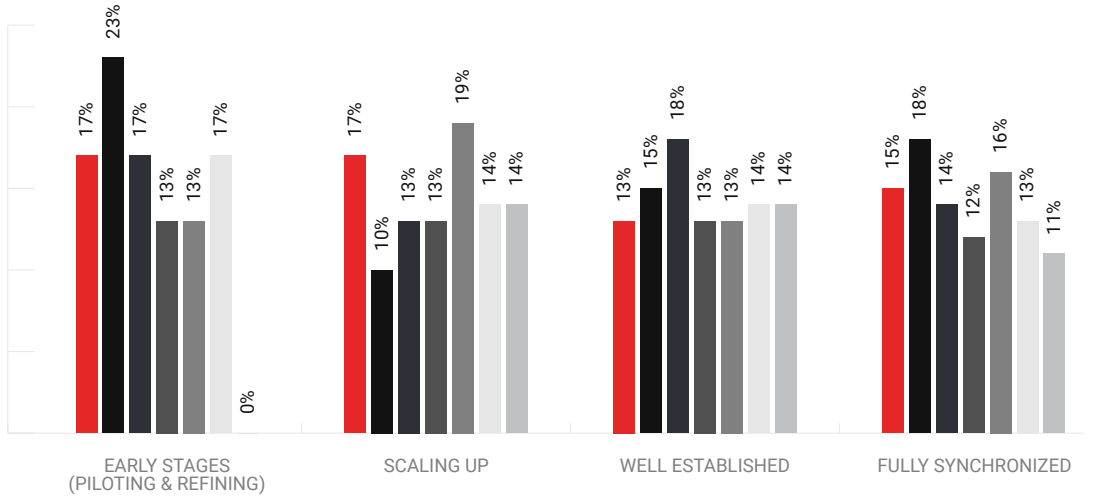
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## What methods are you using to activate data as part of your ABM strategy? (UK vs. US)



- USING A DATA MANAGEMENT PLATFORM TO INTEGRATE AND ANALYSE CUSTOMER DATA
- IMPLEMENTING PREDICTIVE ANALYTICS TO IDENTIFY IDEAL CUSTOMER PROFILES (ICP)
- BUILDING TARGETD ACCOUNT LISTS BASED ON FIRMOGRAPHIC AND TECHNOGRAPHIC DATA
- LEVERAGING ACTION-BASED INTENT SIGNALS TO PRIORITIZE TARGET ACCOUNT LISTS
- PERSONALIZING MARKETING MESSAGES BASED ON ACCOUNT-LEVEL DATA INSIGHTS
- PERSONALIZING MARKETING MESSAGES BASED ON INDIVIDUAL-LEVEL DATA INSIGHTS
- LEVERAGING ACCOUNT-BASED ADVERTISING TO REACH TARGET ACCOUNTS

# >60%

Over 60% of companies in the US and UK are missing out on Account-Based Advertising, leading to wasted efforts and missed opportunities.

Majority of companies struggle to identify in-market accounts for ABM due to lack of Intent Data Utilization.





# Core Tactics

## How Programmatic Display and Content Syndication are driving pipeline growth in ABM

Our study reveals Programmatic Display and Content Syndication top the bill in terms of most popular tactics in ABM. This could be attributed to their ability to precisely target specific accounts or individuals.

Both tactics are highly effective in reaching and engaging key decision-makers within target accounts, as they allow for personalized messaging and tailored content and are relatively easy to scale. They can also be implemented quickly and efficiently, making them an attractive option for companies looking to ramp up their ABM efforts.

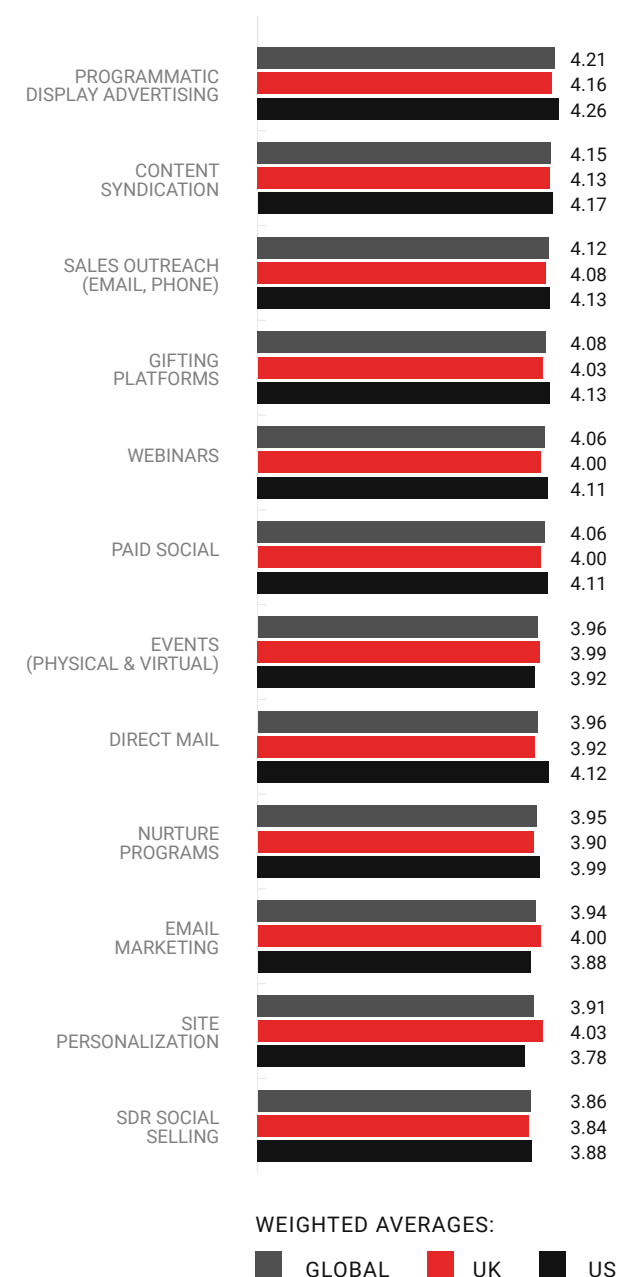
The powerful combination of precision targeting, personalized messaging, and robust tracking and measurement capabilities make programmatic display and content syndication highly effective tactics for driving engagement and accelerating pipeline growth in ABM

The ABM landscape has seen a significant improvement in tailoring content for specific accounts and stakeholders across the decision-making unit (DMU). According to our survey, 45% of marketers are now creating content for specific accounts, up from just 24% in 2020. Additionally, 41% of marketers are tailoring content for stakeholders across the DMU, up from 22% in 2020.

While this is a significant improvement, one-to-one messaging, a highly targeted tactic still lags behind other tactics seeing only a slight increase from 2% in 2020 to 9% in 2023..

### Rate the importance of each channel tactic to your overall ABM strategy?

1 (least important) - 5 (most important)



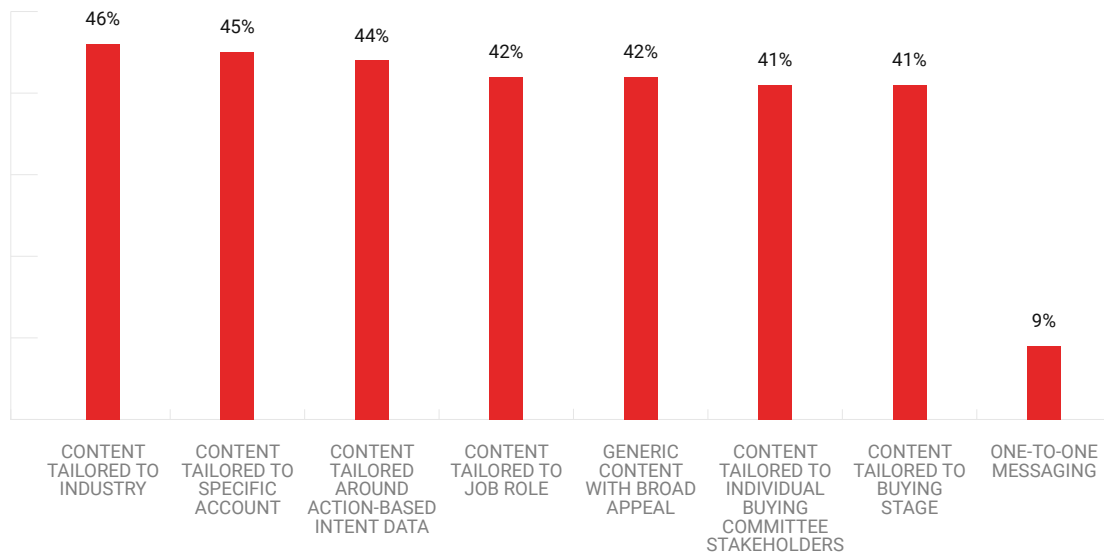
This may be due to how resource-intensive it is, as well as the challenges associated with scaling it across a large number of accounts. What's more, for companies just starting out on their ABM journey, getting access to the right data that provides a deep understanding of their target accounts, their pain points, and the various stages of their buying journey is challenging.

As companies advance in their ABM programs, tailoring content to specific accounts and buying stages is cited as a critical tactic for ABM success and is made more accessible

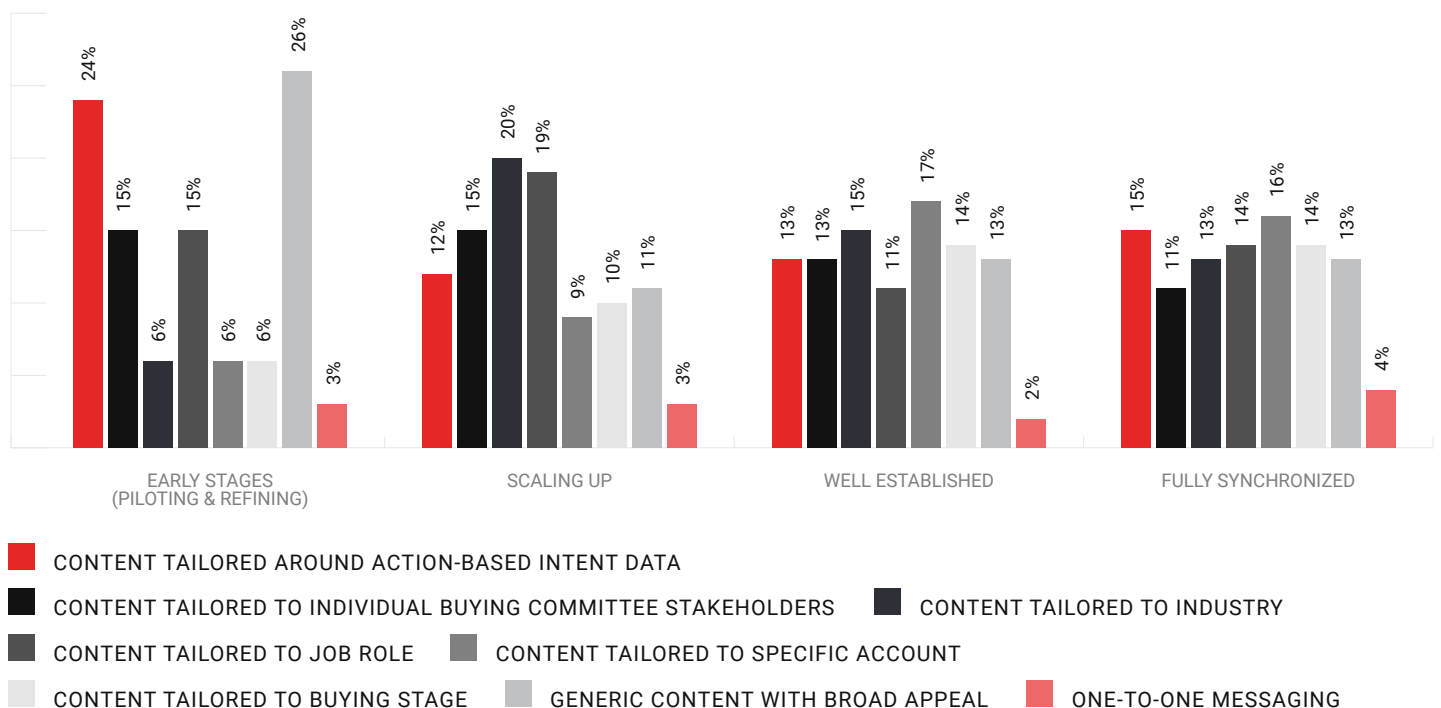
through advanced technologies such as AI, machine learning, and predictive modeling.

By leveraging these technologies within a Targeted Demand Generation platform, companies who have not yet invested in an ABM platform can collect, analyze, and translate vast amounts of data into actionable insights that identify the most accurate triggers for personalizing content.

### How granular is your content personalization?



### Which personalization tactics do you deploy?



# Measurement

## Measuring the success of ABM from early struggles to full synchronization

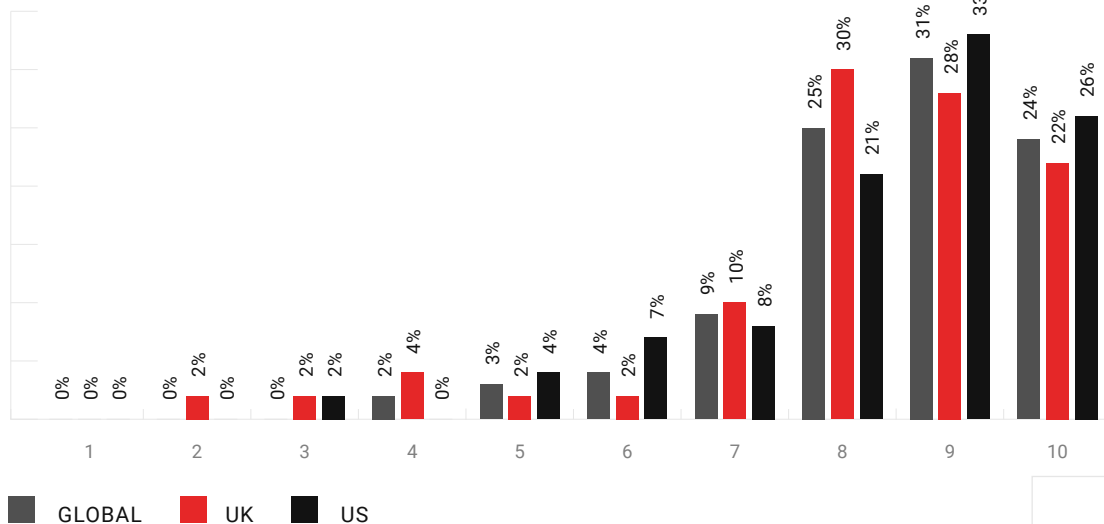
On both sides of the Atlantic, 80% of survey respondents rate their confidence levels in measuring overall ABM success as 8/10 or above. As ABM requires investment in both tech and expertise, it's promising to see B2B marketers displaying strong competency in tracking the impact of their activities. This is crucial when it comes to evaluating effectiveness and demonstrating ROI.

According to the US vs UK comparison, the US display slightly higher confidence than their UK peers, with over a quarter (26%) assigning themselves a 10/10 rating and a third (33%) a 9/10.



On a scale of 1 to 10, how confident do you feel in your ability to measure the overall success of your ABM programs?

1 (Least confident) – 10 (Most confident)



As expected, confidence levels increase according to maturity, as B2B marketers with a fully synchronized approach report the highest confidence levels with 43% rating their confidence as 10/10.

Meanwhile, those in the early stages and scaling their ABM are yet to reach the same confidence levels, with those looking to scale citing limitations in available tools and technology as number one challenge. Without the right tools in place, it becomes difficult to track and analyze the success of ABM efforts, making it hard to justify the investment to company leadership.

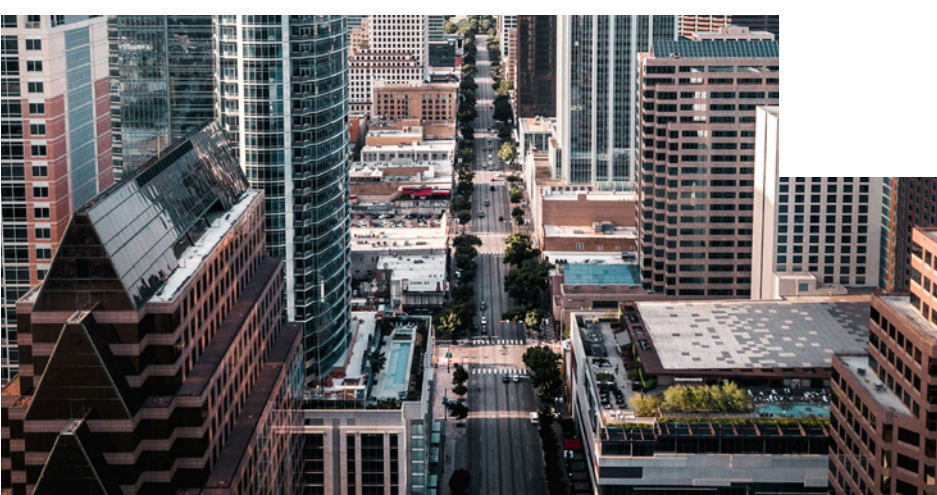
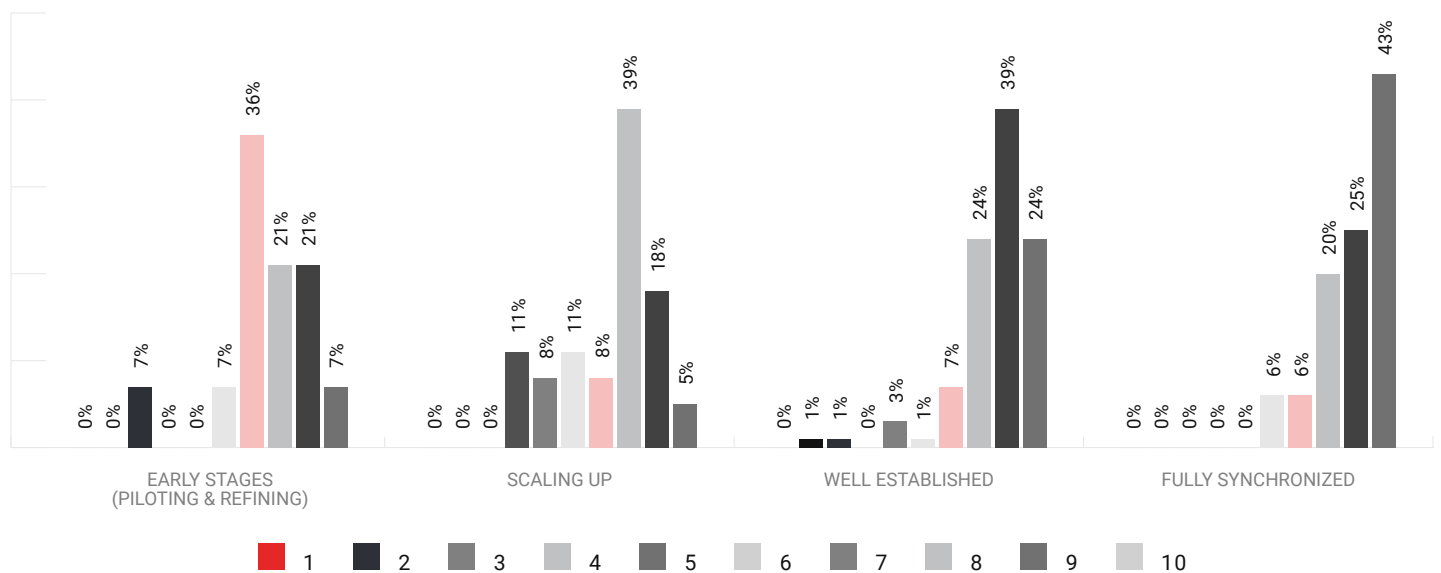
For companies still piloting, this lack of visibility and data-driven insights is leading to a lack of C-suite buy-in and support, ultimately hindering the future scope of their ABM strategy.

Companies in the process of refining their ABM programs may want to look to a blend of Targeted Demand Gen and ABM to provide a streamlined reporting process and greater insight into which campaigns are driving the most success.

By leveraging Targeted Demand Gen alongside ABM efforts, companies can level the playing field between early-stage challenges and advanced ABM strategies, driving more effective and successful marketing outcomes.

### On a scale of 1 to 10, how confident do you feel in your ability to measure the overall success of your ABM programs?

1 (Least confident) – 10 (Most confident)



# The Three "R's"

## How do confidence levels differ according to the 3 R's of ABM?

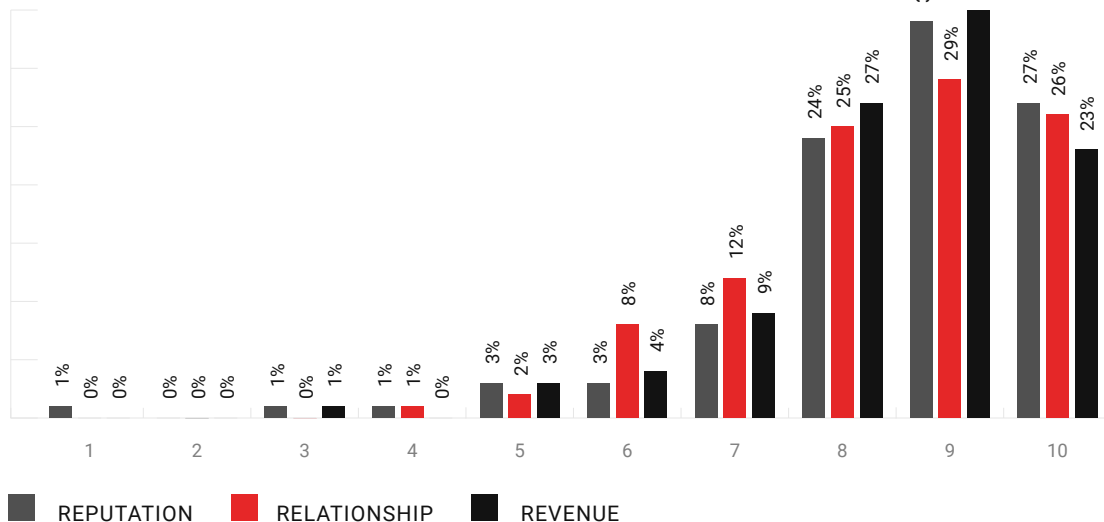
As ABM is all about building long-term account engagement, the path to ROI can be lengthy, with 28% of our survey respondents reporting difficulty in sustaining momentum over time as a core challenge. By breaking a strategy down into the 3 R's – Reputation, Relationships and Revenue, it's easier to identify which stages require intervention to keep efforts on track.

Overall, it appears ABM campaigns are being tracked with a high level of competency across the three key areas. However close up, our research shows nearly a quarter (23%) of marketers rate themselves below 8/10 when it comes to measuring relationships.

Let's take a deeper look...

On a scale of 1 to 10, what is your confidence level in tracking success in terms of reputation, relationships and revenue?

1 (Least confident) – 10 (Most confident)



**28%** of our survey respondents reported "Difficulty in sustaining momentum over time" as a core challenge.

Percentage (%) of scores with confidence rating under 8/10:

Reputation	17%
Relationships	23%
Revenue	17%

## Reputation

Reputation is usually associated with top of the funnel activity, where companies are looking to establish brand awareness and familiarity among their target accounts. Historically, tracking these metrics has been challenging, therefore it's encouraging to see that 61% of our survey respondents feel confident in their ability to track reputation, rating their confidence as 9/10 or higher.

Our US vs UK comparison shows the UK lags slightly behind, with 41% rating themselves 8/10 or under.

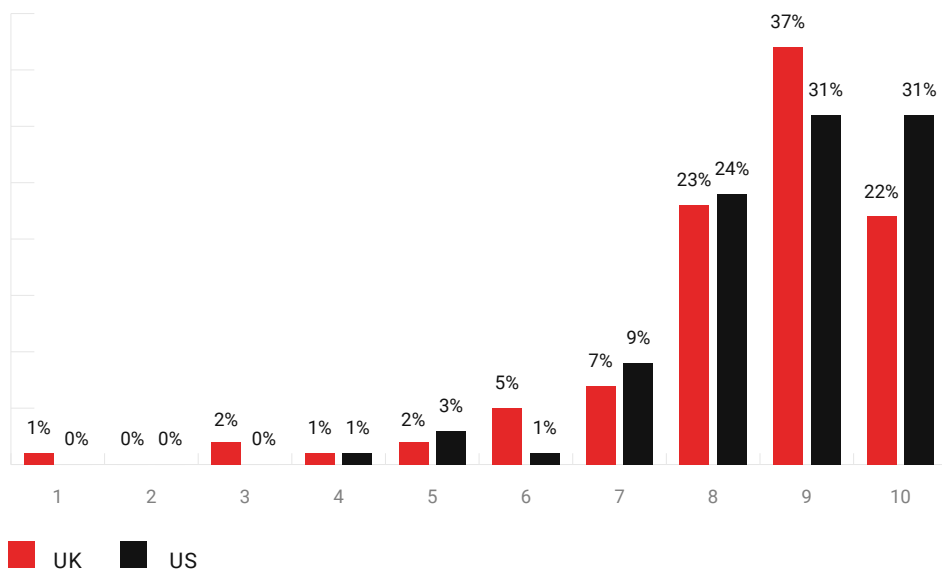
As our survey results previously showed, 38% of marketers are not currently leveraging account-based advertising (ABA) to reach their target accounts. This indicates that many companies are missing out on the potential benefits of this tactic for building brand awareness and reputation among specific accounts.

However, for those who are using programmatic display advertising and content syndication, it is becoming easier to track and monitor reputation metrics. By targeting specific accounts with personalized messaging and content, these tactics can help to establish brand awareness and reputation among key decision-makers, including notoriously hard to reach C-suite members.

The ability to track engagement and interaction with content through content syndication also provides valuable insights for optimizing ABM efforts and improving outcomes. Overall, while more companies could benefit from incorporating ABA into their ABM strategy, those who are using it in combination with other tactics are well-positioned to track and improve their reputation metrics.

### On a scale of 1 to 10, what is your confidence level in tracking success in terms of reputations? (UK vs.US)

1 (Least confident) – 10 (Most confident)



## Relationships

As our research previously revealed, 32% of our panel cited determining which accounts to target as a key challenge and over half of marketers do not implement predictive analytics to identify ideal customer profiles (ICPs).

Effective targeting is the crucial foundation for long-term relationship building and best-in-class targeting strategies leverage high-quality data and advanced technologies like Natural Language Processing (NLP) to identify their total addressable market (TAM) and best-fit accounts. This ensures a high level of relevancy is set right from the beginning and paves the way for better quality (and lucrative) relationships.

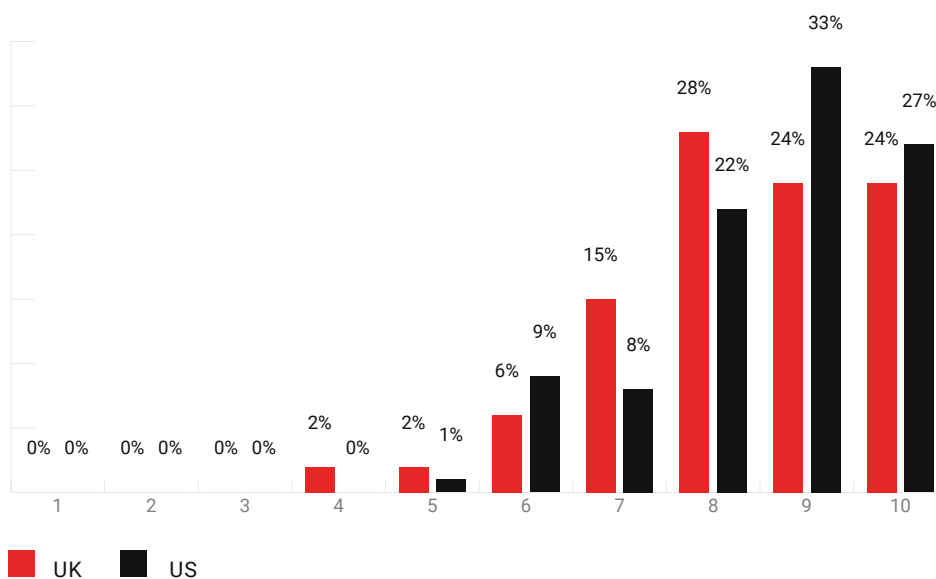
Personalization also plays a key role in relationship building, and as such, companies need to develop highly targeted content that speaks directly to the pain points and needs of their target accounts and the individual stakeholders within. However, 60% of marketers in both regions struggle to tailor content to individual buying committee stakeholders.

This can result in missed opportunities to personalize content effectively enough to sustain relevancy and long-term value exchanges. Considering nearly half (49%) of our survey respondents cited Customer Retention as one of their top three KPIs, if businesses are to maintain strong engagement with key accounts and the influencers within, they need to evolve their data and content strategies.

Our research highlights a further obstacle when it comes to relationship building, 51% report Lack of visibility over which buying committee members have been engaged by sales efforts as a key challenge when engaging a target account. The misalignment between sales and marketing can damage efforts on both sides and emphasizes the need for transparency and clear lines of communication between both functions.

### On a scale of 1 to 10, what is your confidence level in tracking success in terms of relationships? (UK vs.US)

1 (Least confident) – 10 (Most confident)



# Revenue

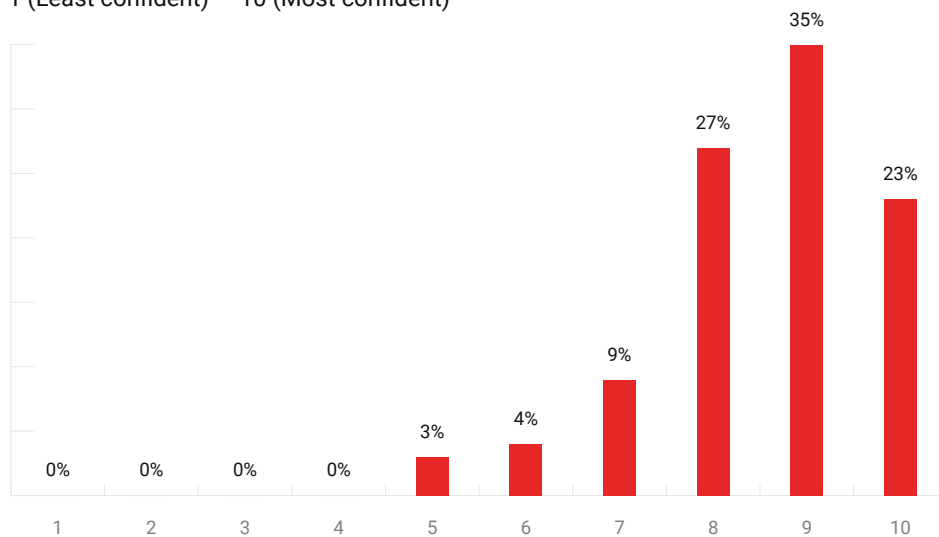
Our research indicates that most survey respondents (85%) rate their ability to track revenue success as 8/10 or above, which is a positive sign for ABM campaigns. However, it's important to note that 26% of respondents identified misunderstanding the time to see ROI from ABM efforts as a key challenge. This could explain why some marketers in both the UK and the US (14% and 16%, respectively) have reported lower ROI from their ABM activities compared to other marketing tactics.

Our research shows that revenue tracking from ABM poses the greatest challenge for marketers scaling up their ABM approach. This could be due to limitations in available technology and tools and internal skills gaps and resource constraints, as cited as top challenges in planning and executing an effective ABM strategy.



On a scale of 1 to 10, what is your confidence level in tracking success in terms of revenue?

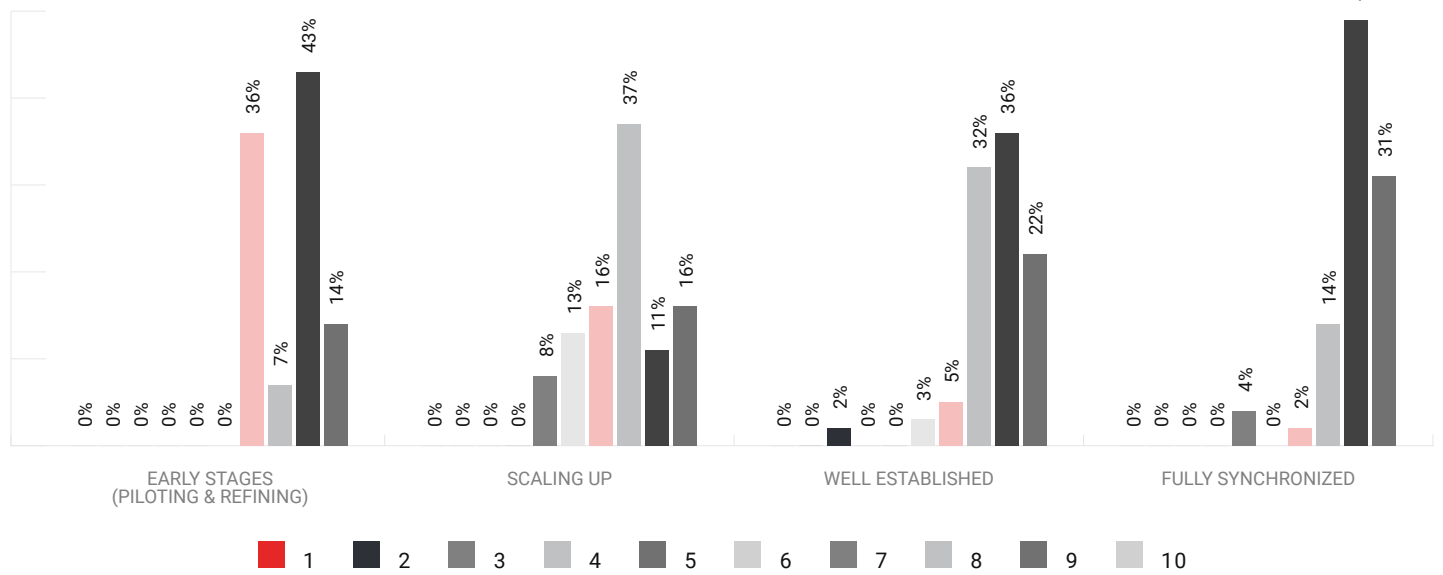
1 (Least confident) – 10 (Most confident)





On a scale of 1 to 10, how confident do you feel in your ability to measure the overall success of your ABM programs?

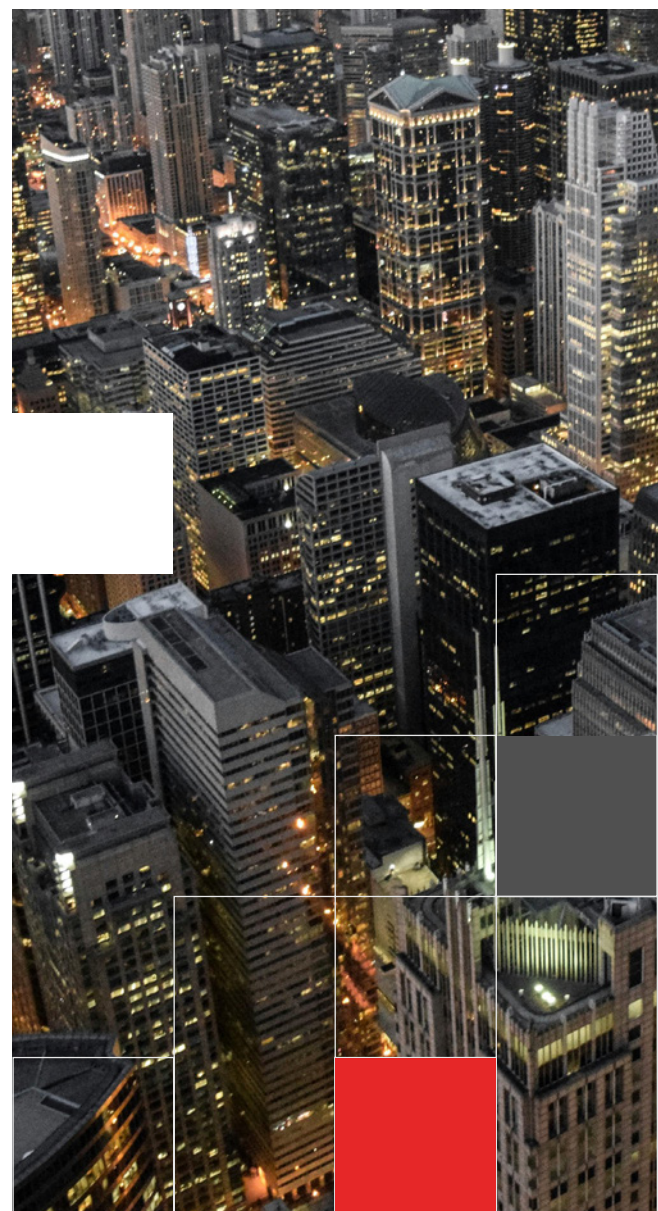
1 (Least confident) – 10 (Most confident)



26% of respondents identified "misunderstanding the time to see ROI from ABM efforts" as a key challenge.

Percentage (%) of scores with confidence rating over 8/10:

Early Stages	57%
Scaling Up	27%
Well Established	58%
Fully Synchronized	80%



# Sales & Marketing Alignment

## How companies can overcome the challenge of Sales & Marketing misalignment

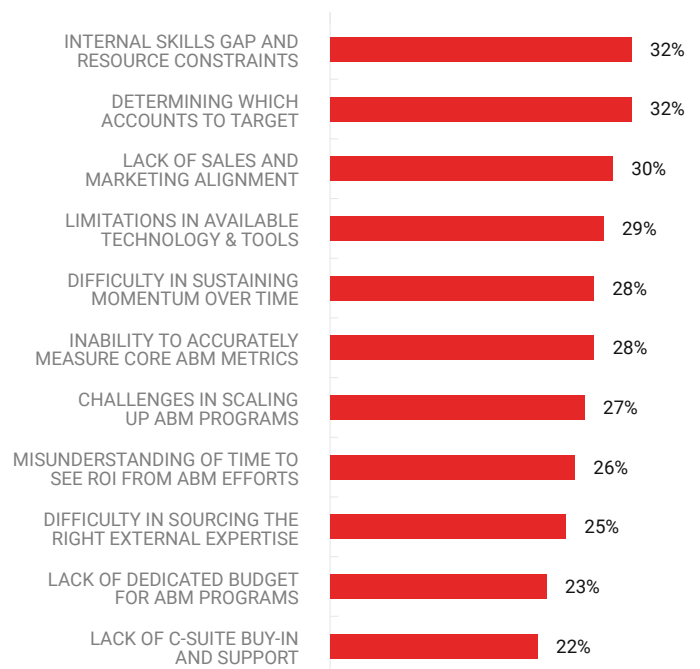
Sales and Marketing alignment remains a stubborn challenge in executing ABM strategies globally. Despite its critical importance to the success of ABM, companies continue to struggle to align their Sales and Marketing teams.

In fact, it ranks as one of the top three challenges companies face when executing ABM, along with internal skills gap and account targeting. But companies are not sitting back, with teams in both the UK and the US increasing the frequency of their meetings, with weekly meetings being the most common.

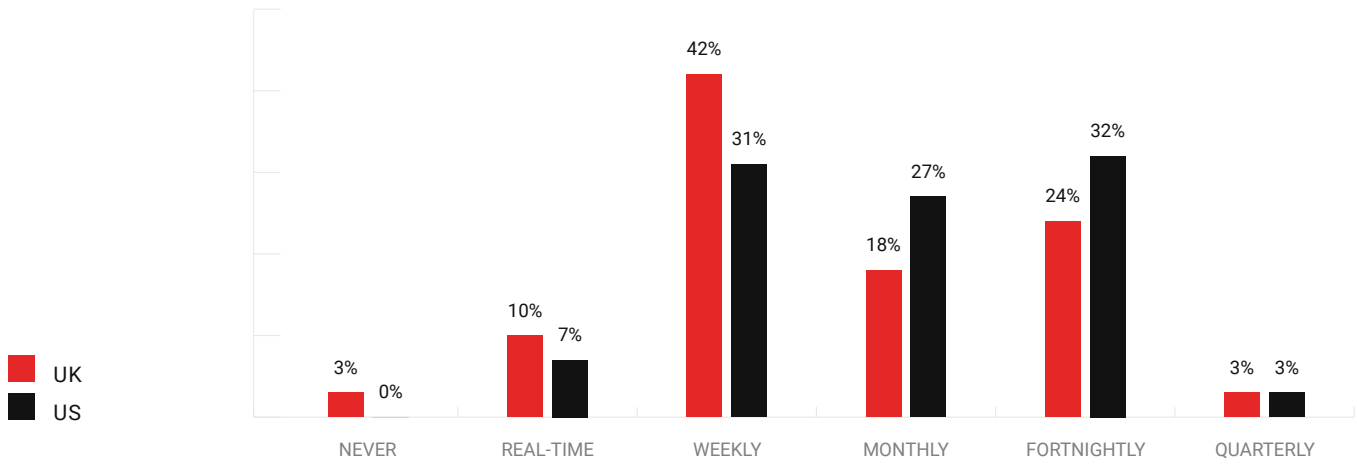
In the UK, over half (52%) of companies meet weekly or in real-time, compared to only 38% in the US. As companies progress in their ABM maturity, we see a decline in meeting frequency, with the majority (41%) of fully synchronized ABM programs only meeting quarterly.

These findings suggest that as companies become more mature in their ABM programs, they require less frequent meetings as they have established more efficient and effective processes.

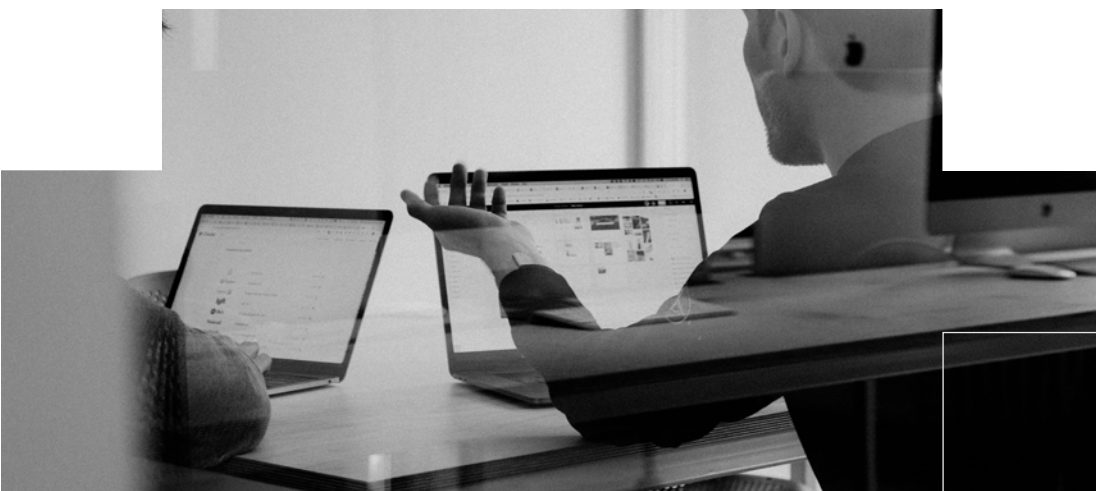
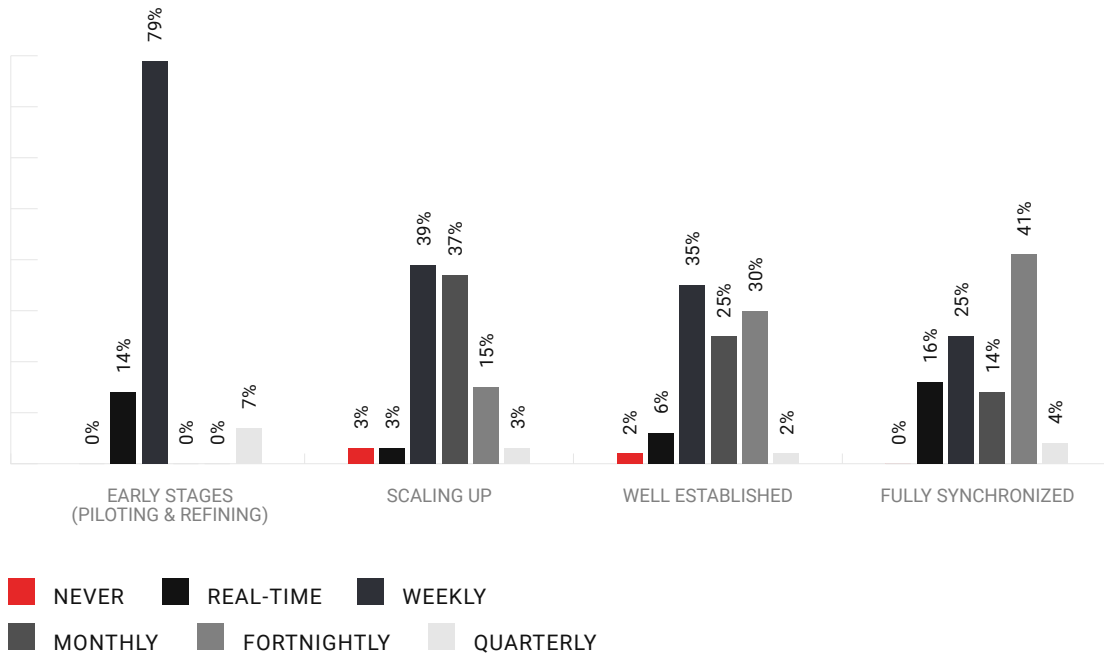
## What are your biggest challenges associated with planning and executing an ABM strategy?



## How frequently do you sync your ABM efforts with your sales and sales development teams? (UK vs. US)



## How frequently do you sync your ABM efforts with your Sales and Sales Development teams?



# Key Research Findings & Take-aways

While ABM remains a powerful approach to targeting high-value accounts and generating revenue for companies, it appears B2B marketers on both sides of the Atlantic still have a way to go before unlocking its full potential.

While ABM budgets are set to rise this year, true ROI will not be realized until a tangible solution to the reported skills gaps, tech limitations and resource restraints has been adopted by businesses operating ABM at all maturity levels.

## 12 Key Insights

48%

B2B marketers surveyed say their ABM strategy is well established.

57%

cite cost as the biggest factor when evaluating technology for ABM.

58%

plan to increase ABM spend over the next 12 months.

43%

use an unintegrated or bolt-on ABM solution such as Targeted Demand Generation.

50%

of US Marketers reported increased efficiency and productivity would be the biggest benefit of implementing tech.

25%

of US marketers use only a CRM and MAP to support their ABM strategy.

31%

are not confident at identifying or predicting in-market accounts.

10%

more US marketers use a data management platform to integrate and analyse customer data, than their UK peers.

41%

report Sales Outreach is one of the most important ABM channel tactics.

47%

leverage account-based advertising to reach target accounts.

48%

build targeted account list (TAL) based on firmographic and technographic data.

48%

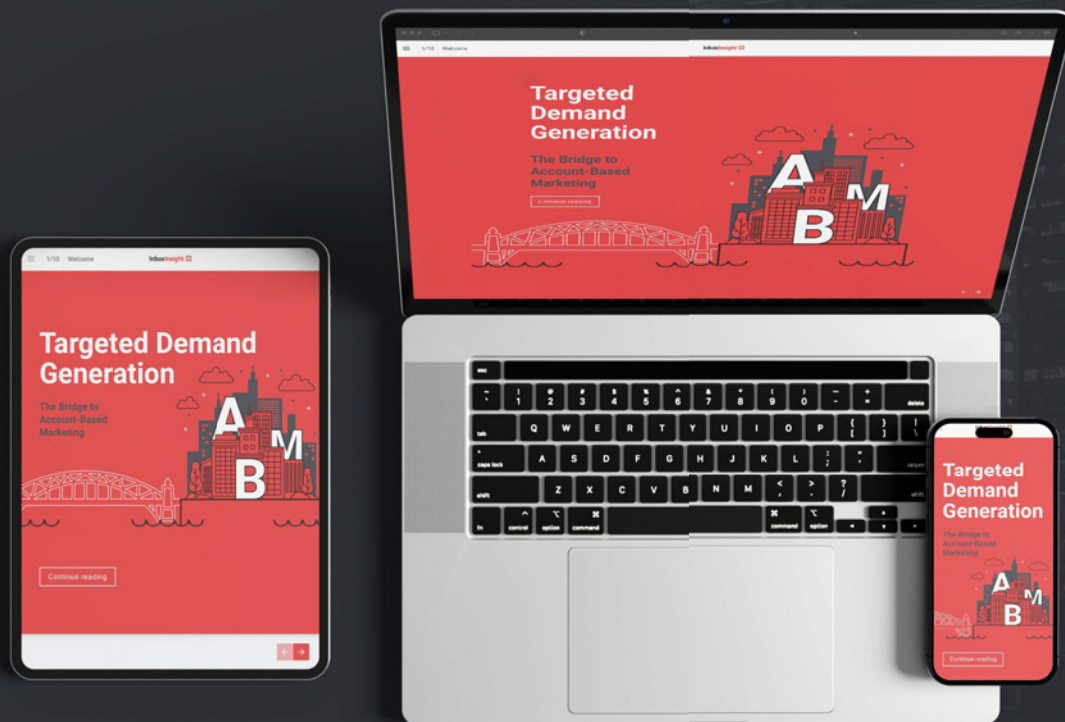
of marketers hold weekly syncs with sales and sales development teams, only 8% do it in real time.

## Why is Targeted Demand Generation the new “Go-to”?

Targeted Demand Generation is a powerful tool for improving your ABM foundations through building the 1st and 3rd party data you need for identifying and engaging high value accounts.

And, while internal teams focus on building out your ABM architecture, Targeted Demand Generation campaigns keep the MQLs flowing, ensuring your sales pipeline remains active, and the sales team continue to close deals.

Explore how Targeted Demand Generation is transforming the way senior marketing professionals approach ABM in our latest guide.



## Insight driven outcomes.

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