

ABM: What Is It & Why Is It Important?

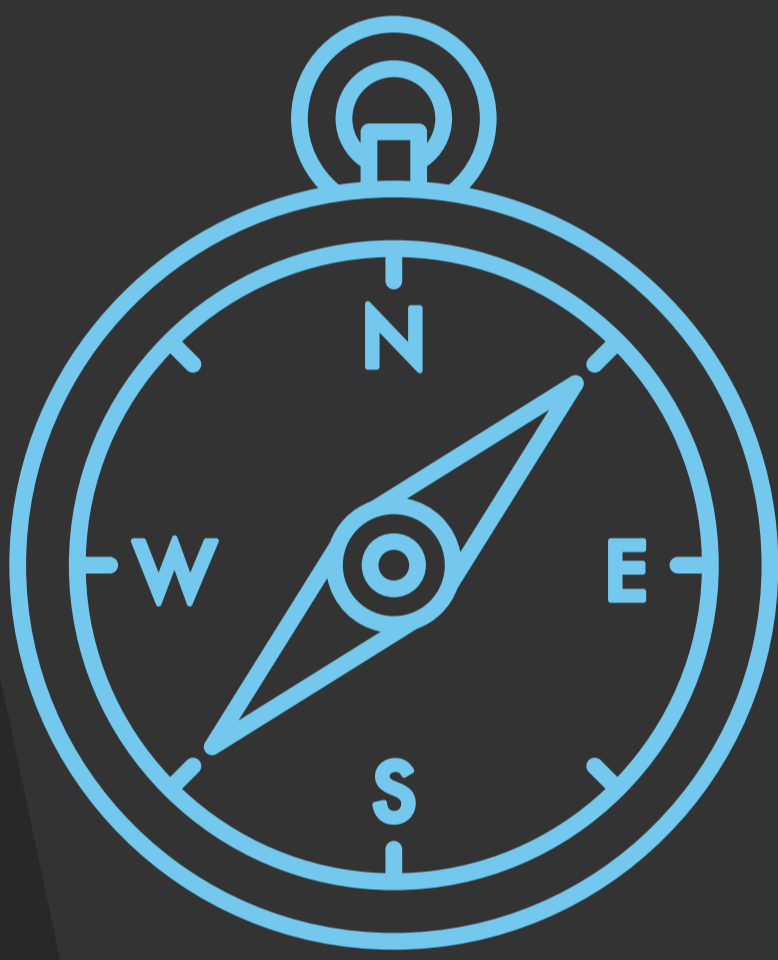
WHAT IS IT?

ABM is a customer-first engagement strategy that enables B2B brands to generate more revenue faster by requiring sales and marketing to collaborate on specific key accounts and coordinate timely and personalized account-based experiences across advertising and marketing channels.



A lot of B2B brands think they have an ABM strategy...but ABM is much bigger than the point solution they are using to create random, disconnected, temporary customer interactions. A true ABM strategy has account-based experiences (ABX) at its heart that focus on the overall lifetime value of customers, allowing your business to:

ALIGN ON A SHARED, HOLISTIC STRATEGY



97%

of marketers achieved a higher ROI by incorporating ABM^{*1}

WHY IS IT IMPORTANT?

93%

of B2B marketers worldwide consider ABM extremely important to their overall marketing efforts^{*2}

66%

of B2B consumers expect all of their interactions with brands or vendors to be personalized^{*3}

^{*1} Alterra Group

^{*2} 2018 Account-Based Marketing: The Complete Business Requirements Guide

^{*3} 2017 State of Engagement Report by Marketo

- △ Coordinate continuous & relevant brand experiences across channels
- △ Combine all data sources together (Marketing, sales, advertising, first party, second party, third party, etc.)
- △ Address buyer needs from awareness to advocacy, and beyond!
- △ Identify with sales where to invest resources

ABM = EPIC CUSTOMER EXPERIENCES



73%

think brands need a deep understanding of their customers*

65%

of customers say brands can personalize better*

66%

of consumers expect all interactions to be personalized*

*Source: 5 Buying Realities You Must Know. CEB 2017

LEARN MORE ABOUT ABM

<https://www.marketo.com/solutions/account-based-marketing/>