



the starr conspiracy

# 22 FACTS ABOUT ACCOUNT-BASED MARKETING

## YOUR ABM CHEAT SHEET

### Need to make a business case to your boss about account-based marketing?

Not totally sold on the benefits of ABM yourself? Read on to learn why The Starr Conspiracy believes ABM is a highly effective way for your marketing team to show ROI to the C-suite.

#### THE AVERAGE CONTRACT VALUE



The average contract value for targeted accounts is **40% higher for mid-market accounts and 35% higher for enterprise accounts.**

(Demandbase)



of ABM users say their sales and marketing are mostly or completely aligned.



of non-ABM users say they experience departmental alignment. (Demandbase and Demand Metric)

# 285%

With ABM, targeted enterprise accounts experience a **285% higher close rate**, while the close rate for targeted mid-market accounts is **166% higher.**

(Demandbase)

# 166%

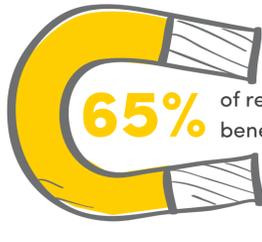
# 97%

97% of respondents said **ABM delivered a higher ROI than other marketing.** (Alterra Group)



84% of respondents said ABM provided significant benefits to **retaining and expanding customer relationships.**

(Alterra Group)



65% of respondents said ABM provided significant benefits to **attract new customers.** (Alterra Group)

More likely to purchase  
50% higher

When a vendor personalizes their sales and marketing materials to a client's specific needs, 50% of customers are more likely to purchase from that vendor. (ITSMA)



41% of companies believe **ABM is a top priority for B2B marketing and sales.**

(LeanData Survey)



of companies **recognize the value** in ABM and call it a B2B marketing must-have. (SiriusDecisions)

# 71%

of B2B organizations are **either using ABM, interested in it, or are testing it.** (Demandbase and Demand Metric)

# 60%

60% of those who have used ABM for at least a year say that it has **driven a revenue increase.**

(SiriusDecisions)

### The three most important choice factors in shortlisting and making a final decision on an enterprise scale are:

- 1 Knowledge and understanding of my unique business issues
- 2 Knowledge and understanding of my industry
- 3 Fresh ideas to advance my business

(ITSMA Survey, 2014)

### 83% of ABM testers

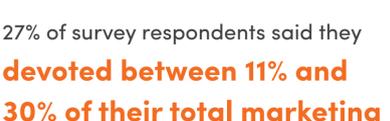


72% of ABM users



intend to increase their usage of ABM. None have plans to decrease usage. (Demandbase and Demand Metric)

27% of survey respondents said they devoted **between 11% and 30% of their total marketing budget to ABM** – up from 19% in 2015. (Terminus)



of respondents said they **spent more of their budgets on ABM in 2016.**

(SiriusDecisions)

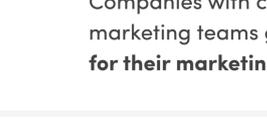
# 41%



of B2B marketers worldwide said they would **increase spending on ABM.** (eMarketer)

# 208%

Companies with closely aligned sales and marketing teams **generate 208% more revenue for their marketing efforts.** (MarketingProfs)

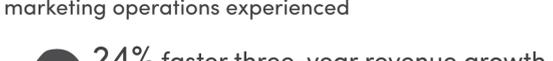


Companies are **67% better at closing deals** when sales and marketing teams are closely aligned. (Marketo)

# 92%

of B2B marketers worldwide say that **ABM is "extremely" or "very" important** to their overall marketing efforts. (SiriusDecisions)

B2B organizations with closely aligned sales and marketing operations experienced



(SiriusDecisions)

B2B companies' inability to align sales and marketing teams around processes and technologies has **cost them about 10% or more of revenue per year.** (IDC)

## SO, WHAT DO YOU THINK?

Have questions about account-based marketing? Shoot us an email at [marketing@thestarrconspiracy.com](mailto:marketing@thestarrconspiracy.com).

## STAY TUNED TO LEARN MORE ABOUT ABM.

### About The Starr Conspiracy

The Starr Conspiracy is a full-service digital agency that helps industry innovators propel brand awareness, drive leads, and eat market share like nobody's business. We're not your typical marketing and advertising agency (thank God) – we meld digital advertising, brand innovation, and industry insights to change categories, industries, and – yes – even the entire notion of B2B marketing as we know it. Revolutionaries hell-bent on shaking things up are welcome. Conformists, please stay home (you'll hate working with us, anyway).