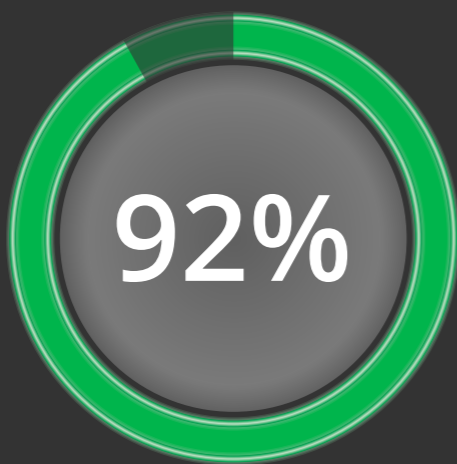


# Why ABM is Reaching New Heights

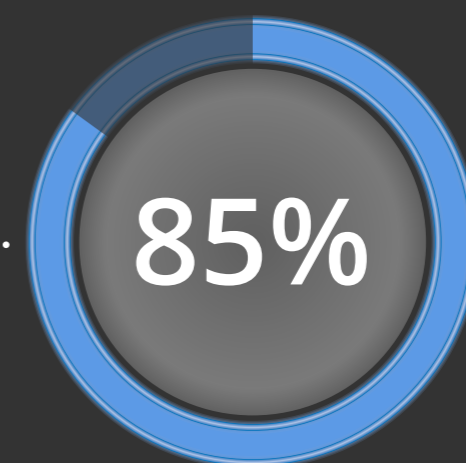
In 2017 there was an average of **6.8 people** in the B2B sales process, compared to only **5.4** in 2016.

*(Harvard Business Review, 2017)*



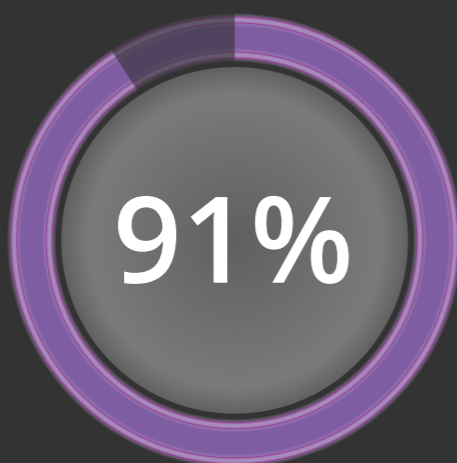
**92%** of B2B companies see a higher opportunity-to-close conversion rate from ABM accounts vs. non-ABM.

*(SiriusDecisions 2017 State of ABM Study)*



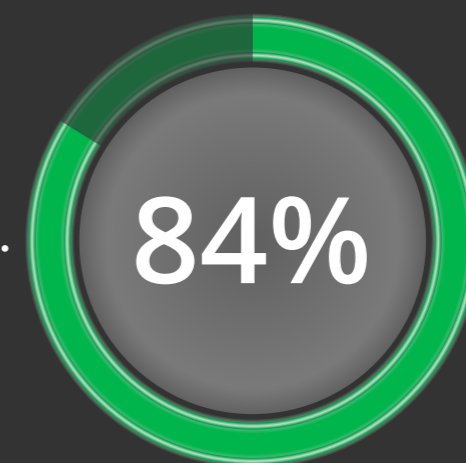
Nearly **85%** of marketers who measure ROI describe ABM as delivering higher returns than any other marketing approach—and half of those cited significantly higher returns.

*(ITSMA, 2017)*



**91%** of B2B companies surveyed reported larger deal sizes through ABM.

*(SiriusDecisions 2017 State of Account-Based Marketing Study)*



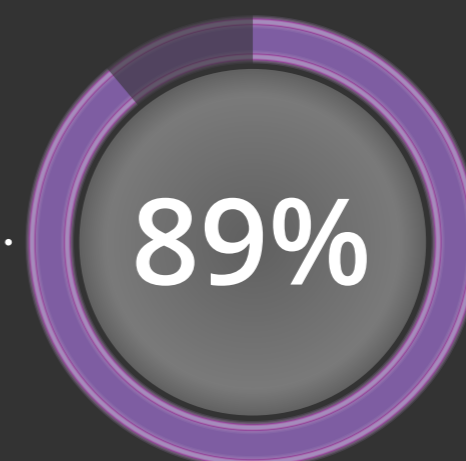
**84%** of marketers reported ABM drove improvements in reputation: brand perception, awareness and knowledge.

*(ITSMA 2017)*



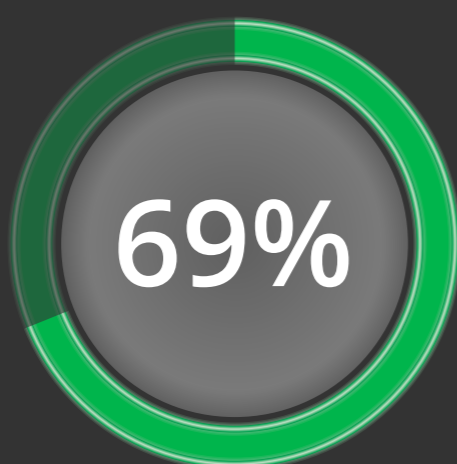
By aligning Marketing & Sales, ABM helps to reduce the **50%** of sales time wasted on unproductive prospecting.

*(MarketingProfs, 2016)*



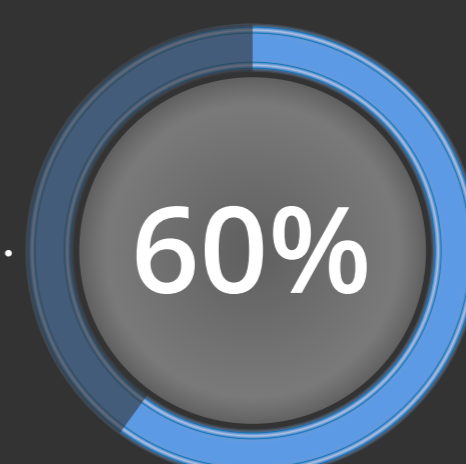
**89%** of business buyers expect companies to understand their business needs and expectations

*(Salesforce, 2017)*



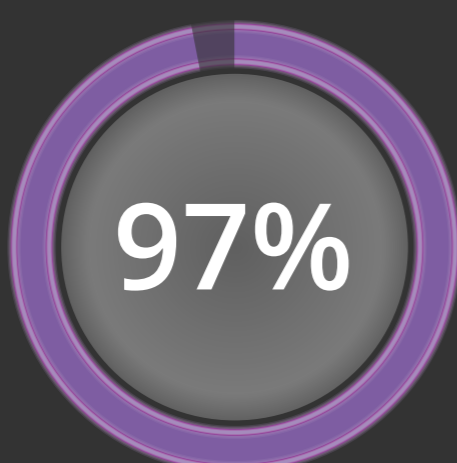
**69%** of ABM'ers reported improvement in annual revenue per account.

*(ITSMA and ABM Leadership Alliance, 2017)*



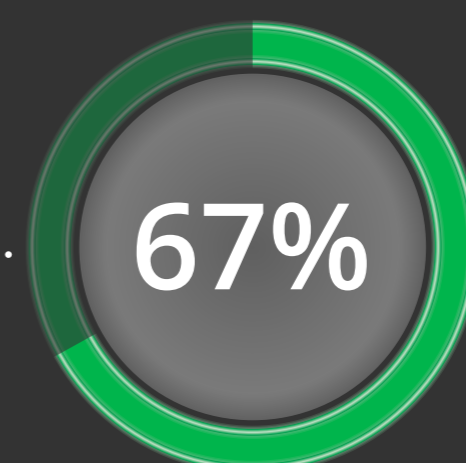
When ABM has been in use for at least a year, **60%** of users reported a revenue increase of at least **10%** & **19%** reported a revenue impact of **30%** or greater.

*(Demand Metric, 2015)*



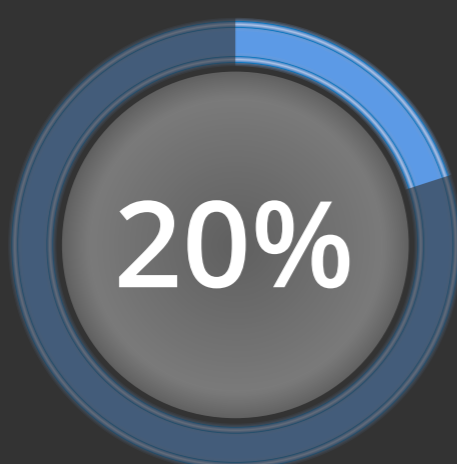
**97%** of marketers said ABM had higher ROI than other marketing activities.

*(Alterra Group, 2016)*



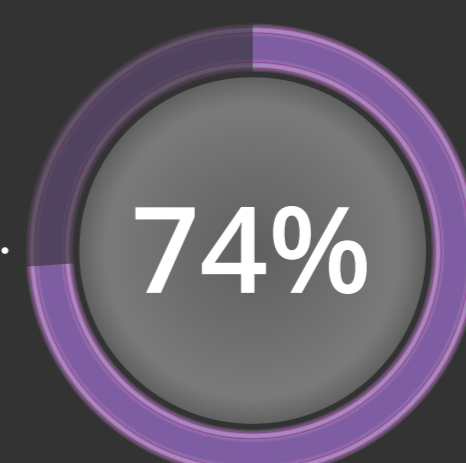
Companies are **67%** better at closing deals when sales and marketing are aligned.

*(Marketo, 2017)*



In 2015, just **20%** had an ABM strategy in place for more than a year, but were already seeing value.

*(SiriusDecisions, 2015)*



**74%** of ABM'ers reported increased relationships across their accounts.

*(ITSMA 2017)*