Overview

This abbreviated summary highlights some of the most significant findings of ITSMA’s 2017 Account-Based Marketing℠ Survey. A more in-depth analysis can be found in the full report https://www.itsma.com/research/fueling-account-based-marketing-fire/
Account-Based Marketing is one of the hottest trends in B2B marketing for a very simple reason: It works.

78% say that ABM is very important or important to their overall marketing strategy

86% say that the importance of ABM has increased in the last two years

Source: ITSMA Account-Based MarketingSM Survey, March 2016 (N=112)
84% of companies say ABM delivers higher ROI than for other types of marketing.

Although some companies have been doing ABM for years, for many, it is still early days.

For how long has your company been doing ___?

% of respondents

<table>
<thead>
<tr>
<th>Strategic ABM (N=48)</th>
<th>Less than 1 Year</th>
<th>1 to 2 Years</th>
<th>3 to 5 Years</th>
<th>&gt;5 Years</th>
</tr>
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<tbody>
<tr>
<td></td>
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<td>29</td>
<td>13</td>
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<thead>
<tr>
<th>ABM Lite (N=52)</th>
<th>Less than 1 Year</th>
<th>1 to 2 Years</th>
<th>3 to 5 Years</th>
<th>&gt;5 Years</th>
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<tbody>
<tr>
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</table>

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<thead>
<tr>
<th>Programmatic ABM (N=35)</th>
<th>Less than 1 Year</th>
<th>1 to 2 Years</th>
<th>3 to 5 Years</th>
<th>&gt;5 Years</th>
</tr>
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<td></td>
<td>54</td>
<td>20</td>
<td>14</td>
<td>11</td>
</tr>
</tbody>
</table>

Source: ITSMA Account-Based Marketing℠ Survey, March 2016 (N=51)
ITSMA’s new study, *Fueling the Account-Based Marketing Fire* documents, the rapid growth of ABM

**Expected ABM Budget Change in 2016**

What are your spending plans in FY2016 for Account-Based Marketing?

% of respondents (N=94)

- Increase: 69%
- Stay the same: 22%
- Decrease: 1%
- Don’t know: 7%

Source: ITSMA Account-Based MarketingSM Survey, March 2016

**The development of the three approaches**

Looking at the ITSMA Account-Based MarketingSM Adoption Model, in which stage would you place your organization’s _____ initiative today?

% of respondents

<table>
<thead>
<tr>
<th>Stage of ABM Adoption</th>
<th>Strategic ABM (N=48)</th>
<th>ABM Lite (N=52)</th>
<th>Programmatic ABM (N=35)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pilot</td>
<td>27</td>
<td>27</td>
<td>19</td>
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<tr>
<td>Build</td>
<td>39</td>
<td>39</td>
<td>6</td>
</tr>
<tr>
<td>Standardize</td>
<td>26</td>
<td>17</td>
<td>17</td>
</tr>
<tr>
<td>Scale</td>
<td>27</td>
<td>19</td>
<td>9</td>
</tr>
</tbody>
</table>

The majority of companies are in the Pilot and Build stages

**Approach to Scaling ABM Programs**

What approach are you taking to scale your ABM programs?

% of respondents (N=65)

- Developing tools and templates to facilitate reuse and best practice sharing: 77%
- Adding technology to automate and create more leverage: 69%
- Adding more ABM marketing resources to cover more accounts: 42%
- Having existing ABM marketers cover more accounts: 20%

Note: Multiple responses allowed.

**and the challenges of scaling ABM programs beyond the initial pilot phase**
The study also provides insight into the key failure points that companies must overcome in scaling ABM programs and strategic recommendations to ensure program growth and success.
Methodology

Web-Based Survey

Survey invitations were emailed during March 2016 to ITSMA member and select non-member companies

Primarily marketers at B2B technology and business services companies completed the survey

Qualitative Interviews

- Avanade Inc.*
- Cisco Systems, Inc.*
- Cognizant Technology Solutions*
- CSC
- Dell, Inc.*
- Deloitte
- Fujitsu
- Juniper Networks, Inc.*
- KPMG LLP*
- Microsoft Corporation*
- Oracle
- SAP America, Inc.*

* Denotes member of the ITSMA Account-Based MarketingSM Council

Source: ITSMA Account-Based MarketingSM Survey, March 2016
ITSMA Account-Based Marketing℠: A core definition

Treating individual accounts as a market in their own right

A structured approach to developing and implementing highly-customized marketing campaigns to markets of one, i.e., accounts, partners, or prospects.

This approach involves marketing and sales taking a close look at key business issues facing the target, mapping them to individuals, and tailoring campaigns to address those issues.

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Respondent Demographics

Which of the following best describes your job title or level?
% of respondents (N=112)

- Individual contributor 9%
- C-level 13%
- VP/Senior VP 14%
- Director 30%
- Manager 34%

Customer Focus:
Which of the following best describes your organization's industry?
% of respondents (N=112)

- Primarily B2B (business to business/business to government) 93%
- Both B2B and B2C 7%

Which of the following best describes your job role?
% of respondents (N=112)

- Marketing 85%
- Corporate executive team (CEO, President, COO, CFO) 10%
- Other 2%
- Sales 4%

Source: ITSMA Account-Based MarketingSM Survey, March 2016
Respondent Demographics

What was your company's annual revenue in 2015?
% of respondents (N=112)

- Less than $100M: 39%
- $100M up to $499M: 11%
- $500M up to $999M: 4%
- $1B up to $4.9B: 16%
- $5B up to $9.9B: 7%
- $10B or more: 23%

Where are you physically located?
% of respondents (N=112)

- North America: 60%
- Europe: 29%
- Asia/Pacific: 8%
- Africa: 2%

Which of the following best describes your organization's industry?
% of respondents (N=112)

- Software solutions: 31%
- Computer systems and solutions: 16%
- Other business services: 13%
- Marketing services/advertising agency: 12%
- Telecommunications and network systems/solutions: 11%
- Outsourcing (technology/business process): 9%
- IT professional services/consulting: 5%
- Other: 5%

Source: ITSMA Account-Based MarketingSM Survey, March 2016
Want to learn more?

Here’s what is included in the full study:

<table>
<thead>
<tr>
<th>Section</th>
<th>Slide</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive Summary</td>
<td>3</td>
</tr>
<tr>
<td>Methodology and Respondent Demographics</td>
<td>27</td>
</tr>
<tr>
<td>Detailed Findings</td>
<td>35</td>
</tr>
<tr>
<td>Strategic ABM</td>
<td>48</td>
</tr>
<tr>
<td>ABM Lite</td>
<td>60</td>
</tr>
<tr>
<td>Programmatic ABM</td>
<td>72</td>
</tr>
</tbody>
</table>

Buy the study

Member: $295
Non-member: $495

The report is available for no additional fee to current ITSMA members that responded to this survey and for sale at member and non-member prices to all others.

http://www.itsma.com/research/fueling-account-based-marketing-fire/

For more information

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