



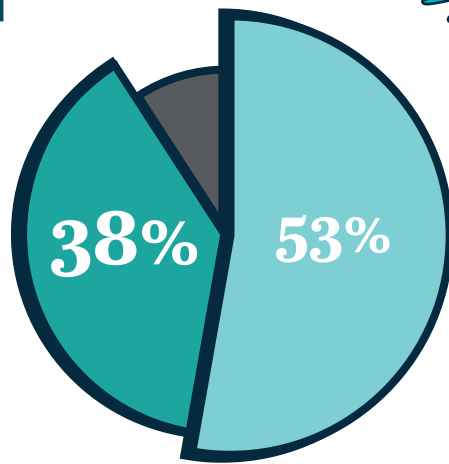
Critical Success Factors (CSFs) for ABM Thinking Differently About Data and Reporting

Succeeding with ABM includes taking a broader, more end-to-end approach to measurement. What's more, successful ABMers move beyond core systems for their planning, executing and reporting.

We looked at over 250 companies to understand the critical success factors that help teams exceed ABM expectations. [Learn more by downloading our full research report: "Profiling ABM Success."](#)

Look beyond standard reporting methods

53% of successful ABM practitioners are only somewhat satisfied with current reporting capabilities. Only 38% of those who exceed ABM expectations are fully satisfied. Challenges abound.



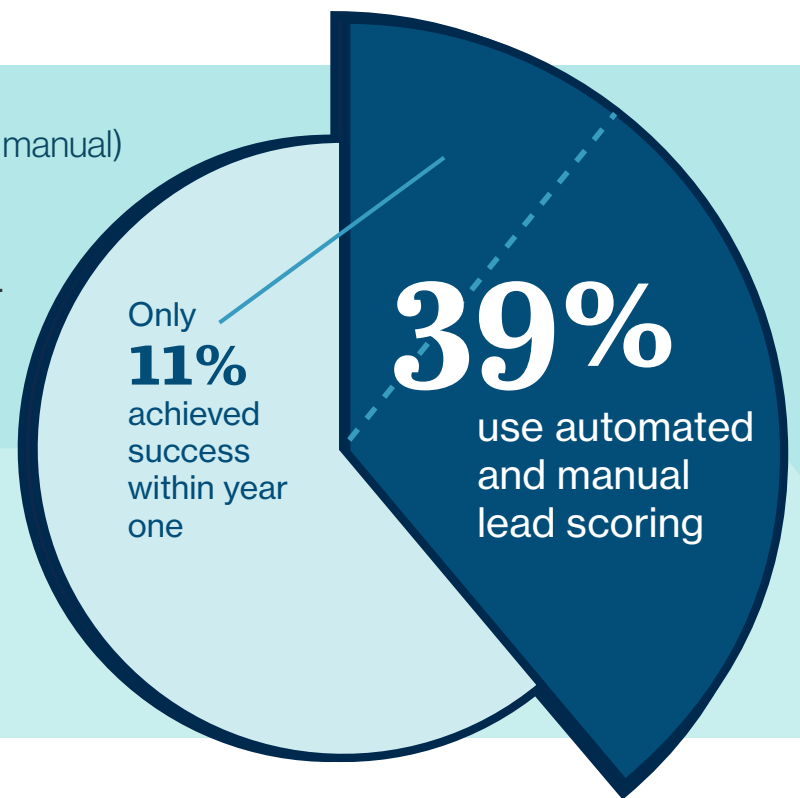
Pro Tip: ABM growth depends on applying new insights to drive multiple changes. To measure program performance, combine traditional sales and marketing data, treating them as components in a coherent whole. Include key elements of marketing conversion, opportunities created and revenue per account.

Add lead scoring to the mix (even though it needs to be manual)

As a successful ABM practice matures, reliance on automatic scoring actually decreases, while the addition of manual scoring grows. By year three, 39% of successful practitioners use a combination of automated and manual lead scoring.



Pro Tip: Because of system shortcomings, as you move forward you'll want to customize a combined automation-plus-manual scoring model that can work for you. Move away from an overdependence on leads towards a clearer understanding of demand inside accounts. Beyond an MQL, are there others at the account engaged with you? Who are they? Work toward a view that combines more of the available signals from an account to deliver a more accurate appraisal of their interest.

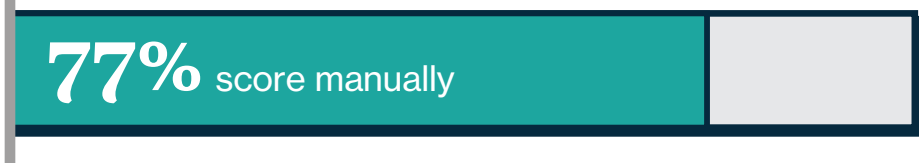


Account scoring: Understanding the importance of buying teams

The core systems in most stacks were conceived before account-based demand was really understood. As a result, successful practitioners have had to teach themselves how to score accounts properly to understand the collective actions of buying teams. By year three, nearly 80% of ABM practitioners exceeding their goals are primarily scoring accounts manually.



Pro Tip: Account scoring effectiveness depends, first, on a collaboratively agreed-upon Ideal Customer Profile (ICP). From there, teams can develop an approach to accommodate information about the breadth and intensity of engagement within each account – to help marketing better target and personalize its plays and to help sales identify and prioritize account outreach.



Profiling ABM Success: New research for benchmarking and roadmapping your own ABM journey

Download the full report at techtarget.com/profiling-abm-success

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