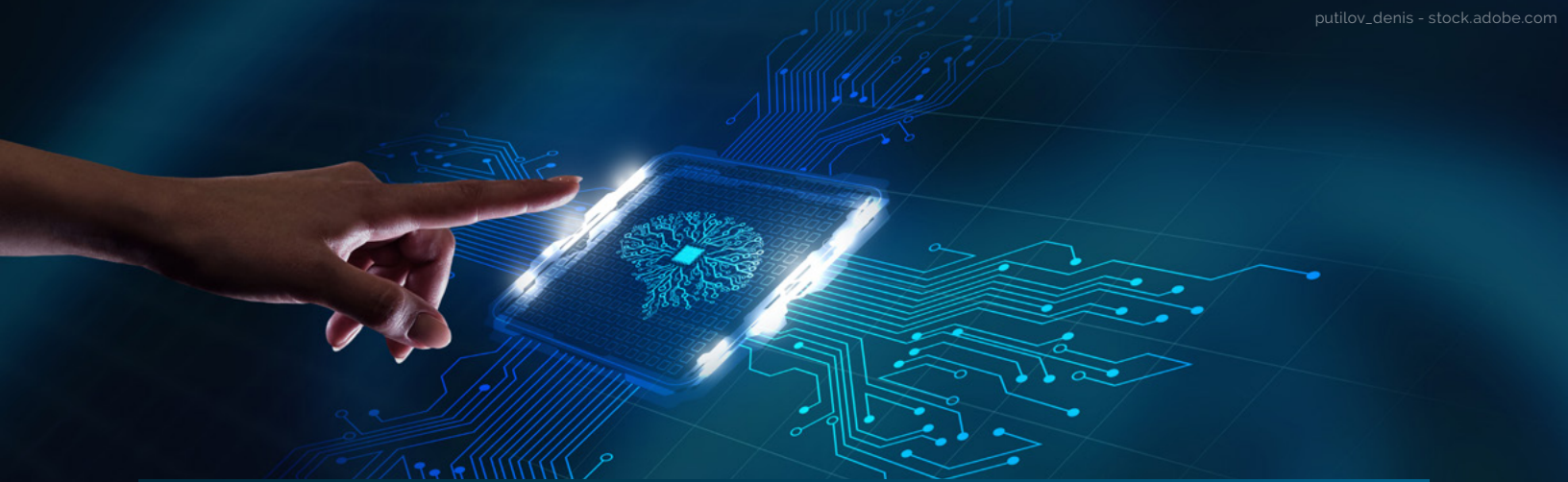




AI Meets ABM: The Marketer's Playbook for Smarter, Faster Growth



The State of AI in ABM

1

Adoption is accelerating:

AI is the fastest-growing tech marketers have seen, says Rob Leavitt of Momentum ITSMA.

2

Marketers see the upside:

86% of B2B marketers expect AI to improve ABM outcomes.

3

Execution gaps remain:

Many teams struggle with integration, training, and aligning AI with ABM strategy.

Once the newcomer, ABM is now a mainstream B2B strategy embraced across industries. AI is now in that role as it enables the filtering out of less important accounts faster and more effectively, according to Rob Leavitt, a Partner at growth consultancy [Momentum ITSMA](#).

"There's so much noise, and it's changing so fast," Leavitt remarked. "This is the fastest-growing technology we've ever seen in terms of adoption. We have no idea where this is going. If anyone tells you they know what this will look like in five years, don't believe them."

Despite widespread optimism and confidence in AI's potential, there is dissatisfaction with the way companies are adopting AI for Account-Based

GTM specifically. Ibrahim Hasanov, founder of AI-powered outbound automation platform Myuser, stresses that AI tools aren't something that can just be integrated into a digital ecosystem and left to their own devices. They require careful oversight, which includes understanding what good data management looks like, potential security risks, and fine-tuning models.

"Winning with AI means properly overseeing it, much like you would a member of your sales team," said Hasanov. "The most resilient and agile sales leaders of tomorrow are adopting essential new skills for managing and coaching AI, not just taking a 'plug and play' approach to these tools and hoping all works out in their favor."



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AI Meets ABM: What's Actually Working Vs. What's Hype

Q&A with Alicia Hale, Demandbase

There's been so much hype around AI's potential use for account-based marketing that deciding between what's worthy of investment and what's not can be daunting. Platform provider [Demandbase](#), which helped pioneer ABM, helps you understand what's currently possible (and not possible) when it comes to AI for ABM. To get a sense of what is actually happening in the workplace, we talked to Alicia Hale, SVP of Growth Marketing at Demandbase.

Demand Gen Report: How do you see the current adoption rate of AI for ABM?

Alicia Hale: I'm a member of multiple CMO and executive leadership groups where AI has been a constant theme of discussion over the last two years. But AI is still more discussed theoretically than in practical terms. What I see most are organizations utilizing ChatGPT for content creation and personalization efforts.

AI really can save marketers significant time in creating personalized, one-to-one experiences. From an ABM perspective, it's hard to have the bandwidth to launch fifty different landing pages that are highly personalized for multiple personas within an account, but conversational AI can make that much easier.

The companies I've seen successfully implement AI for ABM have all started with a specific use case in mind. Once an addressable use case has been identified, only then have they started evaluating and sourcing different AI tools. Chasing after the "next shiny object" launched in the market is not the answer, unless you enjoy investing in shelfware.

DGR: What unique opportunities does AI bring in terms of improving ABM?

Hale: AI lets you do more ABM with less investment. Marketers can scale their work through AI-fueled content creation tools and by adding AI into their workflows, enabling people to focus more on creative problem-solving and the relationship-building aspects of their work.

AI is also empowering marketing teams to be more nimble and aligned, to process feedback faster from the sales team and apply that sales feedback into engagement actions.

DGR: Which ABM use cases for AI create the most potential value?

Hale: Content creation with AI allows marketing and sales professionals to scale efforts and touch more accounts in a more personalized, value-oriented way. Another AI use is "next best action," which takes real-time behavioral information from accounts and suggests what marketers should do next, both from an advertising perspective and an outbound perspective.

Finally, "next generation orchestration," fueled by AI, takes account information collected from dynamic customer interactions and creates a self-driving, "always-on" revenue engine that learns and decides upon the most appropriate next step to move the buying journey forward.

DGR: How can AI help scale ABM campaigns without losing authenticity or the human touch?

Hale: AI should be seen as a campaign enabler, not as a default for engagement. It's still necessary to have skilled human marketers in the loop for personalization efforts. AI can learn and improve, but it's learning from humans.

As customers adapt to a world of AI-generated content, their service expectations may diminish over time. If that happens, then the creative magic that skilled humans can deliver only shines brighter, becoming even more of a brand differentiator.

DGR: What role does first party data play in ensuring AI success?

Hale: Data comes in all styles, formats, and states of usability. First-party data, the data your brand possesses, can be highly actionable for campaigns. Begin by assessing your first-party data, so you know what you have, where it currently sits, and what formats it's in.

Then figure out how to structure your data in a way that it can be consumed. Data gets outdated incredibly easily, so you need to constantly stay on top of it. Once you get your data in order, only then you can start using it to train whatever AI model/tool you're utilizing to do ABM.

The "magic" really comes from the marriage of first party and third party data. Because you might not have a massive amount of first party data, depending on the size and age of your business. Pulling in reliable third-party sources of data to pair with your first-party data can deepen insights and provide valuable context.

DGR: What are the most common barriers that organizations confront when adopting AI?

Hale: The "people aspect" is too often overlooked. People are critical to AI's success, especially in helping train AI models and working alongside AI. Never forget that AI is a tool that people can use in their day-to-day work. It's there to help people be more creative and to reach more customers with higher-value interactions.

I see a future where marketers log in every day and have an AI assistant available to perform specific tasks and answer questions. AI becomes a sidekick helping people move faster and smarter, so they can avoid much of the daily, operational grind and think in a more strategic and creative way.



Agents of Change

It is the rise of AI Agents that is currently fueling the industry. A [recent study of over 2,000 participants](#) showed why— AI agents boosted team productivity by 60% per employee without sacrificing performance. Among the notable findings, researchers discovered that human-AI teams sent 23% fewer social messages, cutting down on “noise” and gaining efficiencies; the same percentage focused more on content creation tasks, such as writing and image generation; and spent 20% less time on direct text editing, which is one of the most time-consuming parts of campaign work

While AI adoption has momentum, it hasn't fully delivered on its promise within many ABM programs.

Alicia Hale, SVP of Growth Marketing at Demandbase, observed companies that have successfully implement AI for ABM have all started with a specific use case in mind. The highest-rated use cases included capturing and/or analyzing buying signals, research, and predictive analytics for account selection and/or prioritization.

“Once an addressable use case has been identified, only then have they started evaluating and sourcing different AI tools,” said Hale. “Chasing after the ‘next shiny object’ launched in the market is not the answer, unless you enjoy investing in shelfware.”



Best Deployments

Currently, the best deployments for AI in ABM have been data accuracy, content personalization and ROI & Optimization. With data, AI tools can automate data processing that enables quicker identification for promising accounts as well as revealing buying behavior.

Imagine knowing by Tuesday which accounts to stop spending ad dollars on—before wasting your budget. AI can track campaign performance in real-time, providing insights into which channels and messaging are most effective. This allows for rapid optimization of campaigns, ensuring that resources are allocated to the most productive areas.

Another area of growth is lead generation and qualification. AI analyzes vast datasets to identify potential leads based on industry, company

size, and online behavior among other factors. Additionally, it can priority leads based on their likelihood of converting, allowing sales teams to prioritize their efforts on the most promising opportunities.

But it is the personalization where the biggest value may be in despite it seeming counterintuitive. B2B markets with AI tools can create tailored content across various channels, enabling effective 1:1 personalization at scale. It has the ability to streamline content creation, automating various aspects including topic research, content generation, and optimization as well as help with video creation to make it easier to produce engaging video content without extensive production resources.

Top 5 AI Use Cases for ABM Success

1 Account Prioritization & Scoring

The Pain: Too many accounts, not enough focus.

The AI Fix: Filter out low-potential accounts faster with predictive analytics and intent scoring.

Impact: More time on high-conversion accounts = higher win rates.

2 Intent Signal Analysis

The Pain: You miss buying signals until it's too late.

The AI Fix: Use AI to detect patterns in search behavior, content engagement, and social interactions.

Impact: Identify accounts earlier in their journey, improving outreach timing.

3 Content Personalization at Scale

The Pain: True 1:1 personalization feels impossible at scale.

The AI Fix: Automate copy, image, and video creation tailored to industry, persona, and buying stage.

Impact: Boost engagement rates without ballooning production costs.

4 Real-Time Campaign Optimization

The Pain: Underperforming campaigns waste budget.

The AI Fix: AI-powered analytics surface which channels and messages work while the campaign is live.

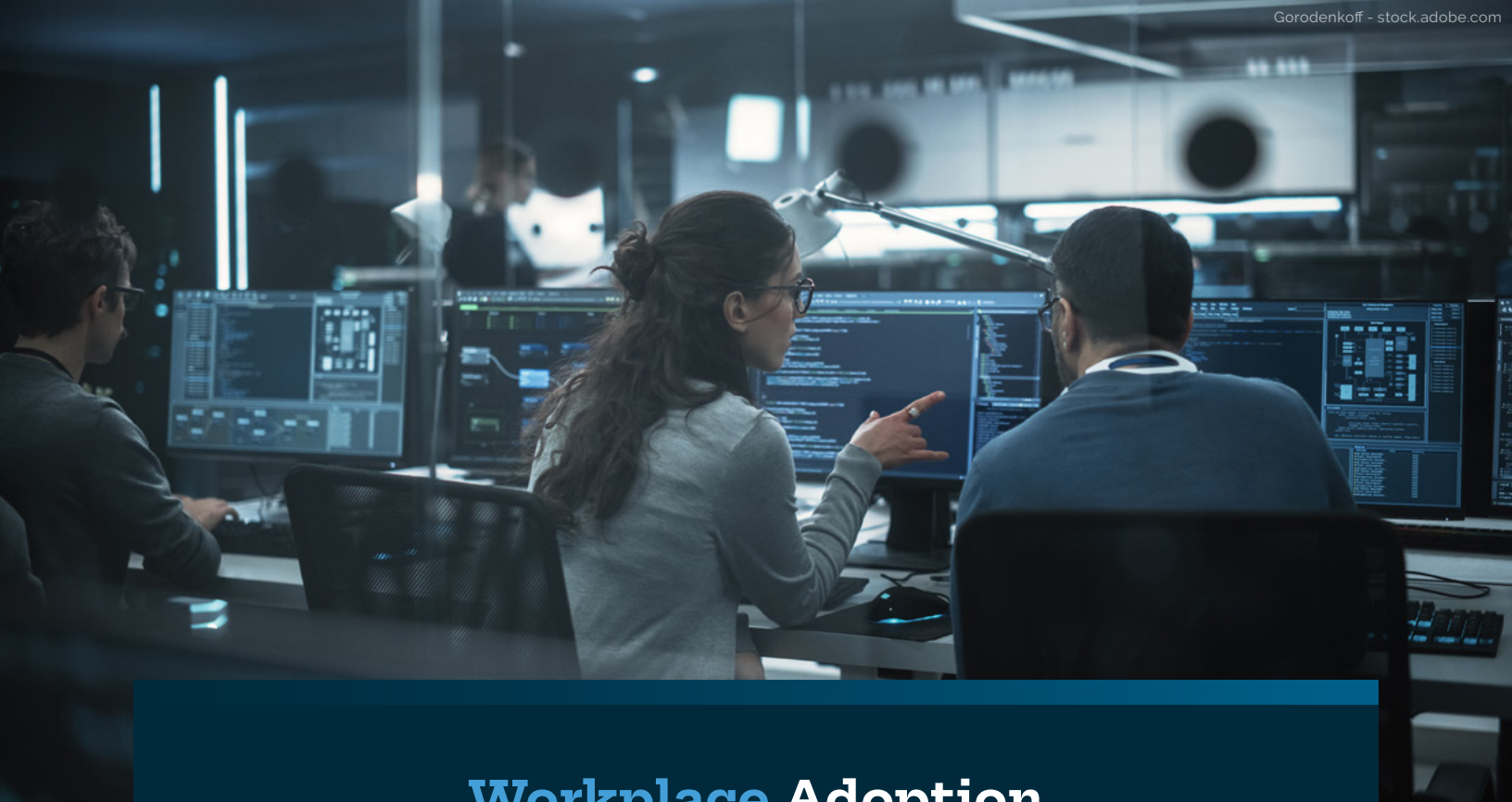
Impact: Shift budget mid-flight, focus on high-performing segments.

5 Sales Enablement Insights

The Pain: Sellers spend too much time on research.

The AI Fix: AI aggregates account intelligence, competitor insights, and buying group behavior for reps.

Impact: Shorter sales cycles, better meeting prep.



Workplace Adoption

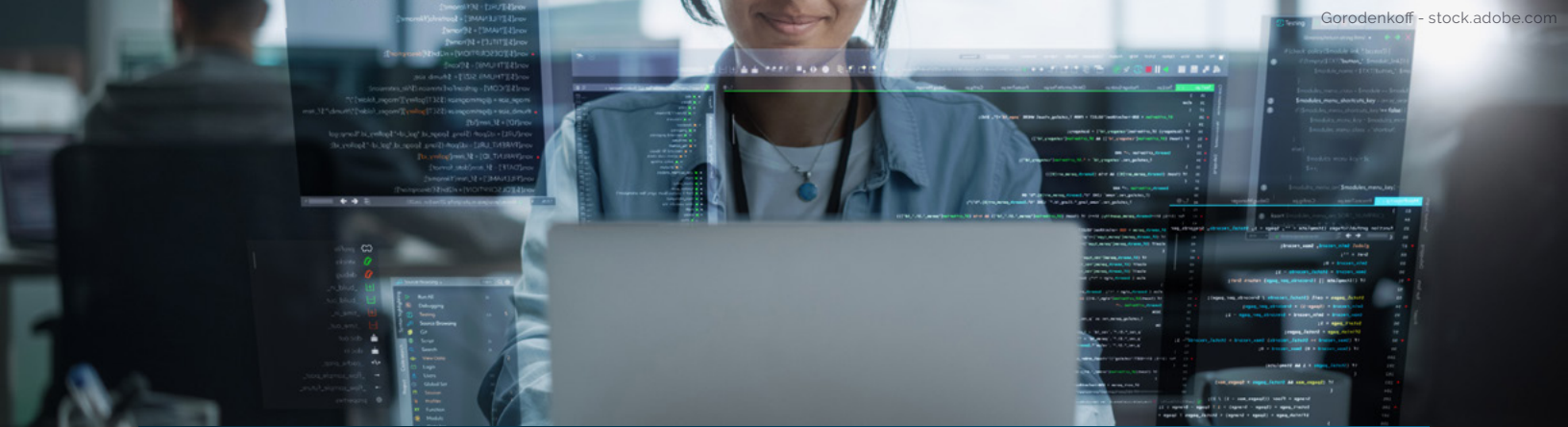
The promise of AI for ABM is met with the reality of any new initiative: the expertise of using the tools and what are the best fits. Even as ChatGPT and other platforms become more commonplace in the workforce, how to best use remains a question.

Many AI-enabled applications work best when connected to systems B2B marketers are familiar with— ABM platforms, CRM platforms, and campaign orchestration tools. However, these systems may not be fully compatible and internal training on how to use these tool is lacking.

Throw in budgetary and overall organizational readiness remain insufficient to support accurate, scalable, and sustained AI deployment. AI is currently most often confined to isolated tasks. This further reinforces the idea that the primary obstacles are rooted in knowledge gaps, and technology constraints, not necessarily in skepticism or a reluctance at the level of individual practitioners to shift away from the established ways of working.

Elizabeth Ronco, SVP of Product at Madison Logic offered that when applied with purpose, AI becomes the multiplier for ABM—helping marketers reimagine how strategies are built and activated.

“The real opportunity with AI isn't the technology itself—it's in how teams adopt and apply it,” said Ronco. “To unlock AI's full potential, organizations must evolve how they orchestrate marketing strategies: moving beyond static demographics to behavior-driven targeting into building modular content that adapts in real time, and dynamically scoring both leads and content. It doesn't replace the marketer; it amplifies their ability to deliver smarter campaigns and more human-centered buyer experiences.”



Message is Still Key

The fact is the AI available today to deliver higher-quality output from B2B marketers. Both marketers and those on the AI side see the technology is just starting to scratch the surface with capabilities becoming more impactful for those willing to invest.

In the context of ABM, this means equipping marketers with the ability to identify when and where AI can drive the most impact in the areas of account research, greater personalization capabilities, or automating elements of campaigns such as copywriting.

As the AI use evolves, Leavitt stresses marketers must balance technological innovation with what they're actually trying to achieve with account-based marketing.

"One of the things AI enables is filtering out less important accounts faster and more effectively," he explained. "There's so much noise, and it's changing so fast. It's not about running a million micro-targeted campaigns that we forget after they're done; it's about constantly reinforcing a central story."

We are only at the beginning of AI's role in ABM. The key right now for marketers is to master a single high-impact use case and then scale it deliberately. Those who accomplish this will be the leaders of the next era of B2B go-to-market.

Quick-Start Checklist

- Identify one ABM pain point AI can solve
- Pick a pilot segment (e.g., top 50 target accounts)
- Select 1–2 tools that integrate with your ABM platform
- Train team members on oversight and quality control
- Measure impact against baseline, then expand

On Sept. 24, join Alicia Hale, SVP of Growth Marketing at Demandbase, and Jean Cameron, Senior Director of Global Field and Partner Marketing at Demandbase, for a candid discussion on how AI is reshaping ABM in real, practical ways. On this webinar hosted by Demand Gen Report, they'll share proven use cases, real-world lessons, and clear guidance to help you separate hype from value.

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Demandbase is all about AI-driven GTM. We help B2B companies hit their revenue goals using fewer resources. Want to know how? We do it by aligning your sales and marketing teams around a combination of your data, our data, and artificial intelligence. It's what we call Account Intelligence and it helps you identify, engage, and focus your time and money on accounts that are most likely to buy. That's the power of AI.

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Demand Gen Report is a targeted online publication that uncovers the strategies and solutions that help companies better align their sales and marketing organizations, and ultimately, drive growth. A key component of the publication's editorial coverage focuses on the sales and marketing automation tools that enable companies to better measure and manage their multichannel demand generation efforts.

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