ABMin 2025: Where are we at?

15 Stats that reveal it all.





Conducted among 200 senior B2B marketers within our Insights for Professionals (IFP) community, this is what they have to say about ABM.

Nearly half of B2B marketers say their ABM strategy is well established 33%

or more of Senior Marketers dedicated over 50% of their overall marketing budget to ABM

MARKET GROWTH, CUSTOMER RETENTION AND LEAD GENERATION ARE THE TOP 3 KPIS FOR AN **ABM PROGRAM**

58%



increase ABM spend over the next 12 months

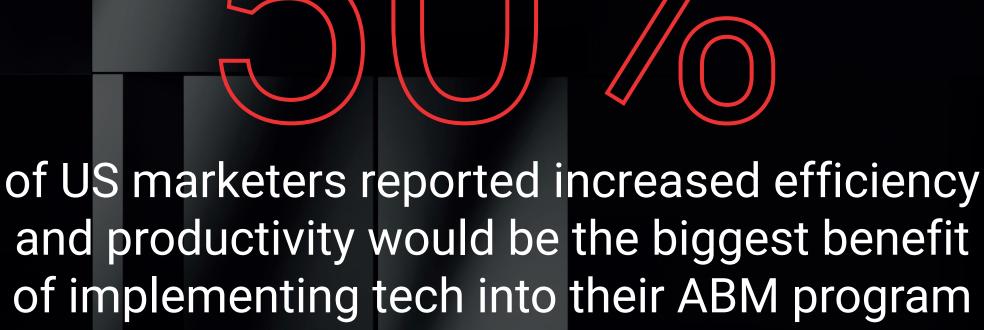


of marketers say cost

is the biggest factor when evaluating technology for ABM

of marketing professionals are not confident at

identifying or predicting in-market accounts



of marketers use an unintegrated or bolt-on ABM solution such as targeted

demand generation

43%

10%

of US marketers use only a CRM and map to support their ABM strategy

25%

management platform to integrate and analyze customer data, than their UK peers

41% of marketers say sales outreach is one of the

more US marketers use a data

47% Nearly half of marketers leverage account-based

advertising to reach

target accounts

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

37% of marketers hold weekly

syncs with sales and sales

most important ABM

channel tactics

development teams; only 8% do it in real-time

biggest challenge in the UK when it comes to selecting ABM tech

52%

Insights For Professionals

Budget constraints is the

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