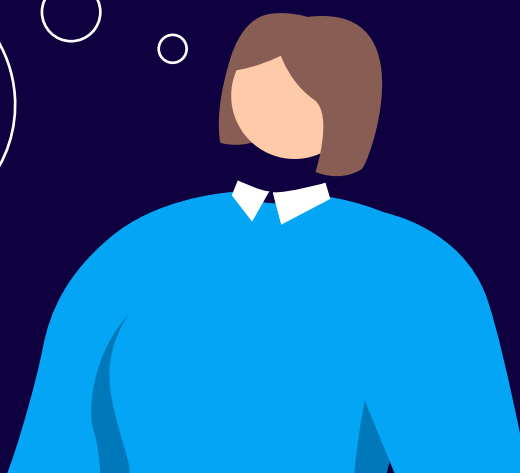


What happens when you ask B2B marketers about **ABM?**



Over 94% now say they have an active ABM program



This number was 77% in 2019. **ABM is taking off**

Mature ABM makes up as much as **79% of sales opportunities***



...but for many it's still early days



About 8% say they're in a pilot phase



43% say they're in an early phase

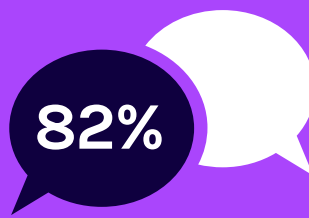
It's safe to say a lot of us are still working it out



42% in the early stages are using ABM for lead generation

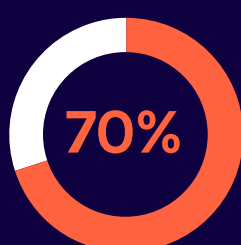


10% are underway with mature programs

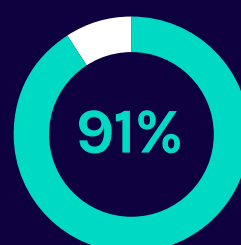


82% say that ABM greatly improves the alignment between marketing and sales at their company.

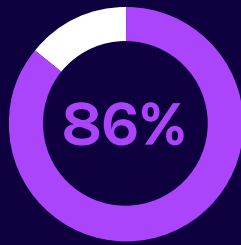
You hear a lot about the results



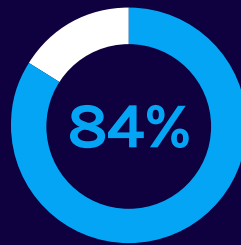
more opportunities



of companies increasing average deal size



reporting improved win rates



improvement in reputation

80% of marketers report improved customer lifetime values as a result of ABM.



ABM isn't just about logo acquisition. ABM affects everything needed for your businesses to be a success.

All this leads to...



87% reporting ABM outperforms other strategies in terms of ROI.



and it's predicted that by 2022, **more than 70%** of B2B marketers will use intent data to drive their ABM strategies

It's therefore hardly a surprise that the **number 1 priority** for B2B marketers is now **ABM**

