ABM Pyramid



Investment & ROI per account

- 1-10 Accounts
- Resource intensive
- Customized strategy per account
- 10-50 Accounts
- Target cluster of accounts with similar messaging
- 100+ Accounts
- Customization of accounts at scale

One To Few

1 To 1

One To Many

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

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

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.