

ABM: What is it and 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.



Coordinate continuous and relevant brand experiences across channels



Combine all data sources together (Marketing, sales, advertising, first party, second party, third party, etc.)



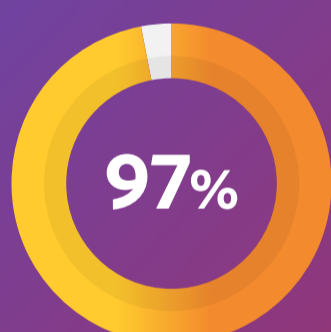
Address buyer needs from awareness to advocacy, and beyond.



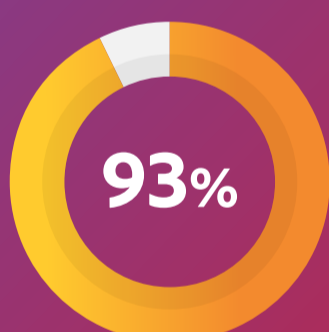
Identify with sales where to invest resources



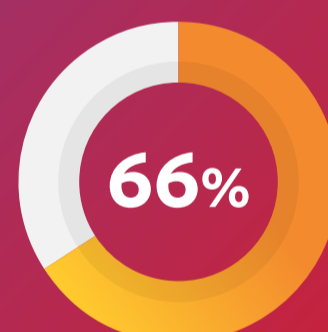
Why is it important?



of marketers achieved a higher ROI by incorporating ABM¹



of B2B marketers worldwide consider ABM extremely important to their overall marketing efforts²



of B2B consumers expect all of their interactions with brands or vendors to be personalized³

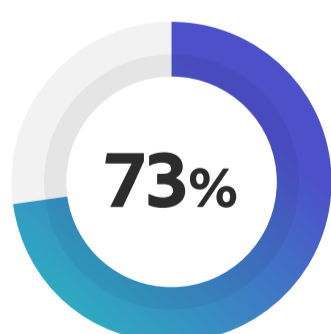
Source:

¹ Alterra Group

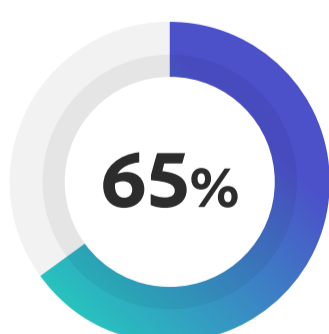
² 2018 Account-Based Marketing: The Complete Business Requirements Guide

³ 2017 State of Engagement Report by Marketo

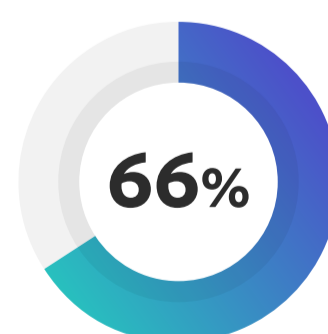
ABM = epic customer experiences



think brands need a deep understanding of their customers*



of customers say brands can personalize better*



of consumers expect all interactions to be personalized*

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

Want to learn more about ABM strategy?
Visit marketo.com/solutions/account-based-marketing/