Customer Experience (CX) is all the rage. And for good reason.

Why Account-Based Experience (ABX) Matters

1. The experience your account has with you in your industry is as important as its products or services. A company’s customer experience is its most valuable asset. It’s the key driver of revenue, retention, and satisfaction.

2. Like ABM, ABX sells to the account not to the lead. With an account-based strategy, we reach out to everyone in the buying team.

3. Unlike ABM, ABX rapidly brings all revenue teams (Marketing, Sales, SDR, and Customer Success) into the account-based world.

4. In ABX, we reach buyers and sellers during the right moments, when they want to be engaged with them, not when they don’t.

5. With an account-based strategy, we know where each account is in its buying process and so we can orchestrate the right experience for them each step of the way.

6. ABX explicitly brings all aspects of the full customer journey, from Awareness to Engagement, to Conversion, and finally to Retention.

7. The average number of people in an account-based buying team — up to 10 people on average — with targeted insights into how they’re in-market can make a huge difference.

8. The very name Account-Based Marketing focused on just one department: Sales. ABX brings all revenue teams to the table.

9. The average number of industries to which each account searches prospects perform brand’s website.

10. The end of Account-Based Marketing ?

11. Account-Based Experience (ABX)

12. What is ABX?

13. 70% Dealer

14. 75% Improvised

15. 3.6x Better

16. 71% of buyers will typically accept a contact request with a new provider during the exploration or early evaluation streams of the buying cycle.

17. 75% of executives will read unsolicited materials if they are relevant.

18. 53% of buyers are anonymously when they don’t want to be identified.

19. 56% of customers say that the experience a company provides is as important as its products or services.

20. The average number of searches prospects perform on a competitor’s website.

21. The end of Account-Based Marketing ?

22. ABX sells to the account not to the lead.

23. Like ABM, ABX sells to the account not to the lead.

24. Unlike ABM, ABX rapidly brings all revenue teams (Marketing, Sales, SDR, and Customer Success) into the account-based world.

25. ABM gets the account to the bidding stage, ABX gets the account to the buying stage.

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