HOW ABM CAN HELP B2B MARKETERS COPE WITH THIS NEW REALITY

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THE ECONOMY WAS DECLINING... BEFORE COVID-19
MARKETING BUDGETS WERE FALLING - BEFORE COVID-19

Marketing budget as a percentage of company revenue

SOURCE: 2019 Gartner CMO Survey
THE EFFICIENCY GAP

2017 2018 2019 2020

$/Pipe Opp

Pipeline Count

EFFICIENCY GAP
ABM EFFICIENCY VS TRADITIONAL DEMAND GEN
FOCUSING ON VOLUME WASTES TIME AND MONEY

4.4% Inquiries convert

.03% Inquiries to closed/won

Source: Sirius Decisions Waterfall
50% of marketing generated leads are never followed up by sales.

Source: Miller Pierce
ABM outperforms traditional methods

B2B marketers are realizing great benefits from ABM across multiple areas.

Source: 2018 TOPO Benchmark
EFFICIENCY IMPROVES ACROSS SALES AND SDRs

SALES EFFICIENCY

SDR TEAM EFFICIENCY

The quarterly pipe output of each SDR has tripled.

BY THE NUMBERS
- Inbound reps: 29%
- Outbound Reps: 62%
- Pipe/Quarry/Logs: 24%

INBOUND
- Handle all inbound from non-Demandbase accounts

OUTBOUND
- Handle inbound & outbound efforts for Demandbase

CORPORATE EFFICIENCY

<table>
<thead>
<tr>
<th>SALES TEAM</th>
<th>CLOSE RATE</th>
<th>ACV</th>
<th>FUNNEL VELOCITY</th>
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<tbody>
<tr>
<td>Enterprise</td>
<td>+217%</td>
<td>+69%</td>
<td>+35%</td>
</tr>
<tr>
<td>Mid Market</td>
<td>+136%</td>
<td>+23%</td>
<td>+24%</td>
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HOW TO INCREASE EFFICIENCY OF YOUR ABM STRATEGY
5 TIPS TO INCREASE MARKETING EFFICIENCY WITH ABM

1. Focus your budget on the right accounts
2. Tighten your alignment with sales
3. Use technology to scale
4. Intent is your friend. Use it!
5. Shave $$ from unfocused/less efficient channels
THE THREE TIERS OF ABM

- One-to-One ABM: High Investment & ROI per account
- One-to-Few ABM
- One-to-Many ABM

Source: ITSMA and ABM Leadership Alliance Account-Based Marketing Benchmarking Survey, July 2017
TIGHTEN YOUR ALIGNMENT WITH SALES
ALIGNING SALES AND MARKETING

KEY TO MARKETING’S SUCCESS IS SALES ENABLEMENT

1. Account List Identification
2. Campaign Ideation
3. Prioritization and Selection
4. Messaging
5. Execution
6. Sales Enablement
7. Goals & Reporting
TIGHTEN YOUR ALIGNMENT WITH SALES

MARKETING
- Campaign Ideation, Scope & Budget
- Campaign Kickoff
- Content Development
- Account-Based Advertising
- Landing Page Launch
- DM Ships
- Content Asset Launch
- Webinar
- Field Event

SALES
- Campaign Kickoff
- Account & Contact Selection
- Sales Email 1 & 2
- Sales Email 3
- Sales Email 4
ADD MORE OPPORTUNITIES FOR IDEA SHARING

- Funnel Working Group
  - Sales and marketing leaders meet weekly to review key pipeline metrics and discuss challenges
  - Marketing Ops led

- Customer Working Group
  - Customer success and marketing leaders meet weekly to review retention and upsell metrics and discuss challenges
  - Customer Marketing Manager led

- Sales and Marketing Exchange
  - 30 minute check in with sales to discuss market developments
  - CMO led
USE TECHNOLOGY TO SCALE
USE TECHNOLOGY TO SCALE
ABM STACK
EVALUATOR

How does your ABM strategy stack up?

Account-Based Marketers face many challenges when building and scaling their strategy, including choosing the right technologies. Fortunately, you’re in the right place to start that journey!

Answer seven quick questions and you’ll receive a customized report of recommendations for matching the right ABM technologies to your ABM strategy.

Ready to learn how you can scale your ABM strategy with technology?

LET'S GET STARTED!
INTENT IS YOUR FRIEND. USE IT!
FOCUS ON DATA AND INSIGHTS

Use intent to target accounts in the buying cycle

Ensure you are investing appropriate $$ per account

Make every engagement more relevant and personalized

Understand impact of cuts you made
AI AND INTENT TO REACH THE BUYING COMMITTEE

- Total Addressable Market
- Ideal Customer Profile
- Target Account List
- High Intent Accounts
- High Intent Buyers/Influencers
## USE INTENT TO FOCUS AD BUDGET

<table>
<thead>
<tr>
<th></th>
<th>TEST GROUP WITH ADS</th>
<th>CONTROL GROUP NO ADS</th>
<th>% DIFFERENCE</th>
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</thead>
<tbody>
<tr>
<td>High Intent Acct’s</td>
<td>73%</td>
<td>52%</td>
<td>+ 1.4X</td>
</tr>
<tr>
<td>Medium Intent Acct’s</td>
<td>60%</td>
<td>28%</td>
<td>+ 2.1X</td>
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<tr>
<td>Low Intent Acct’s</td>
<td>44%</td>
<td>17%</td>
<td>+ 2.6X</td>
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SHAVE $$ FROM LESS EFFICIENT CHANNELS
OPTIMIZE YOUR BUDGET

- CONTENT SYNDICATION
- WEBINAR SPONSORSHIPS
- DIGITAL ADVERTISING
- REGIONAL EVENTS
- SAVING BY ABM APPROACH

Standard B2B Marketing Spend: $465k
ABM Optimized Spend: $243k

$222K / year for New ABM Programs & ABM Technologies
TRADITIONAL DIGITAL ADVERTISING

Purchasing Digital Ads from Publishers or Public Exchanges

$50K / quarter
7MM impressions

BEFORE ABM METRICS

$200K total spend
15% Target Accounts Engaged

ACCOUNT-BASED ADVERTISING

Targeting Ads to Specific Companies Across all Networks

$30K / quarter
5MM impressions

AFTER ABM METRICS

$120K total spend
25% Target Accounts Engaged

TARGET ACCOUNTS ENGAGED

40 PERCENT
Less Spend

67 PERCENT
More Engagement

67 PERCENT
40 PERCENT

More Engagement
Less Spend

More Engagement
Less Spend

More Engagement
Less Spend

More Engagement
Less Spend

REGIONAL EVENTS (FIELD MARKETING)

FIELD MARKETING
Hosting events in every territory
15 events / year @ $7K each
600 regs / year
45 Opptys / year (3 / event)

BEFORE ABM METRICS
$105K total spend
$2333 Cost per Oppty

FOCUSING ON REGIONS WITH HIGHEST ACCOUNT CLUSTERS

40 PERCENT
Less Spend

60 PERCENT
Increased Results Per Event

ACCOUNT-BASED FIELD MARKETING
Hosting events in high priority territories
9 events / year
540 regs / year
45 Opptys / year (5 / event)

AFTER ABM METRICS
$63K total spend
$1400 Cost per Oppty
5 TIPS TO INCREASE ABM EFFICIENCY

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BONUS TIP:

DON’T USE BUDGETS AS AN EXCUSE TO NOT INNOVATE
THANK YOU