

ABM + PDM

The New Power Couple

Maximise the Value of Your ABM Approach

Account-based marketing (ABM) is a powerful and popular B2B marketing approach. ABM programs have a higher return on investment than broad-based demand generation approaches, and sales teams love it. But it has its challenges too:

- ABM is hard — and expensive — to scale, given the degree of content customisation and data insights required for it to be successful.
- ABM takes too broad of a view (at the accounts level) instead of a focus on buying groups within accounts (who actually make B2B purchase decisions) which hinders its effectiveness.
- ABM execution is often diluted down into a general “marketing to accounts” approach vs. actual account-based marketing, which limits its effectiveness.

However, by applying the best practices of a Precision Demand Marketing (PDM) approach, ABM efforts can become even more valuable — and perform better — for marketing and sales.

This eBook will illustrate the fundamentals of PDM and show how to apply best practices to common ABM strategies.

Source: SiriusDecisions 2019 State of Account-Based Marketing Study

80%

of B2B marketers said the win rate was higher for ABM accounts.

91%

of B2B marketers said ABM accounts had higher ROI than the control group.

ABM + PDM Fundamentals

ABM applies demand generation programs and messaging on a company-by-company or account-by-account basis. ABM strategies include:

- **Large (1-to-1):** aimed at a company's big customers or strategic prospects due to their size and opportunity.
- **Named (1-to-few):** focused on a list of specific accounts (new and existing) assigned to sales.
- **Industry/segment (1-to-many):** focused on specific accounts restricted to a defined industry or segment.

B2B marketers scaling ABM programs face challenges including the amount of messaging and content customisation, the volume of data, and degree of insight required.

PDM supports a buyer-centric campaign approach and involves putting the right message, at the right time, on the right channel, to reach the right buyers. The core elements of PDM are:

- **Target:** Put the buyer first in everything you do.
- **Activate:** Meet buyers in the channels they use, when they are using them, and in the way they prefer.
- **Connect:** Deliver the right content at the right moment in a real person's journey
- **Measure:** Report on the right metrics and adjust programs as needed.
- **Govern:** Ensure that you have the data you need to do this.



27%

of B2B marketers plan to focus on ABM/ABX approaches in the coming year.



54%

of B2B marketers plan to focus on buyer-driven, cross-channel campaigns in the coming year.

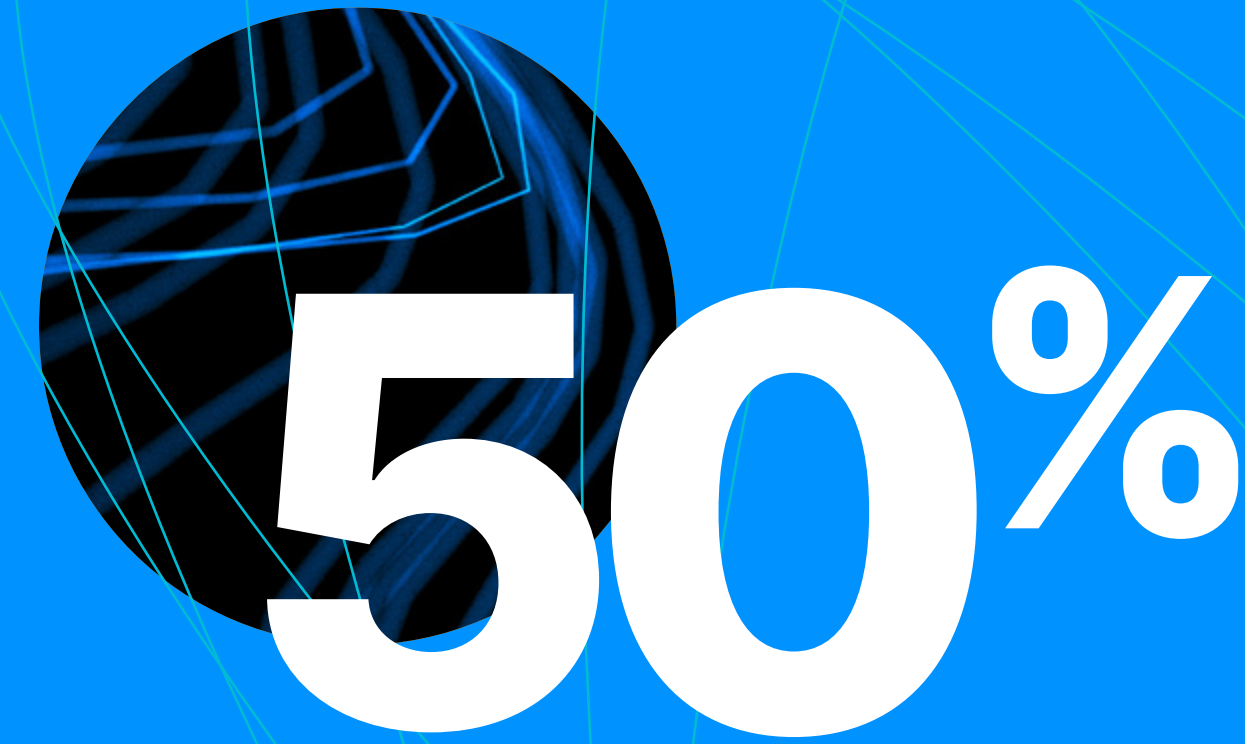
Optimise Content and Channels for Large ABM

Putting together the principles of Precision Demand Marketing with different ABM strategies produces replicable best practices for B2B marketers. If you apply PDM concepts to large account (1-to-1) ABM, key insights include:

- **Target:** 1-to-1 ABM starts with a small list of strategic, large accounts vital to your company's growth and revenue targets.
- **Activate:** Marketing applies data-driven channel selection and account-specific channels (e.g., company intranet and company-specific events). Tactic delivery is orchestrated using account-specific triggers, intent data, and sales intelligence.
- **Connect:** All messaging is customised to each company, with custom value props for new opportunities. Specific account terminology is used, and custom content is standard.
- **Measure:** KPIs focus on account-specific business value outcomes, loyalty driver improvement, and return on ABM investment.
- **Govern:** Data requirements include basic account profile data, buying group data, industry trends, current products in use, first- or third-party intent, account plans, pipeline data, company news, competitive info, customer feedback, and information on company-specific "ways of doing business."

Source: Forrester State of ABM in 2022 Survey.

Source: Momentum ITSMA's 2022 ABM Benchmarking Study.



50%

More than 50% of B2B marketers are deploying 1-to-1 ABM.



21%

of B2B buyers are more likely to consider purchasing solutions from vendors that personalise their messaging to specific business needs.

Enhance Account Segmentation for Named ABM

Applying Precision Demand Marketing principles to named account (1-to-few) ABM showcases best practices such as:

- **Target:** Named account marketing begins by identifying cohorts of accounts with shared, marketable attributes. B2B marketers need to organise accounts beyond basic sales lists, as these are typically based on territories, not on account similarities.
- **Activate:** Marketing applies data-driven channel selection and some investment in account-specific channels (e.g., newsletters, microsites). Tactic delivery is orchestrated using buying triggers, intent data, and sales intelligence to customise timing and to personalise nurture campaigns.
- **Connect:** Messaging based on shared account attributes is the minimum standard. Headlines and key content modules can be personalised by company or account attributes.
- **Measure:** KPIs focus on account conversions, account behavior (e.g., engagement, content consumption), account growth, and ABM program ROI.
- **Govern:** Data requirements include basic account profile data, buying group data, industry trends, current products in use, first- or third-party intent, account plans, pipeline data, and company news.

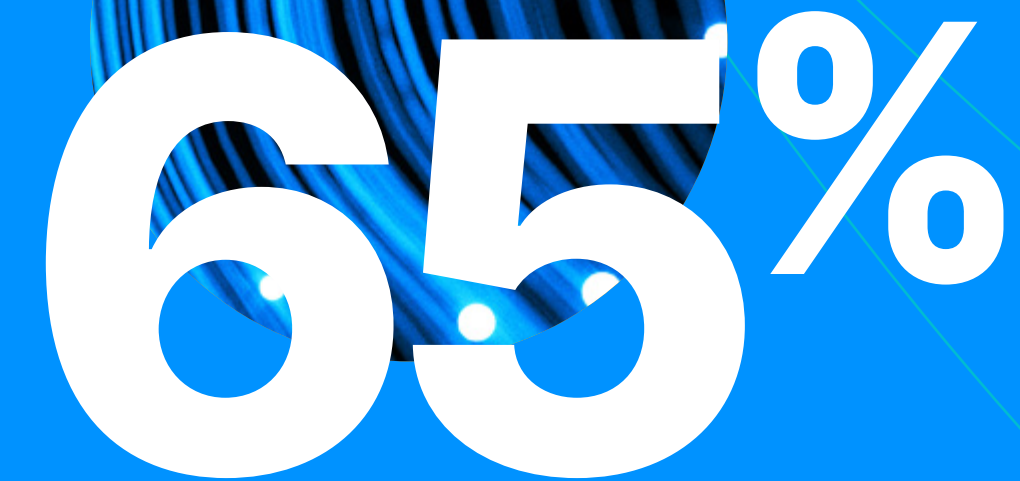
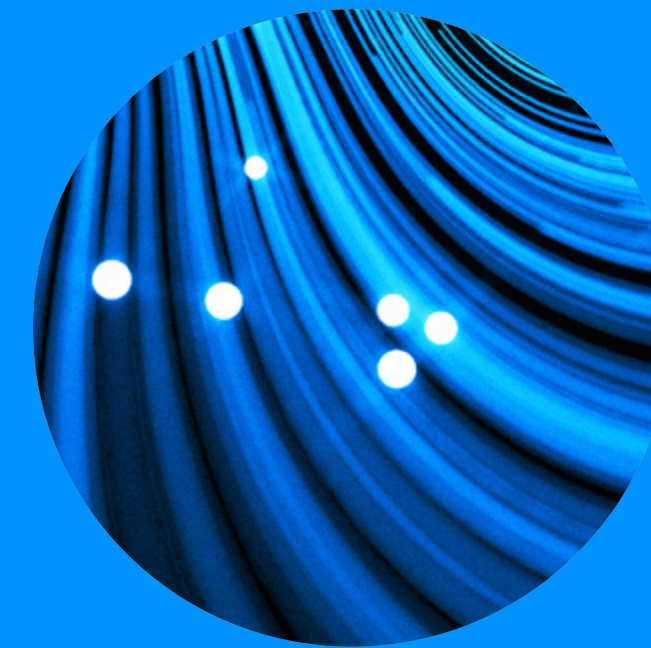
Source: Forrester State of ABM in 2022 Survey

Source: Momentum ITSMA's 2022 ABM Benchmarking Study

A large white '70%' is centered on a blue background with abstract light trails. Below it, text explains that nearly 70% of B2B marketers are using 1-to-few ABM.

70%

Nearly 70% of B2B marketers are deploying 1-to-few ABM.

A large white '65%' is centered on a blue background with abstract light trails. Below it, text explains that 65% of B2B marketers report revenue growth from ABM.

65%

65% of B2B marketers are reporting improvements in revenue growth from ABM.

Improve Scale for Industry/Segment ABM

Precision Demand Marketing core principles are equally relevant for industry/segment (1-to-many) ABM programs. Best practices for this ABM strategy are:

- **Target:** Industry/segment ABM is based on grouping accounts within the same industry or sub-industry, or by other shared and marketable segment attributes.
- **Activate:** Marketing selects channels based on known sites that are relevant and popular with segment buyers for scalable execution. Account-targeted display advertising is also effective.
- **Connect:** Messaging is based on industry or sub-industry topics or other cluster-specific attributes. Content should include the target account name in headlines or supporting artifacts.
- **Measure:** KPIs focus on contact and account data development, account conversions, account engagement, and ABM program ROI.
- **Govern:** Data requirements are easiest for this type of ABM and include basic account profile data, buying group data, industry trends, current products, and first- or third-party intent.


Source: Forrester State of ABM in 2022 Survey.

Source: Momentum ITSMA's 2022 ABM Benchmarking Study



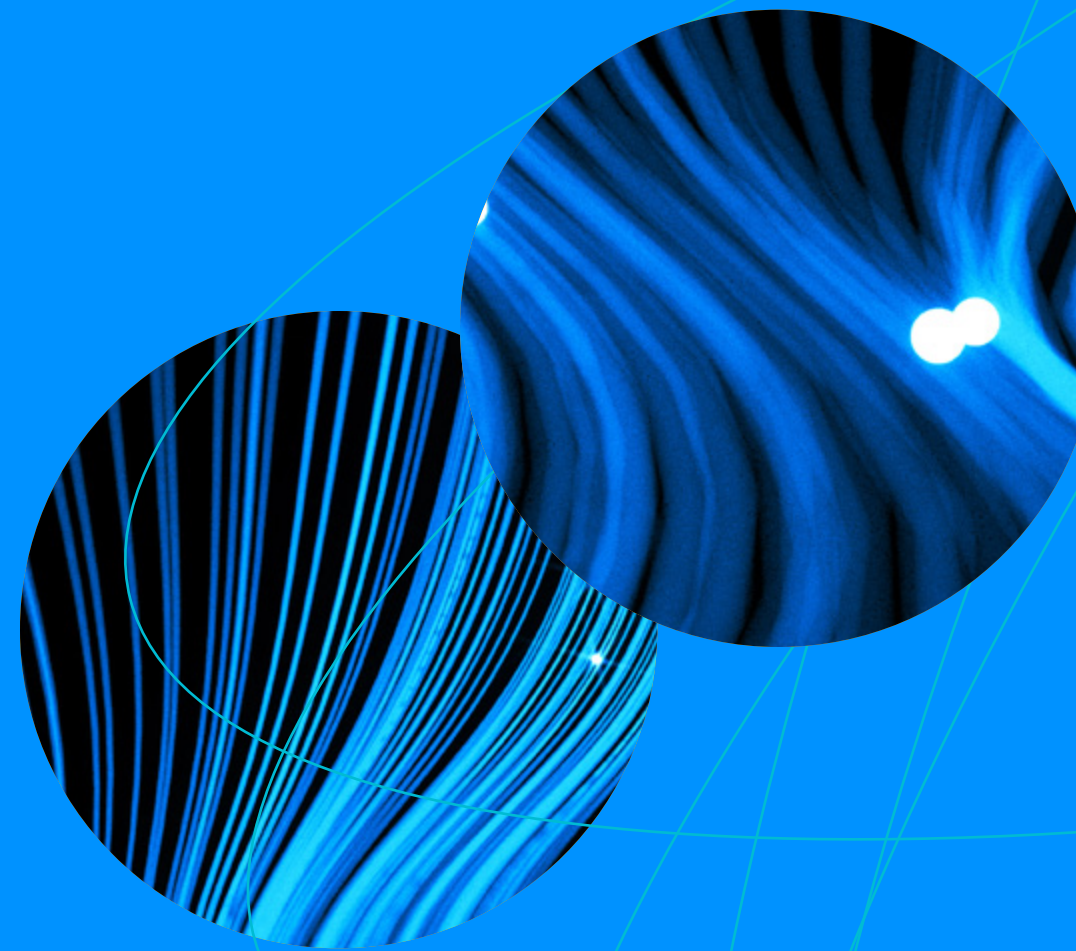
80%

Almost 80% of B2B marketers are deploying 1-to-many ABM.



52%

of ABM leaders invest in standardised campaign templates and tools to facilitate ABM program scaling.



The Time for ABM + PDM is Now

Combining the principles of Precision Demand Marketing with ABM strategies is all about making ABM more scalable — and making demand marketing more precise. There is no better time to adopt this approach, as traditional demand marketing and ABM are converging. According to Forrester, 82% of B2B marketers want their ABM and demand efforts to converge.



However, to thrive in the ABM + PDM marketing era, you need a platform that supports both approaches.

Look no further. With the Integrate Demand Acceleration Platform (DAP), you combine scalable demand gen execution with the precision targeting of ABM. With DAP you can:

- Import target account lists from leading ABM vendors for cross-channel activation on a single platform
- Ingest and govern account, buying group, and buyer data
- Gain insight into campaign activity within your target accounts

Find out more at integrate.com/uk