



ABM on the Rise

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# A B2B Marketing Jumpstart to Account-Based Marketing



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# Introduction

Everywhere you turn, more and more B2B companies are embracing account-based marketing (ABM).

And they're wise to do so: ABM is a strategy that doesn't just call for alignment between sales and marketing teams; it generates it. We wanted to understand which marketers use ABM and how, their top challenges, and how they're overcoming them.

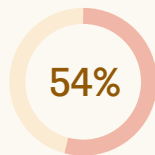
**800+**  
B2B Marketers

So LinkedIn surveyed more than **800 B2B marketers** in the US, Europe, and APAC and confirmed that ABM is extremely common around the world—and gaining in popularity.

Let's explore more of the findings and reveal the secrets to running effective ABM programs.



# ABM: Gaining Traction and Budget



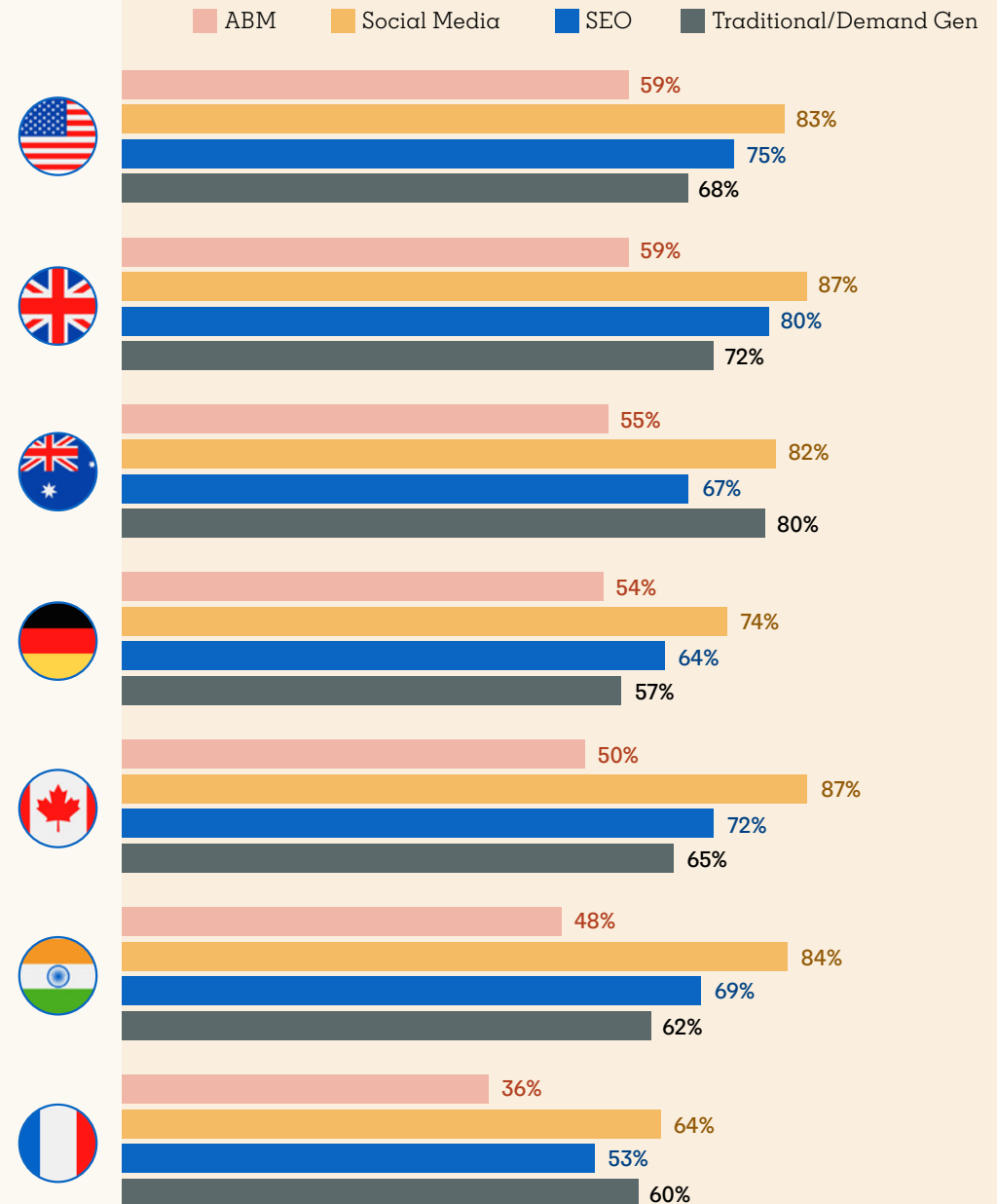
More than half (**54%**) of the marketers surveyed use ABM—and marketers are planning to invest more going forward.

On average, ABM budgets are more than a third (**36%**) of digital marketing/advertising spend, and are growing **9%** annually. What's more, **80%** of marketers intend to increase their ABM budget, and **38%** plan to grow that budget **10%** or more in the next 12 months.

**ABM adoption is highest in the US, UK, Germany, and Australia/New Zealand; France lags with only 36% of B2B digital marketers using ABM.**

And there's ample room for growth because adoption of ABM trails other digital marketing tactics, including social media, SEO, and traditional demand generation.

## Marketing Strategy Usage among B2B Marketers (% of companies using)



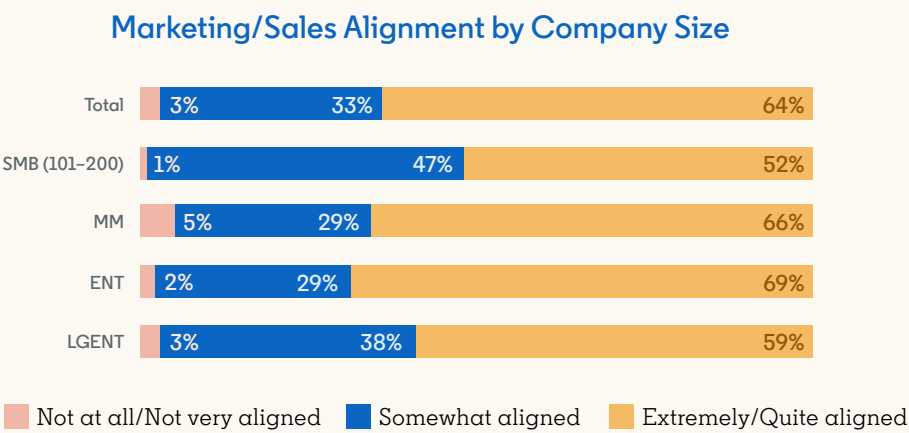
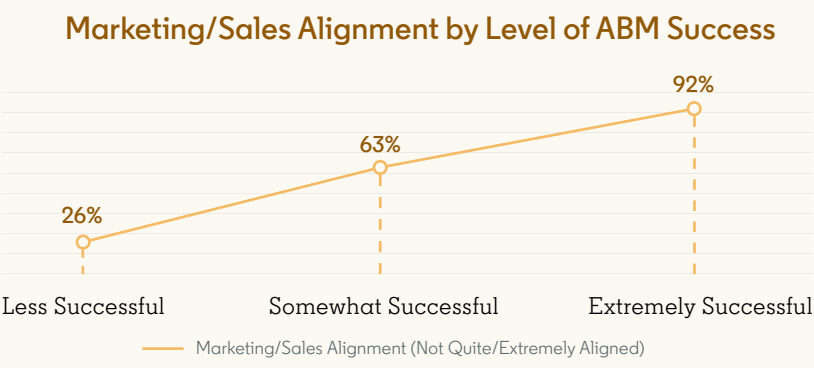


# Sales and Marketing Alignment Play a Key Role

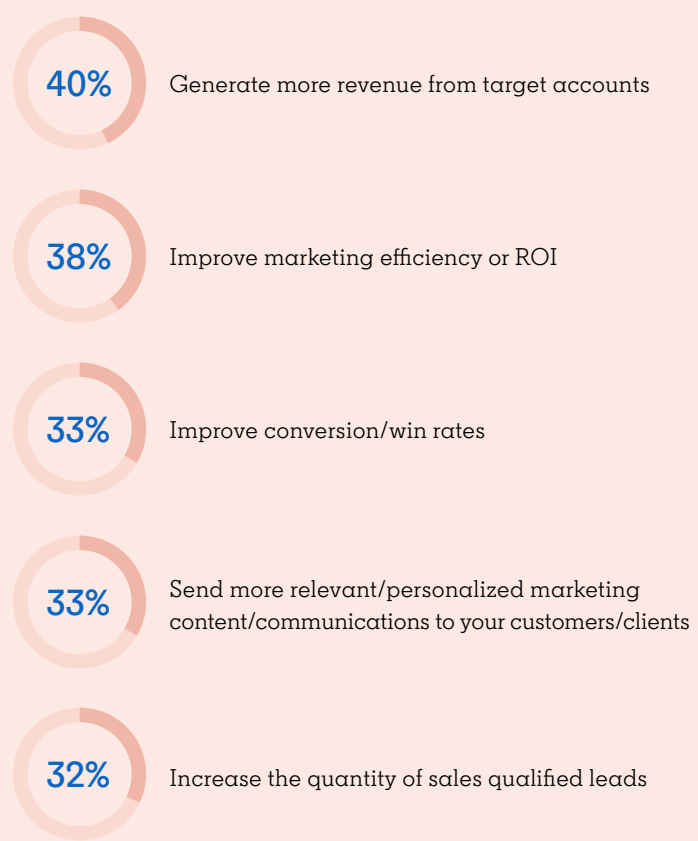
**It's no wonder alignment is a core driver of success:  
Financial metrics dominate ABM program goals.**

Generating more revenue from target accounts and improving the efficiency and ROI of marketing efforts are top priorities.

While marketing and sales will always own distinct responsibilities, alignment is crucial to ABM success—and it's stronger among medium and smaller enterprise companies.



## Main ABM Program Goals

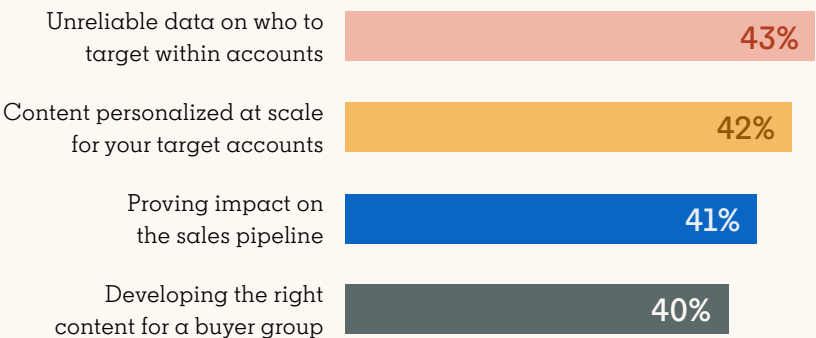


# Marketers Face Challenges Implementing ABM Programs

To achieve their ABM goals, marketers need to overcome unreliable data, personalize content at scale, and show the results of their program and campaigns.

## ABM Challenges

(% Quite + Extremely Challenging)

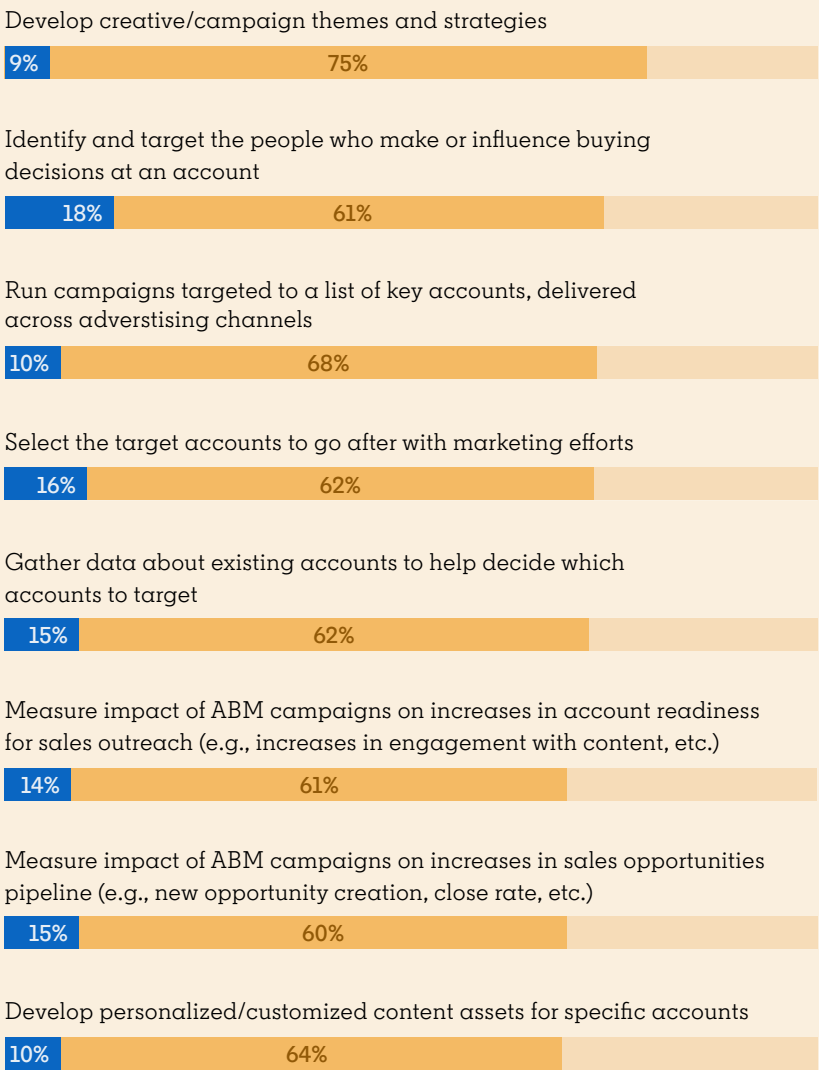


But they struggle to do so—and are skeptical about their ability to prove sales impact. It’s no wonder since they sometimes rely on others in these areas.

## ABM Task Responsibilities by Department

(Select All that Apply)

■ Sales ■ Marketing



# How Marketers Can Improve Their ABM Program Effectiveness

How can marketers accomplish their ABM goals in spite of the roadblocks they face?

Smartly, marketers believe they will succeed by delivering personalized content to the buying group. In other words, by delivering the right content to the right people at the right time.

To realize that vision, marketers want to:

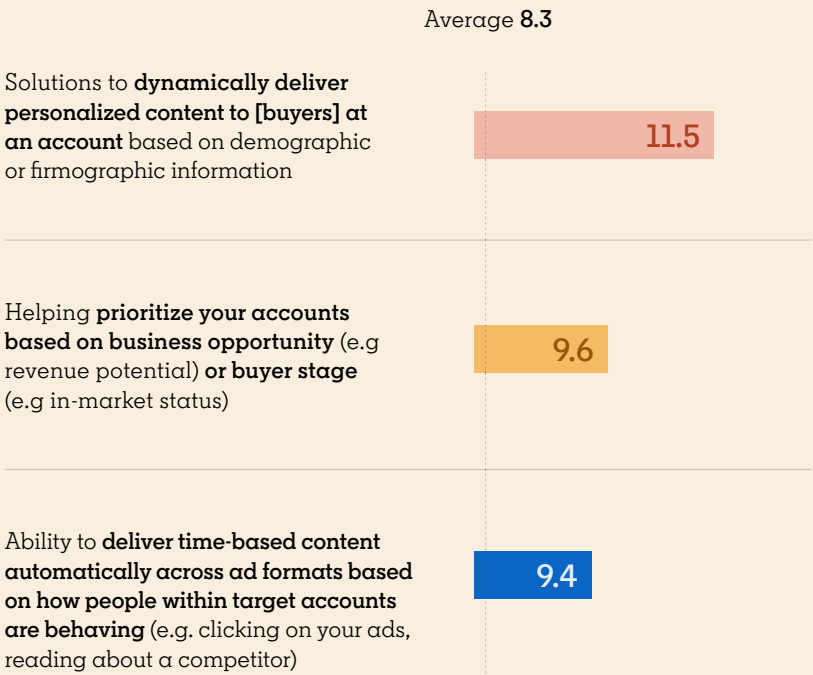
- 1

Dynamically deliver content based on accurate targeting
- 2

Prioritize accounts based on revenue potential or stage of the buying process

And they can steal a page from the playbook of B2B marketers realizing ABM success.

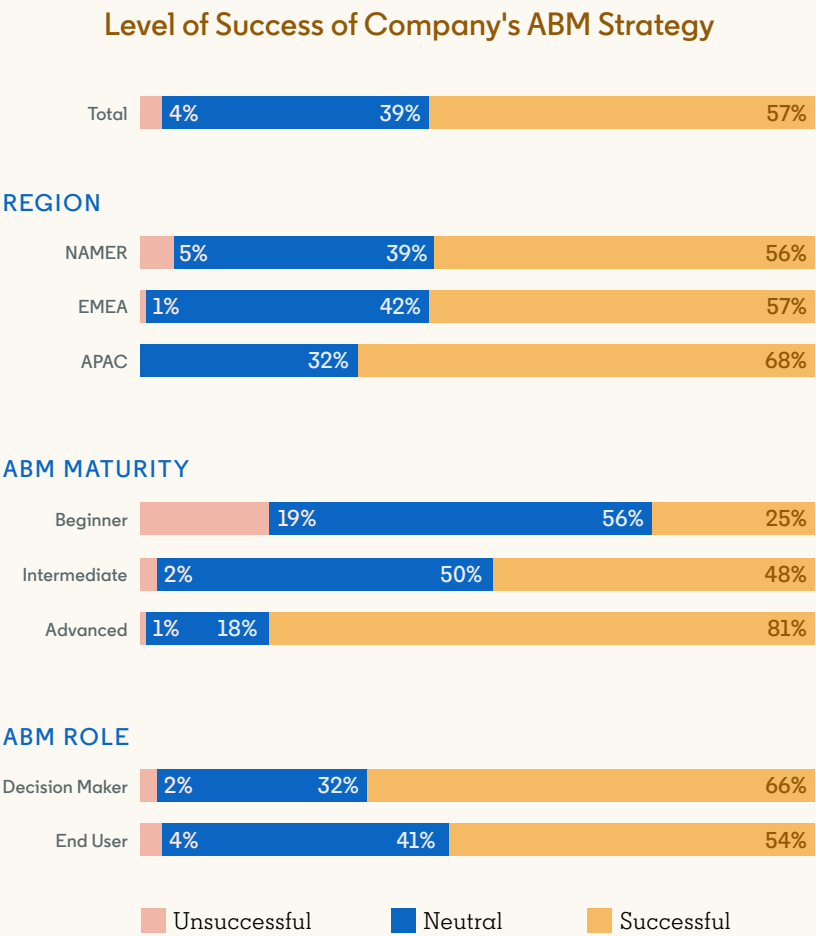
## ABM Product Feature Relative Importance (Based on Max Diff Prioritization Exercise)



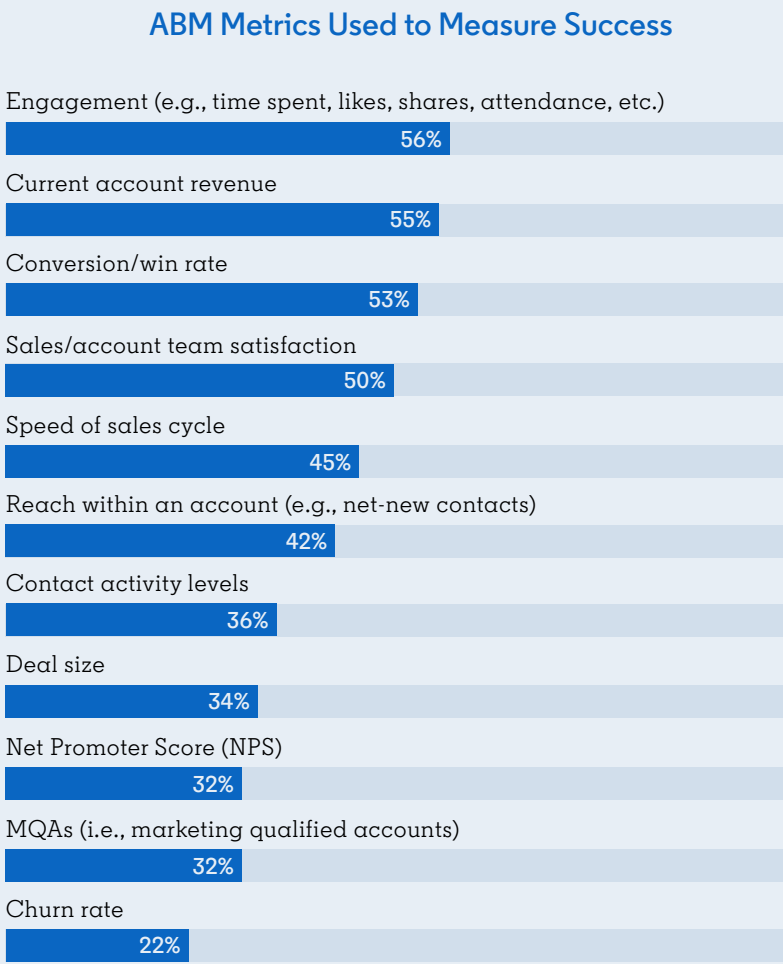
# How ABM Marketers Measure Success

The majority of marketers give their ABM programs high grades.

No surprise here: More advanced ABM programs are typically considered more successful.



Marketers measure ABM success in a variety of ways, but engagement and financial metrics (i.e., revenue and conversion/win rate) top the list.

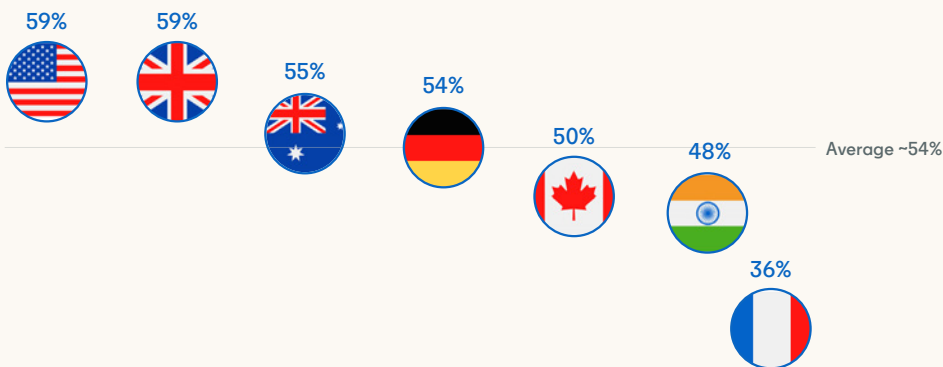




# ABM Usage Varies by Region, Company Size, and Industry

Marketers in the US and the UK are leading the way with ABM usage (59% each), followed closely by Australia/New Zealand and Germany (55% and 54%, respectively). Next are Canada at 50% and India at 48%. France/Benelux is far behind at just 36%.

## ABM Usage among B2B Marketing Professionals (% Companies Using)



Larger enterprises more likely to use ABM than either mid-market or small businesses.



## A Deeper Dive into the Leading Industries

Across industries, marketers use ABM at various rates. Those giving ABM the biggest embrace are:



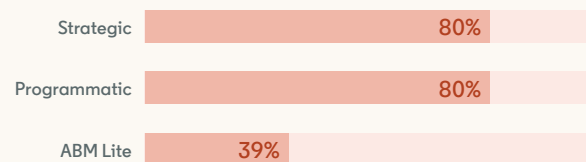
	Financial Services	Retail	Tech	Prof. Services
% Using ABM	64%	47%	60%	50%
% Digital Budget Spent on ABM	31%	33%	37%	40%

# A Deeper Dive into the Leading Industries

## Financial Services

Strategic ABM is slightly more common in this vertical, with ABM technology platforms and analytics/reporting tying for top ABM technologies used. Unreliable data and content are the top challenges, and reach within an account is a unique ABM success metric.

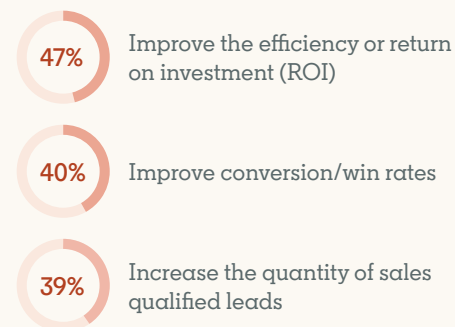
### ABM TYPE USED



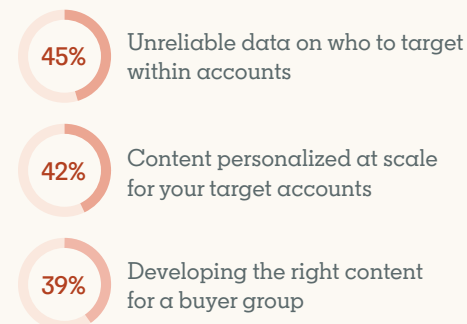
### MOST IMPORTANT ABM NEEDS



### ABM PROGRAM GOALS



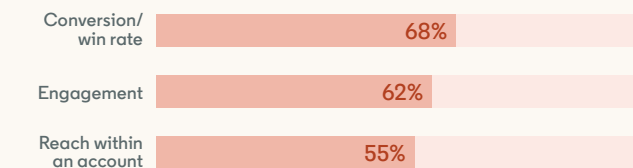
### ABM CHALLENGES



### ABM ATTITUDES



### ABM SUCCESS METRICS



### ABM TECHNOLOGIES USED

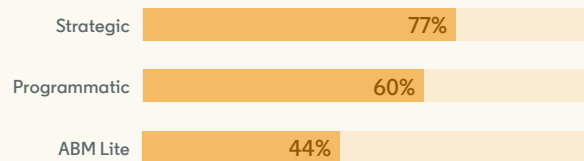


# A Deeper Dive into the Leading Industries

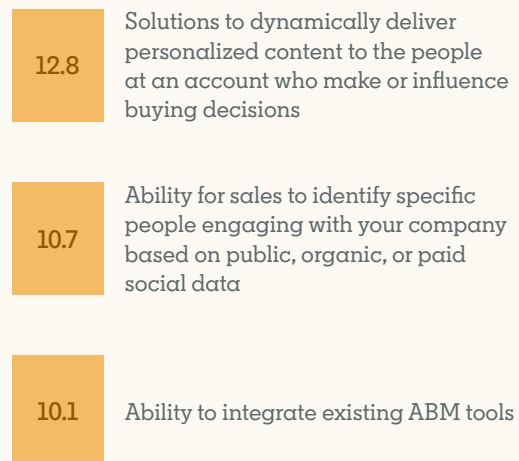
## Professional Services/Consulting

Strategic ABM is the most popular by far in this vertical, with analytics/reporting and ABM technology platforms topping the list of ABM technologies used. Developing the right content for the buyer group and personalizing content at scale are the top challenges, while sales/account team satisfaction is a unique success metric.

### ABM TYPE USED



### MOST IMPORTANT ABM NEEDS



### ABM PROGRAM GOALS



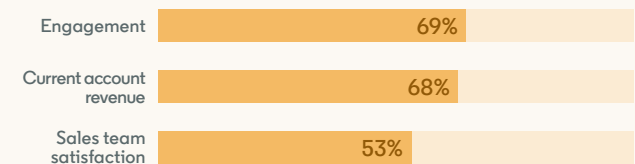
### ABM CHALLENGES



### ABM ATTITUDES



### ABM SUCCESS METRICS



### ABM TECHNOLOGIES USED

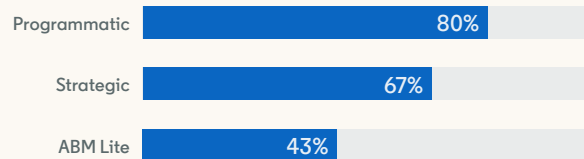


# A Deeper Dive into the Leading Industries

## Technology

Programmatic ABM is by far the most popular in this vertical. While personalizing content at scale and unreliable data are the top challenges, this vertical relies most heavily on analytics/reporting and campaign execution and orchestration technologies. Speed of the sales cycle is a unique success metric.

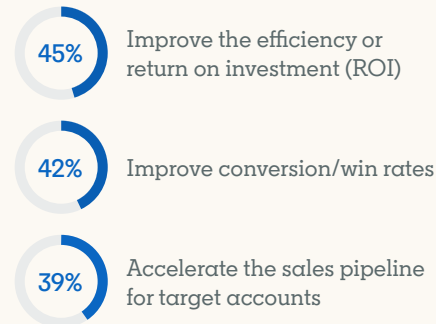
### ABM TYPE USED



### MOST IMPORTANT ABM NEEDS



### ABM PROGRAM GOALS



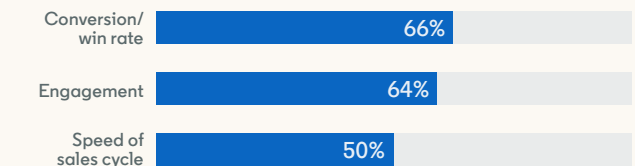
### ABM CHALLENGES



### ABM ATTITUDES



### ABM SUCCESS METRICS

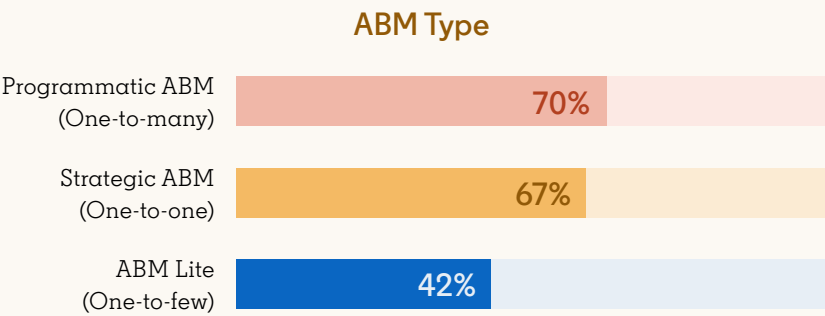


### ABM TECHNOLOGIES USED



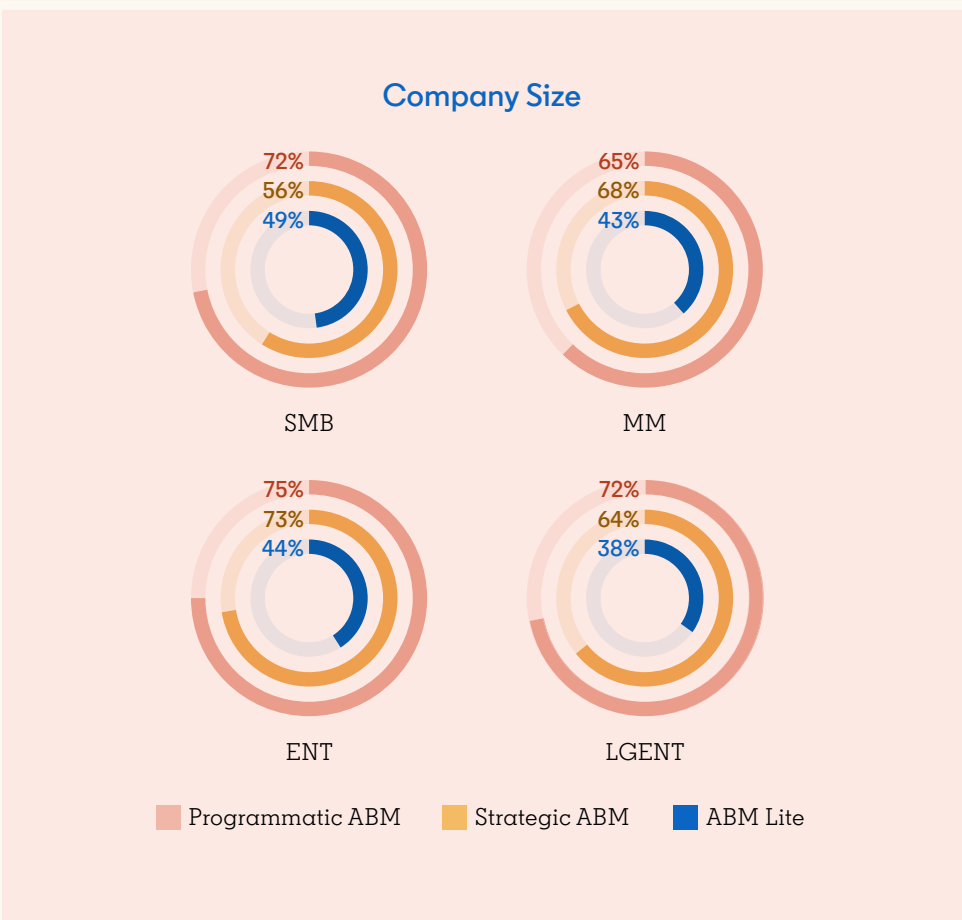
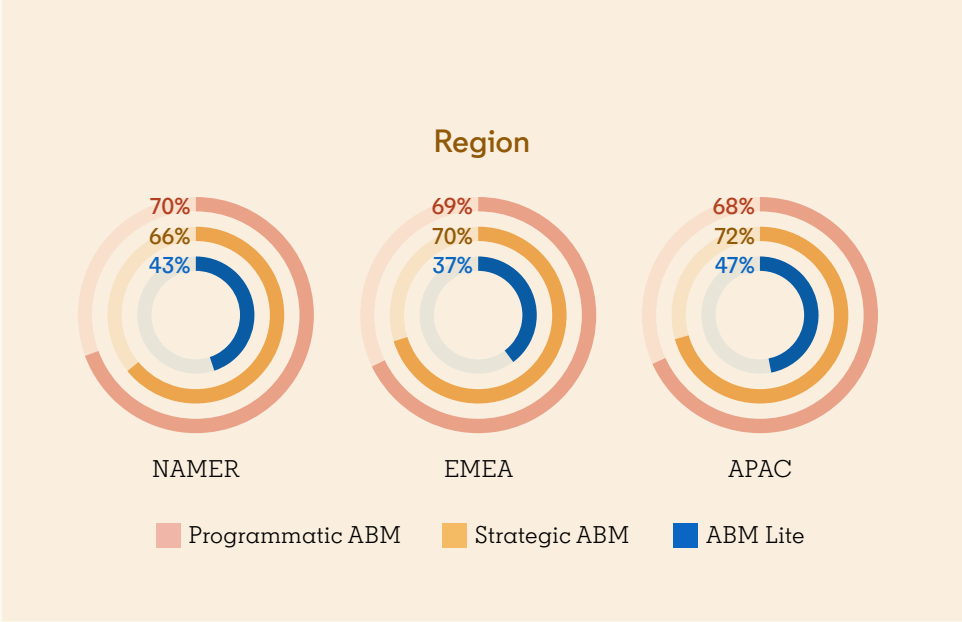
# Marketers Call Upon Various Flavors of ABM

Programmatic (i.e., one-to-many) and Strategic (i.e., one-to-one) are the most common ABM strategies employed by B2B marketers. SMBs more frequently utilize ABM Lite (i.e., one-to- few), especially compared with large enterprises.



SMBs use ABM Lite (i.e., one-to-few) at far higher rates than large enterprises. Yet surprisingly, they are on par with large enterprises in using programmatic ABM. Mid-market enterprises use Programmatic and Strategic ABM at about the same rates.

Across regions, usage is fairly consistent, though APAC leads the way in all three categories.

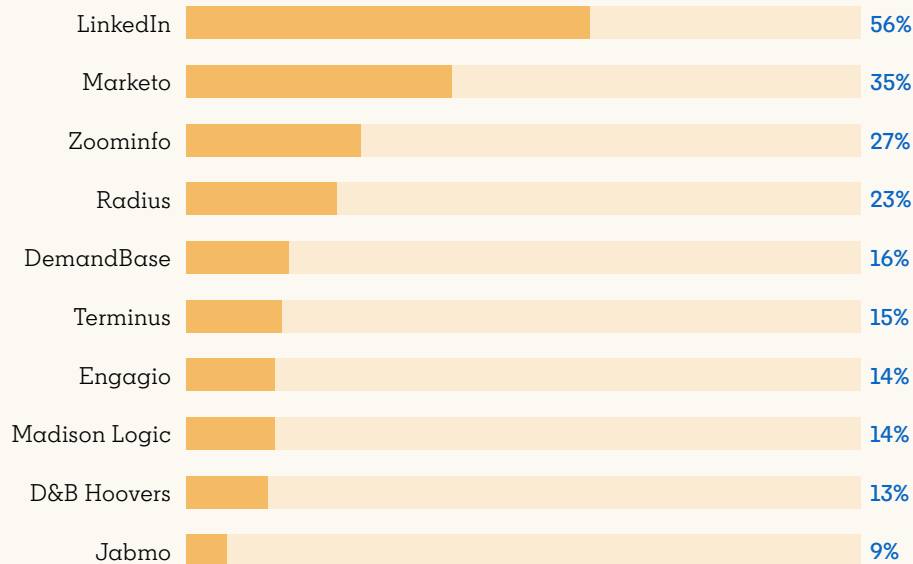


# The Brands and Technologies Paving the Way for Success

So, what separates successful ABM marketers from their struggling counterparts?

After devising a strategic plan, they call upon proven brands and technologies to power their programs. LinkedIn paid advertising is the most commonly used ad platform among ABM Marketers. The member-generated, first-party data on LinkedIn is more accurate and highly differentiated in the market noise of audience data. Plus, LinkedIn's innovative products help marketers navigate the complex B2B buying process, where multiple touchpoints influence every sale.

## Marketing Product/Solution Provider Usage: Past 6 Months



“

LinkedIn is a great platform because everyone puts their job title on there so you can pick and choose who you want. You click a button and they're targeted. So LinkedIn is unique and we spend a lot of money with LinkedIn on targeted campaigns.”

— Head of Marketing Operations, Software



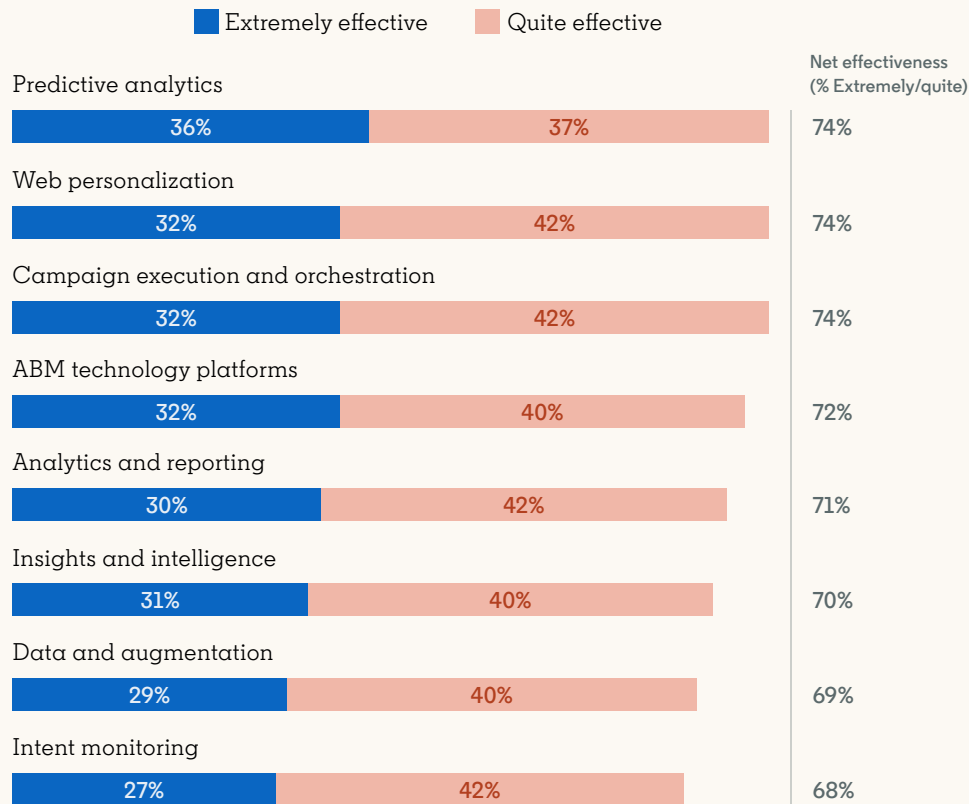


# The Brands and Technologies Paving the Way for Success

Successful marketers also call upon an array of technologies to drive ABM success.

This includes everything from ABM technology platforms and campaign execution and orchestration, data and segmentation, and insights and intelligence.

## ABM Technology Effectiveness



# Leverage LinkedIn to Align Around Accounts

LinkedIn provides the tools that can bridge the gap between sales and marketing.

## You can use LinkedIn to:

**Target the same sweet spot:** Our **610+ million** member profiles bring marketing and sales together around one shared data set that is more detailed, accurate, and up-to-date than anything else available.

**Understand the buyer:** LinkedIn uniquely gives marketing and sales teams a shared understanding of the buyer, enabling them to reach the right professionals together and deliver personalized, coordinated experiences.

**Engage through the buyer journey:** Our platform empowers marketing and sales at all stages of the buying journey—from awareness through the deal close—and then helps deepen engagement and expand relationships with customers.



Sponsored Content and Sponsored InMail are paid advertising options to amplify organic content, helping build awareness.



Sales team can share marketing-generated content directly with buyers throughout the consideration stage via LinkedIn Elevate. When the sales team leverages their employee connections to boost media impact, they increase engagement by **53%** and boost the likelihood of buyers becoming company followers by **30%**.



The Buyer Circle within Sales Navigator Deals enables reps and managers to better understand the decision makers involved, spot who is missing, search for new stakeholders on LinkedIn, and quickly build out the buying committee.



Sales Navigator Deals provides a comprehensive and real-time view of the pipeline, allowing sellers and managers to effectively collaborate on deals. Sales is alerted anytime content is opened, viewed, or forwarded via LinkedIn PointDrive.



# Study Methodology

This study was based on a combination of 10 phone interviews and a global survey of 801 B2B marketers around the world.

Phone interviews were conducted by a third-party professional moderator with B2B marketers satisfying the following criteria:

- ✓ Use an ABM strategy
- ✓ In B2B or B2B2C companies with 200+ employees
- ✓ From the following industries:
  - IT/Technology
  - Professional Services or Consulting

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The global survey was conducted with **801** B2B marketers across **9 countries** that satisfied the following criteria:

- ✓ Use an ABM strategy
- ✓ In B2B or B2B2C companies with 101+ employees
- ✓ Run campaigns targeted at list(s) of key accounts
- ✓ Personally use or directly manage someone who used digital marketing products in the last 6 months







#### RELATIONSHIPS MATTER

For the first time in the history of media, you can reach the world's professionals all in one place. More than 610 million people worldwide gather on LinkedIn to stay connected and informed, advance their careers, and work smarter. Together, they comprise the largest global community of business professionals. These are the decision-makers, influencers, and the leaders of today and tomorrow—precisely the people you want to target.

For more information, visit [marketing.linkedin.com](https://marketing.linkedin.com)

