

# 5 Reasons Why Account-Based Experience (ABX) Matters

## But first, what is ABX?

**GTM strategy**  
A fundamental strategy that spans all your go-to-market efforts; not a simple campaign or tactic.

Account-Based Experience (ABX) is a **go-to-market strategy that uses data and insights to orchestrate relevant, trusted Marketing and Sales actions throughout the B2B customer lifecycle.**

**Data and insights**  
Uses research and AI to identify when and how to engage and what to say.

**Relevant and trusted**  
Engages business buyers in a trusted way, on their own terms.

**Marketing and Sales**  
An orchestrated process includes, Marketing, Sales and all customer-facing teams.

**B2B customer lifecycle**  
Touches all aspects of the full customer journey, from brand to post-sale expansion.

It's a customer-centric rethinking of an account-based go-to-market — one that combines the engageability of inbound marketing with the precision and targeting of Account-Based Marketing.

### 1.

The experience your accounts have with your brand as they move through the buyer's journey **is the key driver of revenue, retention, and satisfaction.**

Customer Experience (CX) is all the rage. And for good reason. Businesses that invest in creating great experiences have better revenue, retention, and satisfaction than businesses that don't.

Account-Based Experience takes the best CX principles — trust, empathy, and relevance at every stage of the journey — and applies them to the account-based world.

**40% faster**  
revenue growth

**70% improved**  
retention

**1.6x better**  
customer lifetime value <sup>1</sup>

### 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.

It's time to recognize that we're not marketing and selling to a lead. We're marketing and selling to an account. Think about it. It's called business-to-business. Not business-to-lead.

*Think bigger. Think better.*

**6-10 People**  
in the average buying committee

With ABX, we're reaching out to everyone in the buying team — up to 10 people on average <sup>2</sup> — with targeted messaging based on their roles and where they are in the buyer journey.

### 3.

Unlike ABM, **ABX explicitly brings all revenue teams: Marketing, Sales, SDR, and Customer Success** into the account-based world.

The very name Account-Based Marketing focused on just one department: Marketing. ABX takes it to the next level and brings all customer-facing departments into the account-based tent. So the entire go-to-market team works together to deliver a coordinated experience to accounts.



**53%**

of businesses say that Marketing, Sales, and Customer Success are equally responsible for their account-based customer expansion strategy.<sup>3</sup>

### 4.

In ABX, we reach buying teams during the magic moments — **when they want us to engage with them**, not when they don't.

We want to respect our buyers and not interrupt them with unwanted outreach.

On the other hand, prospects are conducting much of their buying journey on their own, online, anonymously, and in a complex, nonlinear way. But if we wait for the prospect to fill out a "contact me" form, likely we've waited too long. The prospect has learned a lot, formed opinions, and may have a preferred vendor (likely not you) in mind. Ouch.

**12**

The average number of searches prospects perform before engaging on a brand's website<sup>4</sup>

**10.4**

The average number of sources prospects consume to conduct their research<sup>5</sup>

**70%**

of buyers **fully define their needs** on their own before engaging with a Sales representative.

**44%**

of buyers **identify specific solutions** before reaching out to a seller.

**90%**

of buyers are **open to engaging sellers** earlier in the buying process.<sup>6</sup>

*But even though they might have their minds made up ...*

ABX resolves this dilemma by using AI to identify when buyers are showing intent and engagement across first and third-party platforms — which in turn tells us what topics will be most relevant. These "marketing qualified accounts" (MQAs) are the subset of your customer targets that are showing the signs of being in-market and ready for Sales outreach.

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

— *Todd Berkowitz, Gartner*<sup>7</sup>

75% of executives will read unsolicited materials if they are relevant to their business.

— *ITSMA*<sup>8</sup>

## Types of Data that Show Intent



### First Party Data

Consumer engagement with your own content

Website, emails, asset downloads, social media, form fills, RSVPs, and sales activity



### Third Party Data

Consumer engagement with external digital content

Industry publications such as assets, webinars, videos, and onsite searches

### 5.

ABX lets us work with modern buyers on their terms: anonymously when they don't want to be identified, helpful and relevant when they are ready, **and always based on trust.**

With ABX, 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.



Use deep insights to ensure each interaction is relevant and useful enough to be worthy of the account's attention.

#### Qualified

Early in the journey, focus on building the brand based on a foundation of trust.

#### Aware

Move from emotion to logic with thought leadership and education.

#### Engaged

Find when accounts are in-market and interested in hearing from you — but before they raise their hand on your website.

#### MQA

Engage the entire buying committee and transform insight into action by breaking down the traditional "baton pass" from Marketing to Sales.

#### Opportunity

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#### Customer

Engage the entire buying committee and transform insight into action by breaking down the traditional "baton pass" from Marketing to Sales.

#### Post-Sale

Enhance the post-sale experience by continuing to identify key opportunities to engage at the right time.

**84%**

of customers say that the experience a company provides is as important as its products or services.<sup>9</sup>

**57%**

of customers say they've stopped buying from a company because a competitor provided a better experience.<sup>10</sup>

## The end of Account-Based Marketing ?



Account-Based Experience doesn't invalidate Account-Based Marketing. In many ways, ABX simply takes the best practices that have emerged from ABM and codifies them under a more expansive principle of customer experience.

Regardless of what you call it, an account-based go-to-market is simply the right way to approach B2B.

Curious about ABX? Quench your intrigue.

Read all the salacious details in "What is Account-Based Experience (ABX) and Why Is It Important?" by Jon Miller, Chief Product and Marketing Officer at Demandbase.

[Read more](#)

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Demandbase is simply the best **Account-Based Experience (ABX)** solution that expands paths to revenue for B2B companies. The company offers the industry's leading account-based platform that enables B2B revenue teams to find, engage, and close the accounts that matter most. The biggest and fastest-growing global companies, such as Accenture, Adobe, DocuSign, Facebook, GE, and Salesforce rely on Demandbase to drive their ABX strategy and maximize their marketing performance. Demandbase has received numerous honors, including Inc. 5000, San Francisco Business Times Best Places to Work, JMP Securities list "The Hot 100: The Best Privately Held Software Companies," the Deloitte Fast 500, and Gartner Cool Vendor for Tech Go-To-Market.

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