

MARKETING TREND SPOTLIGHT

ACCOUNT-BASED MARKETING

INSIGHTS FROM THE 2016 B2B
MARKETING DATA REPORT





Account-Based Marketing is Increasingly Important to B2B Marketers

B2B organizations are turning to ABM practices to identify the businesses, buying centers and decision makers with whom they want to establish relationships.

This is nothing new to a lot of sales teams — they've been taking this approach for a long time. However, B2B marketers now have the sophistication and the automation available to them to wade in and start adopting this strategy. The timing is perfect because the B2B sale is getting more complex. According to IDG, "up to 17 people can now influence enterprise B2B purchases — a 70% increase since 2011."¹

ABM is highly dependent upon strong firmographic and demographic data. However, it's more than just knowing the company you are targeting; it's about understanding the

market, the segment and the decision-makers you need to influence. Targeting specific accounts and decision-makers requires a coordinated, synchronized effort across multiple channels; and it requires accurate data to get it right.

"Account-Based Marketing is a strategic approach that coordinates personalized marketing and sales efforts to open doors and deepen engagement at specific accounts."²

— Jon Miller, Founder and CEO, Engagio

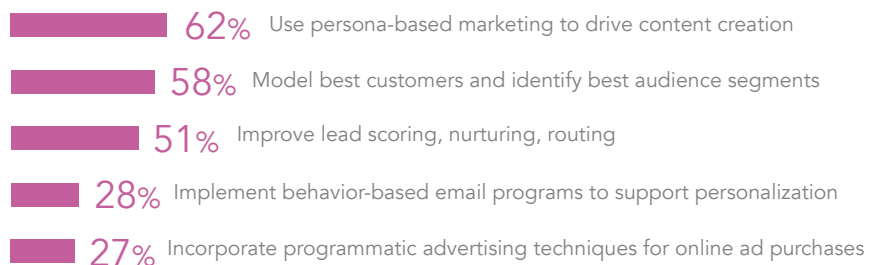
Q WE ASKED

How do you utilize demographic and firmographic data to improve success?

A

58%

utilize data to model best customers and identify best audience segments.

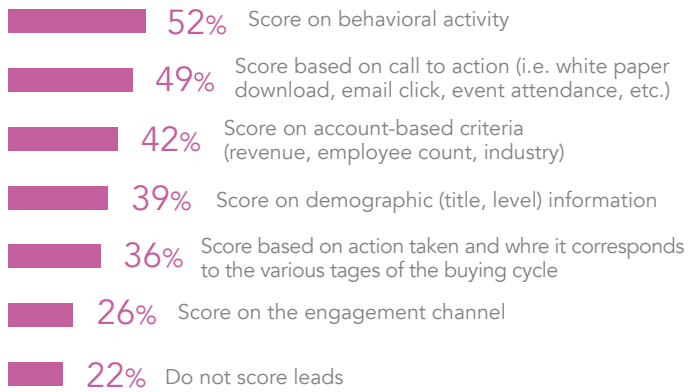


All of this intelligence guides your digital strategy and programmatic ad buying behavior. In the D&B survey, we found that B2B marketers are banking on demographic and firmographic data to fuel their ABM approach.

ABM isn't just about your outbound marketing efforts; it's also becoming an important factor in scoring inbound leads. By using account-based criteria as lead scoring factors, B2B marketers can see which programs and content strategies are attracting the right audience and route leads from target accounts to sales much faster. Annuitas' 2015 B2B Enterprise Demand Generation Survey found that 42% of those surveyed cite key account-based criteria as imperative to lead scoring (almost a 13% increase year-over-year) and 38% use demographics as well.

Q WE ASKED

How do you score leads?



TOP COMPANIES TARGETED IN 2015 (SOURCE: HOOVER'S)



Wait, There's More...

In the age of self-driven buyers and digital media, B2B marketers continue to struggle with data limitations as they seek to engage the right customers and prospects across a huge array of channels.

You need to activate high-quality data to identify key accounts and targets, reach them at the digital watering holes, and deliver relevant content that accelerates their buyers journey. Anything short of this is just more of the same and that isn't good enough anymore.

59% of marketers surveyed by D&B believe they have the right skills to address their company and contact data intelligence issues. However, the results of our report prove that these skills need to be engaged more consistently in order to make a measurable impact.

A shift has occurred, and "digital marketing" is simply "marketing" — period. That means nearly every area of marketing is now digitized in some way and is fueled by data from start to finish. The data you feed into your programs can make or break the success of each effort. According to SiriusDecisions, companies that proactively maintain their database can realize 66% higher conversions to revenue compared to those that do not.³ Marketers and their business will benefit greatly by establishing a standardized, ongoing approach for processing and managing data throughout its lifecycle.

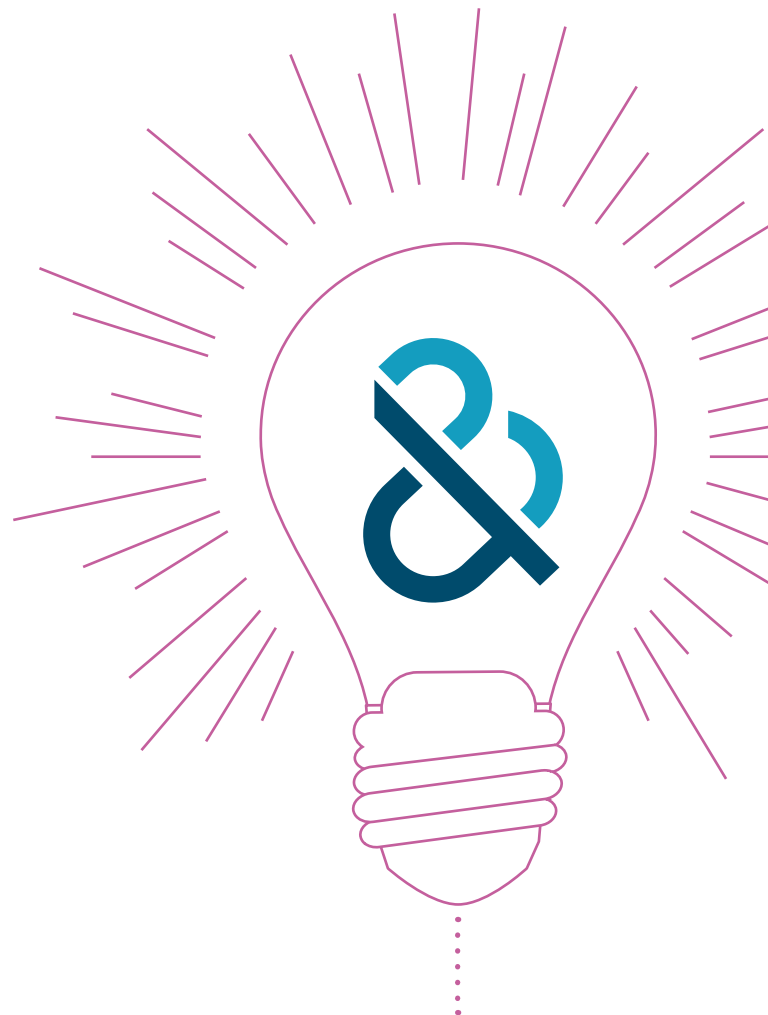
The bottom line is that data is the lifeblood of your business. If you do not attack your data issues head-on, you are going to find yourself with diminished ROI from your MarTech stack and countless missed opportunities in 2016.

Don't let bad data dim your future. Unleash the power of data and analytics to build lasting relationships and turn marketing investments into growth assets.

To learn more about the current state of data quality and how it impacts your strategy, along with additional trends and insights from fellow B2B marketers, be sure to read the complete [B2B Marketing Data Report](#) from Dun & Bradstreet.

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So Now What?

It wouldn't be fair to leave you in the dark — pun intended.
Here are three simple steps you can take to bring your data strategy into the light:



Read The B2B Marketing Data Report

Visit B2BMarketingDataReport.com for an interactive preview and a link to download the complete 2016 report.



Assess the Status of Your Data:

Run a complimentary Data HealthScan from Dun & Bradstreet at smartmarketingdata.com or contact us today at 1-888-826-4877 to arrange your assessment.



Amp Up Your Data:

Append additional intelligence to your database for optimal targeting and segmentation efforts through DNB.com/Sales-Marketing.

Sources

1. "The Data Hygiene & Enrichment Report: Why High-Quality Data Is Critical to Demand Gen Success." Demand Gen Report.
2. Ascend2 Data Driven Marketing Trends, Ascend2 & Research Partners, November 2015.
3. Heuer, Megan. "Three Myths of the "67 Percent" Statistic." *SiriusDecisions.com*. SiriusDecisions, 2013. Web.

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