



FACT SHEET

7 reasons why account-based marketing is a business imperative

The short- and long-term benefits of ABM.

Why is account-based marketing important?

Marketers are always looking for ways to create new revenue for their organizations. Traditional B2B marketing teams have tended to follow a lead-based inbound marketing model. This method usually involves creating awareness and engaging the largest possible number of potential leads through digital marketing techniques—including content strategy—and then nurturing those leads and guiding them down the funnel toward sales. It's also usually done without a targeted strategy.

With marketers gaining skill in digital marketing at scale and analytics capabilities improving, it's becoming clear that not all generated leads are the best fit. You may be wasting time, budget, and resources on the wrong opportunities. There is need for more targeted techniques and technologies.

Account-based marketing (ABM) is one such technique that funnels marketing efforts to specific accounts. While ABM is not a new concept, it's quickly becoming table stakes for B2B brands of all sizes due to recent technological innovations. A 2020 Terminus report revealed that 94.2 percent of all respondents had an active ABM program (up from 77 percent in 2019). That's because it works.

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ABM benefits—by the numbers.

Both traditional demand generation and account-based marketing strategies have their benefits. But if you really want to boost revenue potential, find the right mix of both. If you add elements of ABM to your revenue strategy and use it to improve lead-based efforts, you can generate more revenue faster and more efficiently than ever before. The reason? The accounts you target with ABM are strategic. They're often high-yield and a better fit for your products or solutions.

ABM helps justify engagement and resource allocation with actual data instead of gut feelings and opinions. And ABM is good for consumer audiences, specifically B2C-considered purchase scenarios that entail high levels of investment and time from the buyer.

Key benefits include:

1. Increased sales and marketing ROI

As your program matures, it's likely that ABM-focused efforts will draw a larger share of revenue. Companies participating in the Terminus report stated that 79 percent of their opportunities and 73 percent of their total revenue were credited to their ABM programs.

2. More efficient and targeted engagement

Instead of casting a wide net, look for ways to target key individuals in specific organizations. By strategically targeting your efforts, you can cut back on the time and money typically spent on less important buyers or market segments.

3. Greater personalization

ABM redirects sales and marketing efforts to a targeted audience with laser precision, coordinating and personalizing your messaging and communications to specific people and buying groups within each target account. Buyers are more likely to engage with content that is specifically meant for them, relevant to their business, and appropriate for their stage in the buyer's journey. Because ABM is inherently personal, your campaigns are already optimized for the right audience.

4. Sales, marketing, and organizational alignment

With ABM, marketing works closely with sales to identify and pursue target accounts throughout the sales process. This collaboration holds each team accountable to the same goal. If done right, it can create a positive culture shift within your organization.

5. Attributed revenue

With strategic ABM, you take an account-centric view of measurement, making it easier to show your impact on the accounts that matter most. And due to the close collaboration between sales and marketing, each team can understand exactly which channels, campaigns, and messages make an impact.

6. Better buyer experience

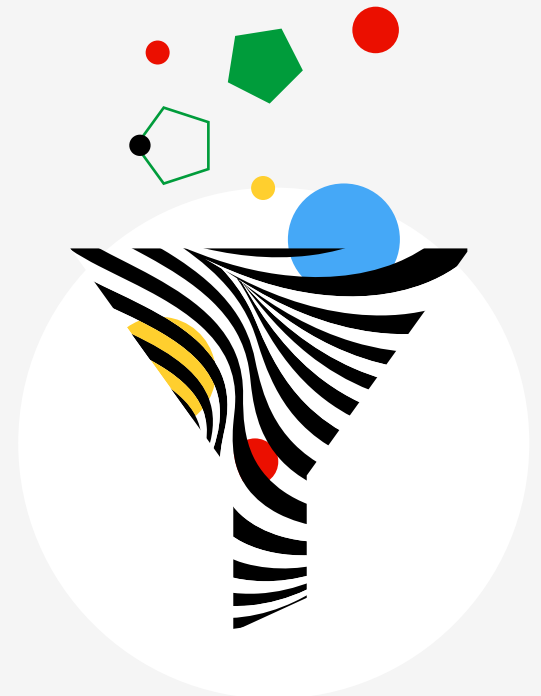
A robust ABM solution can automate the delivery of relevant, personalized messages across all channels, improving the buyer experience in a way that using point solutions for one-off campaigns cannot. Buyers receive content that matters to them at every stage, which builds trust and loyalty over time. Trends show a significant shift in the focus of ABM programs toward client retention, with 75 percent now using ABM for customer marketing—up from 38 percent in 2019.

7. Right for businesses of all sizes

ABM today is less about your company size and more about your business model and goals. Thanks to emerging technologies, businesses of all sizes can successfully implement ABM—and smaller companies are now able to run highly personalized ABM campaigns at scale to help build awareness and credibility.

Discover how Adobe Marketo Engage can support your ABM efforts.

See how to make a compelling use case for marketing automation.



Adobe Experience Cloud

Adobe Experience Cloud is the most comprehensive suite of customer experience management tools on the market. With solutions for data, content delivery, commerce, personalization, and more, this marketing stack is created with the world's first platform designed specifically to create engaging customer experiences. Each product has built-in artificial intelligence and works seamlessly with other Adobe products. And they integrate with your existing technology and future innovations, so you can consistently deliver the right experience every time.

Adobe Marketo Engage

Adobe Marketo Engage specializes in customer engagement for complex B2B buying journeys. As a complete solution for lead management, it brings marketing and sales together to nurture leads, orchestrate personalized experiences, optimize content, and measure business impact across every channel. It natively supports both demand- and account-based marketing strategies, providing a single, integrated lead management platform from acquisition to advocacy. Build engaging, personalized experiences at scale and prove impact with Adobe Marketo Engage.

Sources

[“The 2020 State of ABM Report,”](#) Terminus, October 2020.



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