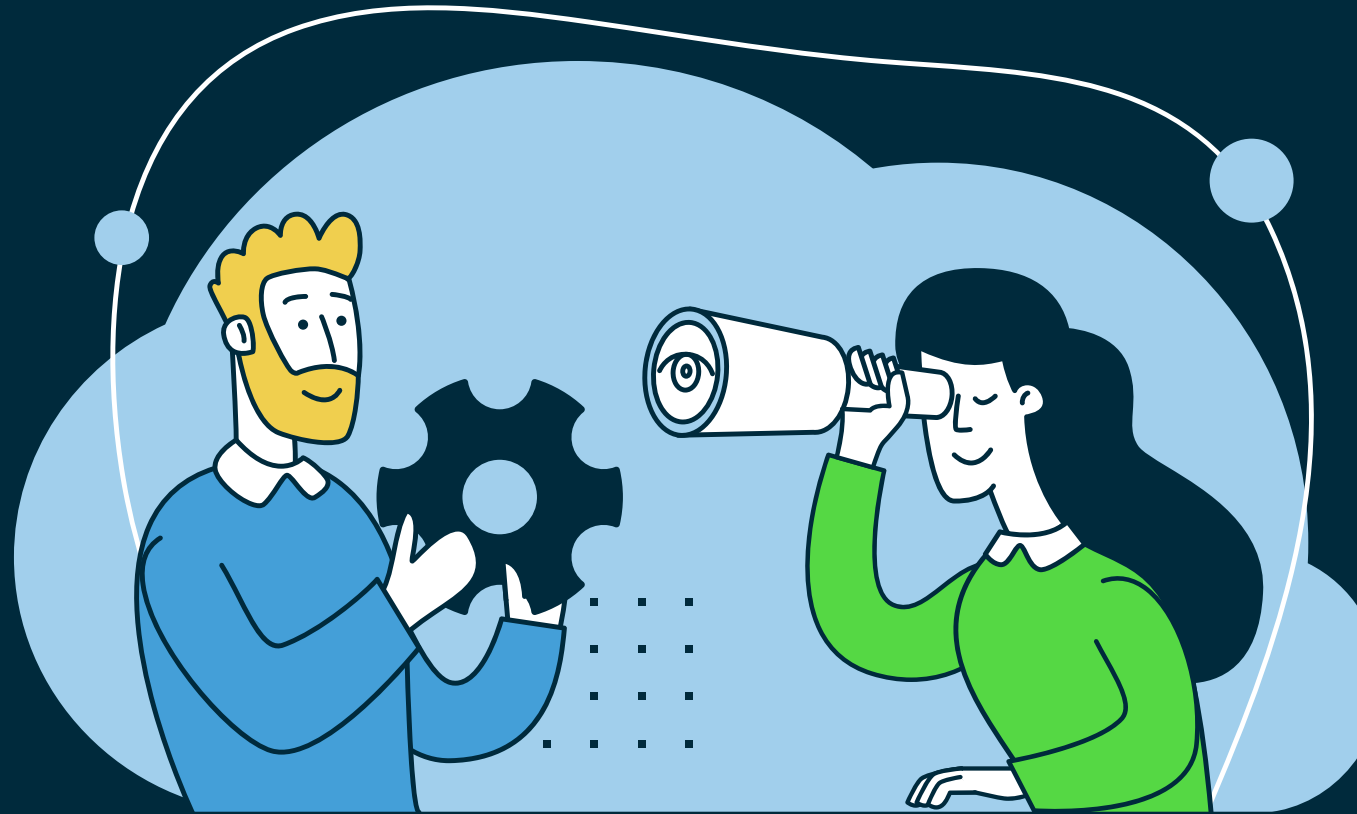


2025

Account-based Marketing Benchmark Survey



Benchmarks, challenges, and AI's real impact on ABM

Executive Summary

It can no longer be said that account-based marketing (ABM) is a buzzword for B2B marketers. Our latest research confirms that it's a critical component of overall marketing strategies.

According to the respondents to the *Demand Gen Report "2025 Account-Based Marketing Benchmark Survey,"* 71% of practitioners currently utilize an ABM strategy—up four percentage points from last year—with an additional 23% planning to add one.

The promise of ABM is that it can extend past better-targeted display ads and email into events and content personalized at the account (or even personal) level. Once seen as a hyper-targeted, sales-driven strategy and demand generation was the broader awareness builder, ABM is used now to the point where it is part of seamless campaign.

The survey found that the line between ABM and demand generation is blurrier than ever — while the two used to co-exist in siloes, 40% noted that they integrated their demand gen and ABM processes to streamline marketing efforts. However, 37% prioritize traditional demand gen over ABM, while 18% put a stronger emphasis on ABM.

There is a new variable for our survey this year: artificial intelligence (AI). A day does not go by where AI is not being touted as the key to improving your marketing strategy. Our survey examined how it is being used and the impact it has on ABM marketers.

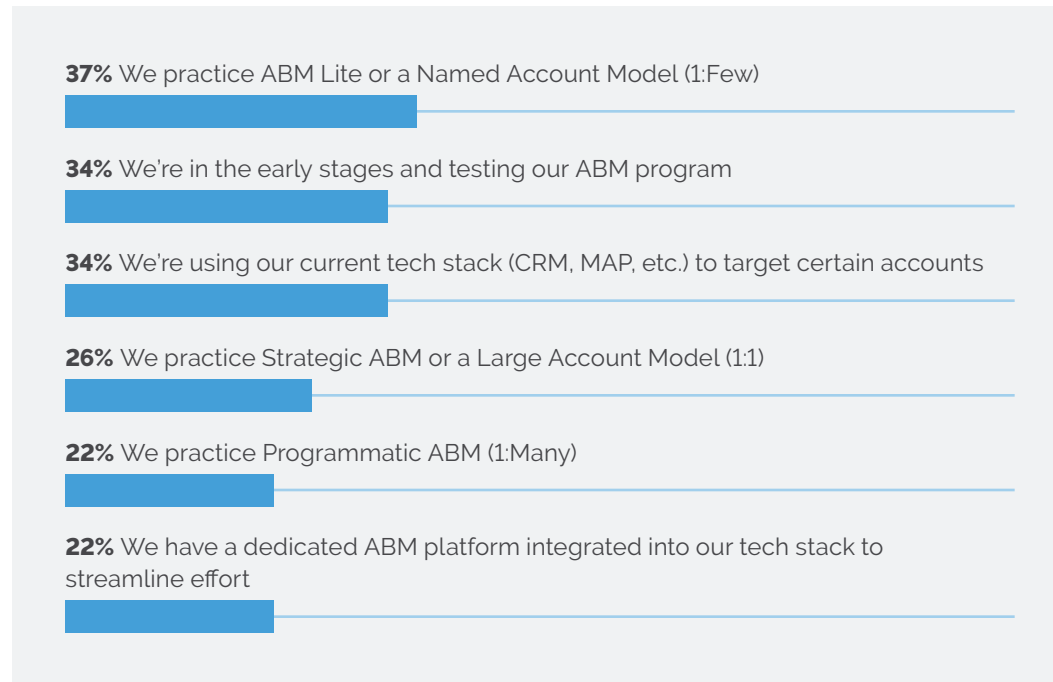
With AI being adopted driving more targeted strategies, increased data reliance and a focus on more strategic ABM, this survey report unpacks:

- The shift toward a 1:1-focused account model to generate better, more targeted engagement;
- The new content formats and messaging practitioners are leveraging to better engage target accounts and increase relevance;
- How budget and resource constraints are spurring teams to prioritize expanding existing accounts instead of generating net-new contacts; and
- Why more businesses are onboarding new data solutions and third-party data providers to enrich and augment existing account lists.

Where ABM Stands Today

ABM has been a strategy for over 70% of respondents for the past year—with 26% in place for more than two years. Where marketers are in their ABM journey is varied, the largest practicing ABM Lite or a Named Account Model (1:Few) at 37%.

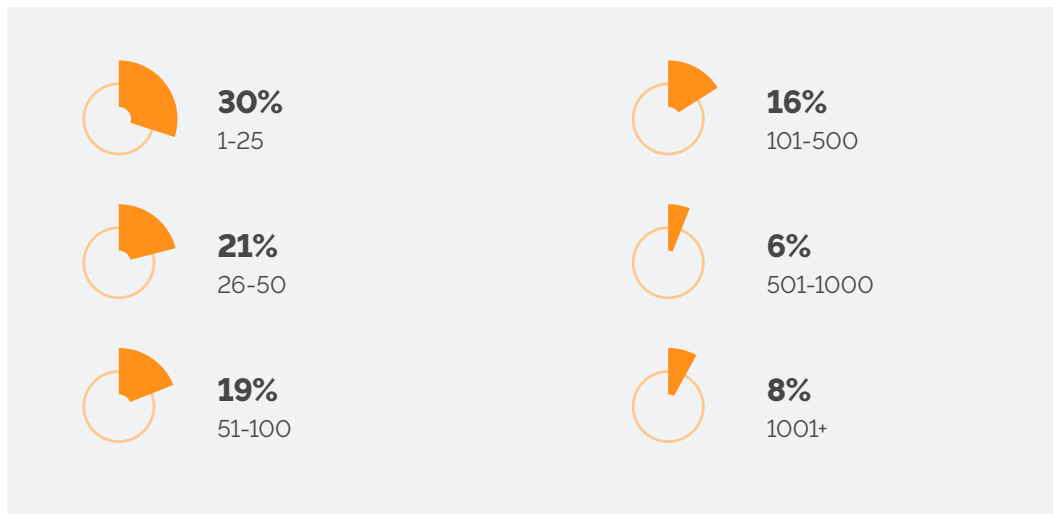
How would you describe your ABM initiatives? *(Select all that apply)*



There is a split on ABM efforts are having for their organization as **nearly 65% stated it was meeting or exceeding organizational expectations.**

Focusing on High-Value Accounts

At its core, ABM is a B2B marketing strategy that treats individual, high-value accounts as markets of one, rather than focusing on broad audiences— instead of casting a wide net, ABM focuses marketing efforts on a select list of specific, high-value accounts. The majority of marketing team adhere to this philosophy.



With this focus on specific accounts, the review of accounts to make changes, additions or reprioritize happens at an increased cadence.

Nearly 45% of respondents are reviewing their accounts on a weekly or monthly basis in order to make changes or additions.

The ABM Tech Stack in 2025

There are two technologies that stand out that marketers with an ABM strategy deploy— Customer Relationship Management (CRM) at 62% and Marketing Automation Platform at 52%. Notably, 37% of respondents noted they are using AI tools.

Which technologies are you currently using to support your ABM strategy? *(Select all that apply)*



CRM (62%)



Sales engagement platforms (18%)



Marketing Automation Platform (52%)



Data & augmentation tools (18%)



Intent monitoring tools (46%)



Content Syndication (18%)



Campaign execution & orchestration tool (38%)



Predictive analytics tools (16%)



Artificial Intelligence (37%)



Direct Mail (16%)



Measurement & reporting tools (35%)



Content management tools (Content Hubs, DAM, etc.) (15%)



Account-based advertising tools (24%)



Web and content personalization tools (12%)



Event Management (22%)



Lead to Account Matching (9%)



Insights & Intelligence tools (21%)

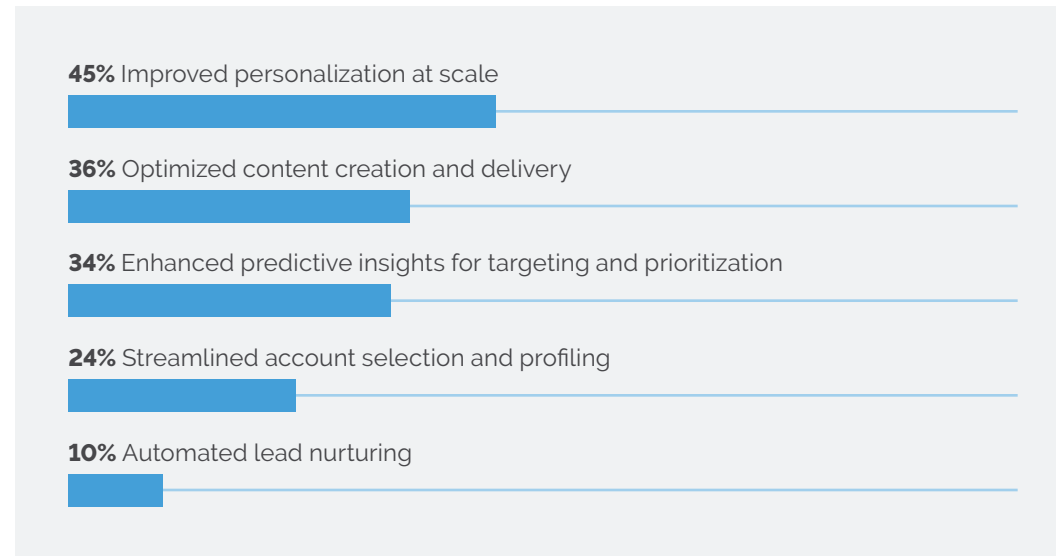


Video personalization tools (6%)

AI's Role in ABM: Promise vs. Reality

Why AI tools are targeted for ABM marketers is due to its ability to analyze vast datasets to pinpoint accounts with the highest potential for conversion based on historical data and behavioral patterns. In fact, AI was cited the most at improving personalization at scale by 45% of respondents.

How has AI impacted your company's ABM strategy? (Select all that apply)



But respondents were skeptical that AI was effective in improving the outcomes of their ABM campaigns. **On a scale of 1 being not effective and 5 being very effective**, nearly 70% of respondents viewed AI not having an impact. Only 3% marked down that it was a significant difference maker.

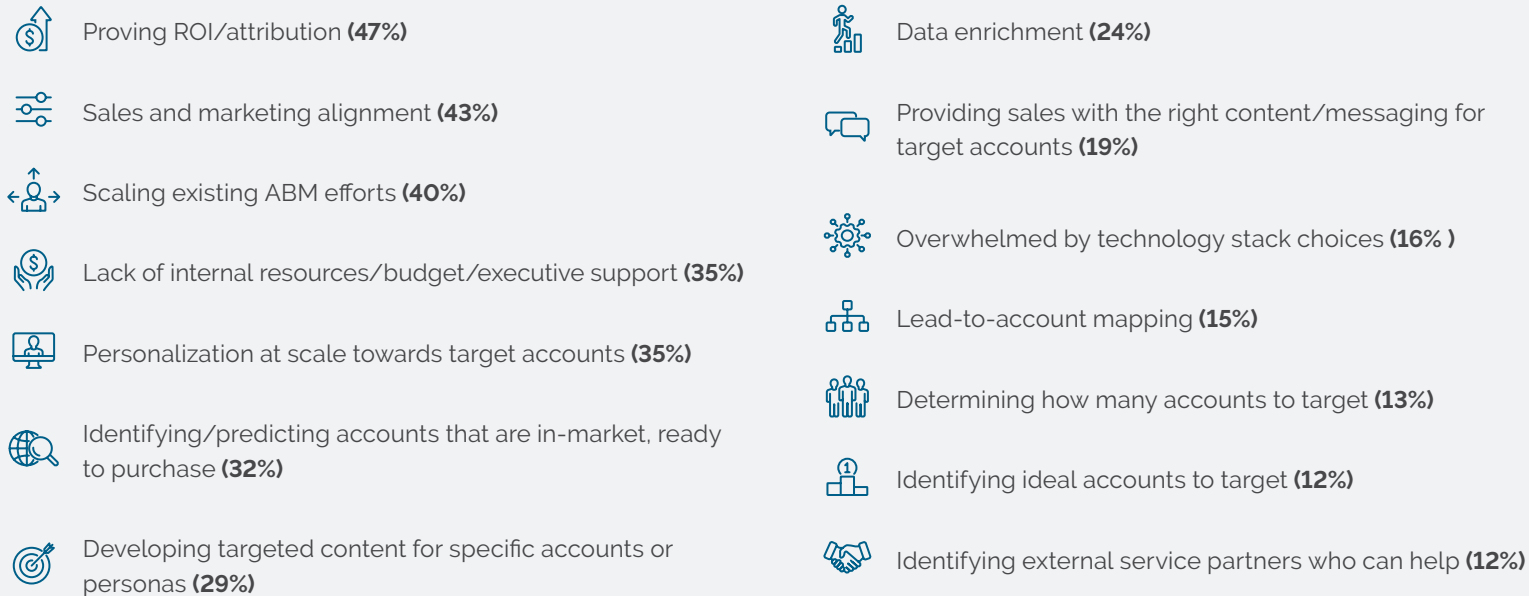
In this moment, companies and their employees are trying to determine what is the best tool and how best it can be deployed to make a difference. B2B marketers are now different as they look to utilize these new tools to better their campaigns.

The biggest challenges when incorporating AI into your ABM strategy are **integrating AI tools with existing tech stack (45%)** and **a lack of specialized skills or expertise in-house (43%)**.

Top Challenges ABM Leaders Are Tackling Now

Despite the increased acceptance and ABM being more widely incorporated in the daily operations and strategies, it does have its challenges. And as with any program, at the top is proving ROI or attributions, selected by 47%, followed closely by sales and marketing alignment (43%) and scaling existing ABM efforts (40%).

What are your biggest ABM-related challenges? (Select all that apply)



Data That Fuels ABM Targeting

To have success, it's important to choose the right accounts to include in existing ABM programs. The top response (45%) is that they have a strong handle on their ideal customer profile but have room to improve coverage, followed by a third stating that sales and marketing agree/are aligned on our ideal customer profile and we have strong coverage of our target accounts.

Seven out of ten respondents answered that sales teams are the ones driving the bus when it comes to what data/plan are being used to help build and formulate targeted account lists for ABM. That was followed by firmographic at 66%, Behavioral/Intent Signals at 58% and technographic at 52%.






Please share how you currently, or plan to, augment your contact list to optimize your reach and campaigns:

	CURRENTLY USE	PLAN TO USE	NO PLANS
We work with a data provider to identify target roles and titles	60%	21%	19%
We work with a data provider to add richer fields/info on existing contacts	46%	33%	21%
We work with a solution provider to add intelligence and insights on key contacts	49%	30%	21%
We work with a predictive analytics provider to build a list of likely buyers	35%	37%	28%
We perform manual, internal research is conducted to augment account profiles	70%	12%	18%

What Practitioners Use to Personalize and Convert

When it comes to the messaging and content B2B marketers are leveraging in their ABM outreach, targeted content tailored to specific industries and/or roles was the clear choice at 71%. Three others were cited by over 30%— targeted content based on account challenges/needs (43%), personalized/custom content for each account (38%) and templated versions of generic content with some customization (34%).

What type of messaging/content are you leveraging in your ABM outreach?
(Select all that apply)

-  Targeted content tailored to specific industries and/or roles **(71%)**
-  Targeted content based on account challenges/needs **(43%)**
-  Personalized/custom content for each account **(38%)**
-  Templated versions of generic content with some customization **(34%)**
-  Interactive content that is customized based on user responses **(6%)**

Regarding what the most important content formats are, the answers tilted to more written avenues—the top five were cases studies (19%), guides/e-books (15%), articles/blogs (13%) and white papers (12%). More than half—54%—cited sales meeting invitations at their preferred experiences that are part of their ABM initiatives, followed by targeted executive event invitations (38%) and interactive content tailored by industry/role (41%).

Sales meeting invitations (54%) and targeted executive event invitations (38%) are the among the top experiences that are seen as the most effective as part of ABM initiatives.

Email Leads, Events Accelerate Engagement

The biggest response of the entire survey was that 92% of marketers use email as the channel to most engage their ABM account list. In-person events, intimate 1:1 meeting or discussion at a trade show, were the next largest channel at 72%. Interestingly, an AI tool was cited as the least in current use—chatbots at 21%.

Which of the following channels are you using to engage your ABM account list?

	CURRENTLY USE	PLAN TO USE	NO PLANS
Email	92%	5%	3%
In-person events (1:1 meetings, discussions at tradeshow, etc.)	72%	23%	6%
Account-based advertising	59%	26%	15%
Outbound teleprospecting	56%	22%	22%
Direct Mail	38%	26%	36%
Personalized website content	34%	37%	29%
Custom Resource Center	33%	26%	41%
Text messaging	24%	16%	60%
Messenger platforms (WhatsApp, Facebook, Messenger, etc.)	22%	21%	57%
Chatbots	21%	44%	35%

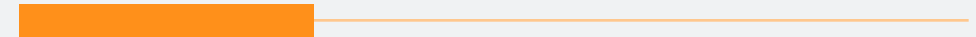
How ABM Is Moving the Needle

There was no clear consensus on using or planning to use an agency or consulting partner to support ABM efforts. Developing content assets (31%) and Designing creative/campaign themes (26%) were the two most replied to answer while helping in setting overall ABM strategy, seeking alignment between sales and marketing, and MarTech stack operations support each had a 20% response rate. A quarter responded they would not go outside for ABM help.

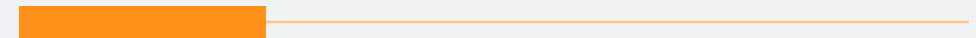
Overall, ABM initiatives are seen as having a positive impact for businesses. Nearly half reported better sales and marketing alignment as well as efficient use of marketing resources. Additionally, more than a third stated it streamlined customer acquisition process.

In which ways have you used, or plan to use, an agency or consulting partner to support your ABM efforts? (Select all that apply)

31% Developing content assets



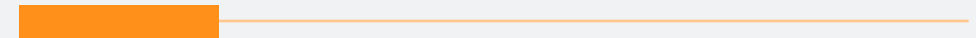
26% Designing creative/campaign themes



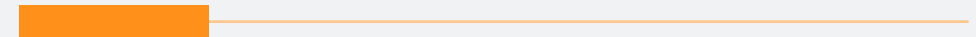
25% We haven't used, nor do we plan to use, an agency or consulting partner to support our ABM efforts



21% Helping in setting overall ABM strategy



20% Seeking alignment between sales and marketing



20% Martech stack operations support



20% Overall ABM program execution



17% Helping in selecting (and/or connecting) the right technologies and tools



How Teams Select and Prioritize Accounts

To help build and formulate targeted account lists for ABM, there are four used by half of the respondents— sales team-selected (70%); firmographic (66%); behavioral/intent signals (58%); and technographic (52%). This comes as 45% said the have a strong handle on our ideal customer profile but have room to improve coverage.

	CURRENTLY USE	PLAN TO USE	NO PLANS
Sales team-selected	70%	24%	8%
Firmographic	66%	2%	15%
Behavioral/Intent Signals	58%	36%	8%
Technographic	52%	28%	23%
Predictive	34%	42%	23%

When thinking about which accounts to include in your existing or potential ABM program:

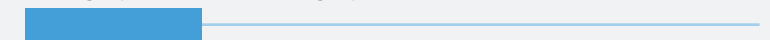
45% We have a strong handle on our ideal customer profile but have room to improve coverage



33% Sales and marketing agree/are aligned on our ideal customer profile and we have strong coverage of our target accounts



24% We can identify our ideal customer profile using standard firmographics and technographics



20% We are using intent data tools to identify/predict new accounts or industries we should be targeting



18% We are still trying to define and strengthen our grasp on ideal customer profile



Conclusion

A clear picture emerges from our survey results: what was once a niche tactic, ABM is now a central pillar of modern B2B go-to-market strategy. A vast majority of organizations have now embraced ABM, with many more intending to follow suit.

This shift comes as old walls separating ABM from demand generation are crumbling as a large portion of marketers now integrate these functions, forging a unified and more efficient revenue engine. This move away from siloed activities toward a holistic strategy is reshaping how businesses approach growth.

This strategic evolution is driving teams toward more focused and intensive engagement. This concentrated effort is supported by a more dynamic operational rhythm, with teams frequently reviewing and reprioritizing their account lists. Foundational technologies like CRM and marketing automation remain the bedrock of these programs, now powerfully augmented by intent data to pinpoint in-market buyers with greater accuracy.

AI deployment is growing among ABM marketers. As they deploy AI tools, they are recognizing their potential to scale personalization and deliver powerful predictive insights. However, a significant gap exists between this potential and the results currently being realized. The consensus is that AI's effectiveness is still limited, not by a lack of vision, but by practical barriers. Key obstacles include the difficulty of integrating these sophisticated tools with existing technology and a widespread shortage of specialized in-house expertise.

Even as teams venture into new technological territory, they continue to grapple with foundational challenges. Proving return on investment remains the most significant hurdle, followed closely by the perennial task of aligning sales and marketing teams and the operational complexities of scaling programs.

Email continues to be the dominant channel for engagement, powerfully supplemented by high-touch, in-person executive interactions. The most effective content is that which is tailored to specific industries and roles, delivered through credible formats like case studies and in-depth guides.

To transform an ABM program into a predictable revenue driver, requires fully unifying ABM and demand generation into a single, cohesive go-to-market motion. Unlocking the power of AI will mean investing not just in tools, but in the data infrastructure and team enablement needed to make them work. Ultimately, success rests on aligning the entire revenue organization around a shared framework for measurement, turning ABM's value into something that is not just believed, but proven.

About the Survey

The 2025 Account-Based Marketing Benchmark Survey captures a comprehensive snapshot of how organizations are leveraging ABM to drive growth. The findings are based on responses from B2B professionals, providing a reliable look into current strategies, challenges, and successes. The respondent pool represents a significant cross-section of leadership and execution, with nearly half of participants holding Director-level roles (46%), complemented by C-level executives (18%), Vice Presidents (7%), and Managers (19%).

This year's survey drew participants from a diverse range of industries, confirming that ABM principles are being applied across the B2B landscape. The high-tech sector remains a prominent user, accounting for 38% of respondents. However, significant representation from professional services (22%), business services (12%), healthcare (9%), and manufacturing (7%) demonstrates ABM's expanding footprint.

Additionally, the data reflects a balanced distribution of company sizes, from agile startups to large enterprises. Organizations with less than \$25 million in annual revenue made up the largest group (37%), followed by a strong mid-market presence across the \$25 million to \$500 million revenue bands. Notably, companies with over \$1 billion in revenue also contributed 13% of responses.



Demand Gen Report is a targeted online publication that uncovers the strategies and solutions that help companies better align their sales and marketing organizations, and ultimately, drive growth. A key component of the publication's editorial coverage focuses on the sales and marketing automation tools that enable companies to better measure and manage their multichannel demand generation efforts.

201.257.8528

INFO@DEMANDGENREPORT.COM



James Hickey is the editor of DemandGenReport.com, with 30 years of journalism experience that include stops with business-to-business magazines, as well as covering sports, local and national political news.