

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.

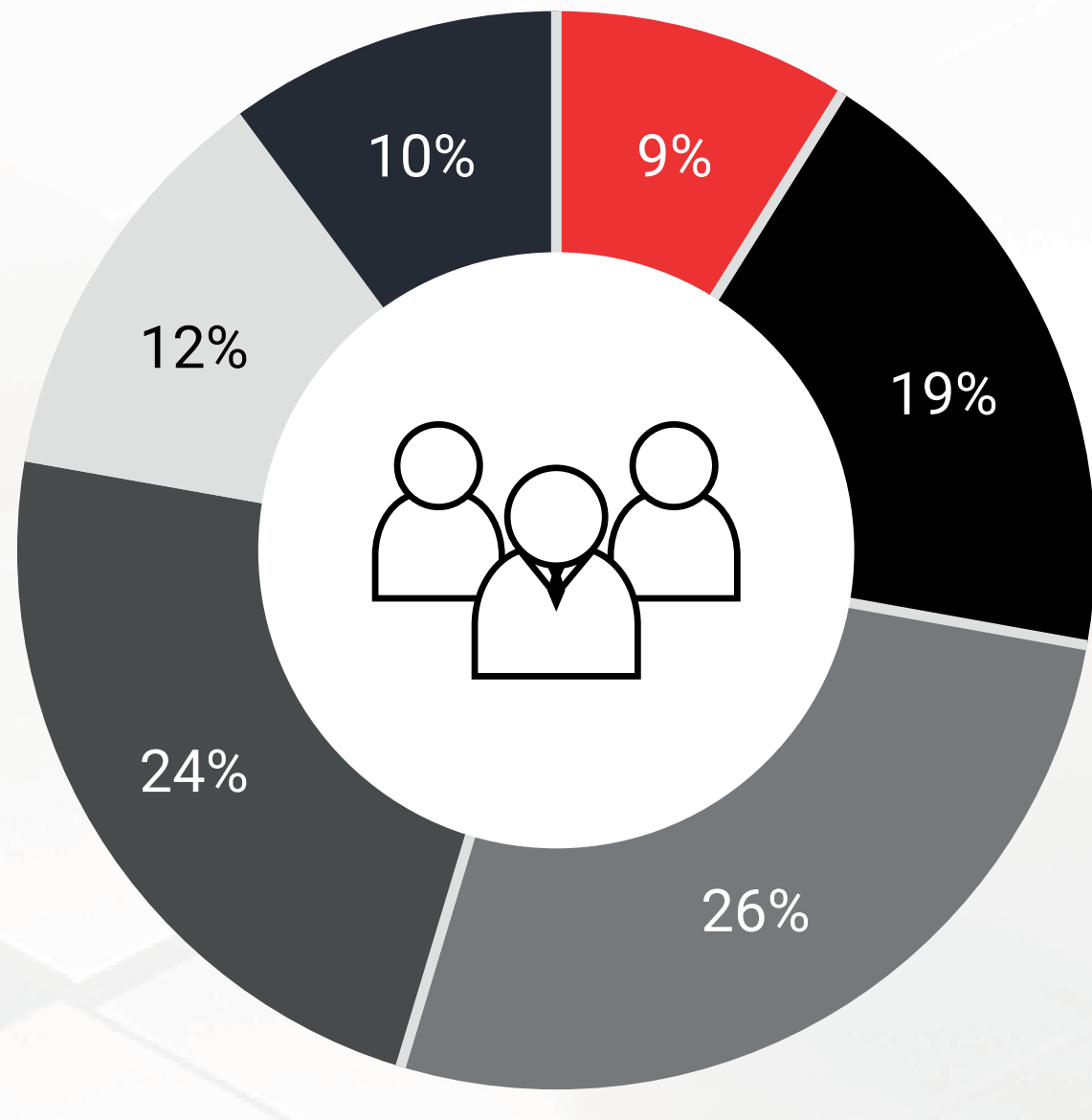
See how these challenges differ based on geography and the stage of your ABM journey.

AUDIENCE OVERVIEW

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

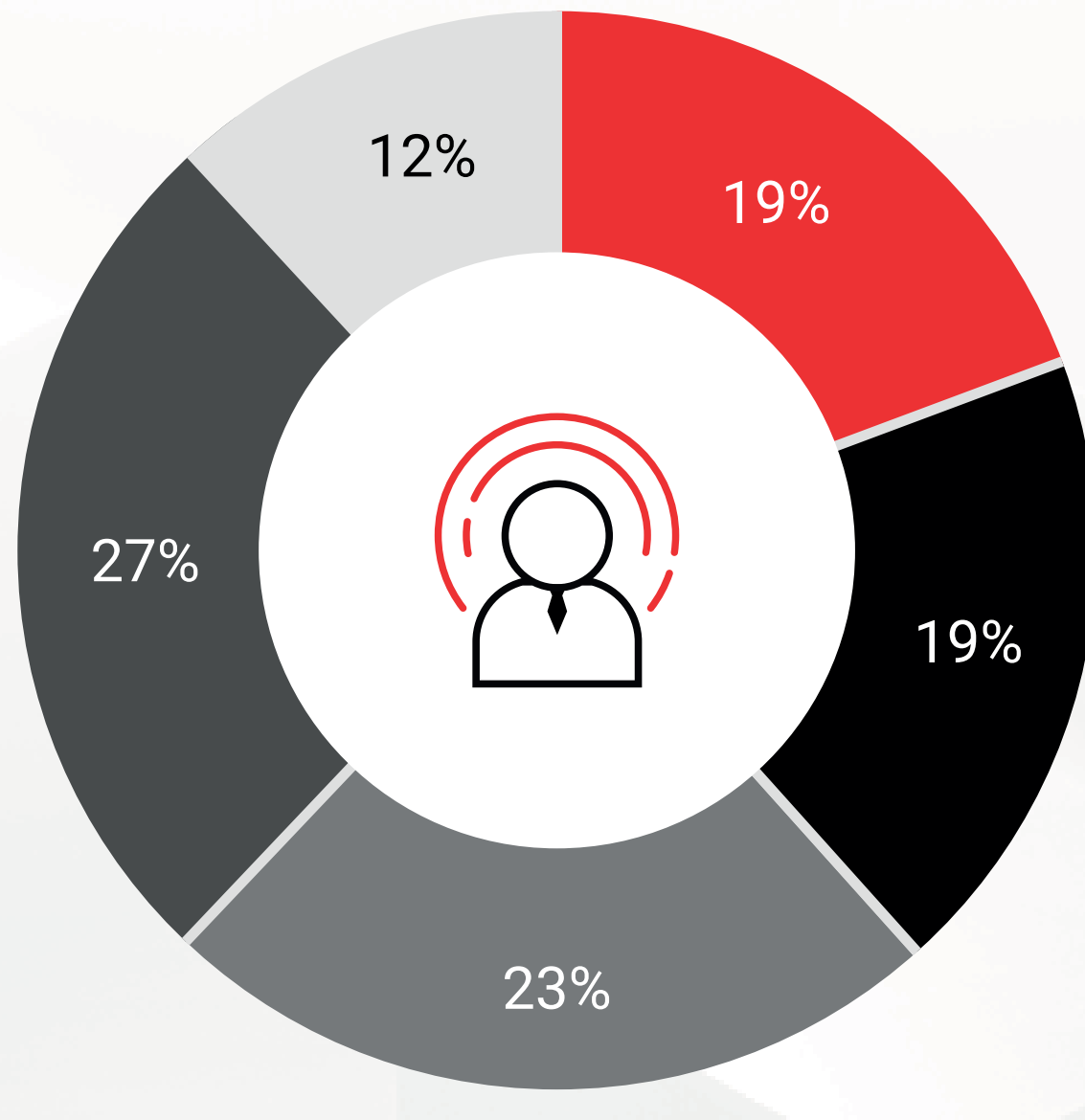


HOW MANY EMPLOYEES ARE THERE IN YOUR ORGANIZATION? (GLOBAL)



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

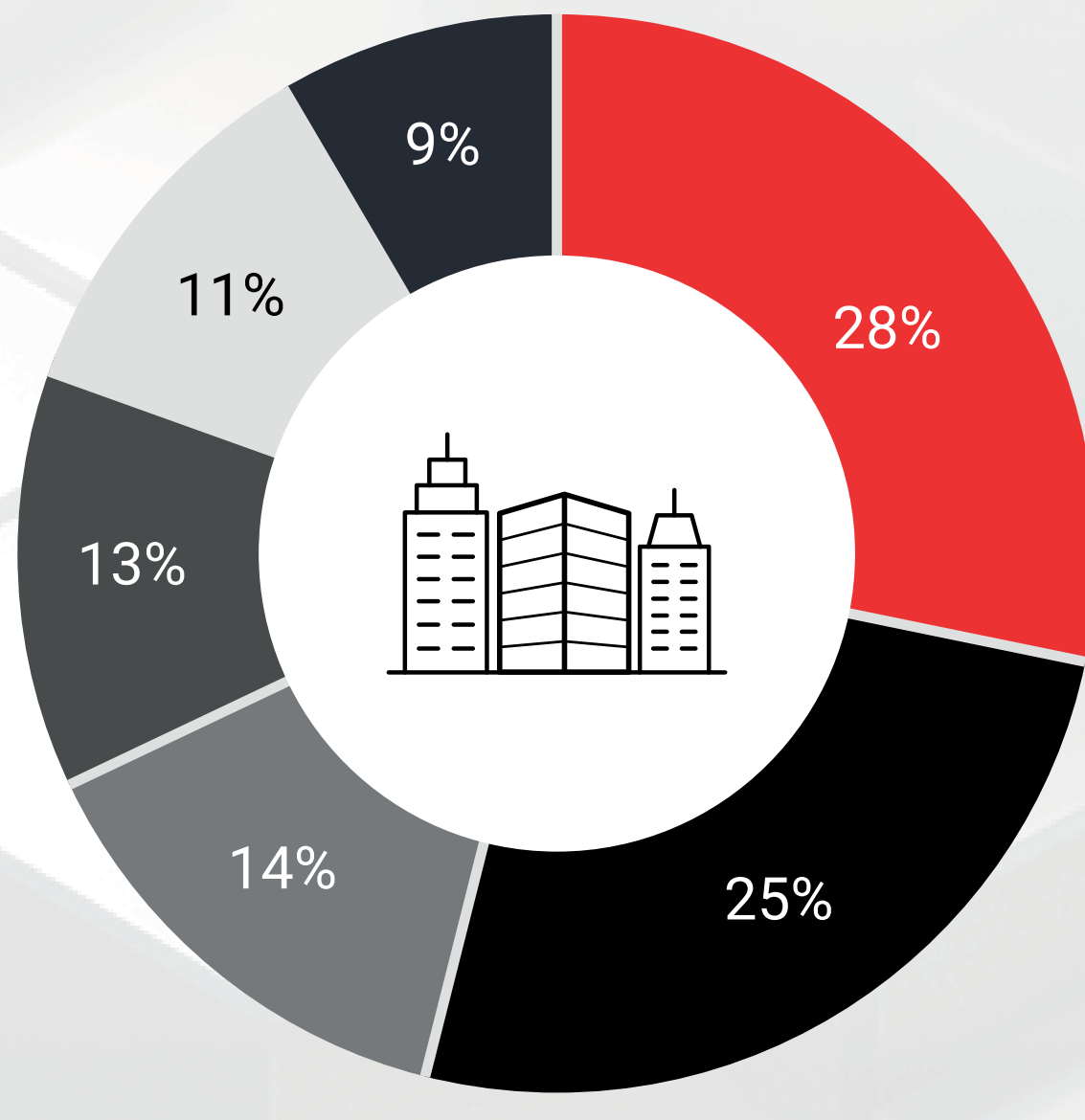
WHAT IS YOUR AUTHORITY LEVEL WITHIN YOUR ORGANIZATION? (GLOBAL)



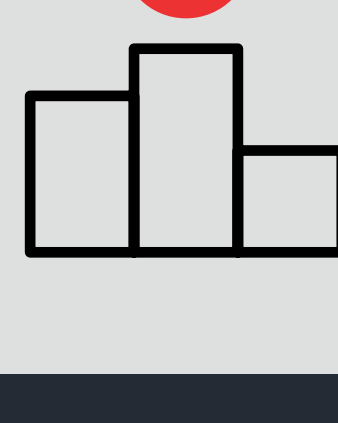
Manager
Head Of
Director
VP
C-Suite

WHICH INDUSTRY IS YOUR ORGANIZATION IN? (GLOBAL)

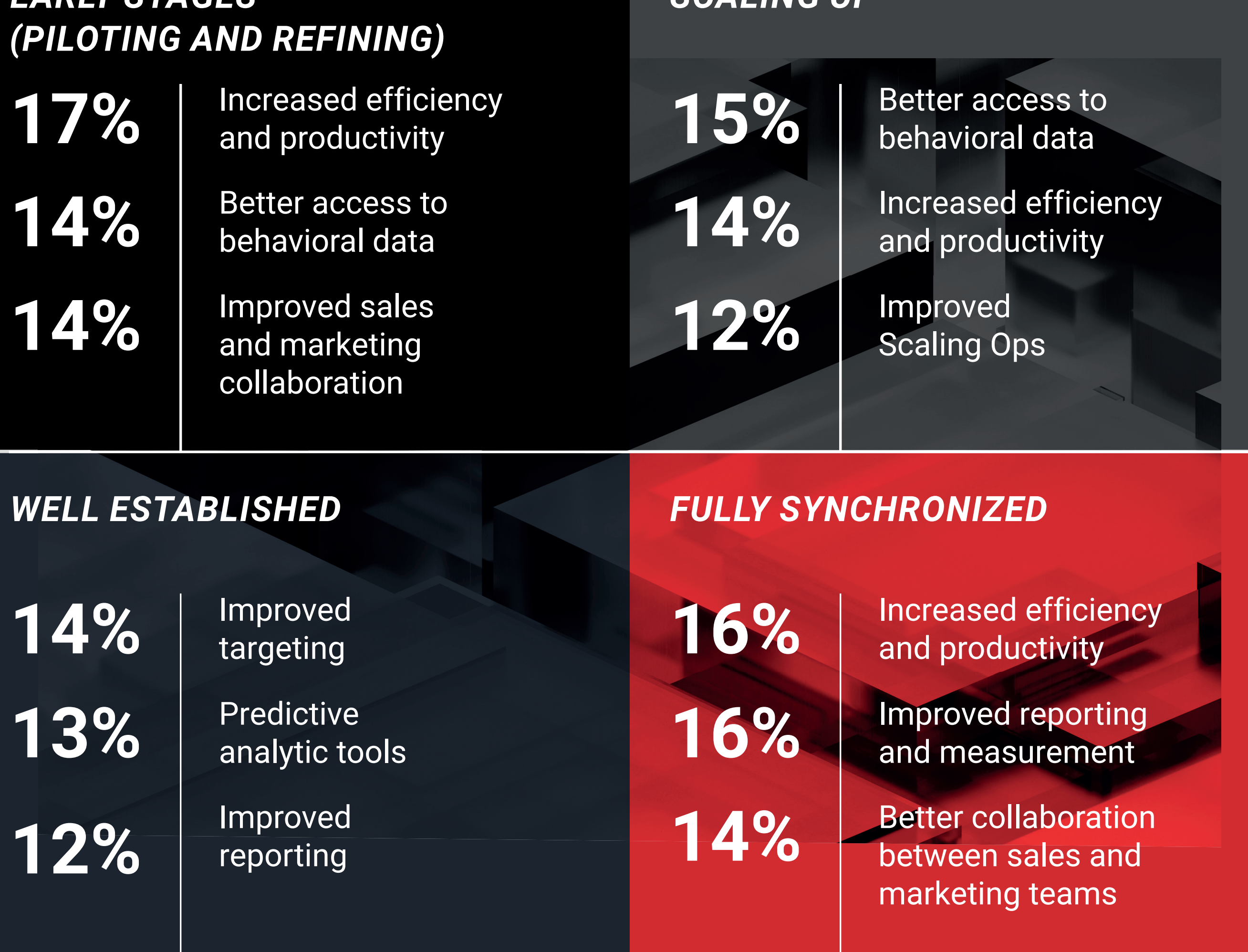
Information Technology
Finance and Banking
Software
Telecommunications
Advertising/PR/Marketing
Service Industry



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



ABM MATURITY LEVELS DICTATE DESIRED TECH OUTCOMES

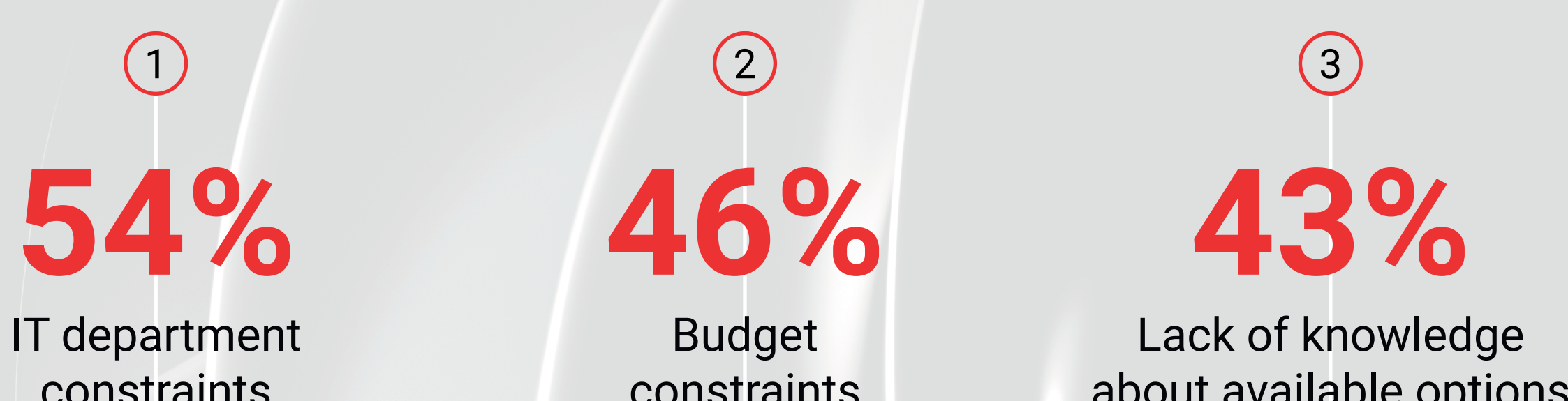


ABM TECH SELECTION CHALLENGES

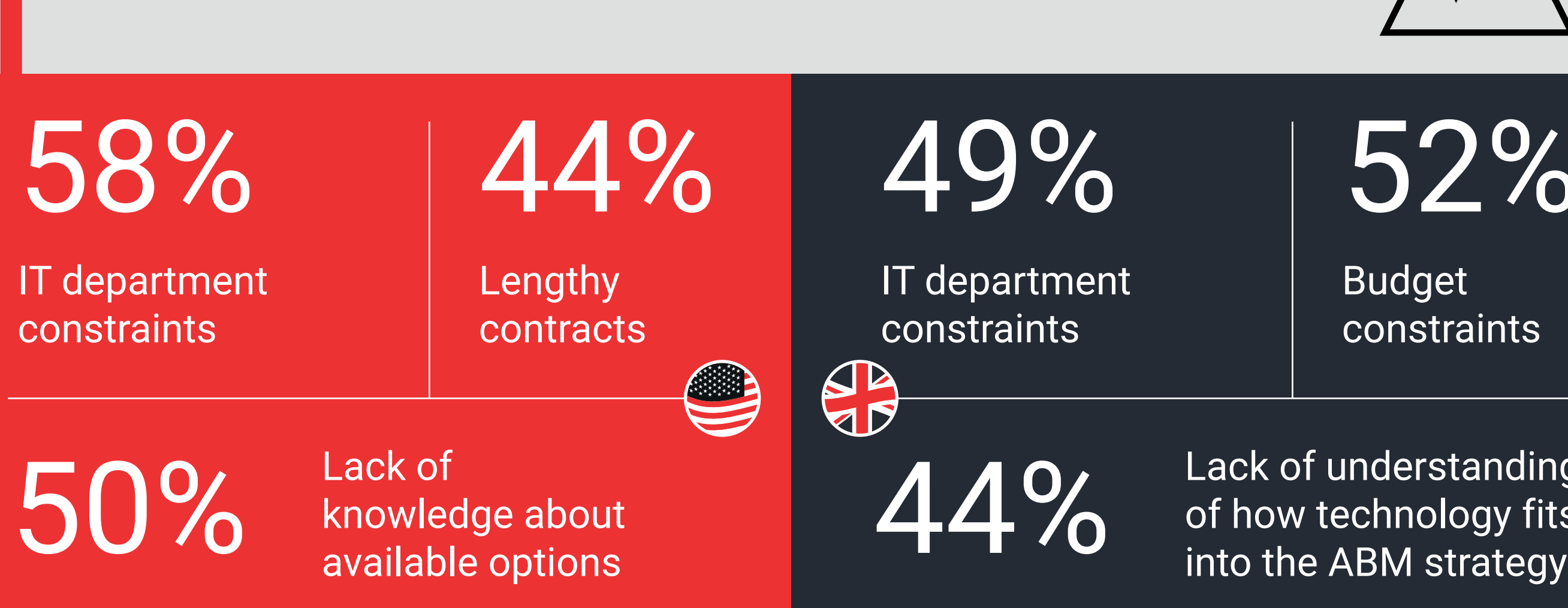
Although technology is often seen as a solution, selecting the right tech for ABM can be challenging.



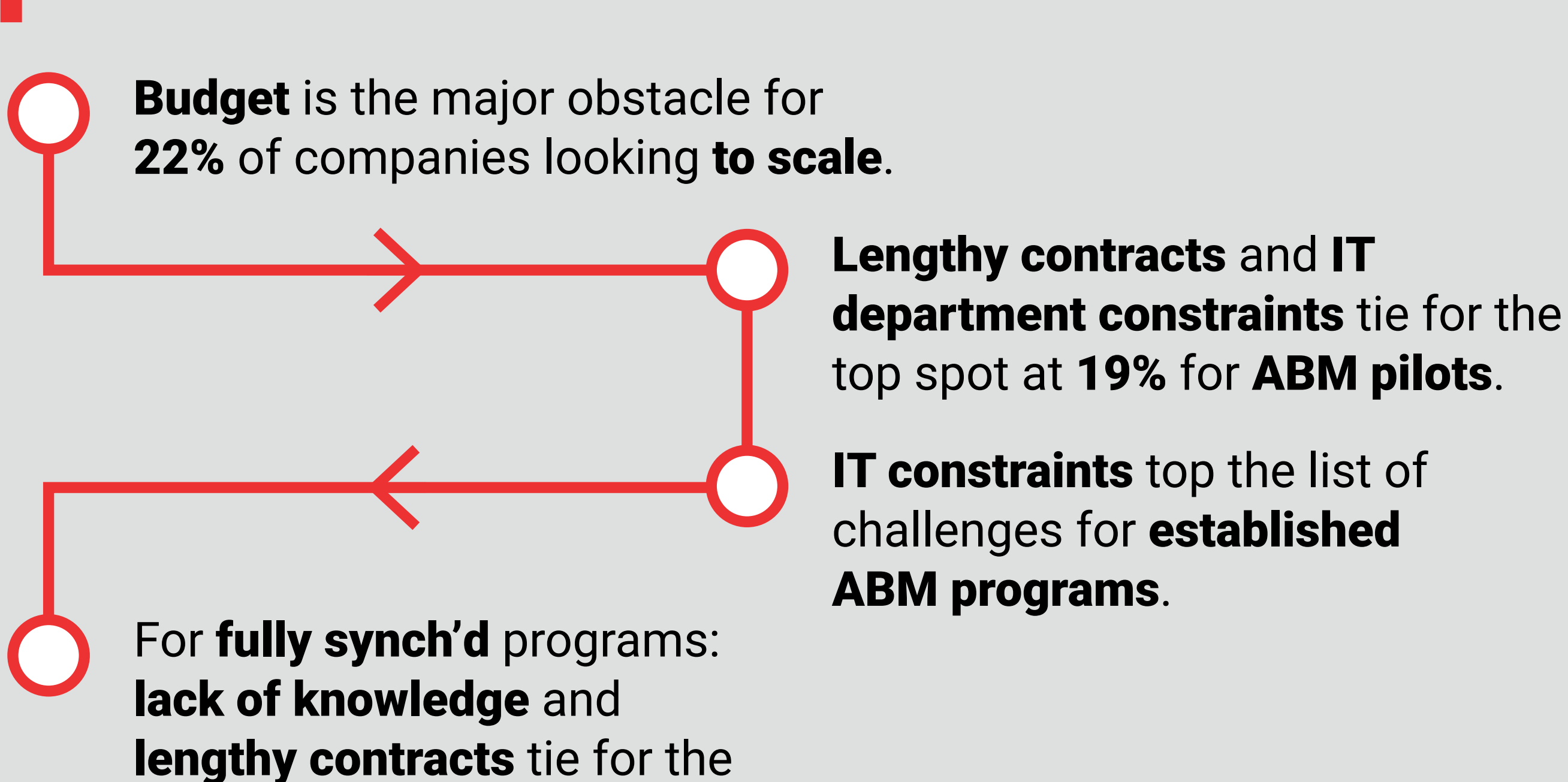
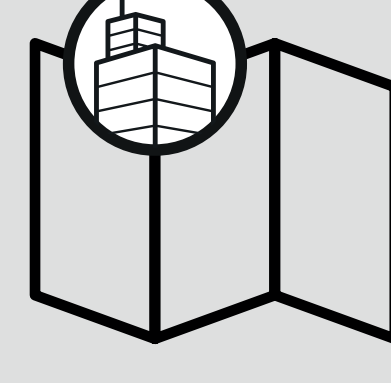
OUR RESEARCH IDENTIFIED THE TOP THREE CHALLENGES COMPANIES FACE WHEN CHOOSING TECHNOLOGY FOR THEIR ABM PROGRAM:



US & UK ABM TEAMS FACE UNIQUE TECH SELECTION CHALLENGES



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



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.



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