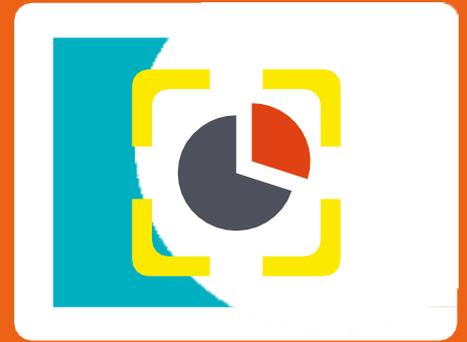
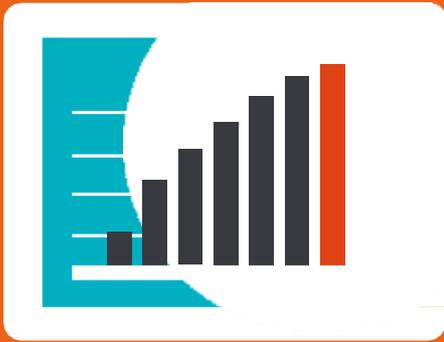


The KPIs of Account-Based Marketing



New methods, fresh outlooks, and key pointers!

By concentrating sales and marketing resources on a list of target accounts, ABM significantly changes the way you evaluate the performance of your BtoB marketing. It's no longer enough to have a purely quantitative approach aimed at booking the highest number of— more or less—appropriate leads provided by marketing to sales. Neither is it about trying to be at the root of sales opportunities. Look to foster strong engagement at the heart of accounts where opportunities to influence and accelerate sales already exist.

This white paper is aimed at B2B marketers who want to optimize their ABM strategy. We've picked the 15 most relevant pointers to effectively steer ABM to success. You'll discover how to evaluate your knowledge of target accounts, assess and enhance your marketing content and scenarios to clinch those priority accounts. Our key points will bring more visibility to the impact your marketing makes in the sales pipeline.

Today's automated ABM tools make it possible to appraise these indicators and swiftly identify effective levers to improve performance.

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A brief introduction to ABM...



Account Based Marketing (ABM) is a B2B marketing tool that concentrates sales and marketing efforts on a selection of target accounts. Tailored marketing actions and messages then hone in on these accounts.

Who are the target accounts?

Target accounts could be prospects your business is particularly keen to attract. It could also be existing clients whom you'd like to sell more effectively to. Sales and marketing should jointly draw up a list of target accounts reflecting your ideal customer profile—using pooled data—in order to obtain the best results.

Work out who's who

It's important to identify just who is making the major decisions. Today, on average, 5.4 people are part of each B2B purchase process. More if you are selling to large enterprise accounts where the number is closer to 12*. It's essential to identify a maximum number of pertinent contacts in each target account in order to influence them. Find out who holds a significant role (CEO, CFO, CMO, CTO, Sales Director, HR...) for the purchase decision of your product and identify their contact details in order to include them in your nurturing campaigns.

Tailor-made scenarios

It's crucial to be armed with content that matches the needs of your target accounts. Client case studies, white papers, guidelines, computer graphics, and informative videos addressing their pain points and your product benefits are all good examples. Determine which advertising scenarios offer the best content to each target account, depending on their profile and level of engagement. Also decide which media channel you will use to promote this content.

Scenarios can vary based on:

- The profile of target accounts—industry, company size...
- The role of the buyer within the organization
- Specific industry dynamics
- The content consumed or website pages viewed

Five principles: Evaluate your ABM impact

Account Based Marketing changes the way we evaluate results. Here are five reasons why you should change your outlook!

1) Move away from targeting the individual and start focusing on the account

B2B means «business-to-business» and not «business-to-leads». Stop thinking of success as purely linked to the number of individual leads generated by a strategy. With so many buyers involved in the purchase process this single-mindedness will mean missing out on opportunities or even losing the deal altogether! Treat your account as a whole and ensure you have broad coverage of your target accounts. Measure overall account engagement rather than isolated events from contacts.

2) Quality not quantity!

Beware of falling into the trap of focusing only on the number of leads generated by a marketing campaign to measure success. What really interests your sales team isn't the number of leads you bring to them, but knowing if these leads are new or returning contacts in their target accounts. Aim for less, but be more precise! Marketing objectives should be set to support this strategy.

3) Sales impact

Account Based Marketing has been shown to generate large deal sizes and accelerate the sales cycle. When measuring the success of your marketing campaigns look to the impact you are having on the bottom line. Match engagement with target accounts to sales opportunities and deals signed. Measure the time from opportunity to close in relation to engagement.

4) ABM takes time

ABM is not a quick fix, but a long term strategy. Determining the impact on sales will be progressive, especially if you have longer sales cycles. Midway indicators often need to be defined in order to gauge progress. Set out your objectives right from the start and launch with a limited number of accounts. The first evaluations allow you to refine and improve your strategy before employing it on a larger number of accounts.

5) Stop focusing on the source of the sales opportunity

ABM is often used to win valuable and potentially large accounts. One golden rule to remember: the bigger the account, the longer the cycle. B2B buyers will interact with you from 6 to 10 different channels before purchasing. It's more important to track overall engagement instead of an unreliable metric like source of contact. For which person? In what time frame? This takes time and energy that can be better spent influencing target accounts instead!

Evaluate your marketing impact on target accounts



Our first series of KPIs deals with your understanding of your target accounts. Good knowledge is vital for navigating and developing your ABM strategy in the best conditions. It requires the involvement of both the marketing and sales teams in the selection and qualification process.

1 How long should my list of target accounts be?

To ensure the smooth running of your ABM strategy, we advise you to begin with a limited number of target accounts. The aim is to put in place the strategy and then improve on it, in line with the first results. It can then be extended to other accounts. Once the strategy is well established, new accounts can be added if they fit your target profile. The number of accounts will depend on your sales targets. Aiming for your list to grow with strong candidates is a reasonable target to achieve. Keep steady, remember ABM is long term, once you have your list keep it for a while.



KPI. Number of target accounts. Although this will vary from one company to the next, begin with a reasonable list. Aim for no more 100 target accounts per salesperson.

2 How many contacts will I need per target account?

Most businesses that introduce an ABM strategy begin with one or two contacts per target account. Considering that to close a deal, an average of 5.4 contacts (more than ten if you are working with enterprise accounts) within each target account must be happy, your business should set a target of six times as many contacts as target accounts. This will optimize your likelihood of making a sale.



KPI: Number of contacts per account. Aim for a minimum average of six to ten contacts per target account

3 Contacts, yes... but useful contacts!

Make sure your contacts represent the spectrum of job titles that contribute to the deal closing. Ideally each contact represents a different role, spread out over several ranks: decision-makers, users, influencers, and so on.

KPI: Quality of contacts. The ideal is to have six contacts across various roles on two or three hierarchical levels. Track whether key roles are known.

4 Customer Intelligence

Your aim is to have a better understanding of each of your target accounts. Gather as much information as possible on behavior and reactions to teasers generated by ABM: What are they doing on the site? Which pages are they looking at? Do they read emails? Do they click on banners? What content do they use? Are they active in other channels? This helps you understand how your target account operates and improve the messages you send them.

KPI: Measure level of knowledge on accounts. % of completed technographic or firmographic information, content consumed, which contacts...

5 Sales and Marketing as allies

Information sharing between sales and marketing is a key to successful ABM. From the offset, your sales force should also be involved in the target selection process. If the marketing department identifies new target account candidates, they can discuss which to add to the list. Remember, with ABM the objective is not always to track down new target accounts. The goal is to foster engagement and demand within your priority accounts.

KPI: Tracking the companies coming to your website can provide many unforeseen opportunities or target account candidates to evaluate.

Evaluate your marketing impact on target accounts



The aim of our second series of KPIS relates to ensuring your marketing campaigns reach your target accounts. Look at how target accounts interact with marketing content in order to evaluate impact.

6 Awareness

Identify how many target accounts are aware of your presence. How many of them open your emails, visit your website, and see your advertising banners? Create appealing content to generate awareness within your target accounts. As you track target account activity with your content, you'll discover which material is the most enticing.

 KPI: Target accounts visiting a website after three months of an ABM strategy: 28% • Opening rate during an email campaign: 20%

7 Engaging target accounts

Identify how many target accounts are not just aware of your brand but have also shown real interest in your solution by opening an email, clicking on a banner, filling out a webform or visiting your website several times.

 KPI: Average click rate of a targeted email campaign: 1-3%

8 What channels are driving target account traffic?

If you know which channels are most frequently used by your target accounts to reach your content, you can evaluate their effectiveness. Has your target account spontaneously visited your website? Have they visited your website after opening an automated marketing email, perhaps as the result of a retargeting ad? Or was the visit via a social media campaign?

KPI: Breakdown of traffic generation source. Example of split: 20% retargeting ads, 10% emailing, 3% social networks, 10% keyword purchase, 57% SEO

9 Which content is viewed by target accounts?

Recognize which content is most frequently viewed by your target accounts. Which subjects spark interest and lead to conversions? How can you automatically link this content to generate higher conversion rates? Finally, analyze the content viewed by your target account in order to ensure it's a smart match with their interests. You will also be able to identify how many people from the same target account are interested in your content. This then allows you to gauge the level of interest in your solution.

KPI: 100% of target account contacts exposed to your content!

10 Marketing uplift

Track the digital activity of target accounts to work out how responsive they are to your digital marketing content. The aim is to repeatedly lead your target accounts to your website to view more of your content. Follow the frequency and patterns of visits: length of the visit, number of pages viewed, content downloaded, and cross channel actions.

KPI: An achievable goal would be to double the engagement of your target accounts within six months of your ABM strategy

Evaluate the impact of ABM on sales



Our third series of pointers reveals the power of ABM on the impact of marketing actions on the sales pipeline. Keep in mind that ABM takes time. Depending on the length of your sales cycle, the impact on revenue will be more—or less—long. It's essential to identify the short, medium, and long term KPIs. The pointers below will allow you to judge the effectiveness of your strategy. Don't forget to set your benchmarks at the beginning of the process to keep track of your progress.

11 Influencing opportunities

The larger the account, the more complex the project. When too many contacts are involved in each decision, it becomes much harder for marketing to justify its place at the origin of the sales opportunity. It's vital to demonstrate that marketing can influence deals—thanks to tailoring and coordinating messages—in line with the target account's level of engagement. An ABM strategy will improve your closing rates.

KPI: Increase in closing rate widely seen during an ABM campaign: 25%

12 Speed up the sales cycle

Increasing the speed of the sales cycle is key to successful ABM. As the buying cycle advances, regularly use adapted and evolving content to reach your target accounts and to ensure rapid conversions.

KPI: Time saved on the sales cycle widely experienced during an ABM campaign.

13 Increase your contracts

With a tailored approach and a blueprint for account acquisition, ABM influences different departments and varied purchase centers. Over the long term this will unlock even bigger sales.

 **KPI: Increase in the average value of contracts won by exposure of target accounts to use of an ABM strategy: +20%**

14 Client loyalty and growth in sales from the existing customer base

Selling to an existing client is easier than acquiring a new one. One aim of ABM is the acquisition of new clients but it's also a powerful tool to generate loyalty and satisfaction from your existing customer base by anticipating and responding to their needs. Check whether target accounts have a lower defection rate (churn) than non-target accounts or previous to your ABM program. More specifically, the indicator of sales growth on the installed customer base allows you to evaluate the overall effectiveness of your ABM strategy.

 **KPI: Reduction of churn or the rate of clients who do not renew your solution. Increase in installed customer base sales figures.**

15 Improvement in customer satisfaction

ABM has proven positive effects on customer satisfaction. You can follow the progression of client surveys (Net Promoter Score versions) and/or the number of customers happy to recommend your solution.

 **KPI: Improvement of NPS or your level of customer satisfaction. More new customers ready to spread the word!**



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