



# A Guide to ABM Success Metrics



# Keys to Measuring ABM Success

- Don't wait until the end; you can get early indicators of success
- Identify KPIs and set hypotheses of metrics that might improve with your ABM strategy
- Benchmark against historicals and non-ABM baseline metrics

## ABM Goals by Funnel Stage

### Top-of-Funnel ABM Goal

Greater engagement with the right leads, i.e., those who comprise the buyer group of an account

### Middle-of-Funnel ABM Goal

Better qualification and targeted sales enablement that leads to increased pipeline

### Bottom-of-Funnel ABM Goal

Highly focused sales engagement to bring target accounts to close

# ABM Success Metrics Definitions

## ABM Top-of-Funnel Success Metrics

Open rates...	of emails to target accounts
Click-through rates...	of emails with call-to-action specific to target accounts
Conversion rates	of assets and campaigns specific to target accounts
Account engagement	measured by responses to campaigns from specific contact roles in a defined buyer group
Velocity	of accounts through the top of funnel

## ABM Middle-of-Funnel Success Metrics

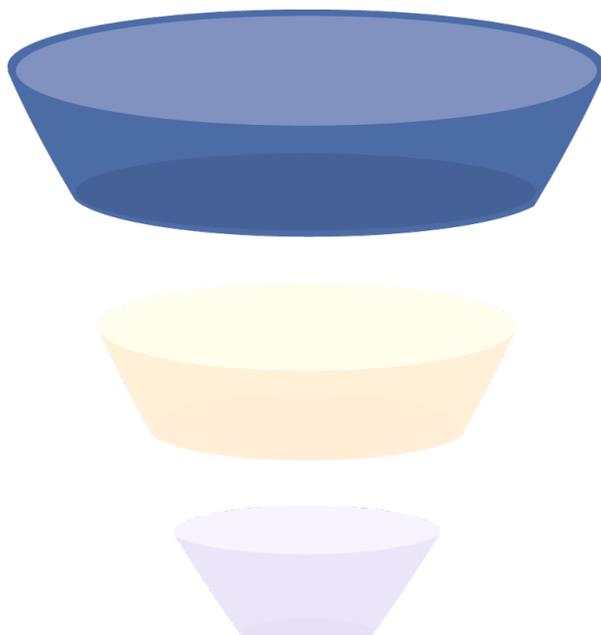
Pipeline creation	in terms of \$ and # of qualified opportunities
Conversion rates	of demos and sales enablement programs
Velocity	of accounts through middle of funnel

## ABM Bottom-of-Funnel Success Metrics

Conversion rates	of late stage sales engagements and deal closing
Won accounts	in terms of \$ and # of closed-won deals
Total revenue	from ABM strategy / target accounts
Average deal size	measured by \$ divided by # of target accounts won
Velocity	of accounts through bottom of funnel and full funnel

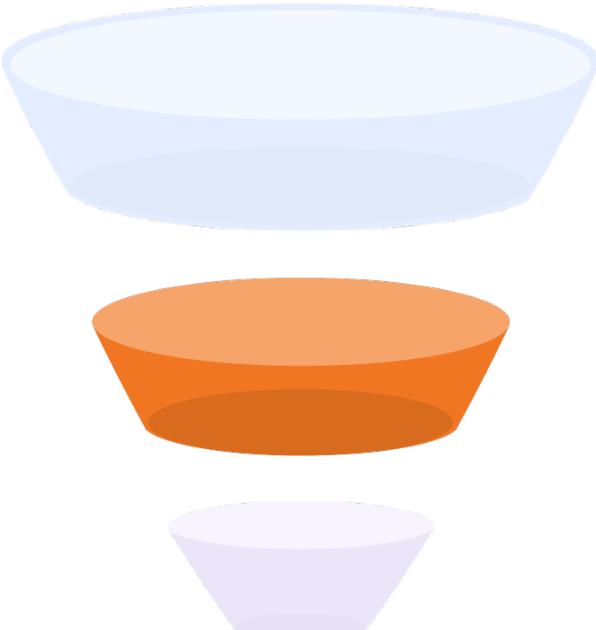
# Potential Improvements to Metrics

ABM Top-of-Funnel Success Metric Improvements		
Open rates	↗	from better messaging and focused topics
Click-through rates	↗	from targeted call-to-action and assets
Conversion rates	↗	from overall better messaging, timely relevant content, and improved nurture tracks that move accounts down the funnel
Account engagement	↗	from inclusion of full buyer group and greater targeting in outreach
Velocity	↗ or ↘	could improve from better engagement or decrease due to nature of accounts chosen (e.g., larger accounts may take longer)



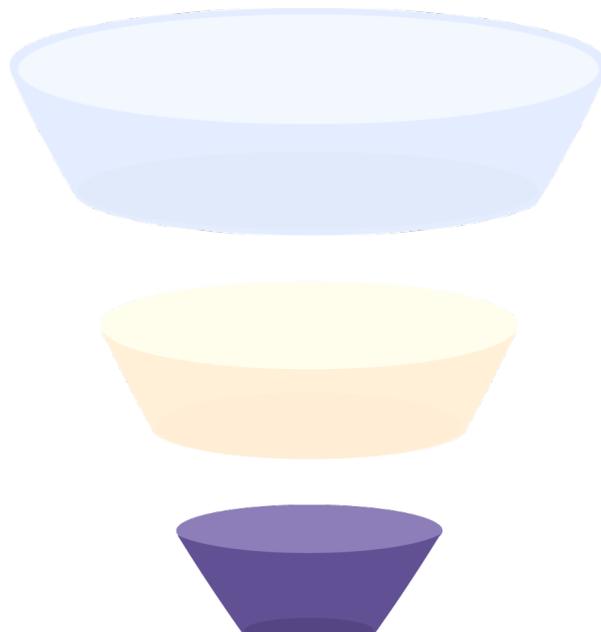
# Potential Improvements to Metrics

ABM Middle-of-Funnel Success Metric Improvements		
Pipeline creation	↗	from improved targeting and nurturing, better overall conversion from top of funnel and marketing, and potentially larger deals
Conversion rates	↗	from more targeted demos, better sales enablement (e.g., relevant case studies specific to target accounts),
Velocity	↗ or ↘	could improve from better engagement or decrease due to nature of accounts chosen (e.g., larger accounts may take longer to get budget approval and stakeholders on board)



# Potential Improvements to Metrics

ABM Bottom-of-Funnel Success Metric Improvements		
Conversion rates	↗	from more hands-on selling and engagement with buyer group of target accounts
Won accounts	↗	from successful marketing and sales alignment throughout funnel in ABM strategy
Total revenue	↗	from successful marketing and sales alignment throughout funnel in ABM strategy
Average deal size	↑ or ↓	could increase or decrease, depending on target account strategy (e.g., larger deals vs higher volume of SMB deals)
Velocity	↑ or ↓	could improve from better engagement or decrease due to nature of accounts chosen



# Benchmark Sample Template

Metric	Non-ABM Baseline	ABM Goal	% diff. from Baseline	ABM Actual
<b>Top-of-Funnel Success Metrics</b>				
Avg. open rate				
Avg. click-through rate				
Avg. conversion rate (MQL)				
Avg. account activity rating				
Avg. velocity (inquiry-to-MQL)				
<b>Middle-of-Funnel Success Metrics</b>				
Avg. pipeline creation				
Avg. conversion rate (SQL)				
Avg. velocity (MQL-to-SQL)				

