

 terminus

BLUEPRINT

to **ACCOUNT-BASED MARKETING**

A B2B Marketer's Guide to Getting Started with ABM

TABLE OF CONTENTS

Introduction	3
Part One: Introduction to Account-Based Marketing	4
Part Two: The History and State of ABM	11
Part Three: 7 Steps to Getting Started with ABM	16
Part Four: How to Measure and Optimize Your ABM Campaigns	30
Conclusion	34



INTRODUCTION

ABM expert? First time ABM-er? Just curious what the heck this weird acronym you keep seeing is all about?

Welcome. You're in the right place.

However, you might be asking, is this eBook for...well, everyone? At the risk of sounding like The Bachelor's Chris Harrison...ABM is a journey.

You usually start with one campaign to test the waters, then it changes the way you think about marketing, so you pivot your strategy a bit more, and then invite some of your friends from sales and customer success to your ABM campaign planning meetings. Then, all of the sudden, you realize you're doing marketing in a completely different (and much better) way.

Since everyone is in different places in their ABM journey, we wanted to make a comprehensive guide to ABM that you can always keep on-hand. Whether you need some quick inspiration or a full step-by-step guide to implementing your first ABM campaign, this guide contains the keys to your ABM success.

Here's a sneak peek at what you're getting:

- + An explanation and history of account-based marketing
- + Key benefits of adopting an ABM strategy
- + Why COVID spurred an even bigger rush to ABM
- + The steps you can take to implement a successful ABM strategy
- + Account-based marketing KPIs to measure (and those to ignore)
- + How to optimize your ABM campaigns for B2B success

Feel free to hop around from section to section, pull whatever you need, and then get outta here and start planning that next stellar campaign. We can't wait to see what you come up with!

**Once you have it, you're not going to go back.
And the more you have of it, the more it will
continue to change your habits and the way
you think about things."**

Terminus CEO, Tim Kopp





PART ONE

Introduction to Account-Based Marketing

WHAT IS ACCOUNT-BASED MARKETING?

So what exactly is account-based marketing? The definition has evolved throughout the years since it was first introduced in 2014. Nowadays, ABM can be best described as this:

An end-to-end revenue strategy where marketing, sales, and customer success spend the majority of their effort on pre- and post-sales accounts that are best-fit customers. This happens through data-driven targeting, personalized marketing tactics at scale, measuring, and continuously optimizing.

Did we lose you there? In other words, **it's just a smarter, more efficient, more targeted approach for teams to generate more revenue.** Teams can grow brand awareness efficiently by focusing on best-fit future customers, create opportunities with them based on engagement data, accelerate those opportunities to closed/won, then retain and grow those accounts to life-long customers. That's it!

Adoption trends suggest that ABM might soon just be called modern B2B marketing. As 2020 presented COVID challenges for many companies, revenue teams did more with less. They became smarter and more targeted with their approach in order to acquire new or retain existing customers while their budgets shrank. We'll get into that more later, but for now, it's important to acknowledge the evolution of the definition of ABM. From just a buzzword in 2014 to today's highest ROI go-to-market B2B strategy, account-based marketing (and how people describe it) has come a long way.



WHAT IS FULL-FUNNEL ABM?

Now that we have the basic definition nailed down, let's learn about full-funnel account-based marketing. Because ABM touches every stage of the account lifecycle, it should be measured as such with a "new" funnel (throw out the old traditional lead funnel). Use the definition you just learned and now apply to multiple use cases throughout this funnel. New business generation? There's a smart and targeted way to do that. Accelerate current deals to the finish line? ABM can help with that. Retain at-risk customer or expand their contract? Yup.

It's not just about the top of the funnel anymore. Marketing, sales, and CS teams now work together to drive revenue across all stages of their funnel. Here's a helpful visual of a funnel broken into funnel stages and common KPIs teams use to measure their success.



KEY BENEFITS OF ACCOUNT-BASED MARKETING

Companies that have implemented ABM have achieved faster pipeline growth, higher close rates, larger average deal sizes, and greater customer retention.

Here are a few ROI metrics from real Terminus customers:

"Companies leveraging Terminus see a 313% ROI, 60% increase in opportunities set by their sales development team, 40% reduction in customer acquisition cost, and 20% increase in close rate."

Forrester Consulting

"\$10 million in sales revenue in a four month period can be attributed to ABM with Terminus."

*Daniel Englebretson,
Khronos, Founder & Head
of Client Services*

"40% of our new business pipeline was generated from target ABM accounts. And we saw a 45% increase in average opportunity value."

*Sr. Manager, Marketing
Operations, digital.ai*

"I cut my costs by half and more than doubled my results."

*Head of ABM at a
business services
provider*

"31% of our target accounts progressed to the next stage of our sales funnel in the first month."

*Sr. Manager, Marketing
Operations, digital.ai*

"ABM shortened our sales cycle by 40%."

*VP of Customer
Acquisition, SOASTA*

Additional key findings from industry leaders that support the move to ABM:

"Almost 50% of marketing budgets is wasted on generating leads that companies don't contact."

Conversica

"Almost 85% of marketers measuring ROI say that ABM outperforms other marketing investments, while 72% reported an uplift in revenue growth."

ITSMA

"Accounts that see both targeted brand and acquisition messaging are 6x more likely to convert."

LinkedIn Research



TEAM: THE FRAMEWORK FOR ABM SUCCESS

A simple, yet powerful framework for executing your account-based strategy.

So now you know what ABM looks like on paper, but how can you practically apply it your own revenue strategy? That's where the TEAM framework comes in. It's a simple, yet powerful way to put an ABM plan into action:

- + **Target** the right accounts
- + **Engage** across all channels
- + **Activate** all teams on the information they need for each account
- + **Measure** what matters most (*spoiler alert: it's not leads*)

Target

Find the ideal audiences for your message

Engage

Amplify your message across every channel

Activate

Get your sales team to work in perfect harmony with marketing

Measure

Understand marketing's performance at every level





PART ONE > INTRODUCTION TO ACCOUNT-BASED MARKETING

WHY START WITH TEAM?

ABM can be daunting, but it doesn't have to be.

Ready for some truth? ABM isn't easy. And when it's viewed as just another tool or point-solution that can serve as a "set it and forget it" thing, chances are you won't be successful. It requires team alignment, planning, strategy, and internal buy-in from all revenue teams.

That's a lot for a team to take on.

The TEAM Framework exists to help your team move through this process. It's a simple way for you to think through how to plan, operate, and evaluate your revenue strategy and communicate success clearly both within your team, and across your organization. ABM isn't just another point solution or tool, it's a shift in your go-to-market strategy. The TEAM framework and Terminus can help you with this process every step of the way.

TEAM FRAMEWORK + THE TERMINUS ABM PLATFORM

ABM requires more than just one channel, point solution, or data source. Orchestration of multiple points of engagement, tactics, and actionable data is key. That's why, along with a framework and strategy, it's important to invest in an ABM platform.

Terminus offers the most channels and data sources to enable the key requirements and coordination needed to deliver highly personalized and integrated pre- and post-sales customer experiences. It helps operationalize and scale cross-functional integration of teams and the ancillary technologies necessary to execute ABM. Later on, we'll discuss why it's so important to operate your ABM platform from one central platform, rather than many separate point solutions.

TARGET

Combine & connect all your data in one place to easily create and manage segmented lists of accounts.

- + Terminus Account Database
- + G2 Crowd & Bombora Intent Data
- + Relationship Data
- + Terminus Firmographic Data Append

ENGAGE

Earlier, deeper penetration into buying centers with best-in-class advertising and program management.

- + Terminus Account-Based Advertising
- + LinkedIn Sponsored Content via Terminus
- + Terminus Account-Based Retargeting
- + Account-Based Chat
- + Web Personalization
- + Email Banners



ACTIVATE

Enable sales teams with real time prompts when accounts are most engaged.

- + Email Banner Clicks
- + Chat from Anywhere
- + Terminus Anonymous Visitor ID
- + Terminus Engagement Spike Models
- + Terminus Sales Insights

MEASURE

Comprehensive account-based and multi-channel reporting so you know how your programs drive revenue.

- + ABM Dashboard
- + Multi-Touch Attribution
- + Opportunity Insights Campaign Analytics
- + Customized Reports
- + Email Banner Clicks
- + Chat from Anywhere





PART TWO

The History and State of ABM

A BRIEF HISTORY ON ABM

Account-based marketing (ABM) has been around for longer than you might think– it just wasn't always called ABM. B2B companies have always had target account lists of their “white whale” prospects that would receive special attention from sales and marketing teams. You may have heard this referred to as “integrated marketing.”

What changed? And when did it become called “ABM”? In the 1990s, B2B companies started to realize they needed to act more like B2C companies who were providing powerful and personalized brand experiences. The term “ABM” was coined in 2004 by ITSMA but it would take another decade before the term would become mainstream.

Around the time Terminus was founded in 2014, “account-based marketing” received enough global search traffic to show up on Google Trends. Since then, the technology that empowers B2B marketers to provide targeted, personalized marketing campaigns to the right audiences has accelerated at breakneck speed.

Looking to the future, it's safe to say that the term “ABM” will fade into obscurity and just become synonymous with “B2B marketing,” similar to how “digital marketing” is just, well, regular marketing these days.

Unlike “inbound marketing” that has been the standard B2B marketing strategy up until the 2010s, ABM is not a lead generation strategy. Sure, it might generate some leads, but it's about creating focused awareness and engagement with a segment of future customers and working side-by-side with your sales team to create opportunities.

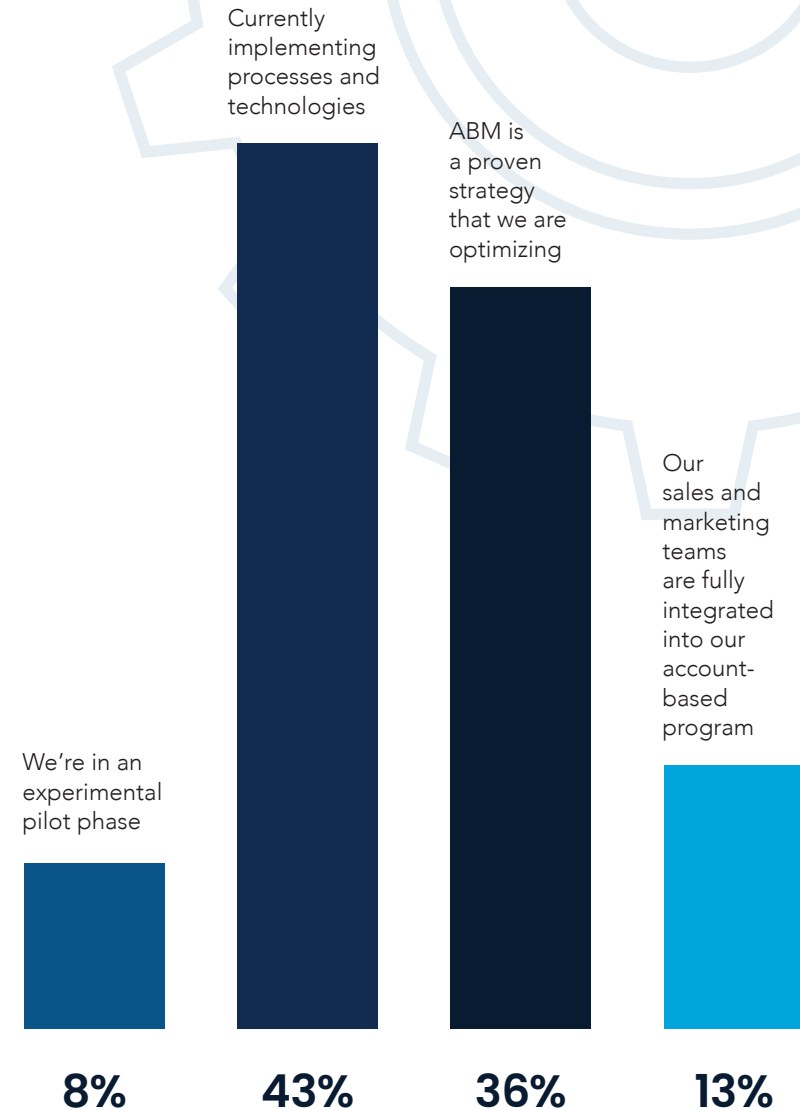


RECENT TRENDS OF ABM

The year 2020 spurred an even bigger rush to ABM.

The 2019 Terminus State of ABM report found that 23% of respondents had no active ABM program. For the 2020 report, that number dropped to just 5.8%. An overwhelming majority — 94.2% of respondents- currently say they've got an ABM program. Of those with an active ABM program, 7.9% were in an experimental pilot phase and 43% rated their experience with ABM as "Early". As a vendor of an account-based platform, this is anecdotally what we saw as well. When COVID struck, we saw a flurry of inbound activity coming from companies who decided it was finally time to get around to ABM.

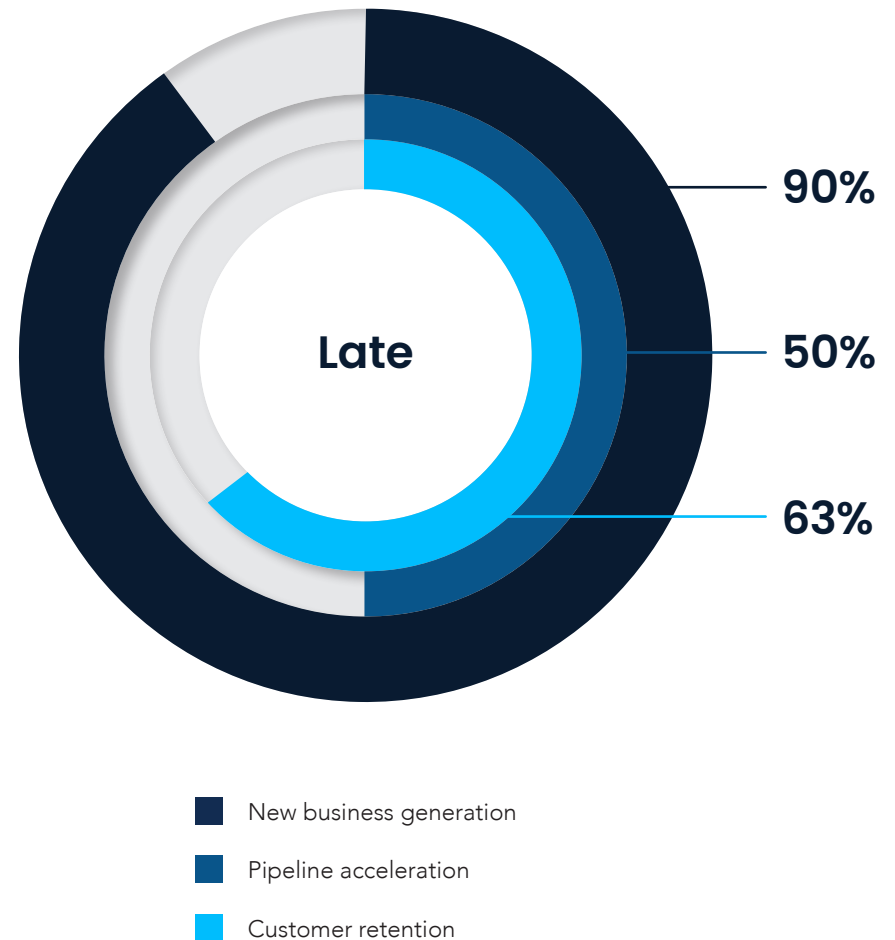
Was 2020 the year that ABM went from a component of a marketing program to a commonplace revenue generation strategy? It seems like it.



RECENT TRENDS OF ABM

The shift continues to “leads” to “revenue”

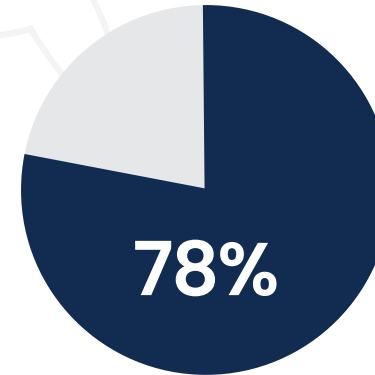
Since its inception, account-based approaches have been about efficient revenue growth by focusing marketing efforts on only the best-fit accounts. While lead generation is a component of an account-based marketing program, it's only a small part of the equation. The majority of efforts should focus on account engagement and creating opportunities with target account efficiently. Companies early in their ABM journey don't seem to have reached that conclusion yet, with 42% of respondents looking to ABM as a lead generation strategy. More mature ABM programs eschew lead generation as a goal and align themselves overwhelmingly to new business generation and customer retention respectively, with lead gen only representing 10% of their top 3 KPIs.



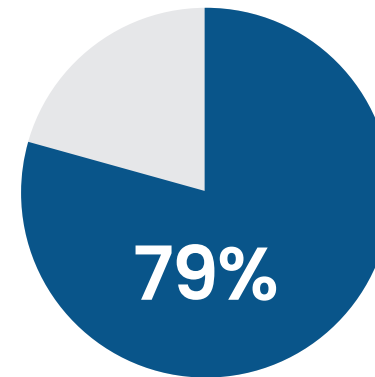
RECENT TRENDS OF ABM

ABM Is Reshaping the Modern B2B Revenue Strategy

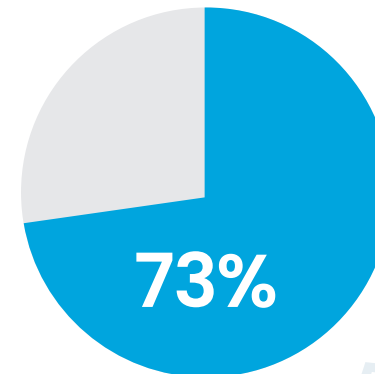
Year-over-year, we've seen the same trend: as account-based programs become more embedded into a company's sales and marketing strategy, those programs become the main revenue channel for companies. This year, the results are clear as day. "Mature ABM" programs have seen account-based practices embed themselves in most of their revenue generating efforts. More than three-quarters of their demand generation resources are focused on ABM. And the returns accompany the effort as almost 80% of new opportunities come through these programs and 73% of their overall revenue is attributed to ABM. Even brand new programs are seeing the benefits, with early companies generating approximately one-third of their revenue from their account-based program. If we correlate the large influx of fledgling account-based programs with the revenue performance achieved by later maturity programs, it's safe to say that the sea of change in B2B marketing has finally occurred and will reshape modern B2B go-to-market strategies.



Percent of resources dedicated to ABM



New opportunities generated through an ABM approach



Percent of overall revenue attributed to ABM



The background is a dark blue color with a light blue grid pattern. Overlaid on the grid are several white line drawings of gears of different sizes. Some gears are solid, while others are dashed. The text is centered over the gears.

PART THREE

7 Steps to Getting Started with Account-Based Marketing

PART THREE > 7 STEPS TO GETTING STARTED WITH ACCOUNT-BASED MARKETING

STEP 1: ASSEMBLE YOUR ABM TEAM

Before you begin planning your first ABM campaign, you'll need to assemble a core ABM team. The members of this team will vary depending on your organizational needs, but at minimum, it should be made up of team leads from sales, sales development, customer success, and marketing.

In an ideal world, your account-based marketing team will include the following roles.



Business/Sales Development Reps

Your sales development team will be responsible for working with marketing to execute inbound and outbound ABM efforts.



Sales Database Administrator

This data guru will keep the contact and account data in your CRM accurate and up-to-date.



Marketing Operations Manager

The administrator of your marketing tech stack will be responsible for tracking the data flow and aligning contact and accounts with ABM tactics. *Hint: a platform like Terminis is easier to manage vs. piecing together multiple single-point solutions.*



Content Manager

The storyteller will work with all revenue teams to create relevant and helpful content that provides value based on each stage of your full-funnel ABM strategy. Resources might include (but are not limited to): case studies, reports, ebooks, videos, blog posts, or infographics.



Graphic Designer

Your creative or design team will work with the content manager to develop on-brand resources that drives engagement and interest from your target accounts. This collaboration is especially important for your targeted advertising strategy.

STEP 1: ASSEMBLE YOUR ABM TEAM (cont.)



Account Executives

Account Executives will get to know your target accounts inside and out, forming and strengthening relationships with all key stakeholders as they move the deal through each stage, all the way to closed/won!



Sales Leader

Your sales leader will be instrumental in setting goals, developing selling processes, and ensuring that marketing has buy-in from all sales team members.



Customer Success Managers

Just like Account Managers with future customers, Customer Success Managers know your current customers best. Marketing will work with them to identify at-risk accounts and expansion opportunities.



Executive Stakeholders

Your c-level leadership team - including your CMO, CRO, and/or CEO - should all have a stake in your ABM strategy. This includes budgeting and aligning on KPIs that measure success.



"If we do our job, reps are going to close. Not only are they going to close deals faster, because we've shortened the sales cycle with them, but their win rates are going to go up because we're giving them the materials they need to win."

Meagen Eisenberg | CMO, TripActions

Common goals of account-based marketing include:

- + Lower cost of acquisition
- + Brand awareness
- + New business generation
- + Pipeline acceleration
- + Customer retention or expansion
- + Product adoption
- + Shorten sales cycle time

STEP 2: DEFINE YOUR GOALS AND STRATEGY

Now that you've assembled your core account-based marketing team, it's time to sit down and define your goals. What do you want to accomplish with ABM? Your goals will inform your strategy, so it's important that everyone on your core ABM team is on the same page.



PART THREE > 7 STEPS TO GETTING STARTED WITH ACCOUNT-BASED MARKETING

STEP 3: SELECT YOUR TECHNOLOGY

By now you know the name of the game with ABM: understanding exactly who your most likely future customers are and then deploying an immersive and personalized end-to-end buyer experience for them. The only way to do that? A smart tech stack.

Let's take a look at each piece of a tech stack recommended for ABM:

Attribution

Ready for a little tough love? There is zero point in putting ABM practices into play without a way to attribute revenue to those practices. Period. The only way you can prove that ABM is working in your organization is through attribution, and the only way you can do attribution properly is with the right piece of technology.

Chat

Say hello to your new sales rep. Chat (especially chatbots) are becoming one of the most valuable techstack investments that you can make—with 85% of B2B chat use cases being attributed to sales.

CRM/Marketing Automation

You need a single source of truth for your customers, and a reliable way to continue to nurture them in every stage of the funnel. But careful—the ABM use case for automation doesn't include batch and blast. Those days are very over.

Advertising

With in-person events taking a backseat for the greater part of 2020, nearly half of B2B marketers say they're pouring even more of their budgets into digital advertising to get in front of more prospects. Think: Paid search, Display ads, LinkedIn Ads, and more.

Web Personalization

Gone are the days when a generic landing page would nab the demo request. Eighty percent of B2B businesses say that personalizing their website experiences using customer data has more effectively helped them achieve their business goals.

Email Signature

A 1:1 channel—every ABM practitioner's true love. Eye-tracking tests prove that a branded email signature attracts the most eyeballs, so it's no wonder brands are using that hot real estate to put the right content, events, and company announcements in front of the right people. How's it done? With an email signature marketing platform!

Sales Engagement

A modern marketer isn't waiting for leads to come in - they're working in lockstep with their sales teams to target their most wanted prospects. And there are sales engagement tools that are absolute musts to get this job done—We're talking analytics, real time alerts, and an easy way to put relevant and compelling content in front of accounts.

STEP 3: SELECT YOUR TECHNOLOGY

In addition to cost considerations like subscription fees, service fees, and implementation, you'll also want to consider a very important factor that impacts your tech stack: data. You'll be collecting lots of rich analytics from each channel or solution just mentioned, but you'll also need a way to see the full picture. That way all stakeholders can access the same reports, dashboards, and main source of truth.

Potential Data Downfalls

- + Time spent manually creating reports from multiple sources
- + No "single source of truth" for data
- + No visibility at real-time data from all sources
- + Inability for individual team members to run reports themselves
- + Comparing "apples to oranges" data from different sources

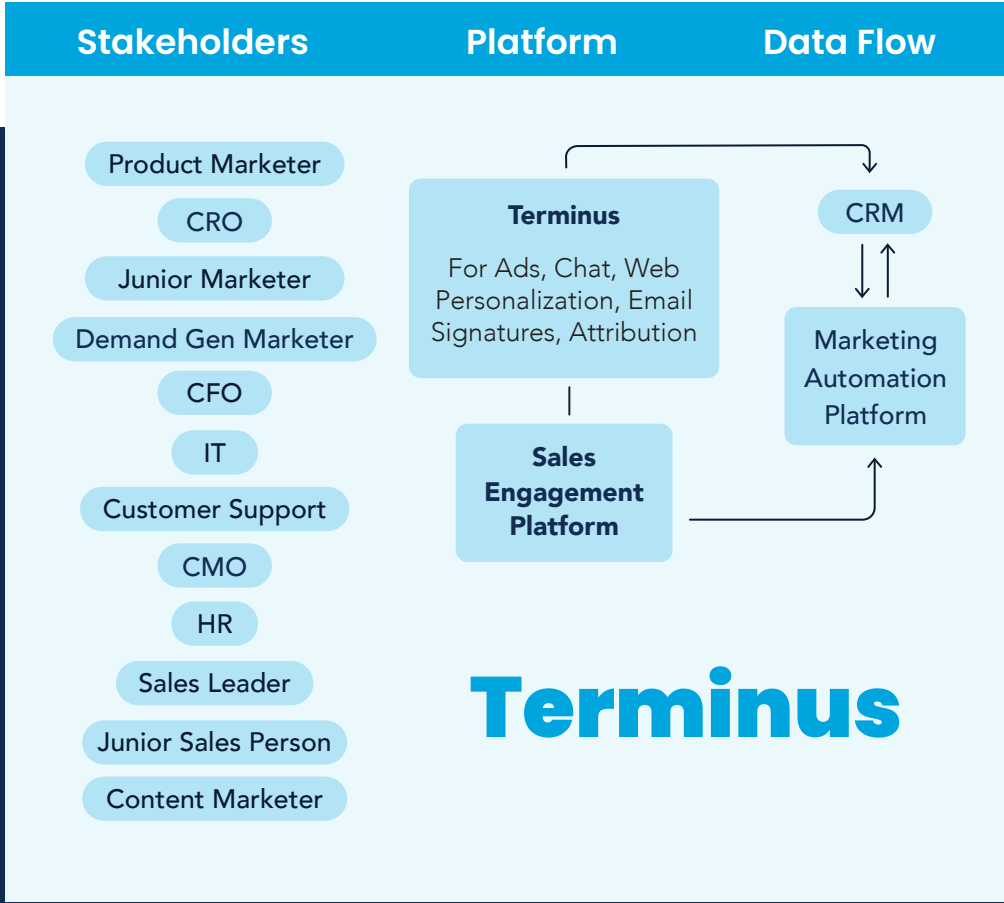
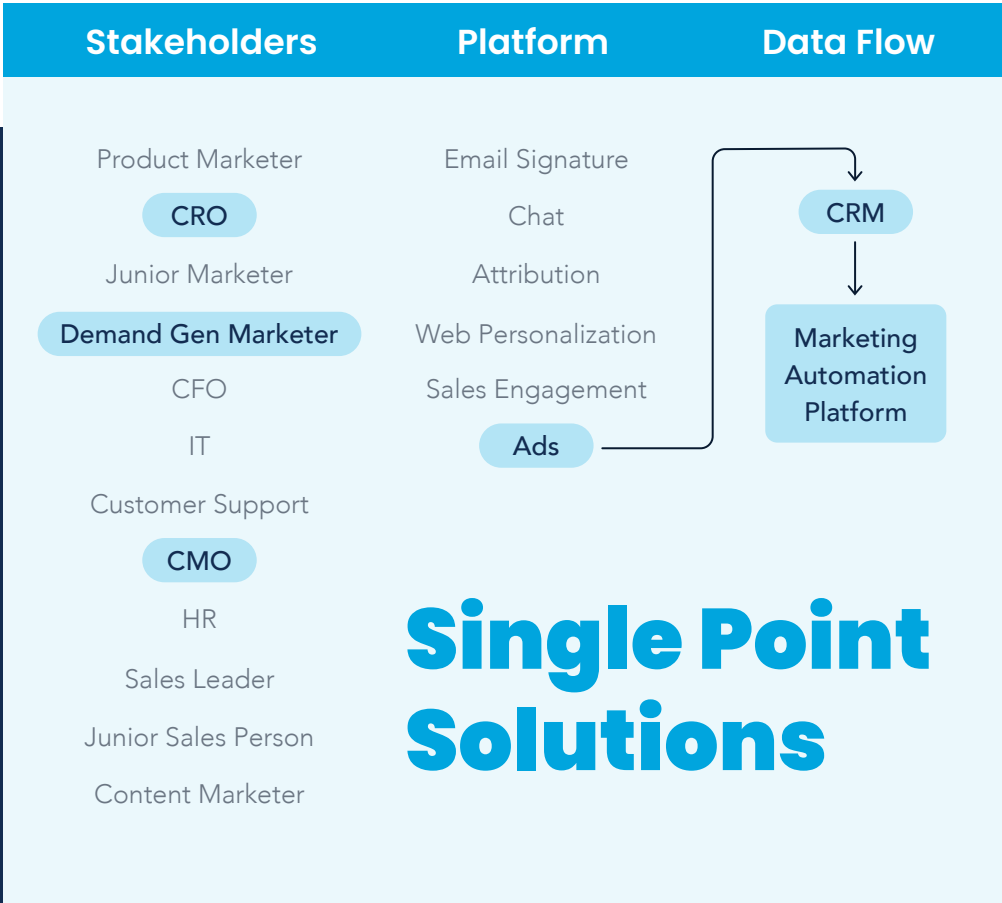
How to Combat The Data Dilemma:

- + Create a techstack with as few pieces of technology as possible
- + Ensure your tech can easily integrate into your CRM for visibility
- + Spend time creating useful reports and dashboards



STEP 3: SELECT YOUR TECHNOLOGY

From the purchasing, to onboarding, and ongoing use, your ABM tech stack will involve a lot of different stakeholders. And the data part? All team members will need a central location to access and track multiple data points and sources so they can take action on it. Rather than purchasing a lot of different single point solutions and taping them together, consider investing in a full ABM platform that ensures smooth data flow and allows full access for all stakeholders.



STEP 4: IDENTIFY AND PRIORITIZE TARGET ACCOUNTS

The first step is to define your company's ideal customer profile, or ICP. An ICP is a description of the company - not the individual buyer or end user - that's perfect for your product or service. Your ICP should focus on relevant characteristics of your target accounts such as:

- + Industry/vertical
- + Number of employees
- + Annual revenue
- + Budget
- + Geography
- + Technology they currently use
- + Size of their customer base
- + Level of organizational or technological maturity



**PART THREE > 7 STEPS TO GETTING STARTED
WITH ACCOUNT-BASED MARKETING**

STEP 4: IDENTIFY AND PRIORITIZE TARGET ACCOUNTS

Once your ICP is defined, you can then use first- and third-party data sources to build detailed and dynamic audience segments full of future customers. Use intent data with your website activity and CRM data to further segment and prioritize these accounts by highest propensity to buy. This groundwork will make your sales team more efficient, with shorter sales cycles, less resources used, and—ultimately—the ability to provide a more personalized and helpful solution to your new customers. And the more data you have, the fuller the picture for the account you're targeting. That's why it's important to collect all sorts of intent data, from all sorts of sources.

**The following data
sources are available
through Terminus:**

- + Psychographic intent
- + Technographic intent
- + Hiring intent
- + Research intent
- + Bid stream intent
- + Engagement data
- + Relationship scores
- + Product reviews intent
- + CRM and MAP data



STEP 5: SELECT YOUR CHANNELS AND CRAFT YOUR MESSAGING

Delivering consistent, tailored messaging across multiple channels to your target accounts automatically gives you an advantage against your competitors. Individually, certain channels may feel oversaturated and could possibly lose their effectiveness. But when they are used in harmony with other channels, while delivering a unified, personalized message, good things happen! It's important to find the best way to get your message in front of the right audiences, whether they're at work or at home.

"For an average multi-channel integrated campaign, we may incorporate five to eight different media channels. This includes MAP email, outbound and inbound SDR teams, display, social, paid search and content syndication. Email nurture programs and landing pages/website are common to drive the target to. Content marketing is leveraged to engage and educate the TARGET audience frequently."

*Julie A. Steven, Marketing Director,
EverCommerce*



STEP 5: SELECT YOUR CHANNELS AND CRAFT YOUR MESSAGING

Today's top channels to consider for your ABM strategy:

+ Targeted display advertising:

Terminus offers 69 different ad networks where ABM practitioners can reach their audience across 400,000 different websites.

+ Retargeting:

Once someone has visited your website - either through an ad click or organically - continue to follow them around the web with display ads that target them individually.

+ LinkedIn Sponsored Content:

Target specific roles within your target accounts and deliver persona-specific content precisely to the right people.

+ Web Personalization:

Greet every visitor on your website with a tailored greeting, no matter how they got there.

+ Account-Based Chat:

Connect your sales and customer success team members with your most important prospects and customers, anytime they're on your website or want to start a chat from any channel.

+ Email Signature Marketing:

Turn every email your employees sent into a targeted marketing channels. Employee email offers to most accurate form of targeting (by email domain).



STEP 5: SELECT YOUR CHANNELS AND CRAFT YOUR MESSAGING

Consider these dos and don'ts when selecting your channels and crafting your messaging:

DON'T

Keep running the same ad creative for a long time. If your audience continues to see the same ad over and over again, they are less likely to click. The average CTR with email banners significantly drops after three weeks.

Include large amounts of text that will overwhelm your audience or "over explain" the ad's offering — keep it short and straight to the point!

Silo your ads. Ensure your prospects are getting a cohesive experience no matter what channel they are on.

Create a never-ending loop with your ads. Ensure your ads and content lead to a final destination.

Settle on CTAs such as "Learn more" or "Click here." Instead of using general terms, use more specific phrases like "Lock in your discount" or "Watch the short video" or "Save your spot." Have fun with phrasing!

DO'S

Use as many channels to deliver your ads as possible. The more, the merrier!

Take the time to personalize your ads based on tiers. Account-specific targeting is most effective, but also takes the most time to create.

Leverage signal or intent data to get granular details on prospect's pain points so you can develop your advertising strategy around it.

Keep your content fresh! Whether you switch up the design and promote the same piece of content or promote a new piece of content with a different look and/or feel, keep it fresh to get more clicks. Email advertising banners achieve the highest engagement between three and seven days after the ad launches.

Be conscious of your banner copy. Experiment with different amounts of text and see what works best. For email signature banners, up to five words achieve the highest average CTR.

Always include a strong call to action, whether it be in the form of a button or text that is significantly different.

STEP 6: EXECUTE CAMPAIGNS AND BEGIN SALES OUTREACH

Account-based marketing works best when all revenue teams are on the same page and are speaking the same language. As you continue to target your top accounts with personalized advertising and start to see them interact with your brand, it's important to bring together the data, visibility, and alerts your sales, outbound, and customer success teams need for outreach.

+ Centralize Account Information:

First, be sure to pipe together relevant account and contact-level activity, engagement, relationship, and intent trends right into your CRM.

+ Enable Faster, Better, Outreach

Track who and how many stakeholders from each account are visiting your website. Or show your sales team every touchpoint so they understand how that account has interacted with your brand.

+ Understand Who to Talk to and What to Say:

Then use your engagement data to prioritize a list for your sales and outbound teams so they can spring into action. With contact-level intent data, they can tailor their outreach to each individual's interests.



PART THREE > 7 STEPS TO GETTING STARTED WITH ACCOUNT-BASED MARKETING

STEP 7: EVALUATE AND OPTIMIZE

Building audience segments and executing campaigns are both important components of a successful ABM strategy. However, what might be the most important is the ability to evaluate what's working best (or not working). Constantly analyze campaign performance based on the channels you use, content you share, messaging you write, or any other variable. Learn what works best and do more of that. Understand what's not working or resonating and do less of that.

As one campaign is completed, take the time to measure important KPIs so you can apply those learnings to your next targeted campaign. The key to smart, efficient marketing is continuous optimization and improvement. But the first step is to determine which KPIs are most important to measure. We'll cover that (and much more) in part four!





PART FOUR

How to Measure and Optimize Your ABM Campaigns

PART FOUR > HOW TO MEASURE AND OPTIMIZE YOUR ABM CAMPAIGNS

OPTIMIZATION

One of the great things about ABM is how dynamic it is. As target accounts become interested, start showing engagement, and start down the path of their customer journeys, they should be met with content relevant to their stage. While legacy inbound marketers might think of optimization as increasing the number of form-fills and decreasing cost-per-lead (CPL), ABM marketers are optimizing multiple parts of their funnels with one goal in mind: more revenue, faster. That means account-based marketers aren't just considering optimizing the tops of their funnels, they're also measuring pipeline velocity, new deal rates, and even customer retention and expansion.

Some of the most important things to optimize are (in descending order of the funnel):

CPM and CPC

Optimize cost-per-impression and cost-per-click by alternating ad creative, refining target account lists, and (if you're a Terminus customer) working with your Digital Media Manager to help ensure maximum coverage and ad spend efficiency.

Account Engagement

Optimize the number of engaged accounts (and how engaged they are) by creating stronger messages aligned to personalized web-pages or content experiences. Creating immersive, binge-worthy content is a great way to accomplish this.

Opportunity Creation Rate

Optimize how many target accounts become new opportunities by refining your account engagement framework (similar to how inbound marketers create lead qualification frameworks) and working with your outbound and sales teams to encourage special attention on target account lists.

Pipeline Velocity

Optimize how quickly your opportunities are becoming customers by deploying automated stage-based campaigns that deliver content relevant to their opportunity stage. Work closely with sales to understand what content their prospects need to be better informed of their buying decision.

Close Rates

Optimize how many of your target accounts become customers by creating tighter target segments who receive more personalized ads and messages. Refine your ideal customer based on your most valuable new and existing customers.

ACCOUNT-BASED MARKETING KPIs

For a deep dive on exactly what metrics to measure across every stage of your account-based marketing funnel, we encourage you to check out our infographic on the Full Revenue Funnel.

<https://terminus.com/blog/account-based-marketing-funnel-infographic/>

In it, we break down what the exact stages are and the KPIs associated with each of them.

The quick version is this:

- + Engaged Target Accounts
- + Target Accounts
- + Target Account Opportunity Creation
- + Target Accounts Won
- + Customers Retained (Net Retention)
- + Customers Expanded (Gross Retention)

It may seem like a lot to measure but remember: the things you measure influence the decisions you make. Focusing on the entire funnel will influence you to create better, more holistic, and more consistent brand experiences for your buyers. That's going to give you a strong edge against the competition and win more new customers.



METRICS THAT DON'T MATTER

If you've been a marketer in the past 20 years there's a good chance that "leads" has been a KPI on which you were measured. One of the reasons that ABM has become the modern standard for B2B marketing is precisely because leads are such a poor and unpredictable indicator of revenue. In fact, less than 1% of all leads end up becoming customers. Of course, no one would ever say no to a hot lead, but in a modern buying environment there's a reason that only 9% of leading ABM programs measure leads: they're not nearly as important as they once were.

So if less than 1% of leads become customers, what are you doing with the other 99% of them? Wasting time and resources. ABM is all about efficiency—focusing on the most likely future buyers for your company and dedicating resources only to them. That frees you up to spend more time creating phenomenal experience for a smaller audience

that's far more likely to become a customer. If you're still stuck on leads, consider a competitor that might be personalizing specific and relevant resources to a potential customer your sales team is also talking to – who do you think is more likely to win that account?

Instead of measuring leads, measure opportunities. Opportunities are a much more solid indicator of revenue and it's the same thing your sales team is measuring. When sales and marketing are working together to achieve the same thing, good things happen for your revenue goals.

Remember: If you're trying to market to everyone, you're marketing to no one.



CONCLUSION

It's no longer just about marketing owning top-of-funnel leads or sales owning bottom-of-funnel opportunities. Revenue teams today now have endless segmenting capabilities based on a wealth of first- and third-party data, more channels than ever before, and analytics to measure success at every stage.

Today's B2B teams are finding better ways to drive revenue for their companies. This resource may have "Account-Based Marketing" in the title, but soon ABM will just become the dominant revenue strategy for today's leading B2B companies. ABM is just good marketing.

Account-based marketing is all about targeted, smart, and efficient revenue growth. It's about doing more with less during a year when budgets are slashed. And it's also about providing a personalized buying experience for your customers. This Blueprint can help you do all of that, and Terminus is an ABM platform that can help scale it even further.

So whether this Blueprint serves as a starting point or inspiration to do even more, use it to your advantage! And we'll be here, rooting for you and helping along the way.