

ACCOUNT-BASED MARKETING

Survey Summary Report

Ascend2[™]
RESEARCH-BASED MARKETING

Research Series Conducted in
Partnership with Leading
Marketing Solution Providers



TABLE OF CONTENTS

3. Account-Based Marketing
4. Strategic Objectives
5. Rating Success
6. Critical Challenges
7. Sales Cycle Encountered
8. Objectives Versus Challenges
9. Tactical Effectiveness
10. Effectiveness Changing
11. Effort Required
12. Resources Used
13. Effectiveness Versus Effort
14. About Ascend2

Methodology

Ascend2 benchmarks the performance of popular digital marketing strategies and tactics using a standardized questionnaire and a proprietary 3-Minute Survey format.

This survey was fielded to a panel of research subscribers and marketing influencers during the week of February 5, 2017.



ACCOUNT-BASED MARKETING

Account-Based Marketing is essentially the practice of compiling key contact data on high value prospects and customers, and targeting them in a personalized way.

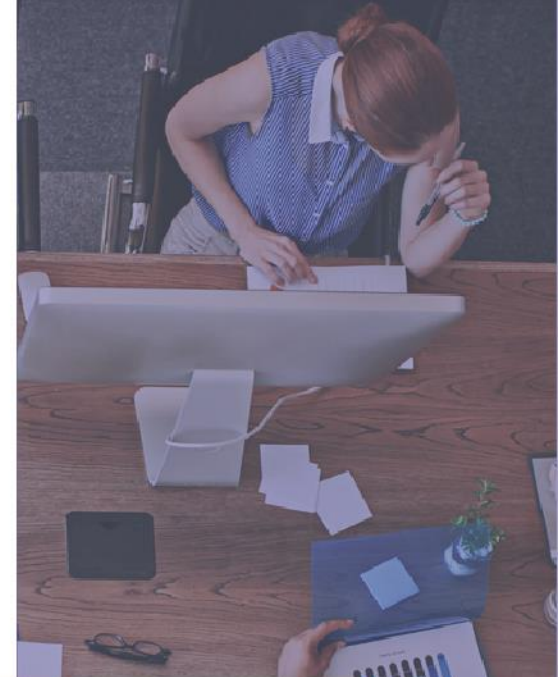
But what strategies and tactics are most effective?

To find out, Ascend2 and our Research Partners fielded the Account-Based Marketing Survey. We thank the marketing professionals responding to this survey for sharing their valuable insights with us, and you.

The data in this edition of the study titled the *Account-Based Marketing Survey Summary Report* represent the average of all market segments responding to the survey. Specific segments from the survey are reported on separately and exclusively by our participating Research Partners.

This research has been produced for your use. Put it to work in your own marketing strategy. Clip the charts and write about them in your blog or post them on social media. Please share this research credited as published.

Enjoy!



Survey Respondents & Profiles N=305

Number of Employees

More than 500	42%
50 to 500	42%
Fewer than 50	16%

Role in the Company

Owner / Partner / CXO	34%
VP / Director / Manager	57%
Non-Management	9%

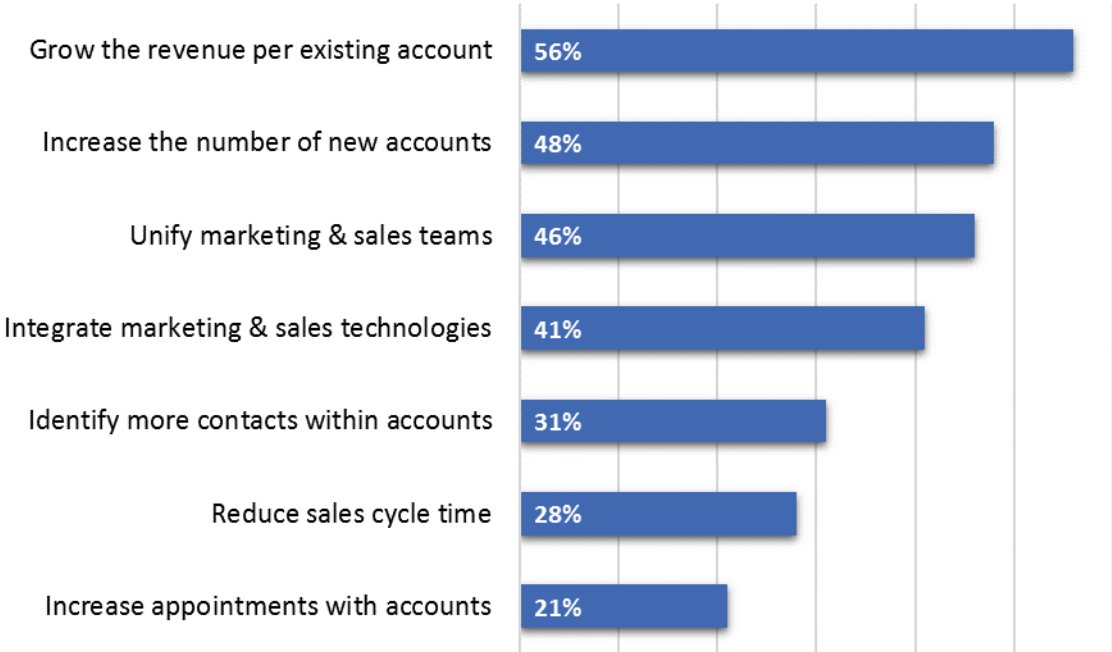
Primary Marketing Channel

B2B Business-to-Business	43%
B2C Business-to-Consumer	27%
B2B and B2C Equally	30%

STRATEGIC OBJECTIVES

Growing the revenue generated from each account and increasing the number of new accounts are top priorities for 56% and 48% of marketing influencers respectively. Aligning marketing and sales teams and technologies are also important objectives for account-based marketing.

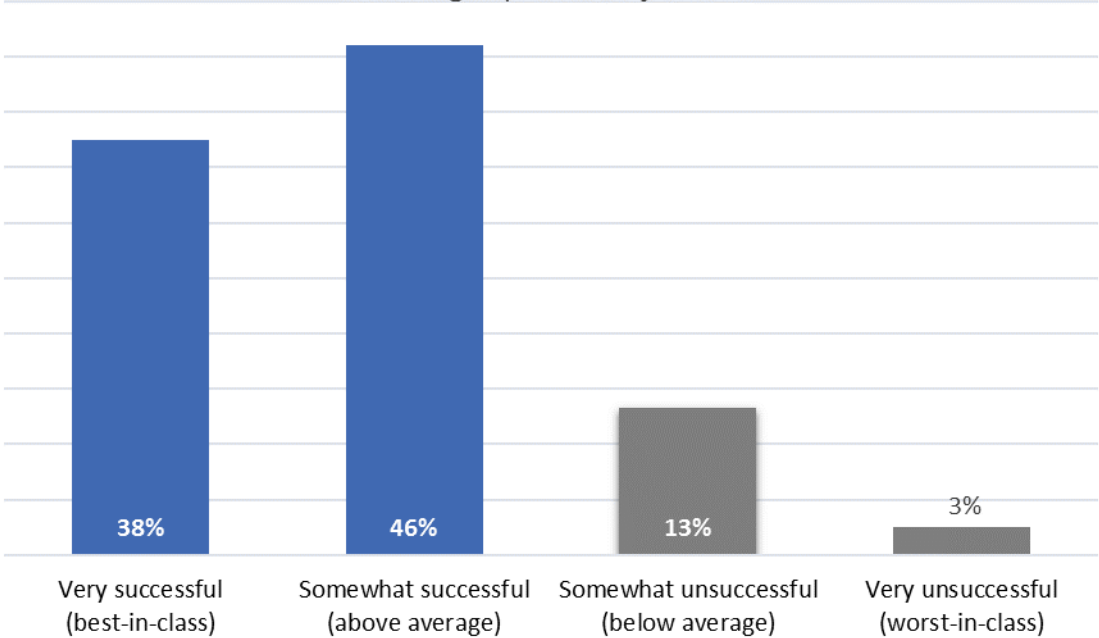
What are the most important OBJECTIVES of an account-based marketing strategy?



RATING SUCCESS

38% of marketing influencers consider their account-based marketing strategy best-in-class at achieving important objectives, while another 46% believe their account-based marketing achievements are above average.

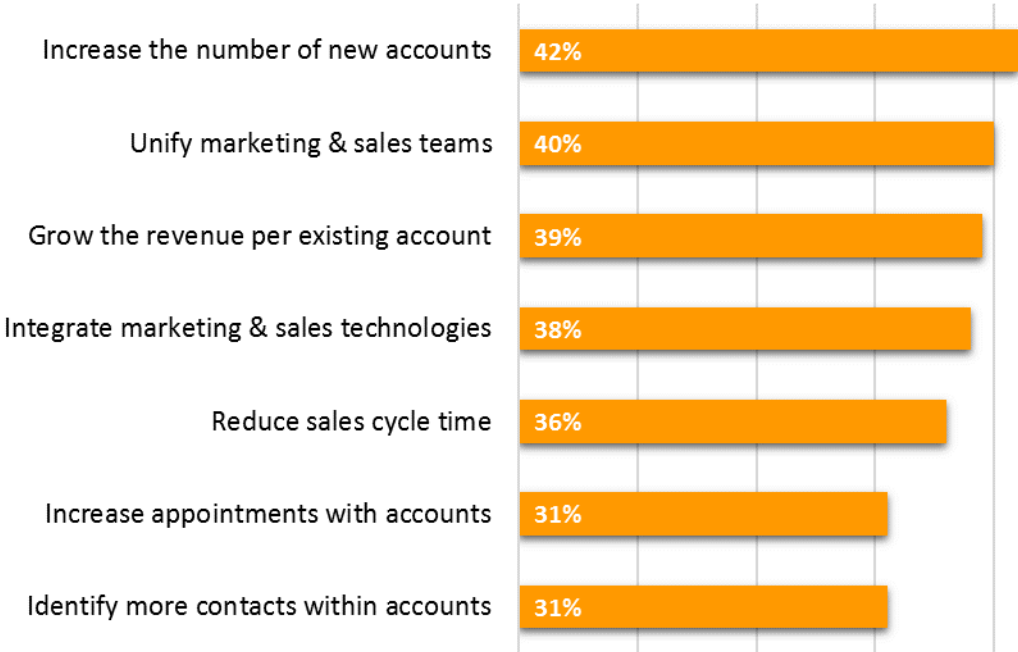
How SUCCESSFUL is your account-based marketing strategy at achieving important objectives?



CRITICAL CHALLENGES

A critical challenge to account-based marketing success for 42% of marketing influencers is increasing the number of new accounts. To more effectively accomplish this, companies must unify their marketing and sales teams, which is a critical challenge for 40% of marketing influencers.

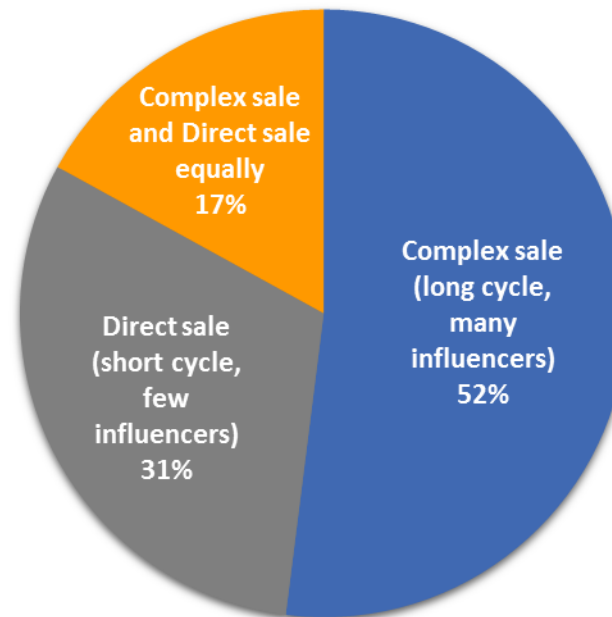
What are the most critical CHALLENGES to achieving account-based marketing success?



SALES CYCLE ENCOUNTERED

A slight majority (52%) consider the sales cycle encountered most often to be lengthy, involving many influencers in the purchase decision process. Account-based marketing is most compatible with this type of complex sales cycle, however, many marketers encountering shorter cycles with fewer influencers are employing the same account-based principles.

Which best describes the type of SALES CYCLE encountered most often?



OBJECTIVES VERSUS CHALLENGES

Analyzing the importance of strategic objectives in comparison to how challenging they are to achieve will improve the odds of developing a successful account-based marketing strategy. The more important and less challenging an objective is to achieve (growing revenue per account, for example), the higher the strategic priority it should be.

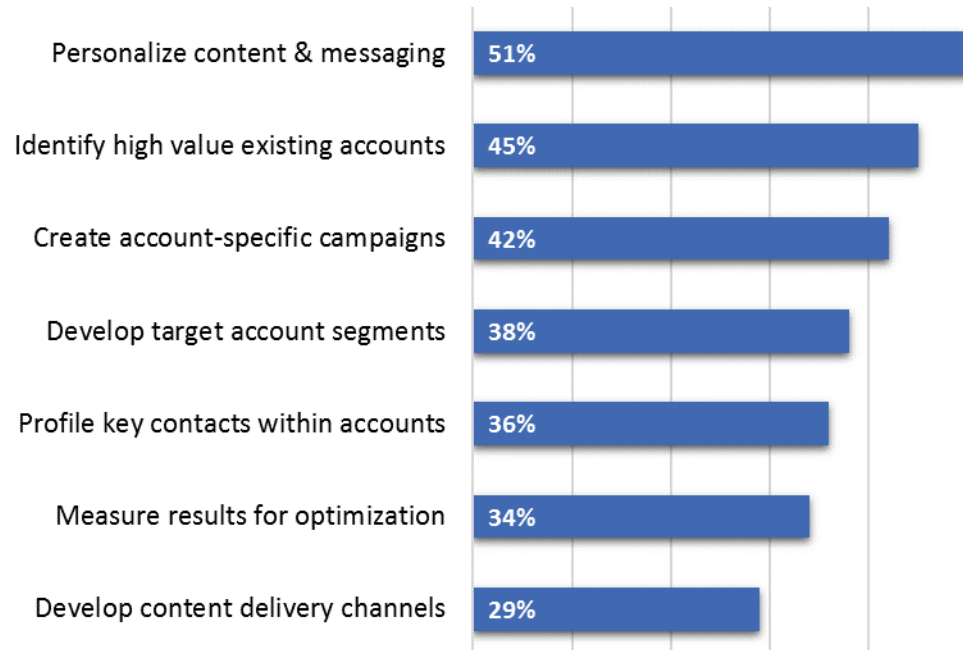
Strategic objectives versus challenging to achieve.



TACTICAL EFFECTIVENESS

Personalizing the content and messaging delivered to prospects and customers is a most effective account-based marketing tactic for a slight majority (51%) of marketing influencers. Being able to identify the high value accounts you already have is also a top tactic for 45% of companies.

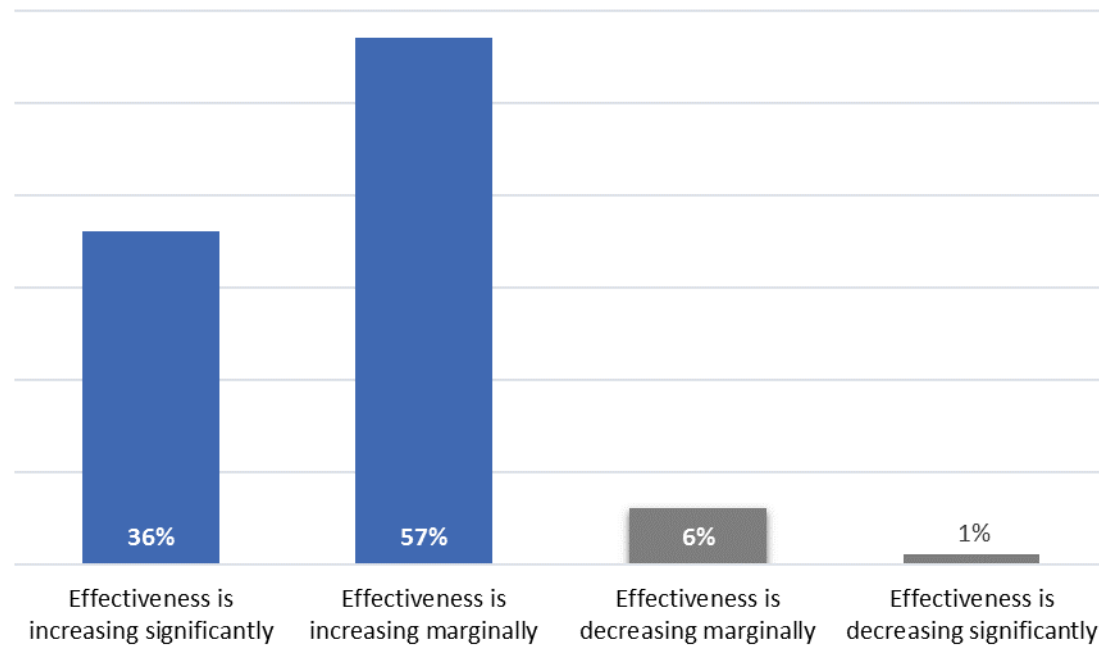
What are the most effective TACTICS used for account-based marketing?



EFFECTIVENESS CHANGING

As more companies adopt and become more proficient in account-based marketing practices and technologies, the effectiveness of tactics used is increasing. For more than one-third (36%) of marketing influencers, the increase in effectiveness is significant.

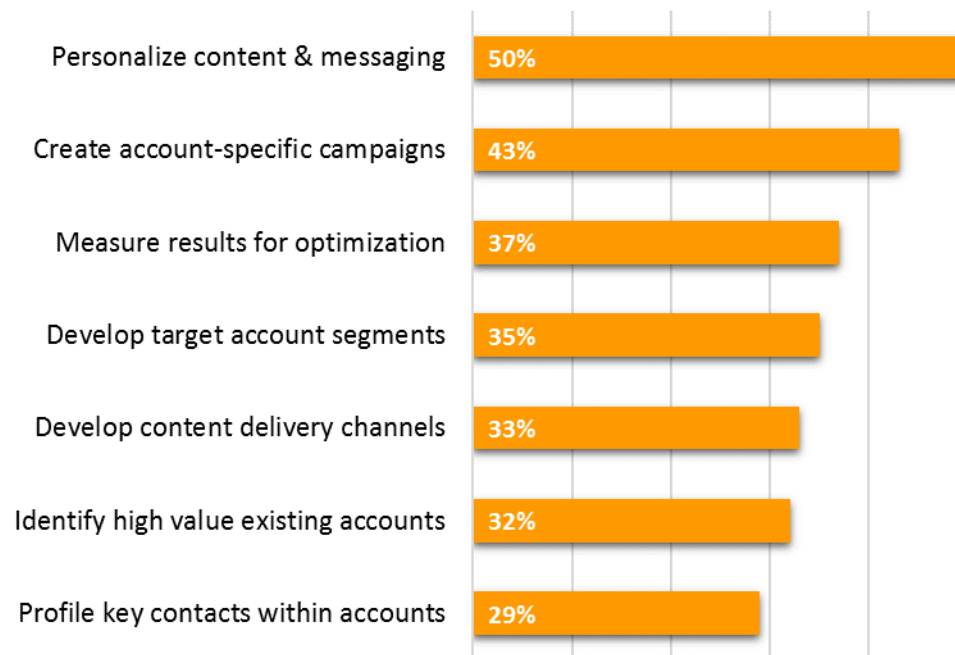
To what extent is the EFFECTIVENESS of these tactics changing?



EFFORT REQUIRED

Personalizing content and messaging is not only the most effective tactic used for account-based marketing, it also requires the most effort to perform according to half (50%) of marketing influencers.

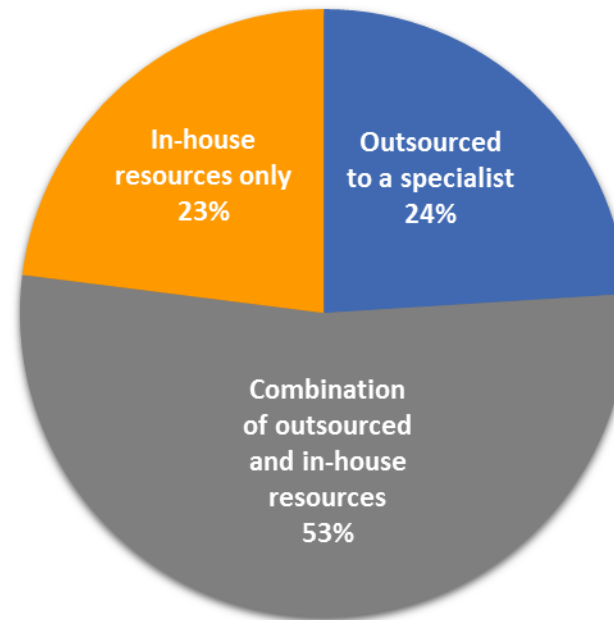
What tactics require the most EFFORT (skill, time and expense) to perform?



RESOURCES USED

The skill, time and expense required to perform account-based marketing tactics is considerable and the reason more than three-quarters (a total of 77%) of marketing influencers outsource all or part of account-based marketing tactics such as content and messaging personalization.

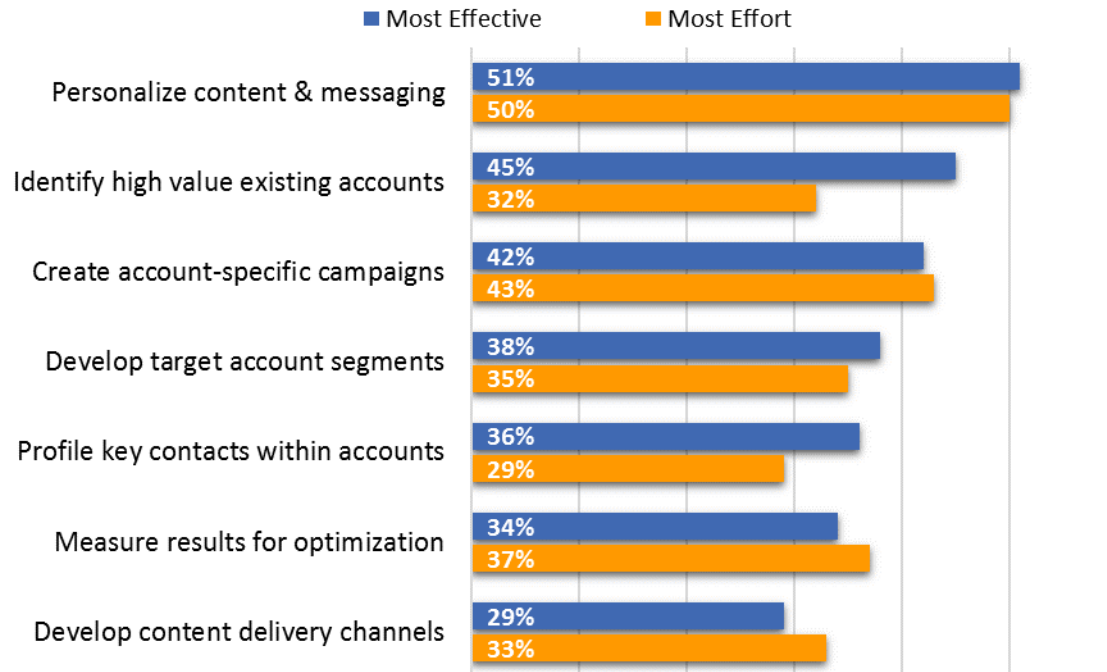
Which best describes the RESOURCES used to perform account-based marketing tactics?



EFFECTIVENESS VERSUS EFFORT

Tactics such as developing content delivery channels and measuring results for optimization require more effort to perform than they are effective in the eyes of marketing influencers. This is often the reason these important tactics are excluded from the account-based marketing plan of action.

Tactical effectiveness versus effort to perform.



Ascend2

Research-Based Marketing for Marketing Solution Providers

Marketing technology and data companies, and digital marketing agencies, partner with Ascend2 to reliably generate demand and supplement marketing content for their firms. Our Research Partner Programs are transparent – focusing on your brand and the interests of your target audience.

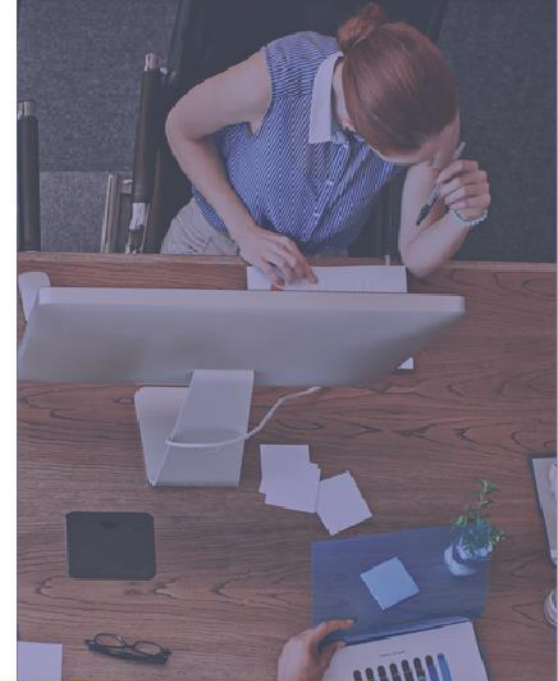
Learn more about us at Ascend2.com

Below are just a few of the leading marketing solution providers that Partner with us on research-based marketing programs.



As a marketing technology or data company, or digital marketing agency, your prospective customers are marketing influencers with an interest in the facts about improving marketing performance.

Research-Based Demand Generation is a process we developed to generate leads using factual content of interest to your target customers, and nurture those leads to marketing-qualified status in the name of your brand.





Research Partner Programs

Research Partner Programs rapidly deliver factual content and a guaranteed number of leads to marketing solution providers, in two simple steps:

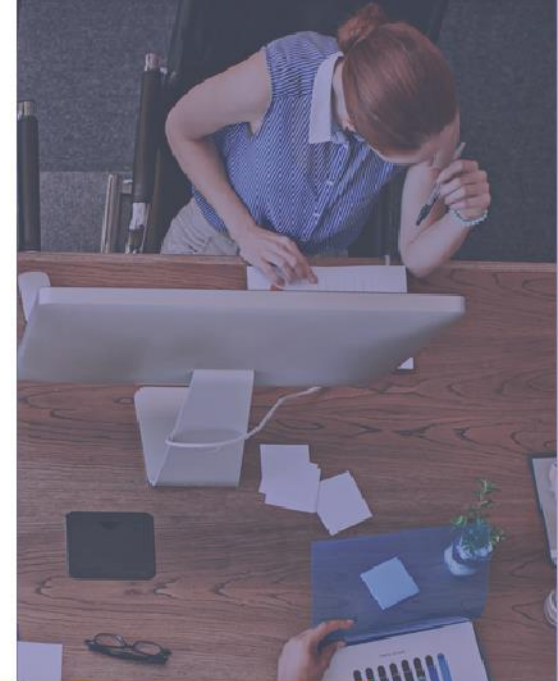
1. Choose marketing topics of interest to your audience.

- A new marketing topic is surveyed every month

2. Choose an exclusive data segment for each topic.

- Successful Strategy Benchmarks
- Leadership Benchmarks
- B2B Benchmarks
- B2C Benchmarks
- Enterprise Benchmarks
- SMB Benchmarks
- Agency Benchmarks
- Complex Sale Benchmarks
- And more!

Learn more about Ascend2 Research Partner Programs by calling 800-762-1595 extension 703 or visit Ascend2.com.



This Survey Summary Report is part of a monthly research series conducted in partnership with marketing solution providers.

You may adapt, copy, distribute and transmit this work. However, you must attribute the work as produced by Ascend2 and its Research Partners but not in any way that suggests that they endorse you or your use of the work.

When you share this content, please provide a link back to <http://ascend2.com>