



**Measure your
ABM program's
success with
these metrics**



Make your ABM program a success with metrics that matter

ABM programs take time, effort, alignment, and resources to implement. While the program takes time to deliver results, the rewards are exponentially higher. This guide will help you understand what metrics to track in order to gauge your progress.

1. Data Quality: Ensure your CRM has the right buying committee information and ensure your marketing efforts are aligned to the right personas when targeting ABM accounts.

- a. Identifying buying committee: Get insights into missing buyer personas
- b. Missing contact information: Number of contacts with missing email ids or mobile numbers

2. Engagement Insights: ABM programs need a strategic approach to engaging your buying committee. Track every account activity closely to understand which campaign, channel, and content resonate with buying committees.

- a. Track top accounts engagement: Track the engagement of your top personas in your priority accounts
- b. Recommended touchpoints to create more opportunities: Understand how many touchpoints it takes to create qualified leads
- c. Recommendations on activity weightages: Data-driven recommendations on the activities that influence buyer stage movement

3. Intent Insights: Identify accounts actively looking to buy your solution by integrating 3rd party intent signals

- a. Correlation with opportunity and intent: Identify the topics that were researched by the accounts that converted into opportunities
- b. Intent across geographies: Analysis of intent across geographies for each account

4. Channel performance insights: Gain insights into channel effectiveness

- a. Channels performing well for which stages of accounts: Which channels work well for which customer segments?
- b. Best practices recommendations for different channels: When should you send email campaigns to get the best results?
- c. Cross-channel enablement: Run LinkedIn campaigns for accounts engaging with emails to get better impressions

5. Campaign insights: Identify what messaging resonates with your target personas and drives action

- a. Aggregated campaign information: How many campaigns did you run over a period of time
- b. Campaign effectiveness: Which campaigns are influencing the most opportunities

6. Content insights: To move accounts through different stages, track which blogs and assets are effective

- a. Assets insights : Track the asset types that drive account movement through the funnel
- b. Content effectiveness: Get insights into the performance of assets under each stage

7. Potential opportunity insights: Gain data-driven insights into which accounts your SDRs should prioritize

- a. Accounts likely to convert faster: These are the accounts with >90% probability of opportunity conversion in the next 30 days
- b. Movement of potential opportunities: What actions were taken on these accounts and when
- c. Product-wise opportunities: What product should SDRs pitch to which prospects

8. Opportunity insights: Leverage historical data to identify and act on accounts that are more likely to become opportunities

- a. Accounts that need attention: Monitor accounts that are stuck at different stages of the funnel and require immediate attention
- b. For more opportunities, engage these personas: Accounts moved faster to the opportunity stage when these personas were engaged
- c. List of accounts recently closed: Focus on look-alike accounts to accelerate funnel conversions

About BambooBox

Our ABM platform helps B2B marketing and sales teams achieve consistent, predictable, and aligned pipeline goals. Our modern ABM platform delivers value in 1/6th of the time as compared to traditional ABM platforms.

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