



DEMANDBASE

EBOOK

THE B2B MARKETER'S GUIDE TO ABM MEASUREMENT

INTRODUCTION



B2B measurement can be tricky. With all the data out there today, it can be difficult to measure and report on the right things.

Especially when you don't know what the right things are. That's why more often than not we turn to vanity metrics like impressions, CPMs and CTRs—which provide insight into how our campaigns are performing, but don't really help us determine the impact we're having on the broader organization, and more importantly, revenue.

To earn a seat at the table and prove ROI, more and more B2B marketers are adopting Account-Based Marketing (ABM)—which is used by B2B marketers to identify and target



the accounts they value the most—to market to them across the funnel and then measure across key metrics. In execution, ABM has three key elements: Identify, Market and Measure.

Of those elements, the Measurement aspect is perhaps the most important. Without the right metrics to measure your marketing efforts, you can't effectively make strategic choices, communicate with the organization to accelerate sales or demonstrate success.

That's why we're devoting an entire eBook to the topic of measurement. In this eBook, we'll help you identify key metrics and evaluate your performance across the entire sales and marketing funnel.



66%

of the Marketing Analytics is expected to increase in the next three years
(CMO Survey)



44%

CMOs say they can measure ROI
(Convince and Convert)



84%

of marketers cannot measure and report on the contribution of their programs to the business
(ITSMA)

SO WHAT SHOULD YOU MEASURE?

For too long, we've relied on vanity metrics to measure the impact of our efforts. We've reported on things like impressions, CPMs, click-through rates, web traffic, unique visitors, net new names, inquiries and conversion rates.

While these metrics are important to measure at a campaign level (so you can optimize and iterate your marketing programs and channels), they aren't good indicators of true business impact. To truly be successful with ABM, you need to grade your performance on metrics that are tied closely to revenue:



PROGRAM PERFORMANCE

- Target Account Activity
- Lift
- Opportunities
- Pipeline

STRATEGY

- Closed Revenue
- Available to Close
- Win/Loss Rates
- ACV
- Funnel Velocity
- Retention and Upsell



60%

of those who have employed ABM for at least one year attribute a revenue increase of 10% or more to its use

(Demand Metric)



96%

of B2B marketers leveraging ABM report a positive impact on Marketing's success

(Demand Metric)

DETERMINE A BASELINE

As you start to think about implementing ABM at your organization, the first thing you'll need to do is measure a baseline of your marketing efforts. When it comes to measurement, there are two types of indicators: leading and lagging. Leading indicators are the more proximate measures that can help you determine the effectiveness of your campaigns—things like downloads, MQLs and conversions. Meanwhile, lagging indicators are even more important, because they show you business outcomes and are what you'll use to determine the overall success of your ABM strategy.

- 1 WIN/LOSS RATES:**
Are you increasing your win rate?
- 2 ANNUAL CONTRACT VALUE OR AVERAGE SALES PRICE:**
How much ACV resulted from direct marketing sources and is it increasing?
- 3 FUNNEL VELOCITY:**
How fast are you moving opportunities through the funnel?

ONCE YOU'VE ESTABLISHED A BASELINE FOR BUSINESS OUTCOMES, YOU'LL WANT TO EVALUATE EACH ONE OF YOUR MARKETING FUNCTIONS THROUGH AN ACCOUNT LENS:

WEBSITE & CONTENT	DEMAND GENERATION	FIELD MARKETING
<ul style="list-style-type: none">• What percentage of traffic is from your target accounts?• What pages are they visiting?• How engaged are they?• Are they downloading any gated content?	<ul style="list-style-type: none">• How many target accounts are attending live and digital events?• Have your target accounts engaged with advertising?• What channels are they using to come to your website?• How many opportunities is demand generation driving?	<ul style="list-style-type: none">• How many target accounts are attending field events?• Which cities have the highest concentration of target accounts?• How many opportunities is field marketing driving?

TOP OF THE FUNNEL: ATTRACT

Once you've measured a baseline, you can start to build out marketing programs to attract the accounts on your target account list—the companies with the most potential to your business. With an ABM approach, you'll be able to use your target account list to guide both your digital and analog programs.

You can run targeted advertising and social campaigns to attract your key accounts. Once they are on your website, you'll want to know which channels they came from. An easy way to do this is by breaking your audience out into segments. Popular segments for B2B companies include things like industry, revenue, company size and current customers.

YOU'LL WANT TO ANSWER THE FOLLOWING QUESTIONS

- 1 Are target visitor segments on your site?
- 2 How did they get there?
- 3 What are they doing?
- 4 Are they doing what I want them to do?



METRICS TO TRACK

Website Visits by Source
Target Account Activity

TOP OF THE FUNNEL: ATTRACT

Chances are you're already producing a steady volume of content, investing a lot of time and money in the process. But how do you know the content you've worked so hard to create is resonating with your target accounts?

ONCE YOU HAVE ACCOUNT DATA IN WEB ANALYTICS, YOU CAN IMMEDIATELY MEASURE:

- Account composition on key pieces of content
- Content performance by funnel stage
- How target accounts move through the buyer's journey

Using this data, you can begin to produce more content that is working for particular types of accounts and various stages in the funnel.



METRICS TO TRACK

Content and Pages Viewed

Downloads

Lift

Pipeline

BOTTOM OF THE FUNNEL: CONVERT



As your target accounts start coming to your website and engaging with your content, you'll want to know if they're making the transition from interested prospects to pipeline opportunities.

Using the segments you created in the attract phase, you'll want to see if certain segments are completing the conversion goals you've established on your website. You can use this information to track overall pipeline health and highlight opportunities to accelerate the buying cycle for certain industries.

USING ANALYTICS AT AN ACCOUNT LEVEL ENABLES SALES TO GET INVOLVED EARLIER IN DEAL CYCLES

You can pull Sales in by automating account-level site activity reports on key product and buying pages, filtered by sales territories and sent directly to salespeople in your CRM so they can see these buying cycles in the environment they live in.



METRICS TO TRACK

Submit Contact Form

Request Demo

Register for Trial

Download Gated Asset Lift

Closed Revenue

Available to Close

BECOME AN ABM EXPERT AT YOUR COMPANY

Demandbase offers two ABM Certification courses online that you and your team can take in the convenience of your home or office. An Expert-level course is also offered in select cities throughout the year.

FOUNDATIONS ABM CERTIFICATION

Learn the importance of Account-Based Marketing and gain how-to tips that'll get you started on the path to success.

ADVANCED ABM CERTIFICATION

Get best practices on topics including sales & marketing alignment, target account list development, metrics and budgeting.

Register now: www.demandbase.com/cert

ABM
CERTIFIED
STRATEGIST

CONCLUSION

As you build out your ABM strategy and go through the various stages, your data will impact decisions—including iterations and tweaks to both your outbound efforts and content. To achieve success with ABM, you'll need to collaborate across teams and grade your performance on metrics that are tightly aligned with your business goals.

For more information on how to get started with ABM, visit the Expert ABM Resources page on our website at www.demandbase.com.

DEMANDBASE

Demandbase is a leader in Account-Based Marketing (ABM). The company offers the only Artificial Intelligence-enabled, comprehensive ABM platform that spans Advertising, Marketing, Sales and Analytics. Enterprise leaders and high-growth companies such as Accenture, Adobe, DocuSign, GE, Salesforce and others use Demandbase to drive their ABM strategy and maximize their marketing performance. The company was named a Gartner Cool Vendor for Tech Go-To Market in 2016. For more information, please visit www.demandbase.com or follow the company on Twitter [@Demandbase](https://twitter.com/Demandbase).

