

# ABM FORMULA

STRATEGIES TO SUPPORT ACCOUNT BASED INITIATIVES

Sonjoy Ganguly



AIM

Align

Integrate & Optimize

Measure

# Aligning Marketing & Sales

## ABM Formula



**Marketing**

**Sales**



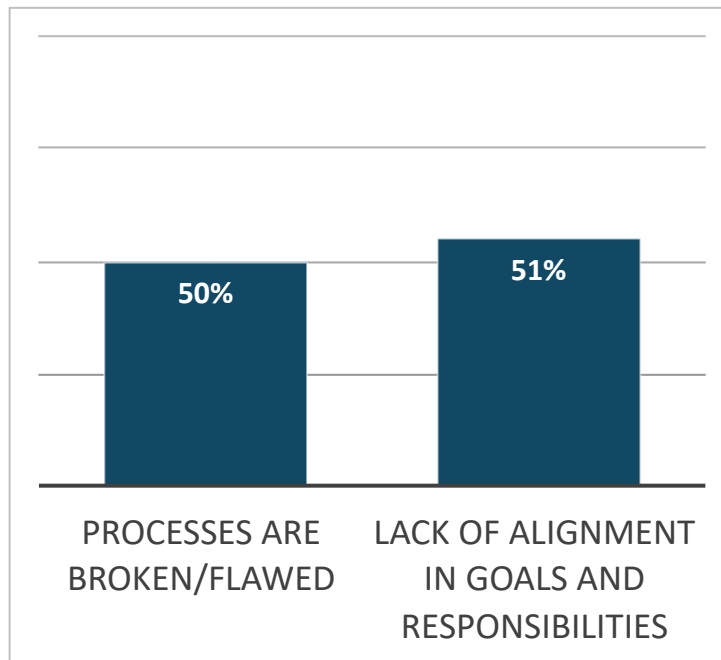


# Biggest Challenges in Aligning Marketing and Sales?

Lack of common prospect  
& customer data

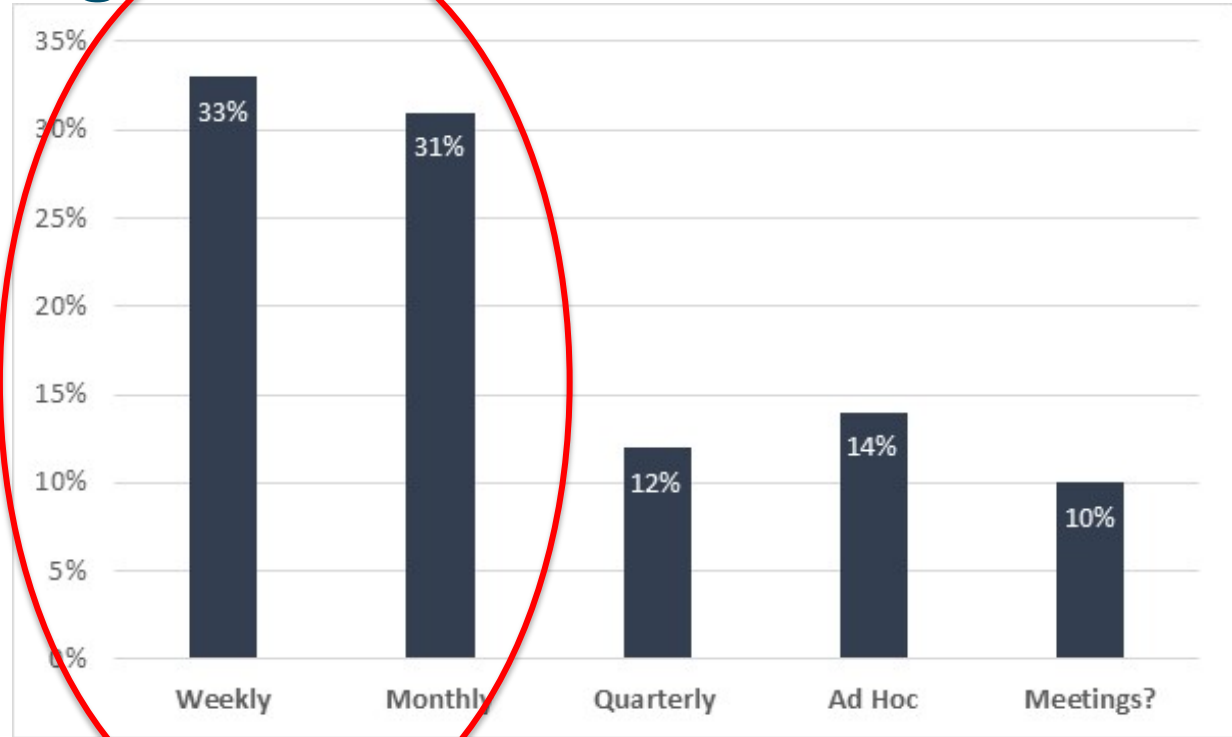
48%

↑  
20%



# Reviewing Pipeline Goals and Performance Between Marketing and Sales

↑ 5%



# Increased Marketing Priorities for Targeted Sales Initiatives



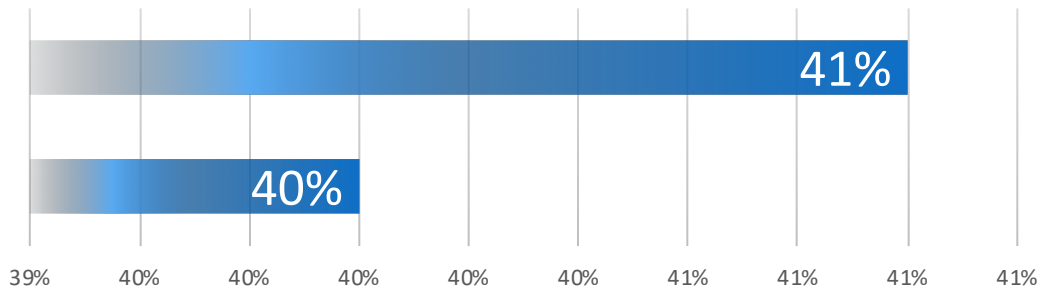
**44%**

Targeting and engaging accounts based on buyer stage

4%

Identifying and engaging the entire buying committee

Using data to identify accounts and likely buyers that are in-market





# Improvements to Support Marketing and Sales Alignment Around the ABM Model

Influence account engagement by delivering messages that aligns to opportunity stage

59%

Measure marketing impact by deal size, time to close and overall ROI

54%

Clearer definition and intelligence on Ideal Customer Profile

39%

# Top Strategic Initiatives to Impact Marketing and Sales Organizations (12-24 Months)

Identifying and prioritizing accounts most likely to engage for sales efficiency

50%



Increasing our intelligence on buyers' pain points/key interests

56%

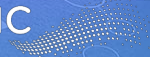
Improving the conversion of our leads to opportunities

59%



# Integrating & Optimizing The ABM Model

ABM Formula





# New Technologies / Capabilities for Deeper Support of ABM Initiatives

Identifying buyer intent

41%

Dynamic content optimization based on buyer's research activity

55%

Extending the nurture process throughout the buyer journey

56%

# Greatest Account Based Marketing Challenges

Difficult to  
coordinate  
marketing efforts  
with sales

41%

Lack of relevant  
content necessary  
to drive account-  
based lead gen  
programs

51%

Reaching the right  
audience with the  
right message

53%

# Measuring with KPIs

ABM Formula



I ASKED AROUND AND  
NOBODY HEARD ANYTHING



If you can't  
measure it,

Did it happen?



**Just because you can  
measure it,  
should you...**



Tactics

Stop measuring  
the tactics...

Strategy

Start measuring  
the strategy

MADISON  
LOGIC

 #B2BMX



**Until now, this was the only way to  
get juice from an orange**



**You mean there's a better way?**

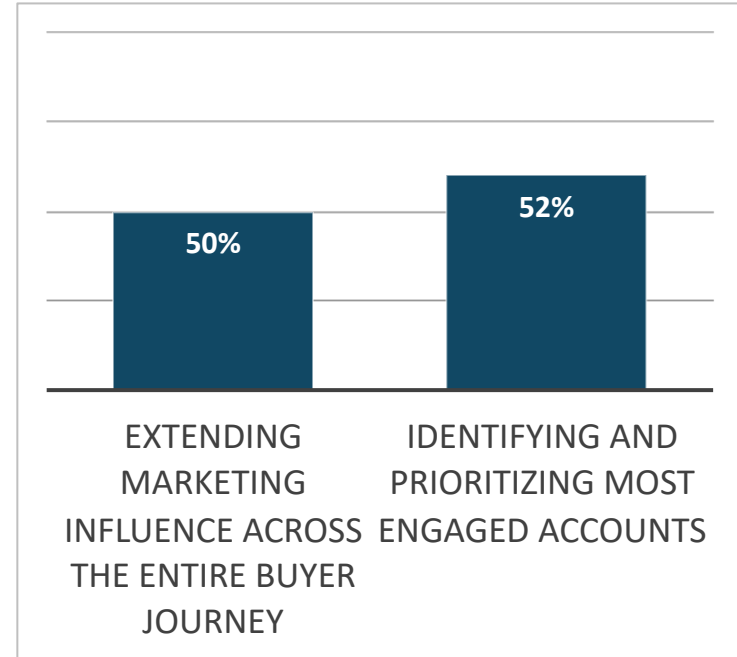
# Top ABM Initiatives to Demonstrate Marketing's Impact

Reporting on how content syndication and advertising performing with key accounts

33%



17%





# Growing Priorities to Improve the Performance of Digital Marketing Campaigns

Integrating account-based insights across the marketing stack

40%



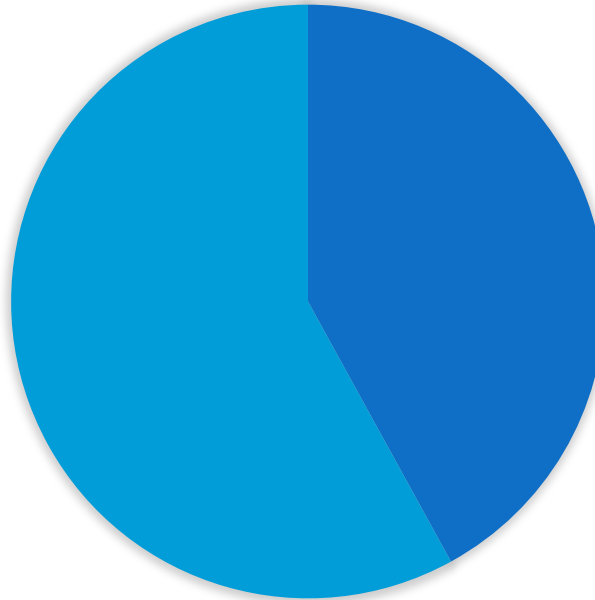
Analyzing & Measuring Content 44%

Measuring Marketing Programs Across Channels 51%

# Is Marketing a Revenue Center or a Cost Center?

↑ 16%

Revenue  
Center

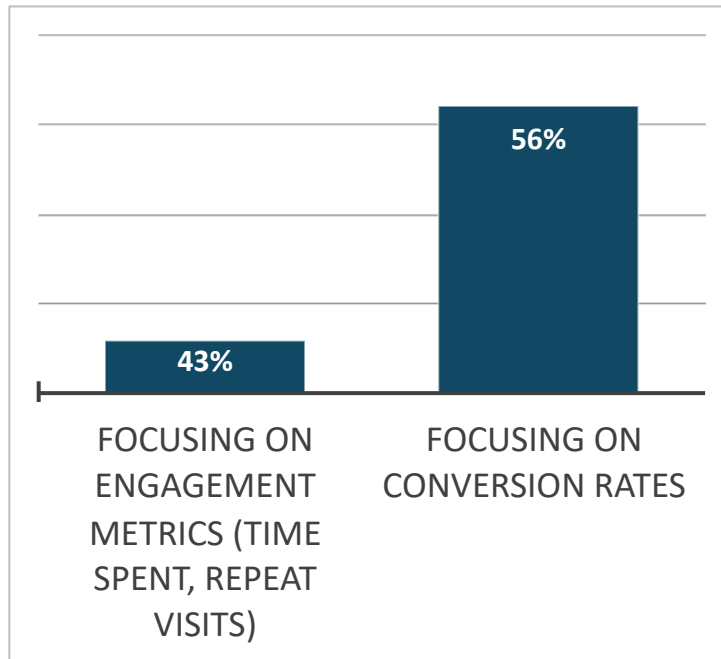


Cost Center

# Gauging the Impact of Marketing Campaigns

We are focusing less of volume metrics (opens, clicks)

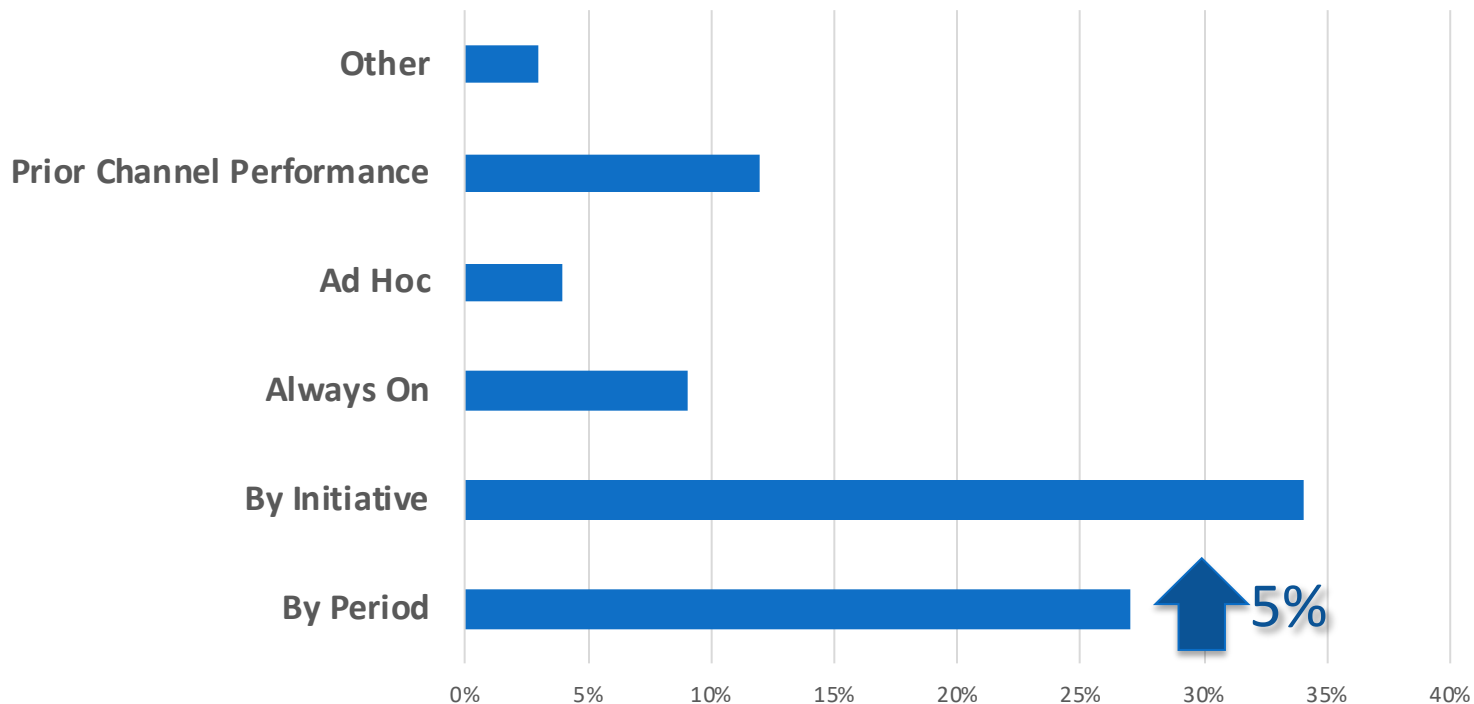
32%  9%



# Alignment/Structure

## ABM Strategies

# Campaign Budgets





# Improving the Effectiveness of your Campaigns

	Current	Planned
Moving beyond volume-based metrics tracking	51%	29%
Adopting “always-on” dynamic programs	31%	42%
Customizing campaigns based on deeper data/intelligence	38%	57% 3%↑

# Findings

## ABM Formula

- Align
- Integrate & Optimize
- Measure



# Align

- Data
- Collaboration
- Messaging



# Integrate & Optimize

- Message Across Journey





# Measure

- Account & Revenue



# Questions?

Visit Madison Logic