

DEMANDBASE

2020 ABM MARKET RESEARCH STUDY

What separates the best from the rest?



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THE 2020 ABM MARKET RESEARCH STUDY

A NEW STUDY ON ACCOUNT-BASED MARKETING FOR A NEW DECADE

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- Future-Looking Predictions Based on our 2020 findings

HABITS OF HIGH-PERFORMING ACCOUNT-BASED TEAMS

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- Survey Results: Companies with Full ABM programs in Place
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- ABM Program Details
- Learning and Development

ABOUT THE SURVEY AND AUDIENCE

ABOUT THE REPORT

Nearly 900 professionals from companies of all sizes answered the call to share the state of account-based marketing at their organizations in March and April of 2020.

Spanning marketing, sales, sales development, customer success, and the c-suite, these respondents revealed the adoption, performance, and challenges of an account-based approach in 2020.

This year's report digs further into what separates the best companies from the rest of the pack when it comes to ABM. Here, we analyze the performance of mature account-based programs that have been in place for some time. We also uncover the behavior that drives the strongest ROI.

Prior studies from 2018 and 2019 proved that ABM has become a top-of-mind priority for B2B teams as companies seek internal alignment, greater efficiency from marketing investment, and scalable revenue creation. 2020's findings do not deviate from this fact; we saw an increase in investment and budget allocation as companies achieved strong results from an account-based approach.

What's notable, however, is what hasn't changed. This year, it seems companies struggle with the same challenges as last year (2019) and the year before (2018): measurement and data quality.

(Every marketing operations practitioner reading this is likely nodding in vehement agreement.)

As the adoption of this mission-critical discipline continues its steady climb, it's clear that in order to move the needle, B2B companies need to prioritize measurement and the quality of the data that fuels their ABM programs. I hope our 2021 report demonstrates progress in closing this gap.

Thank you to Outreach, Uberflip, Bombora, Metadata.io and PFL for collaborating with Demandbase on the creation of this industry report.

A NOTE ABOUT COVID-19

We wrapped this study up just around the time that all businesses were impacted by the pandemic. The impact of COVID-19 has altered a number of perspectives in this survey, including budget, headcount, and prioritization. 79% of companies report their pipeline has moderately or significantly decreased due to the coronavirus.¹

While COVID-19 and a looming recession are affecting B2B organizations' ability to drive sustained growth, it's our hope that an account-based approach will actually help B2B companies in the following ways:

- Focus your limited resources (budget, time, and personnel) on those companies most likely to do business with you.
- Target the people and accounts you already know, enabling you to spend less money on demand gen campaigns to generate new names.
- Maximize efficiency by orchestrating Sales and Marketing campaigns that work together to create the best buyer experience.

¹ <https://blog.topohq.com/coronavirus-immediate-recommendations-for-pipeline-generation/>



“Times ahead are troubling, certainly. But we at OneLogin are holding fast and doubling down on an ABM approach to create a great customer experience and help our teams work together in uncertain times.”

– David Tam, Senior Director of Marketing, OneLogin



“ABM programs have been shown to result in significant improvements in pipeline growth. If economic uncertainty continues, these programs should remain a core element of marketing strategy.”

– Todd Berkowitz, Practice Vice President, Gartner



TOP TEN KEY FINDINGS FROM THE 2020 SURVEY

1. EARLY ADOPTERS OF ABM ARE SEEING THE FRUITS OF THEIR LABOR PAY OFF IN ROI.

It's no surprise that the earlier you adopt and commit to ABM, the better your results will be.

2. ABM BUDGETS ARE RISING AS COMPANIES SEE THE SUCCESS OF EARLY PROGRAMS.

Budgets dedicated to ABM increased by 40% year over year, from 20% in 2019 to 28% in 2020. This increase in investment reflects a confident outlook in the return on ABM initiatives.

3. LARGER COMPANIES ARE NOW MORE LIKELY TO HAVE ADOPTED ABM.

91% of companies with 1,000 employees or more either have a full ABM program in place (48%), a pilot program going (23%), or plans to get started in the next six months (20%).

4. COMPANIES ARE STRONGEST IN SALES AND MARKETING ALIGNMENT, AND WEAKEST IN MEASUREMENT.

In order of sophistication:

1. Marketing and Sales Alignment
2. Establishing a Unified Account Foundation
3. ABM Content, Web Personalization and Ads
4. Running ABM Plays
5. Measurement of ABM

This mirrors the results of last year's study, indicating that the majority of the market is in early days in regards to measuring ABM and running full plays.

5. OLD LEAD-BASED HABITS DIE HARD, MAKING IT HARDER TO MEASURE ABM ROI.

Why is measuring ABM proving to be so difficult for companies? In part, it could be due to an overreliance on lead-based metrics.

TOP TEN KEY FINDINGS FROM THE 2020 SURVEY

Marketing Qualified Leads (MQL) was found to be the second most common metric tracked in this year's study (revenue was #1.) Only 29% of companies are measuring Marketing Qualified Accounts (MQA) and the vast majority (57%) haven't even started to measure.

It's no surprise that content about measurement is the #1 topic requested by respondents.

6. BUDGET IS GOING TOWARDS CONTENT, ALIGNMENT, AND ACCOUNT SELECTION.

Less investment is planned in syndication, inbound, and events.

7. EXPANSION AND NET-NEW TARGETS ARE A TOP PRIORITY, BUT GROWTH COMES EQUALLY FROM EXISTING ACCOUNTS.

Less investment is planned in syndication, inbound, and events.

While most companies expect to increase the number of target accounts they engage in 2020 (44%), those companies seeing 2X+ returns with ABM expect their revenues to come equally from net-new logos and existing customer expansion. These companies prove the key fact that net-new is not the only source of growth in an account-based approach.

8. DATA QUALITY IS HOLDING ABM BACK FROM SUCCESS.

Contact and account data quality is an issue that has plagued the success of digital marketing programs since the invention of CRM. But, it remains a constant focus for our survey respondents.

Data quality issues were named the #1 challenge for executing ABM in 2020 while improving data quality landed in the top three list of 2020 priorities.

9. THE TOOLS FOR SUCCESS ARE CRM, MAP, AND LINKEDIN.

When asked what tools B2B companies can't do ABM without, CRM (83%), Marketing Automation (73%), and LinkedIn (60%) rounded out the top three.

Newer players are starting to become integral to ABM that were not on our list - including Alyce (gifting), SalesLoft (sales engagement), and Drift (chat).

10. SOFTWARE AND IT COMPANIES LEAD THE PACK IN ABM ADOPTION.

Companies with full ABM programs in place in our study came from the computer software, information technology and services, and marketing/advertising industries.

FUTURE-LOOKING PREDICTIONS BASED ON OUR 2020 FINDINGS

We predict an increase in ROI from ABM in subsequent studies, as long as the adoption of the discipline remains steadily on the rise. This year, those companies reporting strong ROI were more likely to have ABM in place for longer.

Within our study, companies seeing strong ROI were 3x as likely to have a dedicated head of ABM (11.4% reporting) compared to only 2.3% of companies showing low/no ROI from ABM. We expect this trend to continue, as a dedicated head of ABM will become an increasingly important, emergent job function.

Companies seeing strong ROI with ABM were 2x as likely to plan to increase their investment in direct mail in 2020. We believe, once foundational measures are set, investment in channels (e.g. direct mail) and content will continue to increase as more mature companies move past setting up ABM infrastructure (e.g. target account selection, technology, and sales and marketing alignment) to deploying true orchestrated, multi-channel account-based plays.



HABITS OF HIGH-PERFORMING ACCOUNT-BASED TEAMS

We analyzed the responses of those companies with full ABM programs in place ², as well as companies reporting strong returns on ABM investment ³.

SEVEN HABITS OF HIGH-PERFORMERS

AT A GLANCE, THESE COMPANIES:

- 1. Demonstrate expertise across all dimensions of ABM, from measurement to marketing and sales alignment.**
- 2. Invest more budget into ABM programs.**
- 3. Involve more of their Marketing team in the unifying efforts, channels, and tactics.**
- 4. Face the challenge of data quality as they scale their programs.**
- 5. Are more likely to have a dedicated ABM leader with ABM in their title.**
- 6. Run full ABM plays.**
- 7. Measure account-related metrics, rather than rely only on lead-based metrics.**

² Q18 “Where is your company in its ABM journey?” Cohort = Full program in place for at least 6 months or longer

³ Q18 “What is your current ROI with ABM?” Cohort = self-reported ROI levels of 100% = 2x or higher

SURVEY RESULTS: COMPANIES WITH FULL ABM PROGRAMS IN PLACE

SPEED AND MATURITY BY COMPANY SIZE

Companies that have made the fastest progress with ABM to-date (with full programs in place) are those with over 1,000+ employees. 48% of these companies report having a full program in place. 13% of these large companies have had a full ABM program in place for longer than 2 years (compared to 6% of companies with under 50 employees).

PROGRAM MATURITY BY INDUSTRY

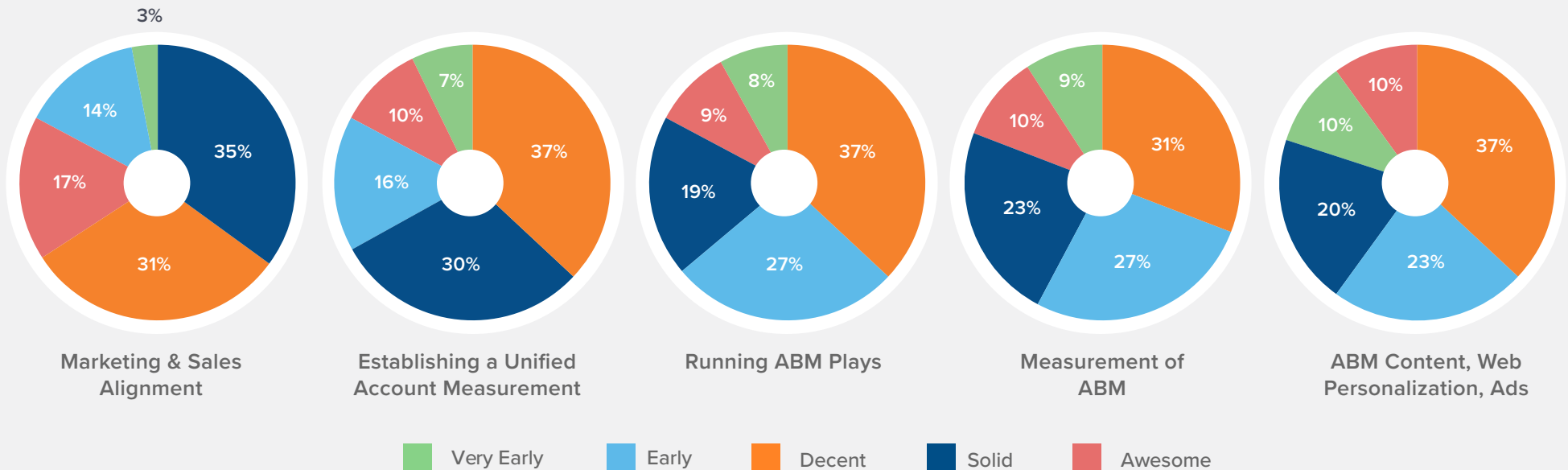
The top industries that reported full ABM programs in place were:

1. Computer software (36.5%)
2. Information technology and services (26%)
3. Marketing and advertising (19.4%)

SOPHISTICATION IN CORE ABM AREAS:

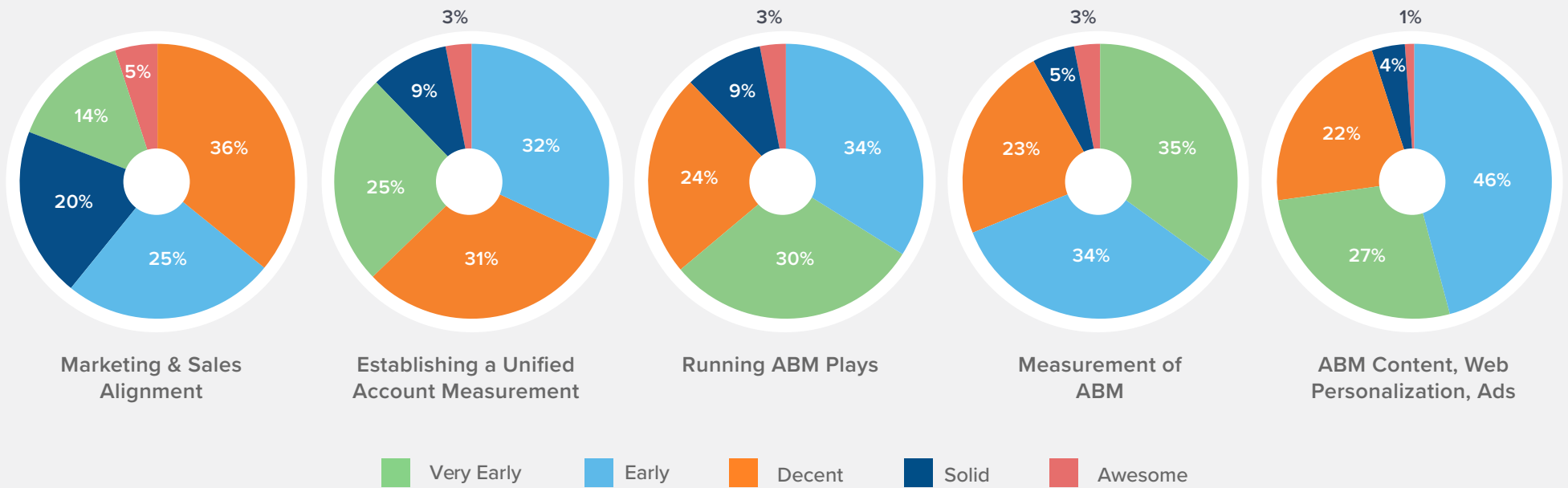
Those companies with full programs in place are further along in their adoption of core ABM practice areas than their counterparts just getting started.

FULL ABM PROGRAMS



SURVEY RESULTS: COMPANIES WITH FULL ABM PROGRAMS IN PLACE

EARLY STAGE ABM PROGRAMS



It's no surprise that companies with full programs in place report being "solid" or "awesome" with Marketing & Sales alignment (51.6%), a unified account foundation (40%), running plays (40%), measurement (36%) and content / web personalization / ads (30%). The takeaway? A fully-realized account-based marketing program requires a multifaceted approach and expertise across these various disciplines.

SURVEY RESULTS: COMPANIES WITH FULL ABM PROGRAMS IN PLACE

BUDGET ALLOCATION

Investment levels reflect maturity levels.

Of those companies with a full ABM program in place, investment in ABM this year represented 39% of their total marketing budget. This was 77% higher than less mature companies, who reported an average budget allocation of 22% in 2020.

All companies reported an increase in budget allocation between 2019-2020.

FULL ABM PROGRAMS

33% of total budget in 2019
39% of total budget in 2020

EARLY STAGE ABM PROGRAMS

12% of total budget dedicated in 2019
22% of total budget dedicated in 2020

TEAM INVOLVEMENT

Companies more mature in their ABM adoption reported involving more of their marketing team in the effort, suggesting a unification of efforts / channels / tactics around ABM.

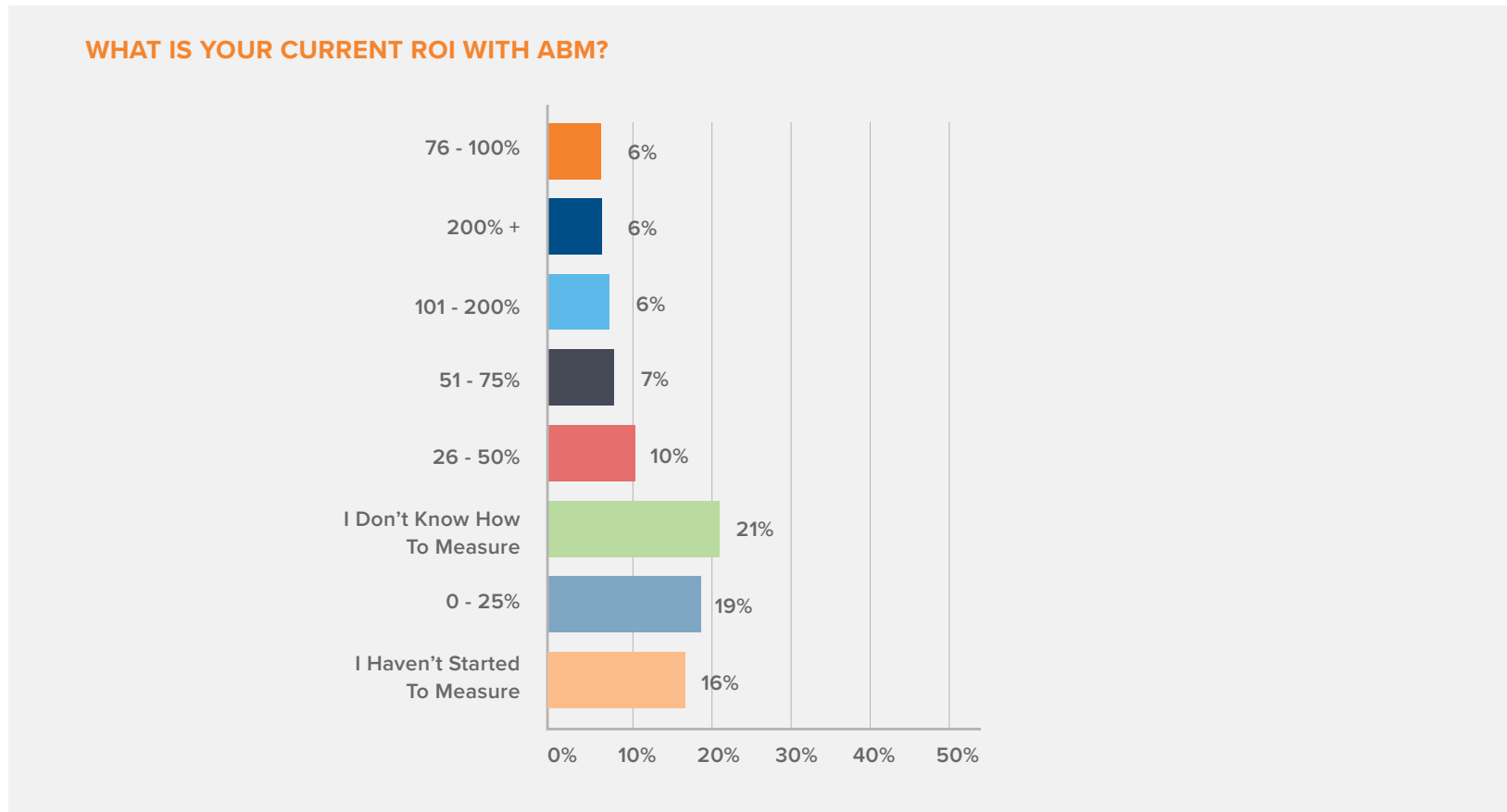
Less mature companies report 33% of their overall marketing team being involved in ABM, while mature companies with full programs involve 51% of the team.

ROI OF ABM

The majority of companies, even those with mature programs in place, haven't started to measure the ROI of ABM.

Of those companies with full programs in place who are measuring, the vast majority report a positive ROI from their ABM efforts. Many are even reporting a 2x (5.7%) and 3x return (6.2%).

SURVEY RESULTS: COMPANIES WITH FULL ABM PROGRAMS IN PLACE



Different factors prevent success for firms, depending on their maturity with ABM.

BIGGEST CHALLENGES FOR EXECUTING ABM

TOP 3 CHALLENGES FOR EARLY-STAGE ABM PROGRAMS

1. Lack of budget
2. Lack of ability to execute
3. Lack of tools/tech

TOP 3 CHALLENGES FOR FULL PROGRAMS

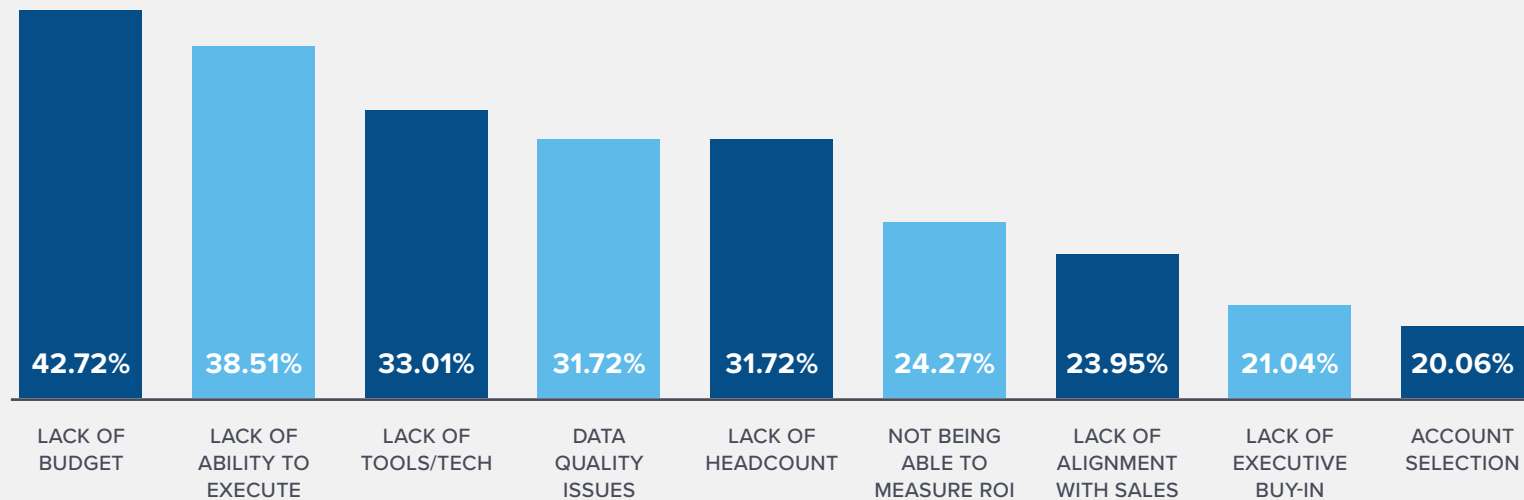
1. Data quality
2. Lack of budget
3. Lack of alignment with sales

SURVEY RESULTS: COMPANIES WITH FULL ABM PROGRAMS IN PLACE

EARLY STAGE PROGRAMS

For companies just getting started, lack of budget (42.7%), lack of ability (38.5%), and lack of tools/tech (33%) round out the top 3 challenges. For these companies, account selection (20%), executive buy-in (21%), and alignment with sales (23.9%) were the least-reported challenges.

BIGGEST CHALLENGES FOR EXECUTING ABM, EARLY STAGE ABM PROGRAMS



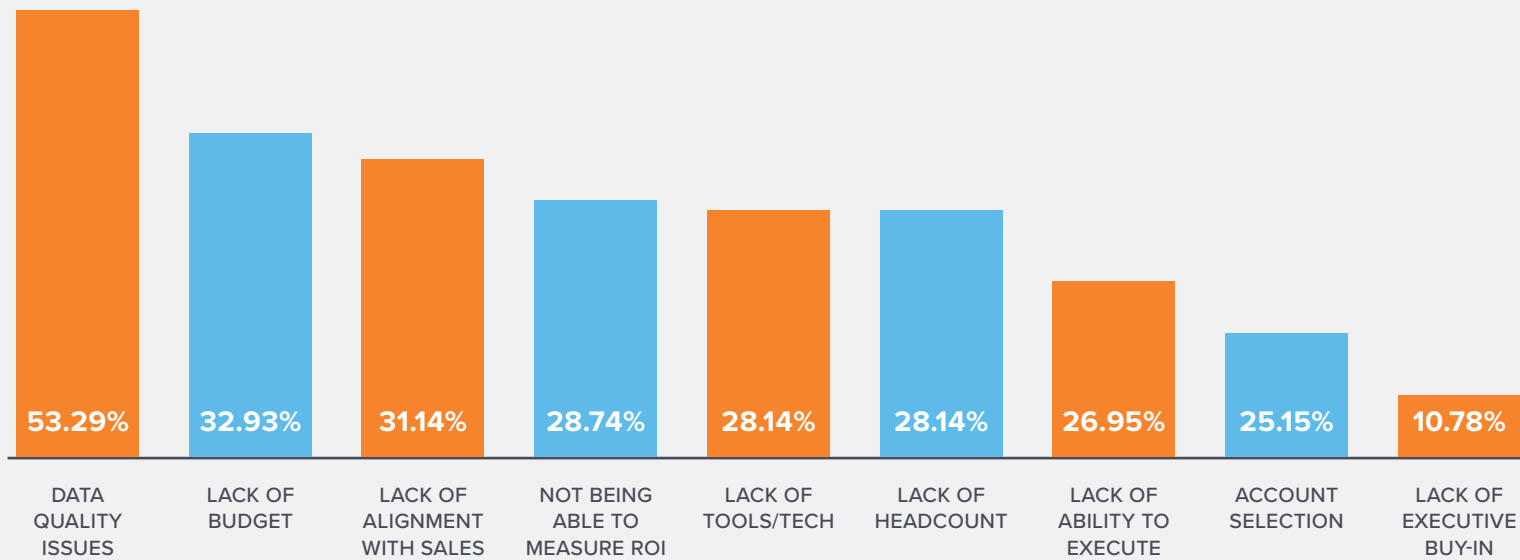
Total Respondents: 309
Q24 - Biggest challenges for executing ABM, early stage programs

SURVEY RESULTS: COMPANIES WITH FULL ABM PROGRAMS IN PLACE

FULL PROGRAMS

Companies within full and more mature ABM programs, the challenges speak to common hurdles in maintaining or scaling the program. 53.3% say data quality issues hold them back, while 32.9% report a lack of budget.

BIGGEST CHALLENGES FOR EXECUTING ABM, FULL PROGRAMS



Total Respondents: 309

Executive buy-in and account selection were the least-reported challenges with ABM among more mature companies, indicating they were taken care of earlier in the program's lifecycle.

SURVEY RESULTS: COMPANIES SEEING STRONG ROI FROM ABM

“Strong ROI” was determined by self-reported ROI levels of 2x, 3x or higher. “Low ROI” represents all others in the survey.

JOURNEY

Those companies who moved quickly to an account-based strategy are seeing the fruits of their labor pay off. Of companies seeing at least a 2x return or greater on ABM, 75% have had a full program in place for at least 6 months. 34% have had a program in place for over two years while seeing 2x returns or greater.

SOURCES OF REVENUE

Companies seeing 2x+ returns with ABM expect their revenues to come equally from net-new logos and existing customer expansion. They recognize that net-new is not the only source of growth.

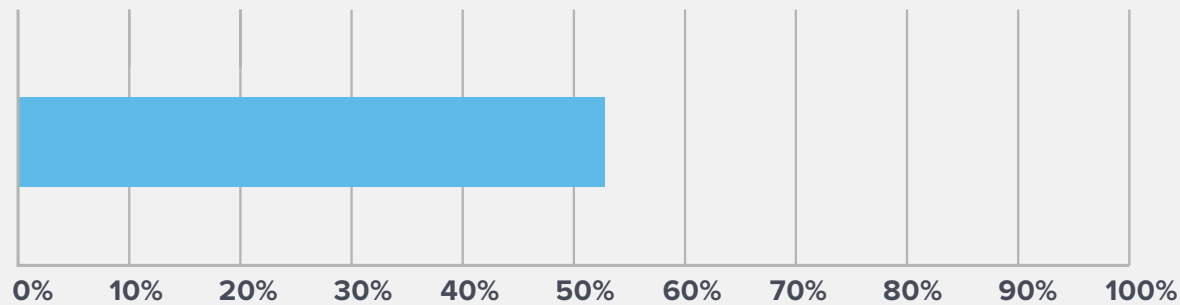
BUDGET ALLOCATION

These companies invest meaningful marketing dollars into ABM, with an average of 47% of overall marketing budget allocated to ABM in 2019, and 52% allocated in 2020.

WHAT % OF YOUR COMPANY'S REVENUE IN 2020 WILL COME FROM NET NEW BUSINESS (VS. SELLING TO EXISTING CUSTOMERS)?

ANSWERED: 41

SKIPPED: 3



ANSWER CHOICES

AVERAGE NUMBER

TOTAL NUMBER

RESPONSES

5

22

120

41

Total Respondents: 41

Total Respondents: 309

Q24 - Biggest challenges for executing ABM, full programs

SURVEY RESULTS: COMPANIES SEEING STRONG ROI FROM ABM

TEAM INVOLVEMENT

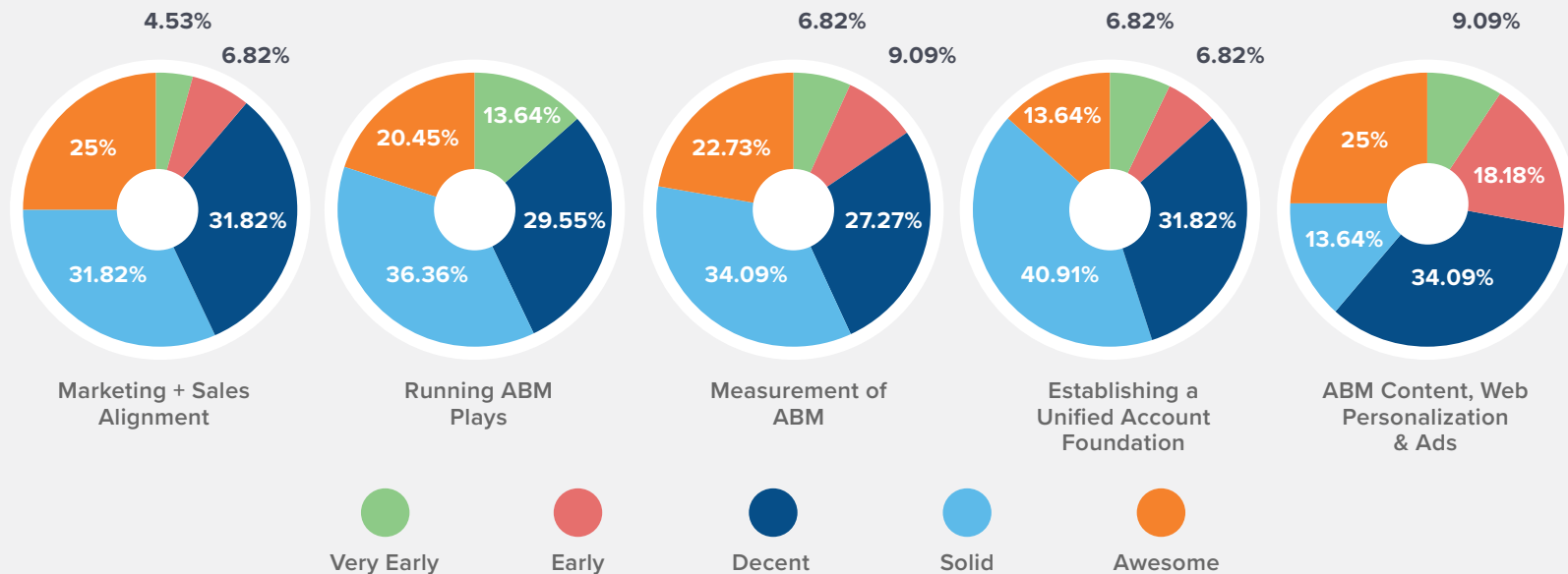
In addition to dedicating budget, companies reporting strong ROI involve over half (61%) of their marketing team in ABM. In contrast, companies reporting lower ROI from ABM involve 37% of their team, a difference of 65%. Companies reporting strong ROI are far more sophisticated in their execution of five core tenets of ABM success.

SOPHISTICATION WITHIN CORE ABM AREAS

1. Marketing and Sales alignment: 57% solid or awesome
2. Running ABM plays: 57% solid or awesome
3. Measurement: 57% solid or awesome
4. Establishing a unified account foundation: 55% solid or awesome
5. ABM content, web personalization, and ads: 39% solid or awesome

All companies who reported strong ROI are running ABM plays in some capacity. [What is an ABM play? A set of tightly coordinated sales and marketing activities across channels meant to drive more meaningful interactions with target accounts.]

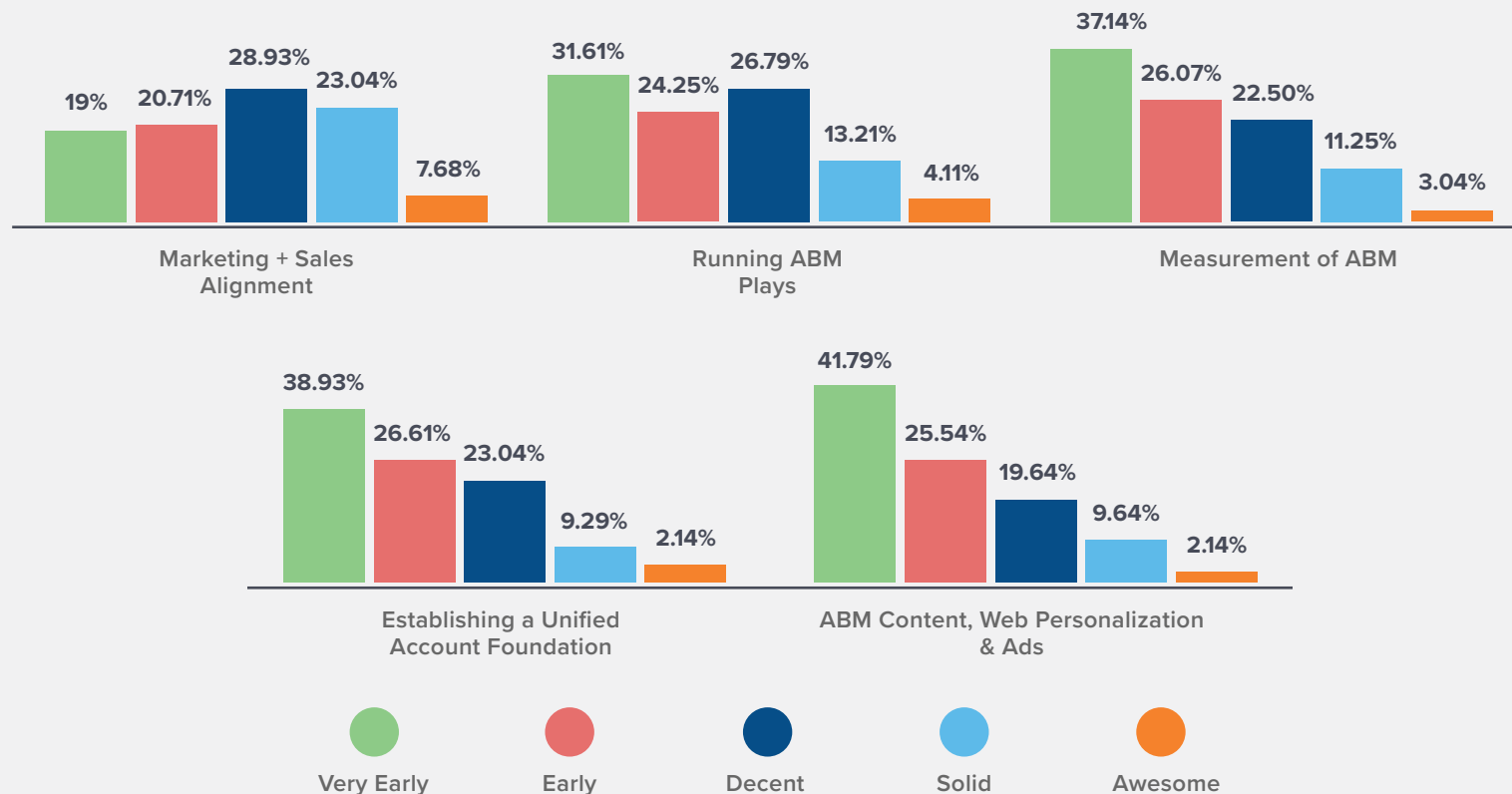
RATE YOUR SOPHISTICATION IN THE FOLLOWING CORE ABM AREAS (COMPANIES SEEING HIGH ROI)



SURVEY RESULTS: COMPANIES SEEING STRONG ROI FROM ABM

In contrast, of companies reporting low or no ROI, the vast majority are very early in their adoption of these five core ABM areas, suggesting that with time, they'll join the ranks of brands seeing strong returns from an ABM initiative.

RATE YOUR SOPHISTICATION IN THE FOLLOWING CORE ABM AREAS (COMPANIES SEEING LOW ROI)

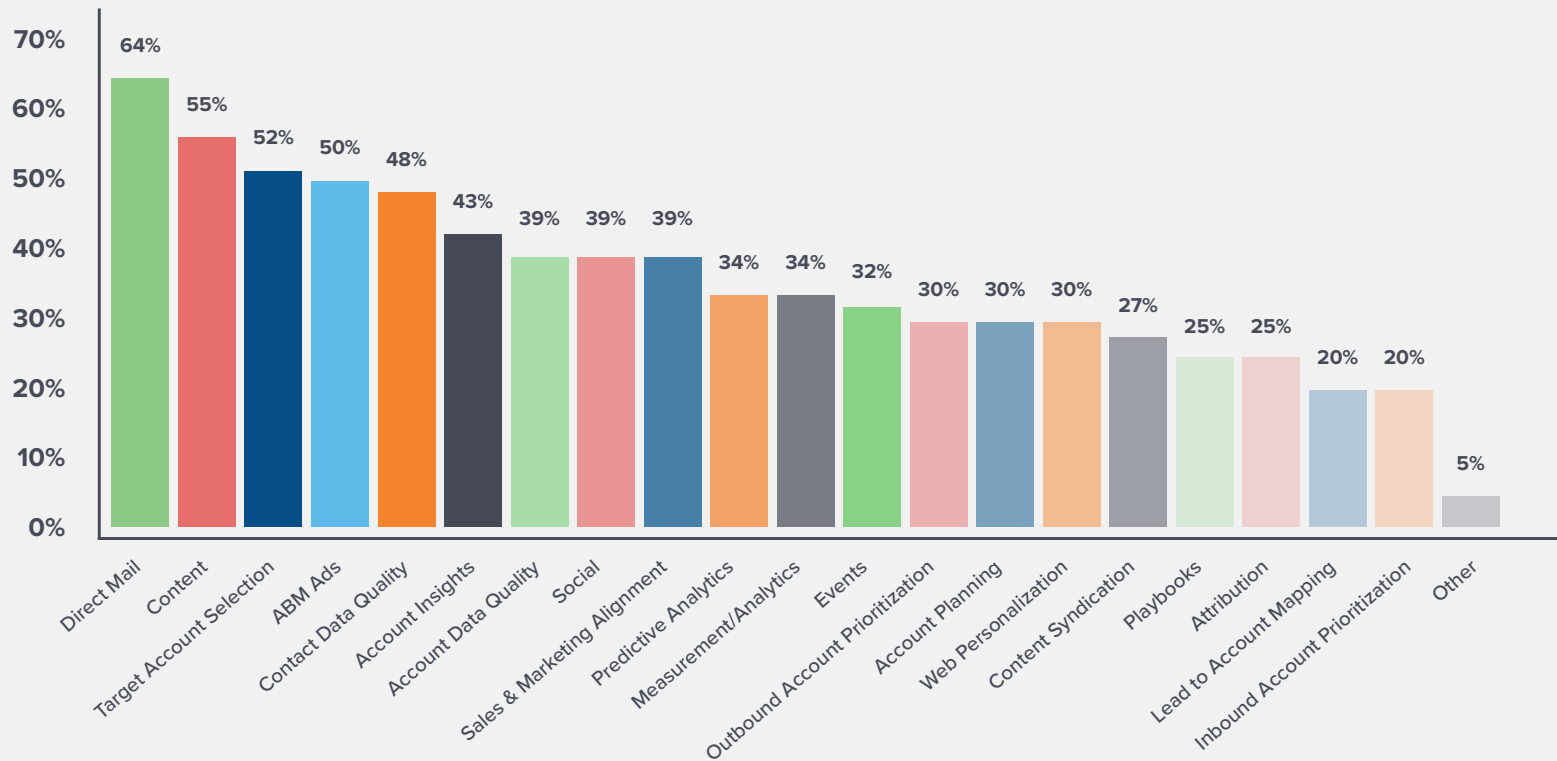


SURVEY RESULTS: COMPANIES SEEING STRONG ROI FROM ABM

WHERE ARE COMPANIES WITH STRONG ROI INVESTING IN 2020?

1. Direct Mail (63.6%) - Companies seeing strong ROI with ABM were 2x as likely to plan to increase their investment in Direct Mail in 2020. (63.6% of strong ROI companies vs 31.4% of low/unsure ROI companies.)
2. Content (54.6%)
3. Target Account Selection (52.3%)

WHICH OF THE FOLLOWING AREAS DO YOU PLAN TO INVEST MORE IN?



SURVEY RESULTS: COMPANIES SEEING STRONG ROI FROM ABM

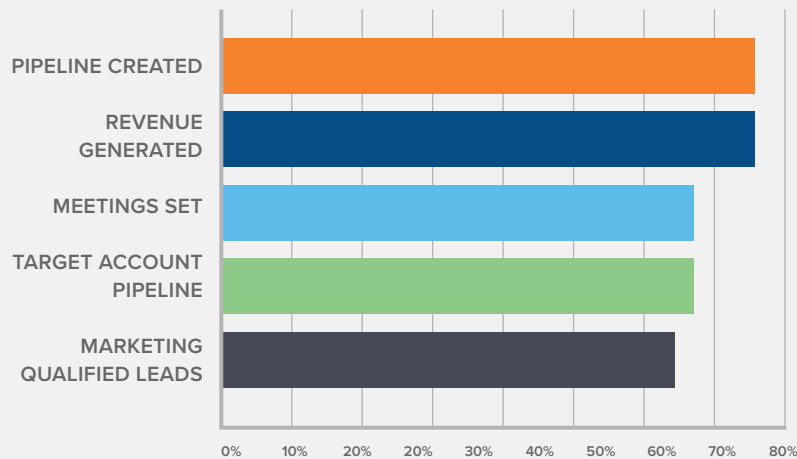
WHAT DO COMPANIES WITH STRONG ROI MEASURE?

Companies seeing strong ROI with ABM are more likely to incorporate account-specific measurements into their analytics. Companies seeing low ROI are predominantly relying on lead-based metrics. We can't manage what we can't measure.

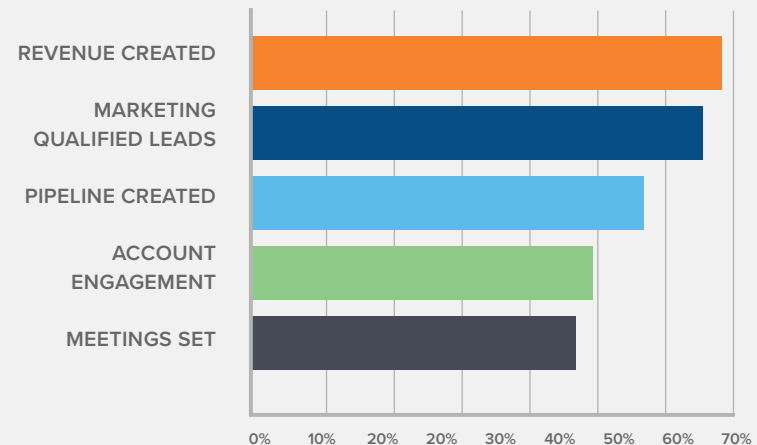
Companies seeing strong ROI with ABM understand that lead-based metrics put the focus on activity that does not align to account journeys, such as target account pipeline, meetings set, account engagement, and deal velocity. With long sales cycles, it is difficult to rely solely on revenue to understand how ABM programs are performing.

WHAT ABM METRICS DO YOU TRACK?

STRONG ROI



WEAK / UNSURE ROI

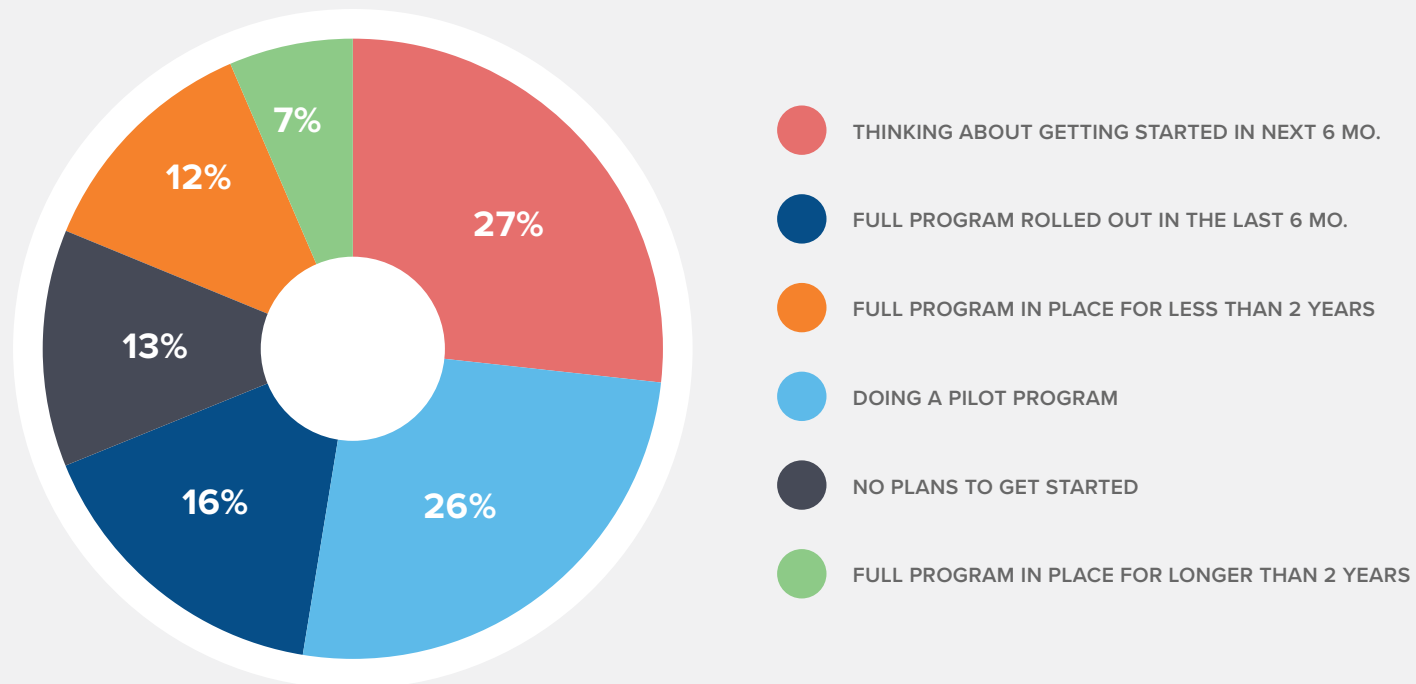


ALL RESULTS: STATE OF ACCOUNT-BASED ADOPTION

WHERE IS YOUR COMPANY IN ITS ABM JOURNEY?

The majority of companies surveyed (61%) had a full ABM program in place or were in the midst of a pilot program. Nearly a third were thinking about getting started in the next 6 months (27%).

WHERE IS YOUR COMPANY IN ITS ABM JOURNEY?



ALL RESULTS: STATE OF ACCOUNT-BASED ADOPTION

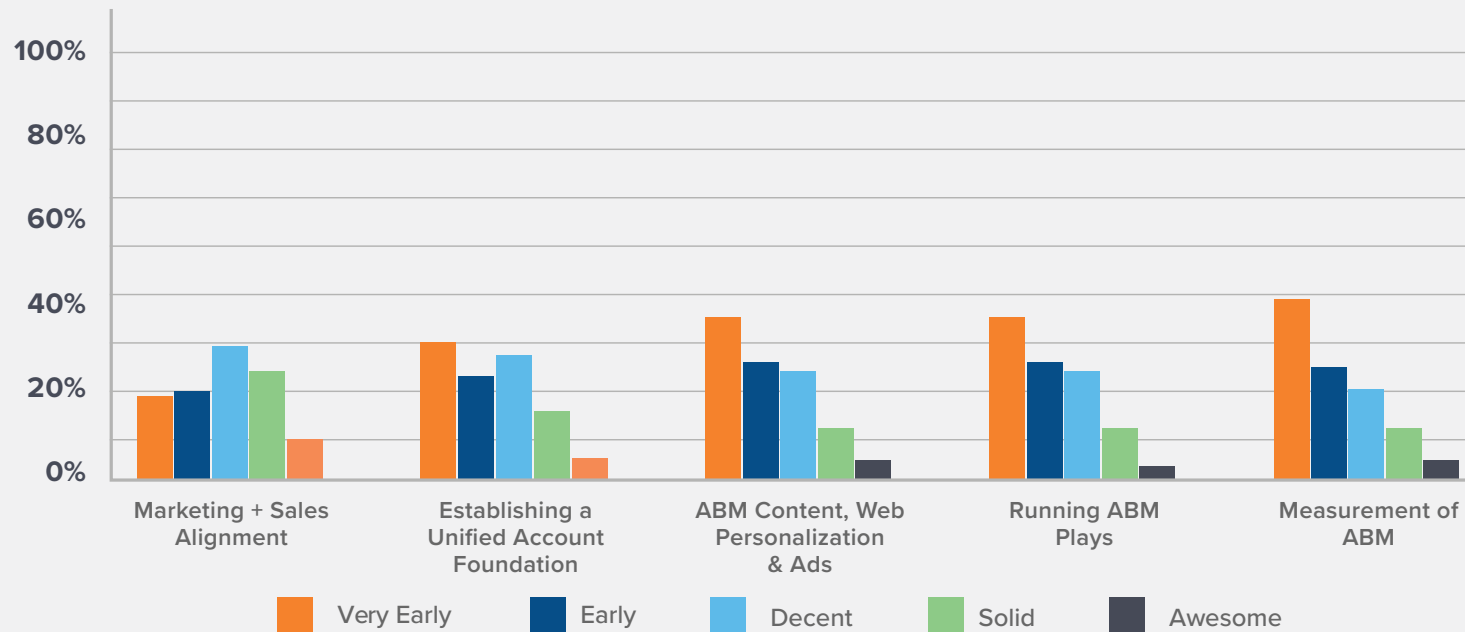
CORE ABM AREAS:

We asked companies to rate their sophistication across the five core parts of an account-based approach.

IN ORDER OF STRONGEST > WEAKEST:

1. Marketing and Sales Alignment
2. Establishing a Unified Account Foundation
3. ABM Content, Web Personalization & Ads
4. Running ABM Plays
5. Measurement of ABM

RATE YOUR SOPHISTICATION IN THE FOLLOWING CORE ABM AREAS:

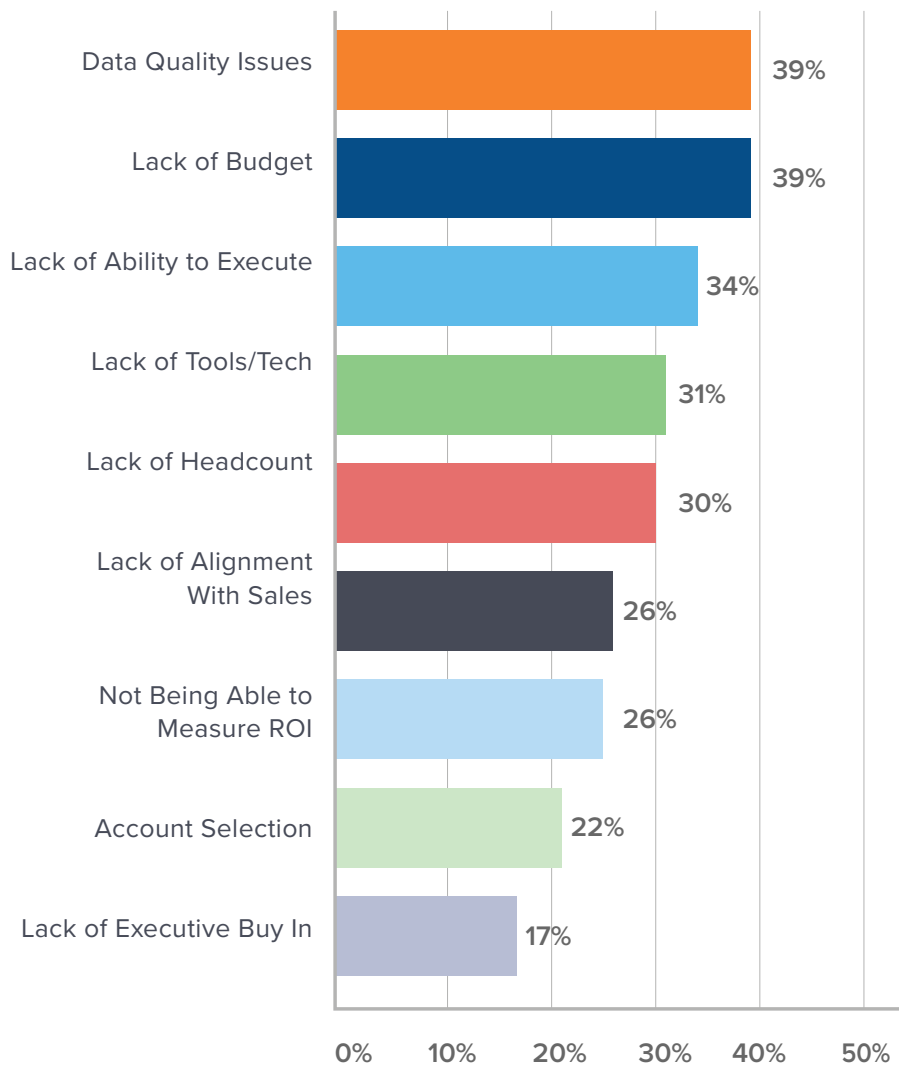


Marketing and Sales Alignment was the strongest showing, with 62% of companies self-reporting as “decent” or “solid.” However, there’s still room for improvement, as only 9% of companies surveyed chose to describe their Sales and Marketing alignment as “awesome.”

B2B companies are still weakest when it comes to measuring ABM. Our 2018 and 2019 studies confirmed the same. Identical to our 2019 study, only 5% report their measurement of ABM to be “awesome.” The majority, 63% are in “very early” or “early” days with ABM measurement.

ALL RESULTS: STATE OF ACCOUNT-BASED ADOPTION

WHAT ARE YOUR BIGGEST CHALLENGES FOR EXECUTING ABM?



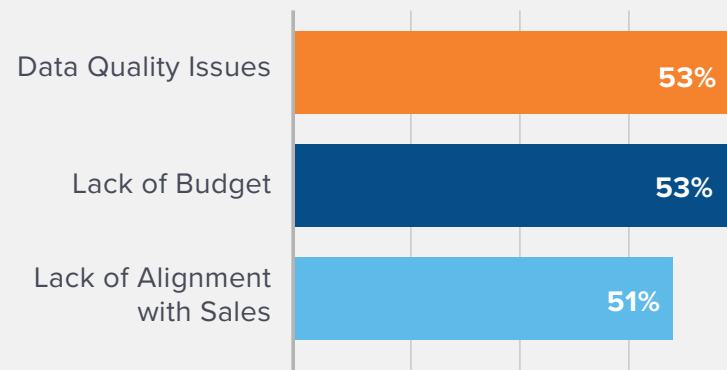
BIGGEST CHALLENGES TO ABM EXECUTION

What obstacles threaten to prevent ABM success? Data quality (39%) and lack of budget (39%) were reported equally as the top challenges holding firms back, along with lack of ability to execute (34%) and needing the right tools and technology (31%).

The good news is that executive buy-in was the least pressing concern, as only 17% of companies reported this to be among their top challenges in 2020.

As mentioned earlier, for companies with full programs in place, data quality becomes even more important, as 53% of these companies name it the #1 biggest challenge for executing ABM.

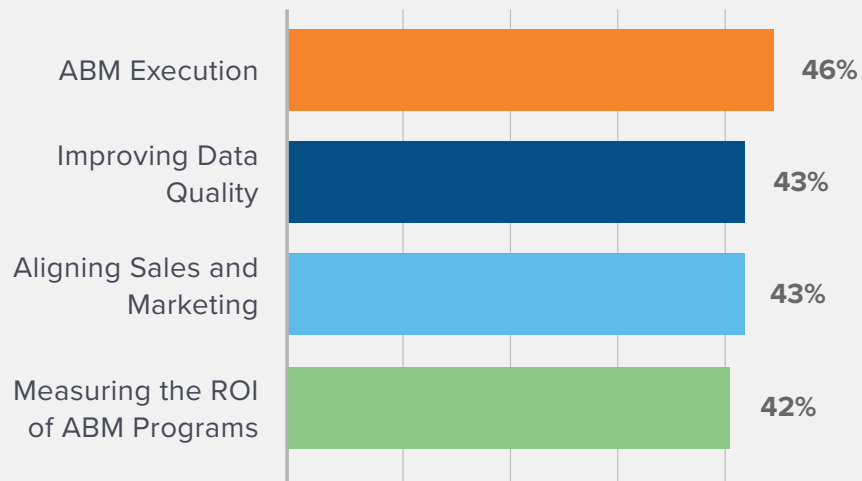
TOP CHALLENGES FOR OR COMPANIES WITH FULL PROGRAMS IN PLACE:



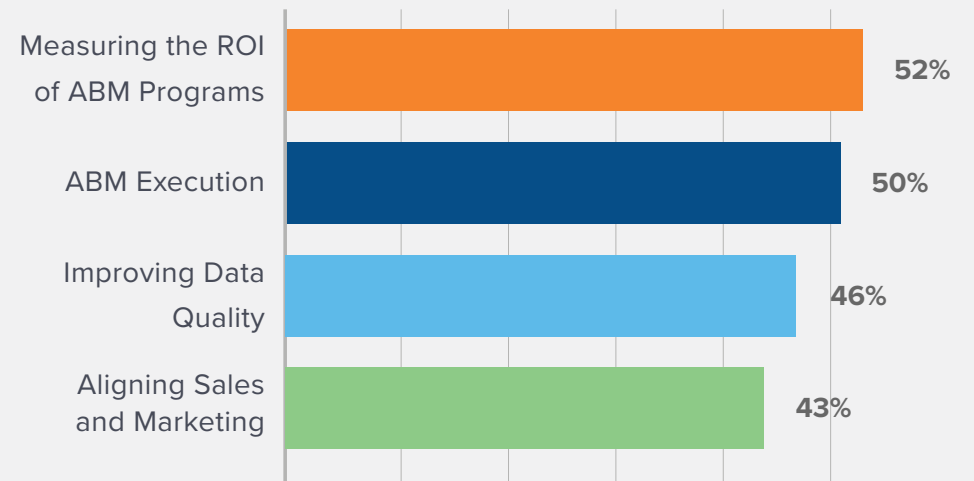
ALL RESULTS: STATE OF ACCOUNT-BASED ADOPTION

TOP PRIORITIES FOR ABM IN 2020

Asked to name their top priorities in 2020, the COVID-19 crisis aside, all respondents were clear as to their top focus areas:



Of those companies with full programs in place, measurement is the top 2020 priority:

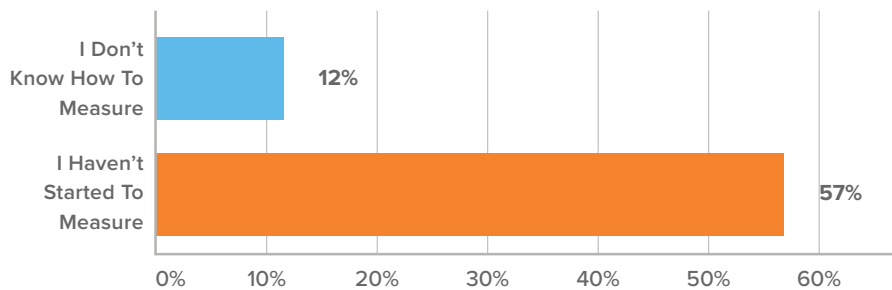


SPOTLIGHT ON MEASUREMENT

ROI REMAINS ELUSIVE FOR COMPANIES USING ABM

When it comes to measuring return, 57% of companies haven't yet started to measure the ROI of ABM, while 12% admit they don't know how to.

WHAT IS YOUR CURRENT ROI WITH ABM?



A majority (64%) of companies studied use the “person-centric” metric of MQLs and measure revenue generated (67%).

COMPANIES STILL RELY TOO HEAVILY ON LEAD-BASED METRICS

Revenue, of course, must be the end goal. However, with multiple people influencing a complex B2B deal over a lifecycle spanning months, B2B companies need metrics that are more “account-centric.”

Early in ABM initiatives, account engagement (measured by 50% of companies) demonstrates whether you're creating and deepening relationships with target accounts.

Pipeline (measured by 59%), target account pipeline (45%), and meetings set (47%) help to answer questions like “what % of our accounts are we progressing to the next stage?”

Many of these numbers are trending in the right direction as account-based metrics reach broader adoption in 2020. However, metrics like deal velocity and MQAs (24% and 29% respectively) remain underutilized, though they are important indicators of ABM success.

SPOTLIGHT ON MEASUREMENT

WHICH ABM METRICS DO YOU TRACK?

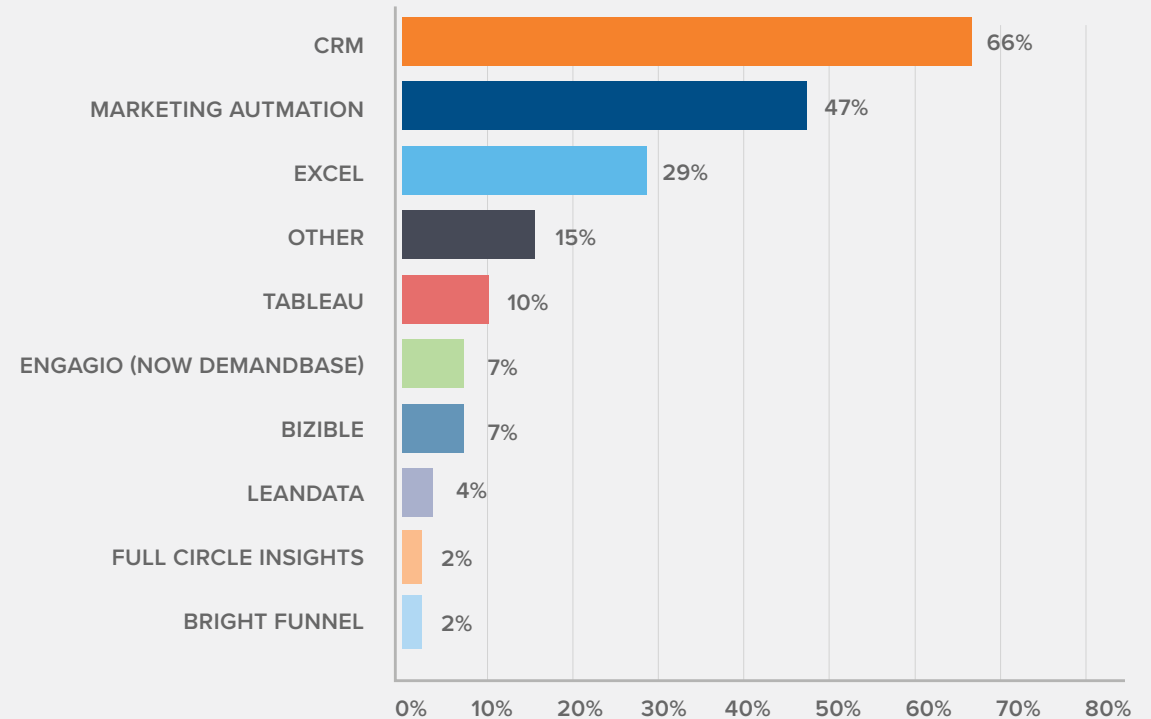
Marketing automation was the second most common tool used for measurement of ABM, according to 47% of respondents. This is not a surprise given the widespread usage of MAP tools, but these systems track people (leads) and their behavior - not account journeys.

WHICH ABM METRICS DO YOU TRACK?

ANSWER CHOICES	RESPONSES
Revenue Generated	67.05%
Marketing Qualified Leads (MQLs)	64.07%
Pipeline Created	58.61%
Account Engagement	50.00%
Meetings Set	47.35%
Target Account Pipeline	45.20%
Win Rate	44.87%
Average Contract Value	36.92%
Marketing Qualified Accounts (MQAs)	29.47%
Deal Velocity	24.17%

Total Respondents: 604

WHAT ARE YOU CURRENTLY USING TO MEASURE YOUR ABM EFFORTS?

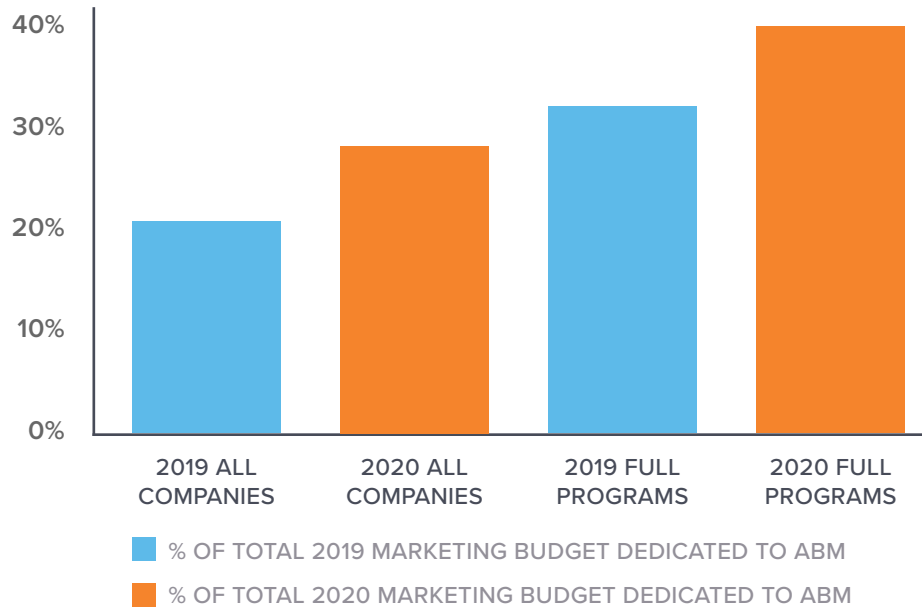


ABM RESOURCE ALLOCATION

BUDGET ALLOCATION

All companies report an average of 20% of their marketing budget was dedicated to ABM in 2019, with an expected increase to 28% in 2020. Companies with full programs in place reported spending 33% of their overall marketing budget on ABM in 2019. In 2020, these companies plan to spend slightly more, 39%.

MARKETING BUDGET ALLOCATION 2019 + 2020



WHY THE REPEAT?

For companies with full programs in place, a lack of budget tracked as the #2 challenge for executing ABM in 2020, reported by 33% of companies. It seems although the intent to invest more in ABM is consistent year over year, the approval of budget is a common challenge holding teams back.

Last year's survey tracked a similar increase, from 21% planned in 2018 to 29% planned in 2019. However, actual spend in 2019 was back to 20%.

ABM RESOURCE ALLOCATION

Note: This survey was conducted prior to COVID-19, which has affected marketing budget decisions.

LACK OF BUDGET

33%

Given the struggle teams are currently facing in measuring the impact of ABM (45% of those with full programs in place have not yet started to measure or don't know how) it's no surprise that gaining budget approval is a challenge.

MARKETING TEAM INVOLVEMENT

Across all teams, the average % of team involvement in ABM is 39%. More mature programs report an average of 51% of their teams being involved in ABM, and companies seeing the strongest ROI from ABM drove that number up to 61%.

AVERAGE TEAM INVOLVEMENT

39%

COMPANIES WITH FULL PROGRAMS IN PLACE

51%

COMPANIES WITH ROI OF AT LEAST 2X

61%

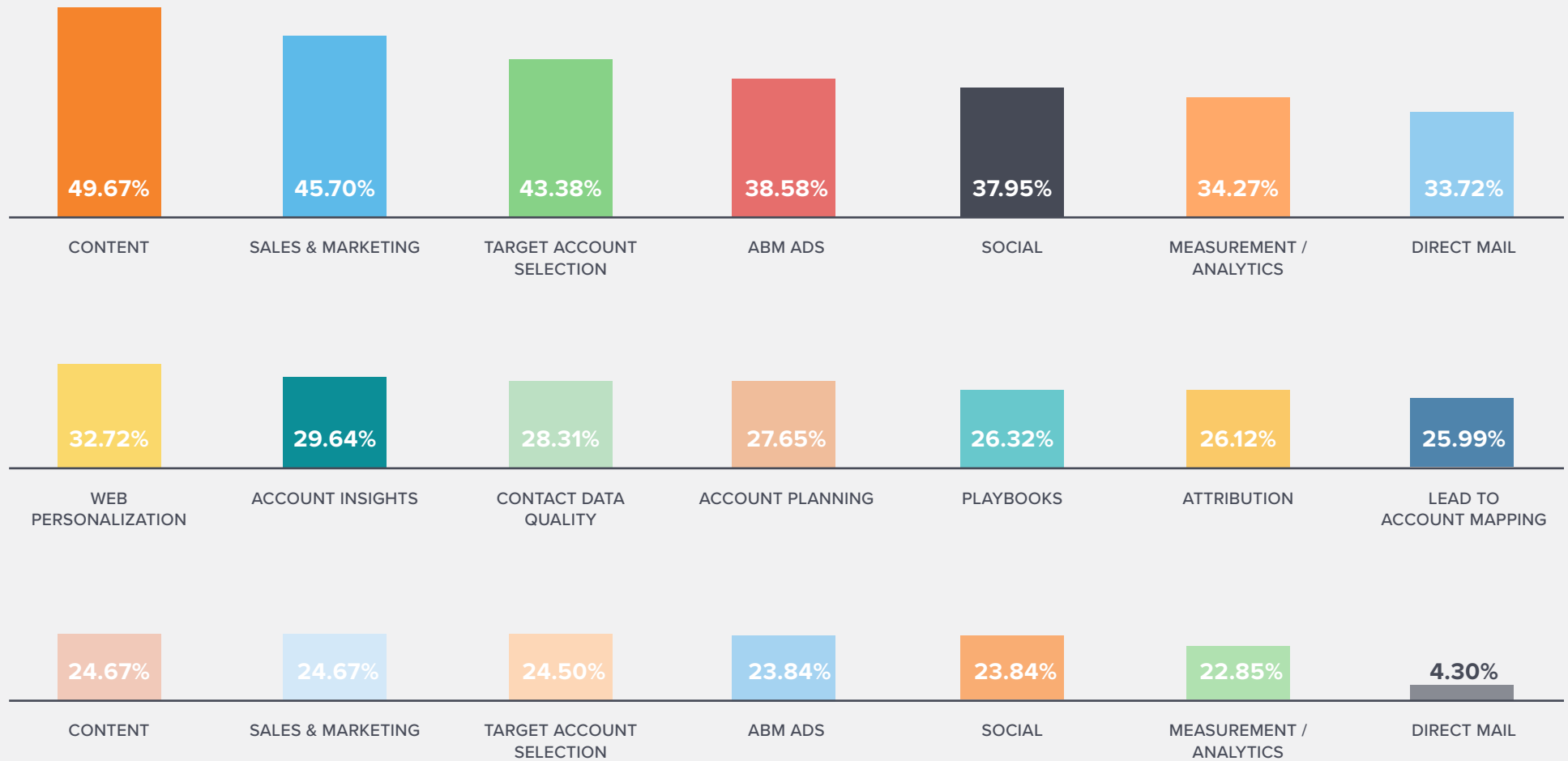
INVESTMENT PLANNED

What ABM-related areas are companies planning to spend more on in 2020? Content remains king as companies look for fuel to engage target accounts (50%). In addition, channels like ABM ads (39%) social media (37%) and direct mail (34%) represent significant investment as teams launch multi-channel plays.

ABM RESOURCE ALLOCATION

As many companies surveyed were in the early days of their ABM programs, it's no surprise to see investment in foundational components such as sales and marketing alignment (46%) and target account selection (43%).

WHICH OF THE FOLLOWING AREAS DO YOU PLAN TO INVEST MORE IN 2020



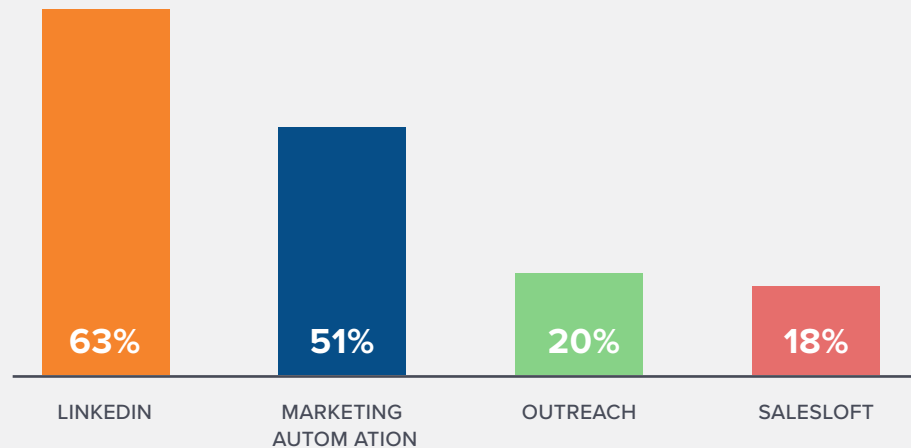
Total Respondents: 604

ABM RESOURCE ALLOCATION

ABM ORCHESTRATED PLAY CHANNEL USAGE

Given the vast number of channels available to marketers today, we wanted to know which were most frequently used in orchestrated plays. Of those companies with full programs in place, LinkedIn, Marketing Automation, and sales prospecting platforms like Outreach and Salesloft were the most popular channels used today for orchestrated plays.

WHICH CHANNELS ARE MOST FREQUENTLY USED IN YOUR ORCHESTRATED/MULTI-CHANNEL PLAYS?



ABM ESSENTIAL TOOLS

For more mature ABM programs in our study, the top 15 tools deemed essential are:

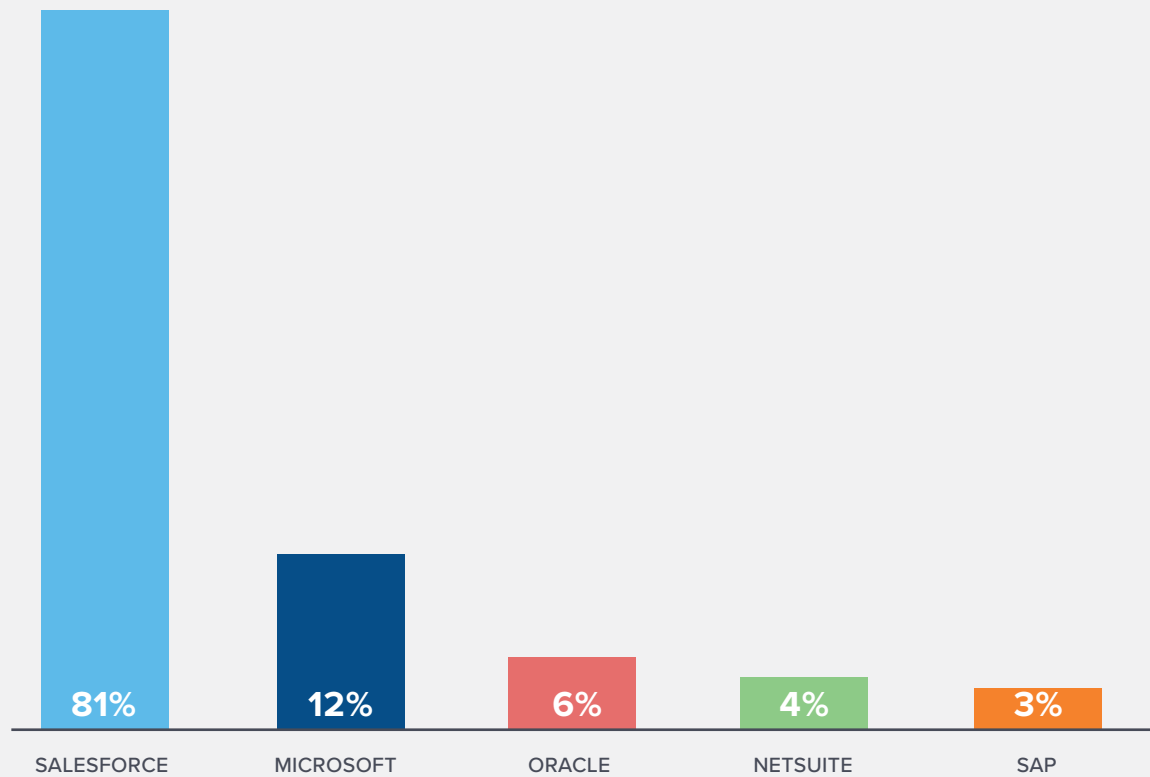
1. CRM
2. Marketing automation
3. LinkedIn
4. DiscoverOrg / Zoominfo / Datanyze
5. Demandbase
6. Engagio (now Demandbase)
7. Terminus
8. Bombora
9. Sendoso
10. G2 Crowd
11. LeanData
12. Vidyard
13. Rollworks
14. PFL
15. Optimizely

ABM RESOURCE ALLOCATION

CRM USAGE

Within our study, the majority of respondents used Salesforce as their CRM tool.

WHAT ARE THE ESSENTIAL TOOLS YOU CAN'T DO ABM WITHOUT?



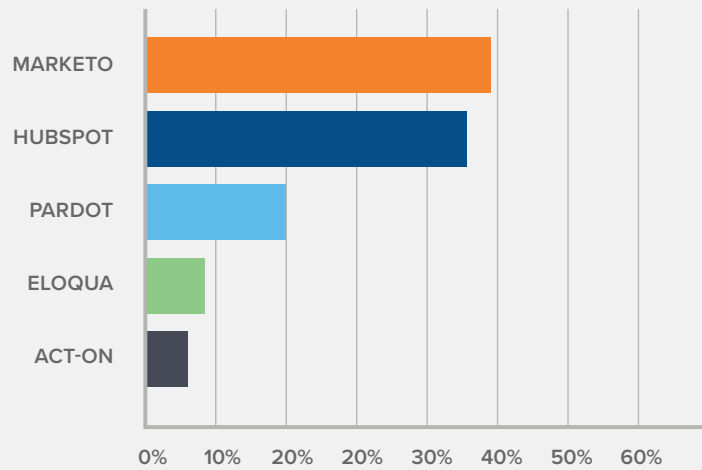
ABM RESOURCE ALLOCATION

MARKETING AUTOMATION USAGE

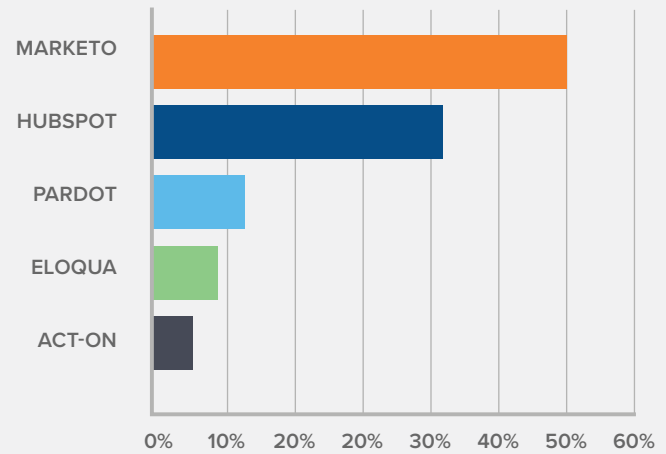
We asked companies which marketing automation tools they used. While Marketo, Hubspot, and Pardot were the most common responses, among those companies seeing the highest levels of ROI from ABM, 50% use Marketo.

WHAT MARKETING AUTOMATION TOOL(S) IS YOUR COMPANY USING?

ALL COMPANIES



COMPANIES SEEING AT LEAST 2X ROI FROM ABM



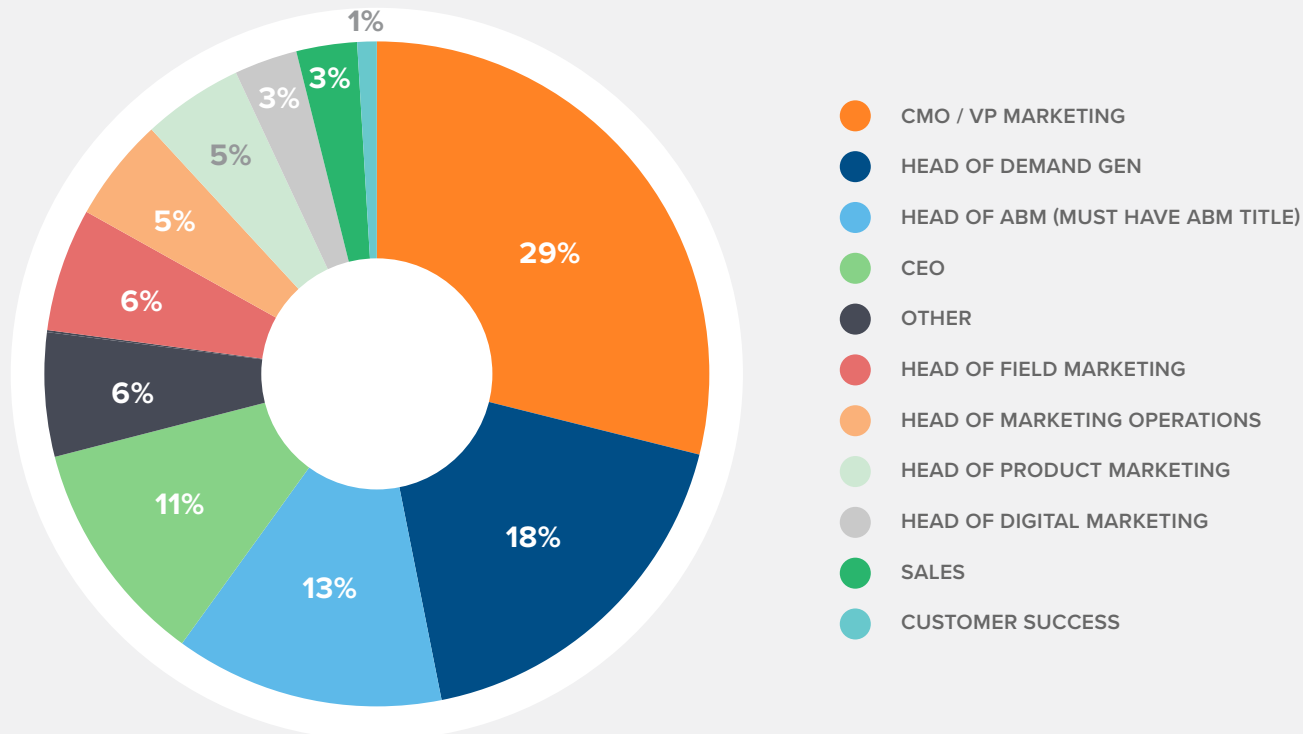
ABM RESOURCE ALLOCATION

ABM PROGRAM OWNERSHIP

Right now, a quick search on LinkedIn shows nearly 10,000 professionals with ABM in their title. Does having a dedicated ABM leader (with ABM in their title) translate to greater success? Within our study, companies seeing strong ROI were 3x as likely to have a dedicated head of ABM (11.4%), compared to only 2.3% of companies showing low/no ROI from ABM.

Regardless of ROI, the CMO or VP of Marketing is most frequently tasked with overseeing an ABM initiative, followed by the Head of Demand Generation.

WHO IS CURRENTLY THE OWNER OF ABM IN YOUR ORGANIZATION?

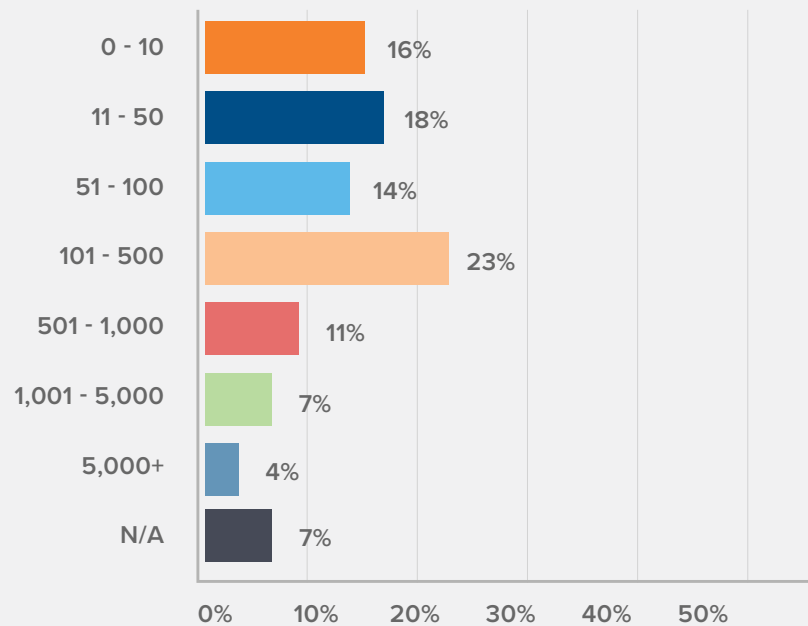


ABM PROGRAM DETAILS

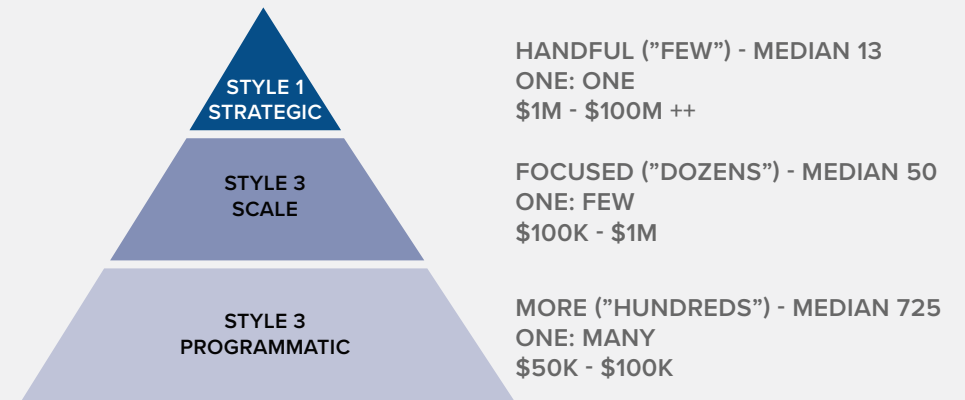
TARGET ACCOUNT QUANTITIES

Across the entire revenue team, most companies target between 101 - 500 accounts.

HOW MANY TARGET ACCOUNTS DOES YOUR ENTIRE REVENUE TEAM CURRENTLY HAVE?



DEPENDING ON THE STYLE OF ABM USED, ACCOUNT QUANTITIES WILL VARY.



Source: <https://www.demandbase.com/resources/account-based-marketing-101/>

ABM PROGRAM DETAILS

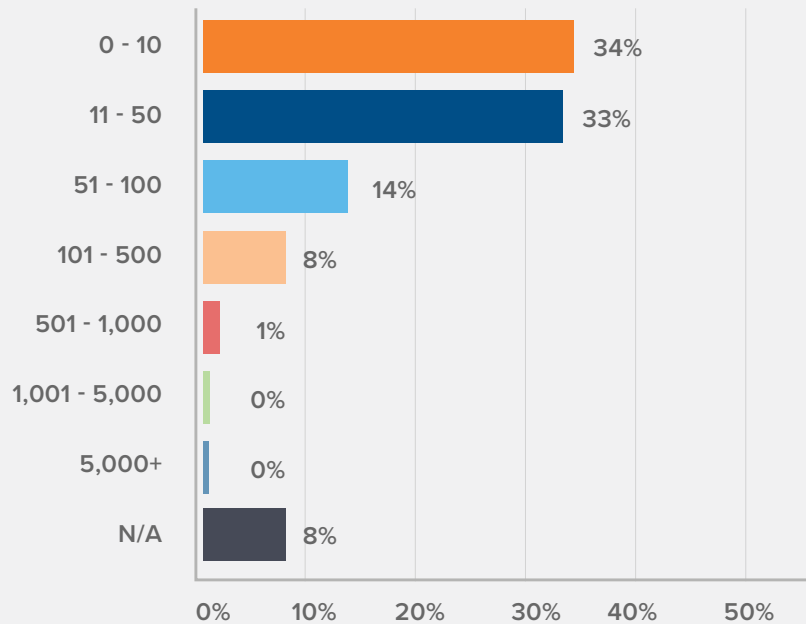
TARGET ACCOUNTS PER INDIVIDUAL REP

Companies were most likely to assign less than 10, or up to 50 accounts to each individual rep. As this quantity varies depending on the size and scope of individual deal sizes, these results will vary based on industry and product.

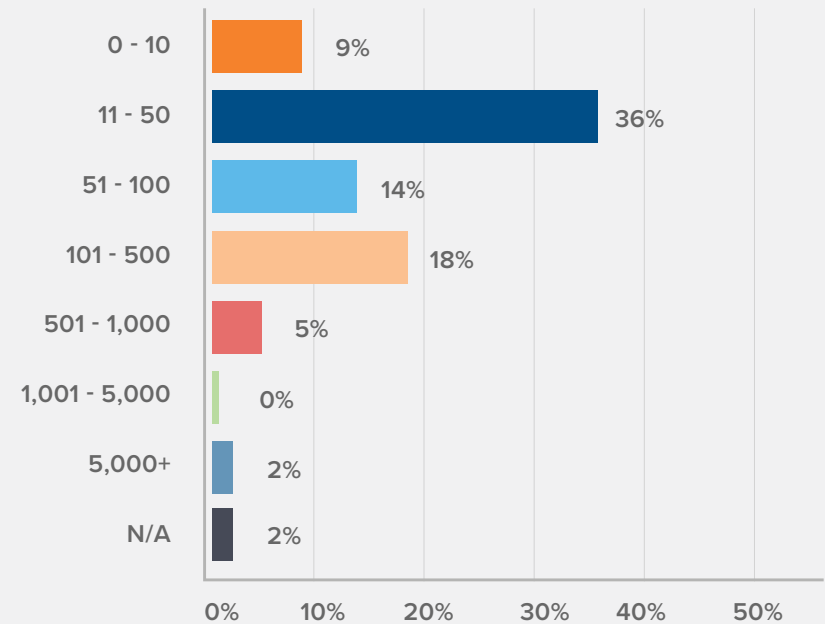
Of companies seeing the strongest ROI from ABM (at least 2x), the most common number of target accounts assigned to each rep was 11-50.

HOW MANY TARGET ACCOUNTS DOES EACH INDIVIDUAL REP CURRENTLY HAVE?

ALL COMPANIES



STRONGEST ROI



ABM PROGRAM DETAILS

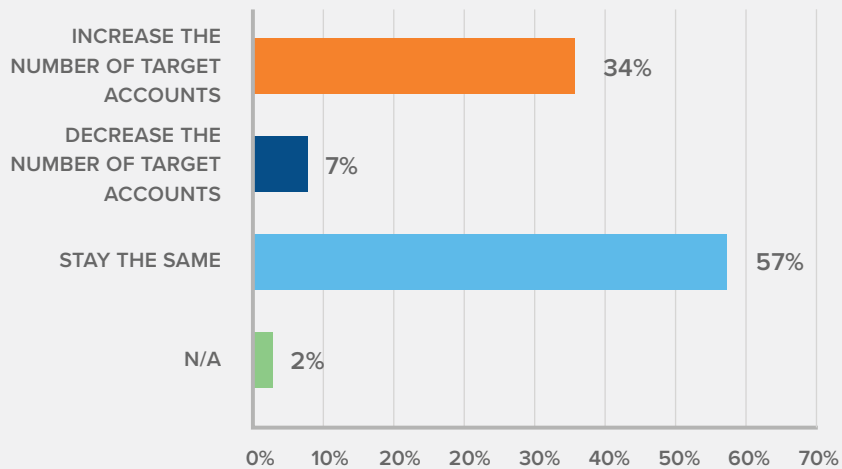
INCREASE / DECREASE # OF ACCOUNTS?

57% of companies seeing 2x+ ROI from ABM plan to keep the same number of target accounts in 2020. 34% will be increasing, while only 7% plan to decrease that number.

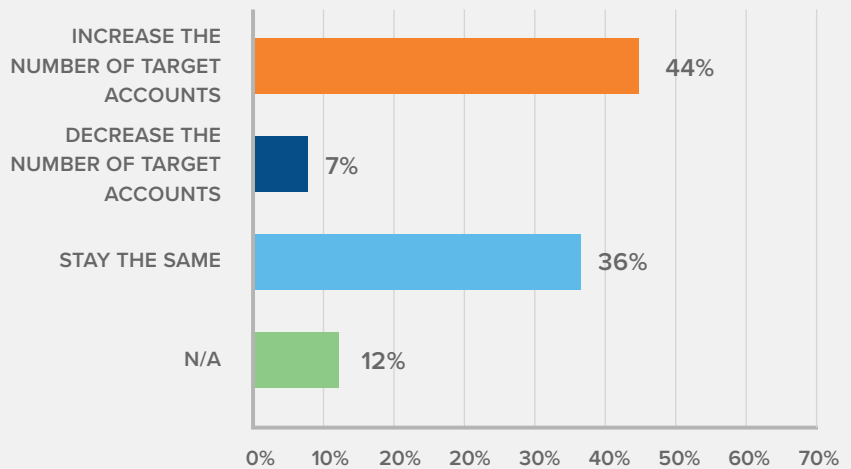
Across all companies, most plan to increase the number of target accounts (44%), while 36% plan to keep that number the same.

DO YOU PLAN TO INCREASE, DECREASE, OR KEEP THE SAME AMOUNT OF TARGET ACCOUNTS?

STRONGEST ROI



ALL COMPANIES



LEARNING AND DEVELOPMENT

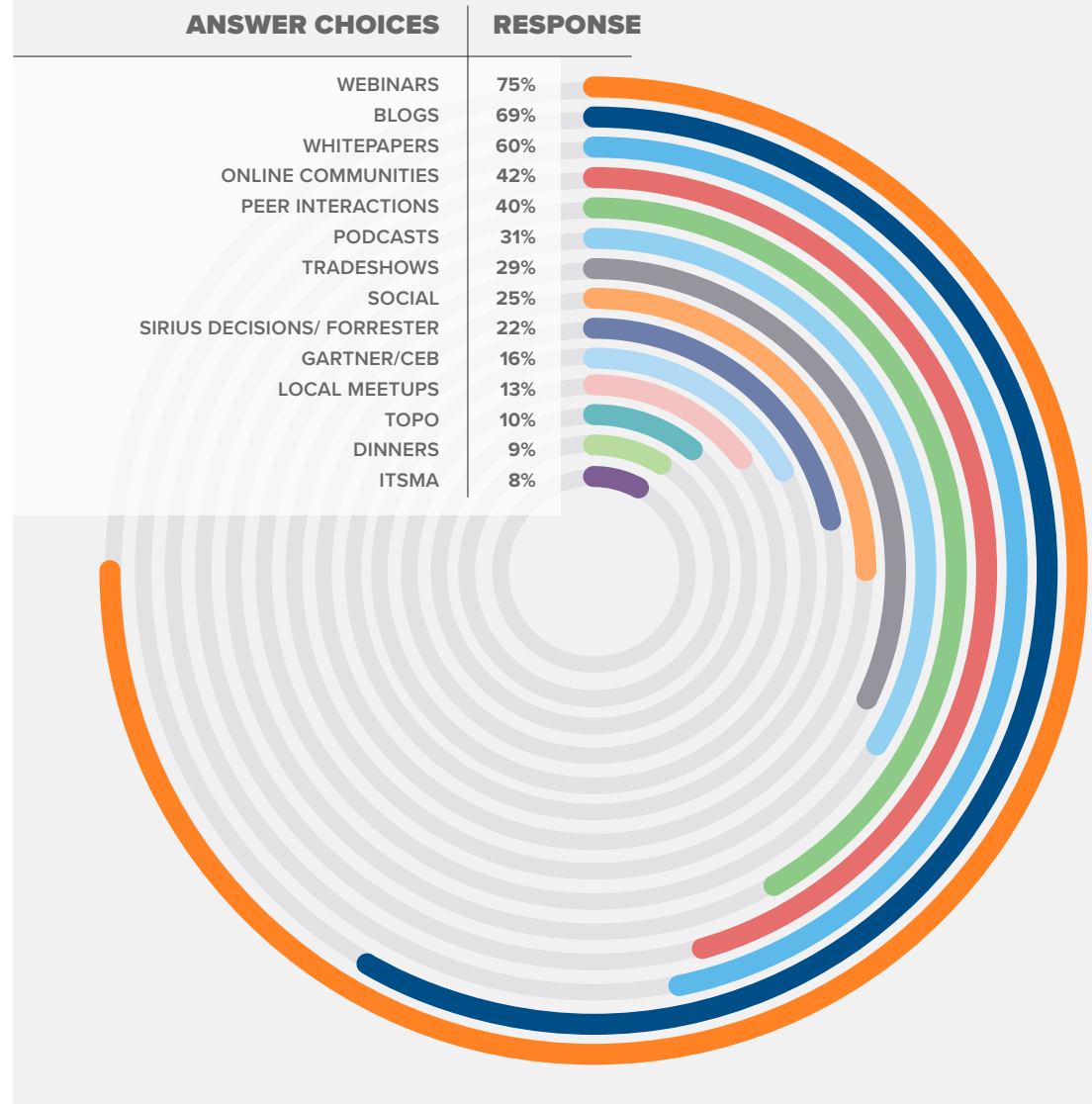
WHERE DO YOU LEARN ABOUT ABM?

Every year we ask about the sources of education around this emerging discipline.

Online webinars (76%, +5% from 2019) blogs (60% +2% from 2019) and whitepapers (42% -9% from 2019) are relied on most often by ABM practitioners.

Asking peers (31%) is still a frequent source of insight, but especially within online communities (40%) which saw a +11% increase from 2019.

WHERE DO YOU CURRENTLY GO TO LEARN ABOUT ABM?



LEARNING AND DEVELOPMENT

WHAT KIND OF ABM CONTENT WOULD YOU LIKE TO SEE MORE OF PUBLISHED BY ANALYSTS OR VENDORS?

Measurement (52%) and content creation for ABM (52%) are the most sought after topics among all respondents.

WHAT KIND OF ABM CONTENT WOULD YOU LIKE TO SEE MORE OF PUBLISHED BY ANALYSTS OR VENDORS

ANSWER CHOICES	RESPONSES
Measuring impact and ROI of ABM	52%
Creating ABM content	52%
Getting started with ABM / ABM foundation	50%
Scoring and prioritizing accounts	45%
Orchestrating account interactions & running plays	44%

Total Respondents: 604

ABOUT THE SURVEY AND AUDIENCE

ABOUT THE SURVEY

A 30-question survey was conducted between March 29 and April 26, 2020. Engagio, Metadata, Outreach, Drift, Uberflip, Katie Martell, and PFL participated in promotion of the study. 857 total responses were recorded across 12 industries and a variety of company sizes.

AUDIENCE INSIGHTS (INDUSTRY)

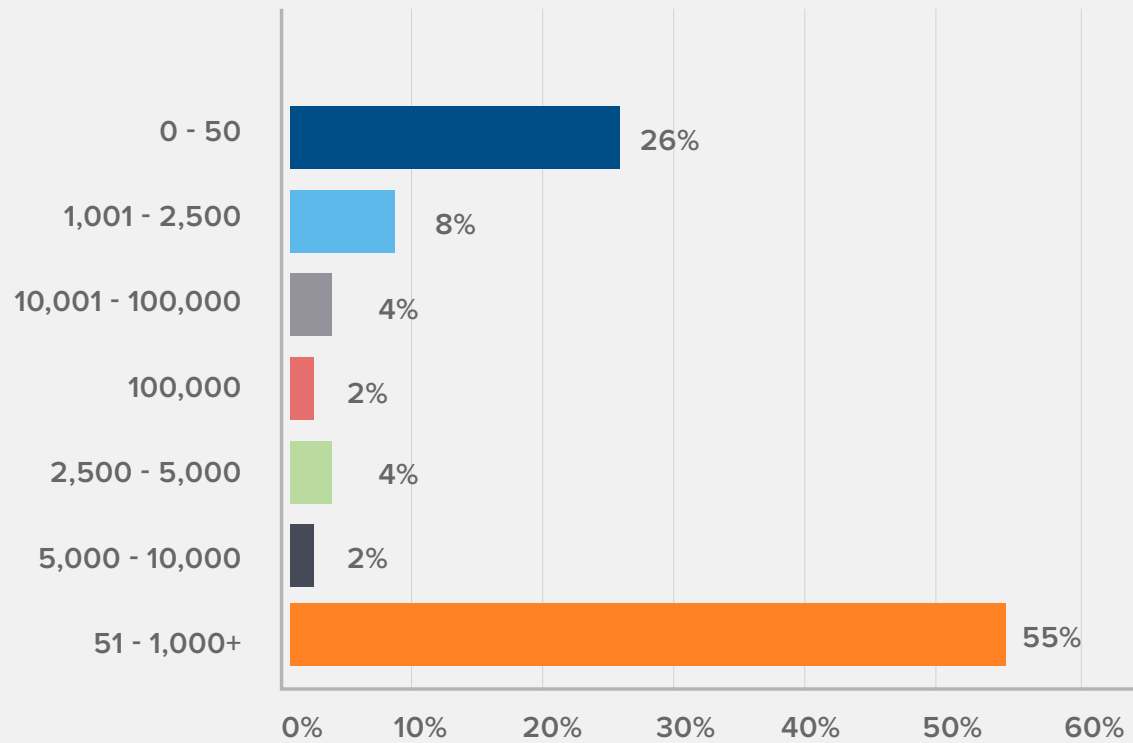
ANSWER CHOICES	RESPONSES
Computer Software	32%
Information Technology and Services	23%
Marketing and Advertising	18%
Consumer Services	5%
Manufacturing	5%
Education	4%
Health, Wellness and Fitness	4%
Telecommunications	2%
Transportation/Trucking/Railroad	2%
Real Estate	2%
Leisure, Travel & Tourism	1%
Retail	1%

Total Respondents: 604

ABOUT THE SURVEY AND AUDIENCE

EMPLOYEE COUNT

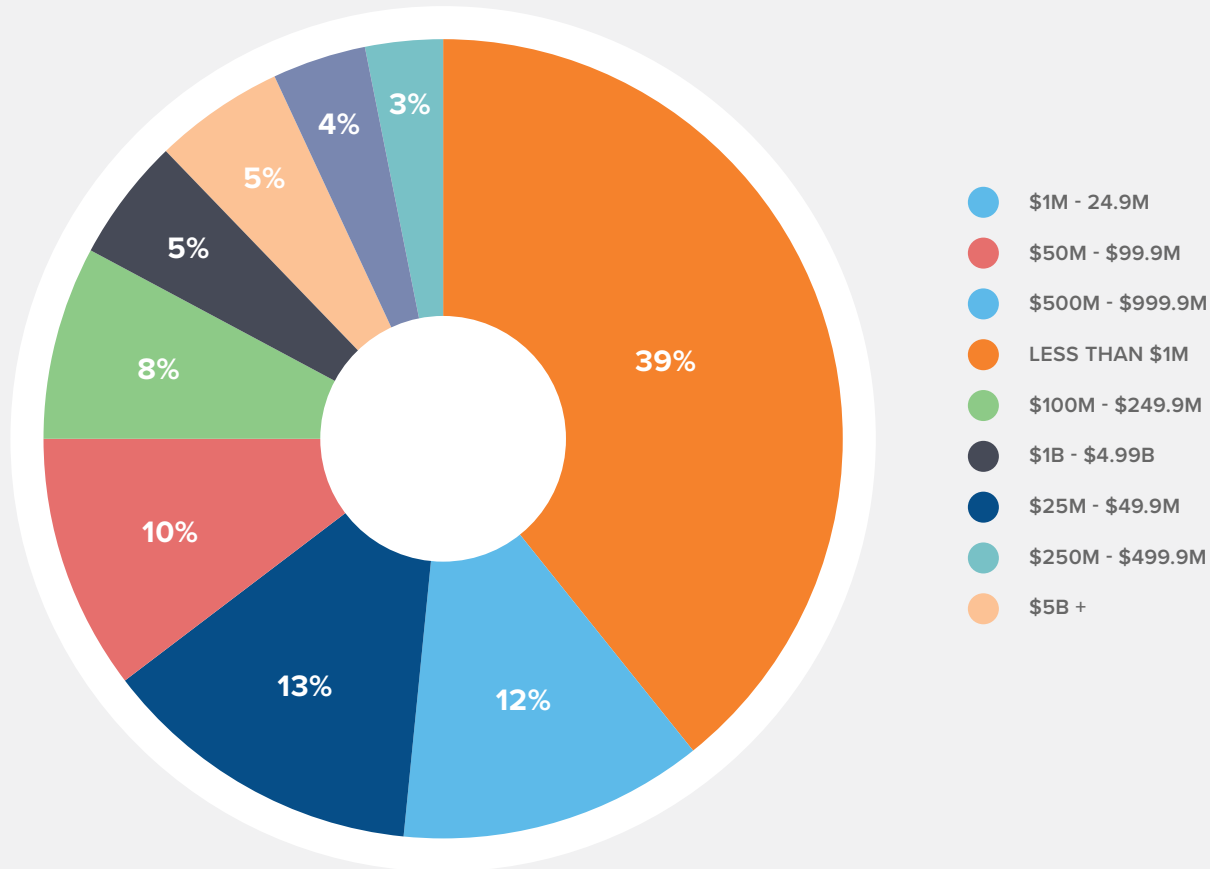
HOW MANY EMPLOYEES DOES YOUR ORGANIZATION HAVE?



ABOUT THE SURVEY AND AUDIENCE

ANNUAL REVENUE

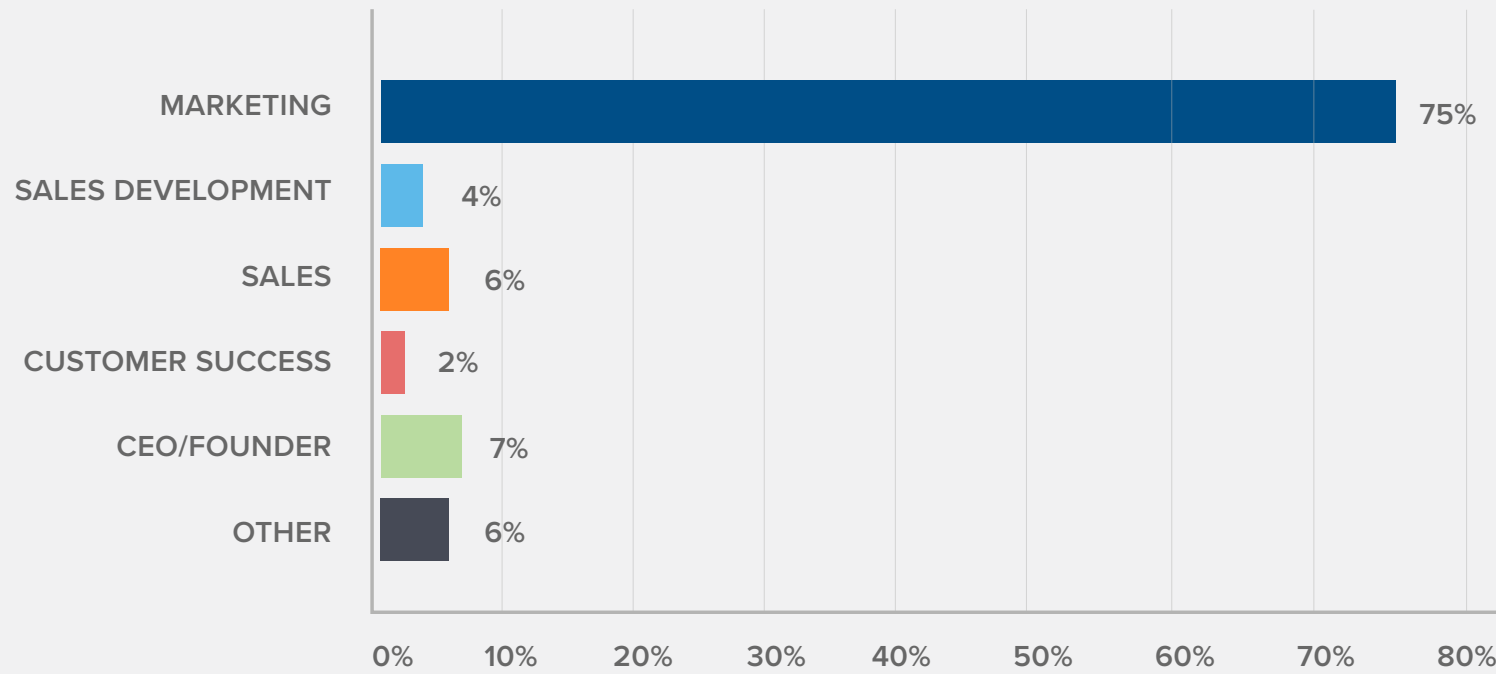
WHAT IS YOUR COMPANY'S ANNUAL REVENUE?



ABOUT THE SURVEY AND AUDIENCE

DEPARTMENT

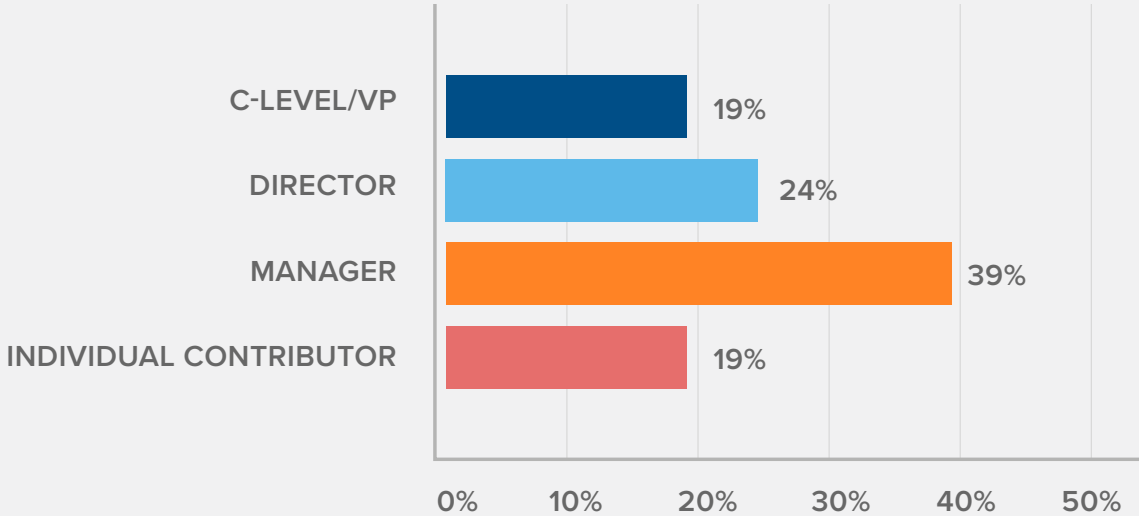
WHICH DEPARTMENT ARE YOU EMPLOYED IN?



ABOUT THE SURVEY AND AUDIENCE

ROLE

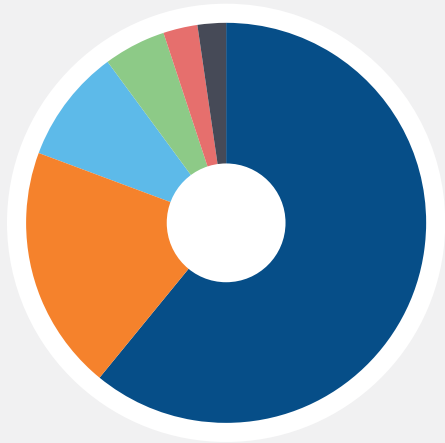
WHICH TYPE OF ROLE ARE YOU IN?



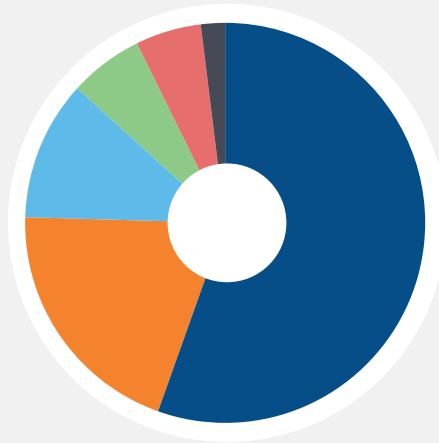
ABOUT THE SURVEY AND AUDIENCE

HEADCOUNT

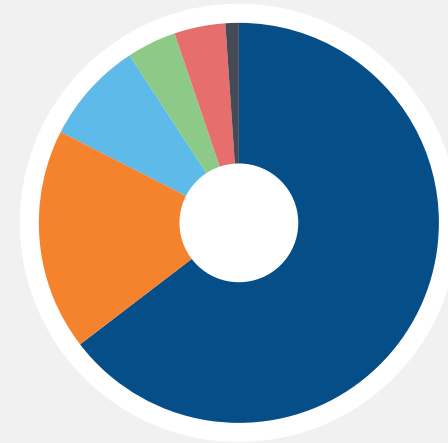
WHAT IS THE HEADCOUNT OF THE FOLLOWING DEPARTMENTS?



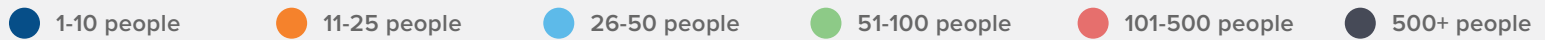
Marketing team



Account executive team (not including sales engineers)



Sales development team



TOTAL RESPONDENTS: 857

ABOUT DEMANDBASE

Demandbase is the leader in Account-Based Marketing (ABM) and an indispensable part of the B2B tech stack. The company offers the only end-to-end ABM platform that helps B2B marketers identify, engage, close and measure progress against best-fit accounts. The biggest and fastest growing companies in the world, such as Accenture, Adobe, DocuSign, GE, Salesforce and others rely on Demandbase to drive their ABM strategy and maximize their marketing performance. The company has been named to the JMP Securities list “The Hot 100: The Best Privately Held Software Companies,” the Deloitte Fast 500 and named a Gartner Cool Vendor for Tech Go-To Market. In 2019, Demandbase executives authored the definitive book on ABM, Account-Based Marketing: How to Target and Engage the Companies That Will Grow Your Revenue. In June 2020, Demandbase announced its acquisition of Engagio, reinforcing its leadership in the ABM space and positioning the company to become the dominant B2B marketing platform. As a unified company, Demandbase will reshape the B2B martech industry and change how organizations go-to-market.

PARTNERS



For more information, please visit www.demandbase.com or follow the company on Twitter [@Demandbase](https://twitter.com/Demandbase).

