

ABM in 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.

48%

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%

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



57%

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

31%

of marketing professionals are not confident at identifying or predicting in-market accounts

50%

of US marketers reported increased efficiency and productivity would be the biggest benefit of implementing tech into their ABM program

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

10%

more US marketers use a data management platform to integrate and analyze customer data, than their UK peers



41%

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

47%

Nearly half of marketers leverage account-based advertising to reach target accounts

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

52%

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



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