



# Compelling B2B Audiences to Engage Through ABM

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A Benchmark Account-Based Marketing  
Strategy Research Report

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# Introduction

Data-driven practices have enabled relatively new strategies for improving content experience personalization and performance such as account-based marketing (ABM).

## But what does an effective B2B account-based marketing strategy look like?

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To help you answer this question, Überflip commissioned an account-based marketing strategy survey in partnership with Ascend2.

This report, *Compelling B2B Audiences to Engage Through ABM: A Benchmark Account-Based Marketing Strategy Research Report*, represents the opinions of the 123 marketing influencers dedicated to the business-to-business channel, who responded to the survey.

*Account-Based Marketing Strategy Survey. Conducted by Ascend2 and Überflip.*

*Published March 2018*



# Methodology

This report benchmarks the performance of marketing strategies, tactics, and the technology that drives them with a standardized online questionnaire and a proprietary three-minute survey format.

This survey was fielded to a panel of marketing influencers and marketing research subscribers by Ascend2.

## Number of Employees

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<i>More than 500</i>	<i>38%</i>
<i>50 to 500</i>	<i>34%</i>
<i>Fewer than 50</i>	<i>28%</i>

## Role in the Company

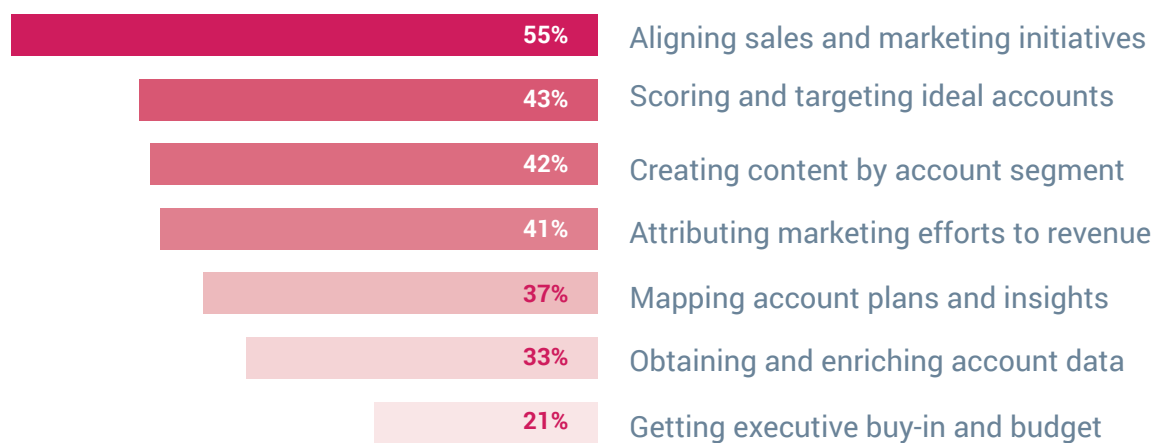
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<i>Owner / Partner / CXO</i>	<i>31%</i>
<i>VP / Director / Manager</i>	<i>60%</i>
<i>Non-Management Professional</i>	<i>9%</i>

# Strategic Priorities for ABM

Aligning sales and marketing initiatives is a top priority for more than half (55%) of B2B marketers. The most effective B2B account-based marketing strategies focus efforts on creating a strong, collaborative environment for the sales and marketing teams.

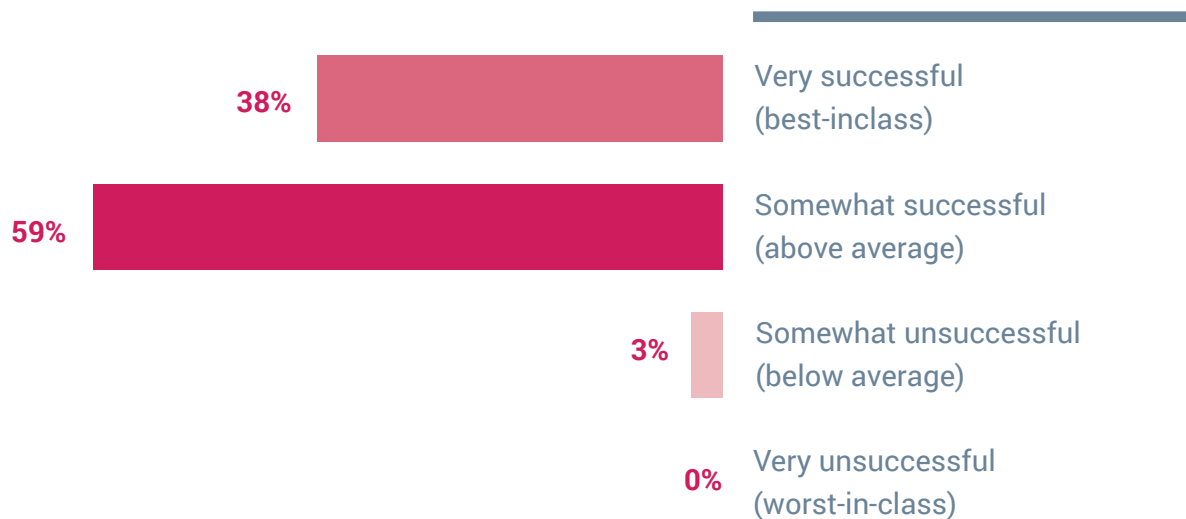
## What are the top priorities for an ABM strategy in 2018?



# Success Achieving Priorities

A total of 97% of B2B marketers say an account-based marketing strategy is successful at achieving top priorities, with 38% describing their ABM strategy success as best-in-class compared to competitors.

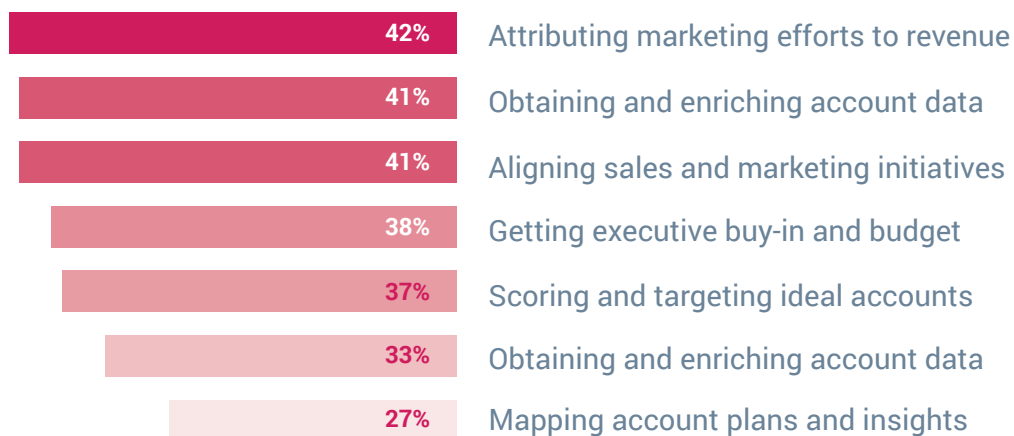
How successful is an ABM strategy at achieving the top priorities?



# Barriers to Success

42% of B2B marketers say attributing marketing efforts to revenue is a challenging barrier to the success of an ABM strategy. Analytics that track and attribute marketing efforts to sales revenue is a key feature required of many marketing technology platforms today.

## What are the most challenging barriers to the success of an ABM strategy?

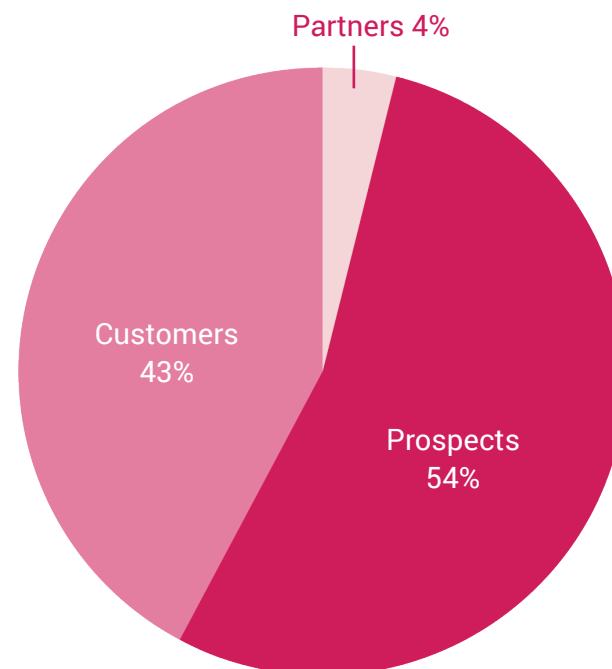


# Primary Target Segments

According to B2B marketers, a successful account-based marketing strategy targets prospects (54%) and customers (42%). Partners in this channel are a primary target segment for only 4%.

Which is the primary segment for a successful ABM strategy to target?

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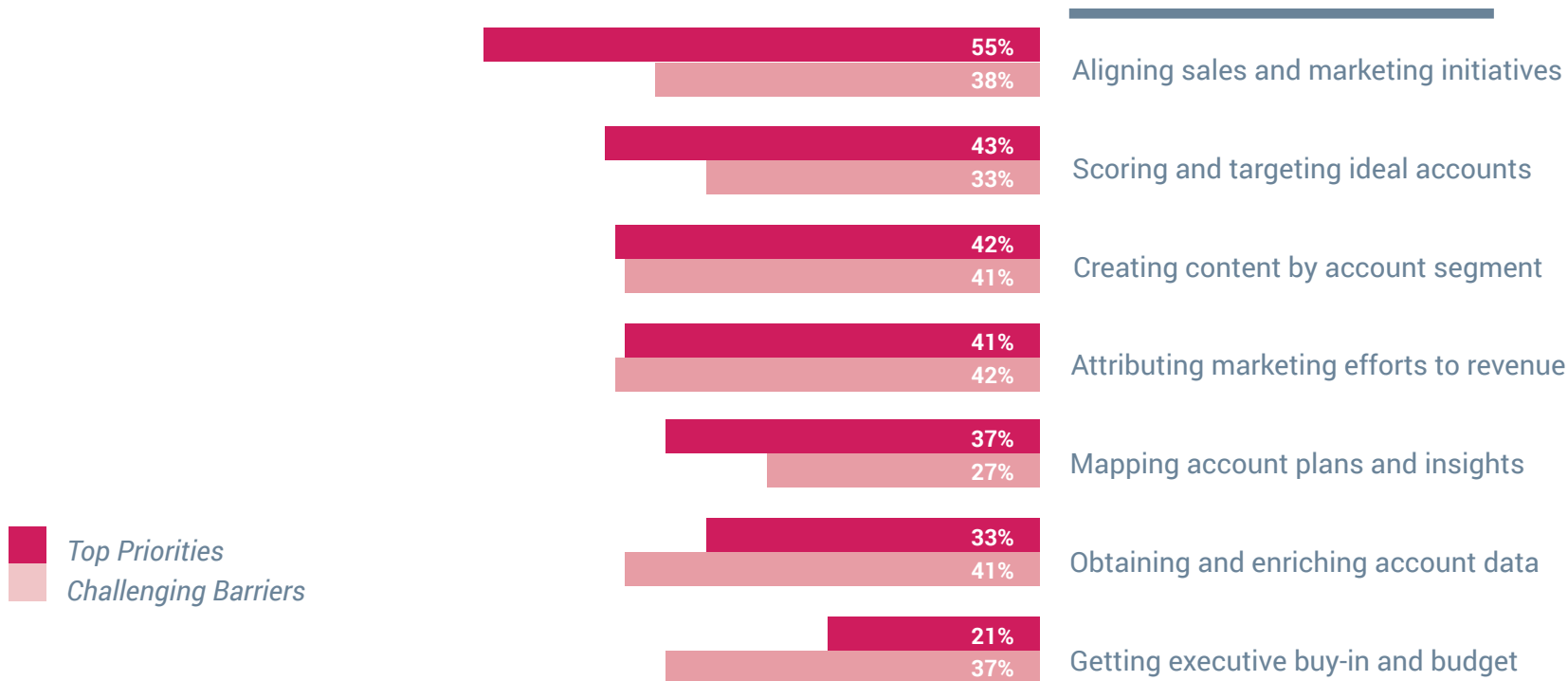




# Priorities Versus Barriers

This chart compares top ABM priorities against the perceived barriers to accomplishing these priorities for B2B marketers.

Comparison of top priorities and challenging barriers

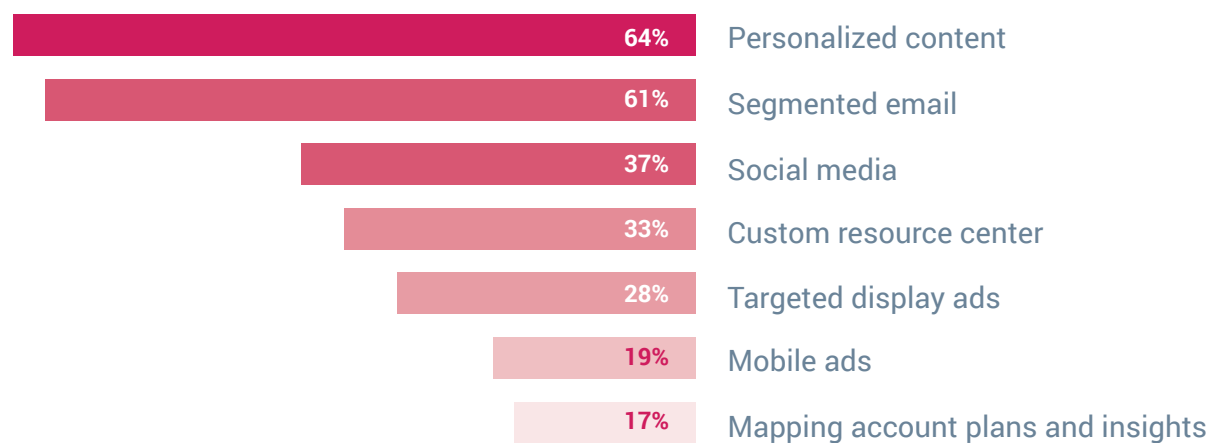


■ Top Priorities  
■ Challenging Barriers

# Effective Engagement Channels

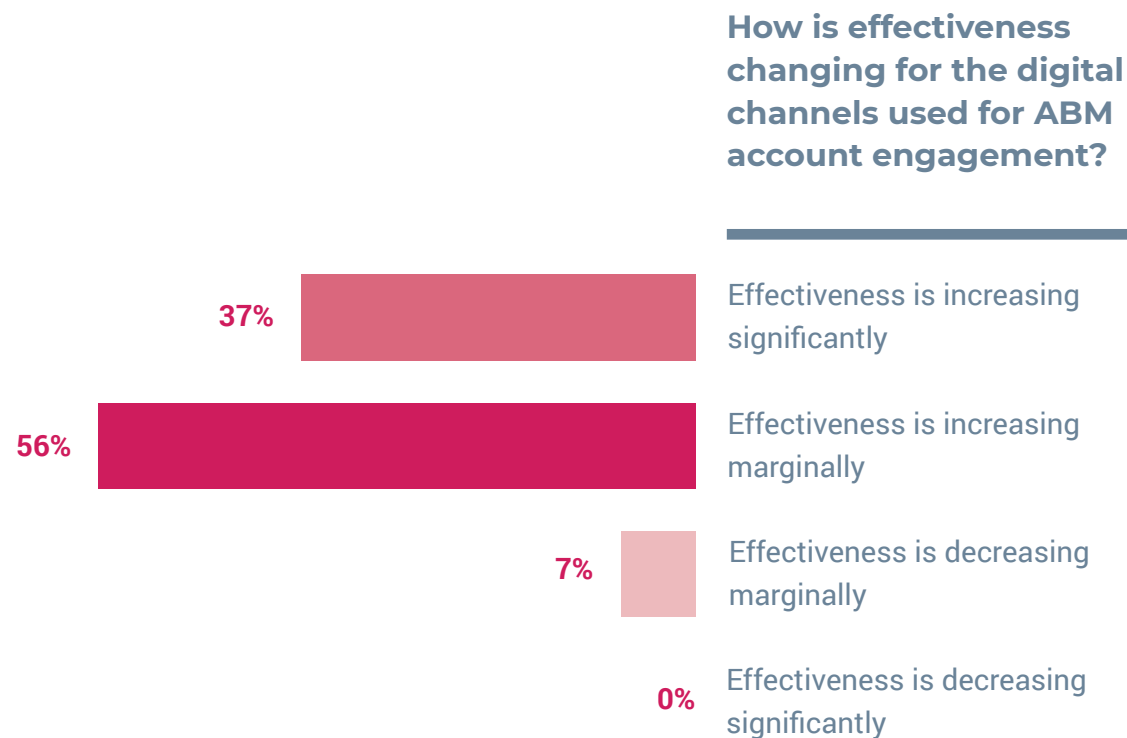
Personalized content (64%), delivered to the right targets, at the right time, through segmented email (61%) are the most effective digital channels used for engaging ABM accounts.

What are the most effective digital channels used for engaging ABM accounts?



# How Effectiveness is Changing

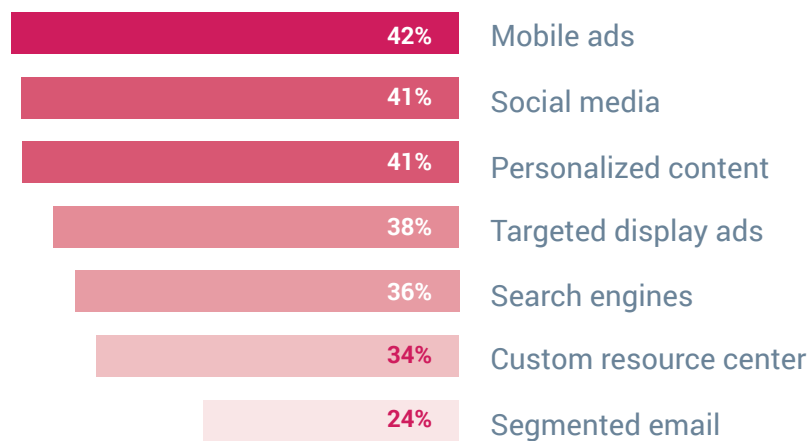
For 93% of B2B marketers, the effectiveness of digital channels used for ABM account engagement is changing for the better, with 37% describing the increase in effectiveness as significant.



# Difficult Engagement Channels

Mobile ads (42%), followed closely by social media and personalized content (41%), are considered difficult channels for B2B marketers to execute for engaging ABM targeted prospects and customers.

What are the most difficult digital channels to execute for engaging ABM accounts?

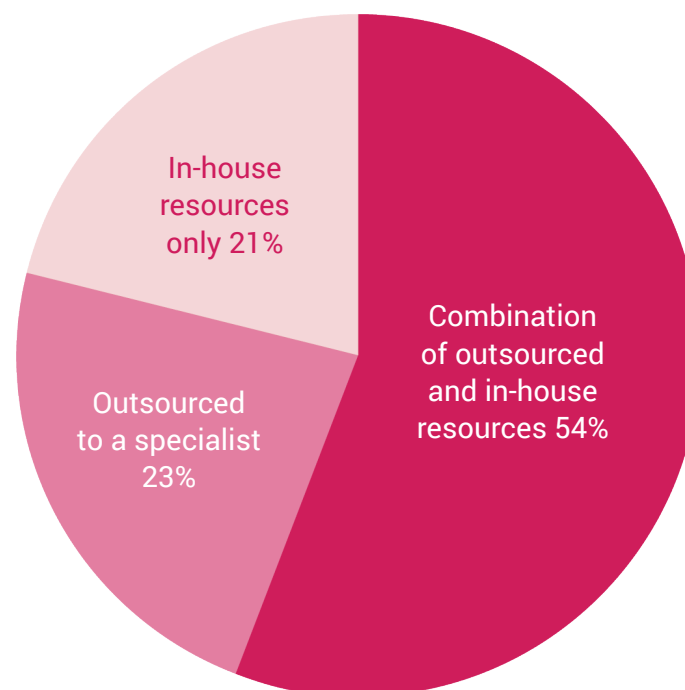


# Resources Used to Execute

A total of 79% of B2B marketers outsource all or part of the execution of digital channels for engaging ABM targets primarily because they do not have the capabilities available in-house. However, 21% do use only in-house resources to execute ABM.

**What best describes the resources used to execute digital channels for ABM account engagement?**

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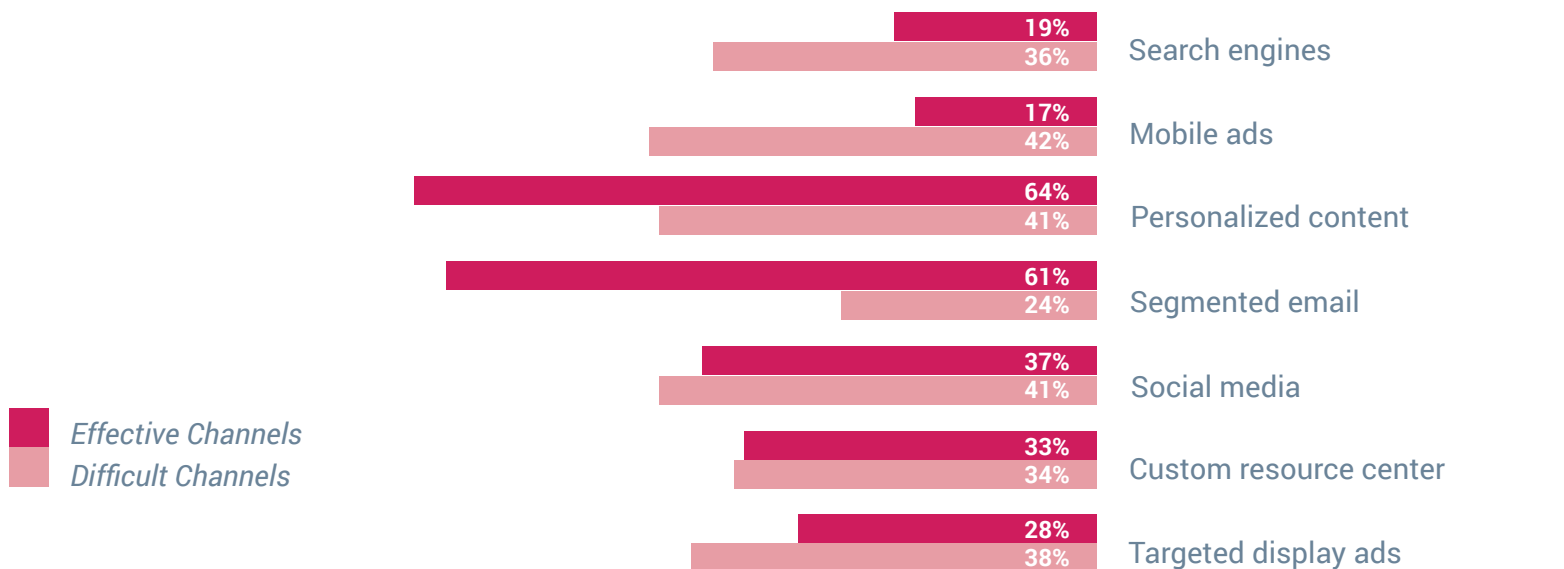


# Effectiveness Versus Difficulty

Channels that are seen to have higher effectiveness than difficulty to engage (segmented email and personalized content, for example), are more likely to be part of a successful ABM strategy.

Effective channels that have high difficulty to execute (e.g., personalized content) may require an investment in additional resources and technology to be successful.

**Comparison of channel effectiveness and difficulty**



■ *Effective Channels*  
■ *Difficult Channels*

# About the Research Partners

## Überflip

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Überflip is a cloud-based content experience platform that empowers B2B marketers to create personalized content experiences at scale. By providing marketers with the tools they need to boost engagement, generate leads, and fuel demand generation, they can better leverage content to meet their goals. Learn more at [Überflip.com](https://uberflip.com)

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## Ascend2

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Marketing technology companies and digital marketing agencies partner with Ascend2 to supplement their marketing content, generate leads and engage prospects to drive demand through the middle of the funnel. Learn more at [Ascend2.com](https://ascend2.com)





# Compel Your B2B Audiences to Engage with a Content Experience

See what makes Überflip the #1 Content Experience Platform for account-based marketing.

Learn more at [Überflip.com](https://uberflip.com)

