



STRATEGIES, TACTICS AND TRENDS

FOR



Account-Based Marketing

Ascend2TM
RESEARCH-BASED MARKETING

Research Series Conducted in Partnership with Leading Providers of
Marketing Technology and Digital Marketing Agency Services.

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➤ Methodology

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

This survey was fielded to a panel of marketing influencers and marketing research subscribers.

Survey respondents

Primary Marketing Channel

B2B	46%
B2C	38%
B2B and B2C equally	16%

Number of Employees

More than 500	21%
50 to 500	26%
Fewer than 50	53%

Primary role in company

Owner / Partner / C-Level	40%
Vice President / Director / Manager	38%
Non-Management Professional	22%

Account-Based Marketing

Marketers are shifting from a lead-centric to an account-based mentality for acquiring, retaining, and nurturing high-value accounts.

But how are companies executing Account-Based Marketing (ABM)?

To help you answer this question, Ascend2 and our Research Partners fielded the Account-Based Marketing Survey. We thank the 293 marketing professionals who responded to this survey during the week of October 14, 2019.

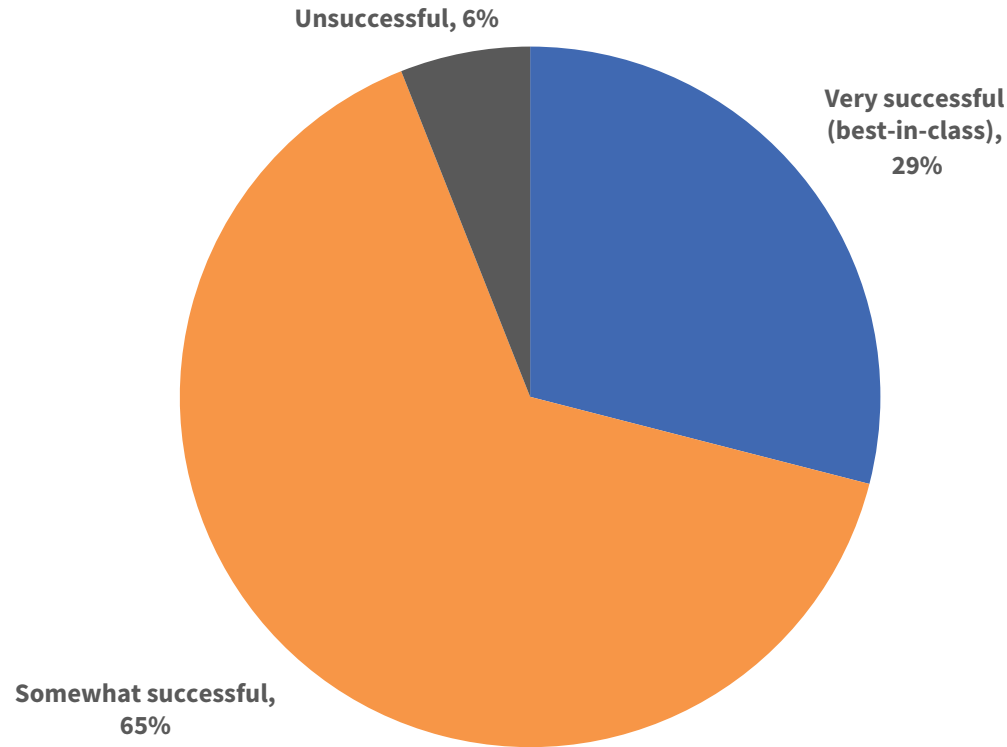
This Survey Summary Report, titled *Strategies, Tactics and Trends for Account-Based Marketing*, represents the opinions of all the market segments responding to the survey. Specific market segments from the survey are reported on separately and exclusively by our participating Research Partners.

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.

Strategic Success

Nearly all (94%) marketers surveyed have seen success from an ABM strategy with 29% considering their strategy very successful, or best-in-class compared to competitors and an additional 65% reporting an ABM strategy is somewhat successful at achieving primary objectives.

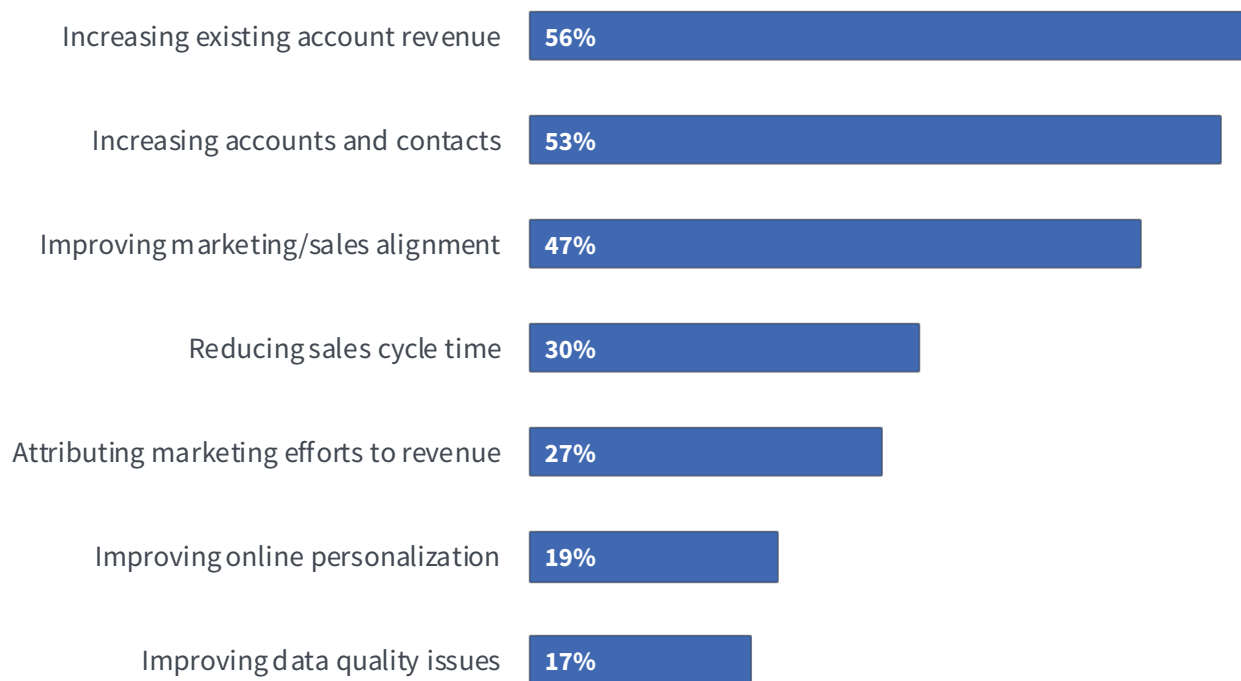
Which best describes the SUCCESS of an ABM strategy at achieving the primary objectives?



Primary Objectives

When implementing an Account-Based Marketing (ABM) strategy, marketers are primarily aiming to increase existing account revenue and increase accounts and contacts according to 56% and 53% of those surveyed, respectively. Just under half (47%) say that improving marketing and sales alignment is also an important objective to achieve.

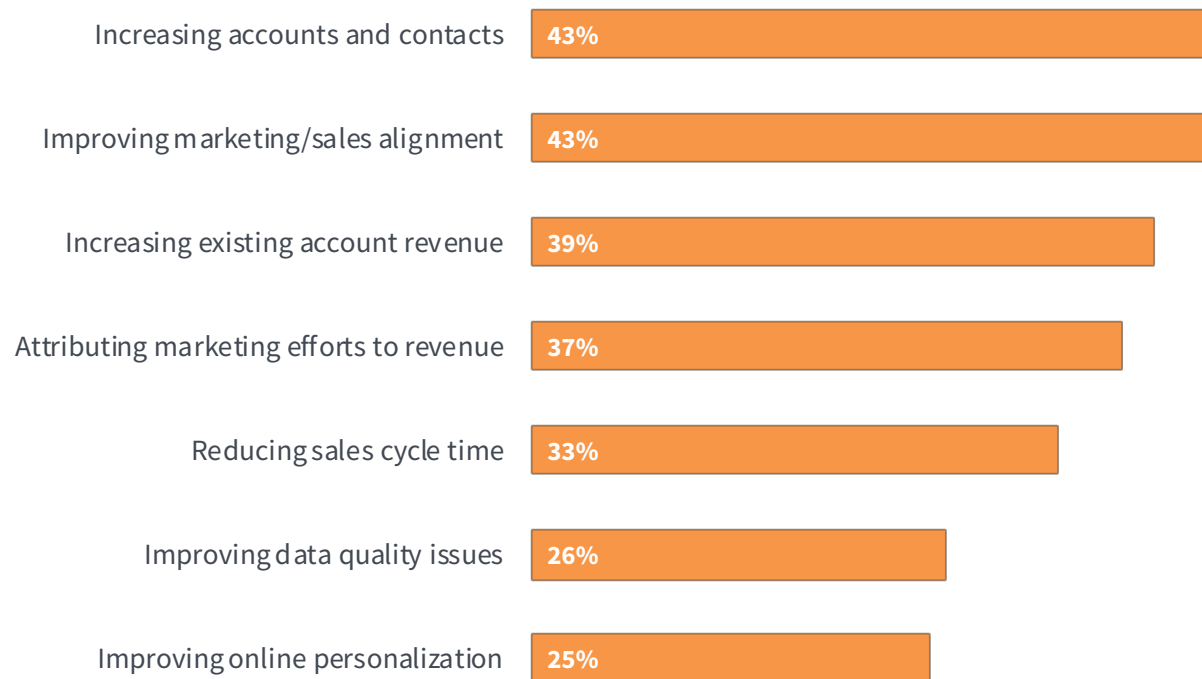
What are the PRIMARY OBJECTIVES for an Account-Based Marketing (ABM) strategy to achieve?



Critical Challenges

Increasing accounts and contacts as well as improving marketing and sales alignment are top critical challenges faced by 43% of marketers when implementing an ABM strategy. Increasing existing account revenue is also an obstacle for 39% of marketing professionals surveyed.

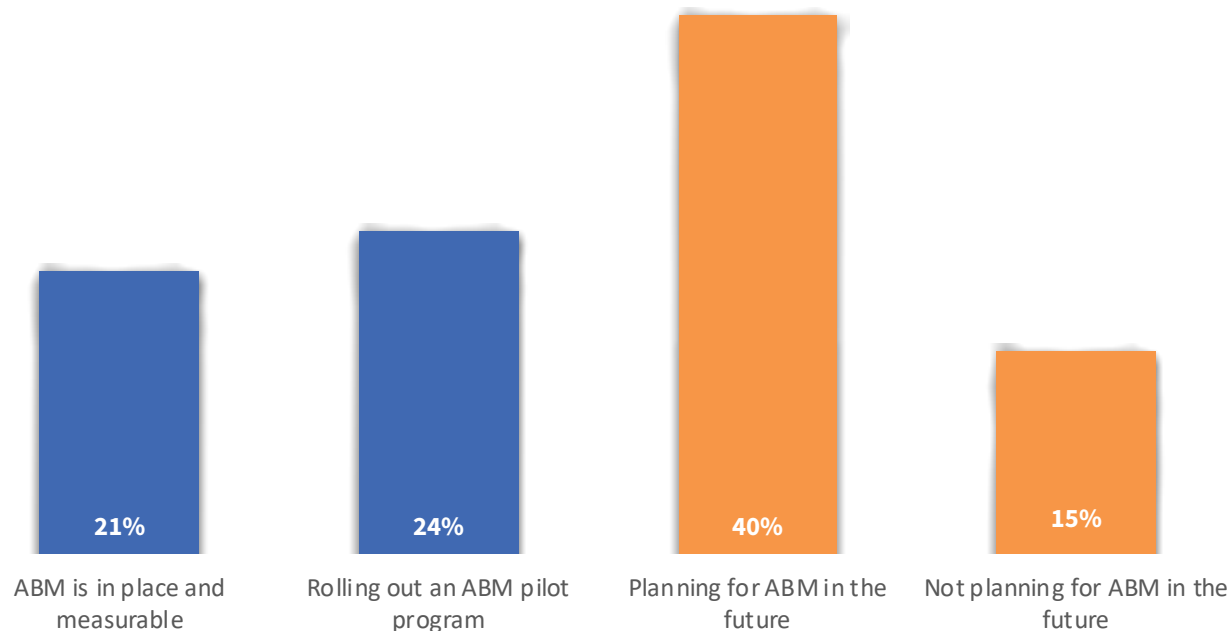
What are the most CRITICAL CHALLENGES for an ABM strategy to achieve?



Strategy Status

Account-Based Marketing is on the minds of 40% of marketers who are planning to incorporate the approach into their strategy in the future. One in five marketers (21%) report that an ABM strategy is already in place and measurable while closer to one quarter (24%) say they are currently rolling out an ABM pilot program.

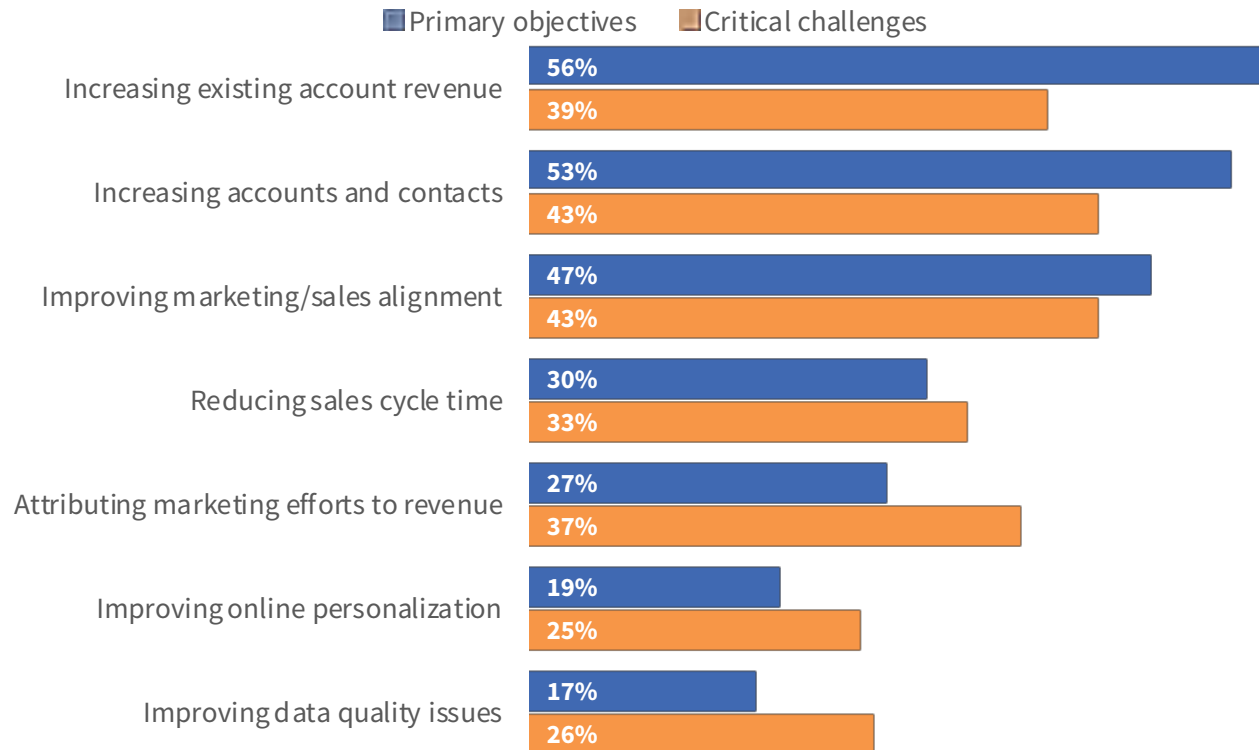
Which best describes the STATUS of an ABM strategy?



Strategies Versus Challenges

Interestingly, marketers report that top objectives for an ABM strategy are also the most critical challenges to success. While increasing existing account revenue and increasing accounts and contacts are difficult barriers to overcome, they are often included as objectives to achieve when implementing ABM efforts.

Comparing primary objectives vs critical challenges.



Targeting Criteria

When implementing a successful ABM strategy, it is important to consider which accounts are best to target. Profitability of account deals is reportedly a most effective targeting criteria according to over half (53%) of marketers surveyed. Just under half (48%) say that business needs must fit solutions in order for an account to be worth targeting.

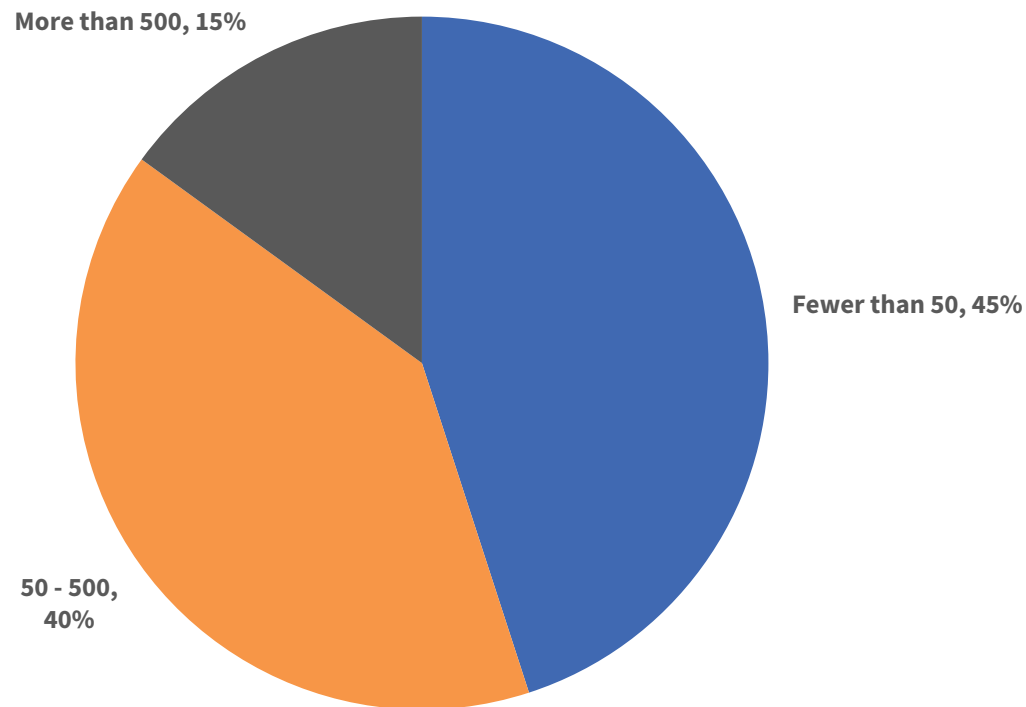
What are the most effective TARGETING CRITERIA used for ABM?



Contact Management

When focusing on individual accounts rather than broader lead generation funnels, marketers find that fewer contacts is more beneficial. For 45% of marketing professionals, it is most effective to be managing fewer than 50 contacts within an ABM strategy. Another 40% of those surveyed say that managing more than 50 but less than 500 contacts is most effective.

Which best describes the most effective NUMBER OF CONTACTS managed with ABM?

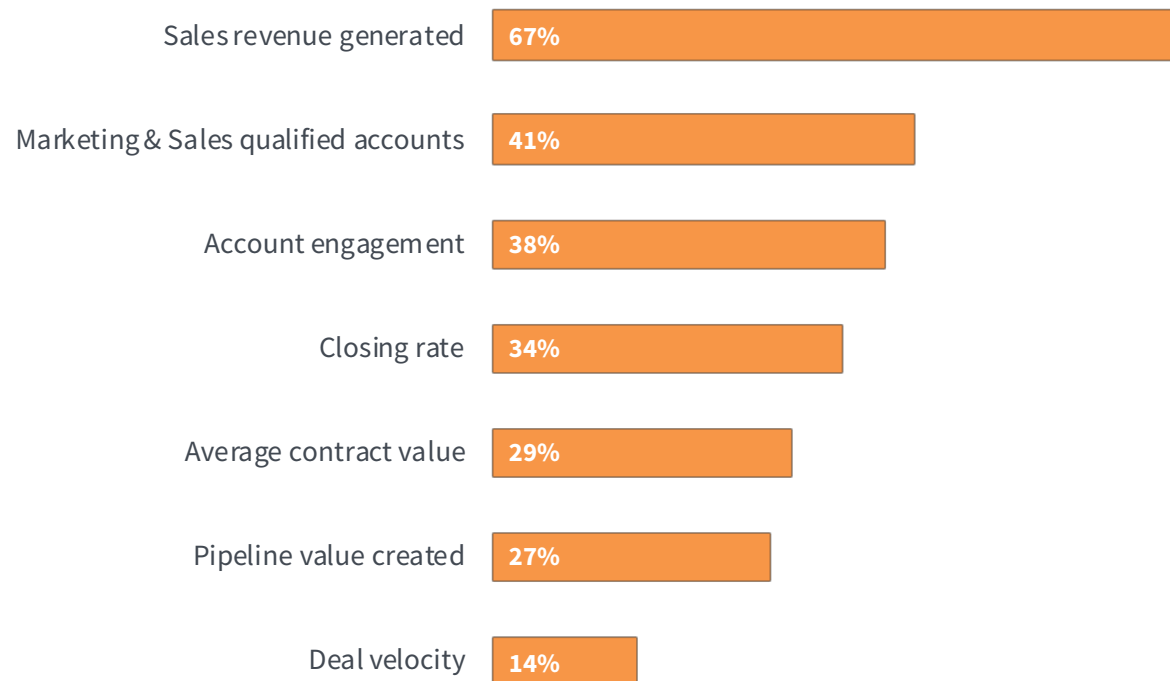


Metrics Used to Measure Success

Over two thirds (67%) of marketing professionals surveyed say that when it comes to measuring the success of an ABM strategy, sales revenue generated is the most effective metric to use.

Marketing and Sales qualified accounts as well as account engagement are also effective according to 41% and 38% of marketers, respectively.

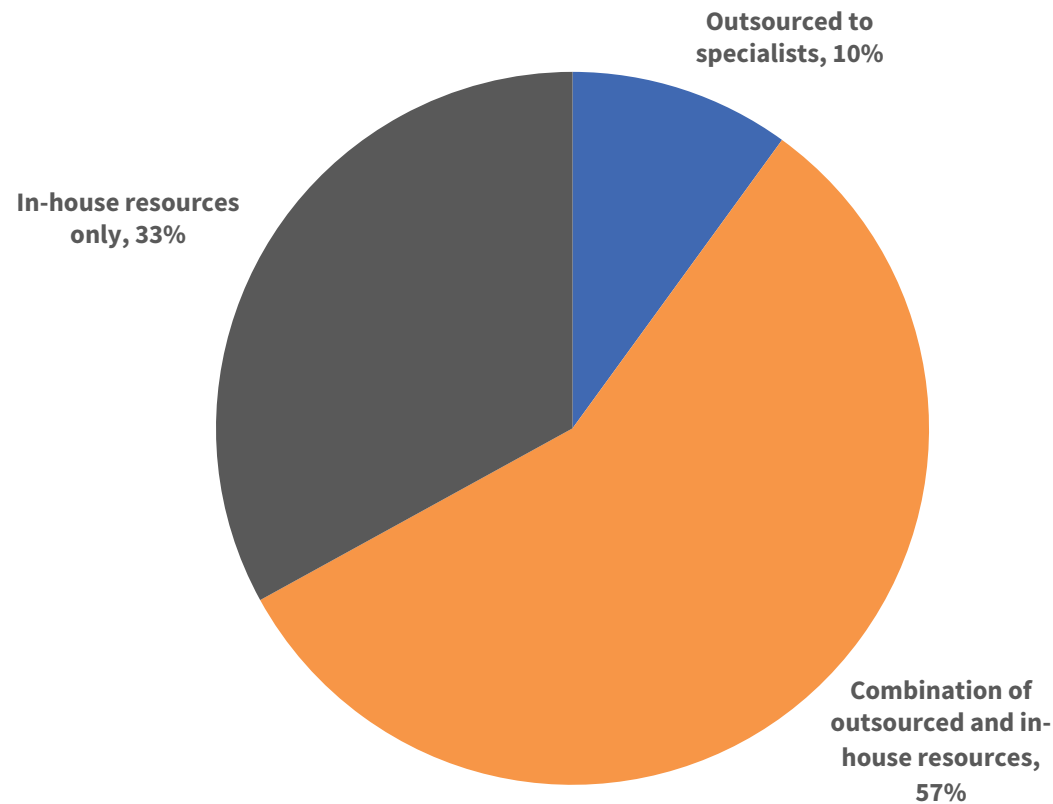
What are the most effective METRICS USED to measure ABM results?



Resource Allocation

Adopting an Account-Based Marketing approach requires combining the expertise of outsourced specialists with in-house resources according to 57% of marketers surveyed. One third (33%) of marketers say that using in-house resources alone is the most effective way to implement an ABM strategy.

Which best describes the most effective RESOURCES USED to implement ABM?





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