



# ACCOUNT-BASED MARKETING STRATEGY

## Survey Summary Report

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## **Methodology**

*Ascend2 benchmarks the performance of marketing strategies, tactics and the technology that drives them using a standardized online questionnaire and a proprietary 3-Minute Survey format.*

*This survey was fielded to a panel of marketing influencers and research subscribers during the week of January 1, 2018.*

# ACCOUNT-BASED MARKETING STRATEGY

Half of marketing influencers consider aligning their initiatives with sales teams a top priority for an ABM strategy in 2018.

## But what priorities should your ABM strategy include?

To help you answer this question, Ascend2 and our Research Partners fielded the Account-Based Marketing Strategy Survey. We thank the marketing influencers responding to this survey for sharing their valuable insights with us, and you.

This Survey Summary Report, titled *Account-Based Marketing Strategy*, represents the average of all the market segments responding to the survey. Specific market segments from the survey are reported on separately and exclusively by our participating Research Partners.

This research has been produced for your use. Put it to work in your own marketing strategy. Clip the charts and write about them in your blog or post them on social media. Please share this research credited as published.

Enjoy!



*Survey Respondents*  
N=253

### *Number of Employees*

More than 500	35%
50 to 500	38%
Fewer than 50	27%

### *Role in the Company*

Owner / Partner / CXO	33%
VP / Director / Manager	54%
Non-Mgmt Professional	13%

### *Primary Marketing Channel*

Business-to-Business	53%
Business-to-Consumer	28%
B2B and B2C Equally	19%



## TOP PRIORITIES FOR ABM

While aligning sales and marketing initiatives is a top priority for half (50%) of marketing influencers, they also want credit where credit is due. For this reason, 41% consider attributing marketing efforts to revenue another top priority for ABM.

What are the TOP PRIORITIES for an ABM strategy in 2018?

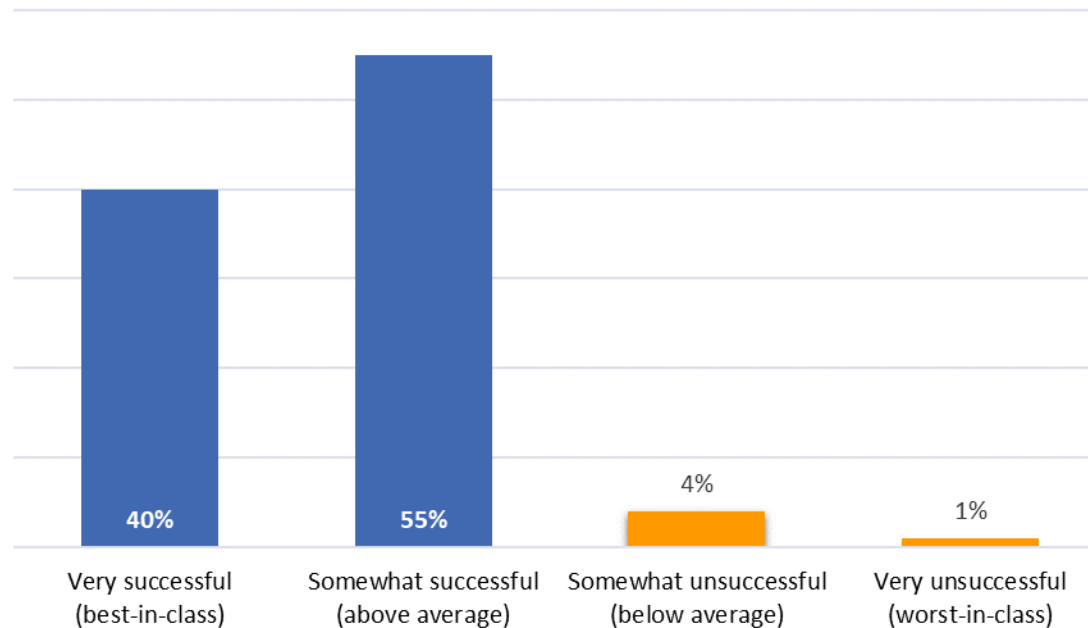




## SUCCESS ACHIEVING PRIORITIES

A total of 95% of marketing influencers say an account-based marketing strategy is successful at achieving the top priorities, with 40% describing their ABM strategy success as best-in-class.

How SUCCESSFUL is an ABM strategy at achieving the top priorities?





## CHALLENGING BARRIERS TO SUCCESS

39% of marketing influencers say attributing marketing efforts to revenue is a challenging barrier to the success of an ABM strategy. Analytics that track and attribute marketing efforts to sales revenue is a feature required of many marketing technology systems today.

What are the most CHALLENGING BARRIERS to the success of an ABM strategy?

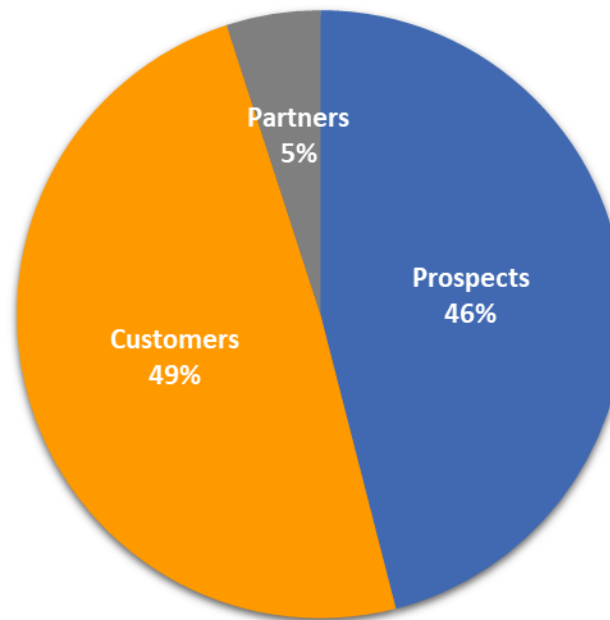




## PRIMARY TARGET SEGMENTS

Marketing influencers say a successful account-based marketing strategy targets customers and prospects nearly equally (49% and 46% respectively). Channel partners are a primary ABM target segment for only 5% of marketing influencers.

Which is the PRIMARY SEGMENT for a successful ABM strategy to target?

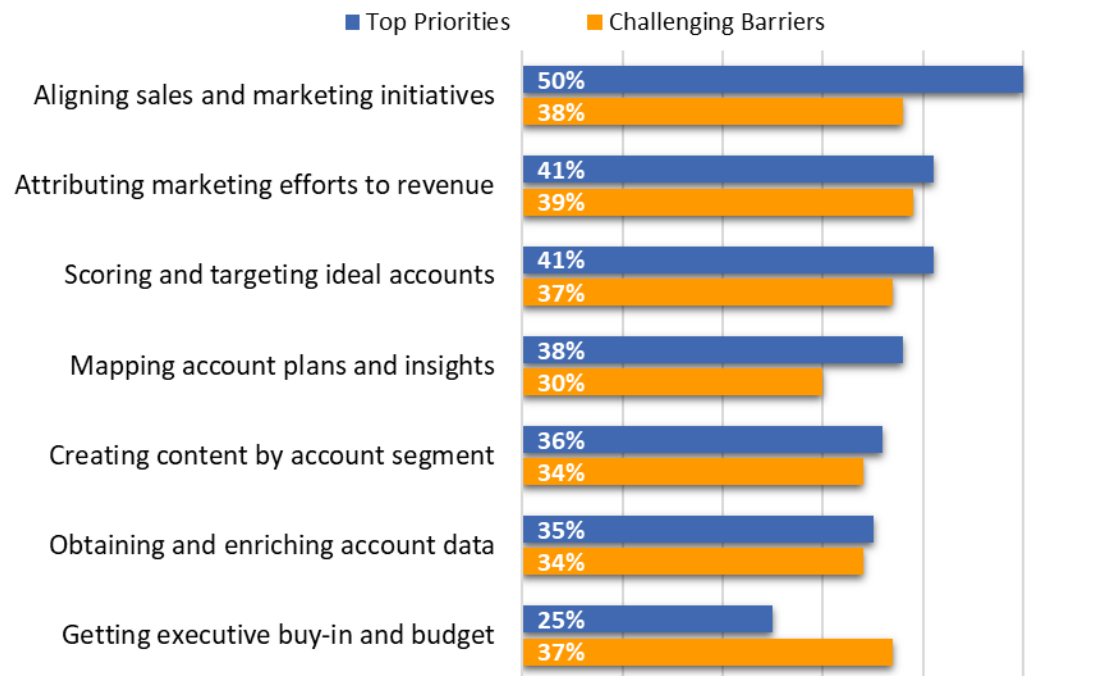




## PRIORITIES VERSUS BARRIERS

Analyzing the importance of top priorities in comparison to challenging barriers to overcome provides a unique perspective for developing a balanced and successful ABM strategy.

Strategic comparison of priorities and barriers.

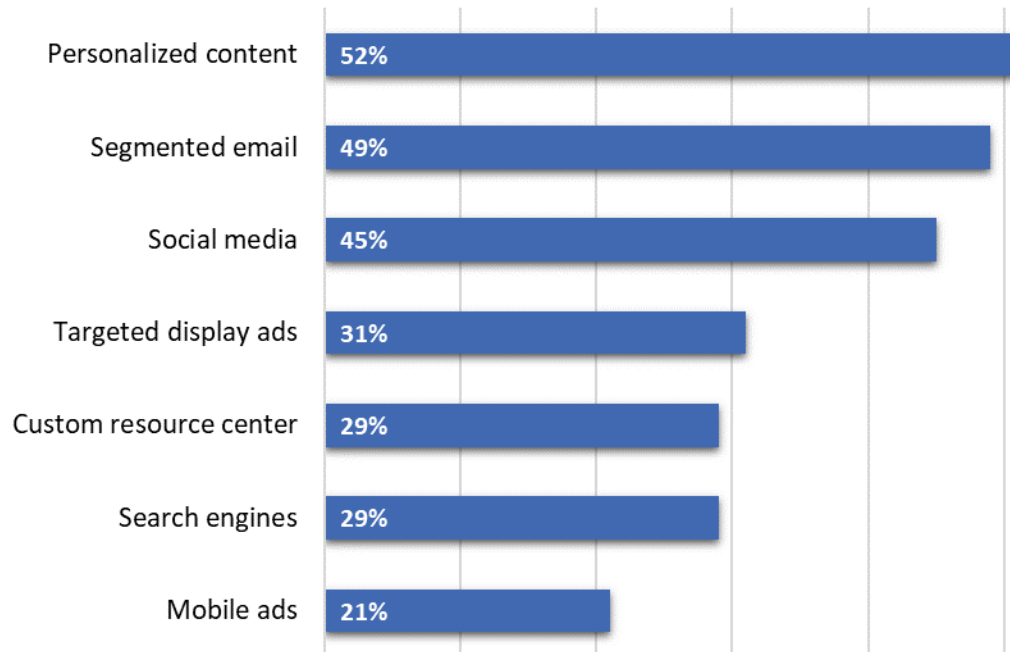




## ABM ENGAGEMENT EFFECTIVENESS

Personalized content delivered to the right targets at the right time through segmented email are the most effective digital channels used for engaging ABM accounts. Social media has become another effective channel for nearly half (45%) of marketing influencers.

What are the most EFFECTIVE DIGITAL CHANNELS used for engaging ABM accounts?

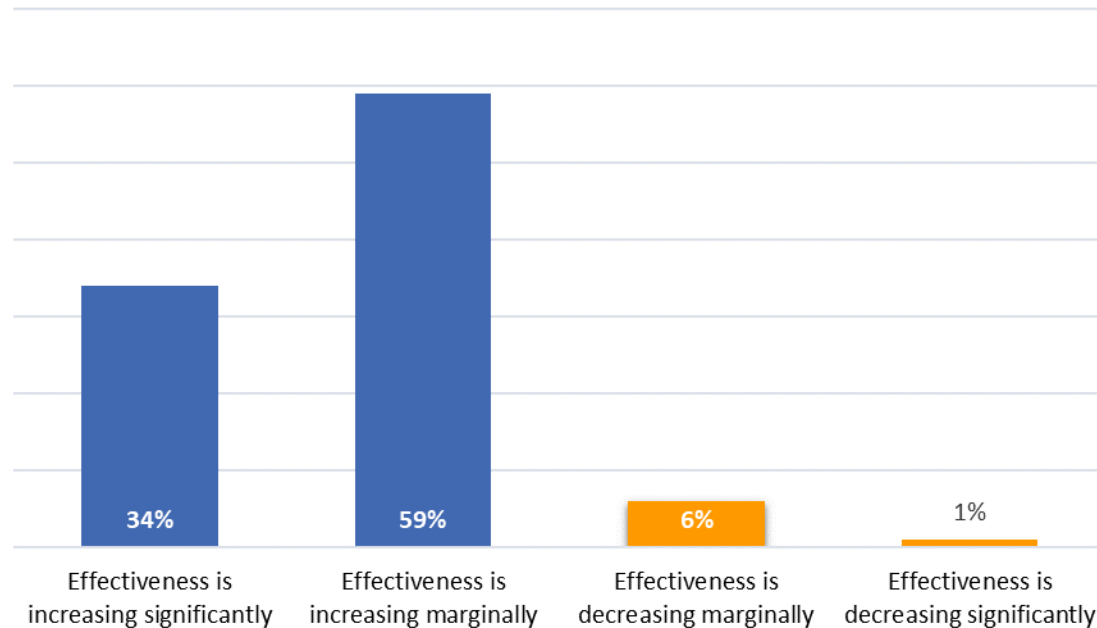




## HOW EFFECTIVENESS IS CHANGING

For 93% of marketing influencers, the effectiveness of digital channels used for ABM account engagement is changing for the better, with about one-third (34%) describing the increase in effectiveness as significant.

How is effectiveness CHANGING for the digital channels used for ABM account engagement?

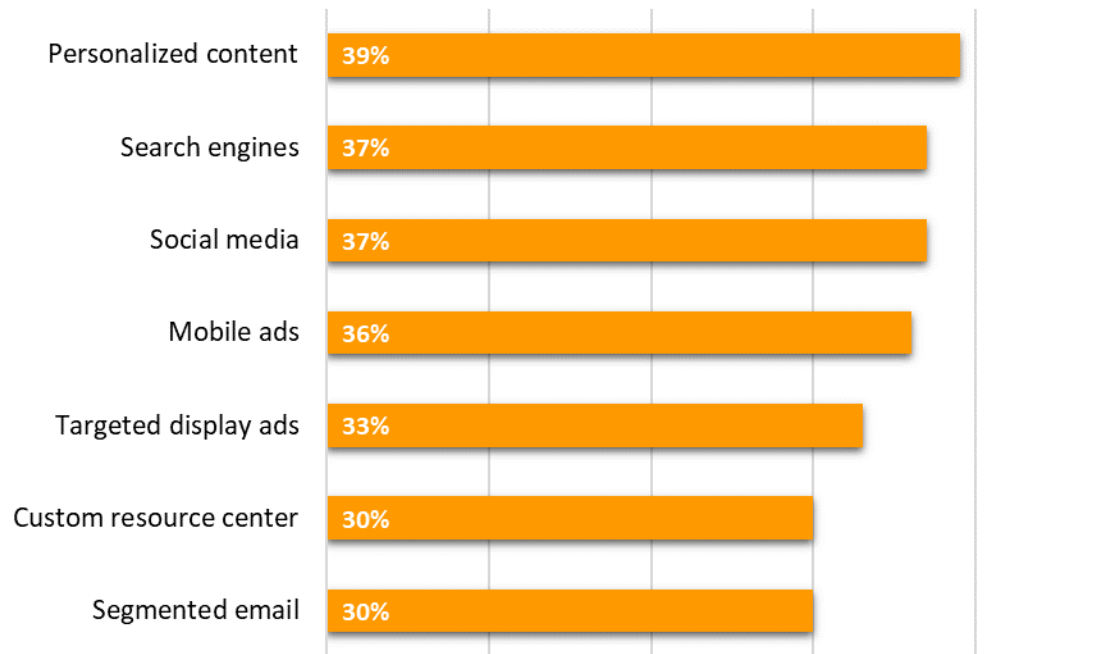




## ABM ENGAGEMENT DIFFICULTY

Creating personalized content is not only the most effective digital channel used, it is also the most difficult to execute for 39% of marketing influencers. Tied closely for second place with 37% is the execution of the search engine and social media channels for engaging ABM accounts.

What are the most DIFFICULT DIGITAL CHANNELS to execute for engaging ABM accounts?

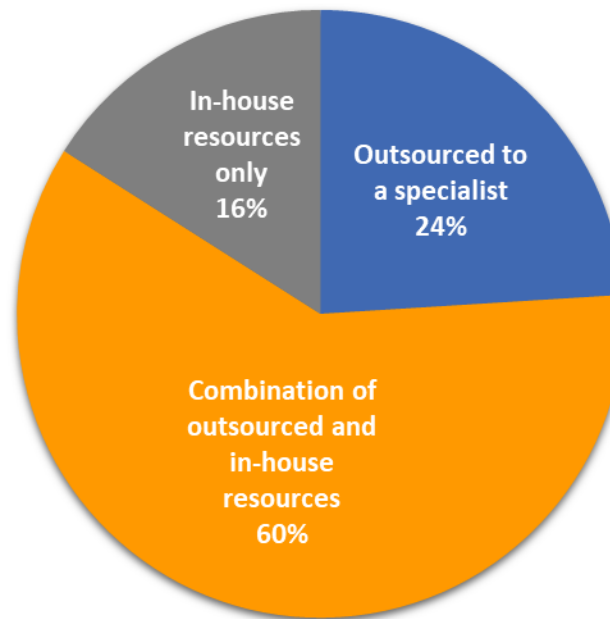




## RESOURCES USED

A lack of in-house skills and capabilities is often the reason marketing influencers outsource all or part of the execution of digital channels for engaging ABM accounts. A collaboration between outsourced and in-house resources to execute channels for ABM engagement is used by 60%.

Which best describes the RESOURCES used to execute digital channels for ABM account engagement?

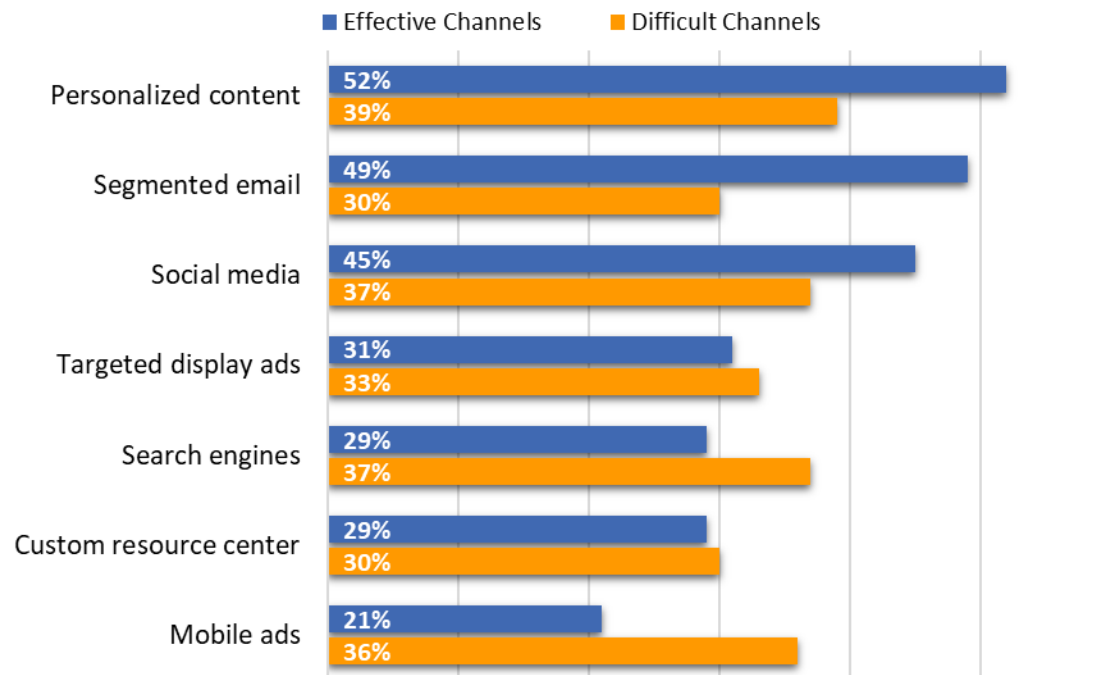




## EFFECTIVENESS VERSUS DIFFICULTY

Channels that are much more effective than they are difficult to perform (segmented email for example), are more likely to be included in an effective ABM strategy and less likely to require outsourcing to a specialist.

Tactical comparison of channel effectiveness and difficulty.



Marketing technology companies and digital marketing agencies partner with Ascend2 to supplement their marketing content, generate leads and engage prospects to drive demand through the middle of the funnel. Learn more about the research-based marketing innovations from [Ascend2.com](https://Ascend2.com).

Below are just a few of the leading marketing solution providers that partner with us on research-based marketing programs.



*As a marketing technology company or digital marketing agency, your prospective customers are marketing influencers with an interest in the facts about improving marketing performance.*

*Research-Based Marketing is a process we developed to generate leads using factual content of interest to your target customers, and nurture those leads to the middle of the funnel in the name of your brand.*



## Research Partner Programs

Research Partner Programs rapidly deliver content of interest to marketers, and a guaranteed number of leads and prospects to marketing solution providers, in these two simple steps:

### 1. Choose marketing topics of interest to your audience.

- A new [marketing topic](#) is surveyed every month

### 2. Choose an exclusive data segment for each topic.

- Successful Strategy Benchmarks
- Leadership Benchmarks
- B2B Benchmarks
- B2C Benchmarks
- Enterprise Benchmarks
- SMB Benchmarks
- Agency Benchmarks
- And more!

Learn more about Ascend2 Research-Based Marketing by calling 800-762-1595 extension 703 or visit [Ascend2.com](http://Ascend2.com).



*This Survey Summary Report is part of a monthly research series conducted in partnership with marketing solution providers.*

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