

ACCOUNT BASED MARKETING (ABM) STATISTICS – THE MEGA LIST

ARE YOUR PEERS ADOPTING ABM? YES!

- 90% of marketers think ABM is either important or very important to their efforts in B2B marketing - [SiriusDecisions](#)
- More than 60% of companies are planning on investing in technology related to ABM - [Direct Marketing News](#)
- 72% of B2B marketers worldwide said they would increase spending on ABM - and nobody said they would spend less - [ITSMA](#)
- 86 percent of marketing and sales professionals from B2B companies have begun using targeted account strategies. - [LeanData](#)
- More than 60 percent of B2B marketers surveyed said they plan to implement an ABM program within the next year. - [Terminus](#)
- 84% report improvements in reputation and 74% are seeing improvement in relationships thanks to their ABM efforts. - [ITSMA](#)
- 52 percent of marketers stated that they currently have ABM pilot programs in place - [DemandBase](#)
- In a 2016 SiriusDecisions survey, 27% of survey respondents said they were devoting between 11% and 30% of their total marketing budget to ABM. This metric was up from 19% in 2015. - [DemandBase for eWeek](#)
- 60% of users utilizing ABM for at least a year reported an increase in revenue of at least 10% – 19% reported a revenue impact of 30% or more - [DemandBase for eWeek](#)