



# The 2022 State of ABM

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# Introduction

Curious how your account-based program or planning stacks against others? Wondering if you've allocated enough resources to succeed? Or if you have the right tools and data?

We teamed up with B2B Fusion to determine 2022 benchmarks for ABM and help B2B SaaS businesses planning to ramp up their ABM in 2023.

Whether you've been doing ABM for a while or are just getting started, these survey responses from ABM practitioners will help the industry understand what it takes to build, maintain, and optimize an ABM program.

# Methodology



## **We surveyed 45+**

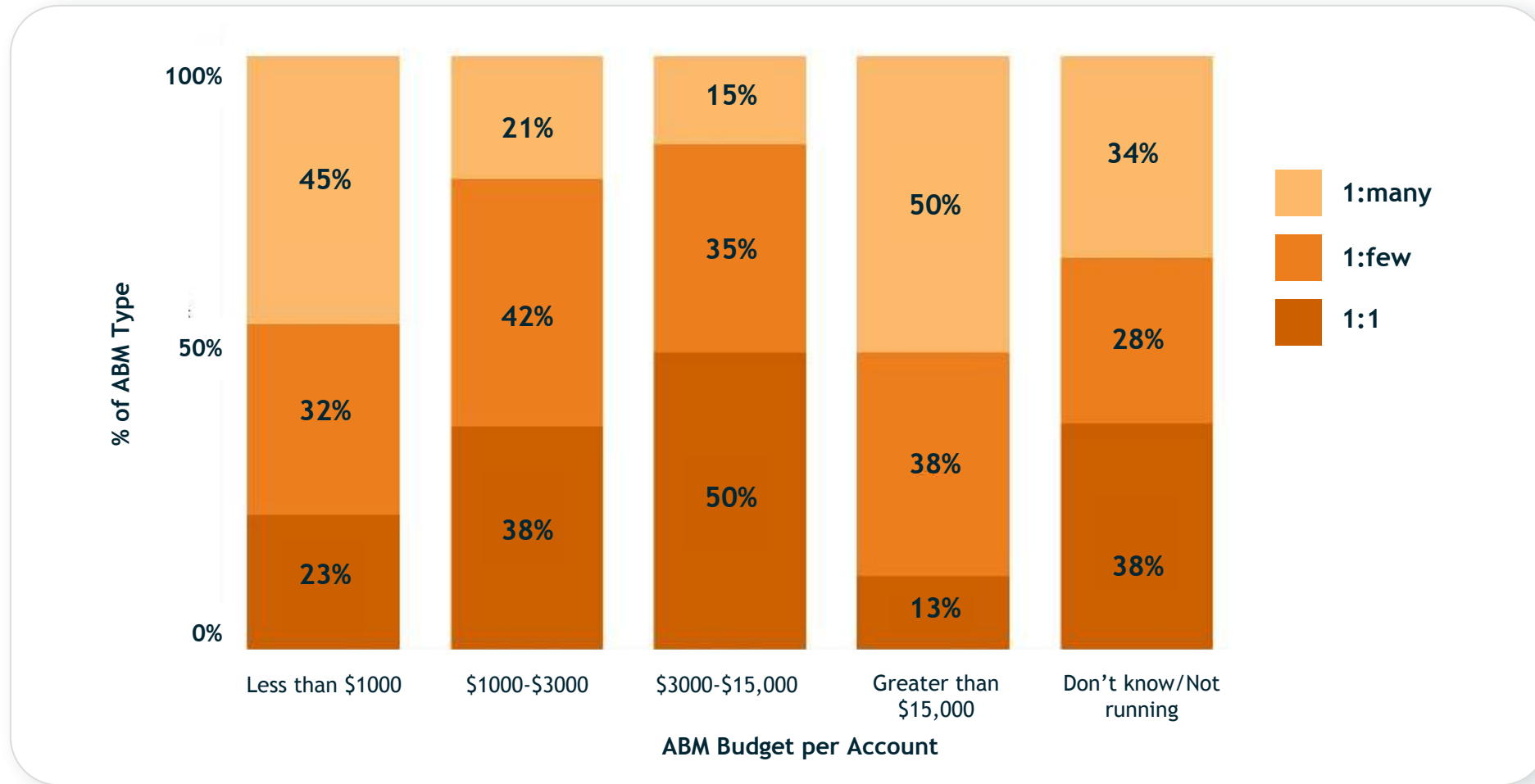
account-based marketing (ABM) and account-based everything (ABX) practitioners to establish benchmarks for ABM planning for B2B SaaS businesses in 2022.

Respondents were required to have some level of ABM/ABX strategy in place - those who did not were filtered out.

The SurveyMonkey survey contained 20 questions related to ABM strategy plus details about the respondents' business, used for the purpose of segmenting the data.

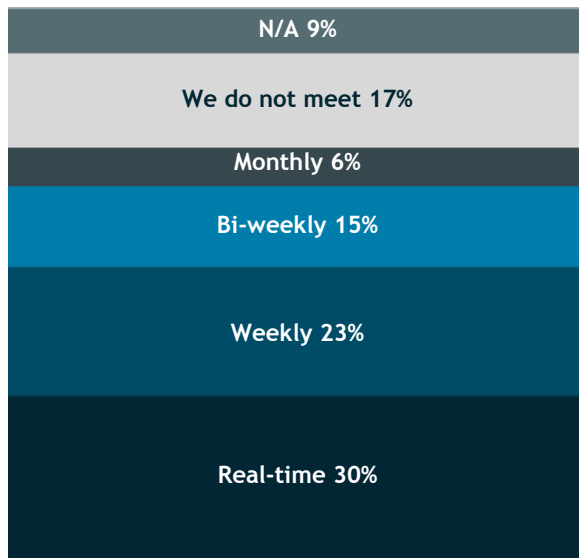
Respondents had the option to remain completely anonymous or provide contact information separately from the survey to receive a thank you gift for completing the survey.

# Higher ABM budget lends to more targeted (1:1) ABM efforts

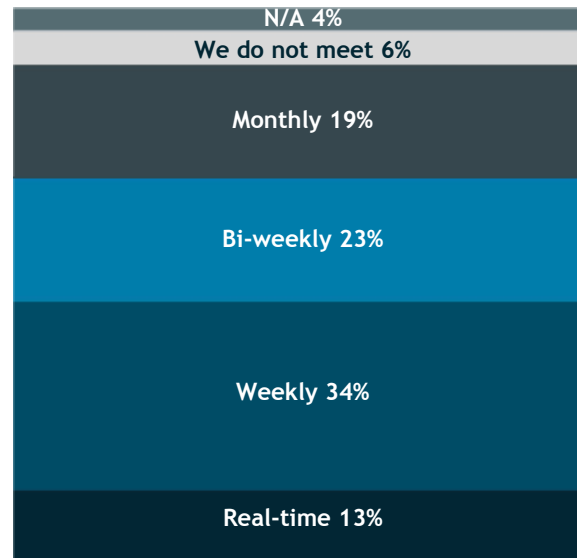


# On average, ABM teams meet with their sales counterparts weekly

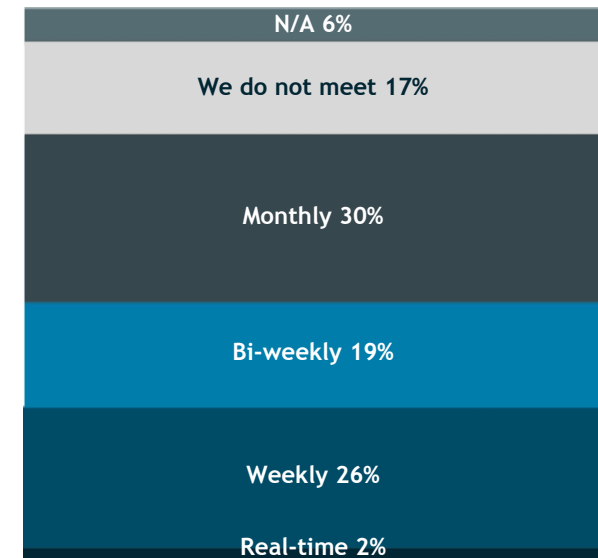
## Teams deploying 1:1 ABM meet most frequently



1:1 ABM collaboration with sales



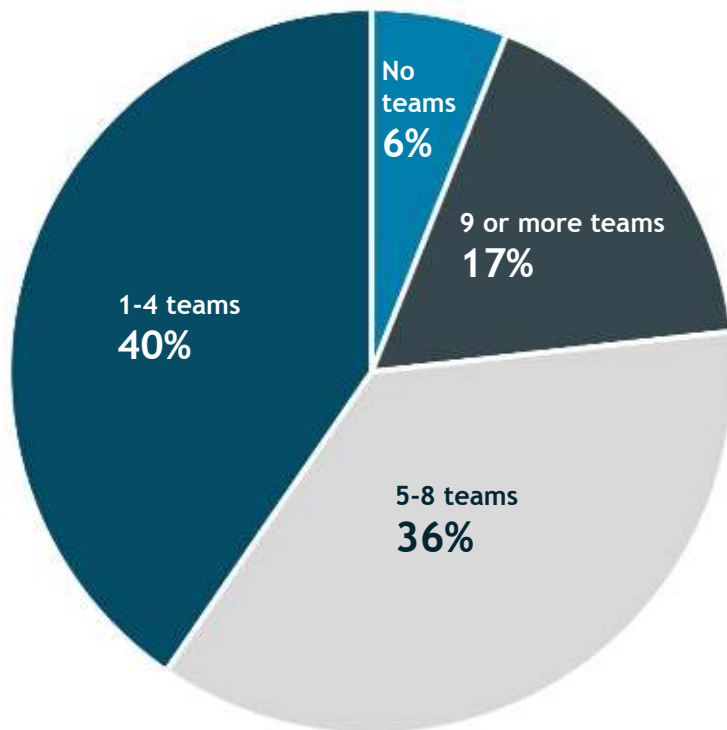
1:few ABM collaboration with sales



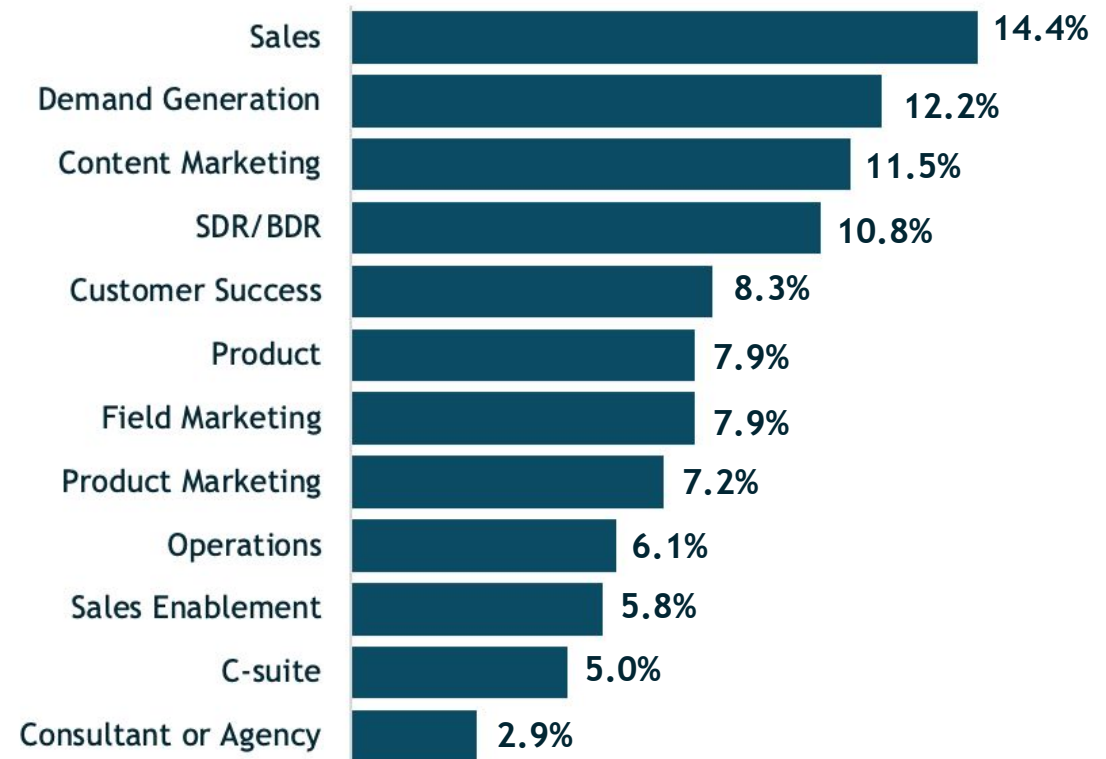
1:many ABM collaboration with sales

# Businesses on average have 5 teams contributing to ABM strategy

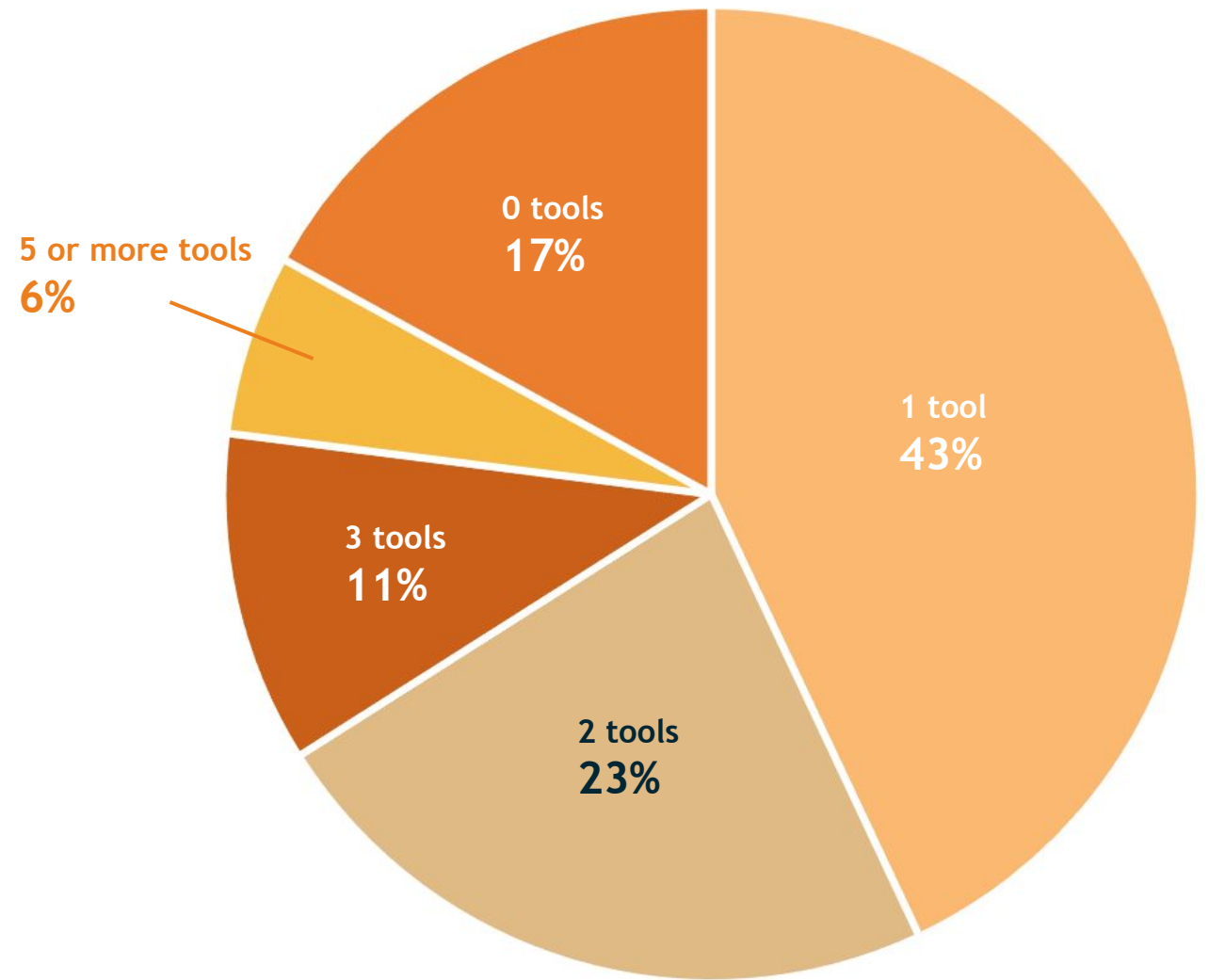
The most common teams that support their businesses ABM strategy are sales (14%) and demand generation (12%)



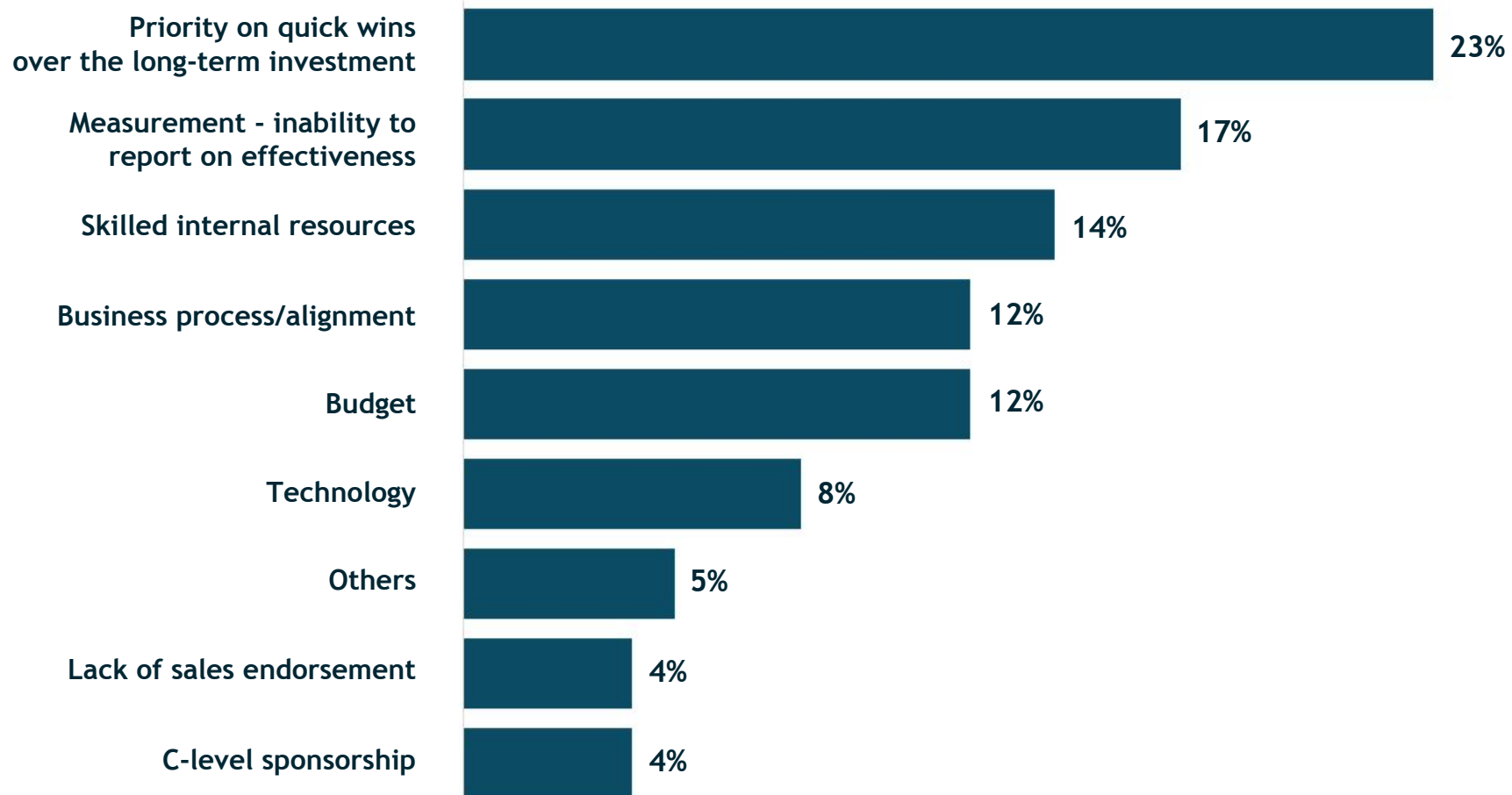
\*Values do not add up to 100% due to rounding



Businesses on average use 2 tools/platforms to support their ABM strategy

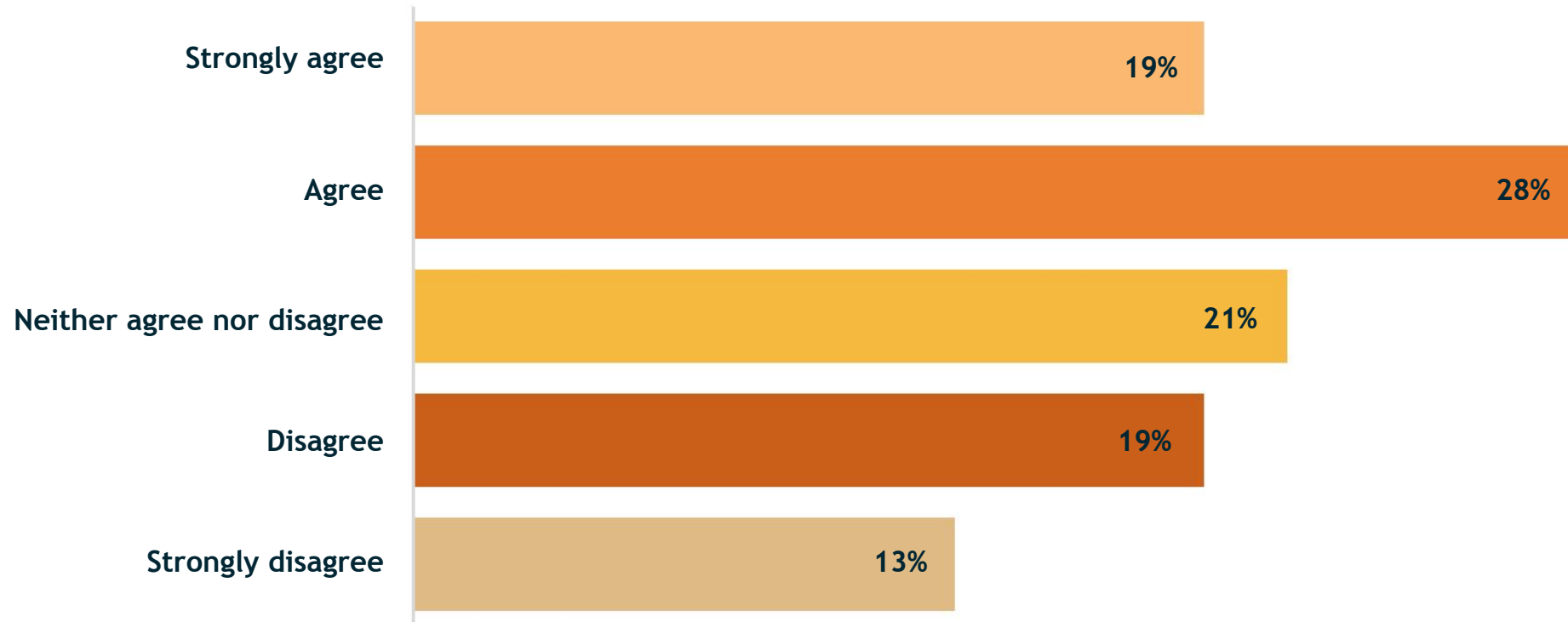


# The biggest challenge businesses face when adopting ABM is pressure to prioritize quick wins over the long-term investment, followed by an inability to report on effectiveness

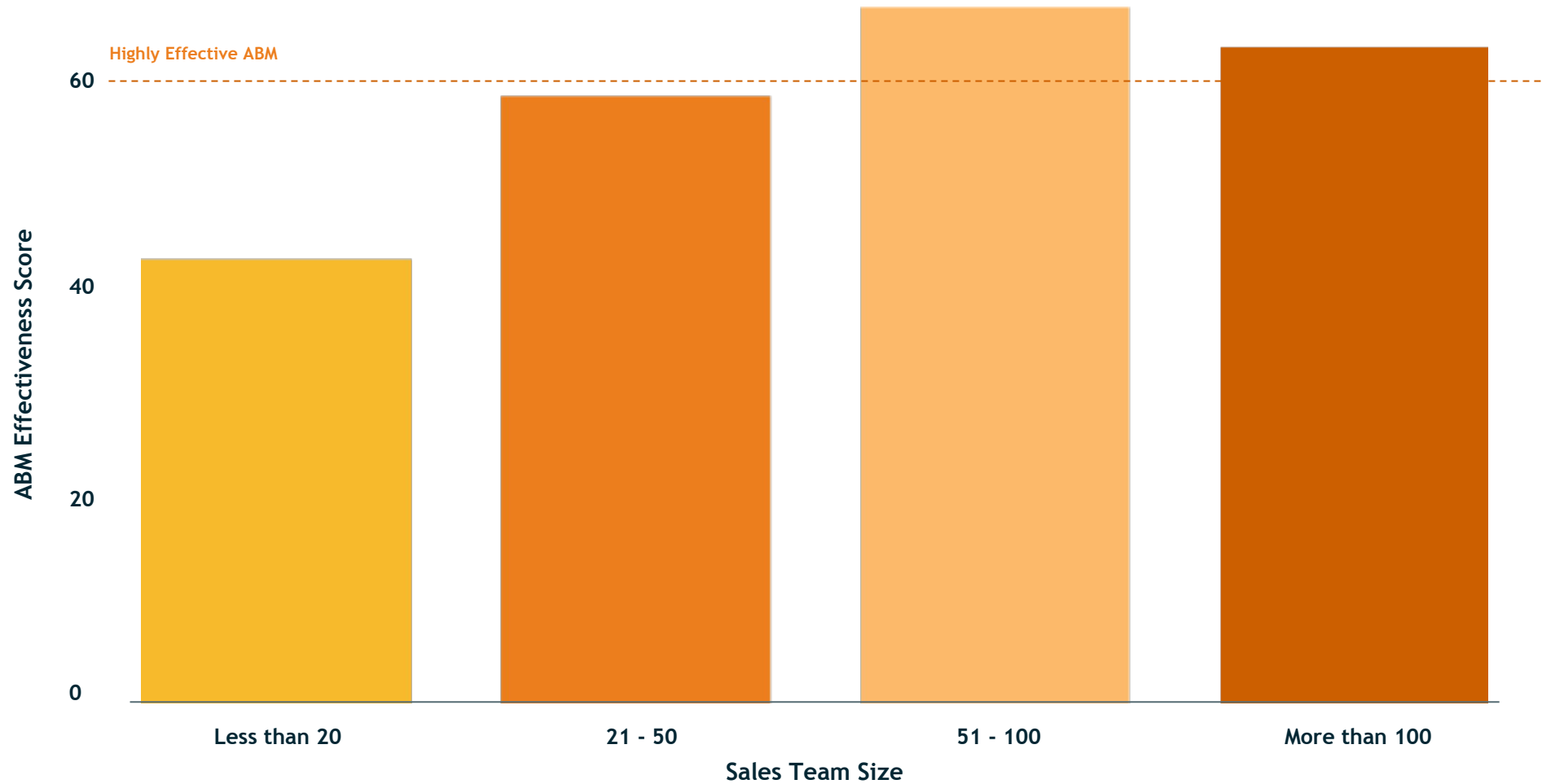




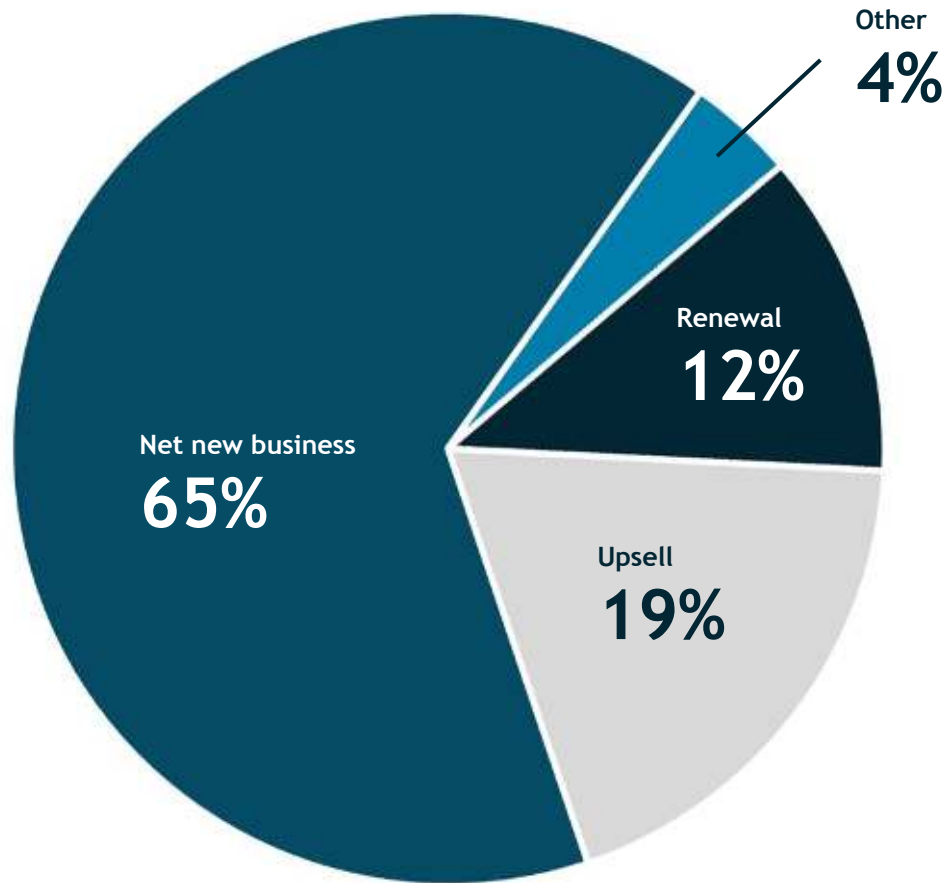
# The majority of respondents agree that their ABM strategy is effective



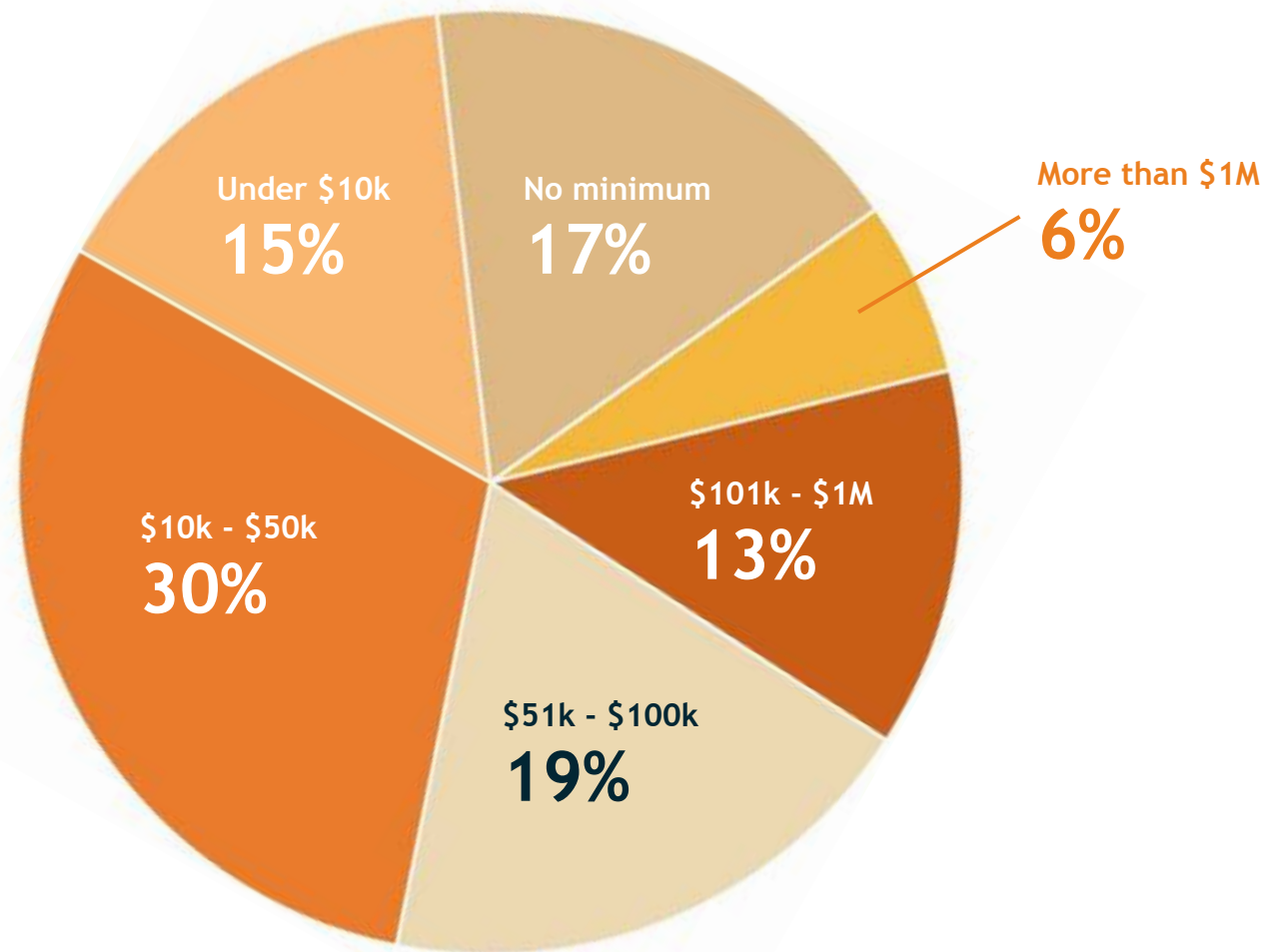
# Respondents with sales teams larger than 50 people tend to be more confident in their ABM programs



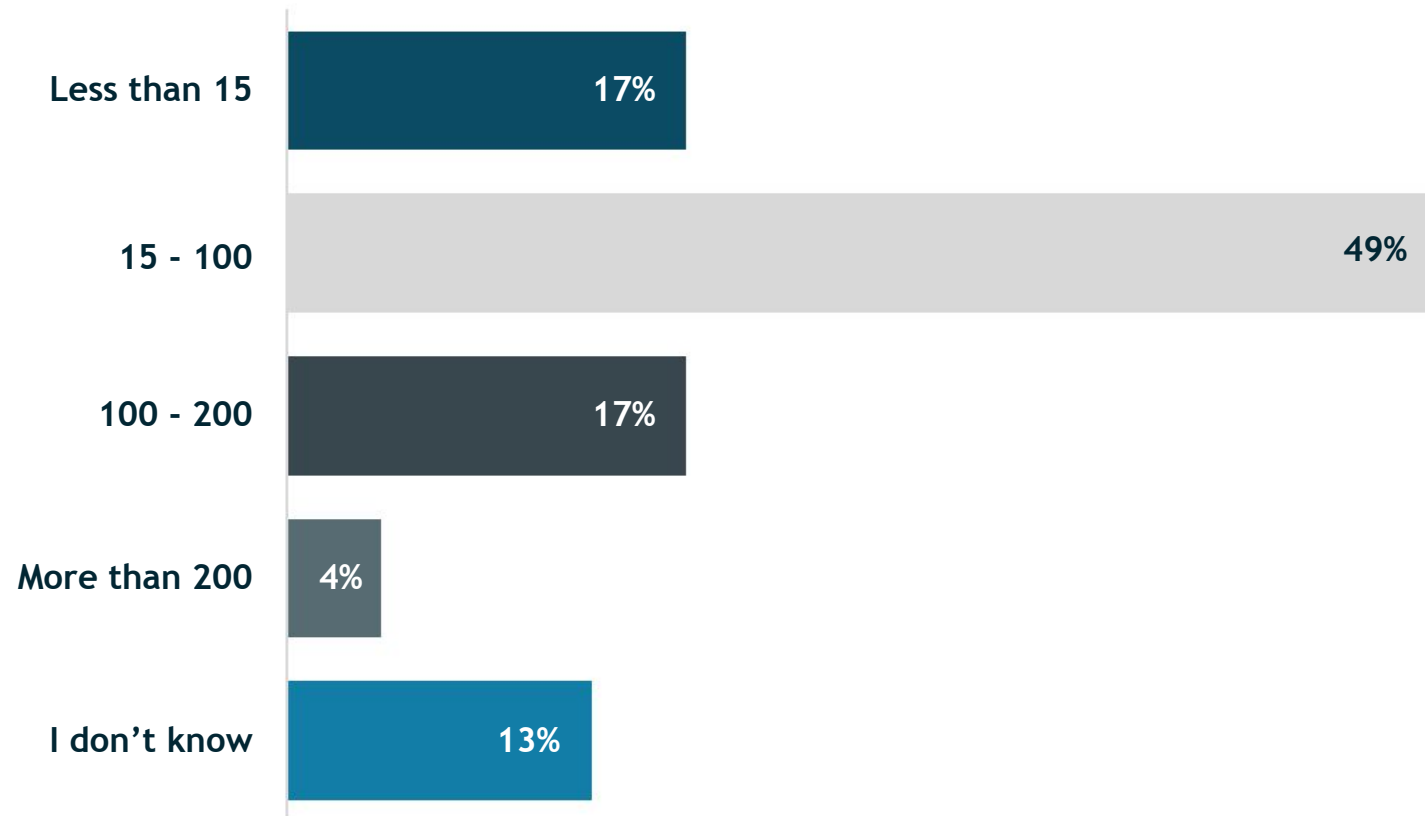
On average, 65% of ABM efforts are allocated to 'Net new business' vs. 'Upsell' and 'Renewal'



Most organizations require a minimum predicted deal size for an account to be included in ABM programs, but the size requirements vary substantially

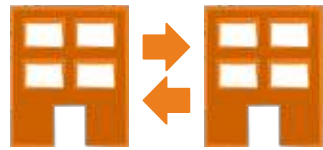


# At most organizations, account executives are expected to work 15-100 accounts per quarter



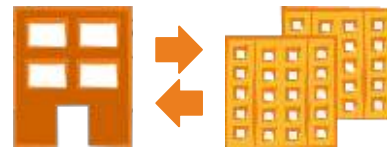
Each quarter, a single account-based marketer supports an average of 23 accounts for 1:1, 152 accounts for 1:few, and 1802 accounts for 1:many ABM efforts

1:1



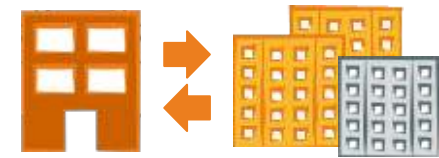
23 accounts

1:Few



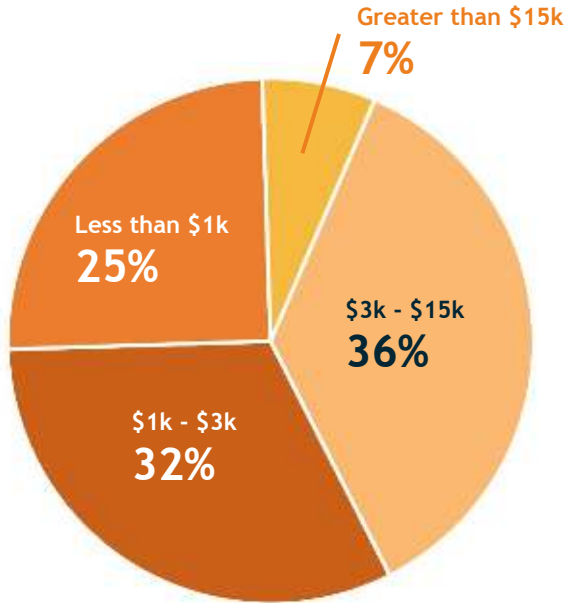
152 accounts

1:Many

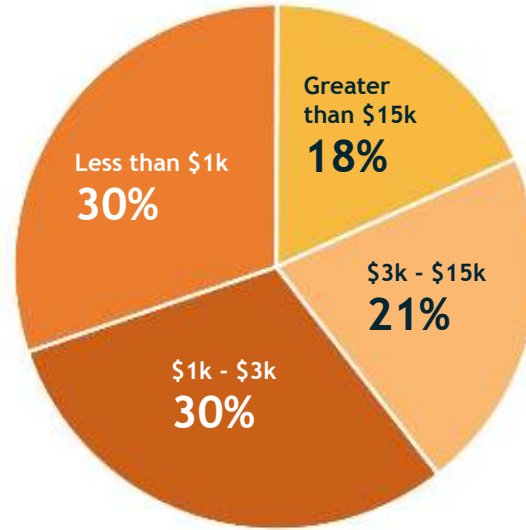


1802 accounts

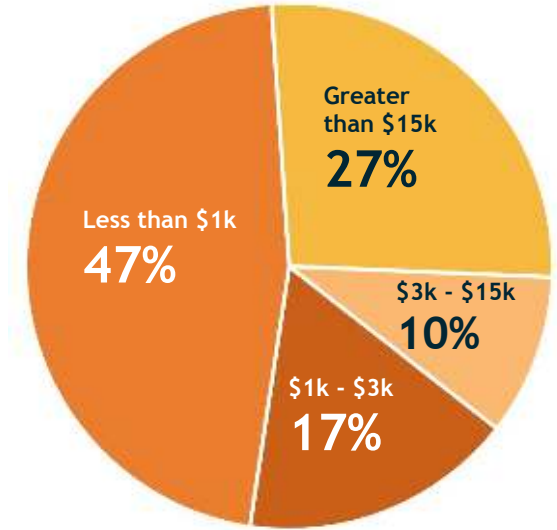
# The more targeted ABM efforts are, the more businesses allocate a higher budget per target account per year



1:1 ABM Budget



1:few ABM Budget



1:many ABM Budget

Respondents were asked to include programs and technology but exclude headcount in their budget count. Additionally, this excludes those who responded 'I don't know' or 'Not running' for each ABM type.



# Surf's up. Let's take off.

Want to learn more?

Contact us to learn how Intent data can help you go beyond targeting in your ABM and ABX strategy.

Thank you to the B2B Fusion team for partnering with us on this survey.

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