

# ABM IN 2023: WHERE ARE WE AT?



15 STATS THAT  
REVEAL IT ALL...

Our latest research is out. Conducted among 200 senior B2B marketers within our Insights for Professionals (IFP) community, what did they have to say?

**NEARLY HALF (48%) OF B2B MARKETERS SAY THEIR ABM STRATEGY IS WELL ESTABLISHED**

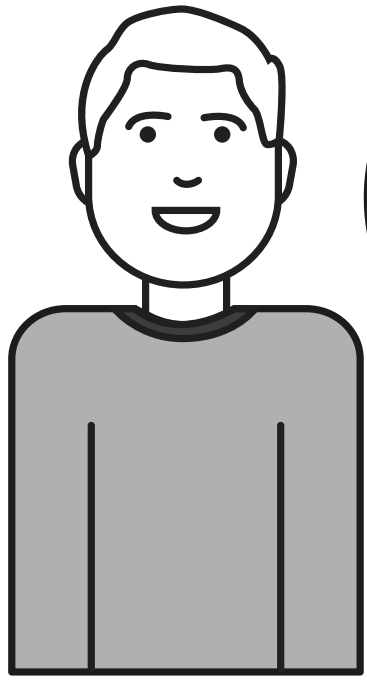


**Market Growth, Customer Retention and Lead Generation are the top 3 KPIs for an ABM program**

OVER A THIRD OF SENIOR MARKETERS DEDICATE OVER **50%** OF THEIR OVERALL MARKETING BUDGET TO ABM

**58%** of marketers both sides of the Atlantic plan to increase ABM spend over the next 12 months

**50%** of US Marketers reported increased efficiency and productivity would be the biggest benefit of implementing tech into their ABM program



**57% of marketers say cost is the biggest factor when evaluating technology for ABM**

**43% OF MARKETERS USE AN UNINTEGRATED OR BOLT-ON ABM SOLUTION SUCH AS TARGETED DEMAND GENERATION**

**25% OF US MARKETERS USE ONLY A CRM AND MAP TO SUPPORT THEIR ABM STRATEGY**

BUDGET CONSTRAINTS IS THE BIGGEST CHALLENGE IN THE UK (**52%**) WHEN IT COMES TO SELECTING ABM TECH

**NEARLY A THIRD (31%) OF MARKETING PROFESSIONALS ARE NOT CONFIDENT AT IDENTIFYING OR PREDICTING IN-MARKET ACCOUNTS**



**41% of marketers say sales outreach is one of the most important ABM channel tactics**

**10%** more US marketers use a data management platform to integrate and analyse customer data, than their UK peers.

JUST UNDER HALF (**48%**) OF MARKETERS BUILD TARGETED ACCOUNT LIST (TAL) BASED ON FIRMOGRAPHIC AND TECHNOGRAPHIC DATA

**37%** of marketers hold weekly syncs with sales and sales development teams, only 8% do it in real time.

**Nearly half (47%) of marketers leverage account-based advertising to reach target accounts**



## ABOUT INBOX INSIGHT

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