Account - Based Marketing
What you need to know
IDC defines account-based marketing (ABM) as organizing marketing efforts around individual customer accounts

HOW TO START

Align Sales and Marketing Systems
Create and segment your content for key accounts
Map Contact, Lead, Opportunity and Account

BUSINESS VALUE

Develop bigger opportunities in high-potential accounts
Understand the true cost of customer and opportunity acquisition
Defend large accounts from defection to competition

FINANCIAL INVESTMENT

Low financial investment in technology
Revenue and profit increase over time
Customer data should be consistent and complete

HOW IDC CAN HELP YOU

Sales Enablement to empower your organization to sell more effectively
Integrated Marketing to build marketing assets that support your goals
Events to position your solutions and accelerate your pipeline

All IDC research is © 2017 by IDC. All rights reserved. All IDC materials are licensed with IDC’s permission and in no way does the use or publication of IDC research indicate IDC’s endorsement of SAP’s products or strategies.