

10 REASONS TO CELEBRATE ACCOUNT-BASED MARKETING

As B2B marketers, we don't really need much of a reason to celebrate. Kicked off a campaign? Cocktails. Hit our pipeline goal? Happy Hour. Hosted a great panel? High fives all around.

So when something really amazing comes around, we go all out. That's why we're devoting an entire event, the annual Marketing Innovation Summit, to celebrate ABM. Whether you're an experienced practitioner or just getting started, there are many reasons for you to join in celebrating ABM. Here are just a few of them:

1



MARKETING FINALLY GETS A SEAT AT THE REVENUE TABLE

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)

2



YOU'LL GET TO GRADUATE FROM THE “ARTS AND CRAFTS DEPARTMENT”

B2B marketers plan on significantly increasing their budgets on tools and technology over the next two years *(Salesforce)*

3

YOU DON'T HAVE TO AVOID SALES IN THE HALLS ANYMORE

70%

of ABM users report that their sales and marketing organization are mostly or completely aligned
(Demand Metric)



4



YOU'LL BE ABLE TO GO BEYOND VANITY METRICS

Companies that have implemented ABM have seen a substantial lift in average annual contract value of 171% *(TOPO)*

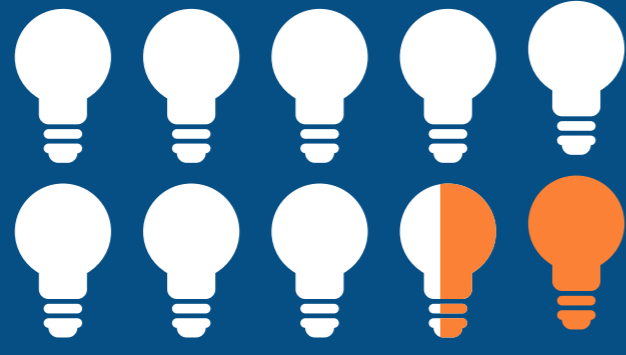
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NERDINESS ISN'T JUST FOR ENGINEERS ANYMORE

CMOs will outspend CIOs by 2017
(Gartner)

6

PROVING ROI WON'T BE SUCH A COMPLEX PUZZLE



84% of marketers say that ABM delivers higher ROI than any other marketing approach *(ITSMA)*

7

YOUR BOSS WON'T BE THE ONLY ONE READING YOUR EBOOK

60-70%

of content churned out by B2B marketing departments today sits unused
(SiriusDecisions)



8



YOU'LL BE ABLE TO INFLUENCE THE ENTIRE CUSTOMER LIFECYCLE

84%

believe that ABM provides significant benefits for retaining and expanding current client relationships
(SiriusDecisions)

9

“SPRAY AND PRAY” NO LONGER HAS TO BE IN YOUR VOCABULARY

Only 0.75% of leads generated become closed revenue
(Forrester)

10



YOU'LL BE BETTER PREPARED WHEN ROBOTS TAKE OVER THE WORLD

80% of B2B marketers believe Artificial Intelligence technology will revolutionize the marketing industry over the next five years *(Wakefield Research)*

COME CELEBRATE WITH US

MARKETING INNOVATION SUMMIT

APRIL 5-6 SAN FRANCISCO

You'll get heaps of value all in one place: ABM Certification (offered at two levels this year), ABM success stories, one-on-one sessions with ABM experts, educational track sessions and of course, cocktails.

Register here – and hurry, seats are selling out fast!

LET'S DO THIS!

DEMANDBASE

