

FOUNDRY

ABM and Intent Benchmarking Study 2023

Understanding the workings of ABM and the
use, success and challenges of intent data

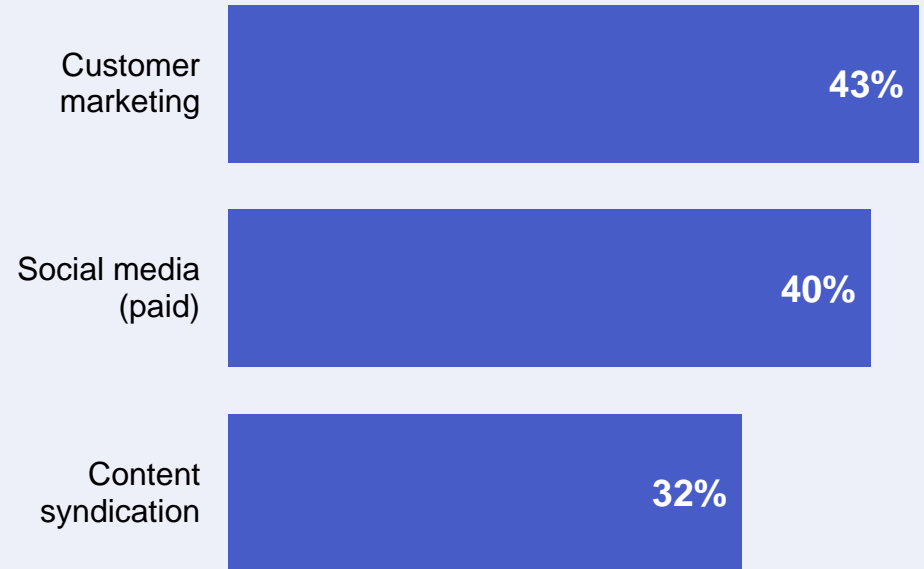


Tech marketers are using account-based marketing (ABM)

96%

of marketers have a documented ABM strategy

Marketing tactics used:



Survey purpose and goal: We conducted this survey to understand the workings of account-based marketing (ABM) and its evolution and adoption compared to traditional marketing approaches. We also looked at the use, success and challenges of intent data.

ABM is seen in a positive light

98%

rate ABM as extremely or very important to their marketing objectives

93%

feel their ABM efforts have been extremely-very successful
up from 84% in 2022

A variety of business objectives are driving ABM investments

Question: What business goals drove investments for ABM programs in the last 12 months at your organization (select all that apply) and what do you view as the most important (select one)?

Business goals driving ABM investments:

- Creating wider engagement within ICP **(59%)**
- Improve win-rates **(58%)**
- Improve new account acquisition **(57%)**
- Upsell and cross-sell to existing customers **(56%)**
- Accelerate pipeline **(53%)**
- Partner requirement **(36%)**
- Partner development **(14%)**

ABM's focus on collaboration may be changing the dynamic for sales and marketing

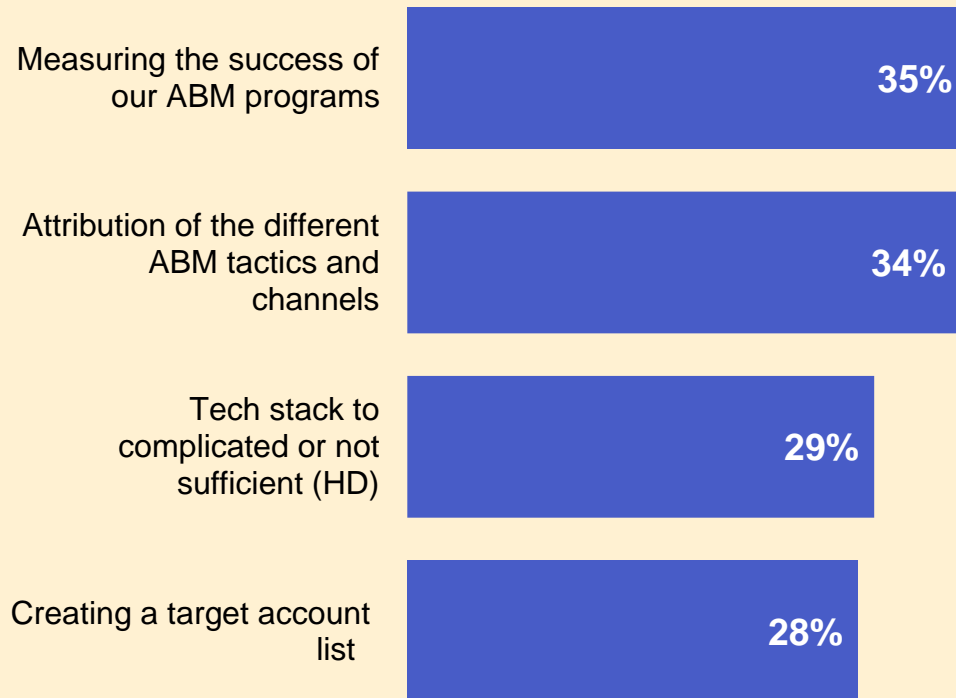
87%

of marketers say their alignment is strong with their sales team.

Up from 76% in 2022.

Marketers are faced with ABM & intent challenges

Top ABM challenges:



Question: What are the biggest challenges you will face with account-based marketing in the next 12 months? What are your biggest challenges when it comes to using Intent Data?

Top intent challenges:



The art of combining ABM efforts and intent data has become mainstream

Question: Thinking about your ABM marketing efforts, please rate your level of agreement with the following statements:

91%

are using intent data to identify what content should be served within ABM campaigns

Continue the conversation

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