



Account-Based Marketing Trends

SURVEY SUMMARY

Between June 2022 and January 2023, Gatepoint Research invited selected Marketing executives to participate in a survey themed *Account-Based Marketing Trends*.

Candidates were invited via email and 510 executives have participated to date.

Management levels represented are predominantly senior decision makers: 3% are CMOs, 18% are Marketing and Sales VPs, 28% are Directors of Marketing and Demand Generation, and 51% are Marketing Managers.

Survey participants represent high-tech, emerging IT companies.

Responders work for firms with a wide range of revenue levels:

- 21% work in companies with revenues over \$1 billion;
- 8% work in firms whose revenues are between \$500 million and \$1 billion;
- 5% work in firms with \$50 million to \$500 million in revenues;
- 66% work in small companies with less than \$50 million in revenues.

100% of responders participated voluntarily; none were engaged using telemarketing

EXECUTIVE OVERVIEW

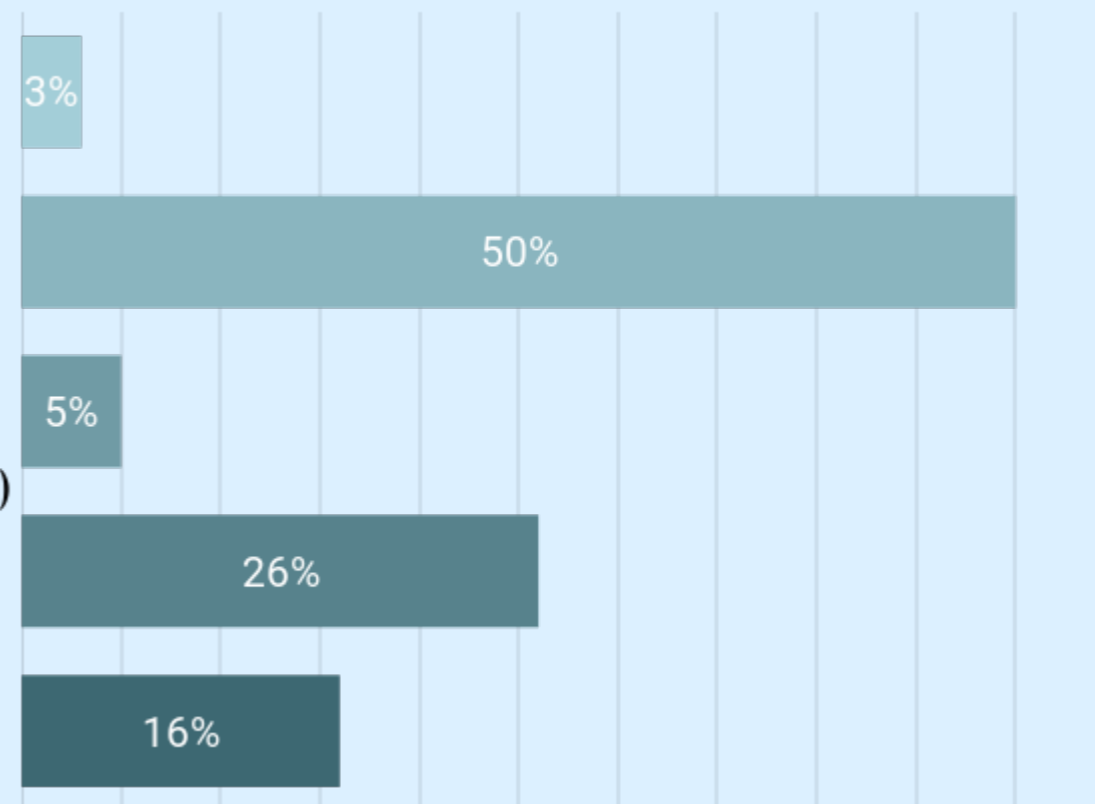
What's it really like working out there in today's marketing environment?
How do programs actually pass executive review and get funded?

This survey asks respondents to report the following:

- How would they characterize their relationship with sales?
- What deal size are they typically making?
- How do new marketing programs get funded?
- What will their 2023 event strategy look like?

What movie title best characterizes your life as a marketer?

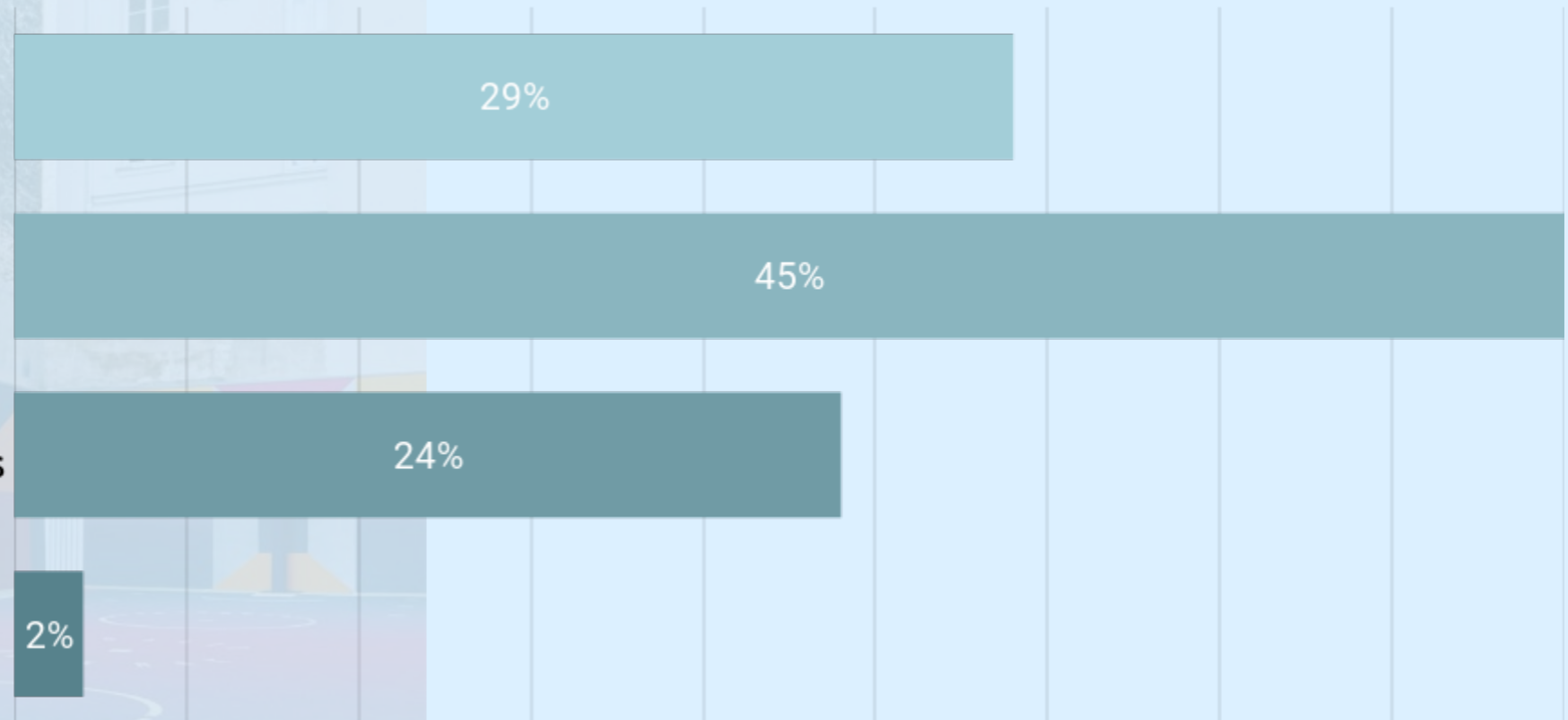
- It's a Wonderful Life (Everything is working beautifully)
- Transformers (Positive changes are happening)
- Jurassic Park (The environment is less than innovative)
- Beauty and the Beast (Some things we do right, some horrible)
- Mission Impossible (High, high goals. Low, low budget)



Respondents are feeling pretty good about life as a marketer! 53% report that positive changes are happening and 3%, for whom everything is working well, are positively glowing with enthusiasm.

How would you characterize your relationship with sales?

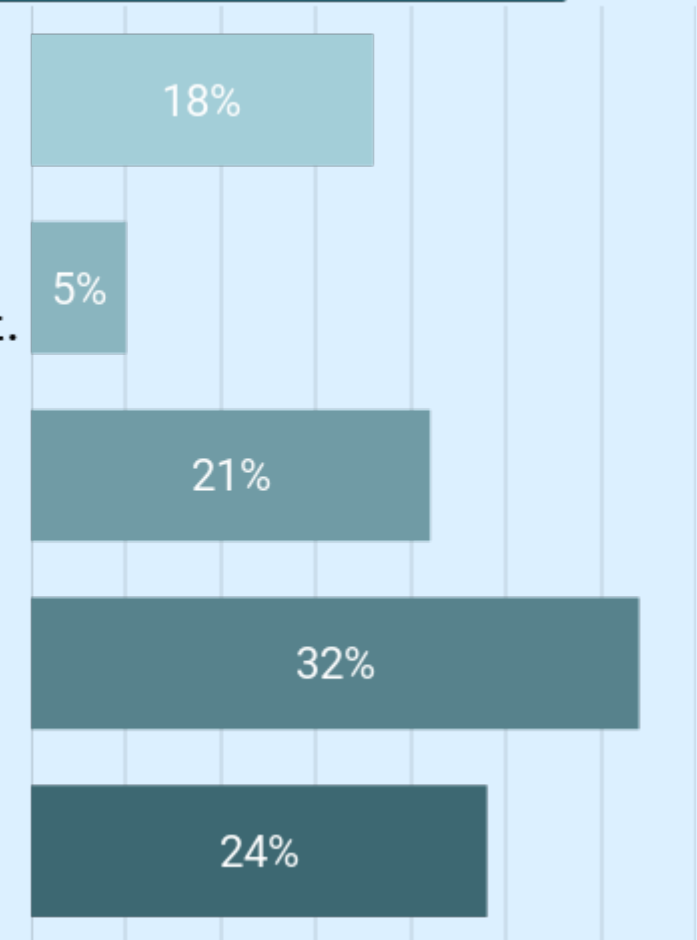
- We are solid partners
- It works most of the time
- Much room for improvement
- They squander our best efforts



For the most part, the relationship between marketers and sales is pretty good, with 29% defining it as a solid partnership, and another 45% declaring it works "most of the time".

How would you characterize your average deal size?

- Depends. The first deal may be small but the lifetime value quite significant.
- Small (under \$10K). Often a manager can approve it.
- Medium (\$10-\$25K). Requires at least a director to sign off.
- Large (\$50-\$100K). Often requires C-level approval.
- Major (>\$100K). Not uncommon for board-level approval.

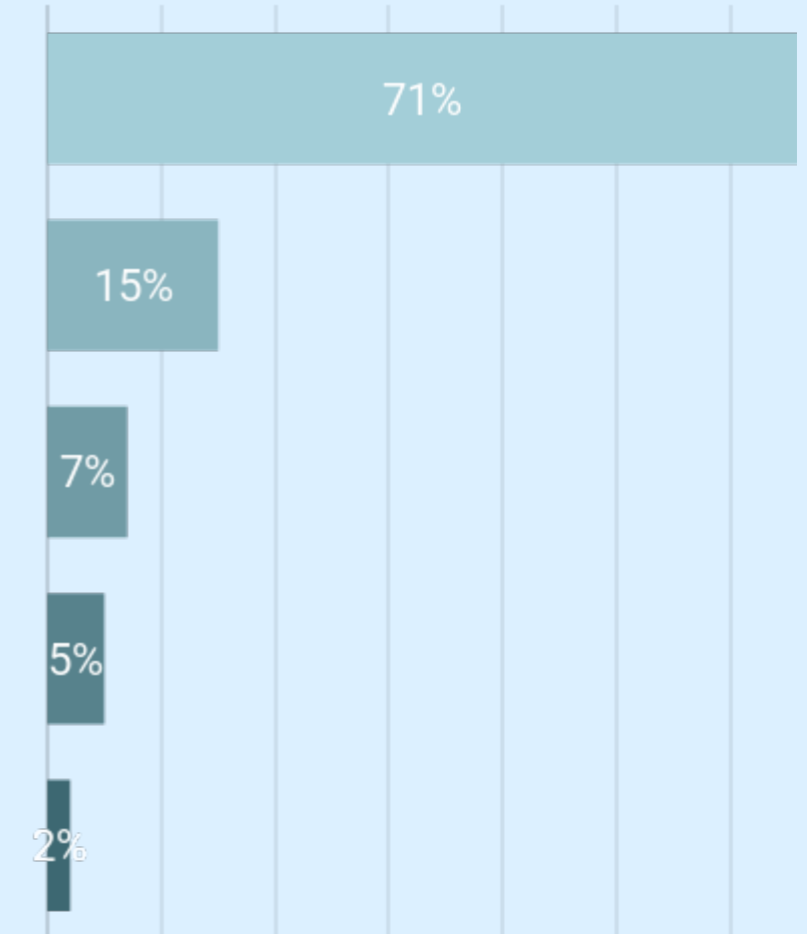


18% of those surveyed adeptly point out that “average deal size” can be misleading - since often a small initial sale can lead to a long (and lucrative) business relationship.

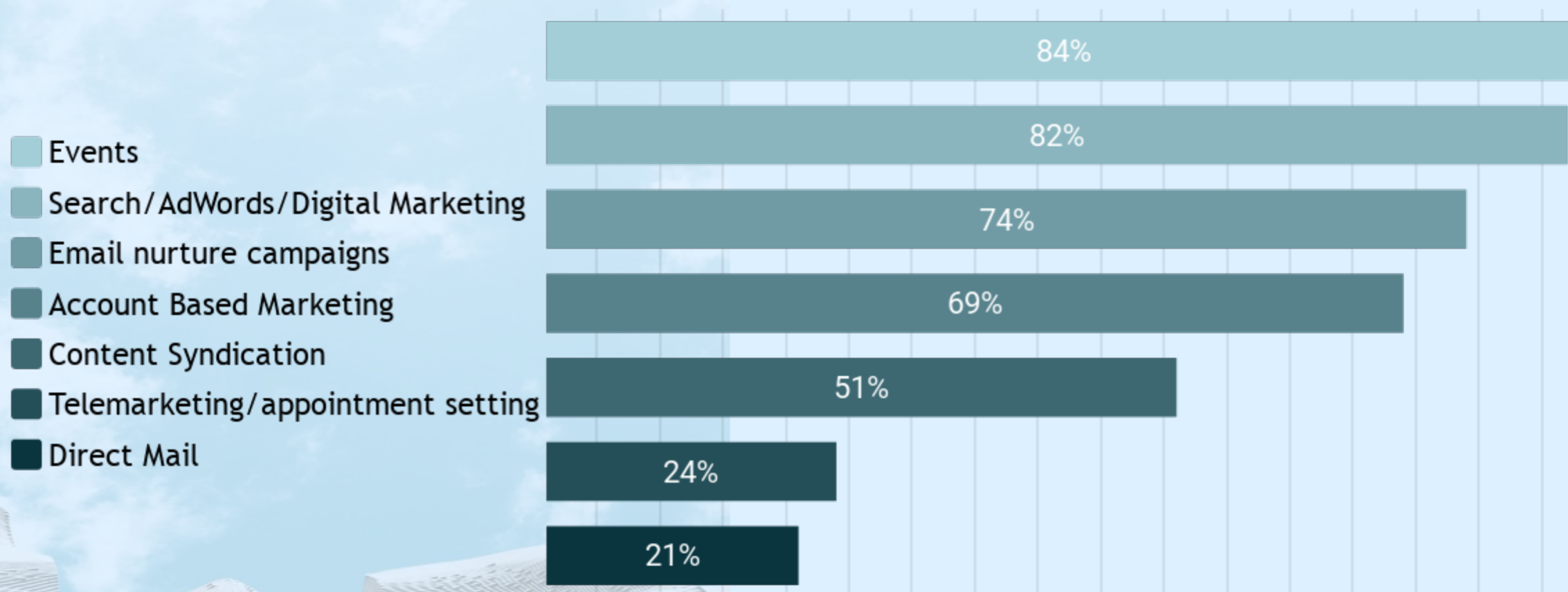
How do new marketing programs get funded?

- Anything new is considered, as long as all the stakeholders are onboard
- Always open to any cool, new pitch that makes sense
- Really tough to get approval for anything new
- We highly depend on referrals from a trusted colleague
- They don't - only old, reliable, proven programs

When stakeholders are unanimously in favor of a marketing program, it guarantees funding, say 71%.



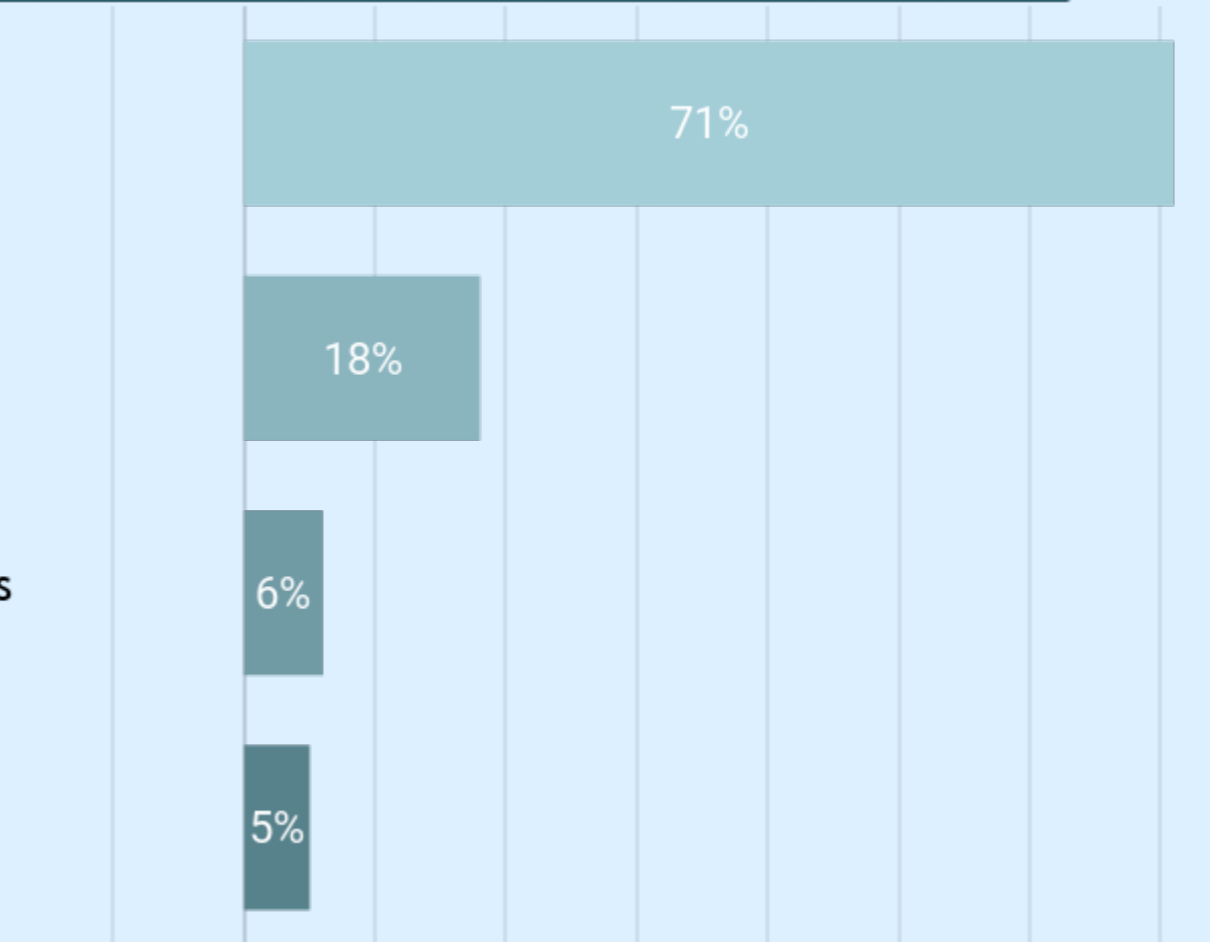
What lead generation programs do you know will get funded?



More than 80% of respondents know funding is always available for events and Search/AdWords/ digital marketing lead gen programs. But also popular with the majority of respondents' organizations are email nurture campaigns and ABM programs.

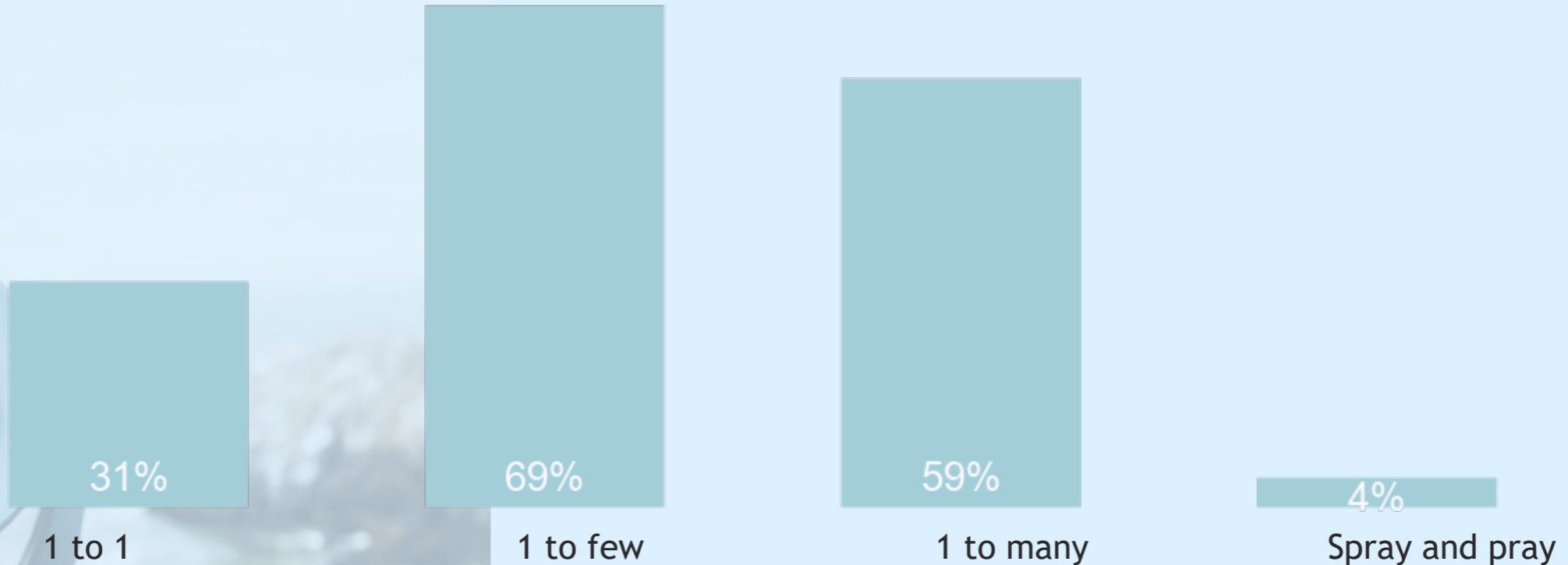
What will your 2023 event strategy look like?

- A healthy mix of digital and in-person events
- Mostly in person events, very few digital events
- We have fully adapted to a digital event strategy
- We have fully transitioned back to in-person events



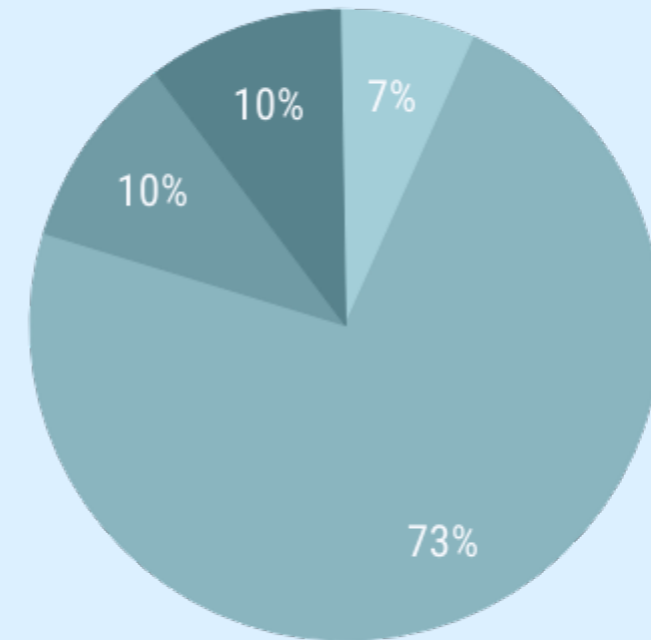
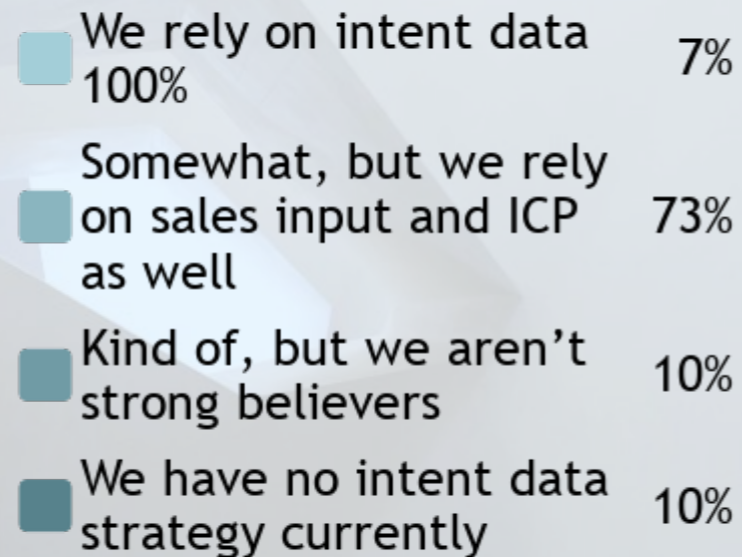
In-person events, mixed with digital presentations, is the 2023 go-to event strategy for 71% of those surveyed.

What is your ideal marketing strategy?



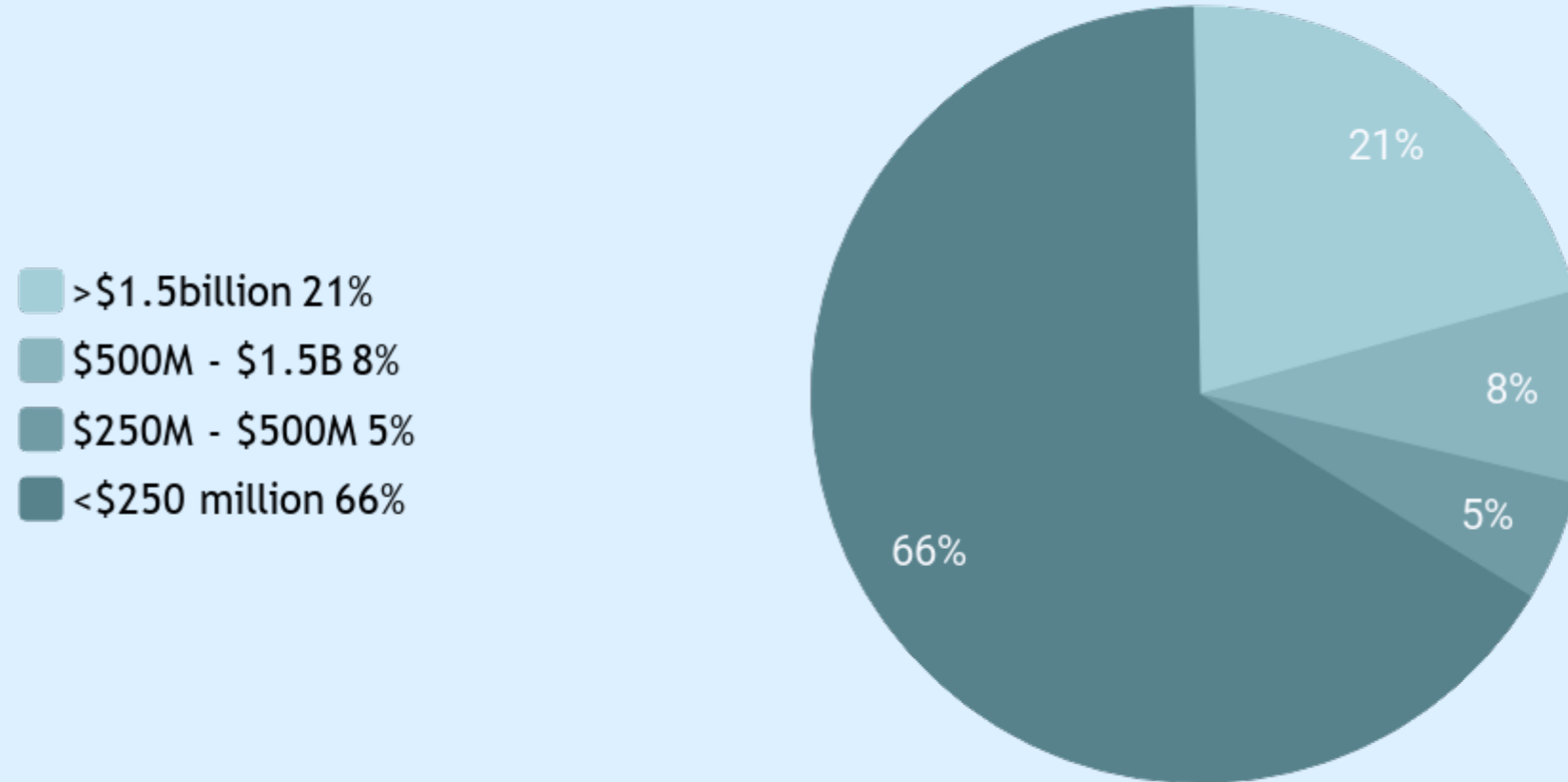
Most respondents favor targeting a group of accounts (59% to 69%), over those who opt to focus on each individual account (31%).

How heavily do you rely on intent data to inform your marketing strategy?

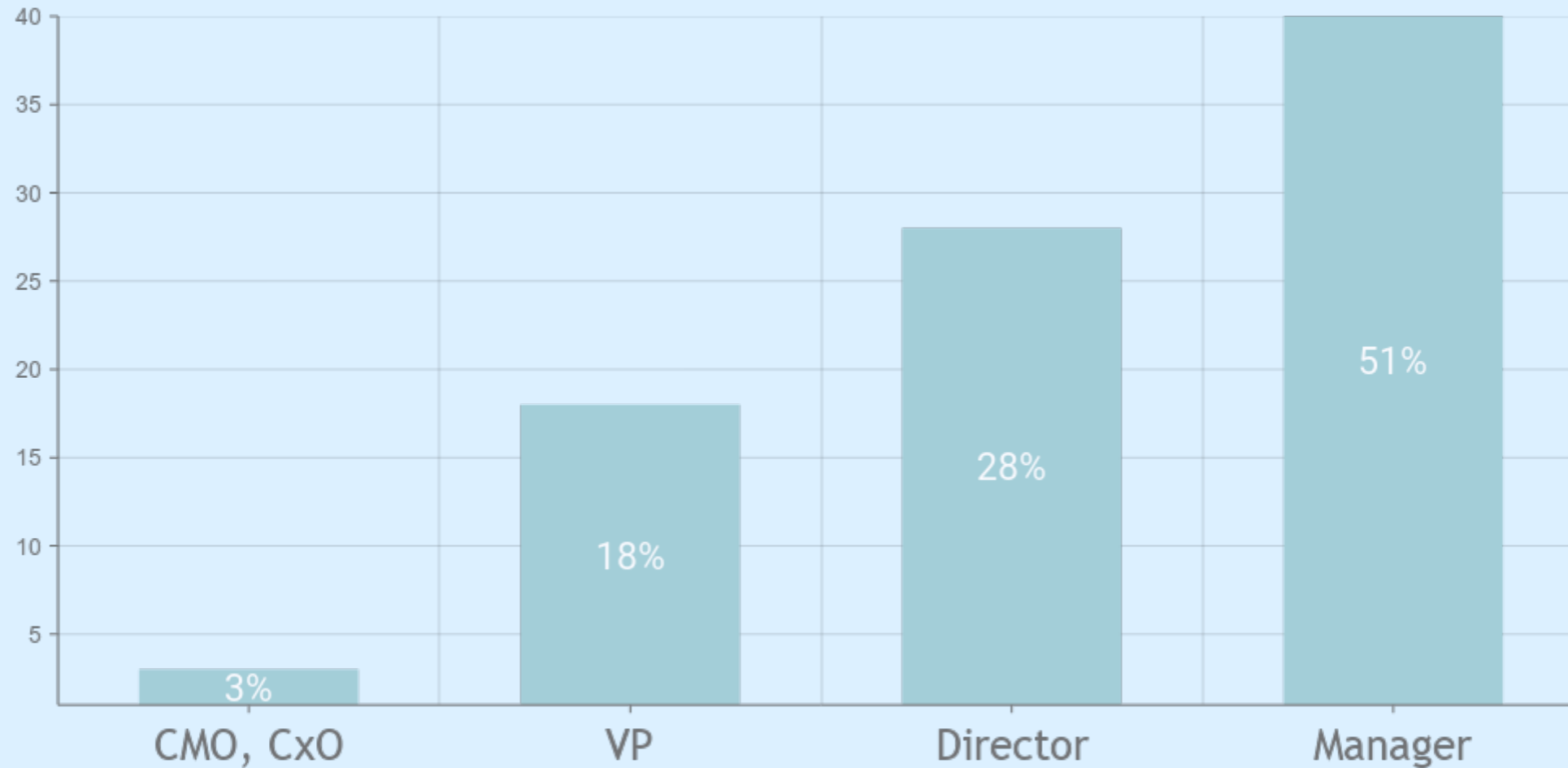


Intent data is all they need to inform marketing strategy, say 7% of respondents, but a more conservative 73% balance intent data with sales input and ICP.

Profile of Responders: Revenue



Profile of Responders: Job Level





SimplyDIRECT has been doing innovative Account Based Marketing since 1997. By combining data analytics, intent marketing tools and hyper relevant nurture assets, leads are engaged in the late stages of their “buyer’s journey” using surveys, and accelerated with intelligent assets.

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YES! I'd like to take this survey and see for myself how this innovative lead gen process works.