

ACCOUNT-BASED MARKETING INSIGHTS

We recently surveyed 100 B2B marketers about the much buzzed-about term "account-based marketing" (ABM).

WHAT WE LEARNED

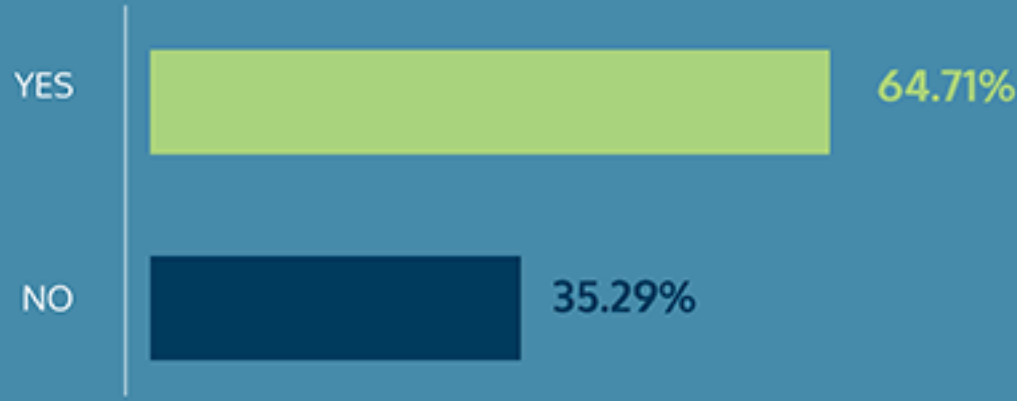
Despite the fact that 31% of respondents say that their company is practicing ABM, only 20.4 % say they have a clear understanding of what it is.

Almost 43% of those polled say they don't have a clear definition of what ABM is.

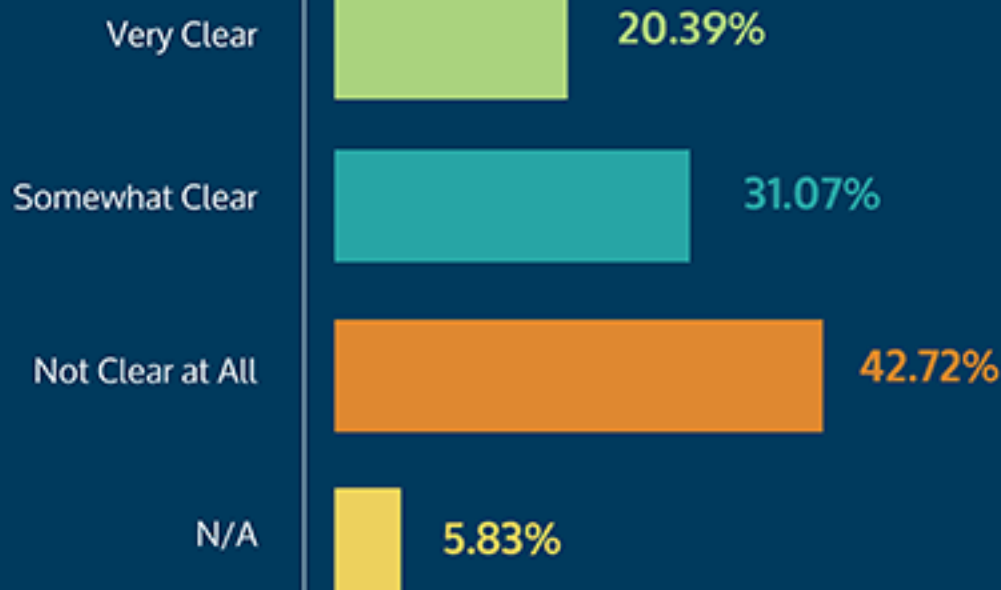
A tiny 3% think AMB is all hype; 25% believe it's a real solution. But, almost 42% say they "have no idea" whether it is a clear solution or just hype.

Clearly, most marketers have heard of ABM, but (despite the noise) don't know much about it.

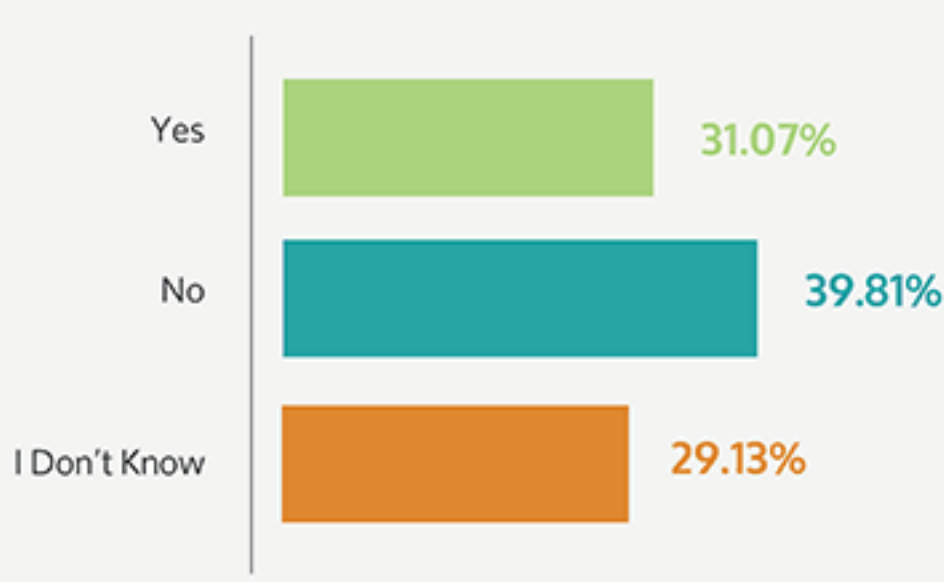
Have you heard of account-based marketing?



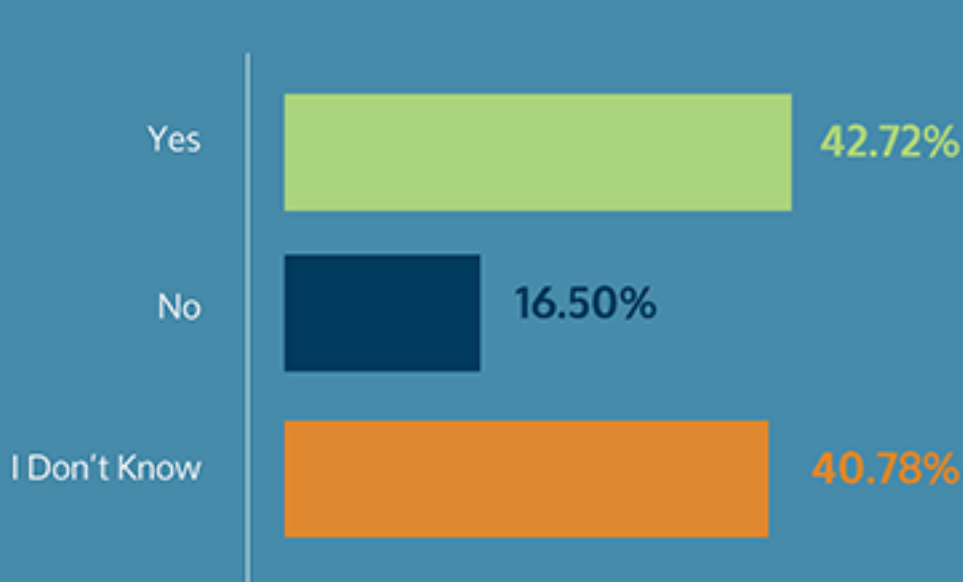
Do you have a clear definition of account-based marketing?



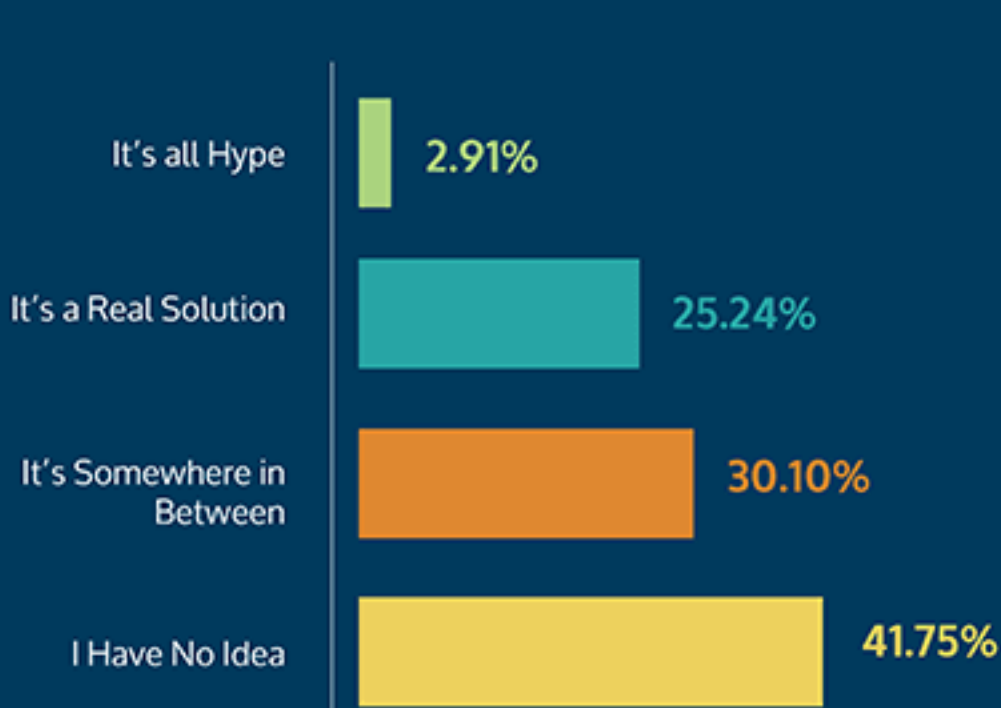
Is your organization practicing account-based marketing today?



Will your organization allocate marketing resources to account-based marketing activities in 2016?



Is account-based marketing hype or a real solution for B2B marketers?



SOURCES:

Act-On deployed this survey in April 2016 via Survey Monkey.