

8 ABM METRICS FOR ULTIMATE VELOCITY AND PENETRATION

Ready to achieve ultimate sales velocity and market penetration through launching an account-based marketing strategy?

Setting realistic goals and tracking key metrics at an account level allows you to effectively measure the performance of your ABM campaign, helping to prioritize accounts and feedback for sales.

Ensure you have the right control mechanisms in place with this essential checklist:

ABM goals

When using ABM as a strategy, it's important to focus on setting the right goals before focusing on the metrics that matter. Both revenue and non-revenue goals are equally important – here are some to consider:

REVENUE GOALS



Sales pipeline health: MQLs and SQLs



Contract value over lifetime



Closed-won deals with target accounts

NON-REVENUE GOALS



Market penetration



Enhanced Sales & Marketing alignment



Engagement rate

ABM Metrics that matter

With clear goals defined, assigning KPIs that are relevant to delivering tangible outcomes is crucial to ensuring you don't get weighed down in irrelevant media metrics like CTRs and CPCs. So, what key ABM metrics should B2B marketers report on?

- **Account Engagement Rate** = Engaged accounts / target accounts. The % of accounts that are meaningfully engaged with your organization.
- **Opportunity Rate** = Accounts with a new opportunity created / target accounts. The % of accounts with a new opportunity created.
- **Account Win Rate** = Accounts won / target accounts. The % of the account list with a new win in a given period of time.
- **Target Account Pipeline** = Pipeline created in target accounts. The value of pipeline created with target accounts.
- **Bookings or Revenue** = Value of new closed-won deals with target accounts.
- **Customer Lifetime Value** = Average customer revenue across their entire lifetime with your organization.
- **Number of Marketing Qualified Accounts (MQAs)** = Indication of an account's overall interest rather than of individual leads within it.
- **Average deal size** = Total revenue / closed-won opportunities in a set period (i.e. a month, quarter, year).

For a deeper dive into which ABM metrics to report on, check out our latest article:

[8 Sales Acceleration Metrics that Matter for B2B Marketers](#)



You can also delve into further strategies for accelerating the sales process in our comprehensive guide, **The 7 Step Guide to Sales Acceleration for B2B Marketers**.

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