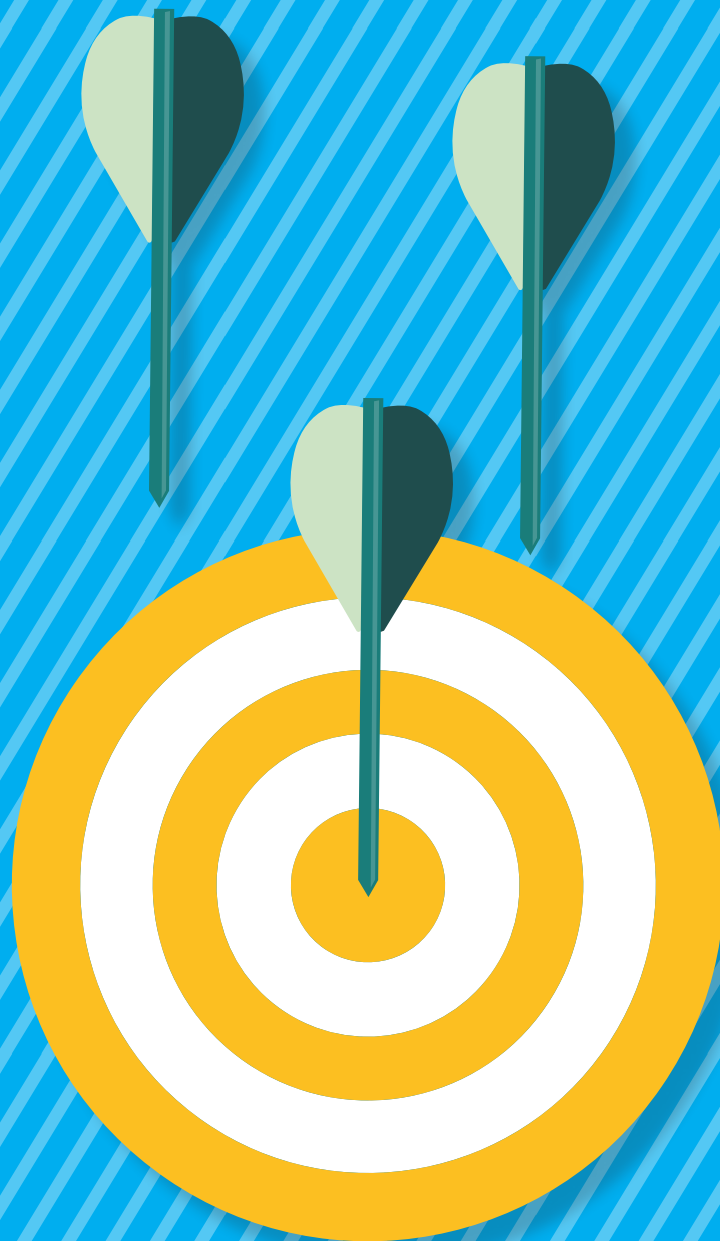


THREE ABM MISCONCEPTIONS

(and why they matter to you)



Andre Yee

OVERVIEW»

Misconceptions abound in conversations everyday. Most are harmless - take "the Great Wall of China is the only man-made structure visible from space." Others can be humorous - "the average attention span of a goldfish is 9 seconds." *But misconceptions related to your business can be costly, either in terms of hard costs or missed opportunities.*

After spending the last few years discussing account-based marketing with hundreds of marketers, we've observed three common misconceptions that rob organizations of opportunities to move the needle on their business.



This ebook unpacks and refutes these ABM misconceptions. We'll disclose the real scoop behind ABM, why it matters to your marketing strategy, and how our customers are actively implementing it.

“**Exceptional advancement in...customer targeting**”

-CODIE Judge on Triblio



MISCONCEPTION ONE»

ABM Isn't Applicable for Demand Generation

It's a common belief that account-based marketing (ABM) isn't about leads... but that's not the entire story.

Instead of starting with a high volume, low quality lead capture model, ABM starts with a pre-defined set of target accounts or account profiles. The goal with ABM is to engage your account set by targeting key stakeholders within those accounts.

The latest CEB Challenger study shows that it takes 6.8 individuals to sign off on typical B2B purchase. This means that expanding and engaging your contact pool within each target account is vitally important.

Applying account-based tactics to your lead generation programs is a great starting point for ABM. So how and where do you start?

Let's take a look at the marketers at Digium, who have been using ABM tactics to improve their demand funnel metrics. Here's their story...

It takes 6.8 individuals to sign off on a B2B purchase

-CEB Challenger Study



Digium is a VoIP business phone provider using Eloqua to drive lead gen programs over email. Digium was capturing thousands of leads per quarter. But, many of those leads were poor quality and weren't converting effectively downstream. With a team of savvy marketers leading the helm, Digium decided to take a different approach. They hypothesized, "instead of spending more time, money and effort on capturing poor quality leads, what if we focused on key account segments where we're already getting some traction?" Using ABM, Digium personalized the web experience and CTA offers for five different target account segments.

The results were phenomenal. Within 45 days, Digium saw leads in those target account segments increase by over 38%. These newly captured leads were disproportionately more valuable to Digium since they came from only pre-qualified target accounts.

When you dig into the details of the account-based personalization campaigns you'll discover that personalized content and CTAs outperform their non-personalized counter-part by as much 105%.

After applying ABM tactics to rectify demand generation's low lead quality, Digium positively impacted their business in less than 45 days.



MISCONCEPTION TWO»

ABM Is Outbound Only



Many marketers view ABM as a purely outbound approach.

Yes, an account-based approach is about reaching out to stakeholders in target accounts. But that's where the outbound-centric ABM reality ends. Many marketers make the mistake to invest only in account-based outbound initiatives such as ads, email campaigns, and events. **Effective ABM requires both outbound and inbound targeting.**



**ABM results
in 258%
improvement in
engagement**

-Savi

Why to use ABM for inbound and outbound:

- 1 If you only focus on an outbound strategy with account-based ads you'll get a lift in website traffic from target accounts. That's good, but not great. Why? Because bounce rates from display ad landing pages are hovering at 80-90%.

If you're focused only on outbound tactics, you're missing the opportunity to effectively engage visitors and convert their interest to specific outcomes. Personalizing for target accounts allows you to guide their experience and lead them to watch a video, read a case study, or perhaps sign up for a demo.

For Savi, the difference between a personalized, guided experience and a "generic" experience equated to over 258% improvement in engagement metrics.

At the very best, using only outbound tactics means you are missing an ideal opportunity to engage target accounts visitors. At worst, you may be wasting our outbound money in ads.

- 2 Most of the website traffic lift from account-based ads is actually not from your ad campaign click-throughs but from impressions of the ad. Meaning the majority of in target visitors that see the ad, don't click through on it but instead visit your website directly. This is view-through traffic.

From Triblio's research, we've discovered that 50% - 80% of traffic lift from ad campaigns come from view throughs, rather than click-throughs. These visitors aren't directly tracked back to your ad campaign – they are, in some sense, "anonymous".

Targeting these view-through visitors with personalized campaigns is crucial to accurately account for the ROI impact of your ad campaigns and accelerate the progression of the account in your sales process.



MISCONCEPTION THREE »

ABM Is Only for \$1 Million Opportunities

You might find this surprising, but ABM has actually been around for a while. Originally, it was reserved for the highest value accounts with million-dollar opportunities. And when you have a multi-national conglomerate in your pipeline with a valued opportunity of \$5M, it makes complete sense to budget for a custom microsite or design a custom VIP campaign for target stakeholders. But now, with the emergence of ABM tools like Triblio, **marketers can easily scale 1:1 messaging and content to hundreds of accounts**, and do this without breaking the bank.

Marketers are exploring ways to execute personalized 1:1 campaigns, not only for the \$5M opportunities, but also for \$50K opportunities in the pipeline. This new approach takes ABM from a niche marketing tactic used only by companies that sell to large enterprises to a mainstream marketing tactic employed to target SMBs and mid-market accounts. Companies, such as WealthEngine and Digium, are implementing ABM tactics to engage smaller organizations and are getting huge results.

Along the way, marketers are also reimagining criteria for targeting. Instead of primarily targeting based on the value of the opportunity, marketers are executing campaigns with targeting parameters like “timeline to close”, “propensity to close”, or “prior closed-lost accounts”.

For example, one of our customers launched a campaign targeting lost accounts. They targeted that group with a personalized campaign focused on re-engaging them to watch a demo of their new product release. The results were phenomenal, achieving a 2500% increase in web-generated demos.

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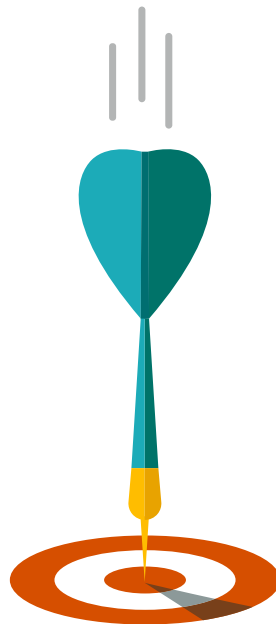
**ABM ROI
outperforms
other marketing
activities**

-ITSMA



CONCLUSION: BIG TAKEAWAYS»

- 1 ABM tactics make a big difference to your existing lead generation programs by delivering more leads in target account segments.
- 2 Effective ABM has to include both an outbound and inbound strategy. To put it another way, effective ABM campaigns are about reaching the right stakeholders in the right accounts and converting them to an outcome at the point of interest.
- 3 ABM is no longer just for million dollar opportunities. It is about scaling 1:1 messaging and content to SMB and mid-market accounts as well.



If you'd like to learn more about ABM real world case studies and best practices, check out triblio.com/account-based-marketing-examples