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Metrics that Matter:

Measuring ABM and Integrated Campaign Results

EBOOK

Gaining Control Over Pipeline and Revenue Through Measurement

Let's face it—pipeline and revenue don't just happen.

There's a series of key performance indicators (KPIs) and metrics that allow you to not only understand how these numbers are achieved, but also enable you to predict whether you're going to hit them. Many serve as early warning signs, alerting you of potential shortfalls in reaching your targets— whether it's driving meetings with your sales team, converting prospects into customers, or even securing larger deals.

Having a more comprehensive view of campaign process and performance gives you a better sense of control over being able to influence outcomes. By monitoring metrics throughout the lifecycle of your account-based marketing (ABM) strategy and resulting campaigns, you gain a more complete view of your revenue waterfall and see more opportunities for optimization. This proactive approach allows you to manage and guide the customer journey effectively, rather than merely responding to it.

This guide is designed to give you a more complete view of the metrics that matter so you know what to measure and when and how to do it. Use it to develop a framework that enables you to operate more effectively when goals grow or the market—and competitors—make it harder to grow.

Common Challenges in Measuring ABM Success

Marketers face a number of hurdles when it comes to accurately measuring and demonstrating their ABM performance. While some of these challenges stem from inherent complexities with pinpointing and attributing the success of marketing initiatives to specific high-value accounts, others relate to more general obstacles impacting the B2B marketing space.

The bottom line: growth is harder, and budgets are tighter. Marketers can no longer rely on the promise of additional budget when times get tough. You need better visibility into campaign progression to identify areas of optimization to ensure you're engaging accounts more effectively than your competitors.

Here's why measurement has gotten harder:

- **The decision-making process has changed.** Buying cycles are longer and involve more touchpoints across more channels. You used to be able to focus your efforts on one or two key decision-makers; now, you need to influence members of the entire buying committee made up of representatives from different departments, titles, and seniorities. Compounding these challenges are market and competitive forces that make it even more difficult to get a group consensus that a problem exists and drive urgency to solve it.

- **Lack of education.** Nobody teaches you how to measure the customer lifecycle effectively to be able to predict results confidently and implement strategies to optimize underperforming results. This lack of knowledge leads to less confidence in being able to materially affect the final impact.

- **Data is more disseminated.** The data needed to inform your measurement efforts is cumbersome and often siloed, making it difficult to obtain and connect into a single view. It can be difficult to know what data you need and whether the data you have is even accurate.

- **Increased expectations from internal teams.** You face external pressures, both vertically (i.e. executives) and horizontally (i.e. sales), to not only be in control of the buying journey throughout all campaigns within your ABM strategy, but to also meet their constant expectations to show higher ROI faster.

# Understanding the Difference Between Metrics and KPIs

An effective measurement framework includes both metrics and KPIs that ladder up to your campaign goals and business objectives. While metrics and KPIs are often used interchangeably, they serve very different purposes in business performance measurement:

- **Metrics (Tactical):** Quantitative measures used to track and assess specific activities or processes—such as email open rates or website traffic—that help you understand performance at a tactical level. Metrics monitor the execution of daily activities and operational efficiency and can be tracked in real time or over short periods to provide immediate feedback on specific aspects of performance.

- **KPIs (Strategic):** High-level measures essential for strategic planning and decision-making. KPIs are typically reviewed over longer periods, such as quarterly or annually, to gauge progress toward larger business goals. Some metrics, such as customer acquisition cost, customer lifetime value, and revenue growth rate, can be considered KPIs as they are used to assess overall progress toward strategic goals and long-term objectives.

In essence, while metrics provide the operational data needed to manage and optimize daily activities, KPIs offer a high-level view of whether those activities are driving the organization toward its strategic goals. Understanding how and when to use them is a key component of your measurement strategy. While using both metrics and KPIs ensures a balanced approach to performance measurement, there are times when one should be prioritized over the other based on specific business goals. The simple rule to follow is that your metrics are your facts, your data points and foundation in putting together your data-driven narrative around your KPIs and overall goals.

For instance, if your primary goal is pipeline growth, prioritize KPIs such as influenced pipeline creation and pipeline velocity (the speed at which a deal is closed). Use metrics like content engagement rate or lead conversion rate to ensure you're on track to meeting your goal and to help you identify areas where adjustments or optimizations are needed.

> *Pipeline growth is the most widely used metric for 67% of companies, closely followed by revenue growth at 63%.*
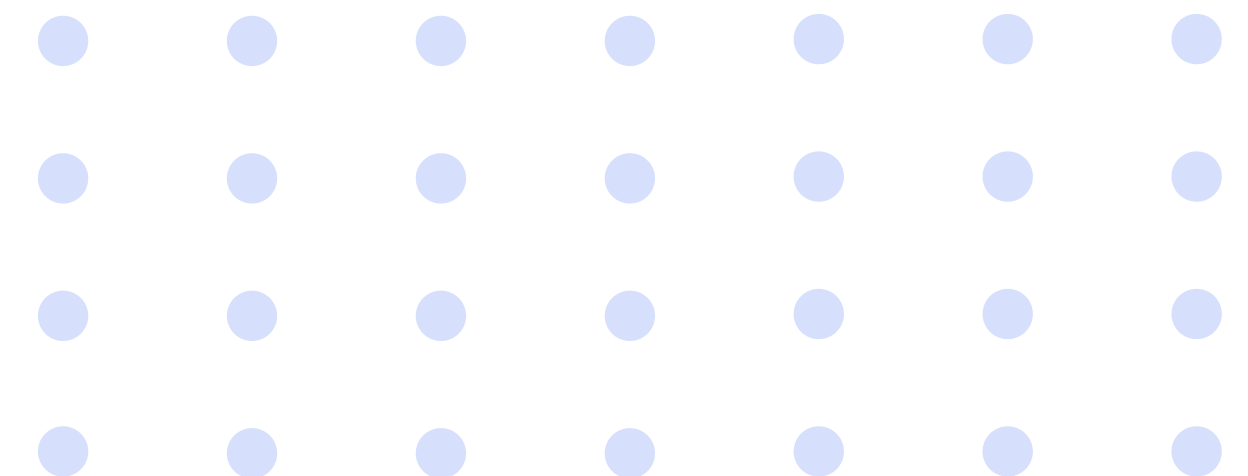
Key Account-Based Marketing KPIs and Metrics to Track

Metrics and KPIs work together in that you can link metrics to specific KPIs—but not the other way around. It's important, then, to understand how you can organize your ABM measurement efforts into different groups that clearly define the relationship between KPIs and metrics, and how both link to a larger goal.

Here are 13 KPIs divided across three main goals of your ABM campaigns:

Goal 1: Market Reach and Engagement

Many companies attribute marketing's efforts to top-of-funnel activities, such as brand awareness. But marketers know that they need a unified brand-to-demand strategy to successfully penetrate and engage every buying committee member across target accounts. These KPIs dig deeper into your reach and engagement to see how your marketing efforts generate demand, which will lead into the next group of metrics you need to analyze.

Market Reach

Market reach evaluates the total potential market size and the percentage of that market you can reach. This KPI is crucial as it helps identify your ABM efforts' overall scope and potential. By understanding your market reach, you can gauge how well your marketing and sales teams penetrate the market.

Market Reach $=\dfrac{\text{Total reachable accounts}}{\text{Total addressable accounts}} \times 100$

Example: If you have identified 1,000 addressable accounts in your market, and your campaigns effectively reach 600 of these accounts, your market reach would be **(600 / 1,000) x 100 = 60%**.

A high market reach indicates that your ABM strategies effectively target and engage the intended audience. If your market reach analysis reveals untapped segments, you might adjust your targeting strategy to include them, potentially expanding your market reach and increasing your addressable audience.

Account Engagement

Account engagement measures interactions such as website visits, email opens, and content downloads from target accounts. This KPI indicates the level of interest and engagement from your targeted accounts, helping to assess the effectiveness of your outreach and content strategies.

Account Engagement = (Sum of interactions from target accounts)

Website Visits + Email Opens + Content Downloads

Example: If target accounts have interacted with your content through 300 website visits, 150 email opens, and 50 content downloads, your total account engagement would be **300 + 150 + 50 = 500** interactions.

High engagement levels within your ABM program suggest that your content and campaigns resonate well with your audience. If you notice low engagement from a high-priority account, it may prompt you to revise your content strategy or personalize your outreach more effectively to capture their interest.

Audience Exposure Time

Audience exposure time tracks the time target accounts spend interacting with your content. This metric reflects the quality and relevance of your content to the audience.

Audience Exposure Time = Total time spent on content by target accounts across channels (Including display, social media, or connected television advertising)

Example: If target accounts spend 1,000 minutes interacting with your content in a month, your audience exposure time is measured and scored to prioritize audiences who know you and are actively engaging with your marketing campaigns.

While your industry and platform impact your exposure time benchmarks, the obvious consensus is that longer exposure times typically indicate that your content is engaging and valuable to your audience. If you notice short exposure times, it could indicate that your content isn't resonating. Revise your content to make it more engaging or informative. Even updating statistics and CTAs will increase the likelihood of retaining your audience's attention, as they know they're reading up-to-date industry insights.

Engaged Accounts

Engaged accounts, often referenced as marketing-qualified accounts (MQAs), is the number of accounts showing consistent engagement across multiple decision-makers within a buying group. This KPI helps identify which accounts are most likely to convert and where you should focus your efforts.

Engaged Accounts = Number of accounts with consistent engagement from multiple decision-makers

Example: If 20 of your target accounts show consistent engagement from at least three different decision-makers within each account, you have 20 engaged accounts.

Having multiple decision-makers engaged suggests a deeper penetration of the account and a higher likelihood of conversion beyond just lead generation. If only a single decision-maker engages with your campaign, expanding your outreach based on the level of engagement to other influencers within the account can help increase the likelihood of conversion.

> *__84%__ of B2B marketers cite integrating/correlating data across multiple platforms as their top challenge measuring content performance, followed by extracting insights from data (77%) and tying performance data to goals (76%).*

Goal 2: Pipeline and Conversion

There are hundreds of metrics and KPIs to choose from for pipeline and conversion that highlight sales and marketing's efforts. You should isolate your marketing efforts to discover how your ABM campaigns contribute to the overall sales funnel. From there, you can dig deeper into cross-collaborative efforts between the marketing and sales team to identify optimization opportunities around any sales enablement materials.

Influenced Pipeline Creation

Influenced pipeline creation assesses the value of opportunities created in the pipeline attributed to ABM efforts. This KPI demonstrates the direct impact of ABM on pipeline growth, highlighting how effective your ABM strategies are in generating potential revenue.

Influenced Pipeline Creation **=** Sum of the value of opportunities created attributed to ABM efforts

Example: If your ABM efforts have generated three opportunities valued at $50,000, $75,000, and $100,000 respectively, your influenced pipeline creation would be **$50,000 + $75,000 + $100,000 = $225,000**.

A high influence on pipeline creation signifies that your ABM campaigns are effectively driving pipeline growth. If this metric is low, you might analyze the effectiveness of your current campaigns and adjust messaging or targeting to better resonate with your audience.

Pipeline Velocity

Pipeline velocity measures the speed at which opportunities move through the sales pipeline, focusing on the time taken from opportunity creation to closing the deal. This KPI helps evaluate the efficiency of your sales process and identify potential bottlenecks.

Example: If your typical deal takes 120 days to close, but recent optimizations have reduced this to 100 days, your pipeline velocity improvement can be calculated as a reduction of 20 days per deal.

Your industry, company growth stage, and offering play an important role in finding a true benchmark for pipeline velocity, as it depends on how open your marketplace may be in terms of in- and out-of-market buyers. A fast-moving pipeline indicates a smooth and efficient sales process. If you notice a slowdown in a specific sales stage, such as the "proposal" stage, you could provide additional training to your sales team or adjust your strategy to address common objections.

Customer Win Rate

Customer win rate is the percentage of engaged accounts that convert to customers. This metric indicates the effectiveness of your targeting and engagement strategies, providing insight into your ABM campaign's success.

Example: If you have 50 engaged accounts and successfully close deals with 10 of them, your win rate would be **(10 / 50) x 100 = 20%**.

A high win rate suggests that your ABM efforts are successfully converting targeted accounts into customers. A low win rate may prompt a review of your sales process or value proposition to ensure you effectively communicate your offering's benefits.
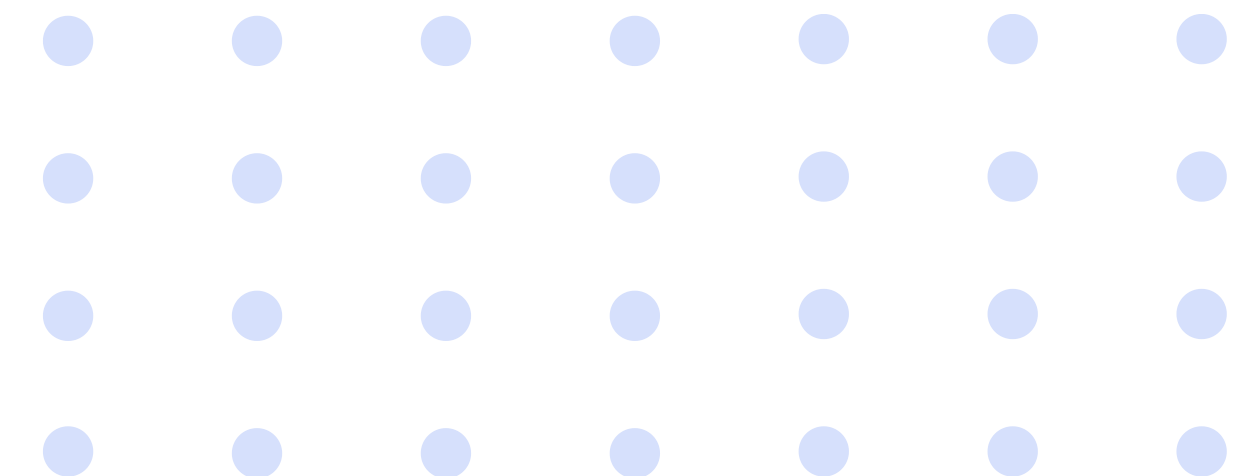
Average Deal Size

Average deal size measures the average value of deals closed with target accounts. This metric highlights the revenue potential of ABM-targeted accounts and can help optimize your targeting strategy.

Example: If your total revenue from 10 closed deals is $1,000,000, the average deal size would be **$1,000,000 / 10 = $100,000.**

A larger average deal size indicates successful targeting of high-value accounts. If the average deal size is smaller than expected, you might refine your targeting to focus on larger accounts or enhance your sales approach to upsell higher-value solutions.

> _**37%** of B2B marketers listed "average deal size" as the metric their portfolio marketing team is measured on._

Goal 3: Account Retention and Growth

If your company isn't growing, it's dying—which is why you need to emphasize the importance of growing and retaining existing accounts. It's a known adage that successfully converting an existing customer to buy more costs five times less than acquiring a new account. You need to identify what metrics signal successful expansion and retention, which will lead to deeper insights into customer satisfaction with your services and products.

Retention Rate

Retention rate measures the percentage of target accounts retained over time, providing insights into customer satisfaction and long-term value. This metric is crucial for understanding the effectiveness of your ABM efforts in maintaining relationships with high-value accounts.

$$\text{Retention Rate} = \frac{\text{Number of retained accounts}}{\text{Total number of accounts}} \times 100$$

Example: If you start with 200 accounts and retain 180 over a specified period, your retention rate would be **(180 / 200) x 100 = 90%**.

A high retention rate indicates strong customer satisfaction and successful relationship management. If retention rates are declining, it may indicate product satisfaction or customer support issues, prompting a review of your customer success strategies.

> *While marketing leadership dashboards have traditionally skewed toward performance related to an initial purchase, more than half (53%) of the metrics now featured on CMO dashboards describe performance after an initial sale has been made.*

Product Adoption

Product adoption assesses the extent to which target accounts adopt your products or services. This metric indicates the success of your ABM efforts in driving overall product usage or a key feature and its impact on revenue growth or retention. Use this metric to inform product development and marketing strategies.

Example: If 70 of 100 targeted accounts are actively using your product, your product adoption rate would be **(70 / 100) x 100 = 70%**.

High product adoption rates suggest that your product meets the needs of your target accounts. Low product adoption could lead to an initiative to improve onboarding processes or provide additional training and resources for customers.

Customer Upsell Rate

Customer upsell rate measures the rate at which existing accounts purchase additional products or services. This metric reflects the success of upselling initiatives and helps identify opportunities for revenue growth.

Example: If you have 50 existing accounts and 15 purchase additional products, your upsell rate would be **(15 / 50) x 100 = 30%**.

A high upsell rate indicates that your existing customers find value in additional products or services. If upsell rates are low, you might create targeted campaigns highlighting the benefits of complementary products to existing customers.

Cross-Sell Rate

Your cross-sell rate measures the rate at which existing accounts purchase complementary products or services. This metric indicates the effectiveness of your cross-selling strategies and can help optimize your product bundling and promotional efforts.

$$\text{Cross-Sell Rate} = \frac{\text{Number of cross-sells}}{\text{Total number of existing accounts}} \times 100$$

Example: If you have 40 existing accounts and 10 purchase complementary products, your cross-sell rate would be **(10 / 40) x 100 = 25%**.

Successful cross-selling can significantly increase revenue from existing customers. Low cross-sell rates may prompt a reassessment of your product bundling strategies or creating joint promotional offers to encourage cross-purchases.

Net Revenue Retention (NRR)

Net revenue retention provides a comprehensive view of growth from existing customers, including upsells and cross-sells, over a set period of time. This metric measures the percentage of recurring revenue retained from existing accounts, highlighting the effectiveness of your retention and customer expansion strategies.

$$\text{Net Revenue Retention (NRR)} = \frac{\substack{\text{Revenue from existing customers at the end of the period} + \text{Upsell and cross-sell revenue} - \text{Revenue churn}}}{\text{Revenue from existing customers at the beginning of the period}} \times 100$$

Example: If you start with $500,000 in revenue from existing customers, add $50,000 from upsells and cross-sells, and lose $20,000 due to churn, your NRR would be **(($500,000 + $50,000 – $20,000) / $500,000) x 100 = 106%**.

A high NRR indicates strong customer loyalty and effective upsell & cross-sell strategies. If NRR is lower than expected, you need to analyze the reasons behind churn and upsell & cross-sell performance to identify areas for improvement in your customer retention and expansion strategies.

How to Create a Better Framework to Measure Campaign Effectiveness

Measuring the effectiveness of your ABM strategy is crucial for ensuring that your marketing efforts align with your business goals and deliver desired results. You need to create a standard, repeatable framework to unlock a granular understanding of ABM campaign efficiency and identify areas to optimize to maximize your efforts. Here are the key steps to help you track and analyze your ABM KPIs and metrics more effectively.

> **_61%_ _of marketing leaders acknowledge that they don't believe their measurements and analytics are well-aligned with organizational objectives and/or strategies for growth._**

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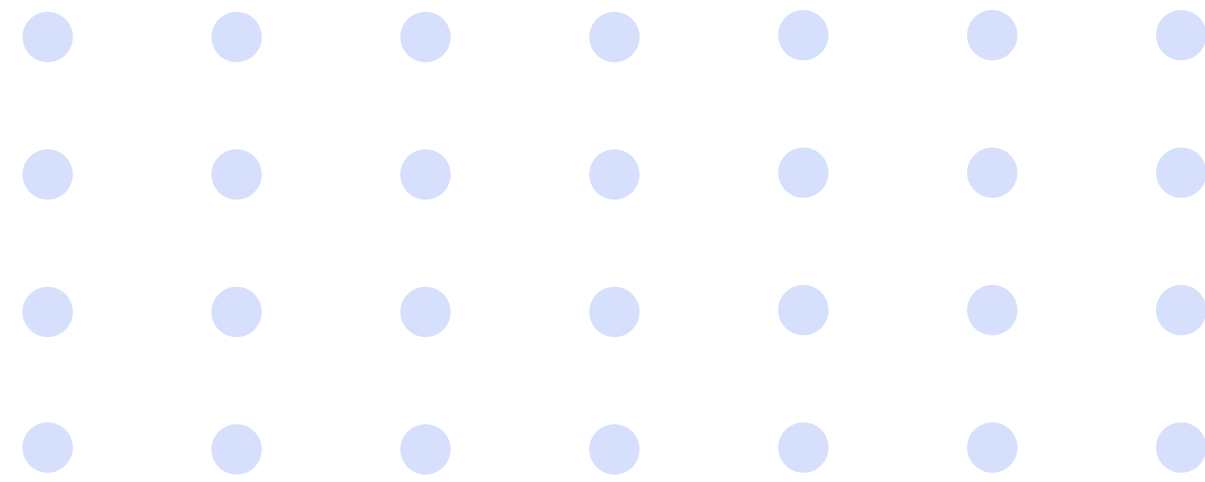
Step 1: Implement Tools and Technology for Tracking ABM Metrics and KPIs

Technology is instrumental in streamlining the ABM measurement process by providing a structured, automated approach to capturing detailed interaction data, which facilitates a comprehensive analysis of engagement patterns and preferences within target accounts. The complexity of ABM strategies—tracking engagement across multiple channels, managing a dynamic pipeline, and attributing success to the right touchpoints—requires a tech stack that delivers clarity and precision. This not only simplifies the tracking of essential ABM metrics, but also empowers you to make smarter optimization decisions based on actionable insights.

Here's a list of tools and technologies to use for tracking ABM metrics and KPIs:

- **Customer Relationship Management (CRM) Systems:** Your CRM is essential for tracking interactions with target accounts and managing pipeline data. A robust CRM system provides a centralized location for all account information, making monitoring KPIs and metrics such as engagement, pipeline creation, and conversion rates easier. CRMs offer a comprehensive view of cross-channel program performance and account engagement when connected with marketing automation tools, allowing for more informed decision-making and strategy adjustments.

- **Marketing Automation Tools:** Marketing automation platforms (MAPs) help automate and track marketing activities, including email campaigns, content downloads, and website visits. Leading marketing automation tools enable you to leverage intent signals and campaign performance to inform target account scoring models and measure the impact of your campaigns on pipeline and revenue through their integration with CRM systems, ensuring that your ABM efforts are effectively driving business outcomes.

- **ABM Platforms:** Dedicated ABM platforms are designed to manage and optimize account-based marketing strategies. These platforms provide advanced analytics and reporting capabilities, allowing you to track the performance of your ABM campaigns in real time. ABM platforms can connect with CRM systems and marketing automation tools, providing a seamless flow of data that enhances visibility into account engagement and program performance. They help identify high-value accounts, measure engagement across multiple channels, and assess the overall impact on pipeline and revenue.

Step 2: Set Up Dashboards for Real-Time Tracking

Creating dashboards for tracking your ABM KPIs and metrics in real time allows for continuous monitoring and quick adjustments. Dashboards should be designed to provide at-a-glance views of critical metrics and trends. Here are some best practices:

- **Integrate Data Sources:** Ensure your dashboard pulls data from all relevant sources, including CRM, marketing automation, and ABM platforms. Integration ensures a holistic view of your KPIs.

- **Customize KPIs and Metrics:** Tailor your dashboard to display the most relevant KPIs and metrics for your ABM strategy. This customization might include market reach, account engagement, pipeline velocity, and more, but must include whatever enables strong data storytelling around marketing's efforts.

- **Visualize Data:** Use charts, graphs, and other visual tools to make data easily interpretable. Visualizations help in quickly identifying trends and anomalies.

> _**78%** of teams use integrated tools that share data to keep marketing and sales on the same page._

Step 3: Analyze Data to Gain Actionable Insights

When interpreting ABM measurement data, the key is to focus on the "so what." Viewing the numbers is not enough—you need to understand what they mean for your strategy. For example, if your account engagement KPI is low, look at the metrics feeding into it—are target accounts opening emails, attending webinars, or engaging with your content? If these interactions are lagging, the takeaway is clear: your messaging or channel tactics may need adjustment.

Having a structured process for analyzing your ABM data is essential for turning raw metrics into actionable insights. Here's how to approach this analysis:

- **Identify Trends:** Look for patterns in your KPIs over time. Are there certain periods when engagement spikes? Are there stages in the pipeline where deals frequently stall?

- **Benchmark Performance:** Compare your current performance against historical data and industry benchmarks. This comparison helps you understand where you stand and identify areas for improvement. Tracking ongoing trends provides more valuable insights than looking at single point-in-time results, as it shows the true impact of marketing's investment over time.

- **Segment Data:** Break down your KPIs and metrics into segments, such as industry, company size, or account tier. Segmenting data can reveal insights specific to different target groups, allowing for more tailored strategies.

Keep in mind that ABM success isn't necessarily measured by the quantity of account leads gained. After all, ABM is extremely resource intensive and focused on going after the accounts that will provide the most value. For example, one enterprise account that you're able to grow and retain for years to come is much more valuable than landing several low or mid-level accounts that won't benefit from your solution in the long term and will churn to a competitor's solution. Focus instead on the quality of converted accounts to underscore the success of your efforts.

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Best Practices for Optimizing ABM KPIs

Optimizing your ABM KPIs involves continuously monitoring, analyzing, and adjusting your strategies to ensure they align with your business goals and deliver the desired results. Here are some best practices to help you optimize your ABM KPIs effectively.

Review and Adjust KPIs on a Regular Cadence

To ensure your ABM strategy remains effective, reviewing and adjusting your KPIs regularly is crucial. Most organizations aim for a 28-day overview, but will often review on a monthly, quarterly, and yearly cadence. This process involves:

- **Frequent Monitoring:** Regularly track your KPIs to identify trends and anomalies. Use dashboards to visualize data and make it easier to spot issues early.

- **Data Analysis:** Analyze the collected data to understand what's working and what's not. Look for patterns and correlations that can provide insights into your ABM performance.

- **Adjust Strategies:** Based on your analysis of the metrics, adjust your ABM strategies to address any identified issues. This might involve refining your targeting, changing your messaging, or reallocating resources to more effective channels.

Here's how that framework might look:

Weekly: Track, Review, and React

Clear and consistent communication within your team is key to successful account engagement. Meet weekly to review key stats that reveal how prospects are engaging with content in the beginning of the buying journey. Use this time to look at account engagement metrics that identify any anomalies or trends that could indicate problems or opportunities. React swiftly by making quick adjustments based on your findings.

Metrics to Review:

- Content engagement (i.e. email opens, click-through rates, video views, social shares)

- Website visits

- Lead delivery

Content engagement and website visits are important leading indicators of campaign performance. Reviewing these metrics—along with lead delivery stats—each week ensures your top-of-funnel activities are driving key decision-makers through the buyer's journey. This analysis not only highlights the adjustments needed for your current nurturing strategy, but also informs improvements needed for other programs.

For example, if buyers are not engaging with a current piece of content, you should review whether it's an effective asset at that point in the buyer's journey or whether it might work better once the prospect moves to a different funnel stage.

Optimization Tactics:

- A/B testing for messaging, content formats, and ad creative

- Compare performance against industry benchmarks

- Identify bottlenecks in the pipeline and activate campaigns to progress accounts along the sales funnel

Monthly: Analyze and Adjust

While reviewing metrics on a weekly basis offers a snapshot of how buyers are interacting with content and messaging, monthly reviews offer a better view of overall campaign health and deeper insights into content engagement and brand awareness.

Dive deeper into your data to understand how your ABM efforts are impacting your broader objectives and measure performance against industry standards and historical data. Make strategic adjustments to your ABM campaigns based on your analysis.

Metrics to Review:

- Appointments (i.e. demos, booked discovery calls)

- Cross-channel reach

- Account engagement (i.e. website visits, live chat interactions, newsletter signups)

Although sales cycle length differs from industry to industry, Hubspot research finds the typical SaaS sales cycle is 84 days. To ensure that your ABM strategy effectively reaches and engages all buying committee members, you and your team should examine your campaigns' account engagement and cross-channel reach each month.

If a buyer isn't engaging with content, you can review whether you need to refine your persona targeting or replace the content being used. Insight into cross-channel reach also allows you to understand whether your current channel mix is working, or if you need to shift which channels you're using or increase your retargeting efforts.

Optimization Tactics:

- Refine persona targeting for each channel

- Replace or remove the lowest performing content

- Dial-up retargeting through display and social ads with educational content or case studies for low engaging accounts

Quarterly: Reflect, Recalibrate, and Plan

Quarterly reviews offer a top-down view of overall campaign performance. Shift your focus from metrics to KPIs to provide the clearest indication of your strategy's effectiveness throughout the sales cycle and progress toward business objectives. It's important to have a holistic view of your entire marketing and sales performance data found in other systems to enrich insights into your ABM strategy.

Connecting your CRM and MAP data with your ABM measurement platform provides a deeper view of account-level behaviors that allow you to validate campaign and pipeline influence.

KPIs to Review:

- Closed/won business (deal value)

- Generated/influenced pipeline (opportunity volume)

- Time to close (pipeline velocity)

Here, pipeline velocity—the average time it takes to convert your target accounts into customers—is a strong indicator of campaign health.

Measuring the speed at which a lead moves down the sales pipeline tells you a lot about how buyers engage with your content and messaging. A lower pipeline velocity can indicate friction within the funnel, keeping buyers from making a purchase decision. Addressing this issue early on helps to avoid the loss of potential customers.

Optimization Tactics:

- Refine audience segmentation or create small segments to focus on selling specifics solutions, verticals, or topics

- Review intent data for best content and recommended topics

- Reallocate budgets between channels
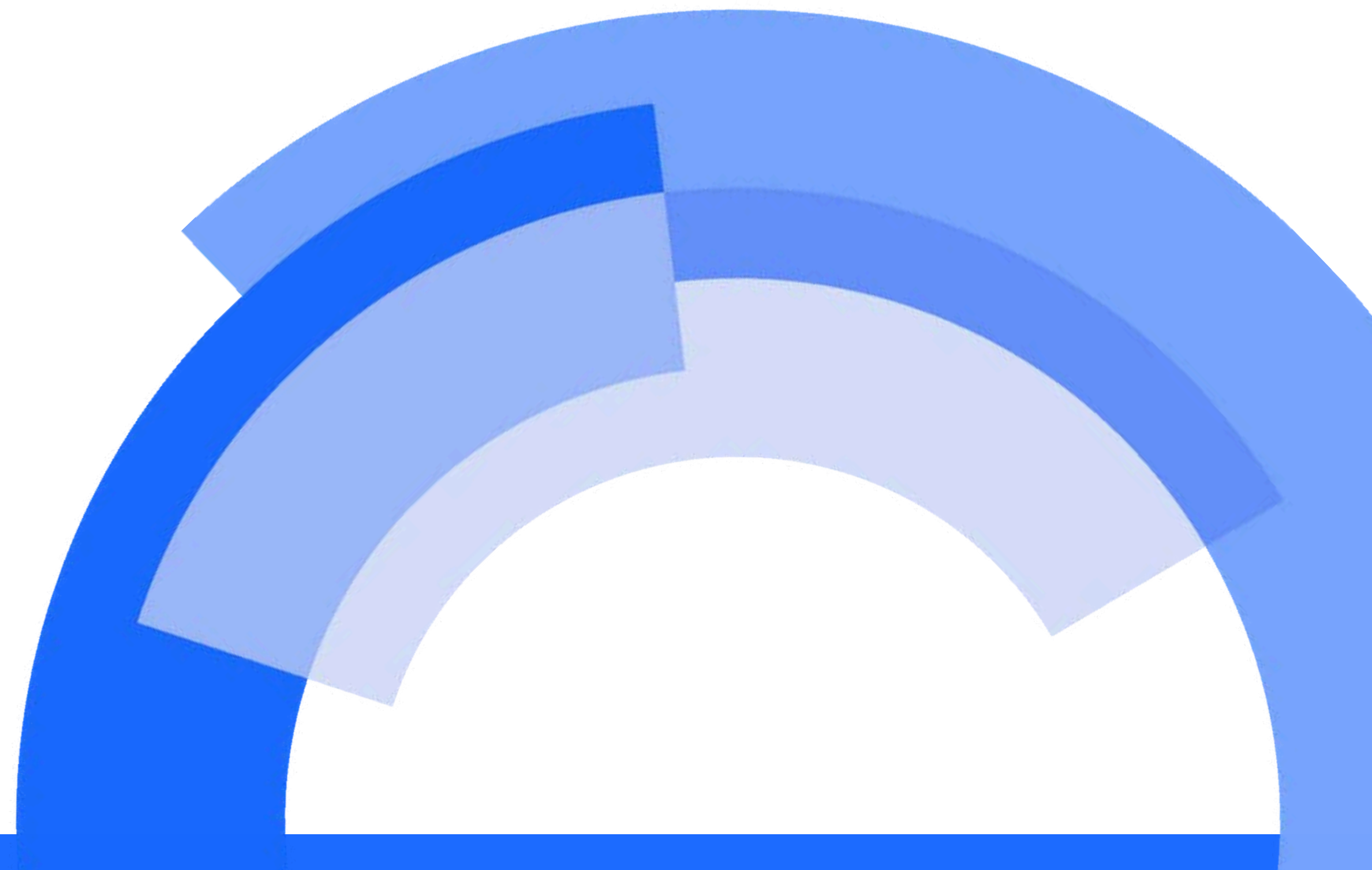
Integrate Feedback Loops Between Sales and Marketing

Success with ABM hinges on delivering a cohesive personalized experience to buyers throughout the entire sales cycle—including their interactions with sales. Creating feedback loops ensures that both teams are aligned and can share insights that help optimize your ABM efforts.

Regular Meetings
Schedule regular meetings between sales and marketing teams to review and discuss ABM metrics, share feedback, and brainstorm solutions to any challenges. Keep the focus on fostering ongoing collaboration where both teams understand the role they play in driving ABM success. Make sure to designate advocates open to collaboration and have a strong understanding of ABM principles to promote a unified view of what that success looks like.

Mutual Feedback
Encourage open communication and feedback between teams. Sales teams can provide insights into what messaging resonates with prospects, while marketing can share data on engagement trends.

Shared Goals
Establish shared goals and KPIs for your account-based marketing strategy that both teams can work toward.

This alignment ensures that both teams focus on the same outcomes, such as sales cycle progression, new customer growth, and contract value.

A unified scorecard is your best bet for aligning teams and targeting the right accounts for revenue growth. Instead of pitting marketing against sales, focus on the metrics that matter to determine the most effective path for your shared pipeline and revenue goals. Having clear metrics and KPIs empowers your teams with a unified approach that optimizes every step of the buying journey for tangible business impact.

KPIs that both sales and marketing should agree on include:

- **Account Engagement:** Are target accounts engaging with your campaigns? This could be content downloads, email responses, or event participation. Marketing may track the initial touchpoints, but sales needs to see how this engagement translates to meetings, demos, and conversations.

- **Pipeline Progression:** Once accounts are engaged, how quickly are they moving through the sales funnel? Both teams need to monitor deal velocity, from the first interaction to the point of conversion.

- **Revenue Impact:** Ultimately, the most important KPI is revenue. Both teams should be working together to ensure that the accounts marketing engages are translating into closed deals that contribute to the bottom line.

Worksheet: Unified Scorecard

KPI	Metric(s)	Current Value	Target	Owner	Status	Notes / Action Items
Market Reach	(Total reachable accounts/ total addressable accounts) X 100%	32%	40%	Marketing	On Track	Verify ICP/target account list and adjust for untapped segments
Account Engagement	Sum of account interactions Account score: <100 = 1-2 100-300 = 3-4 300-500 = 4-5 500+ = 6 Accounts engaged= score of 6 or above	34	75 accounts with score of 6 or above	Marketing	At Risk	Review account scoring system and adjust based on typical account exposure and buying group engagement from like accounts won
Influenced Pipeline Creation	Total value of opportunities created	$332,000(current for quarter)	$640,000/ per quarter (margin of $155,000)	Sales and Marketing	On track but slight risk	Review targeting and messaging strategy for hyper-personalized content to high-value accounts
Pipeline Velocity	Average time from opportunity creation to close	Average 105.7 days	Average <120 days	Sales	On Track	Continue to collaborate with marketing on messaging that creates a stronger sense of urgency to close deals faster
Customer Win-Rate	(Number of closed deals / Number of engaged accounts) x 100%	30%	35%	Sales	On Track	Review pipeline acceleration strategy to remove bottlenecks
Customer Retention	Average deal size	$71,000	$80,000 (margin of $10,000)	Sales	On Track	Examine pipeline and collaborate with marketing on trends for larger deal accounts

Utilize Advanced Analytics for Deeper Insights

Leveraging advanced analytics can provide deeper insights into your ABM performance and help optimize your strategies.

- **Predictive Analytics:** Use intent data and predictive analytics to identify potential opportunities in target accounts and buying groups. This can help you proactively adjust your strategies.

- **Enhanced Reporting:** Advanced analytics tools can provide detailed reports and dashboards that provide comprehensive visibility into your ABM performance. These reports can help you make more informed decisions and fine-tune your strategies, potentially expanding your KPIs into metrics requiring more data, such as customer lifetime value or customer acquisition cost.

Beyond allowing you to track progress over time and measure campaign performance against predefined goals, a robust analysis process ensures that your investments are yielding the best possible return by identifying what works and what doesn't. This helps you understand how accounts interact with your content and campaigns, providing insights into account behavior and needs. By pinpointing which tactics and strategies are resonating with target accounts, you're able to make informed decisions and strategic adjustments that ensure that your ABM efforts align with broader business objectives.

See It In Action

Panasonic Increases Account Targeting and Engagement with Better Visibility into Pipeline Impact

The Challenge:
Susan Campbell, Associate Director of Marketing at Panasonic Connect America, needed a better way to understand the true performance of their ABM efforts and how to tie it to pipeline and revenue growth. Traditional metrics, such as impressions, click-through rates, and lead conversions, didn't provide a clear enough picture of the impact of their campaigns against business objectives. Data silos across various teams further complicated their measurement activities, causing more work from the team to access and accurately decipher the information. Susan understood that unifying these metrics is essential to not only demonstrate how her team's ABM efforts impact pipeline and revenue goals, but to also uncover optimization opportunities.

The Solution:
Partnering with Madison Logic enables Susan to unify disseminated campaign data and integrate information from Salesforce with the ML Platform for a more complete view of their ABM performance. The comprehensive dashboard consolidates pipeline and revenue insights efficiently, allowing her to shift from tracking basic metrics to analyzing how each program influences opportunity stage velocity and revenue outcomes. Where before they struggled with accessing and assessing vanity metrics to gain campaign intelligence, the team can now see detailed engagement metrics such as the increased frequency of visits from targeted accounts, their content consumption patterns, and the amount of revenue at stake in keeping that conversation going from a sales perspective.

The Result:
Susan's foresight and leadership in creating a unified measurement framework and aligning KPIs across teams helps her break down organizational silos and foster a more predictive and strategic approach to ABM. Where before it took manual effort to tie metrics to sales efforts and pipeline opportunities, the integrated solution from Madison Logic has led to more direct conversations about the overall impact of their campaigns. This enables Susan and her team to confirm that they're targeting the accounts that drive the business.

> *"Everybody has silos in their company. Sometimes our silos have silos and sometimes the agencies we work with have silos. Madison Logic really helped bring us all together. I would recommend looking into them if you want deeper insights into the impact of the campaigns you're putting out in the market."*

Susan Campbell
Associate Director of Marketing
Panasonic Connect America

Implement More Comprehensive Measurement for Better Control

Achieving success with ABM is not just about gaining access to the metrics that matter to your business—it's about empowering your teams with a unified approach that optimizes every step of the buying journey for an even more tangible business impact. When teams work smarter, better outcomes occur.

While better visibility of campaign progress allows you to quickly identify trends and optimize each channel with content for better performance across your key metrics, you'll also be able to gain deeper insight and understanding of your entire marketing strategy and what qualifies as higher-quality interactions that benefit your company's bottom line.

Make Your ABM Metrics and KPIs Work for You with Madison Logic

A holistic view of your entire marketing performance data enriches your insights around your ABM strategy, giving you greater accuracy when tracking and measuring campaign performance.

ML Measurement from Madison Logic is the only ABM measurement platform that provides a comprehensive view of the four primary media channels in one easy-to-use dashboard. With a rolled-up overview of your entire marketing performance data on a single page, you can easily track and measure your campaigns with greater accuracy and efficiency. This allows you to quickly identify trends, adjust strategies, and make data-driven decisions that will improve the effectiveness of your ABM efforts.

Ready to gain more control over pipeline and revenue through more efficient measurement and optimization activities? Learn how Madison Logic can help.

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