



Critical Success Factors (CSFs) for ABM

Commitment and Dedication

Neither budget nor company size is essential to ABM success. Big or small, what really matters is your ability to commit to the program. A key part of this is driving the specific objectives of your ABM implementation.

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"](#)

Staff commitment

Dedicated ABM teams are 4x more likely to exceed expectations



Pro Tip: Work with management to ensure formal commitment of staff dedicated to and goaled on your ABM program.

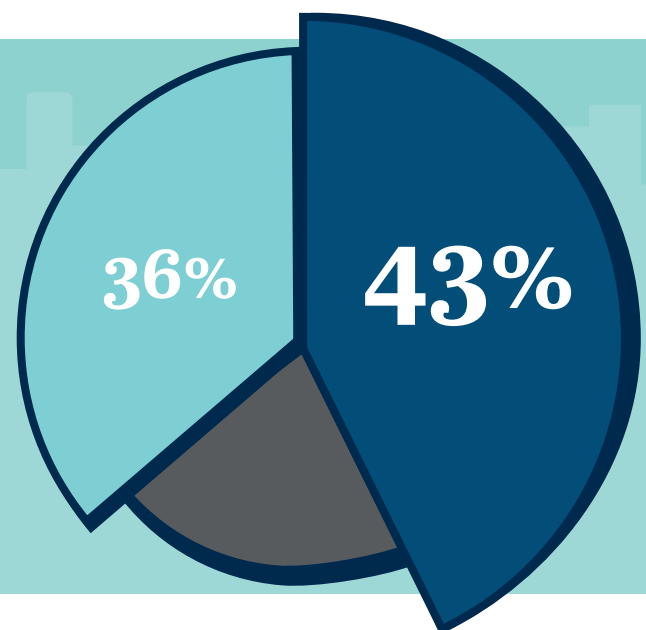
Financial commitment

It's not budget size; it's budget focus



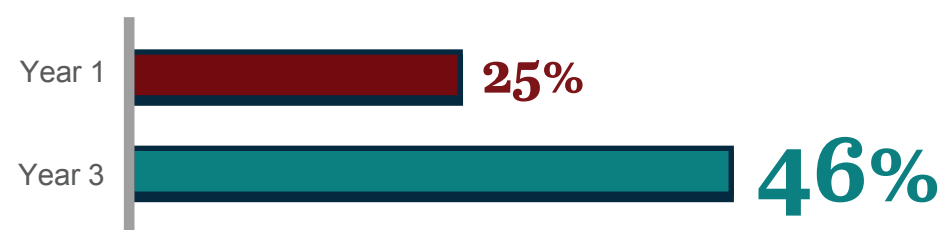
Pro Tip: Plenty of small companies with small budgets exceed ABM expectations. Whether small or large, as with people, budget must be locked in against ABM-specific objectives, or it can easily be frittered away on other pressing matters.

- Spend 25% or less of marketing budget on ABM
- Spend more than 50% of marketing budget



Time commitment

2x more companies exceed expectations in year 3 vs. year 1



Pro Tip: ABM is not a campaign. It's a strategy with many moving parts. Set proper expectations with management and gain their explicit buy-in so that you can commit to it as success requires.



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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