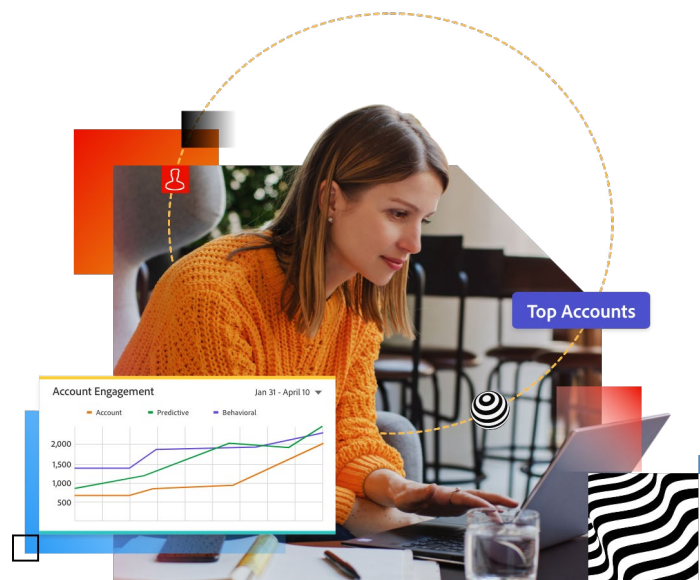




Gauge your account-based marketing maturity.



Use this series of checklists to evaluate the maturity of your ABM program across multiple dimensions.

Account-based marketing (ABM) is proven to increase B2B sales. According to research from Forrester Consulting, marketing and sales teams that take an ABM approach together can be up to six percent more likely to exceed their revenue goals than teams with lower ABM maturity.

However, simply having an ABM program isn't enough. The most successful organizations are always striving to improve their ABM programs by harnessing the right processes and technologies. This worksheet will help you gauge the maturity of your current ABM program and provide helpful resources for improving it.

Four dimensions of ABM maturity.

Adobe has helped hundreds of B2B marketers automate their ABM programs, and we've found that a successful ABM program is a team effort. It draws upon expertise across your company, including marketing, sales, content services, and even IT.

When we consider the maturity of an organization's ABM program, we look at four dimensions—each of which require extensive collaboration as well as the right technology stack to do well. Businesses that have reached a high level of maturity across all four dimensions tend to be much more successful—and efficient—than those that haven't.

The four dimensions of ABM maturity are:



Customer journey insights

To what extent account teams can discover how prospects move from one stage of their journey to the next.



Marketing-sales alignment

How well marketing and sales work together to deliver a seamless pre-sales and post-sales experience.



Content assets

How closely content meets customer needs at each stage of the journey—and contributes from prospect progression to sales.



Automation

How effectively and seamlessly sales, marketing, and customers are connected.



Uncover customer journey insights.

Understanding each account's customer journey is essential to successful ABM. However, today's customer journey is more complicated than ever. A thought leadership paper by Forrester Consulting showed that, on average, B2B buyers interact with more than 15 touchpoints before making a decision. Other research suggests more than 80% of B2B buyers take advantage of digital channels, even when talking to sales.

80% of B2B buyers take advantage of digital channels, even when talking to sales.

More mature ABM programs have a solid understanding of the steps prospects pass through before they buy, as well as the behaviors that signal purchase intent.



Check your ABM maturity: customer journey insights.

See which level of maturity best fits your organization.

Low maturity

Not all of your individual prospects are mapped to an account.	True	False
You have a customer journey map, but it hasn't been updated for a year or more.	True	False
Personas are not available for everyone on a typical account buyer's group.	True	False
You're not sure which content, campaigns, and other activities prospects engage with right before deciding to purchase.	True	False
You find it difficult to prioritize accounts.	True	False

Medium maturity

Most of your individual prospects are mapped to an account.	True	False
You have a good idea of what buyer's groups look like for different types of accounts and have defined personas for all of them.	True	False
You have refreshed your customer journey map within the last 6-12 months.	True	False
You have a rough idea of which content and campaigns prospects engage with right before accounts decide to purchase.	True	False
You have a system for scoring accounts, but it's not always accurate.	True	False

High maturity

All of your individual prospects are mapped to an account, and you know what role they play in the buyer's group.

True

False

You have personas for all key decision-makers and influencers.

True

False

Your customer journey map is continually updated as new data is captured.

True

False

You know precisely which content, campaigns, and other activities prospects engage with right before accounts decide to purchase.

True

False

Accounts are prioritized based on real-time and historical customer data analyzed by artificial intelligence.

True

False



Increase marketing-sales alignment.

Successful ABM requires a close partnership between marketing and sales. According to research by LinkedIn, nearly 90% of sales and marketing leaders say collaboration is critical to business growth. And 94% of the top-performing salespeople say the marketing leads they receive are either "excellent" or "good." More mature ABM programs have effortless collaboration between marketing and sales and a shared feeling of "We're all on the same team."

90% of sales and marketing leaders say collaboration is critical to business growth.

Check your ABM maturity: marketing-sales alignment.

See which level of maturity best fits your organization.

Low maturity

Marketing creates account-specific messaging without input from sales.	True	False
Marketing prioritizes accounts without input from sales.	True	False
Marketing doesn't have visibility into most recent sales activities.	True	False
Sales doesn't have visibility into active marketing campaigns and how prospects respond.	True	False
Marketing and sales may blame each other if targets aren't met.	True	False

Medium maturity

Marketing gets feedback from sales on account-specific messaging.	True	False
Marketing and sales agree on a joint scoring model for accounts.	True	False
Marketing and sales meet regularly to share results and set joint account strategies.	True	False
Marketing and sales maintain an ongoing dialogue and work together when accounts do not behave as expected.	True	False
Credit for pipeline and revenues is attributed to both marketing and sales using a simple single-touch model.	True	False



High maturity

Marketing and sales use automation to test and continually refine account-specific messaging.

True

False

Marketing automation and CRM systems are integrated so everyone can see how prospects at key accounts are interacting with both marketing and sales.

True

False

Sales is automatically notified when prospects engage with marketing in ways that suggest they are ready to buy.

True

False

Marketing provides "air cover" triggered by prospects' responses to sales activities.

True

False

Credit for pipeline and revenues is attributed to both marketing and sales using a multi-touch model.

True

False



Build account-specific content assets.

Content powers ABM. For ABM to work, you need a range of content developed for different personas at different stages of the customer journey. Content should be customized for prospective accounts in different industries. And some content may be customized for specific account opportunities. You also need a wealth of sales enablement content, such as a library of customizable emails, battle cards, product demos, and more.

89% of surveyed practitioners believe that organizations must prioritize delivering personalized content.

Mature ABM programs are supported by rich content programs that give marketing and sales the right resources for the right accounts at the right time.

Check your ABM maturity: content assets.

See which level of maturity best fits your organization.

Low maturity

Much of the content on the company website is out of date.	True	False
Marketing works with a “one-size-fits-all” content library, weighted heavily toward the first stage of the customer journey.	True	False
Marketing does not have the resources to customize content for accounts.	True	False
Sales reps each write their own emails when contacting key accounts—and they may or may not incorporate the latest product messaging.	True	False

Medium maturity

Online content is updated every quarter or so.	True	False
Marketing maintains a content library that covers all stages of the customer journey.	True	False
Marketing produces limited content for specific accounts.	True	False
Marketing provides some emails written for prospects at different accounts—but they may not cover all key personas or stages of the customer journey.	True	False

High maturity

Online content is updated as often as every week or month.	True	False
Marketing maintains a content library that covers all stages of the customer journey, as well as all different buyers' group personas.	True	False
Marketing produces a wide range of content for high-priority accounts.	True	False
AI-powered marketing automation serves personalized content when prospects from key accounts visit the website.	True	False
Marketing provides a library of targeted emails that cover multiple personas from key accounts.	True	False



Make better decisions faster with automation.

Automation allows organizations to apply ABM strategies every day without adding costs. To support a successful ABM program, your organization needs a marketing automation system that offers AI-powered ABM features like account prioritization, easily integrates with your CRM and CMS, and helps you attribute account-specific pipeline and sales to marketing.

66% of B2B consumers expect all of their brand or vendor interactions to be personalized.

You may also want a digital asset management system to help your organization catalog, find, and build account-specific content faster. The more accounts your ABM team manages and the more complex they are, the more value automation will deliver.

Mature ABM programs make extensive use of automation and the predictive powers of AI to make better decisions when targeting accounts and improve their strategies continuously.

Check your ABM maturity: automation.

See which level of maturity best fits your organization.

Low maturity

Your marketing automation and CRM systems do not talk to each other.

True

False

Your marketing automation system does not support account scoring or attribution.

True

False

Account-specific content creation processes are entirely manual and managed through email.

True

False

Medium maturity

Your marketing automation and CRM systems are integrated, but data does not flow in real time.

True

False

Your marketing automation system supports limited account scoring and attribution.

True

False

Account-specific content creation processes may be automated via a general-purpose workflow management solution.

True

False

High maturity

Your marketing automation and CRM systems are tightly integrated, and data flows in real time.

True

False

Your marketing automation system offers AI-powered account scoring and either supports multi-touch attribution or connects seamlessly to a purpose-built marketing attribution platform.

True

False

Your marketing automation system connects with your CMS to serve up personalized content when key accounts visit your website.

True

False

Account-specific content creation and updates are managed by a content asset management platform.

True

False

Take the next step.

Your team has the potential to transform and enhance its ABM program no matter where you're starting from. This worksheet is just the beginning. Here are a few additional resources to keep the momentum going:

- If your ABM program is mostly “low” or “medium” maturity, we suggest reviewing this [our definitive guide to ABM](#).
- If your ABM program is mostly “high” maturity, you may appreciate this story on how [F5](#) achieved a 39% shorter time to sale.
- Organizations at all levels of maturity may want to take a closer look at [ABM capabilities](#) in Adobe Marketo Engage
- Learn how Marketo Engage can maximize your marketing efforts by giving sales teams the insights needed to have more effective and meaningful conversations with [Marketo Sales Insight](#).



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