



2025 STATE OF ACCOUNT-BASED MARKETING

# How Advanced B2B Teams are Breaking Through Departmental Silos and **Using AI, Hyper-Personalization to Drive Results**



## Introduction

It's an all-too-familiar tale: Marketing teams are directed to deliver more qualified leads and ultimately, more revenue, each year despite stagnant budgets and limited resources. In response, account-based marketing (ABM) has emerged as a strategic framework for focusing marketing efforts — and dollars — on the accounts that matter most and have the highest likelihood of conversion.

A growing number of organizations are recognizing the value of ABM. According to the "[2024 ABM Benchmark Survey](#)," presented by Momentum ITSMA and Demandbase, "90% of organizations have an ABM strategy in place and 81% of marketers say it delivers a higher return on investment than other marketing initiatives." When asked about the top benefits of their ABM programs, respondents cited growing business with existing accounts (49%), improving customer retention and loyalty (44%), and enhancing brand reputation (41%).

ABM resource allocation is on the rise, as well, according to the same "ABM Benchmark Survey," with 87% of marketers surveyed planning to increase ABM budget. Additionally, 77% of

respondents stated they expect to increase the number of ABM staff, as 43% of CMOs emphasized the importance of having enough people to cover key accounts and manage ABM efforts.

This report will explore the key trends shaping ABM in 2025, as well as how B2B teams can optimize current campaigns and recalibrate their processes for long-term success. **Topics covered include:**

- How to use artificial intelligence (AI) to unlock deeper account insights and fuel personalization at scale;
- Why more marketers are leveraging immersive content formats and Connected TV (CTV) to connect with target accounts; and
- The importance of cross-functional alignment for creating cohesive account-based experiences and the best metrics for tracking success.

# Supercharging The Buyer's Journey With AI Insights, Assistants

Over the past decade, ABM has evolved from a trendy buzzword to a business necessity, and AI stands poised to usher in a new age of advanced, always-on ABM. But many marketers are still in the early phases of experimenting with the possibilities of AI. Nearly 40% of marketers are implementing generative AI on a limited scale in their ABM programs, while an additional 33% are exploring potential use cases, according to the "ABM Benchmark Survey." When asked to score their generative AI maturity, marketers gave a mean score of 2.3 out of 5 in 2024 — up slightly from 1.6 the year prior.

## The most common ways marketers are using generative AI include:

- **To generate insights into the needs of their accounts (50%);**
- **To engage clients more effectively and improve the customer experience (48%);**
- **To develop new ideas for marketing activities (44%);**
- **To automate routine tasks (40%);**
- **To reduce spend (35%); and**
- **To write marketing materials (25%).**

By leaning into the AI revolution, organizations can get ahead of the competition and supercharge their ABM programs. From smarter segmentation to real-time content recommendations, AI can help B2B teams target more accounts with sophisticated, personalized messaging.

"The most effective use of AI is to gather intelligence, track buying signals, analyze

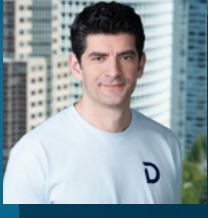
engagement patterns, and automate routine tasks," said **Steve Armenti**, CEO and Founder of **twelfth** and a former Global Demand Generation Manager at Google. "In 2025, we'll see the rise of predictive propensity models that identify not just which accounts will buy, but when they'll engage and what they'll engage with."

Armenti expects to see more marketers replace static account lists with signal-based marketable audiences. With the right tools in place, B2B teams can infuse AI insights and specialized AI agents throughout the buyer's journey to improve targeting, messaging and engagement for every account and at every stage of their path to purchase.

"As technology continues to advance, ABM strategies will become more dynamic, adaptive, and responsive to real-time buyer behaviors," said **Stephanie Quinn**, Sr. Director of Global Campaigns and Digital Marketing for **Demandbase**. "Expect to see more AI agents, AI-driven chatbots, content generators, and predictive analytics that continuously refine strategies based on real-time engagement."

The new challenge marketers will face as they move through the crawl-walk-run approach to integrating AI will be balancing the technology with the human touch that today's buyers crave.

"AI should enhance your marketing by handling data analysis, personalization at scale, and routine tasks, while your team focuses on building authentic human connections through strategic touchpoints and emotional brand resonance," said **Jon Russo**, the Founder and CMO of **B2B Fusion**.



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## How to Sell to the 2025 Buying Group

*Gabe Rogol, CEO, Demandbase*

The buyer's journey has changed. Selling to one champion is last year's news. In 2025, success in account-based marketing is measured in how quickly insight moves across an entire buying group rather than how loudly one influencer cheers. And this modern buying group is morphing into a self-educated, AI-augmented network brain that makes or breaks seven-figure decisions long before a salesperson is looped in. Ignore that collective intelligence and no amount of intent signals or predictive scoring will rescue your forecast.

### Three Ways Buying Groups Have Changed

First, the purchase itself has moved off the conference-room table and onto the browser tab. Forrester projects that **more than half** of seven-figure B2B deals will be processed entirely digitally by next year. When the transaction is a click instead of a handshake, every stakeholder wants proof that the investment pays back. No single champion can carry that burden.

Second, the buying group has ballooned. Ten years ago, you wrestled with three to five people; today, enterprise tech purchases can involve upwards of ten to twenty people. And those voices are getting younger... and louder. Millennials and Gen Z already **account for 64% of business buyers**. These digital-native buyers don't wait for your SDR to book a demo; they poll Reddit threads, DM peers on Slack, and feed spec sheets to ChatGPT before you even know the deal exists.

Third, the circle now extends beyond people. The modern buying group now includes an army of AI bots harvesting data, summarizing options, and scoring vendors. That means huge amounts of information are gathered and options analyzed before any interactions with your team occur.

### Network Choreography Powers Modern Buying Groups

Most revenue teams are unprepared. Content is still built for isolated roles, ads still retarget individual cookies, and funnels still celebrate the MQL as if the rest of the committee doesn't exist. The new game is network choreography: Engineering interactions so that every stakeholder not only receives the right proof but sees their peers endorsing it in real time. Finance discovers the payback model because the AI agent — already satisfied with your transparent pricing — pins it in the group workspace. Procurement's curiosity is triggered when the compliance officer quotes your GDPR clause verbatim in a private thread. Succeed at that string of interactions and your visibility across the group creates familiarity and trust.

Measurement must evolve just as radically. Traditional funnel metrics reward any click; modern revenue engines track what I call "buying group resonance," the velocity with which insights ricochet between roles. A white paper emailed to three personas is noise; a case study cited by security, finance, and IT is signal. Early adopters who instrument that resonance are reporting conversion lifts other tweaks can't produce.

Technology is catching up. Platforms that once treated “account” and “contact” as the only nouns in the database now surface group-level engagement dashboards, trigger cross-persona plays, and let you target ads at the collective. AI, far from being a threat, accelerates the flywheel: Language-model scouts evaluate pricing pages, procurement bots stress-test contract clauses, and internal copilots summarize the chatter for execs who will never read a 47-page deck. Vendors that publish machine-readable value — scannable content, ROI formulas, transparent credibility — win the algorithmic shortlist automatically. Vendors that hide behind gated PDFs effectively train the bots to ghost them.

## Own the Moment

Today's buyers expect more than a sequence of touchpoints. They demand a conversation that adapts to their group's unique pace and priorities. By investing in platforms that uncover every decision-maker and deliver precisely the evidence each individual needs, you transform fragmented interest into coordinated action. Over time, these insights become the backbone of your growth engine, making hitting targets an exercise in predictable execution rather than a sprint against chance.

The result is a fundamentally different sales rhythm. Your team moves from chasing leads to guiding committees, spotting hesitation before it stalls progress, and supplying clarity exactly when it matters. That shift won't happen overnight, but it will define the leaders of 2025. Companies that see buying groups not as obstacles, but as the very mechanism through which market success is won.



# Delivering Personalized Messages Via New & Immersive Channels

**Research from Demand Gen Report** shows the B2B buyer's journey is becoming longer and more complex, with 20% of buyers spending more time researching solutions than they did a year ago. Meanwhile, 26% have involved more people in the decision-making process.

In order to break through the noise and engage top accounts, marketers must deploy hyper-personalized campaigns that speak directly to an organization's challenges and needs. This requires B2B teams to be armed with accurate, robust data and switch their focus from individual leads to engaging the entire buying group.

To get a more complete view of prospective accounts and their interest level, Demandbase's Quinn recommends combining multiple intent sources. This includes gathering first-party data, such as website visits and content downloads, and supplementing gaps with both second-party data from trusted partners and third-party data from validated external suppliers.

"Today's B2B buyers conduct extensive research before engaging with sales teams, making it critical for ABM programs to provide relevant, high-value content at the right stages of the buying journey," said Quinn. "Combining these data sources becomes the ultimate puzzle piece to map your accounts across the buyer's journey and segment the right piece of content to be delivered to the right account at that time."

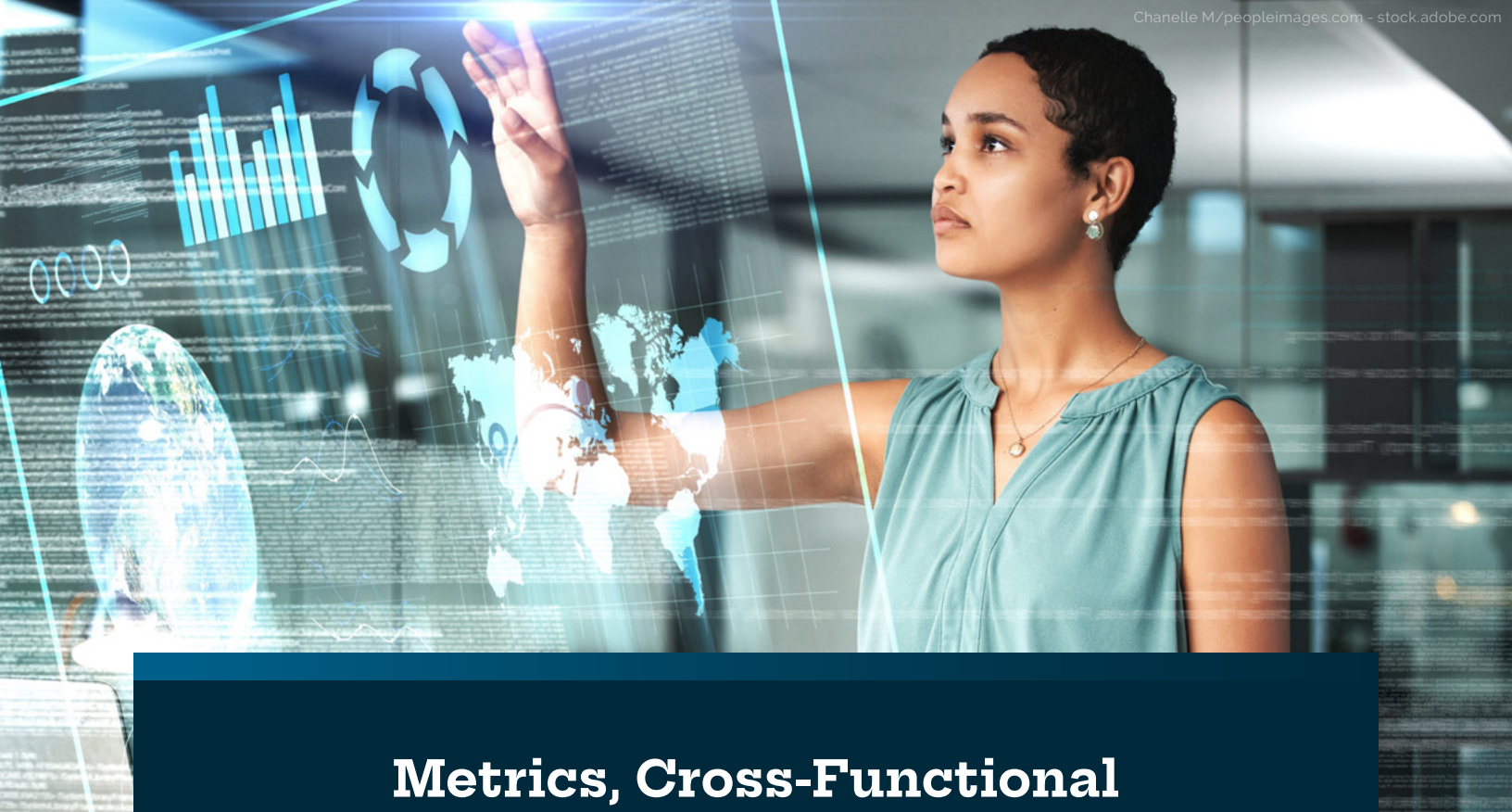
But it's not enough to just get the message right; marketers must also meet buyers on their preferred channels and content formats. Quinn notes that the most effective content for ABM campaigns in 2025 and beyond are those that are interactive, immersive and of course, customizable. This can include ROI calculators, quizzes, videos, and live events that are more intimate and account focused.

Experts point to Connected TV as a popular tactic for delivering targeted messages in a premium, high-engagement environment. In fact, 73% of B2B professionals **polled by Demand Gen Report** say they have integrated CTV into their performance marketing strategies and 58% plan to increase CTV spending in 2025.

"CTV is growing as an effective ABM strategy because it's getting harder and harder to get in front of prospects," said twelfth's Armenti. "Traditional channels such as ads and emails are often ignored or blocked. CTV offers a new medium to get in front of buyers."

But the real benefit of CTV is in the data. Its ability to integrate with intent data and CRM insights means marketers can align messages with the buyer's journey and track its impact, notes Quinn.

"Unlike traditional TV, CTV enables account-based targeting using first- and third-party data, ensuring that ads reach key decision-makers within target accounts," said Quinn. "The measurable nature of CTV — through impression tracking, view-through conversions, and site visits — makes it an attractive channel for B2B marketers looking for both brand awareness and performance outcomes."



## Metrics, Cross-Functional Alignment Crucial to ABM Success

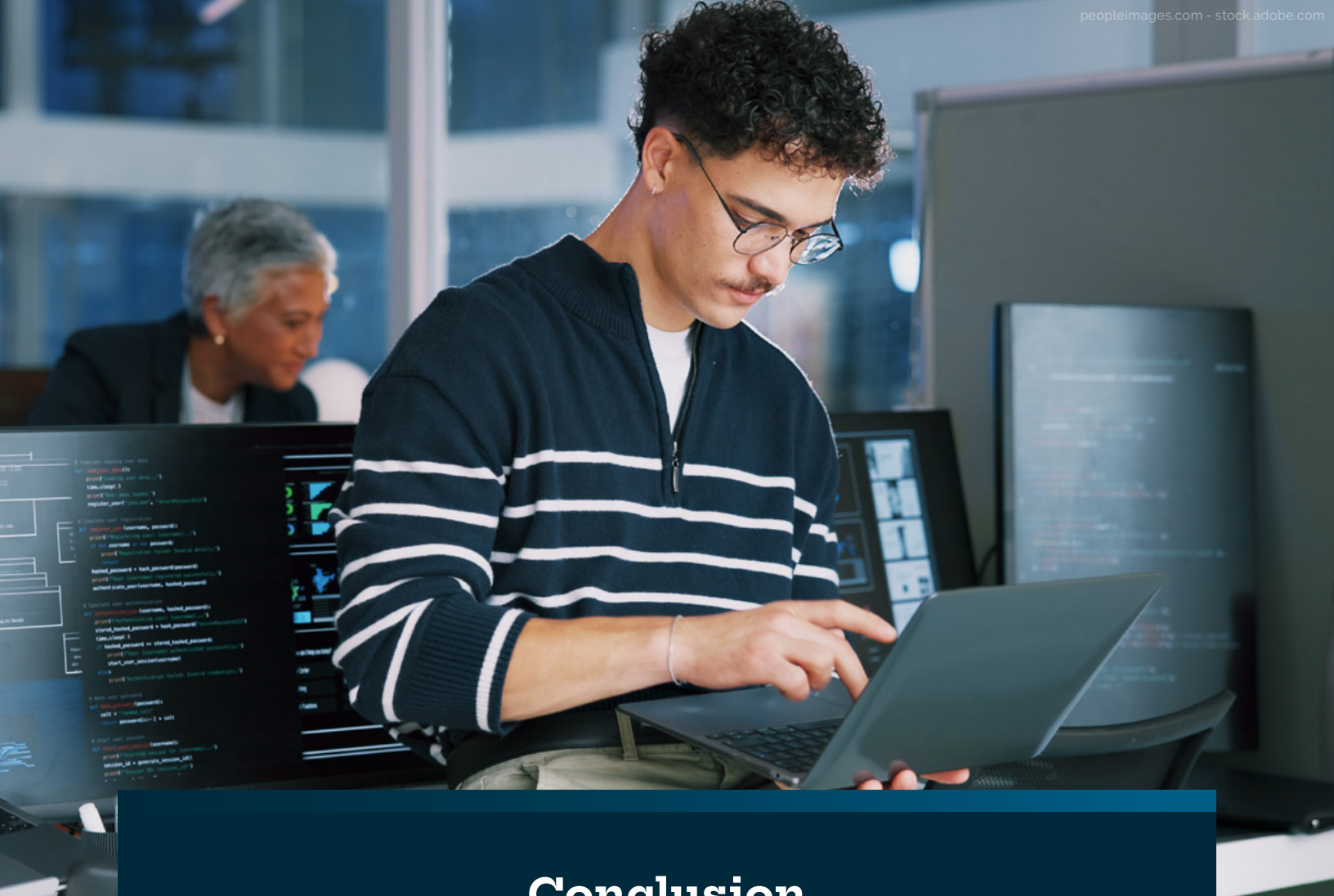
Equally important to the implementation of ABM is the plan for metrics and optimization. Best-in-class B2B teams prioritize a mix of engagement, pipeline, and revenue metrics. This can include website visits, content downloads, engagement score, cost per engaged account, pipeline velocity, deal size, win rate, and customer lifetime value.

According to the "ABM Benchmark Survey," 39% of ABM leaders are "fully leveraging account intelligence" compared to 25% of laggards. The same survey stated that "Without those account insights, laggards are unable to generate client-led, personalized content. We know that laggards are less client-centric overall and this correlates to poorer ABM ROI."

"Tracking account progression through the funnel is crucial, as it indicates how well ABM efforts are driving meaningful engagement," said Quinn. She recommends comparing the metrics of ABM accounts against a control group for clear insights into how account-based strategies are impacting conversion and ROI.

A truly effective ABM program requires all revenue-driving teams to be aligned on metrics, goals, and processes. Tools must also be integrated to provide organizations with a single source of truth for their data. Cross-functional meetings should be held on a weekly or biweekly basis, and some organizations are even restructuring to foster better alignment.

"The entire future of B2B is account-based," said Armenti. "The organizations thriving today have moved away from traditional go-to-market approaches and rebuilt them around a modern ABX framework that puts the customer experience first. It's about rethinking how you approach revenue generation as one GTM team."



## Conclusion

As more organizations embrace ABM in 2025, selling isn't about persuading one champion — it's about enabling an interconnected web of stakeholders, each with their own needs, expectations, and AI copilots. The difference between ABM leaders and laggards will hinge on how effectively they orchestrate multichannel, persona-aware campaigns that reach and resonate across the full buying group. Marketing teams that embrace AI, optimize for group-level insight sharing, and work in lockstep with sales will be the ones who transform scattered interest into synchronized momentum — turning complexity into competitive advantage and driving revenue with precision.

# DEMANDBASE

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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