



ACCOUNT-BASED MARKETING APPROACH

STRATEGIES, TACTICS & TRENDS



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

Ascend²
RESEARCH-BASED MARKETING

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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 professionals and marketing research subscribers.

Survey Respondents

Primary Marketing Channel

B2B	40%
B2C	31%
B2B and B2C equally	29%

Number of Employees

More than 500	24%
50 to 500	25%
Fewer than 50	51%

Primary role in company

Owner / Partner / C-Level	47%
Vice President / Director / Manager	32%
Non-Management Professional	21%

Account-Based Marketing Approach

Account-based marketing (ABM) continues to gain traction as an initiative that can capitalize on high-value accounts, shorten the sales cycle, and align efforts of sales and marketing teams.

But how are marketers gaining a competitive advantage with their ABM strategy?

To help you answer this question, Ascend2 and our Research Partners fielded the Account-Based Marketing Approach Survey. We thank the 261 marketers who responded to this survey during the week of July 6, 2020.

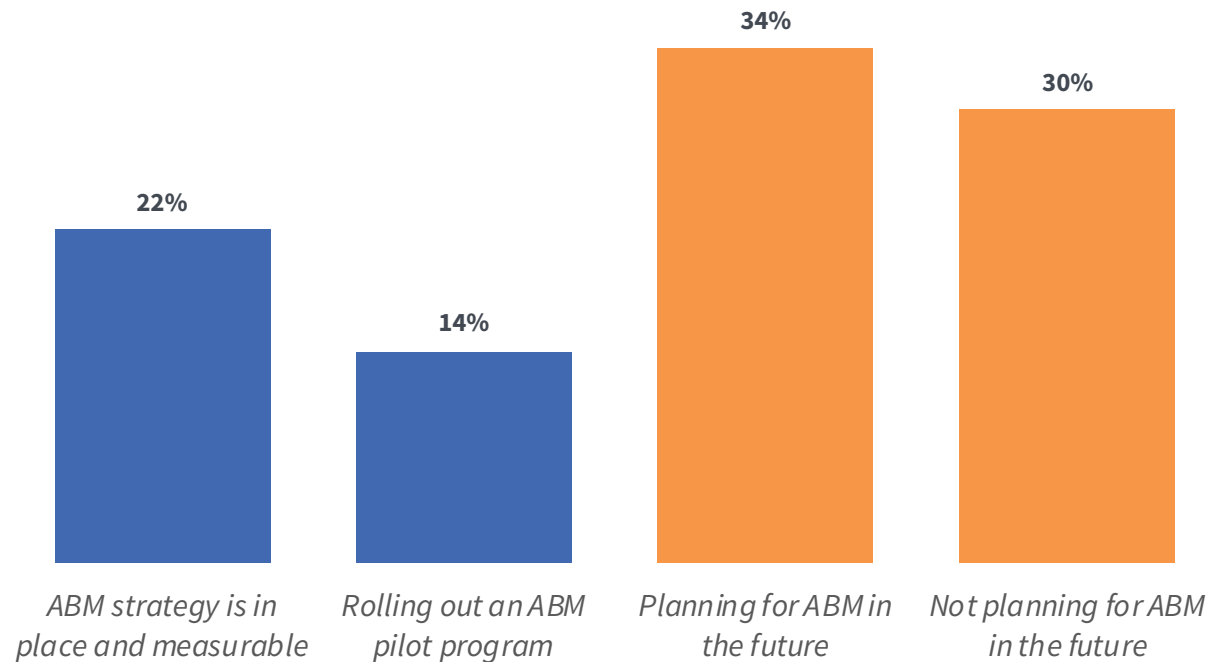
This Survey Summary Report, titled *Account-Based Marketing Approach*, represents the opinions of all the market segments responding to the survey. Specific market segments from the survey are reported on separately and exclusively by our participating Research Partners.

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.

Current ABM Status

Bringing a fully functional ABM program to fruition requires a significant amount of expertise, time and resources. About one-third (34%) of marketers are in the **planning stages for implementing an ABM strategy in the future**. Only 14% of marketers are currently in the process of **rolling out an ABM pilot program** while another 22% report having a **measurable strategy in place**.

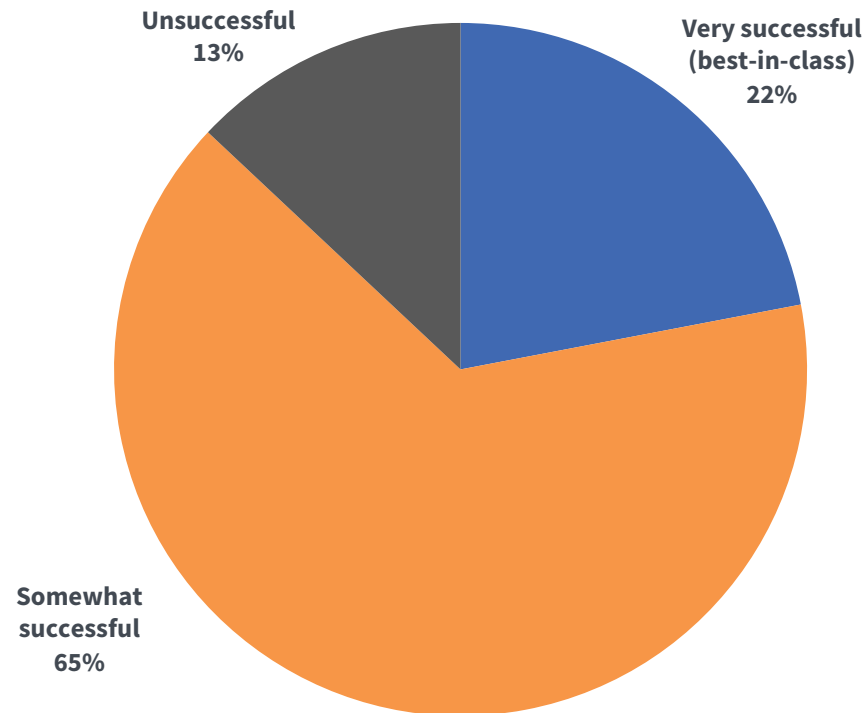
What is the CURRENT STATUS of an ABM strategy?



Ranking Strategic Success

About two-thirds (65%) of marketing professionals would describe their account-based marketing strategy **somewhat successful** at achieving the primary objectives set for it. Marketers representing companies with strategies sophisticated enough to be considered "**best-in-class**" represent about one-quarter (22%) of those surveyed.

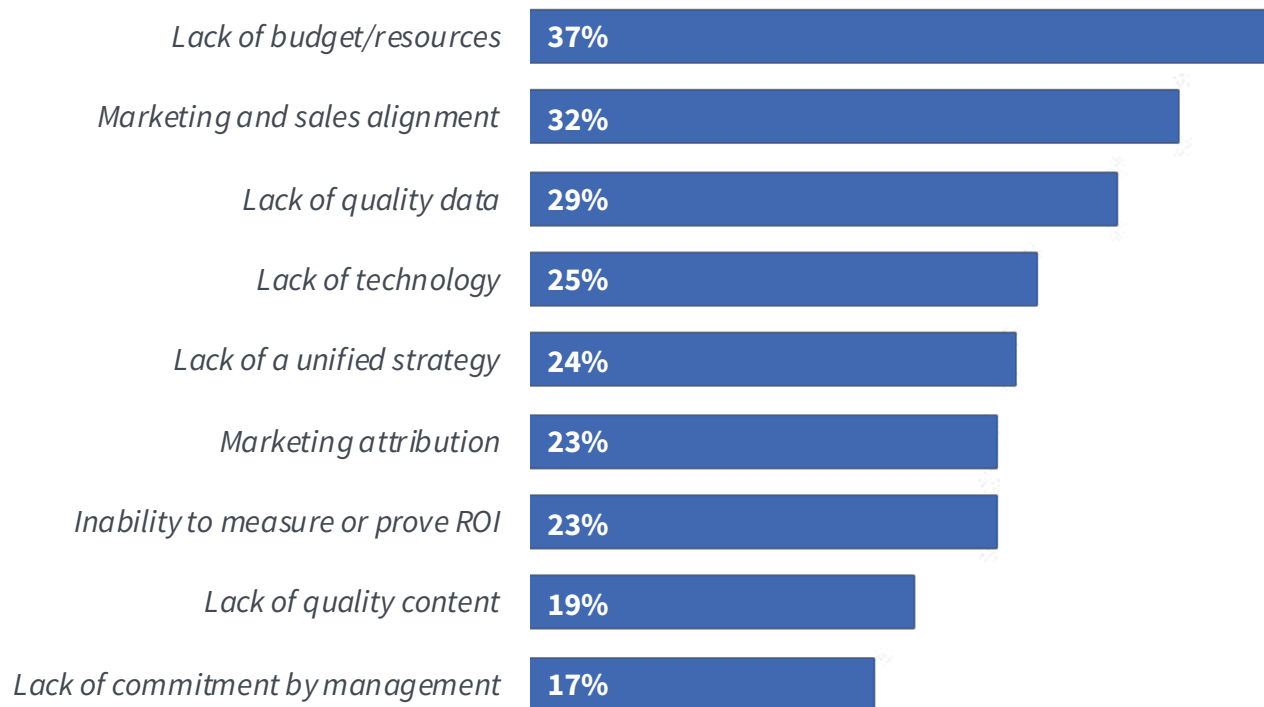
Which best describes the SUCCESS of an ABM strategy at achieving primary objectives?



Greatest Challenges to Success

37% of marketers find it challenging to get adequate budget and resources dedicated to account-based initiatives. Marketing and sales alignment is also a top challenge for 32% of marketers who recognize that the two working in harmony is essential to the success of an ABM program. Data quality issues also present an obstacle for 29% of marketers to overcome.

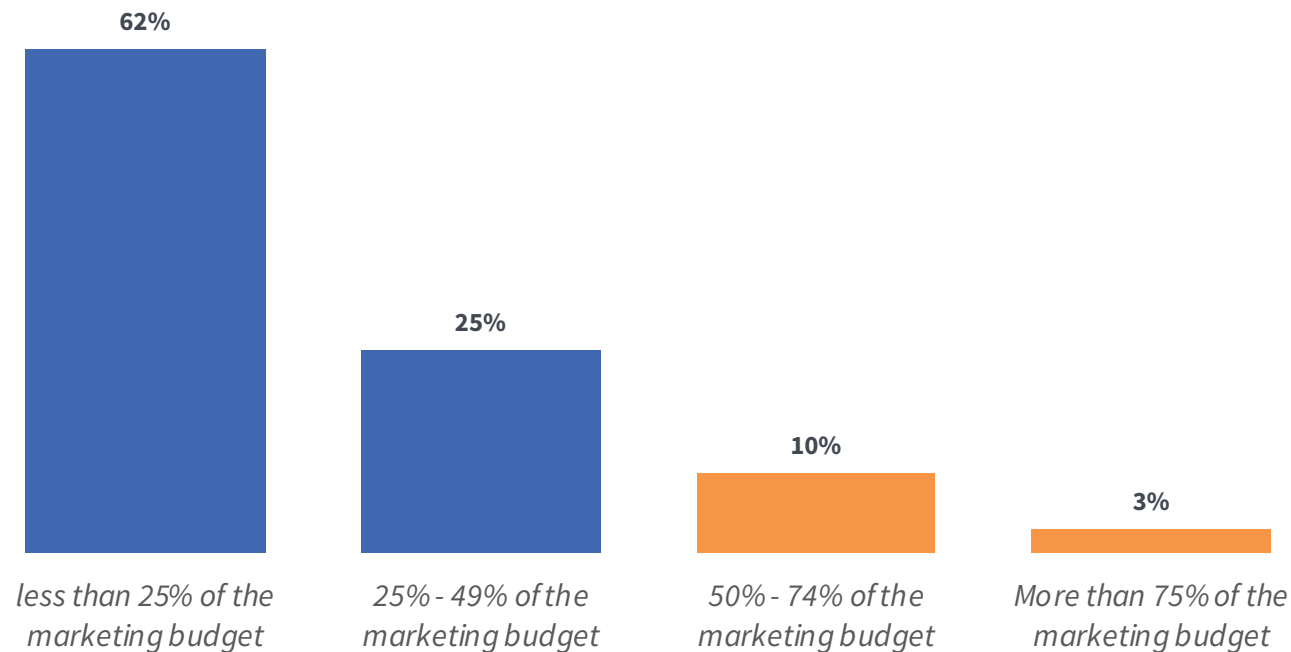
What are the GREATEST CHALLENGES to the success of an ABM strategy?



Budget Allocation Details

The majority of marketers (62%) report that **less than 25%** of the marketing budget is currently being dedicated to account-based efforts. Only 13% of those surveyed are operating with budgets that represent **greater than 50% of the overall marketing budget**. These findings align with a lack of budget being listed as a top challenge to the success of an ABM strategy.

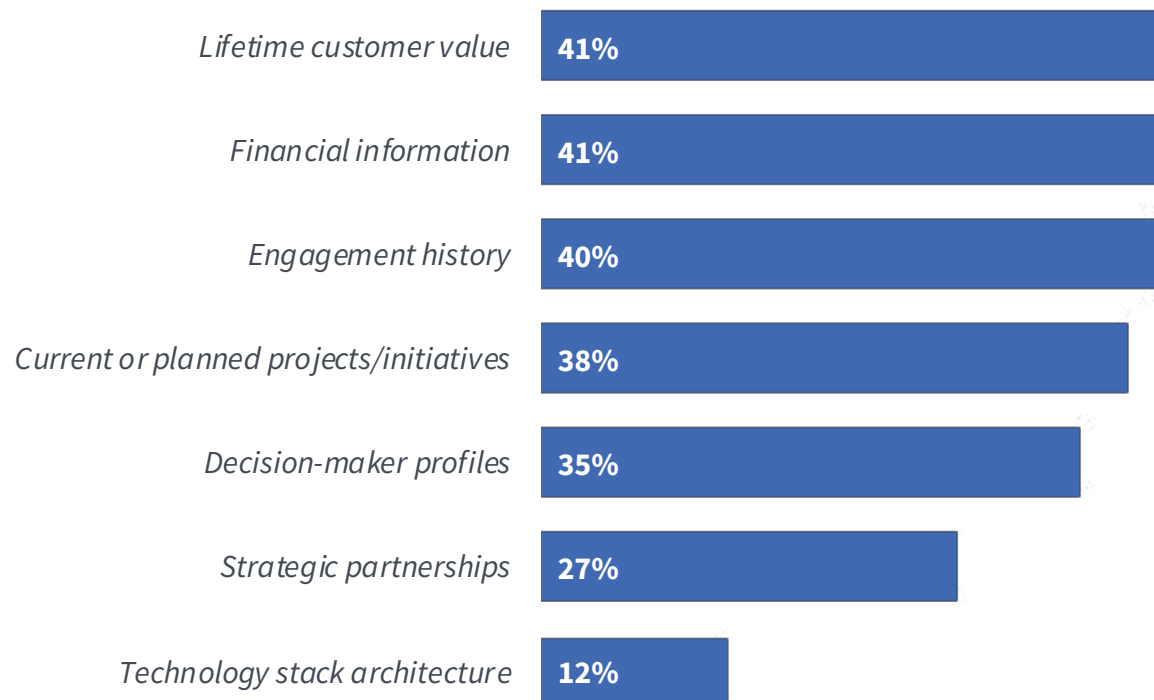
What percent of the marketing BUDGET is being allocated toward ABM efforts?



Most Vital Account Data

ABM relies heavily on using data to personalize the experience for contacts from targeted, high-value accounts. But which data is most important to keep track of? **Lifetime customer value** and an account's **financial information** are the two most important pieces of data to collect and track for ABM according to 41% of marketers.

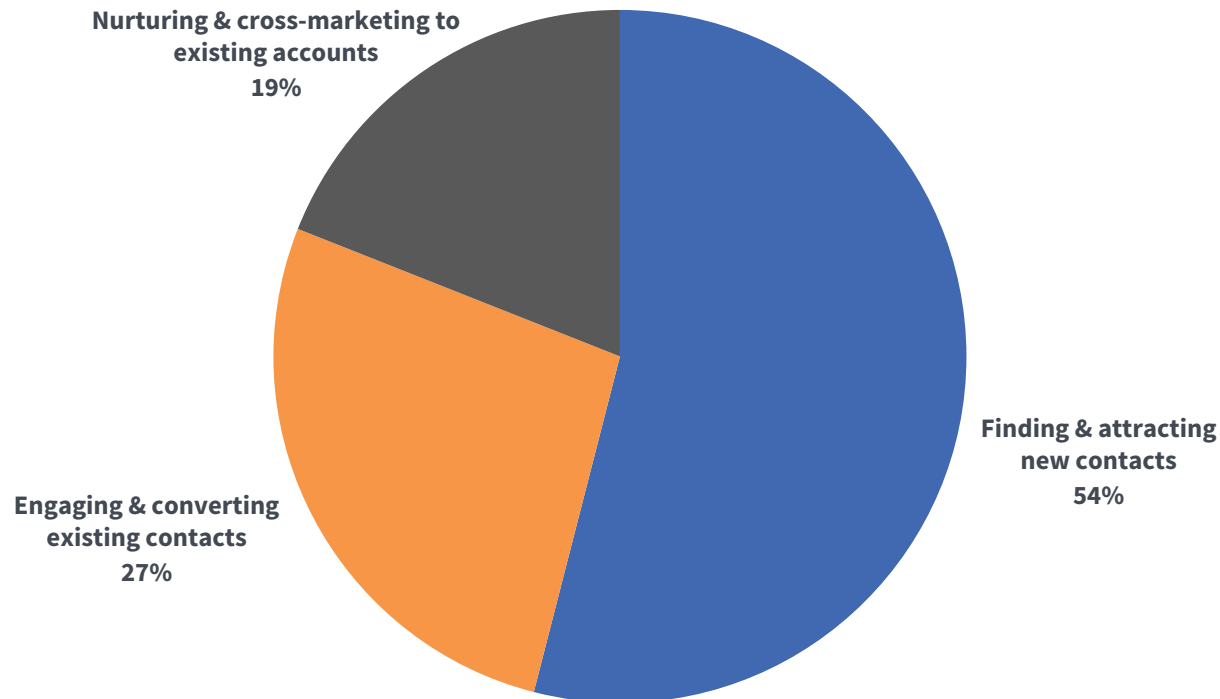
What is the most VITAL DATA to acquire and track on an account?



Resource Allocation Details

Over half (54%) of marketers are focusing a majority of their ABM efforts on **finding and attracting new contacts**. The other 46% of those surveyed are investing most of their resources in existing accounts and contacts with 27% working to **engage and convert existing contacts** and 19% focused on **nurturing and cross-marketing to existing accounts**.

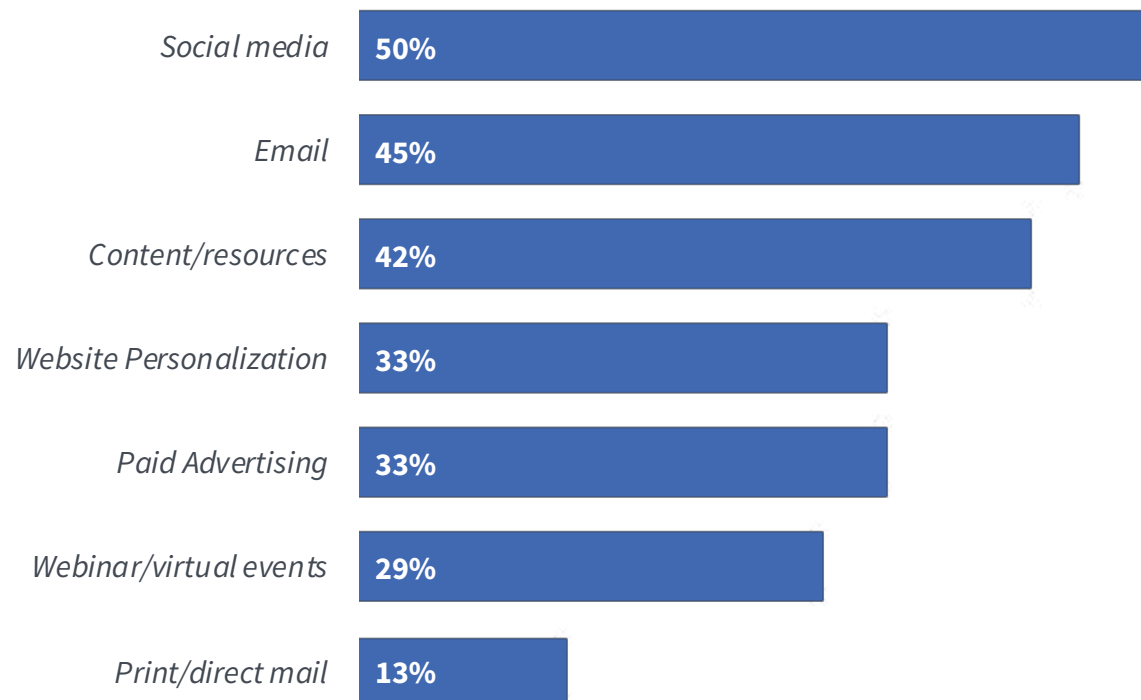
Where are you investing the most RESOURCES for ABM differentiation?



Most Effective Channels

As account-based marketing becomes a more widely-adopted approach, it is important for marketers to differentiate themselves with their efforts. Half (50%) of marketing professionals surveyed report that **social media** is the most effective channel to do so, followed by **email campaigns** (45%) and the use of **content or resources** (42%).

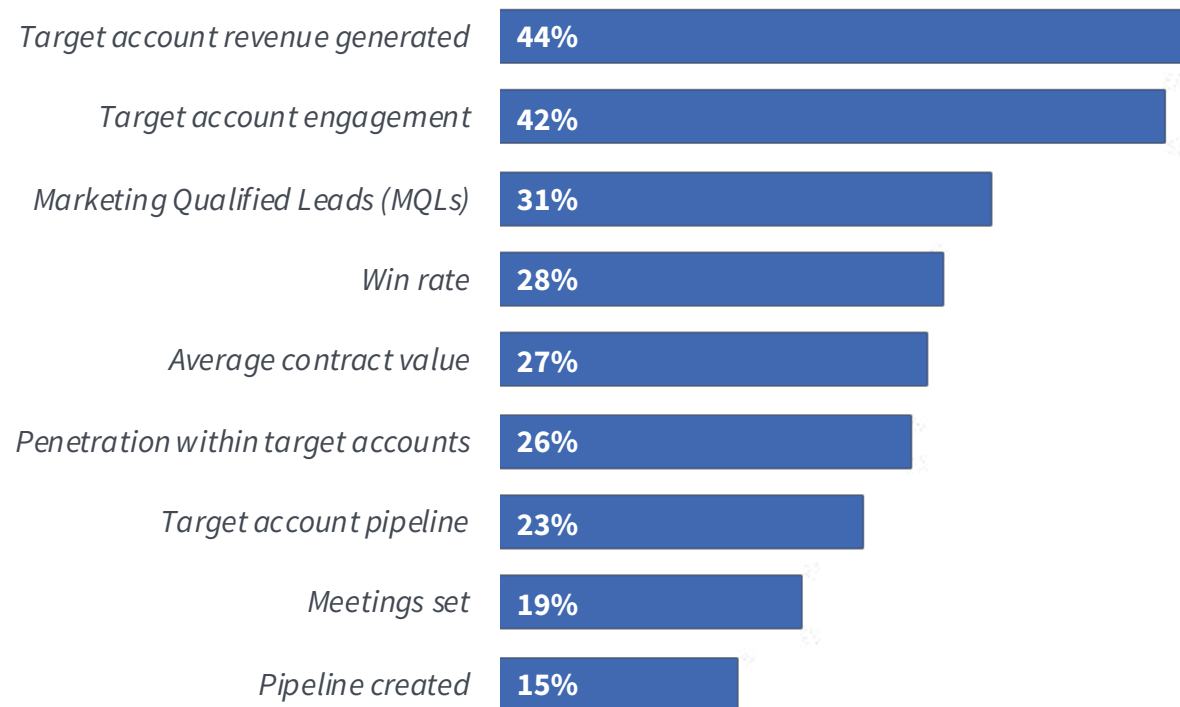
What are the most effective CHANNELS for gaining a competitive advantage with ABM?



Key Metrics to Measure Success

Measuring return-on-investment for account-based marketing is essential to strategic success. Metrics based on the account level, such as **target account revenue generated** and **target account engagement** are reportedly the most helpful in measuring the success of an ABM program according to 44% and 42% of marketers, respectively.

What are the KEY METRICS to measure the success of an ABM program?





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