

AI in ABM:

What High-Performing Teams Do Differently



High-performing teams see 3x greater pipeline and conversion impact

Source: ForgeX 2026 AI in ABM Benchmark Survey



88% of high-performing teams expect even more impact going forward

Source: ForgeX 2026 AI in ABM Benchmark Survey

What separates these teams? AI maturity.

Teams with an AI roadmap outperform others, yet most teams don't have one

Close The Maturity Gap

Learn the capabilities high-performing teams already have



Build a roadmap

Build the AI roadmap that top-performing teams already use to drive results



Operationalize AI

Turn AI from experimentation into measurable pipeline and conversion impact



Scale What Works

Build repeatable AI workflows to scale impact across campaigns and accounts

Your AI in ABM Journey

13 modules across five progressive arcs

Foundation

Core skills

Application

Strategy & planning

Scale & sustain

Get AI in ABM Certified Now

Build the foundations to deploy AI in your ABM program

Learn the best practices and frameworks to advance your AI maturity progression

Gain an industry-wide recognized certification



Free with code: ai-in-abm-master
demandbase.com/resources/abm-certification

Additional Resources

Extend your learning beyond the certification with practical tools, benchmarks, and reusable assets designed to accelerate real-world application.



B2B Prompt Exchange

Access, share, and refine high-quality prompts across core GTM use cases.

Save prompts, organize them into projects, and scale usage across your team to drive consistency and efficiency in AI workflows.



www.b2bpromptexchange.com



Hands-On Workbook

Extend your learning beyond the certification with practical tools, benchmarks, and reusable assets designed to accelerate real-world application.



AI Competency Assessment

Evaluate your team's current level of AI maturity across key dimensions, uncover critical gaps, and establish a clear path to up-level skills, workflows, and adoption across your marketing organization.



2026 State of AI in ABM Benchmark Report

Understand what high-performing organizations are doing differently, where AI is driving measurable impact.

This is your benchmark for aligning strategy to what is actually working in-market.



www.demandbase.com/resources/abm-certification