

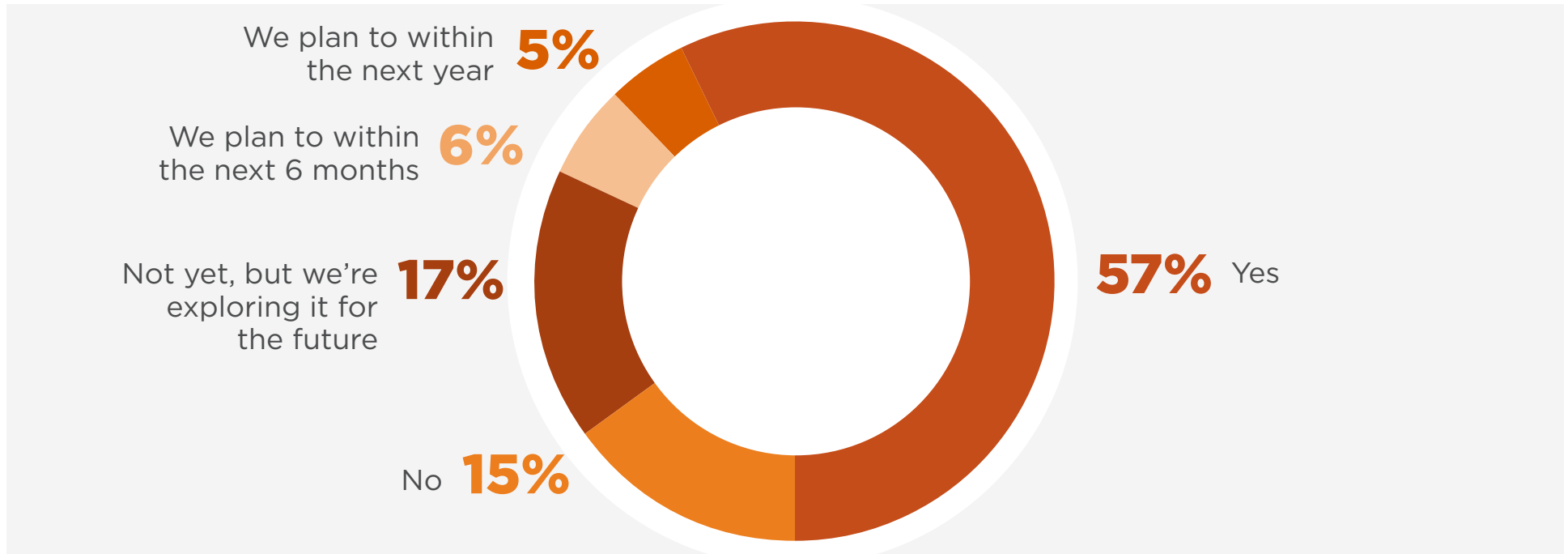
ACCOUNT BASED MARKETING: THE NEW STAR OF B2B MARKETING

CMOS WEIGH IN ON THE IMPORTANCE OF ACCOUNT BASED MARKETING AND ITS ROLE WITHIN THEIR B2B MARKETING STRATEGY

It's no secret that Account Based Marketing (ABM) has emerged as one of the most buzzed about trends within the B2B marketing world. As ABM evolves from a new, cutting edge tactic into a well known, trusted strategy, some B2B marketers are knee deep within their ABM journey, while others are still in the discovery process, searching for a better understanding before seeking buy-in. Among the array of questions that these marketers have, many are wondering: just how essential is Account Based Marketing to my organization's success? What challenges are my peers facing when leveraging ABM? How is ROI from ABM being measured? How much success are my peers achieving? And looking ahead, how will ABM fit in the B2B marketing landscape?

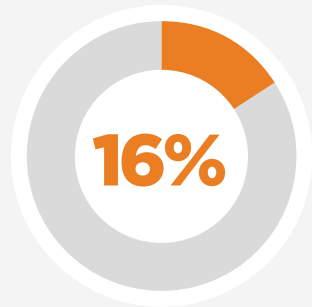
To better understand these questions, Argyle Executive Forum, in partnership with Oracle Marketing Cloud, surveyed leading B2B CMOs and marketing executives across the U.S. to better understand how they're incorporating ABM into their marketing strategies, what challenges and opportunities they've identified along the way, and the results they've observed thus far. Read on to explore this data and learn more about the evolution of ABM as a key component of B2B marketing.

DOES YOUR MARKETING ORGANIZATION USE SOME FORM OF ACCOUNT BASED MARKETING?

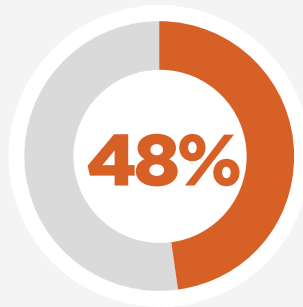


ALMOST 60% OF RESPONDENTS CURRENTLY USE ACCOUNT BASED MARKETING, and an additional 28% are actively exploring future use, indicating ABM's rising importance in today's marketing landscape.

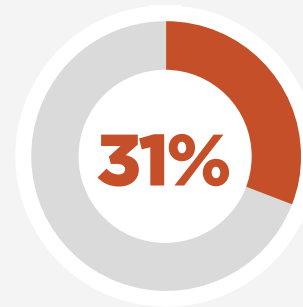
IF YES, HOW IMPORTANT IS ACCOUNT BASED MARKETING TO YOUR ORGANIZATION?



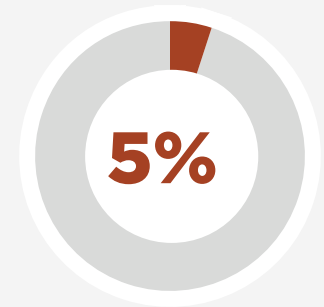
Crucial to our marketing team's success



Very important



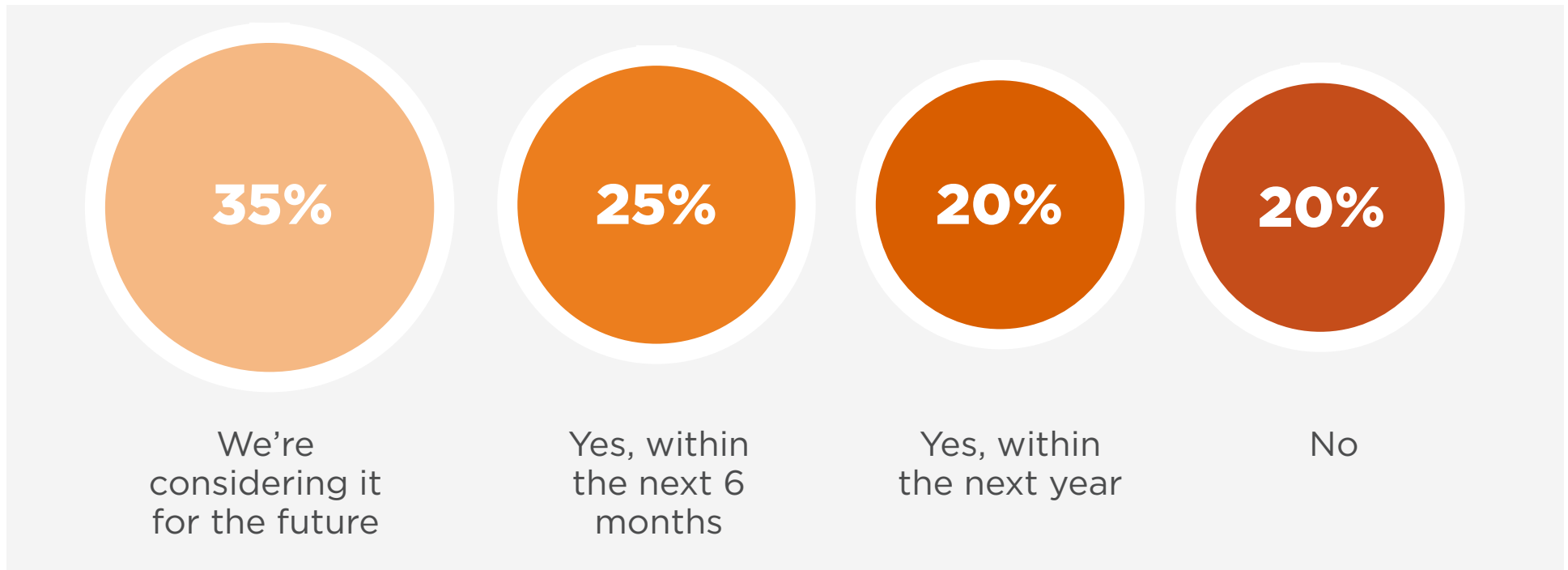
Somewhat important



Not a big focus right now

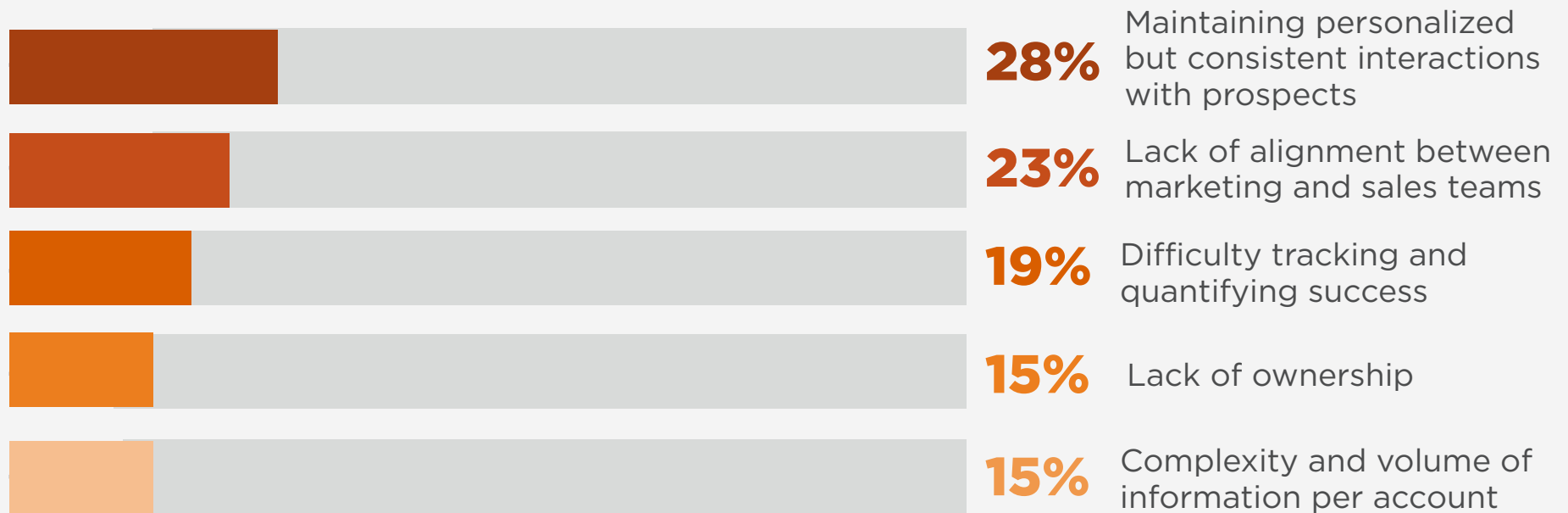
A clear majority of **64% RESPONDENTS** who use ABM indicated that it is either **VERY IMPORTANT OR EVEN CRITICALLY IMPORTANT** to the business.

DOES YOUR MARKETING TEAM PLAN TO EXPAND THEIR FOCUS ON ACCOUNT BASED MARKETING?



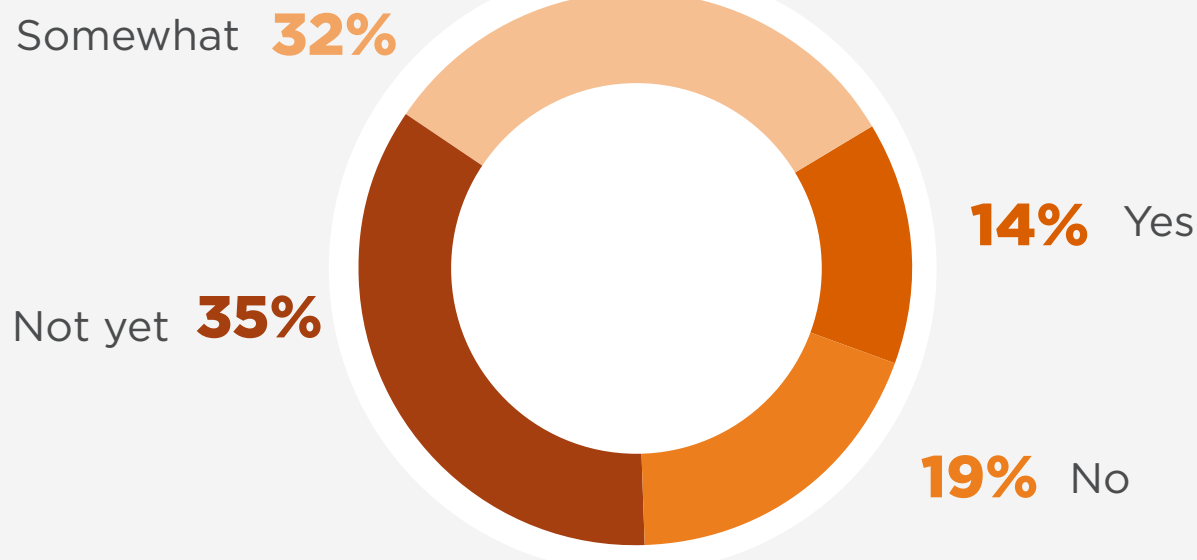
A DOMINANT 80% OF THOSE SURVEYED ARE EITHER CONSIDERING OR PLANNING TO FOCUS ON ABM IN THE FUTURE; 45% of whom plan to do so within the next year.

WHAT IS YOUR TOP CHALLENGE WITH REGARDS TO LEVERAGING ACCOUNT BASED MARKETING?



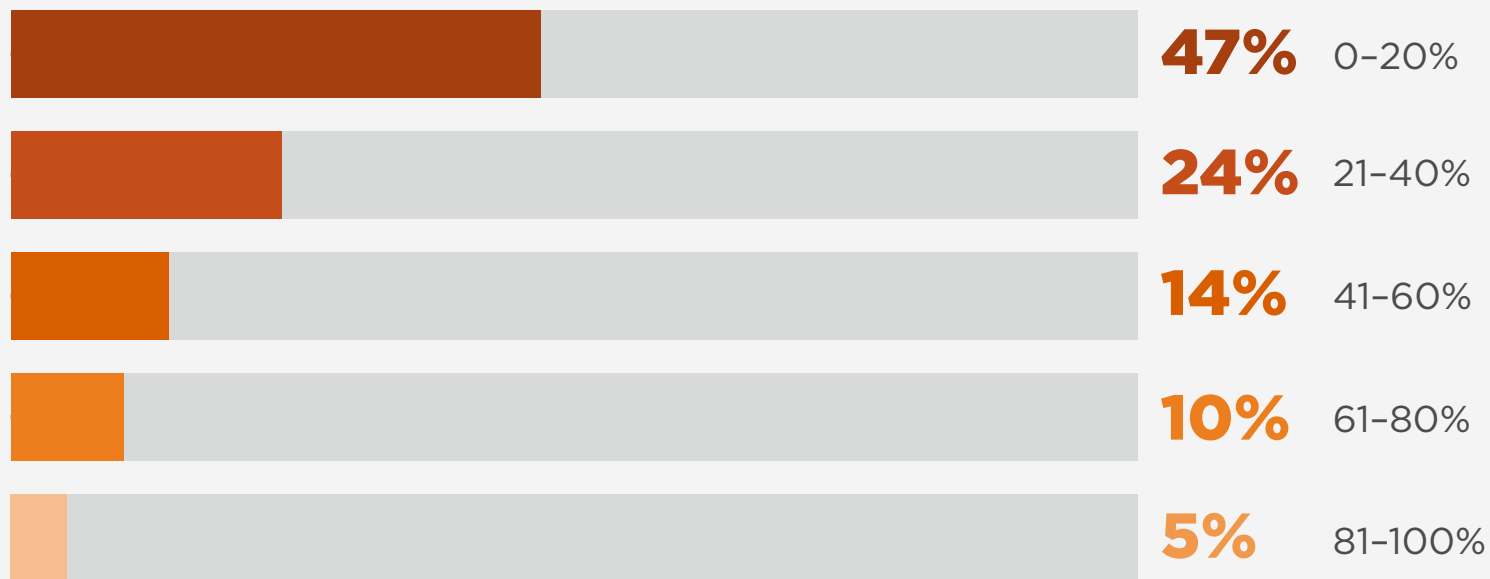
MAINTAINING PERSONALIZED BUT CONSISTENT INTERACTIONS WITH PROSPECTS IS THE MOST PROMINENT CHALLENGE when leveraging ABM, as indicated by 28% of respondents. The alignment of marketing and sales is also a top struggle for B2B marketing leaders.

HAVE YOU BEEN ABLE TO MEASURE POSITIVE ROI FROM YOUR ABM EFFORTS?



A PROMISING 46% OF RESPONDENTS HAVE BEEN ABLE TO TIE ABM TO ROI, while 54% have not yet reached this milestone, underscoring the opportunity that those marketers face to demonstrate ABM's potential to their executive teams. While several factors are often at play, ABM is well known for revealing its strong payoff after a substantial period of time, and the ability to measure this depends on leveraging the right tools and establishing predefined metrics to demonstrate ROI.

OUT OF YOUR TOTAL ACCOUNTS, WHAT PERCENTAGE IS PART OF YOUR CURRENT ABM STRATEGY?



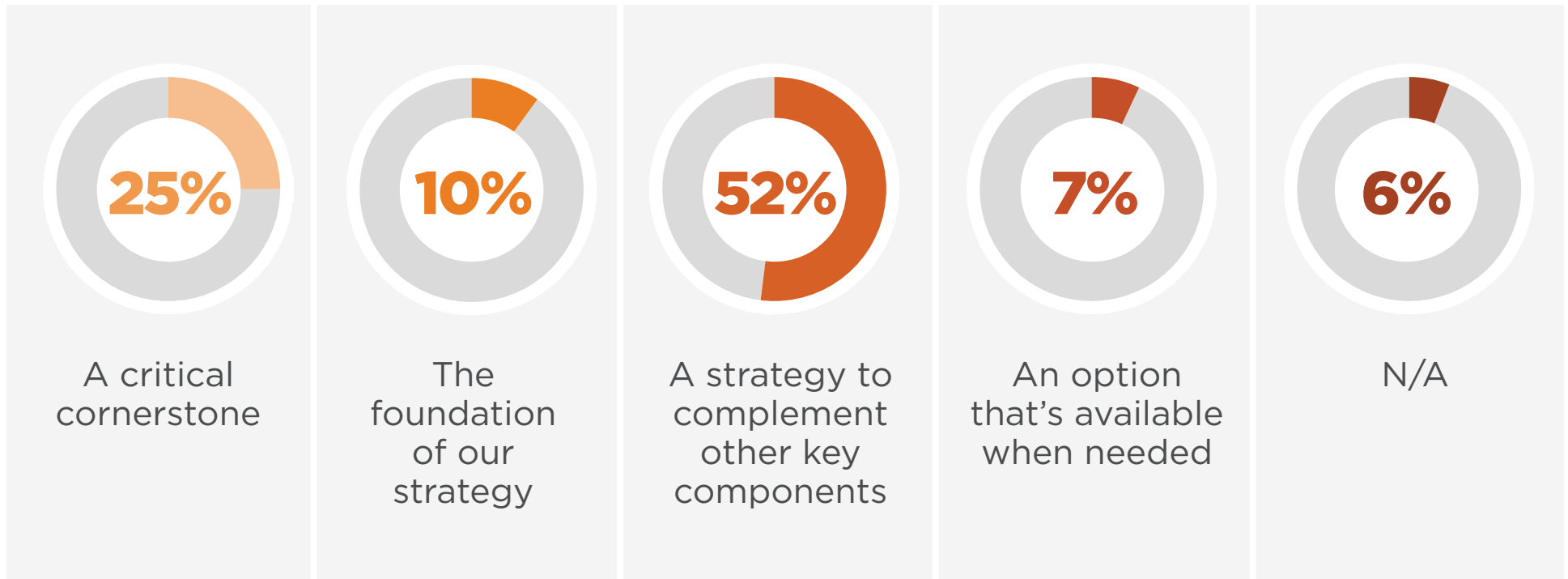
OVER 50% OF THOSE SURVEYED HAVE AT LEAST 20% OF THEIR ACCOUNTS INCLUDED IN THEIR ABM STRATEGY.

WHAT ASPECT OF ABM HAVE YOU IMPLEMENTED THUS FAR? (SELECT ALL THAT APPLY)



ACCOUNT BASED DATA AND ACCOUNT BASED PROFILING ARE THE MOST WIDELY LEVERAGED ASPECTS OF ABM RIGHT NOW, as indicated by over 40% of respondents in both categories.

LOOKING TO THE FUTURE, HOW DO YOU FORESEE ABM FITTING INTO YOUR OVERALL MARKETING STRATEGY?



As leading B2B marketing executives consider their organizations' long term marketing strategy, **OVER 75% FORESEE ABM AS EITHER A CRITICAL CORNERSTONE OR AN IMPORTANT COMPONENT OF THEIR SUCCESS.**

ABOUT ARGYLE EXECUTIVE FORUM

Argyle Executive Forum brings business information and thought leadership to leading professionals from Fortune 1000 companies in North America, Europe, Asia and Australia. Argyle serves a curated membership community of over 2 million business leaders in finance, marketing, data analytics, technology, strategy, customer engagement, human capital, legal, supply chain and security. Clients use our engagement events, marketing services and content solutions to communicate their brand and spotlight their product innovations to our members. Along with our CFO Publishing and Innovation Enterprise divisions, we reach both highly targeted senior executives and broad industry groups.

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Modern Marketers choose Oracle Marketing Cloud to build customer obsessed cultures, create and manage ideal customers, and power revenue performance. They use award-winning technology and expertise to transform marketing by truly knowing the customer, engaging with cross-channel marketing, and achieving data driven accountability. Integrated information from cross-channel, content, and social marketing with data management and dozens of AppCloud apps enables these businesses to target, engage, convert, analyze, and use marketing technology to deliver personalized customer experiences at every interaction. Visit [**oracle.com/marketingcloud**](https://oracle.com/marketingcloud).

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