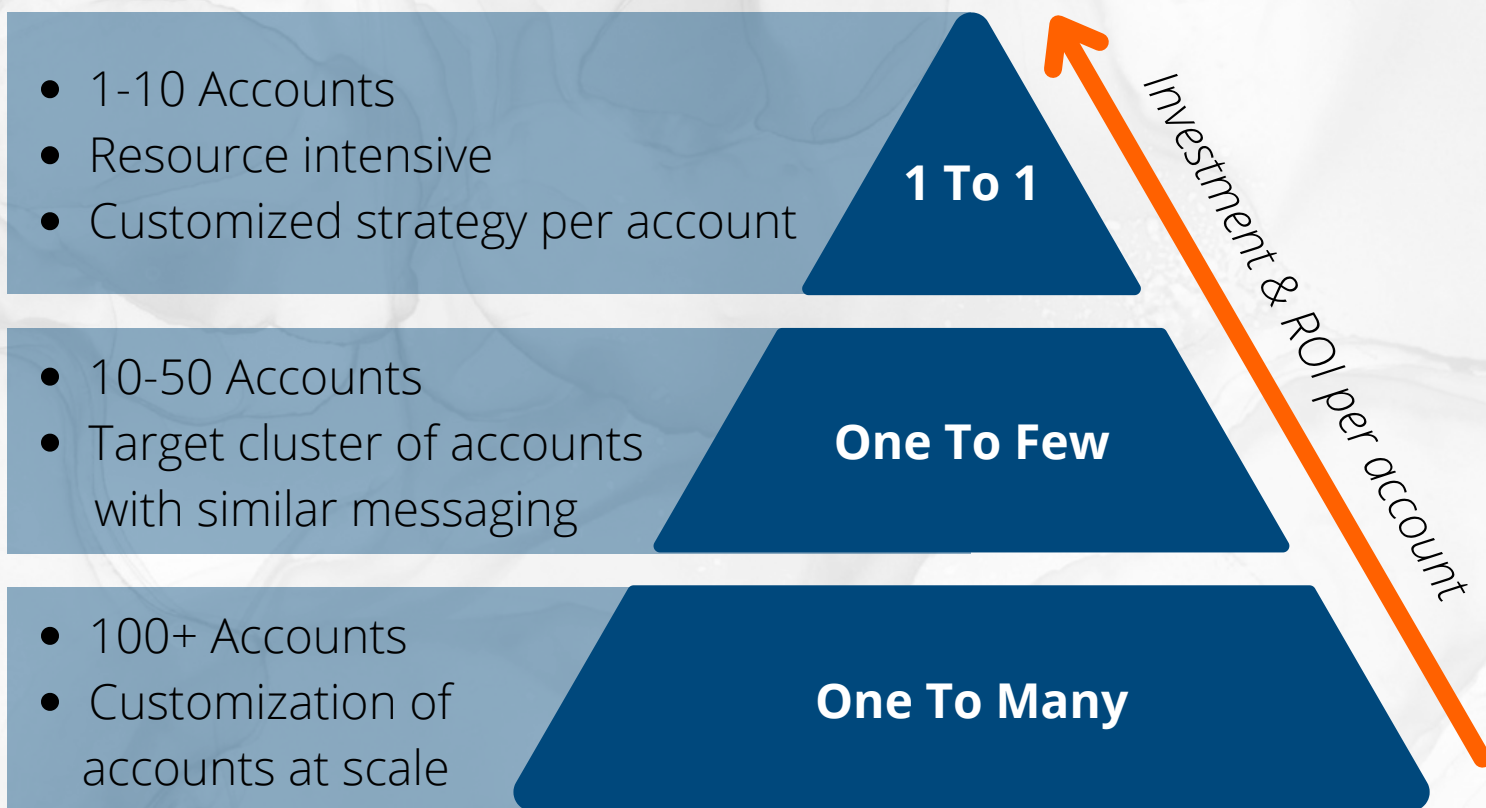


# ABM Pyramid



**92%**

of B2B businesses said, ABM is an extremely important part of their overall marketing efforts.

**\$1.6B**

Global Account-Based Marketing is Expected to Reach \$1.6 Billion By 2027.

**1 in 5**

accounts targeted through ABM becomes considered a qualified sales opportunity.

**80%**

of marketers say ABM improves customer lifetime values, while 86% say it improves win rates.