



Digital Agency of the Year
B2B Agency of the Year
Multi-Territory Agency of the Year

At the 2025 Global Agency Awards

Win Who Matters

Proven ABM Framework

Generic campaigns slow deals down. This framework helps you zero in on the right accounts, sync with sales, and close faster.

Executive Summary

*Turning ABM into
Sustainable
Revenue Growth*

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Turning ABM into Sustainable Revenue Growth

Let's be honest: achieving sustainable revenue growth in B2B today takes more than just the old marketing playbook. It demands an always-evolving, data-led approach that zeroes in on your most valuable accounts and delivers experiences that truly resonate with every individual in the buying group, which now is bigger than ever.

This framework is a proven roadmap for building Account-Based Marketing (ABM) and its extension, Account-Based Experience (ABX), programs that deliver measurable business impact. ABX is an evolution of ABM that focuses on delivering personalized experiences to individual members of the buying group. We're not interested in chasing vanity metrics that don't move the needle. Impressions and clicks are fueled by money, and thus, the more you put in, the more you can get out, which isn't really growth. Our focus is on what matters: building a pipeline, accelerating revenue, and helping you become a leader in your industry.

We've organized this framework around three key phases:

- 1. Strategy & Goals:** Defining your target accounts and your definition of success.
- 2. Diagnosis & Planning:** Understanding your buyers' needs and wants and then creating a focused plan.
- 3. Execution & Orchestration:** Delivering coordinated, high-impact activities against your target accounts.

The results speak for themselves. Our 'pipeline-first' approach shifts your energy away from low-converting activities (which often convert below 1%) toward high-intent engagement that converts at an impressive ~24%. High-intent engagement includes activities such as personalized outreach to key decision-makers, targeted content delivery, and strategic account-based advertising. By focusing your resources on a strategic set of accounts, you'll build deeper relationships, achieve greater market penetration, and see a much higher return on your marketing investment.

Consider this document your clear roadmap. We'll help you transform marketing from a cost-centre into a strategic revenue engine that gives you a sustained competitive advantage.

Introduction

Why ABM is the Only Way to Grow

Your buyers have changed the game. By the time they even talk to your sales team, they've already done 57-70% of their research on their own. They are better informed, more skeptical, and demand personalized, relevant engagement every step of the way.

The old "spray and pray" marketing approach just doesn't work anymore. If you're an enterprise, you need a focused, high-impact strategy that targets specific accounts with a tailored value proposition. You need to build lasting relationships that translate directly into business outcomes.

ABM is not just a strategy, it's the strategy. It's how you cut through the noise and connect with your most valuable prospects on a meaningful level. Crucially, it forces your marketing and sales teams to work together toward the same target accounts, thus unifying revenue goals and giving you a sense of control over your business outcomes.

This framework doesn't just guide you, it empowers you to transform your business. It gives you a structured, practical way to implement ABM at scale. We've pulled together insights from successful enterprise programs, market-leading methodologies, and real-world experience to give you a clear path forward. Whether you're just starting your ABM journey or looking to optimize an existing program, this is the strategic foundation you need for transformative results.



The background is a solid purple color with several large, overlapping, organic shapes in lighter shades of purple. These shapes resemble stylized petals or leaves, creating a layered, floral effect. The word "Foundation" is centered in the middle of the image.

Foundation

Aligning Marketing with Business Goals

You can't start ABM without absolute clarity on your business goals. ABM is not just a singular campaign. It's a long-term program that defines what success looks like for your company and your most critical accounts. This alignment gives your efforts a clear focus and purpose.

Defining Your Strategic Ambition

Let's start by looking at the big picture. Where do you want your company to be in the next two to three years? How do you want key stakeholders in your target accounts to see you? What specific business outcomes does your marketing team need to deliver?

The answers to these questions are the foundation of your ABM program. Without this clarity, your efforts will become fragmented and disconnected from the business's ultimate goals. Your leadership team must agree on shared goals that everyone in the organization can rally behind.

Successful enterprises are making these key shifts:

- **The Smart Shift:** Moving away from resource-heavy, one-to-one approaches toward scalable, "always-on" demand generation engines that deliver consistent results without burning out your team.
- **The Quality over Quantity Rule:** Transitioning from measuring volume (like lead count) to measuring business outcomes that truly matter, such as pipeline generated, opportunities created, and revenue earned from your target accounts.



Critical Success Factors

A strong ABM program needs a few essential building blocks:

- **Sales & Marketing Alignment:** Your teams must share the same target account lists, coordinated strategies, and unified success metrics. No more silos.
- **Executive Buy-in:** Leadership must be committed to allocating the right resources and prioritizing the program across the organization. This means embracing business-outcome-oriented metrics instead of focusing on "vanity metrics."
- **A Solid Data Foundation:** You need access to high-quality data, including internal CRM data and external intent signals, to make smart decisions and target precisely.
- **Investment in Quality:** Recognize that fewer, higher-quality opportunities will always deliver better returns than a high volume of low-intent leads.



Pillar 1

STRATEGY & GOALS

Focus on the Pipeline

The B2B world requires a critical shift: moving from chasing high-volume leads to creating a high-quality pipeline. This "pipeline-first" strategy completely changes how we prioritize and measure marketing efforts.

PILLAR 1

The Pipeline-First Model: Prioritizing Business Impact

Your marketing team probably tracks a ton of metrics: website visits, downloads, email opens, and MQL volume. But how many of these activities actually turn into revenue?

Traditional approaches that focus on generic content downloads often yield a conversion rate to pipeline of less than 1%. Compare that to prospects who explicitly signal interest, i.e., the "hand-raisers" who request a demo or contact sales, which convert at around 24%.

This 24x difference represents a massive amount of wasted marketing spend across the enterprise sector. The lesson is simple: prioritize activities that clearly drive and generate pipeline contribution, even if it means generating fewer overall leads.

Your CFO gets this. If you offer them a choice between 10,000 leads with a 1% conversion rate or 1,000 leads with a 24% conversion rate, the decision is obvious. Yet, many marketing teams are still optimizing for the first option.



Strategic Concentration: The Tier-1 ABM Approach

Instead of spreading your resources thin across the entire market, strategic concentration means focusing on a much more refined, finite set of high-value target accounts, typically around 45 accounts across your key verticals.

This focused approach gives you several major advantages:

- **Deeper Account Penetration:** Concentrated resources allow you to engage meaningfully with multiple stakeholders inside each account, building comprehensive relationships instead of just single contacts.
- **Unified Strategy:** Sales and marketing work from the same playbook, sharing a clear understanding of target accounts and coordinating every engagement.
- **Measurable Progress:** Track success by how fast accounts move through your sales cycle, the quality of engagement, and the revenue influence within those prioritized accounts.
- **Efficient Resource Use:** Focused efforts deliver dramatically higher returns than diffused activities spread across hundreds of accounts.

We have helped an enterprise client trace a single +\$1 million opportunity from the very first impression all the way through to pipeline, proving the tangible impact of concentrated, high-value engagement.

The Scalable Alternative: Building an Always-On Engine

For organizations that need sustainable ABM without the resource demands of a highly individualized 1:1 ABM approach, the "Always-On" 1:Many ABM model is the pragmatic solution.

This approach focuses on robust demand generation to maintain a consistent market presence. At the same time, your sales development team focuses its resource-intensive nurturing efforts on high-potential accounts further in the funnel already touched by the ABM activities. It recognizes that pure one-to-one efforts, while powerful, can become unsustainable when you try to scale them across too many accounts.

The 1:Many ABM engine ensures you have continuous market engagement while keeping the flexibility to intensify your efforts on accounts that show clear buying signals and are already engaged.

Redefining Success: From Vanity to Business Outcomes

The ultimate goal is to change how marketing success is measured. You must shift away from volume-based metrics to those that directly correlate with business impact:

- Account progression velocity through the sales cycle
- Pipeline generated from target accounts
- Opportunities created within strategic accounts
- Revenue influenced and closed

This shift needs your executive leadership to champion business-outcome-oriented sale and marketing collaboration. By consistently showing how marketing s directly supports sales to drive pipeline and revenue, you build the foundation for sustained investment and a true strategic partnership between marketing and sales.

Pillar 2

*Diagnosis &
Planning*

PILLAR 2

Diagnosis & Planning

Understanding Your Buyers and Accounts

An effective ABM strategy starts with a deep, comprehensive understanding of your target accounts: the people inside them, their motivations, their pain points and how they consume information. This phase is all about the critical diagnostic work that informs every action you take next.



Mapping the Complex Buyer Journey

B2B purchasing decisions are complex, involving multiple touchpoints across various channels, devices, and people within a buying committee. Understanding this complexity is key to effective engagement as its often not the same across two or more accounts

- **The Non-Linear Reality:** Your buyers don't follow a neat, straight line. They research independently, talk to peers, evaluate alternatives, and revisit their considerations multiple times. Your marketing strategy must be built to accommodate this reality.
- **Creating Journey Symbiosis (The 'One-Two Punch'):** Think about how investing in awareness channels amplifies your consideration and decision-stage activities. For example, programmatic display campaigns build recognition that makes your LinkedIn engagement more effective, all of which improves brand search impressions from a Google Search. Each channel strengthens the next.
- **Identifying Friction Points:** Where do prospects drop off? What information gaps cause them to hesitate? Understanding these friction points allows you to create targeted interventions that smooth the path to purchase.

Developing Executive-Grade Buyer Personas

Generic demographic profiles are not enough for enterprise ABM. You need a detailed understanding of your decision-makers' top priorities, challenges, and motivations.

- **Beyond Job Titles:** Effective personas capture what keeps executives awake at night, their immediate strategic priorities, the external factors influencing their decisions, and their preferred information sources.
- **The Value of Primary Research:** Direct conversations with people similar to your target buyers give you insights that no amount of data analysis can match. These interviews reveal the "why" behind decisions: the emotional and strategic drivers that truly influence choices.

Example: One company shifted from targeting the traditional "Director of Loss Prevention" to developing personas around the "Director of Transformation". These were individuals responsible for solving enterprise-wide problems. This single shift opened up entirely new opportunity sets.

Navigating the Stakeholder Ecosystem

Enterprise purchases are rarely made by a single person. Success requires you to understand the complete stakeholder ecosystem, including their relationships, priorities, and influence patterns.

Mapping the Decision Unit

Identify everyone involved in the purchasing decision: executive sponsors, decision-makers, influencers, and recommenders. Understanding their relationships and individual influence is essential for tailoring your engagement.

Leveraging Multiple Intelligence Sources

- **Internal Data:** Your CRM systems, intent data, sales team feedback, and customer success insights reveal relationship depth and interaction history.
- **External Intelligence:** Company websites, news articles, analyst reports, and social media profiles provide context on stakeholder interests and public positions.
- **Primary Intelligence:** Direct conversations with people who know your target stakeholders personally provide the most authentic insights. A cross-functional stakeholder mapping workshop can help you create both an engagement plan and a consistent narrative across all touchpoints.
- **Executive Focus:** Remember that 70% of programmatic impressions typically reach senior C-suite executives. Your messaging must resonate at this level. It needs to be strategic, outcome-oriented, and business-focused, not just tactically detailed.
- **Intent Tools:** 3rd party data available through intent data provides in-depth insights into the buyers and their user journey. Information previously unknown.

Addressing the Attribution Challenge

Connecting top-of-funnel activities to bottom-of-funnel outcomes is a major challenge in enterprise marketing. Awareness campaigns often influence prospects without driving direct clicks. When these prospects eventually convert, attribution often shows up as "organic search" or "direct traffic," completely hiding the initial campaign's impact.

- **Moving Beyond Last-Touch:** Traditional models fail to capture the complex reality of B2B buying journeys. You need blended approaches that include view-through conversions and multi-touch analysis to understand the true influence patterns, and that they don't all stem from a single touchpoint but multiple.
- **Demonstrating Strategic Value:** The goal is to show how awareness activities prime markets, influence perception, and ultimately contribute to pipeline and revenue, even when direct attribution is tricky. This requires educating leadership to value influence metrics alongside direct conversion counts.

Building Comprehensive Account Intelligence

Strategic Account Prioritization

Once you have all this intelligence, strategic segmentation ensures your resources are focused where they will deliver the greatest impact.

- **Strategic Grouping:** Organize accounts based on shared needs, industry characteristics, revenue potential, or strategic importance.
- **Objective Scoring:** Implement scoring systems that combine quantitative factors (revenue potential, fit) and qualitative assessment (relationship strength, strategic alignment). This process creates objective account rankings that guide your resource allocation.

Pillar 3

Execution & Orchestration

PILLAR 3

Execution & Orchestration

Delivering Coordinated Impact

This phase is where we turn strategic insights into coordinated marketing actions that resonate with your target audience and deliver measurable results. Success depends on smart channel deployment, creating resonant content, and executing a consistent message.



Creating Seamless Buyer Experiences: The Full-Funnel Approach

Traditional marketing optimizes channels in isolation. Effective ABM treats the buyer's path as one single, integrated experience where every touchpoint amplifies the overall impact.

User journeys are complex ones, but here is a simplified three-tiered overview:

Top-of-Funnel Awareness (The Introduction): Broad-reach activities and channels like programmatic advertising and organic social build initial recognition and trust. Ungated thought leadership content educates the market about core challenges relevant to your solutions. These activities prime your audience for the next step. It bridges the gap from being unaware, either about your brand or the problem that you solve, to being known.

Middle-of-Funnel Consideration (The Deep Dive): Once awareness is established, deeper educational journeys need to be delivered to engage prospects who show interest. Remarketing to audiences captured from previous activities to reengage users and prevent competitors from luring them away is highly effective because they are already aware of you and most likely willing to engage further should the solution and brand promise resonate

Bottom-of-Funnel Conversion (The Close): Once prospects are highly engaged and showing strong intent, your focus shifts to personalized, high-value content like custom ROI calculators, one-to-one sales enablement materials, and executive presentations. This is where Sales and Marketing collaboration is tightest, ensuring a smooth handoff and a tailored closing experience.

The Content Strategy: Creating a "Surround Sound" Effect

Your content needs to work harder than ever. Don't just create one piece of content and expect it to resonate with the entire buying group, but focus on creating a content ecosystem where every asset is designed to be repurposed and amplified across multiple channels and audience clusters.

The Content Multiplier: Instead of creating a new piece of content for every channel, we start with a high-value, foundational asset (like a "State of the Industry" report). We then break it down and adapt it into a variety of formats:

- An executive webinar with a Q&A session.
- A series of LinkedIn articles.
- An infographic highlighting the key findings.
- Short social media clips.
- An email nurture sequence.
- Sales enablement one-pagers.

Sustainable Velocity: This strategy gives you a consistent flow of fresh content without requiring a proportional increase in resources. It extends the lifespan of your most valuable content while keeping your audience engaged through varied formats and touchpoints.

Building Brand Consistency: The "Surround Sound" Effect

For ABM to truly work, you need to establish a "surround sound" for your ICP, creating a cumulative sense of trust and recognition across every touchpoint through consistent, unified creative execution.

Unified Brand Experience: Every creative asset, from programmatic display banners and LinkedIn ads to email headers and landing pages, must share a consistent look, feel, and message. This consistency builds familiarity and trust, making your brand instantly recognizable and professional.

Message Orchestration: The message must evolve as the account moves through the funnel, but the core narrative should remain the same. The awareness message should set up the consideration message, which in turn sets up the final conversion message.

Measurement & Optimization: Proving Marketing's Value

The final piece of the puzzle is proving the ROI. As mentioned earlier, you must move beyond simple vanity metrics to focus on the data that demonstrates marketing's direct contribution to revenue.

Key Metrics for ABM Success

Metric Category	Traditional Metric (Volume-Based)	ABM Metric (Value-Based)	Why the Shift Matters
Pipeline	Marketing Qualified Leads (MQLs)	Pipeline Generated from Target Accounts	Focuses on the quality of leads that actually move the needle.
Engagement	Website Page Views	Target Account Engagement Score	Measures the depth and breadth of engagement across the entire buying committee.
Velocity	Sales Cycle Length (Average)	Account Progression Velocity	Tracks how quickly target accounts move through the sales cycle compared to non-target accounts.
Revenue	Marketing-Sourced Revenue	Revenue Influenced and Closed	Clearly demonstrates marketing's impact on the final business outcome.

The Attribution Challenge: Getting Credit Where It's Due

It's tough to connect every top-of-funnel activity to a final sale, especially when awareness campaigns influence prospects without driving a direct click. When a prospect finally converts, it often looks like "organic search" or "direct traffic," which hides your campaign's initial impact.

Beyond Last-Touch: We use blended approaches that include view-through conversions and multi-touch data-driven analysis to get a more accurate picture of influence. The goal is to show how your awareness activities are successfully priming the market and influencing perception, even when a direct click is elusive. This education is key to ensuring leadership values influence metrics alongside direct conversion counts.

Technology & Data: The Engine Room of ABM

The right technology stack is essential for executing a successful ABM strategy at scale. It acts as the central nervous system, connecting data, content, and execution.

Technology Component	Purpose in ABM	Key Features
CRM (e.g., Salesforce, HubSpot)	The single source of truth for all account and contact data.	Relationship history, sales activity tracking, and foundational data for targeting.
Intent Data Platforms	Identifies accounts actively researching solutions like yours.	Buying signal alerts, topic-level intent data, and competitive intelligence.
ABM Platforms (e.g., Demandbase, Terminus)	Intent data platforms that identifies accounts actively researching solutions like yours and orchestrates personalized experiences across multiple channels.	Buying signal alerts, topic-level intent data and competitive intelligence. Account-based advertising, web personalization, and sales alerts.
Sales Engagement (e.g., Outreach, Salesloft)	Enables the Sales Development team to execute highly personalized outreach.	Automated sequences, email tracking, and deep CRM integration. For landing pages and enhanced personalization look at Folloze, unbounce and Pathfactory.

By aligning these technologies, we create a seamless flow of data and insights, ensuring that every interaction your target accounts have with your brand is relevant, timely, and contributes to the overall goal: sustainable revenue growth. These are just some of the ABM tech stack recommendations we can make, but consider your own research and which solution will best serve your requirements.

Conclusion

Your Roadmap to Enterprise Growth

Conclusion – Your Roadmap to Enterprise Growth

The Strategic ABM Framework is your blueprint for transforming B2B marketing. By shifting your focus from volume to value, aligning your teams, and orchestrating personalized experiences for your most valuable accounts, you move beyond traditional marketing and become a true strategic revenue driver.

Ready to start building your pipeline-first engine? Let's discuss how to implement these three pillars within your organization and turn this framework into your competitive advantage.

