DEMAND GEN
REPORT

Leaders Refining ABM Practices With *Hyper-Personalized* Targeting, Messaging & Engagement

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> "HIGH- GROWTH ABM PRACTITIONERS ABSOLUTELY RECOGNIZE THE VALUE OF ABM; THEY HAVE THE FOCUS AND INVEST ACCORDINGLY."
>
> **MATT SENATORE, SIRIUSDECISIONS**

INTRODUCTION

B2B buyers are increasingly expecting Amazon-like experiences with recommendations and offerings tailored to their unique interests and behaviors. While 35% of respondents to Demand Gen Report's 2017 ABM Benchmark Survey noted that they are doing personalized/custom messaging for each account, they are still challenged with delivering that level of personalization to every stakeholder within an account.

Other ABM-related challenges — according to the same survey — include:

- Sales and marketing alignment **(45%)**;

- Personalization at scale **(38%)**; and

- Proving ROI/attribution **(36%)**.

Progressive organizations such as Oracle and FinancialForce are formulating their own ABM methodologies and practices that leverage detailed insights into account pain points to create relevant and meaningful engagement.

ABM practitioners are also moving to refine their ABM efforts because they see the value in creating one-to-one messaging that accelerates accounts through the sales cycle from opportunity to close.

"ABM helps drive more efficient and effective pipeline," said Matt Senatore, Service Director for Account-Based Marketing at **SiriusDecisions**. "Secondly, it helps convert to revenue better in an ABM world versus a non-ABM world. Thirdly, it helps bring significant alignment between marketing and sales. High-growth ABM practitioners absolutely recognize the value of ABM; they have the focus and invest accordingly."

These outcomes are positioning leading B2B organizations to outperform their competitors by addressing their workflows, tech stack and data priorities to properly target, engage and provide relevant and contextual messaging to different members of buying committees. With proper technology, process and data, B2B companies can take an account-first approach to their ABM efforts.

> **"IT COMES BACK TO ULTIMATELY NOT THINKING CAMPAIGN-FIRST, THEN ACCOUNT — BUT ACCOUNT-FIRST, THEN CAMPAIGN."**
>
> ERIC WITTLAKE, TOPO

"It comes back to ultimately not thinking campaign-first, then account — but account-first, then campaign," said Eric Wittlake, Senior Analyst for the Marketing Practice at **TOPO**. "How am I leveraging account insights that go into my segmentation, and then go into my messaging and personalization? Technology is enabling that at more scale compared to traditional processes. Intent data and technographic data are enabling a level of segmentation and relevance that we weren't able to do before and are making a big difference."

Tied to this push for greater relevance and efficiency in targeting and engaging the right accounts, the report will show how progressive ABM leaders are positioning their teams to better understand the Fit, Intent, Relationship and Engagement (which some have dubbed the "FIRE" framework) they have with prospective accounts. With this blend of insight, ABM practitioners can better understand who they should target, when they should engage them and how those accounts are engaging with their programs.

The special report will dive into how ABM leaders in the B2B marketplace are continuing to grow their ABM programs to scale their efforts and offer hyper-personalized experiences across their web, advertising, marketing messaging and sales conversations. The report will expand on how:

- ABM practitioners are focusing on the processes and investments that will maximize their ability to execute highly targeted programs;

- Engagement with target accounts varies between leaders and laggards, especially when it comes to messaging, channels and funnel stages; and

- ABM leaders are focusing on longer-term impact metrics and mid-term output metrics to measure success.

ACCOUNT-BASED MARKETING: BY THE NUMBERS

ABM practitioners are reaping the benefits of piloting and adopting programs early and effectively. Let the numbers speak for themselves:

75% OF PRACTITIONERS HAVE HAD THEIR **ABM STRATEGY IN PLACE FOR LESS THAN A YEAR**, WHILE **13%** HAVE BEEN DOING IT FOR MORE THAN TWO YEARS.

74% OF PRACTITIONERS SAY THEY ARE **MEETING OR EXCEEDING ORGANIZATIONAL EXPECTATIONS** WITH THEIR ABM EFFORTS.

29% HAVE **INTEGRATED THEIR DEMAND GEN AND ABM PROCESSES** TO STREAMLINE MARKETING EFFORTS.

72% OF PRACTITIONERS **USE ANALYTICS AND REPORTING TOOLS** TO SUPPORT THEIR ABM PROGRAMS.

Source: Demand Gen Report's 2017 ABM Benchmark Survey Report

93% OF RESPONDENTS STATED **ABM IS EXTREMELY OR VERY IMPORTANT** TO OVERALL ORGANIZATIONAL SUCCESS.

60% OF ALL RESPONDENTS STATED THEY WILL **INVEST MORE OR SIGNIFICANTLY MORE IN ABM** IN THE NEXT 12 MONTHS.

89% SAW AN **IMPROVEMENT IN CONVERSION RATES OF PIPELINE TO CLOSED DEALS** FOR ABM ACCOUNTS VERSUS NON-ABM ACCOUNTS.

91% STATED THAT THEY SAW A **HIGHER AVERAGE DEAL SIZE** FOR ABM ACCOUNTS VERSUS NON-ABM ACCOUNTS.

Source: SiriusDecisions Command CenterTM - ABM Data January 2018

3 ABM BEST PRACTICES:
WHAT AWARD-WINNING MARKETERS DO

By Andre Yee, CEO, Triblio

At Triblio, we're honored to work with some of the very best ABM marketers in the world, including award-winning marketing teams from Plex Systems, FinancialForce and Trapeze Group. These marketers have not only achieved remarkable results, they've done it repeatedly and at scale. Examining what our most successful customers do led us to ask a simple question: What are they uniquely doing to achieve extraordinary results? Here are three best practices that set them apart from everyone else:

FOCUS ON REACHING BUYERS EARLIER

Leading ABM marketers explicitly focus on reaching buyers prior to the initial contact registration or "hand raise." For more than five years, we've seen a shift in buyer behavior where form registrations are significantly delayed or even avoided altogether. Our detailed research shows that 45% of buyers begin engaging anonymously with the vendor 90 days or more prior to filling out the initial contact form. This poses both a challenge and an opportunity for B2B marketers. Marketers that "crack the code" on how to reach and influence buyers prior to the hand raise provide their sales organizations with a distinct advantage.

Successful ABM marketers focus on detecting relevant account activity earlier in the buying cycle and acting on that information.

ACTIVATE SALES ON QUALIFIED ACCOUNTS, NOT LEADS

This means two fundamental things. The first involves operationalizing scoring by account activity, not just lead activity. The problem with traditional lead scoring is that it only measures the response of the email recipient rather than taking into consideration the entire scope of account activity. This is particularly troubling when, based on CEB research, we know that it takes an average of 6.8 decision makers to sign off on your typical B2B purchase — not simply the one or two contacts in your email list.

ANDRE YEE

Triblio

MORE THAN EVER, MARKETERS ARE EXPECTED TO IMPACT SALES PIPELINE DIRECTLY.

Forward thinking marketers implement account scoring to address this problem but they don't stop there. The second step they take is to connect the workflow dots from marketing qualified accounts (MQAs) to sales plays. They develop a deeply integrated workflow that activates or orchestrates the appropriate sales play depending on the specific MQA status.

SHARED METRICS & SHARED CAMPAIGNS

More than ever, marketers are expected to impact sales pipeline directly. Highly successful ABM marketers do this by developing shared metrics and campaigns for sales and marketing. For example, instead of operating out of separate dashboards, the sales and marketing teams from FinancialForce created a joint "seller centric" dashboard to measure the progress of their ABM campaigns. Both teams manage the entire selling process through the lens of this dashboard. They aren't alone on this — other successful marketing teams have similar ways of developing a "single source of truth" with relevant information to assist sales pipeline management. When you do this effectively, the primary focus moves from asking "who gets credit?" for sourcing pipeline to working together to influence pipeline.

Beyond sharing metrics, successful marketers are operationalizing coordinated ABM campaigns that are often designed by marketing, but executed in concert with the sales team. This leads to true sales and marketing alignment where both activities and results are shared together.

> **"LOW-GROWTH COMPANIES ARE DOING MUCH MORE WHEN IT COMES TO PRODUCING PROGRAMS AND CONTENT; ESSENTIALLY, THEY ARE THROWING SPAGHETTI ON THE WALL AND HOPING SOMETHING STICKS."**
>
> MATT SENATORE,
> SIRIUSDECISIONS

ABM LEADERS GO SMALL, PRIORITIZE HIGH-VALUE ACCOUNTS TO DRIVE PIPELINE

While it is clear most ABM practitioners understand the value the practice brings to their business, ABM leaders are driving success through highly segmented, highly personalized campaigns designed to accelerate deals. Experts indicate that this has been driving more pipeline and better revenue results in comparison to ABM practitioners producing a wide variety of programs.

"Our research shows that low-growth companies are doing much more when it comes to producing programs and content; essentially, they are throwing spaghetti on the wall and hoping something sticks," said Senatore. "This is not focused or efficient. High-growth companies are doing something different — they are finding creative ways to get in front of the key individuals at target accounts compared to low-performing companies."

Experts also state that this deeper refinement of ABM programs is intentionally positioning marketing and sales teams to align better and reassess how high-priority accounts are engaged.

"Organizations that are getting the best alignment have this list of accounts they are going after and are measuring the engagement with the accounts," said Wittlake. "They plan to orchestrate their efforts together and measure the cumulative results. Tactics can be analyzed for optimization, but the litmus test is how many of those [accounts] are progressing through the pipeline."

FinancialForce, a provider of cloud ERP software apps built on Salesforce, is one company that is seeing success with a highly refined ABM process. The company has aligned their entire organization — from marketing and BDRs to SDRs and sales — on pipeline, helping position the marketing team to meet its goals for driving 35% of the pipeline for the company.

"The most important thing that we did as a company was really initialize what we call our 'Pipeline SWAT Team,'" said Ciaran Mahoney, Director of Demand Generation at FinancialForce, during a presentation at the 2018 **_B2B Marketing Exchange_**. "Our charter is to drive pipeline. As a SWAT team, our KPI that is shared across sales, marketing and SDR organizations is stage-one pipeline. We analyze how leads are coming into the funnel, what those leads are, how we're following up on them, and really understanding what the kinks in the pipe are."

Prior to formulating this framework within the business, the FinancialForce marketing team was running the entire business on one predictive score for prospective accounts. However, the score was not updated on a regular basis, so this focus on accounts shouldn't have taken priority.

> **"THE MOST IMPORTANT THING THAT WE DID AS A COMPANY WAS REALLY INITIALIZE WHAT WE CALL OUR 'PIPELINE SWAT TEAM."**
>
> **CIARAN MAHONEY, FINANCIALFORCE**

"The accounts it was telling us to go for weren't necessarily the accounts that were the best fit for our business [at the time]," said Mahoney. "We still use that predictive score, but we use that as one component in a number of different signals."

The company built out a "Statement of Direction," a company-wide document that says what they sell and who they want to sell it to. It is broken down by:

- Product;
- Geography (North America, Asia, etc.);
- Verticals; and
- Organization size.

The team would then color-code the geographies, verticals and organization sizes based on the fit for their ideal target account. "This was our playbook for winning," said Mahoney. "We're going to win in the areas that are green (North American SaaS companies), and we're not going to win in the areas that are red (companies with less than 50 employees)."

Mahoney and his team created a tiered approach to narrow down and prioritize target accounts:

- **Priority 1:** Roughly 30 accounts for each rep and territory that were their top priority. These accounts were brought into high-value campaigns that would have major impact on company revenue. It included proactive outbound messaging from account executives and SDRs and full-effort personalization with unique campaigns, such as $150 gifts or invites to VIP events.

- **Priority 2:** Roughly 100 accounts assigned to the BDR and marketing team. These were brought into mid/low-value campaigns with proactive outbound messaging from SDRs and incorporated some levels of personalization.

- **Priority 3:** Hundreds of accounts that marketing provides segmented ad cover.

- **Priority 4:** All other accounts that receive no proactive marketing support but may bubble up organically.

For this framework to drive pipeline, it required the sales team to actively work towards keeping account and contact data up to date. Mahoney stated that sales understood the repercussions if data was not kept clean.

"Sales' commitment to us is to keep that data clean," said Mahoney. "Our commitment to sales is to put dollars on those accounts. If you don't keep your target accounts and the data within them clean, we can't market to them. So, it really creates this alignment that gets the reps thinking about their data in Salesforce."

Industry experts note that this type of framework that prioritizes best-fit accounts also positions marketing teams to focus on enablement programs to help accelerate accounts through the funnel, versus prioritizing demand generation and identifying net-new accounts.

"Now that I've spent much more time refining target audiences up front — eliminating the waste — I have a more disciplined approach to mid- and late-stage sales funnels," said Senatore. "I'm now positioned to do more things and tailor different approaches for different account objectives."

THE ROADMAP TO PROPER ABM EXECUTION

In this Q&A, Kellie de Leon, Senior Director of Marketing of The Mx Group, shares tips for executing and assessing ABM programs, as well as how to correctly set up ABM accounts in order to better support goals.

Demand Gen Report: What kind of roadmap do you share with clients to help them develop, execute and refine their ABM programs?

Kellie de Leon: Without a doubt, account-based marketing is a big endeavor, and it can feel overwhelming at first. We have a seven-step roadmap that we use with our B2B clients to help marketers systematically scope, scale and prioritize key decisions for a successful ABM program.

The roadmap gives a detailed overview of the seven key stages of ABM, including questions and steps to work through internally. For each stage, we have "crawl," "walk" and "run" suggestions to help create a plan tailored to the organization. With clear goals and a plan for each stage, clients are empowered to move beyond planning to realize real ABM results.

DGR: What tips/best practices would you share with B2B organizations looking to better configure their tech stack so they can support their ABM goals efficiently?

De Leon: Most CRMs and MAPs don't support an account-based view out of the box. Instead, they default to contact- or lead-based views. Because of this, it's really hard to focus on and measure activity of your named accounts. So our No.1 tip is to ensure accounts are set up correctly.

You'll need to use a third-party tool or a trained expert to make sure you have the ability to associate individual contact activity within your systems to your parent accounts. We just finished implementing this process with a client, and he was really psyched to be able to see activity and engagement for contacts in multiple locations, synced across his entire list of named accounts in his CRM.

Finally, remember that you need to make a plan to ensure you're incorporating results and engagement data from non-digital channels if your ABM program involves activities like direct mail or telemarketing.

KELLIE DE LEON

The Mx Group

"WHAT GETS MEASURED GETS MANAGED."

KELLIE DE LEON,
THE MX GROUP

DGR: How would you suggest B2B companies develop the mindset to continually assess their ABM efforts to identify areas of improvement?

De Leon: There's a saying: "What gets measured gets managed." ABM can have a very long tail to prove measurable ROI, so it's important to set multiple goals and plan what you'll be measuring.

ABM can serve many different purposes, so it's also crucial to make sure your sales and marketing teams are aligned from the beginning. For example, are you focused on accelerating pipeline velocity, re-engaging lost prospects or increasing customer retention? Once there is alignment, it will be easier to know and gain agreement regarding what's working and what needs to improve.

Because it could take many months to realize your first closed deal, tracking goals along the way is great for the assessment mindset (and morale!). Examples include data completion, data hydration, personalized content development and account engagement. Be sure to celebrate the progress of these metrics with your team to retain organizational buy-in.

"WE DON'T WANT 23 DIFFERENT FRAMEWORKS OR STRATEGIES ON HOW TO DO ACCOUNT-BASED. WE WANT ONE FRAMEWORK."

KELVIN GEE, ORACLE

ORACLE AVERAGING 2X INCREASE IN WIN RATES WITH FIT-FOCUSED ABM FRAMEWORK

Alignment not just between departments, but also between different regions for unified experiences throughout the world, is vital to providing consistent messaging to accounts with a global presence. For example, **Oracle**, who offers roughly 4,000 products in 145 countries and 27 languages, needed to find a unified framework for ABM to prevent disjointed, misaligned experiences with target accounts across the organization.

"We have pockets around the organization — in APAC, Latin America, EMEA, North America and in the industry unit — that have interest in account-based marketing," said Kelvin Gee, Senior Director for Modern Marketing Business Transformation at Oracle. "They're raising their hand at Oracle saying, 'We want to do account-based marketing.' The problem is that we don't want 23 different frameworks or strategies on how to do account-based. We want one framework."

Gee noted that Oracle is set up well for ABM, adding that the company has a "strong abundance of quality data, strong ACV/LTV metrics and quality executive relationships." When developing the framework, the company set it on four key pillars:

- **Target:** This is the most important pillar, according to Gee. "How do you select and prioritize your accounts using the data-driven approach? How do you apply process, data and rigor to selecting the accounts that are the most winnable and valuable to Oracle? How do you lock arms with sales around the same set of accounts?"

- **Personalize:** Develop insight and personalize content based on given insights. "Account-based is about personalization and you can't personalize something unless you know something about the account."

- **Orchestrate:** Coordinate marketing and sales interactions. "Orchestration is about burning the candle from both ends," said Gee. "Sales is doing one thing on their own; product marketing is doing something else; and field marketing is doing something completely different. It's burning the candle from both ends and you meet in the middle."

> **"ORCHESTRATION IS ABOUT BURNING THE CANDLE FROM BOTH ENDS."**
>
> **KELVIN GEE, ORACLE**

- • **Measure:** Understand what success looks like via modern metrics. "For example, if I'm marketing your sales and I give you 10 leads to call on and you're able to secure a meeting with only one out of those 10, that's a 10% conversion rate. In the account-based world, if I give you 10 contacts at [an account] and you're able to secure one of those for a meeting, you're batting one for one. You're batting 100% not 10%. The math fundamentally changes in the account-based world."

To fuel this framework, Oracle also created a predictive intelligence framework that scores accounts — based heavily on fit and intent — using internal and external signals. Gee noted that the company identifies account fit using internal propensity models based on close-won analysis with the help of Oracle's data scientists and tools such as EverString and Mintigo.

Gee and his team also leverage Bombora third-party intent monitoring for additional insights into high-value accounts. The company also measures engagement scores based on particular topics done on the contact level, as well as an overall account engagement score.

"We can now triangulate in these three dimensions, so if you own this and you're more likely to buy that, you're going to be a good fit for us and you'll get a high score," said Gee. "But if you're also showing a lot of intent in terms of researching that product as well, you're going to score high on intent. Finally, if you're already engaging with Oracle on that product or solution, you're going to score high on engagement and, therefore, you'll score high on all three — and that's a bullseye."

Oracle has seen notable success with its ABM framework, specifically in significantly higher win rates across solutions. In particular, the company is seeing 3X higher win rates for its ERP Cloud offering, 4X higher win rates for its Customer Experience Cloud and 2X for its HCM Cloud offering.

"[This is] why we are pivoting to an account-based strategy," said Gee. "Yes, we're just getting started, but this is basically our plan and how we're going to do this an organization."

FROM PILOT TO PERFORMANCE: 4 TRENDS FOR MEASURABLE ABM INTERACTIONS

By Mark Ogne, Founder & CEO, ABM Consortium

Over the last three years, I've seen dramatic change in marketer needs and trends in the ABM space. In 2015, people simply wanted to know what ABM was about. By 2016, many shifted towards pilots or wider adoption. By 2017, those who hadn't deployed ABM were profoundly confused and those who had entered the market struggled to create positive results they could measure.

Vendor agnostic, fact-based and focused solely on high-performance, I'm going to share a distillation of the learning I've gained from more than 500 ABM programs around the globe.

If ABM performance is the key question, here are four trends that help bolster marketer confidence and deliver the right form of measurable interactions:

- **Insights** — Knowing what your target accounts need and what they're interested in is vastly more important than sending another message through any channel. Early trends in this space highlighted third-party intent data or predictive analytics. Today the most essential element of this trend is to treat underlying CRM and automation system data as a competitive asset and to understand the digital exhaust of your sales and marketing data. Together these first- and third-party data pieces assemble a picture of the needs, challenges and opportunities of your target accounts.

- **Personalization** — Applying insights to action, ABM is shifting from a new campaign format or "play," to a triggered and collaborative sales and marketing response. More than hardwired customizations or better hunches, this is 100% focused on the application of content to address target account insights. This performance-based trend amplifies the results of all touch points. More than conjecture, research shows audience interaction with display ads increase 7X and emails 4.7X when they're deployed in response to insights.

- **Buyers** — One of the most important thought leadership pieces in 2017 was the SiriusDecisions Demand Unit Waterfall. The most salient point was missed by many. Having nothing to do with the debate over the shape or existence of a funnel, this piece confirmed that ABM is about buyers at target accounts. The highest performing ABM trends is to focus on buyer personas, to find their needs and target highly relevant sales and marketing touch points with them.

- **Influence** – "Engagement" is ABM's vanity metric. Most engagement is just noise from people who aren't close enough to a decision process to help you. Not that this noise is inherently negative, it's that it often drives a wildly misguided account qualification process. Programs focused on performance segment target accounts when they understand their needs, then measure their ability to drive buyer persona response from that point forward. Influence is the true aim of ABM … the ability to aid organizations through a buying experience, and not just spam them relentlessly.

MARK OGNE

ABM Consortium

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a division of AdRoll Group

WHEN A DEAL THAT WAS ALREADY BEING WORKED BY SALES WAS INTERCEPTED BY MARKETING (VIA CONTENT, AN EVENT, DIRECT MAIL, ETC.), IT WAS FAR MORE LIKELY TO CLOSE, OR CROSS THE "GOAL LINE."

MULTICHANNEL ABM WITHOUT A TARGET ACCOUNT LIST

In 2017, we took a deep dive into our customer acquisition paths and found that outbound opportunities that had a marketing touch were **2x more likely** to close than outbound deals that did not have a marketing touch (7% close rate versus 3%).

In other words, when a deal that was already being worked by sales was intercepted by marketing (via content, an event, direct mail, etc.), it was far more likely to close, or cross the "goal line." Armed with this information, we designed a multichannel ABM campaign, lovingly referred to as *Project Goal Line*.

At the time, our sales team did not exclusively work a target account list, but that didn't stop us from taking an account-based approach. Instead of leveraging a fixed list, we established a predictive score threshold that an account needed to meet to qualify for Project Goal Line.

OBJECTIVES OF THE ABM CAMPAIGN

Project Goal Line addressed the four major pain points that we identified based on feedback from sales and historical data trends:

- **Step One:** Getting SDRs in the door (booking a meeting)

- **Step Two:** Nurturing accounts post-meeting

- **Step Three:** Getting prospects "over the line" by pushing stalled deals (pre-launch)

- **Step Four:** Welcoming customers and assisting during onboarding

STEP 0: MAPPING THE SALES AND MARKETING STAGES

A foundational exercise before launching the ABM campaign was to map the four major sales stages in Salesforce to our marketing lifecycle stages in Marketo. This allowed us to sync our marketing messaging with where the prospect was in the sales funnel using our platform's **bidirectional Marketo data connector (the same can be done using HubSpot)**.

STEP 1: GETTING SDRS IN THE DOOR

The first step in our ABM strategy was to get conversations started with the SDR team's most sought-after prospects. As marketers who receive several SDR-generated emails each day, we know how difficult it is to cut through the noise and get someone's attention. Thus, for this ABM campaign, we married SDR emails with display ads, individual landing pages, and a direct mail piece in an effort to make a big impression.

DISPLAY ADS FOR "AIR COVER"

As soon as an SDR began to work an account, we began serving ads to introduce ourselves. We used the aforementioned Marketo connector to serve ads with introductory upper-funnel messaging only to the specific contacts within the target account.

OUTREACH EMAILS, LANDING PAGES AND RETARGETING
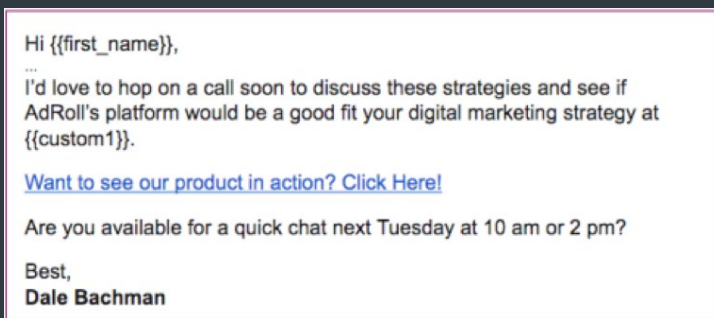
To make that big first impression, we then added some personalized touches. We created a landing page and individual display ads for each SDR that included their photo. Each email the SDR sent included a link to their personalized page:

After clicking on the link and visiting the landing page, the prospect was retargeted with matching display ads. We increased our bids and frequency for a 24-hour period to ensure that the prospect saw the SDR everywhere. If the prospect clicked the ad, they were taken to a personalized landing page where they could schedule a meeting.
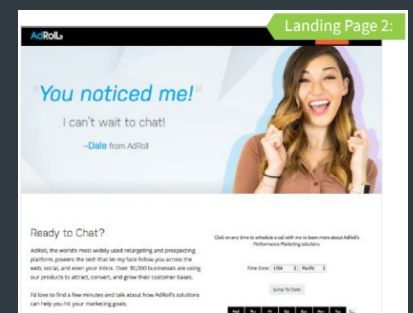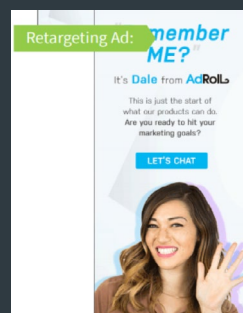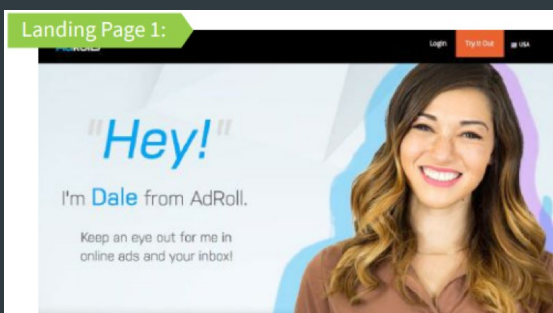
Prospects who received the Door Opener Kit alongside the SDR outreach and custom display ads were three times more likely to book an appointment (10.22% booking rate vs. 2.6%).

DOOR OPENER DIRECT MAIL

Along with the landing pages and display ads, we also mailed a Door Opener Kit designed to get the conversation going. This kit included a note from the SDR and a book of customer use cases to showcase how others have used AdRoll to "build better campaigns."

STEP 2: NURTURING ACCOUNTS POST-MEETING

In a typical demand gen model, this is where marketing would stop and celebrate their lead gen wins. But because we're using ABM, we could **stretch our marketing reach much farther down the sales funnel**.

Specifically, we wanted to help keep the momentum going after an initial appointment with a prospect. It's very common to experience difficulties in this stage of the funnel where deals can stall because of a lack of urgency and, historically, sellers haven't had a scalable way to push the conversation forward.

POST-MEETING DIRECT MAIL

We combated this by sending a Post-Meeting Kit within days of a high-quality appointment. The kit included a note from the seller along with a poster that showed how our platform can help them "build better campaigns" with a full-funnel approach.

Overall, prospects who received our "Post-Meeting Kit" alongside the personalized ads closed at a rate of 15% vs. our baseline post-appointment close rate of 13%.

PERSONALIZED ADS THAT IMPRESSED

We also leveraged our ABM platform's personalized ads to ensure we stayed top of mind. These ABM ads pulled the company name into the ad unit itself, ensuring that we grabbed their attention. We saw immediate results here, as **our CPA decreased by 42% with these targeted ads** (compared to a test group that saw non-company-specific ads).

HALFWAY THERE

Up to this point, we've covered just half the ABM campaign, but it's a good place to pause and share some takeaways.

If you're considering running an ABM campaign yourself, remember that it doesn't take much to get started. Even without a target account list, you can still get a program off the ground using predictive scoring and a little vetting by your sales reps.

If you'd like to read the rest of, you can see it in our *Big Book of ABM Campaigns*, where the full campaign is published.

> **"IT'S IMPORTANT TO PRIORITIZE STRATEGIC ENTERPRISE ACCOUNTS AT THE TOP, MID-TIER IN THE MIDDLE AND THE SMALL ACCOUNTS AT THE BOTTOM THAT ARE LESS CRITICAL TO REVENUE GROWTH."**
>
> **MATT SENATORE, SIRIUSDECISIONS**

CONCLUSION

Ultimately, marketing resources will continue to be limited. To make ABM work better for the organization, experts note that it is vital for marketing to align with sales on a charter to narrow down account list based on fit, intent and engagement.

"It's important to prioritize strategic enterprise accounts at the top, mid-tier in the middle and the small accounts at the bottom that are less critical to revenue growth," said Senatore. "From there, marketers can comb through their toolkit — whether it's early market intelligence, building reputation, generating demand or enabling sales — to identify where the big bets are going to be for each segment."

Senatore highlighted a spectrum of metrics that SiriusDecisions shares to help companies understand and measure success:

- **Readiness:** Short-term metrics that help prepare marketing teams to perform in an ABM capacity. This helps to identify customer profiles and map customer lifecycle stages.

- **Activity:** What are we doing as marketers? These metrics help marketing keep record of their actions taken to drive accounts through the sales funnel.

- **Output:** Direct results of actions. This includes Inquiries, Proposals and Demos.

- **Impact:** Effects of output on business goals. This includes Revenue Growth Profit, CLV and Loyalty.

"From a measurement perspective, we need to think about the business impact we're going to contribute to," said Senatore. "But there are short- and mid-term metrics that help us get there."

With a refined ABM strategy, B2B businesses can reap the benefits of focusing on ideal accounts most likely to close, while also guaranteeing that they are focusing on the accounts that matter to the bottom line.

"Ultimately, these are the accounts we want to progress," said Wittlake. "We don't care how many leads we have from this account, we want to create opportunities and measure success differently because the current go-to-market strategies are forcing us to make change."

DEMANDBASE

Demandbase is the leader in Account-Based Marketing (ABM). The company offers the only Artificial Intelligence-enabled, comprehensive ABM platform that spans Advertising, Marketing, Sales and Analytics. Enterprise leaders and high-growth companies such as Accenture, Adobe, DocuSign, GE, Salesforce and others use Demandbase to drive their ABM strategy and maximize their marketing performance. The company was named a Gartner Cool Vendor for Tech Go-To Market in 2016. For more information, please visit **https://www.demandbase.com** or follow the company on Twitter **@Demandbase**.

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The Mx Group is an integrated B2B agency that empowers companies with the competitive edge of modern B2B marketing. To do this, we integrate a broad range of services: Strategy. Design and content. Web and app development. Demand gen and lead management. And we make it all work together to help companies attract, convert and retain more customers. For more than 25 years, clients have trusted us to turn their marketing investments into measurable revenue.

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Triblio's account based marketing platform enables marketers to create ABM campaigns using ads, web personalization, and sales. Marketers use Triblio to form an account based funnel to reach, engage, and convert more stakeholders in target accounts. A 2016 CODiE winner, Triblio clients include Plex, CallidusCloud, Virgin, and Sage.

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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 multi-channel demand generation efforts.

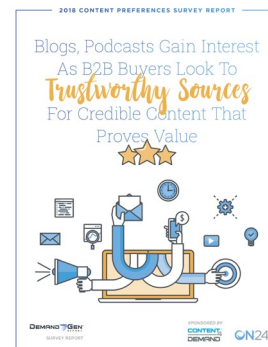**201.257.8528**

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ABOUT THE AUTHOR

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