

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.¹

93%

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



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



31%

of marketers have had an **ABM program in place** for 1-2 years³

60%

of companies plan to implement an ABM program **within the next year**.⁴

41%

of B2B marketers worldwide said they would **increase spending** on ABM.³



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

85%

of marketers measuring ROI say that **ABM outperforms** other marketing investments.³

85%

of marketers said ABM significantly benefited retaining and expanding **existing client relationships**.²

77%

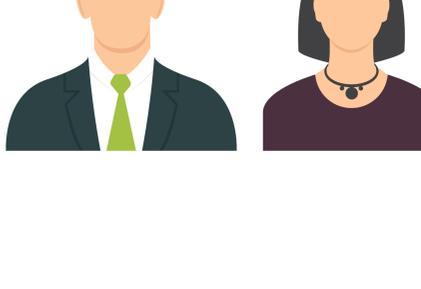
of B2B marketers believe ABM has driven greater success with target accounts and 45% have at least **doubled ROI**.³

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.⁶



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

Successful ABM requires sales and marketing teams to shift mindsets²

“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

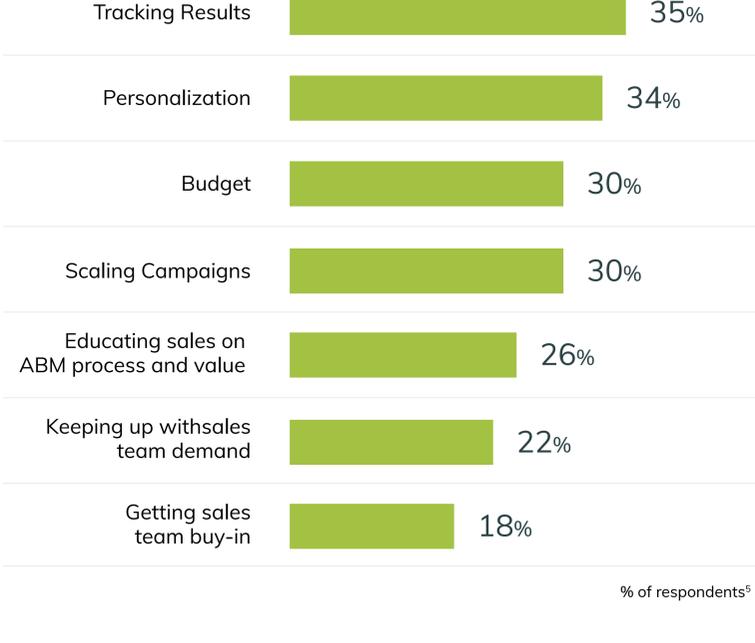
Successful ABM programs have sales and marketing teams collaborating in⁵:

- 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:



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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¹ON24, ²Markets, ³ITSMA, ⁴Terminus, ⁵ITSMA ABMA, ⁶Forrester Research