

THE 4 DIMENSIONS OF ACCOUNT-BASED MEASUREMENT

A Guide to Effectively Measuring Your ABM Programs

Account-Based Marketing (ABM) has taken the B2B world by storm, but while more marketers are practicing the strategy, they're struggling to effectively measure the contributions of ABM.



77%
of CMOs say that they lack the ability to measure results of ABM
(Forrester)



84%
of Marketers can't measure and report on the contribution of their programs to the business
(ITSMA)



44%
of CMOs say they can measure ROI
(Convince and Convert)

As a result, they often resort to metrics that don't quite tell a complete story of their ABM performance.

To truly measure ABM success and inform your ongoing strategy, you need to go beyond just tracking the right metrics, you need to think about measurement across these four dimensions.

1

UNDERSTAND CURRENT PERFORMANCE

LAY THE GROUNDWORK for your account-based measurement strategy by measuring a baseline of your current performance.

QUESTIONS TO ASK



How are your current audiences performing?



What onsite engagement are you seeing from your target accounts?



How are your marketing programs impacting revenue?

2

COMPARE TO ANOTHER AUDIENCE

You'll need to put context behind the raw numbers to understand relative performance. One way to do that is to compare your audience to a control group. A control group helps you understand the incremental difference you're making with your ABM audiences.

YOU CAN ALSO CHOOSE TO COMPARE TWO AUDIENCES TO UNDERSTAND THEIR RELATIVE PERFORMANCE AGAINST EACH OTHER.



Key Verticals



Marketing Programs



Regions



Sizes



Tiers

3

EXAMINE TRENDS AND VELOCITY

Provide deeper insights for each audience and look at patterns over time.

QUESTIONS TO ASK

How are your KPIs trending?



Has your funnel velocity changed?



How can you optimize your funnel?



4

TAKE ACTION BASED ON RECOMMENDATIONS

Make your metrics actionable by providing recommendations for next best steps.

ACTIONS TO TAKE



Advertise to low awareness accounts



Personalize to low engagement accounts



Deliver sales insights to accelerate deals

LEARN MORE ABOUT ACCOUNT-BASED MEASUREMENT HERE

