

Account Based Marketing and ROI: Building the Case for Investment

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Abbreviated Summary | January 2014

Abbreviated Summary

ABM yields higher returns per marketing dollar than other marketing investments. But many ABM initiatives are abandoned because ABM is so unlike conventional marketing initiatives. How do you make the case for sustained investment?

Note: This abbreviated summary highlights a few significant findings from the ITSMA study *Account Based Marketing and ROI: Building the Case for Investment*. A more in-depth analysis can be found in the full report.

The three biggest ABM challenges:

Getting enough budget



Hiring the right talent



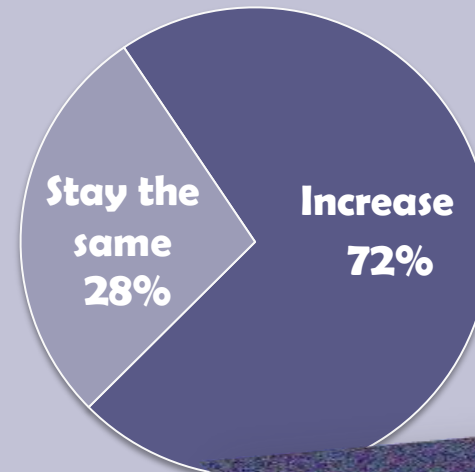
Justifying the cost



ABM is big and getting bigger

On average, among B2B IT services companies, 15% of the marketing budget is spent on ABM. And of the companies who have ABM initiatives, over seven in ten say that they plan to spend more (and nobody is planning to spend less).

What are your spending plans in FY2014 for Account Based Marketing? Will spending:
% of Respondents (N=58)



**ABM
spending
is on the
rise**

Source: ITSMA Account Based Marketing Survey, October 2013

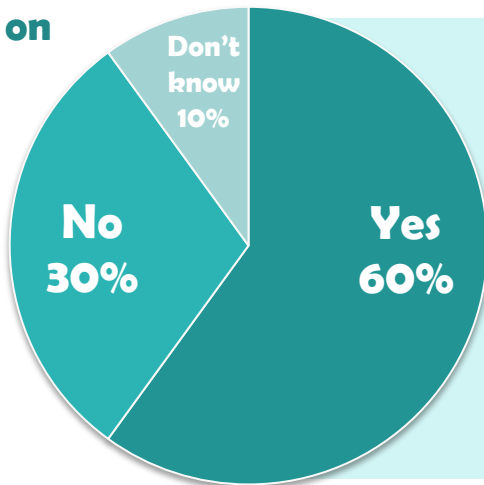
ABM delivers a high ROI over time

Over **80%** of marketers that measure ROI say that ABM initiatives **outperform** other marketing investments.

And half of those say that the **difference is significant**.
So investing in ABM should be a no-brainer. *Right?*

Do you measure
ABM return on
investment
(ROI)?

% of
Respondents
(N=63)



How does ABM return on investment (ROI) compare
to other marketing initiatives?

% of Respondents (N=38)

Significantly higher

42

Somewhat higher

42

About the same

16

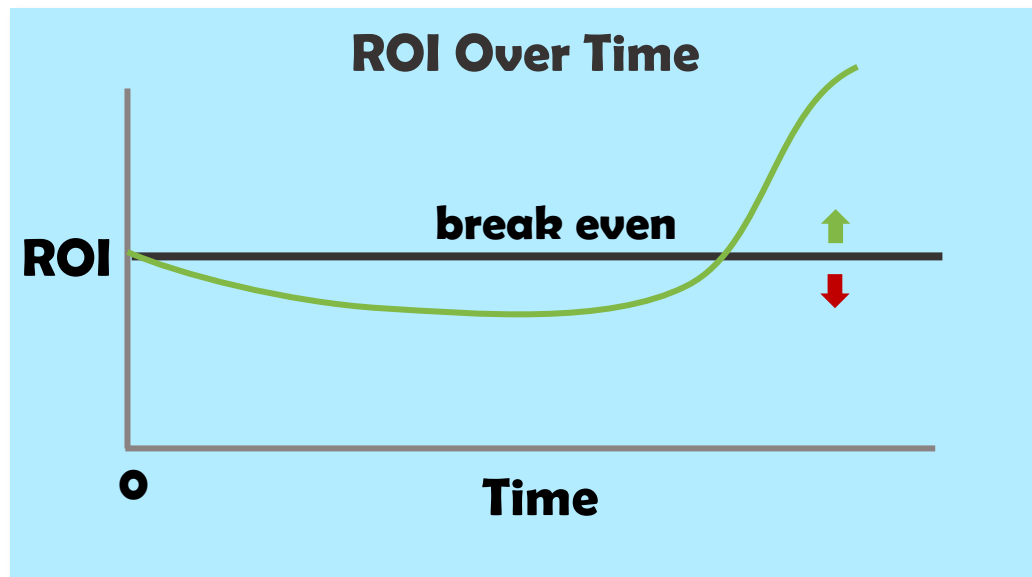
Source: ITSMA Account Based Marketing Survey, October 2013

ABM requires time to take off

Wrong. ABM isn't like other marketing initiatives. You may ultimately get a sizable deal, but you also spend a long time on the runway before taking flight.

ABM is a marketing example of high operating leverage. You invest. You spend time underwater. And when it pays off, it pays off big.

ROI of an ABM Program



Do the right things upfront and the returns will follow



There are **two keys** to sustaining the momentum of your ABM program.

First, position it correctly at the start. Not as a marketing initiative. Not as demand gen. As a company-wide strategic relationship-building initiative.

Correct positioning
of ABM correlates directly with
high ROI on ROI

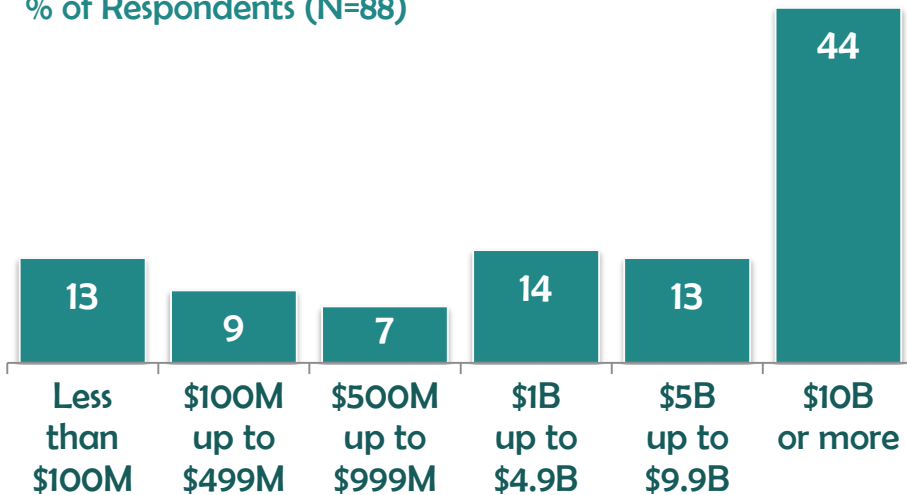
Second, create broad metrics that can help you show interim success, even without immediate revenue. Number of executive contacts. Invitations to bid. Meetings obtained.

Gather evidence from early wins
to get the resources to
build, standardize, and scale
your ABM program

Study Methodology

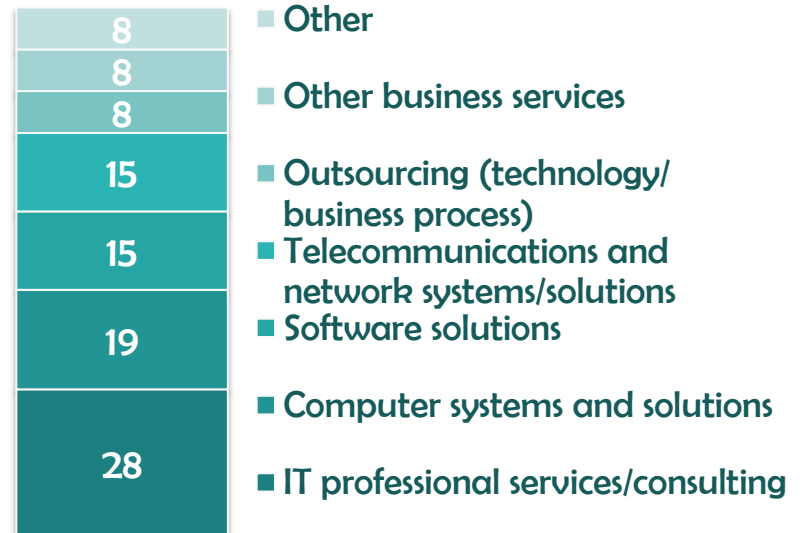
In October 2013 ITSMA surveyed 88 executives, almost all in marketing, mostly from B2B IT services companies.

Annual Revenue of Companies Represented % of Respondents (N=88)



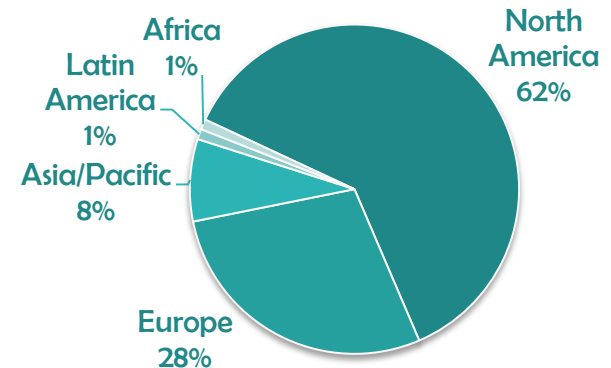
Source: ITSMA Account Based Marketing Survey, October 2013

Industry % of Respondents (N=88)



*Storage, semiconductor capital equipment, office equipment, test and measurement, industrial automation

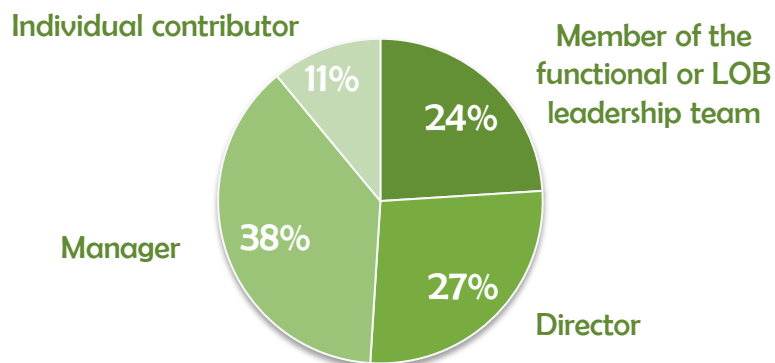
Where are you physically located? % of Respondents (N=88)



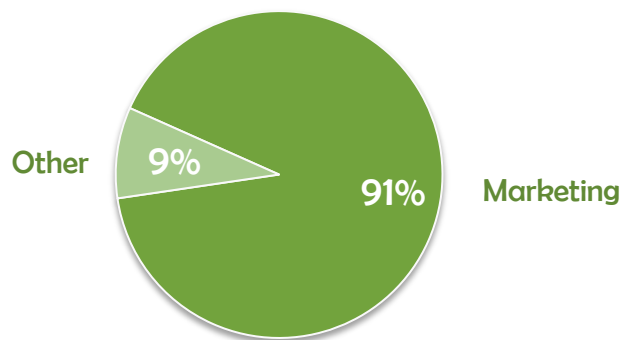
Respondent Characteristics

% of Respondents (N=88)

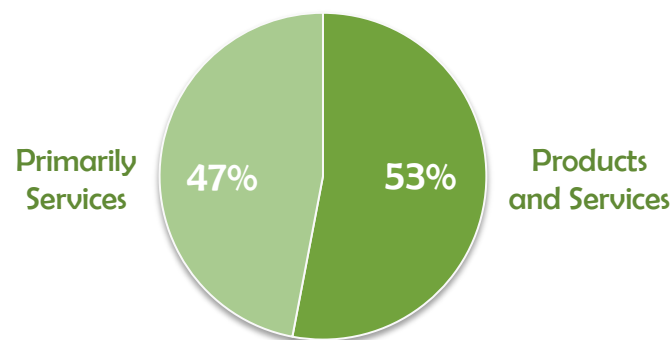
Which of the following best describes your job title or level?



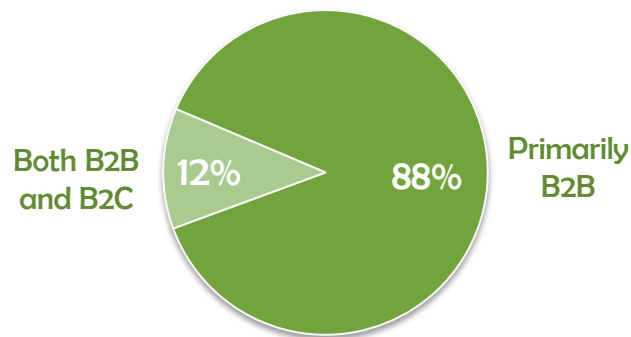
Which of the following best describes your function?



Type of Company



Type of Customers



Source: ITSMA Account Based Marketing Survey, October 2013

Respondent Characteristics

Which of the following job roles have you held, either currently or in the past?

% of Respondents (N=46)



Note: Multiple responses allowed. Includes only respondents that have held ABM positions.

Source: ITSMA Account Based Marketing Survey, October 2013

Want to learn more?

Here's what is included in the full study

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For More Information



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