# **The Rise of Account-Based** Marketing in B2B

Why more and more B2B marketers are investing in ABM

### **Challenges B2B Marketers Face**





of B2B website visitors are not potential customers (Demandbase)



97% of website visitors ignore calls-to-action and remain unknown (Adobe)



67%

of CMOs struggle to prove the long-term impact of spending (CMO Survey)



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of website visitors bounce without interaction after one page (Marketo)



#### 50% of marketing-generated leads are not followed up

by Sales (MillerPierce)



So what are marketing leaders doing to address these challenges? They're turning to Account-Based Marketing (ABM)



## What is Account-Based Marketing?

Account-Based Marketing is a set of products and services that enable B2B marketers to identify and target the accounts they value most.



to your business



## **How does Account-Based Marketing** address these challenges?





**The Current State of Account-Based Marketing** 



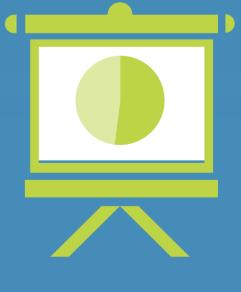
92%

of companies are calling ABM a B2B marketing must-have (SiriusDecisions)



60%

of marketers are planning to invest in technology for ABM (SiriusDecisions)



**52%** of marketers have ABM pilot programs in place (SiriusDecisions)



Here's how you can build your own ABM strategy

Read our new eBook

**Account-Based Marketing: Fundamentals Every B2B Marketer Must Know** 

Find out more at Demandbase.com

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