

# TYING ACCOUNTS TO DECISION-MAKERS

*Paying off on the promise of ABM*

{ACCOUNT-BASED MARKETING}

DEMANDBASE + integrate

Demandbase and Integrate recently surveyed 500 B2B marketers about ABM adoption (February, 2016)

*Here's what we learned...*

ABM is gaining traction with the B2B community, but there's a huge obstacle:

**"The inability to identify specific decision-makers within targeted, in-market accounts."**

(#1 Challenge according to surveyed marketers)

*The good news...*

## ABM investment is SKYROCKETING

57% of marketers say more than 20% of their marketing budget is now dedicated to ABM



...and 83% say their organization's 2016 ABM spending will be more than it was in 2015

*The reality is...*

Activity is good, but execs expect ROI and customers

## SHOW ME THE MONEY!

Revenue is now more important than lead volume

According to 40% of marketers, success is now measured by revenue or bookings

*So, what now?*

Marketers must execute on their **ABM PROMISES**

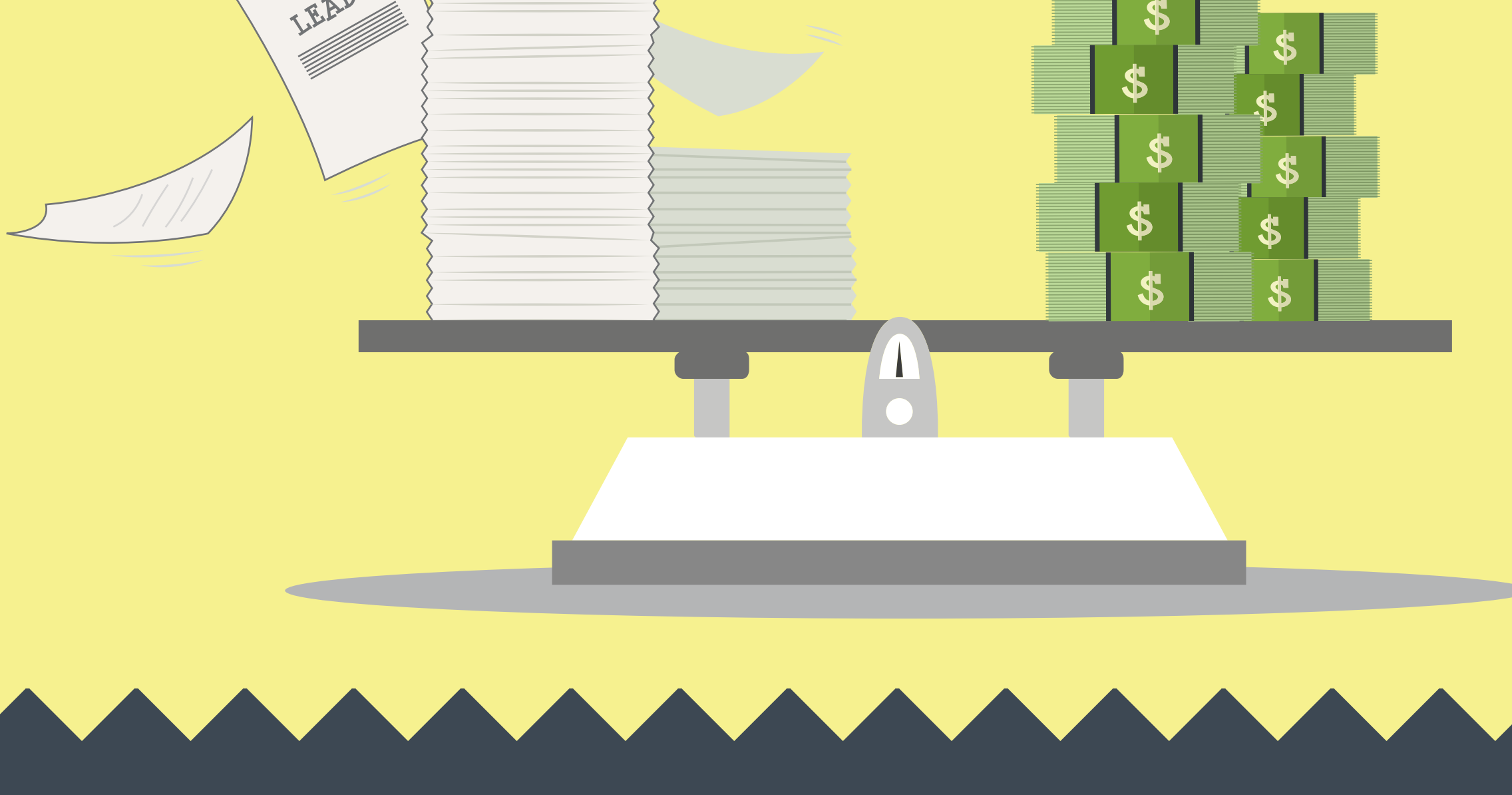
**90%** recognize the need to improve their ABM program results

Yet marketers agree **2 major obstacles** often stand in the way of ABM success:



**#1** Identifying the right accounts

**#2** Obtaining accurate, rich data on target account decision-makers



*It's clear...*

## MISSING THE MARK

**71%** of marketers say that digital B2B advertising frequently fails to meet expectations

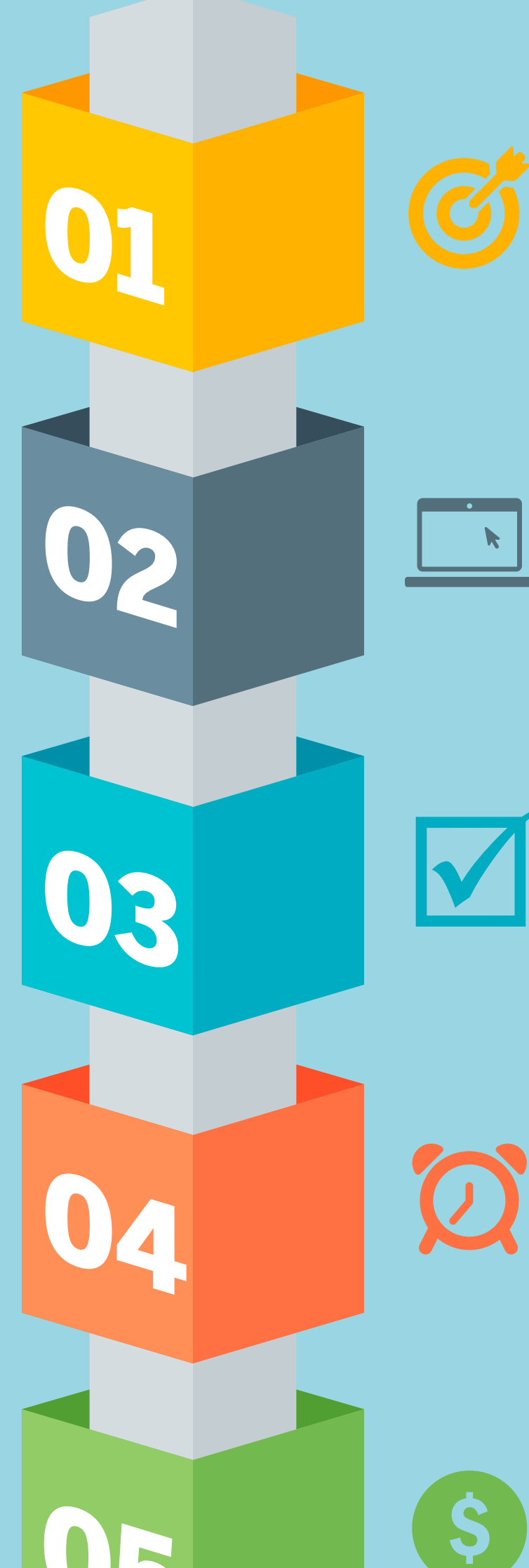
*Probably because*



**96%** believe B2B advertising reaches a significant number of people outside of intended target

## STEPS TO DELIVER on the ABM promise

- 01** Identify the accounts that show buying signals
- 02** Generate account-based decision-maker leads
- 03** Ensure lead data is rich, accurate and with 100% in-market companies
- 04** Quickly import complete lead data for nurturing and follow-up
- 05** Prove ABM program ROI with revenue/customers



DEMANDBASE + integrate

The Demandbase-Integrate partnership provides B2B marketers with an automated process to generate high-value leads from decision-makers at specific target companies. This service combines Demandbase's unique ability to identify and engage target accounts across the web with Integrate's demand generation software, which allows marketers to capture leads' (existing-marketing contact info) from those target accounts, seamlessly inject them into a customer's existing marketing automation system and sales process. As a result, B2B marketers are better equipped to execute their account-based marketing strategies with a predictable, highly accurate lead-gen engine.