

The Rise of Account-Based Marketing Timeline

1993

Don Peppers and Martha Rogers publish their seminal book, *The One to One Future*, which revolutionizes marketing



1997

CSC launches full-court press pursuit marketing, lands two highly visible 10-year outsourcing contracts worth approximately \$170 million



2002

Accenture and Unisys pioneer Client Centric Marketing: Account manager demand outpaces supply



ITSMA conducts first-ever survey on Account Management and the Role of Marketing

2003

ITSMA introduces the concept of Account-Based Marketing (ABM) igniting a groundswell in B2B marketing



2004

ITSMA publishes ground-breaking paper, *Account-Based Marketing: The New Frontier*

Charles Doyle of Accenture presents the three objectives of Client-Centric Marketing at ITSMA's Annual Conference: manage perception, create a differentiated position, generate demand

2006

Xerox Global Services and Northrup Grumman win the first ITSMA Marketing Excellence Awards for ABM



ITSMA ABM Council launched with founding members Avaya, BearingPoint, EDS, First Data, Hewlett-Packard, IBM, Lucent, Unisys, and Xerox

2007

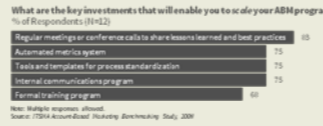
ITSMA introduces Three-Phase Model for ABM development



2008

BEA, Capgemini, Cisco, Deloitte, and Oracle join the ITSMA ABM Council

ITSMA conducts the first-ever ABM Benchmarking Study, highlights success with scaling ABM



2009

ITSMA introduces the Collaborative Account Planning Model, to help marketers and salespeople accelerate opportunities with existing customers and high priority prospects



BT Global Services and AT&T win the ITSMA Marketing Excellence Award for ABM

CA and CSC join the ITSMA ABM Council

2010

BT and Microsoft join the ITSMA ABM Council

2011

BT is first to automate gathering account insight for ABM; KAM Live, based on agent³, enhances the conversation among marketing, sales, and the client



Cognizant and KPMG join the ITSMA ABM Council

2012

ITSMA identifies the four steps for successful ABM adoption: ITSMA Account-Based MarketingSM Adoption Model



ITSMA introduces the first Certification Program for Account-Based Marketers in North America (and has now certified hundreds of ABMers)



2013

ITSMA introduces the first Certification Program for Account-Based Marketers in Europe

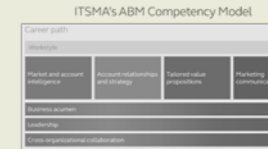
ITSMA conducts a second ABM Benchmarking Study. Key finding: Companies positioning ABM as strategic business initiative rather than tactical marketing program show best results

2014

Juniper and Cognizant win the ITSMA Marketing Excellence Award for Accelerating Growth with Account-Based Marketing

2015

ITSMA inaugurates ABM Skills Competency Model and Assessment



ABM catches fire! Venture capitalists uncover the potential for technology enabled ABM, investing in Engagio, Demandbase, and more

SAP America, Cisco, and KPMG win the ITSMA Marketing Excellence Award for Accelerating Growth with ABM

Avanade, Dell, Juniper, and SAP join the ITSMA ABM Council

2016

ITSMA documents the rise of three distinct types of ABM: Strategic ABM, ABM Lite, and Programmatic ABM



New study confirms that 84% of marketers find ABM delivers higher ROI than other marketing initiatives



2017

Building on 14 years of research and experience, ITSMA publishes a definitive guide to developing ABM strategy, programs, skills, and careers

