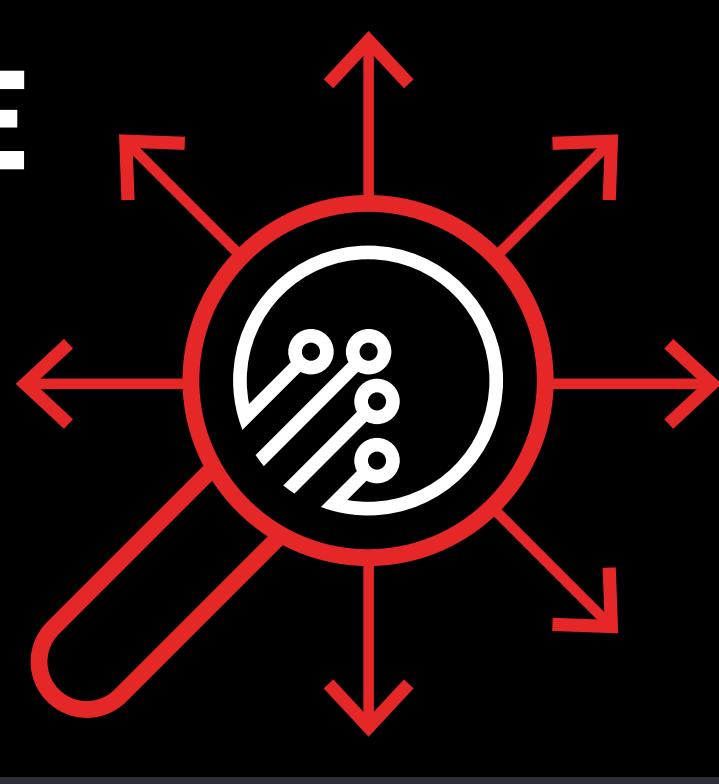


# NAVIGATING THE ABM TECH LANDSCAPE

## BENEFITS & CHALLENGES



Looking to take your ABM game to the next level? Technology can be a game-changer, but it's not always a smooth ride. Our research reveals both the challenges and benefits of integrating tech into your ABM strategy.

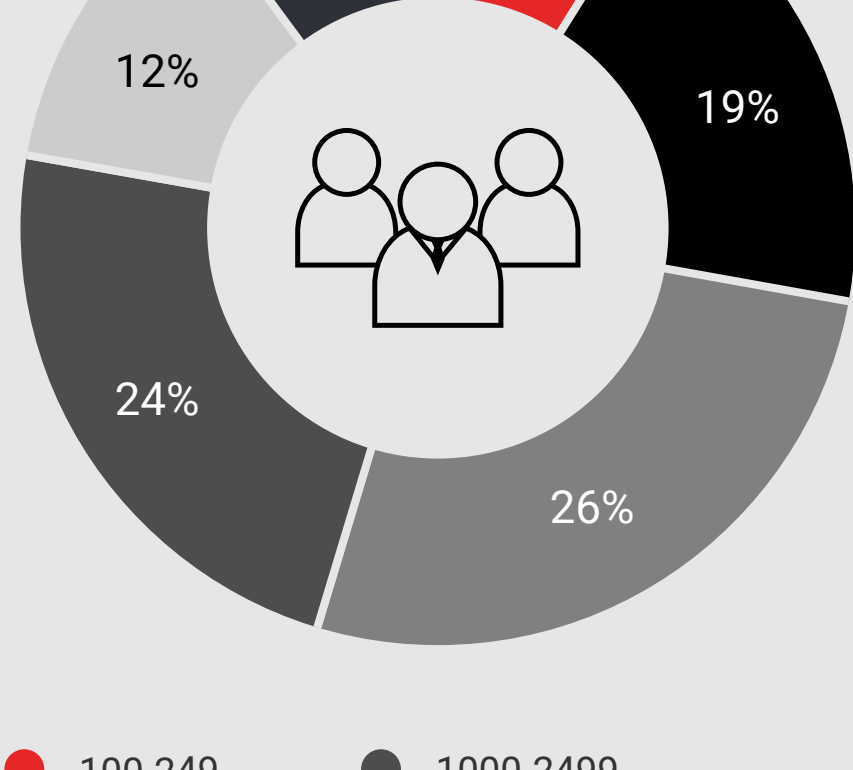
See how these challenges differ based on geography and the stage of your ABM journey.

### AUDIENCE OVERVIEW

This first party research was conducted among senior B2B marketing professionals in our Insights for Professionals (IFP) Community.

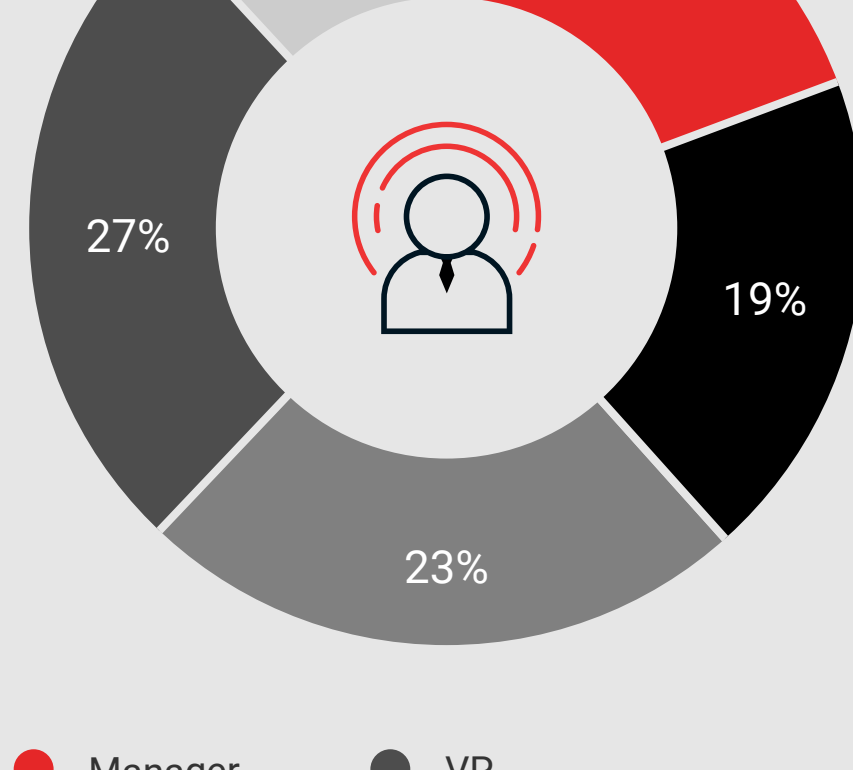


#### HOW MANY EMPLOYEES ARE THERE IN YOUR ORGANIZATION? (GLOBAL)



100-249 250-499 500-999 1000-2499 2500-4999 5000+

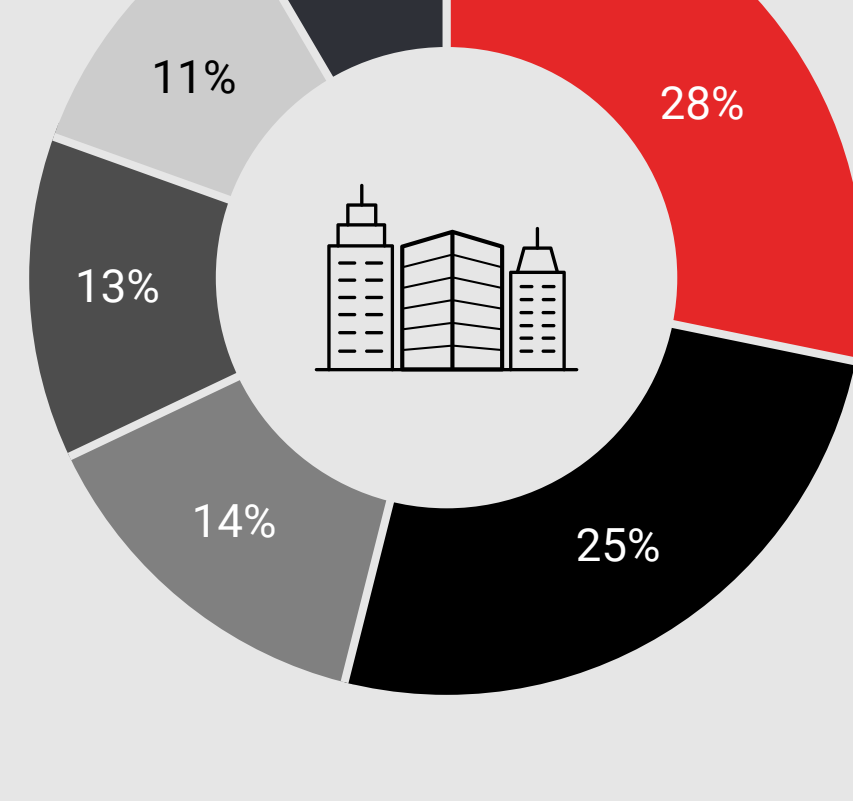
#### WHAT IS YOUR AUTHORITY LEVEL WITHIN YOUR ORGANIZATION? (GLOBAL)



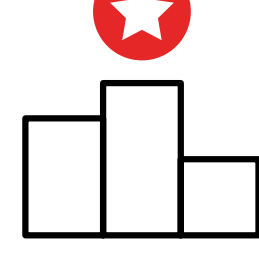
Manager Head Of Director VP C-Suite

#### WHICH INDUSTRY IS YOUR ORGANIZATION IN? (GLOBAL)

Information Technology  
Finance and Banking  
Software  
Telecommunications  
Advertising/PR/Marketing  
Service Industry



### WHAT ARE THE TOP THREE (3) WAYS COMPANIES FEEL TECH CAN MOST BENEFIT THEIR ABM PROGRAMS?



**50%** Increased efficiency and productivity  
**37%** Better collaboration between sales and marketing teams  
**37%** Improved targeting



**39%** Improved targeting  
**39%** Improved measurement and reporting  
**37%** Better collaboration between sales and marketing teams

### ABM MATURITY LEVELS DICTATE DESIRED TECH OUTCOMES



#### EARLY STAGES (PILOTING AND REFINING)

**17%** Increased efficiency and productivity  
**14%** Better access to behavioral data  
**14%** Improved sales and marketing collaboration

#### SCALING UP

**15%** Better access to behavioral data  
**14%** Increased efficiency and productivity  
**12%** Improved Scaling Ops

#### WELL ESTABLISHED

**14%** Improved targeting  
**13%** Predictive analytic tools  
**12%** Improved reporting

#### FULLY SYNCHRONISED

**16%** Increased efficiency and productivity  
**16%** Improved measurement and reporting  
**14%** Better collaboration between Sales and Marketing teams

### ABM TECH SELECTION CHALLENGES

Although technology is often seen as a solution, selecting the right tech for ABM can be challenging.



OUR RESEARCH IDENTIFIED THE TOP THREE CHALLENGES COMPANIES FACE WHEN CHOOSING TECHNOLOGY FOR THEIR ABM PROGRAM:

1

**54%**

IT department constraints

2

**46%**

Budget constraints

3

**43%**

Lack of knowledge about available options

### US & UK ABM TEAMS FACE UNIQUE TECH SELECTION CHALLENGES

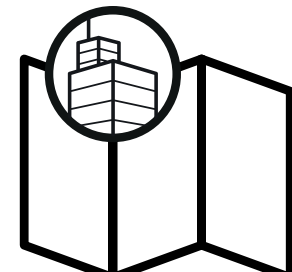


**58%** IT department constraints  
**50%** Lack of knowledge about available options  
**44%** Lengthy contracts



**52%** Budget constraints  
**49%** IT department constraints  
**44%** Lack of understanding of how technology fits into the ABM strategy

### HOW DO THESE CHALLENGES IMPACT COMPANIES AT DIFFERENT STAGES OF THEIR ABM JOURNEY?



**Budget** is the major obstacle for **22%** of companies looking to **scale**.

**Lengthy contracts** and **IT department constraints** tie for the top spot at **19%** for **ABM pilots**.

**IT constraints** top the list of challenges for **established ABM programs**.

For **fully synch'd** programs: **lack of knowledge** and **lengthy contracts** tie for the **top 2 challenges**.

Integrating tech in ABM brings advantages but also poses challenges. Evaluate options carefully based on your needs and program maturity.

And remember, adding to your tech stack may not always be the answer.

Discover how B2B marketers are using Targeted Demand Generation to overcome common ABM tech challenges.

[Read Now](#)



#### ABOUT INBOX INSIGHT

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Using their first party research facility along with powerful AI technology, Inbox Insight are able to combine a 360° perspective of your target audience with the right specialist knowledge to deliver effective B2B demand generation programs. Learn how to put these insights into action to drive cut through and long-lasting audience engagements.

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