

Most B2B marketing organizations are already leveraging some version of an account-based marketing strategy to drive business growth. Those that do report increases in win rates, customer lifetime value, and ROI. However, adopting or transitioning to an account-based marketing approach can be difficult and full of pitfalls. And where most marketers struggle isn't in defining their campaign themes and target market, it's in how to effectively **execute** the program strategy they came up with and deliver the **outcomes** they promised.

We tend to struggle with some of the same challenges as other marketers here at Metadata.io. Because of that, we decided to pull together two account-based marketing experts (Eric Wittlake of TOPO, and Gil Allouche of Metadata.io) to discuss the outlook for ABM in 2020, and to provide six tips from these experts to help you increase the effectiveness of your ABM programs. [You can view the entire webinar here.](#)



Eric Wittlake is a Senior Analyst in TOPO's Marketing Practice. He focuses his research today on account-based as a high performing go-to-market strategy. Prior to joining TOPO, he spent more than 15 years creating and executing demand generation, marketing, and advertising programs for B2B (and a few B2C) companies.



Gil Allouche is the founder and CEO of Metadata Inc. Gil is a software engineer turned B2B growth marketer. He uses AI and software to automate and scale demand generation for B2B companies. Non-technical B2B marketers have 100x campaign execution power and time to focus on creative and strategy. Prior to Metadata, Gil was VP Marketing at Qubole, Karmasphere (FICO) and Silver Spotfire (TIBCO).

Six Expert ABM Tips for 2020

TIP 1

Start With Your Ideal Customer Profile (ICP)

Your ideal customer profile (ICP) is the starting point for everything else you do in your account-based marketing program. If you don't get your ICP correct, you won't target the right people with your message and won't be able to realize the full potential of your strategy.

Eric Wittlake, Senior Marketing Analyst at TOPO says that "81% of top-performing companies in TOPO's dataset are confident in their ICP, vs. just 42% of all other companies. And each of the companies who are confident in their ICP, on average, won 68% more deals within their target accounts than companies who were not confident in their ICP." These are strong results that show the importance of understanding and being confident in your ICP.

In our recent webinar with Eric, he highlighted the following characteristics of a good ideal customer profile:

- 1 Everyone agrees!** The ICP must be easy to understand, typically not more than 10 or 12 characteristics, for the agreement to stick
- 2 It is restrictive.** The ICP must narrow our focus to less than a quarter of our target market, often less than 5%, in order to effectively focus resources
- 3 It is based on accessible data.** If the data points in the ICP are not available, it can't be used to develop a target account list.

For all of Eric's tips, [view the full webinar here.](#)

TIP 2

Adopt An Account-Centric Measurement Model

According to Eric, “adopting an account-centric measurement model reinforces our focus on creating meaningful outcomes from target accounts.” Using vanity metrics muddies our analysis and doesn’t measure the true impact of an ABM approach.

While it can be difficult to move from measuring individuals to measuring accounts, mature marketing organizations understand that since they’re selling to accounts, they need to measure the activity within those accounts. Additionally, they recognize the importance of measuring as close to attributable revenue as possible, and not the basic engagement metrics like site visits and content consumption.

According to Eric, these are the **Top 5 Account-Based Metrics** used by mature ABM organizations:

- 1 Opportunity Rate.** This is the % of accounts with a new opportunity created and is calculated by dividing ‘accounts with a new opportunity created’ by ‘target accounts’.
- 2 Target Account Pipeline.** This is the value of pipeline created within target accounts and is calculated by summing all pipeline created, filtered by target accounts only.
- 3 Account Win Rate.** This is the % of the account list with a new win in a given period of time and is calculated by dividing ‘accounts won’ by ‘target accounts’.
- 4 Revenue.** The total value of new closed-won deals with target accounts.
- 5 Account Engagement Rate.** The percentage of target accounts that are meaningfully engaged with the organization.

For additional account-based metrics, [view the full webinar here.](#)

TIP 3

Use Multiple Tactics In Each Program

Eric said “effective account based programs don’t require brand new tactics. Instead, effective programs are created by combining traditional tactics in an intentional way to create high-impact programs.”

“The top-performing companies in TOPO’s ABM survey are using an average of 8 different tactics in the majority of their programs” said Eric.

“The 5 most commonly used tactics are SDR outreach, used by **87%** of respondents, digital at **79%**, direct mail at **73%**, SDR social at **72%**, and marketing email, used by **70%** of respondents.”

The important thing for marketers to take note of here is the relatively new use of SDR outreach and SDR social, especially as it relates to labeling it as a marketing tactic. These used to be manual activities driven by their personal email client and personal social accounts. With the introduction of tools like Outreach, and Oktopost, these activities can be automated at scale and triggered by other marketing and sales systems.

For the entire list of tactics being used by top-performing companies, [view the full webinar here.](#)



TIP 4

Choose The Right Tactics And Channels For Your Audience At The Right Time

As Gil notes, account-based marketing is an approach, not a strategy. If you've chosen an ABM approach, there are many different strategies you could employ. It sounds cliché; however, with ABM this promise is truly a reality. While we've always been able to target by channel and audience (albeit with growing levels of sophistication over time), until recently we've been unable to get timing correct. Now, with rich intent signals that we can use in our target account identification, we have the ability to hit at just the right time.

In addition to intent, there are many other strategies you can employ to get more from your ABM programs.

- 1 There is no single map.** Email might work for one company or product, but not another. Or email may not work for acquisition but may be the best tactic for adoption and growth.
- 2 Social-proof ads and content.** Buyers want to know that companies they look up to use your product. Have an early focus on acquiring a few unicorn customers that are well-known to your target market. Give them white-glove service and discounts in exchange for a case study, reference calls, quotes.
- 3 Display + social retargeting is the go-to.** Paid social is an expensive channel for awareness. Display is inexpensive for impressions and clicks – and modern ad networks are getting better at B2B targeting. Use inexpensive targeted Display to drive traffic to your site, and then retarget in the more expensive, but higher-converting channels like LinkedIn and Facebook.
- 4 Facebook works for B2B.** Most marketers know that their B2B prospects are primarily using their personal email addresses to register for social sites like Facebook and LinkedIn. However, what most marketers don't know is that there are now B2B marketing platforms that can bridge the gap between a personal and business email address, sometimes with a > 50% match rate! Metadata.io being one of only a few!
- 5 Use intent!** You can get all the targeting right but still be off on timing. There are many sources of intent – companies like Bombora, popular review sites like G2, even Google has intent audiences around search behavior. Use as many of these as possible to spend your marketing dollars on companies who are in-market or who are about to be.

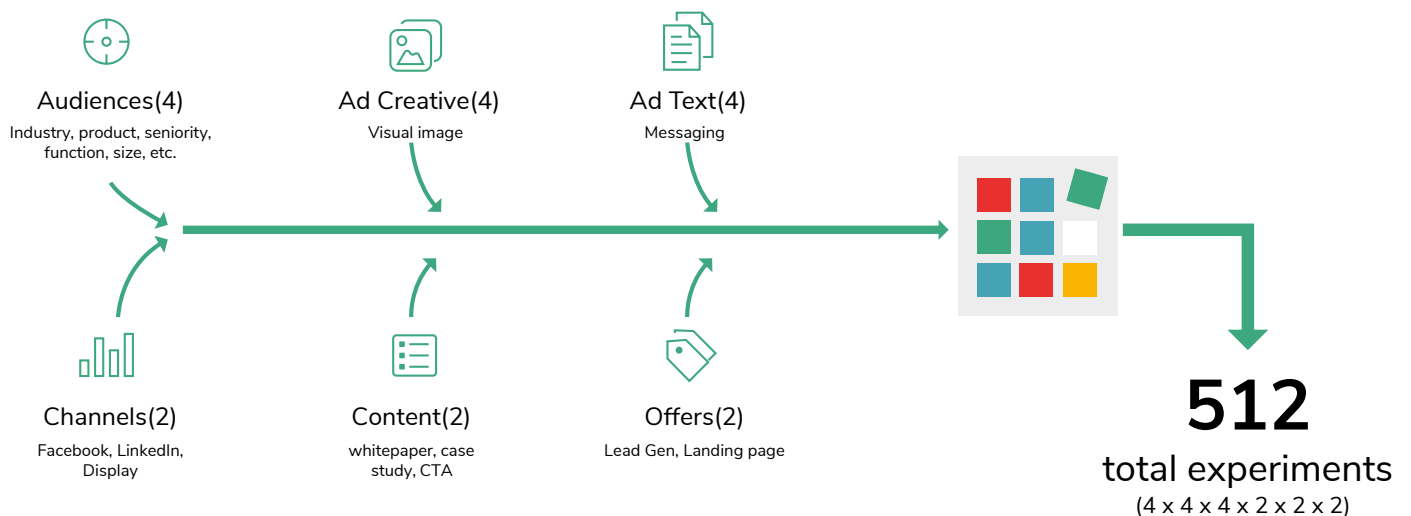
TIP 5

Scaled Variation Is Key To Finding What Works

You may not think you have many aspects of a given campaign to test. Maybe you just have a few ads and a few offers. However, there are at least 6 variables you can play with when you're marketing to prospects: audiences, ad creative, ad text, channels, content and offers.

For example, Creative A might resonate best with Audience C. Offer D might convert better down funnel than Offer B.

Most marketers aren't even testing multiple versions of ONE of these variables, let alone combinations of them. And the reality is that most of the creative and offers that are developed are from the marketer's perspective, not the buyers.



The way to solve this complex map is to try a lot of different creative, offers, content, to a lot of different people. And to track all of those activities in order to identify the combinations that work. Then you double down on the best performers, and you pull back from the worst.

Top Words and Phrases Driving Shares on LinkedIn

The words you use are one of the most important parts of the recipe. In a recent report, LinkedIn provided the top single-word, and 3-word phrases that drove the most shares on their platform.

3-Word Phrase	Average Shares	# of Articles in Sample
Is the new	1,936	120
The year of	1,338	65
In the workplace	1,234	166
The future of	1,092	721
Why you should	1,076	226
How to	1,008	3,822
The power of	977	352
5 ways to	821	172

Single Word	Average Shares	# of Articles in Sample
Leader	1,383	2,678
Success	1,192	1,921
Secret	1,146	2,250
10	1,137	2,250
Trends	846	714
Future	819	1,813



TIP 6

Optimize To The Deepest Metrics Available

Our ultimate goal is to understand the impact that our marketing activities are having on revenue. That said, when we first launch a campaign, we're not going to have closed/won deals to optimize our marketing efforts. Depending on your product's sales cycle, it could take weeks, or more commonly months, before there are closed deals that interacted with our marketing assets.

So, we start by optimizing our media to the deepest metrics available at the time. Early on you'll only have impression and click data. That's ok! Is it pacing? Are you getting the kind of clickthrough rates you expect? Is your CPM on impressions within acceptable ranges?

From there, your ads will start driving leads. You can now optimize to responses/inquiries, and MQL's. And depending on what your waterfall looks like, you can optimize to Sales Accepted, etc. Here you can look at Cost Per Lead, Lead to MQL Rates, Booked Meetings, etc.

And finally, after a few sales cycles, you'll have opportunity and pipeline data to optimize your marketing activities to. Now you can optimize your media all the way to the set of campaigns and experiments that drove the highest return.

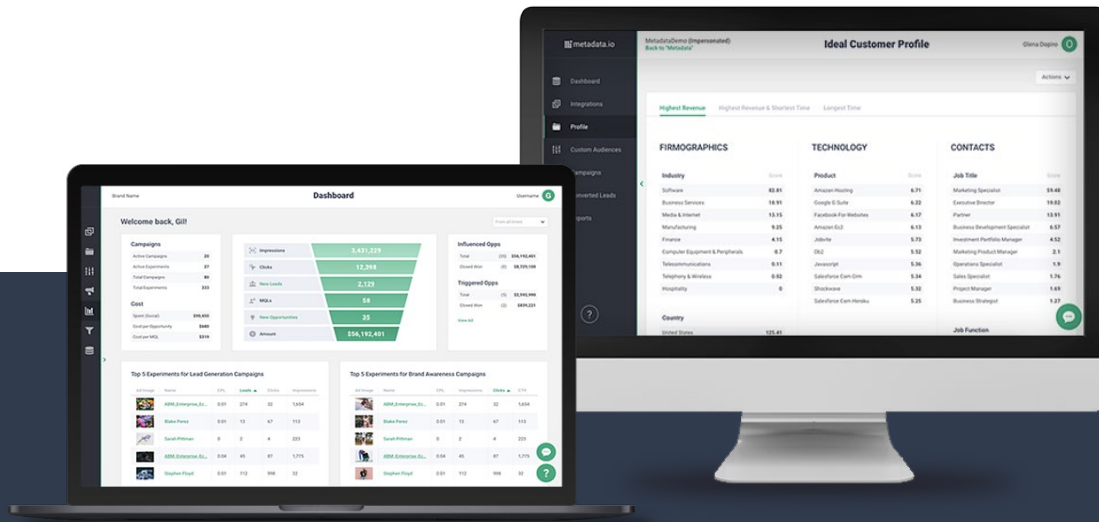
How Metadata.io Delivers On These 6 Tips

Metadata.io is a B2B ABM orchestration platform that uses AI to optimize campaigns to outcomes that CMOs care about, at unbelievable scale. In fact, our platform supports each of these 6 tips:

- 1 Start with your ICP.** Metadata.io connects to your existing CRM and MAP platforms, analyzes your deals for size and velocity, and creates an ICP for you. That ICP can then be manually tweaked before being used to target.
- 2 Account-centric measurement model.** Metadata.io is focused on measurement of things that matter to an ABM program. In fact, the performance dashboard is the first screen you see when you log in.
- 3 Use multiple tactics in each program.** Metadata.io becomes the middleware to your activation platforms and will run campaigns in Display, Paid Social, Email, Direct Mail and others.
- 4 Choose the right tactics and channels at the right time.** Metadata.io uses advanced AI to combine all of the available signals into ensure your audience is moving through the buyer's journey as efficiently as possible.
- 5 Scaled variation is key.** Metadata.io is the ONLY ABM orchestration platform that can run thousands of experiments at unbelievable scale in order to identify what works for your target audience as quickly as possible.
- 6 Optimize to the metrics available.** This is the cornerstone to how Metadata.io's AI operator optimizes your campaigns. At first, it will optimize to CTR and CPC. Later, it optimizes to CPL. Finally, it optimizes to influenced pipeline, and ultimately to triggered pipeline.

For the full discussion, [view the on-demand webinar here.](#)

Given our advanced AI and ABM technology, it's no wonder customers like **Nutanix**, **Splunk**, **Zoom**, **G2**, and **Zendesk** trust Metadata.io as their ABM technology partner.



Metadata.io is a B2B ABM orchestration platform that uses AI to optimize campaigns to outcomes that CMOs care about, at unbelievable scale.

Metadata's patented AI operator leverages your existing technologies to identify your ideal customer profile, build lookalike and named-account custom audiences, then automatically deploy campaigns at scale to deliver a predictable, qualified inbound lead flow.

MAP | CRM | SOCIAL PLATFORMS | EMAIL | INTENT | SDR OUTREACH

and more.

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