

8 FAQs on ABM: ANSWERED

51%

have been executing an ABM strategy for over 2 years

23%

have been executing an ABM strategy for 1-2 years

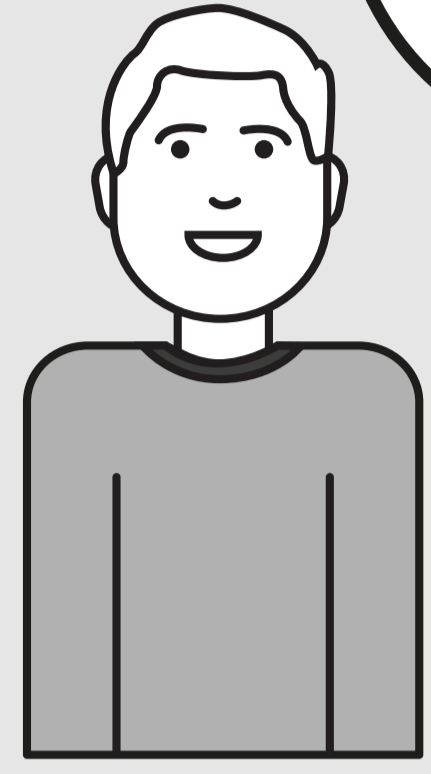
26%

have been executing an ABM strategy for less than a year

How long have other companies been utilizing ABM?



What are the top 3 biggest challenges of ABM?



47%

find delivering relevant content to target audiences to be the biggest challenge

45%

believe sustaining momentum is most challenging

44%

agreed scaling up programs is the biggest ABM challenge

44%

believe their ABM strategy is 'well established'

28%

believe they are fully synchronized

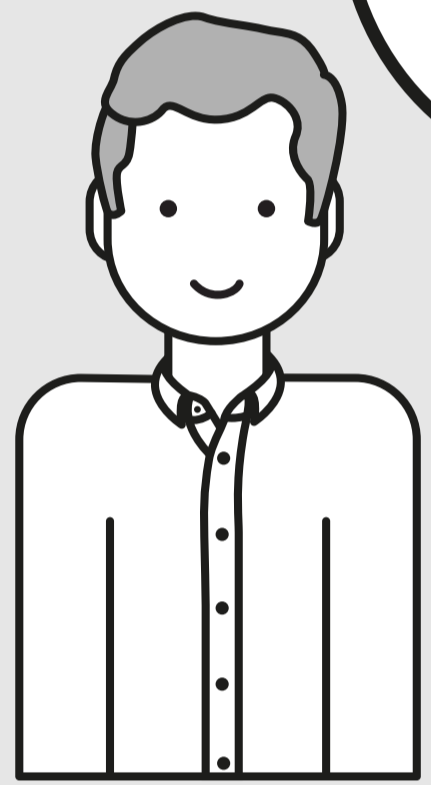
20%

state they are still scaling up

How mature is ABM?



How do I start building my TAL?



83%

use lookalike marketing to build their TAL and find a new audience

53%

use a combination of first and third party data

One-to-One: Specific individual accounts / Personalized messaging

One-to-Few: Specialized TAL based on predictive analytics or industry knowledge

One-to-Many: Total addressable market / Wider scope based on likelihood of conversion

What are my options for approaching ABM?



How are other marketers approaching ABM?



35%

of marketers using **one-to-few** approach

16%

of marketers using **one-to-many** approach

14%

of marketers using **one-to-one** approach

35%

are using a combination of approaches

53%

are planning to increase their spending

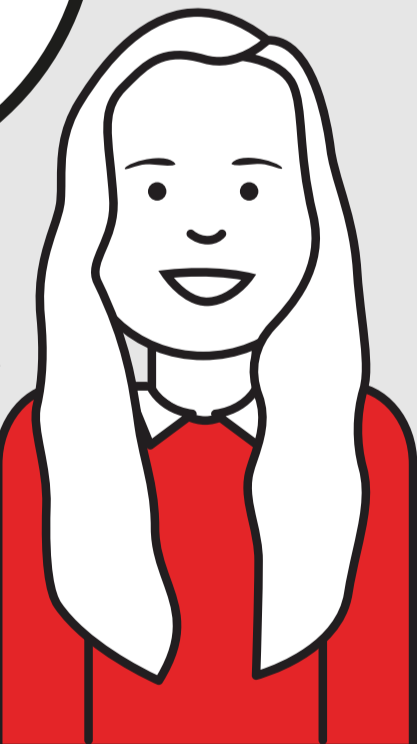
40%

are planning to keep their spend the same

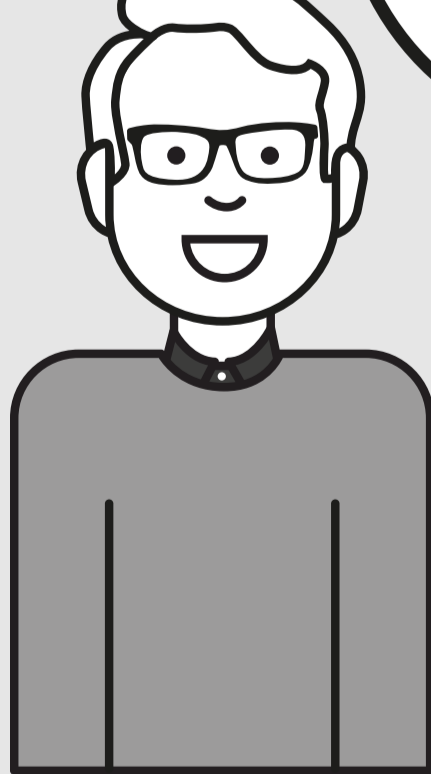
36%

of marketers are allocating over 50% of their budget on ABM

How much should I spend on ABM?



What is the impact of ABM on conversion rates?



88%

of marketers have seen improvements in conversion rates when utilizing ABM

5%

have seen some improvement

7%

have indicated that it is still too early to tell

This infographic is based on research conducted by Insights for Professionals, on behalf of Inbox Insight, for the Account-Based Marketing Research Report 2020.

The professionals surveyed are based in the United States of America, are either working in management positions or above, and work for companies from 100+ employees.



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