



Solving the ABM measurement challenge to grow revenue





Account-based marketing (ABM) is the go-to-market (GTM) model of choice for B2B marketers and sellers, and the strategy continues to gain popularity.

In fact, according to the 2023 ABM BenchMark Survey ([DemandGen](#)), 67% of marketing practitioners currently use ABM, and this number will grow to 81% in the next year.

Executed well, ABM provides a focused effort to identify, engage, and win target, in-market accounts. A coordinated sales and marketing effort with high-value content and outreach to the key stakeholders on buying committees increases the efficiency and effectiveness of the demand-to-revenue process.

But, an ongoing challenge we hear among B2B marketers that holds them back from driving revenue—whether in your first or 10th year of ABM—is [the challenge of account-based measurement](#).

The ongoing struggle with account-based measurement

"If you can't measure it, you can't manage it."

ABM requires a significant internal shift among business leaders, executives, and board members accustomed to getting immediate, measurable outcomes from marketing through leads. Without an ABM measurement framework in place, it's next to impossible to continue securing the budget, resources, and trust of your stakeholders to achieve success.

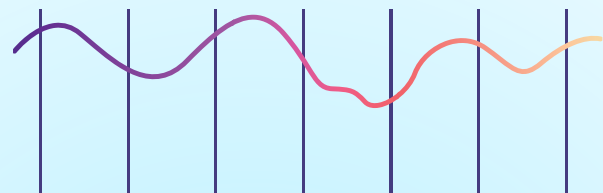
According to the same 2023 ABM Benchmark survey, only 26% of organizations that invest in ABM currently conduct separate measurements for ABM programs. This low adoption rate suggests that organizations understand the value of ABM but have yet to fully commit to specialized measurement or simply lack the tools to do so.

The reality is ABM measurement is tricky and elusive.

ABM is an integrated GTM motion between sales, marketing, and customer success that requires coordination and a variety of touchpoints across buying committee members and personas at target accounts, spanning multiple systems and processes.



Only 26% of organizations that invest in ABM currently conduct separate measurements for ABM programs.



ABM measurement is an obvious gap with today's solutions

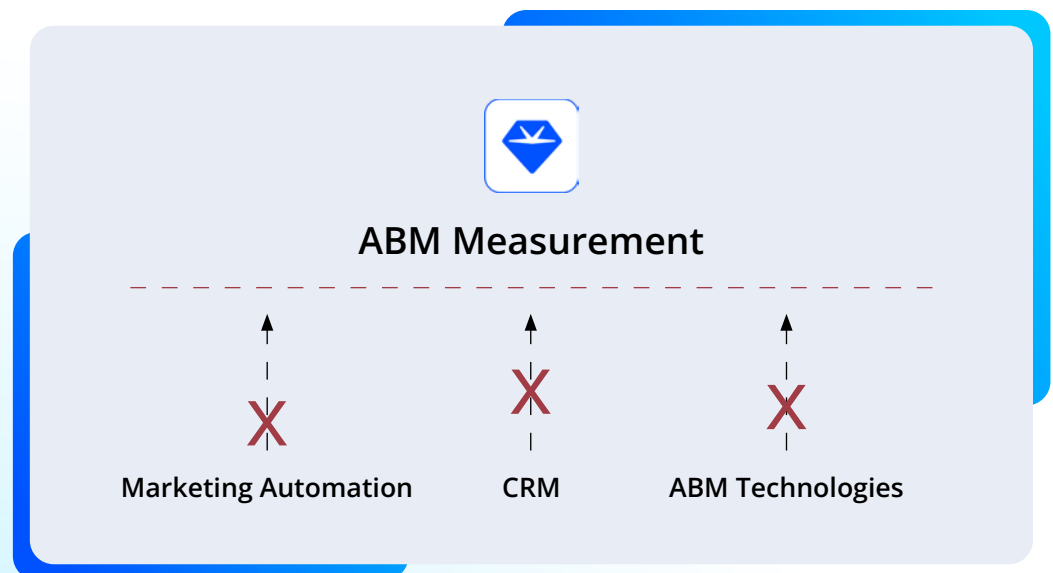
The tools we have today just don't give us the immediate and long-term account-based metrics necessary to arm our frontline teams, forecast ABM revenue and pipeline, and know where to invest to scale results.

Traditional sales and marketing platforms like CRM and marketing automation weren't built for ABM. They're built for lead capture, database list uploads, email blasting, and basic reporting. And while most enhanced their capabilities to provide better ABM tools, we've shoehorned those technologies through integrations and data projects to work, adding greater complexity to measurement.

Then, there's the ecosystem of tools and platforms that emerged when ABM was at its peak of popularity. Many are now household names in the B2B martech industry. But the newer, ABM-focused technologies typically only play a small part in an overall strategy, whether a single channel, tactic, or campaign. And that's created data silos that need unification as we look to measure the impact of ABM on pipeline, revenue, and outcomes.

ABM measurement is an obvious gap.

The lack of a measurement solution has led marketers to build homegrown ABM solutions, manually assembling the different systems, tools, processes, and data to get results so far in the rearview mirror that they're no longer relevant.



Few marketers have successfully transitioned to an account-based measurement solution that satisfies the requirement to understand the impact of touchpoints across teams, buying committees, tactics, and channels on account relationships to make actionable optimizations.

That's why we're building NavigateIQ.

NavigateIQ solves the challenge of account-based measurement

Over the past decade, we've worked side-by-side with hundreds of revenue and demand marketers, and we understand the ABM measurement gap can mean the difference between revenue and ruin.

With NavigateIQ, we're building what we know marketers want and need: a straightforward approach to determining what's working, what's not, and where to invest your ABM budget and resources to scale results.

We'll wrangle your marketing and revenue data from siloed databases to get a complete account-based view without manual data jockeying, building bespoke integrations, and hiring dedicated data scientists.

And we'll help you answer the questions you've been asking since the beginning of your account-based journey.

Like how marketing activities and campaigns directly contributed to account opportunity and pipeline growth, so you can report to your CMO and executives.



Or the specific actions your GTM teams need to take and personas to engage in accelerating open opportunities based on an aggregate view of winning opportunities.

Furthermore, you'll finally know what marketing activities correlate with winning deals to invest your ABM budget and resources and which have minimal impact on optimizing your performance.

Alongside measurement dashboards is our team of revenue and demand veterans who work with you to provide the expertise to navigate marketing intelligently and finally realize the value of your ABM efforts.

See what's possible with measurement.
Schedule a peek at NavigateIQ.

[Learn more](#)