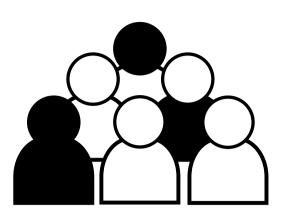
Navigating the ABMTech Landscape **Benefits & Challenges**

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

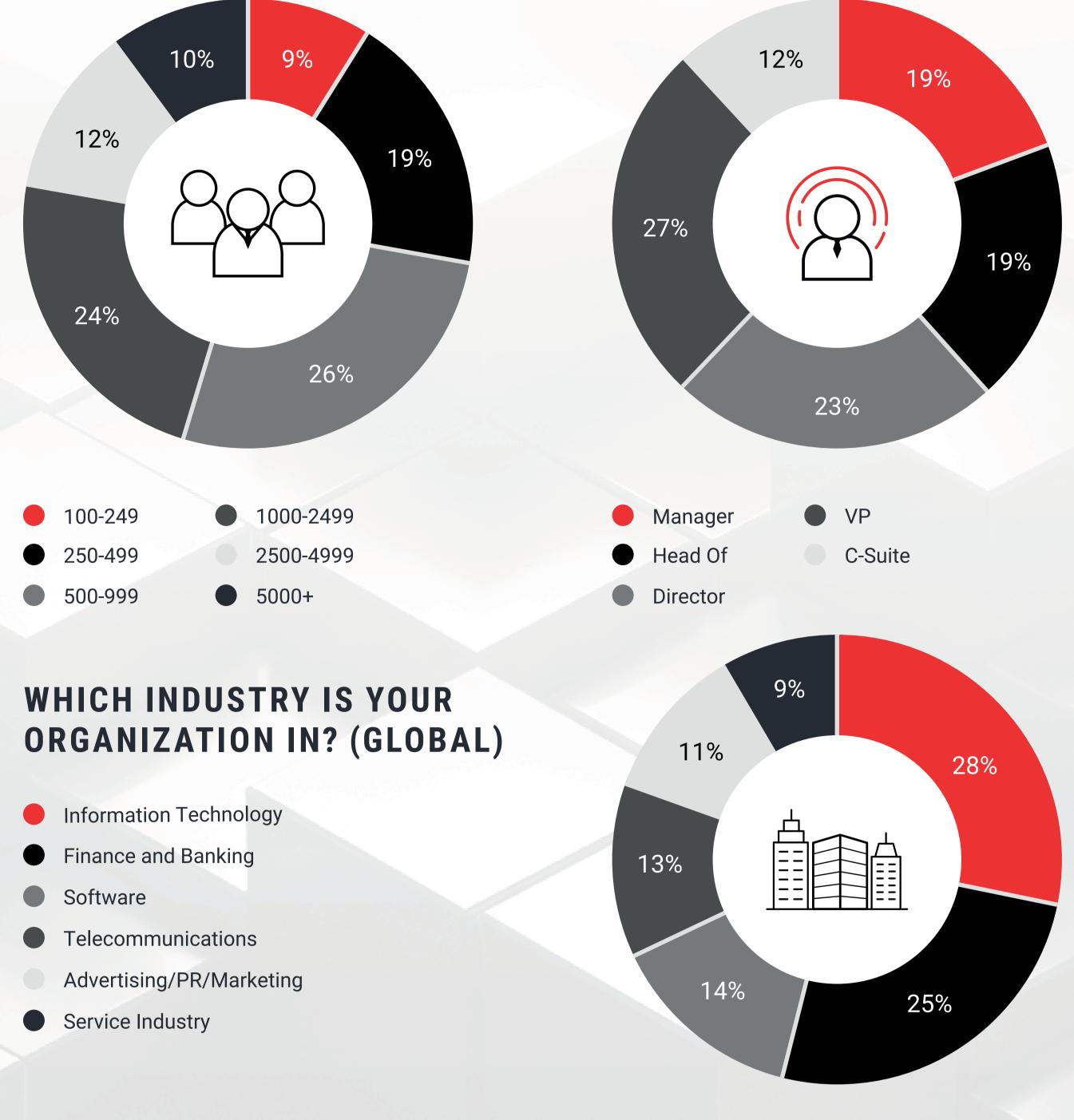
This first party research was conducted among senior B2B marketing professionals in our Insights For Professionals (IFP) community.



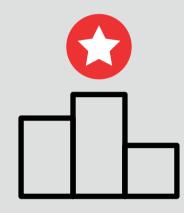
HOW MANY EMPLOYEES ARE THERE IN YOUR ORGANIZATION? (GLOBAL)

9% 10% 12% 19%

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



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



50%

Increased efficiency and productivity

37%

Improved targeting

39%

Improved reporting and measurement

39%

Improved targeting

37%

Better collaboration between sales and marketing teams

37%

Better collaboration between sales and marketing teams

ABM MATURITY LEVELS DICTATE DESIRED TECH OUTCOMES



EARLY STAGES (PILOTING AND REFINING)

17% 14%

Increased efficiency and productivity

Better access to behavioral data

SCALING UP

15% 14%

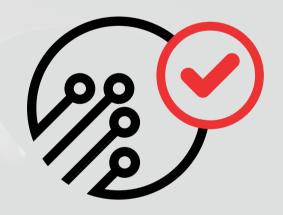
Better access to behavioral data

Increased efficiency and productivity

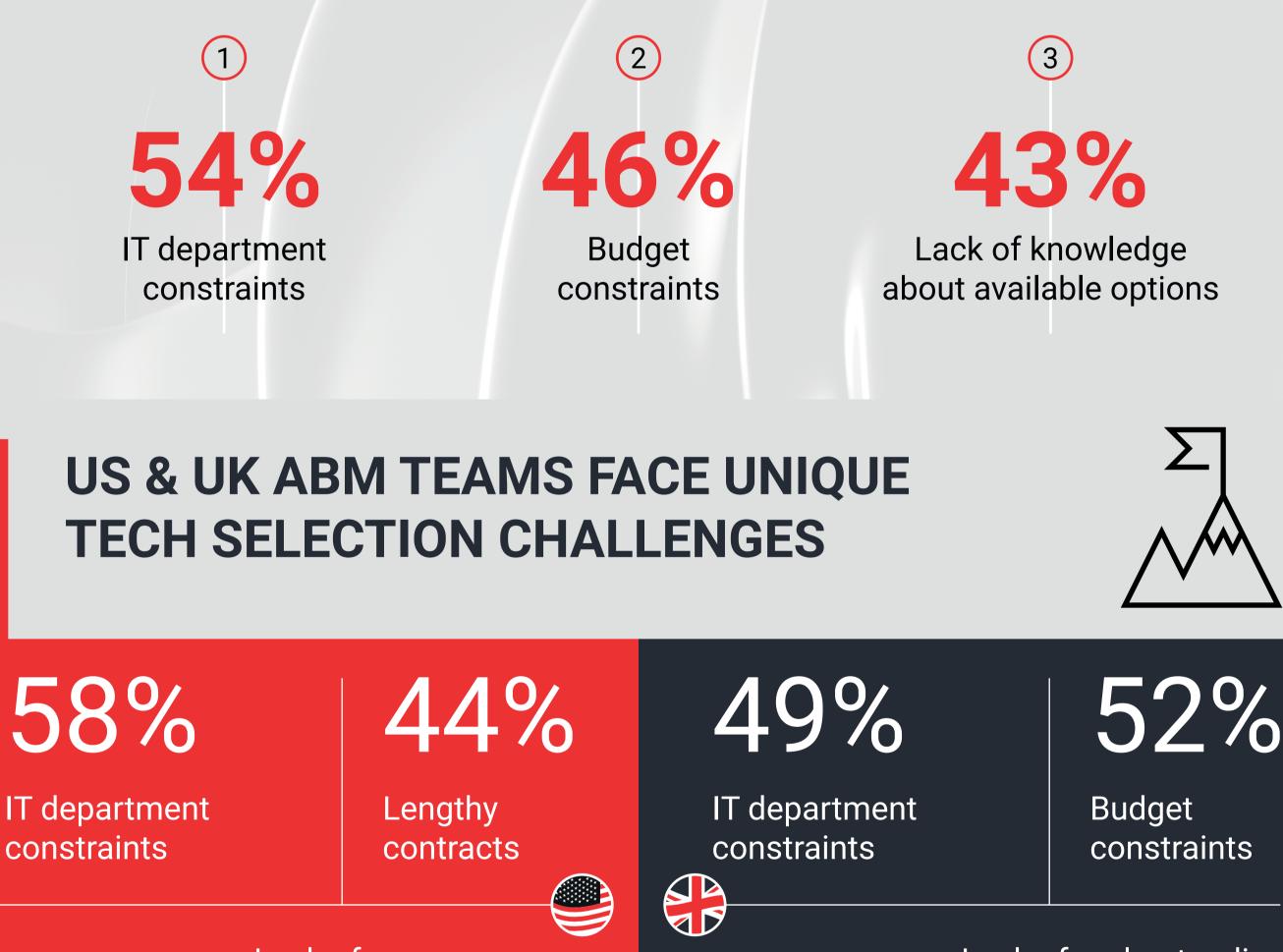
| 14% | Improved sales and marketing collaboration | 12% | Improved Scaling Ops |
|------------------|--|--------------------|--|
| WELL ESTABLISHED | | FULLY SYNCHRONIZED | |
| 14% | Improved targeting | 16% | Increased efficiency and productivity |
| 13% | Predictive analytic tools | 16% | Improved reporting and measurement |
| 12% | Improved reporting | 14% | Better collaboration between sales and marketing teams |

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:

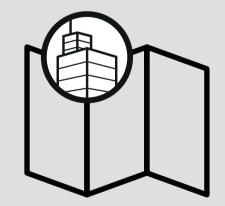


50%

Lack of knowledge about available options

44%

Lack of understanding of how technology fits into the ABM strategy



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

Budget is the major obstacle for **22%** of companies looking **to scale**.

For **fully synch'd** programs: lack of knowledge and lengthy contracts tie for the top 2 challenges.

Lengthy contracts and IT department constraints tie for the top spot at **19%** for **ABM pilots**.

IT constraints top the list of challenges for established **ABM programs**.

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.



About Inbox Insight:

Insight driven outcomes.

Combining demand generation with actionable insights to create effective engagement. With access to over 260m B2B buyers, proprietary intent data modelling tech and the Insights for Professionals content platform, we are ready to support your growth.



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IFP gives you access to the latest business knowledge that's customized for you. We provide high quality, credible and relevant resources for senior professionals in one place.

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