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## Captivating Statistics on Why You Need ABM Right Now!

1



70%

increase in opportunities using ABM programs, according to Gartner.

2



74%

of business buyers conduct more than half of their research online before making an offline purchase (Forrester).

3



\$1 Trillion

worth wasted in marketing efforts due to misalignment between marketing and sales (Hubspot).

4



70%

of B2B companies have staff that are fully or partially dedicated to ABM programs (SiriusDecisions).

5



80%

say that ABM outperforms other marketing initiatives (ITSMA).

6



24%

faster three-year revenue growth and 27% faster three-year profit growth for B2B organizations with tightly aligned sales and marketing operations (SiriusDecisions).

7



171%

increase in Annual Contract Value (ACV) for companies that implemented ABM (TOPO).

8



92%

of B2B marketers worldwide consider ABM "extremely" or "very" important to their overall marketing efforts (SiriusDecisions).

9



91%

of marketers with an ABM program in place said they were "tightly" or "somewhat or moderately" aligned with sales (SiriusDecisions).

10



84%

believe that ABM provides significant benefits for retaining and expanding current client relationships (SiriusDecisions).