

ACCOUNT BASED MARKETING (ABM) STATISTICS – THE MEGA LIST

DOES ABM WORK? YES!

- Nearly 85% of marketers that measure ROI say that ABM initiatives outperform other marketing investments – and 50% of those say the difference is significant - ITSMA
- 84% of marketers said that ABM had significant benefits to retaining and expanding existing client relationships - Alterra Group
- The longer ABM is in use, the more its full-funnel impact is experienced – 43% of those using ABM for three or more years report that it impacts the entire funnel - DemandBase for eWeek
- 87% of B2B marketers agreeing that ABM delivers higher ROI - ITSMA
- 92% of companies recognize the value in ABM, going as far as calling it a B2B marketing must have - DemandBase
- 92% of B2B marketing leaders state that building relationships in the C-suite is more important to their sales strategy than it was two years ago - ITSMA
- “Companies using ABM generate 208% more revenue for their marketing effort.” 97% of marketers in a survey think ABM had higher ROI than other marketing activities - Alterra Group
- Individual customer stakeholders who perceived supplier content to be tailored to their specific needs were 40% more willing to buy from that supplier than stakeholders who didn't - HBR