

# ABM by the Numbers



## ABM Popularity, Spending, and ROI

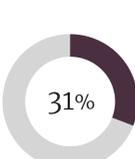
It's safe to say that ABM isn't a fad; it's here to stay because it works—according to ON24, companies using ABM generate 208% more revenue from marketing efforts.<sup>1</sup>

**93%**

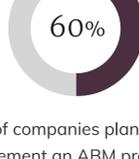
of B2B marketers worldwide consider ABM **extremely or very important** to overall marketing efforts.<sup>2</sup>



Only about **one in six** B2B marketing organizations have **three or more years** of experience with ABM.<sup>3</sup>



of marketers have had an **ABM program in place** for 1-2 years<sup>3</sup>



of companies plan to implement an ABM program **within the next year**.<sup>4</sup>



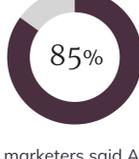
of B2B marketers worldwide said they would **increase spending** on ABM.<sup>3</sup>



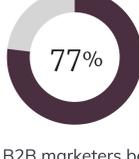
Companies investing in ABM dedicate **28% of overall marketing budget** to ABM, a 13% increase from five years ago.<sup>5</sup>



of marketers measuring ROI say that **ABM outperforms** other marketing investments.<sup>3</sup>



of marketers said ABM significantly benefited retaining and expanding **existing client relationships**.<sup>2</sup>



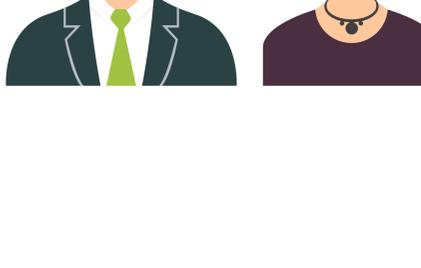
of B2B marketers believe ABM has driven greater success with target accounts and 45% have at least **doubled ROI**.<sup>3</sup>

## Marketing and Sales Alignment

Anyone in either Sales or Marketing knows how difficult it can be to align the two teams, but account-based marketing makes alignment easier, and more fulfilling, for both.

**89.5%**

of B2B sales are completed by a person.<sup>6</sup>



Solutions providers, primarily SMEs, are the **most credible source of information** during the purchase process.<sup>3</sup>

Successful ABM requires sales and marketing teams to shift mindsets<sup>2</sup>

“Who’s interested in my products?”



“Whom should we sell to?”

## Marketers

should shift from:

Lead-centric approach → Account-based approach

Reactive engagement → Proactive engagement

Random individuals → Specific personas, buying groups

## Sales

should shift from:

Relying on manual process → Trusting technology and automation

Sales-only data → Combined sales and marketing data

Working independently → Collaborating with marketing

Successful ABM programs have sales and marketing teams collaborating in<sup>5</sup>:



Determining plays



Executing campaigns



Working with inside sales (BDRs, SDRs)

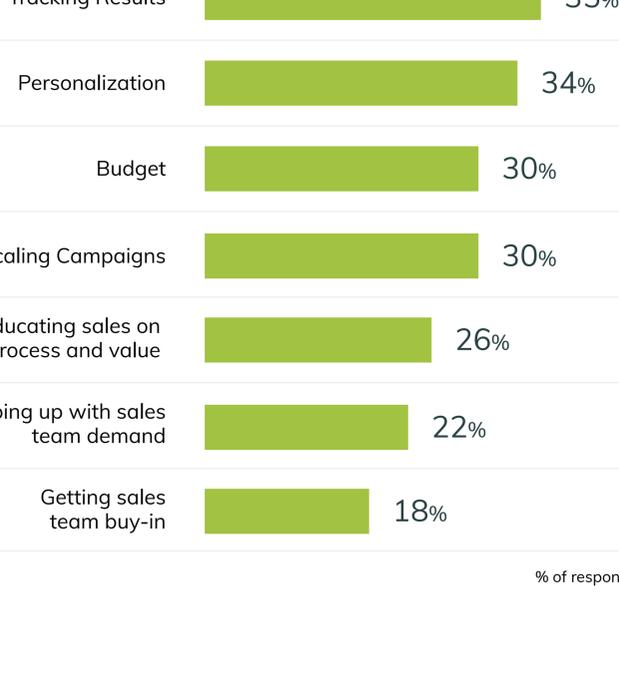


Measuring Success

## Top ABM Challenges

ABM is popular, and effective, but it's not without its challenges.

An ITSMA survey found the top pain points for organizations with ABM programs to be:



% of respondents<sup>5</sup>

## Let's Build Your ABM Program.

Our proven approach helps companies, just like yours, build smart and effective ABM campaigns that deliver. Contact us today to get started.



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<sup>1</sup>ON24, <sup>2</sup>Markets, <sup>3</sup>ITSMA, <sup>4</sup>Terminus, <sup>5</sup>ITSMA ABMA, <sup>6</sup>Forrester Research