

# 15 FAQs ON ABM: ANSWERED

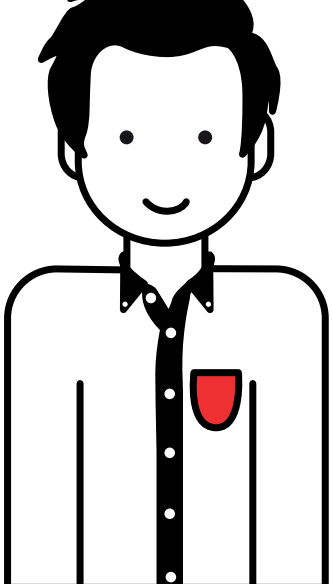


To uncover answers to some of the most pressing ABM questions, we conducted 1st party research among 200 senior B2B marketers in our Insights for Professionals (IFP) community.

Were these the answers you were expecting?  
Read on to find out...

## HOW HAS ABM GROWN IN MATURITY?

- 7% of marketers believe they are in the early stages
- 19% are scaling up
- 48% are well established
- 26% are fully synchronized



What are the top 3 key performance indicators (KPIs) for an ABM program?

- 1 Market growth
- 2 Customer retention
- 3 Lead generation

## HOW MUCH OF MY OVERALL MARKETING BUDGET SHOULD I ALLOCATE TO ABM?

The majority of marketers (41%) dedicate 25-50% of their overall budget towards ABM programs

## SHOULD I BE LOOKING TO INCREASE MY BUDGET OVER THE NEXT 12 MONTHS?

- 61% of marketers are increasing spend
- 33% are spending the same
- 6% are spending less or none on ABM

## 1 Internal skills gap and resource constraints

## 2 Determining which accounts to target

## 3 Lack of sales and marketing alignment

What are the top 3 challenges when it comes to planning and executing ABM?



## HOW IS STRATEGIC (1:1) ABM BEING RUN?

- 17% use it to target client and customer accounts only
- 16% use it only for net new accounts
- 65% use for both
- 2% don't use it at all

## HOW IS PROGRAMMATIC ABM BEING RUN?

23%

use it to target client and customer accounts only

21%

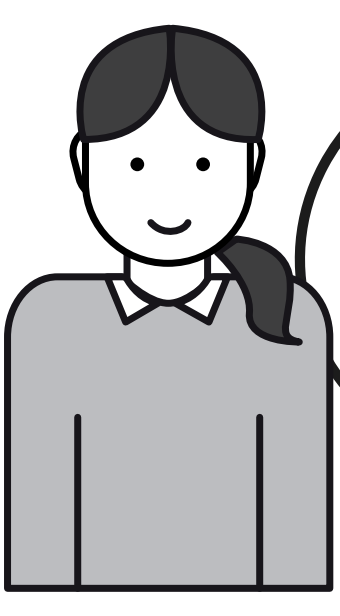
use it ONLY for net new accounts

51%

use for both

5%

don't use it at all



Are marketers seeing ROI on their ABM efforts?

- 66% are seeing higher ROI than other activities
- 19% see similar ROI
- 15% see lower ROI

## WHAT TECH ARE OTHER MARKETERS USING TO SUPPORT THEIR ABM STRATEGY?

- 43% use a bolt-on or unintegrated solution
- 38% use a dedicated ABM platform
- 19% use a CRM or MAP only

## WHAT ARE THE 3 BIGGEST OBSTACLES TO TECH INVESTMENT?

1. IT department constraints
2. Budget constraints
3. Lack of knowledge about available options

## WHAT TOP 3 FACTORS STEER TECH INVESTMENT?

1. Cost
2. Functionality
3. Ease of use

## WHAT 3 CHANNELS ARE VOTED THE MOST CRUCIAL TO AN ABM STRATEGY?

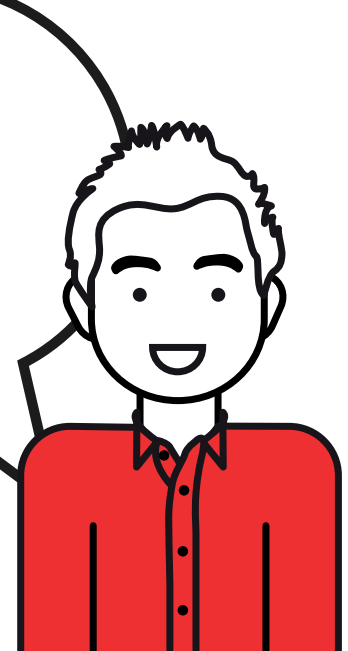
1. Programmatic display
2. Advertising
3. Content syndication
4. Sales outreach

Content tailored to industry (46%)

Content tailored to specific accounts (45%)

Content tailored around action-based intent data (44%)

What are the most common personalization tactics?



## HOW FREQUENTLY SHOULD I SYNC MY ABM EFFORTS WITH SALES AND SALES DEVELOPMENT TEAMS?

- 8% say real time
- 37% say weekly
- 28% say fortnightly
- 23% say monthly
- 3% say quarterly

### ABOUT INBOX INSIGHT

Inbox Insight amplify content globally to a community of 4.1M active IT, HR, Marketing and Business Professionals, for some of the world's most successful brands.

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 of 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.

REQUEST MEDIA PACK

### IFP Insights For Professionals

#### About Insights for Professionals

IFP is a centralized knowledge platform that brings together professionals across multiple disciplines and sectors through the common goals of professional development and knowledge acceleration.

VISIT THE IFP WEBSITE