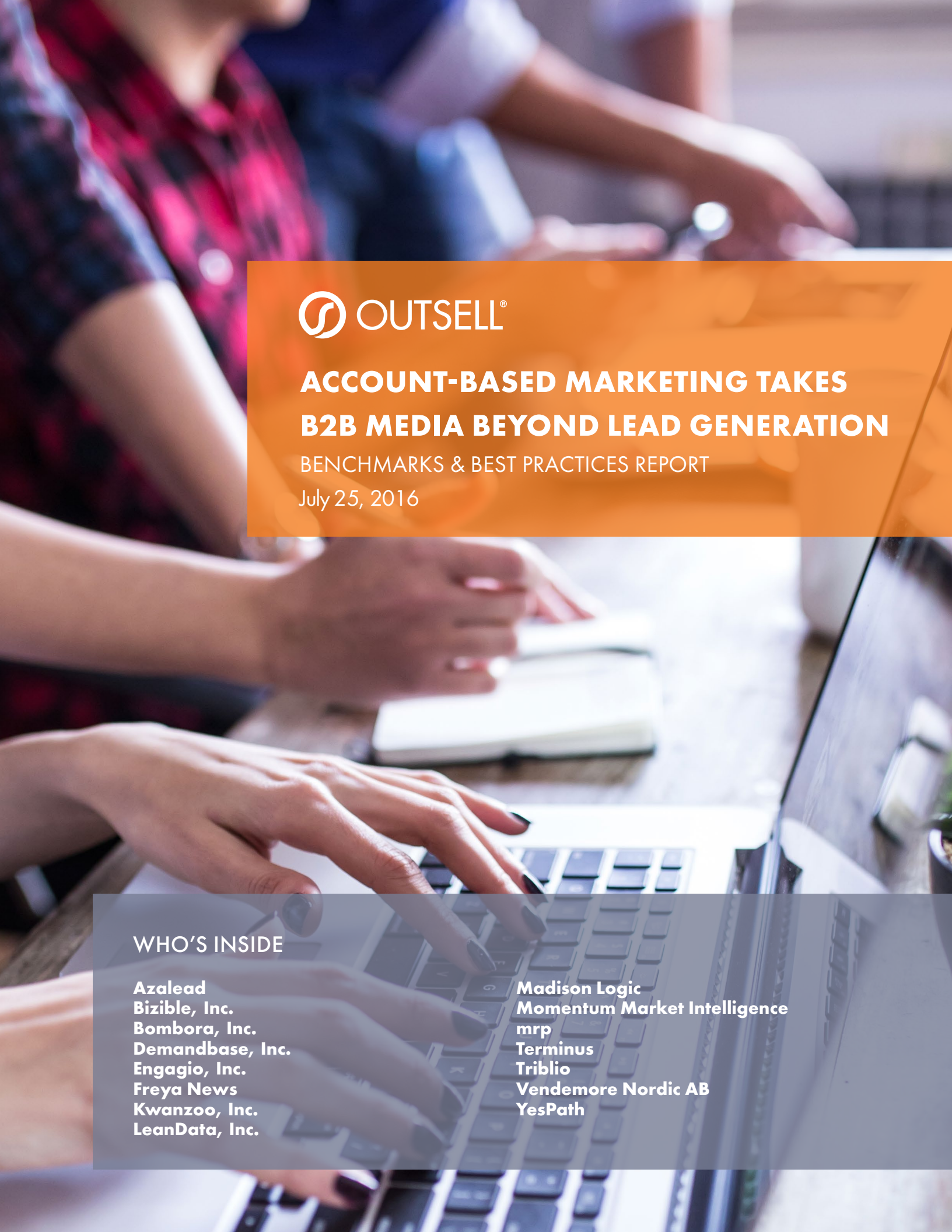


OUTSELL®

ACCOUNT-BASED MARKETING TAKES B2B MEDIA BEYOND LEAD GENERATION

BENCHMARKS & BEST PRACTICES REPORT

July 25, 2016

WHO'S INSIDE

Azalead
Bizible, Inc.
Bombora, Inc.
Demandbase, Inc.
Engagio, Inc.
Freya News
Kwanzoo, Inc.
LeanData, Inc.
Madison Logic
Momentum Market Intelligence
mrp
Terminus
Triblio
Vendemore Nordic AB
YesPath

CONTENTS

Why This Topic	3
Methodology	3
Account-Based Marketing is a Strategy	4
21st Century B2B Advertising has Focused on Leads	4
The Funnel: Garbage In, Garbage Out	5
Account-Based Marketing Narrows Marketing's Focus	6
Coordinate Marketing and Sales	7
Identify Target Accounts	7
Target Communications to Individuals in Each Account	8
Rethink Lead Generation	8
Monitor Behavior at the Account Level	9
Provide More Information to the Sales Team	9
Measure Engagement and Results, Not Leads	9
ABM Creates Risks for Ad-Supported B2 Media	9
ABM Creates Opportunities for B2B Media	10
ABM Continues to Evolve	12
ABM Faces Challenges to Broader Adoption	12
ABM Will Evolve to Meet Its Challenges	12
Essential Actions	14

Tables & Figures

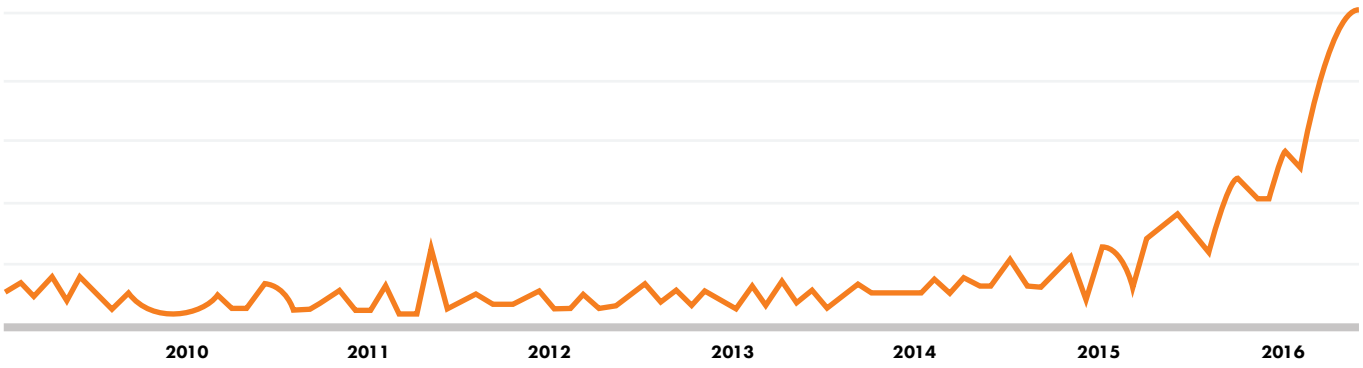
Figure 1. Google Trends' Interest in "Account-Based Marketing"	3
Figure 2. Lead Generation is a Critical Factor in Allocating Marketing Spending in 2016	4
Figure 3. A Traditional Sales Funnel	5
Figure 4. Media is a Small Portion of B2B Marketing Budgets in 2015	7
Figure 5. Marketing Spending is Increasing for Content Development and Targeted Offers	8
Figure 6. Barriers to Marketing and Advertising Objectives	10
Table 1. ABM Vendors	13

Why This Topic

Business-to-business marketing is about to undergo another revolution.

Account-based marketing has risen in prominence in the last 12 months and it threatens to upend established principles on business-to-business advertising. Figure 1 shows the level of interest in the phrase "Account-Based Marketing" on Google, up to June 2016.

Figure 1. Google Trends' Interest in "Account-Based Marketing"



As the largest business-to-business advertisers transition to ABM, Outsell expects them to change whom they target, how they buy advertising, and which media they use.

Account-based marketing questions nearly everything about the way marketers have done business-to-business advertising on the Internet in the last two decades. ABM tools emphasize focusing marketing efforts on top prospects, which are typically the largest enterprises; tailoring messages to specific individuals and roles within those organizations; buying advertising programmatically; and evaluating marketing based on engagement of targeted accounts, rather than qualified leads.

B2B media organizations have come to depend on lead generation as a revenue source in the last decade. ABM shifts marketing's focus from leads and visitors to engagement with target accounts. B2B media executives who prepare for the shift to ABM can avoid the risks and take advantage of the opportunities this creates.

Business-to-business media that anticipate this change in strategy can mitigate the risks and take advantage of the opportunities ABM creates.

Methodology

Our analysis and recommendations in this report derive principally from 15 interviews, mainly with CEOs and executives in account-based marketing vendors, advertisers, and business-to-business media organizations on the capabilities of current ABM solutions. We interviewed advertising and media executives on their familiarity with the ABM concepts vendors outlined, how these tools affect their marketing and sales strategies, and how they mitigate the risks of ABM. This is further supported by our daily interaction with executives and with the products and services from many of the thousands of information, marketing services, and ad tech companies Outsell tracks as part of our research and advisory services.

Account-Based Marketing is a Strategy

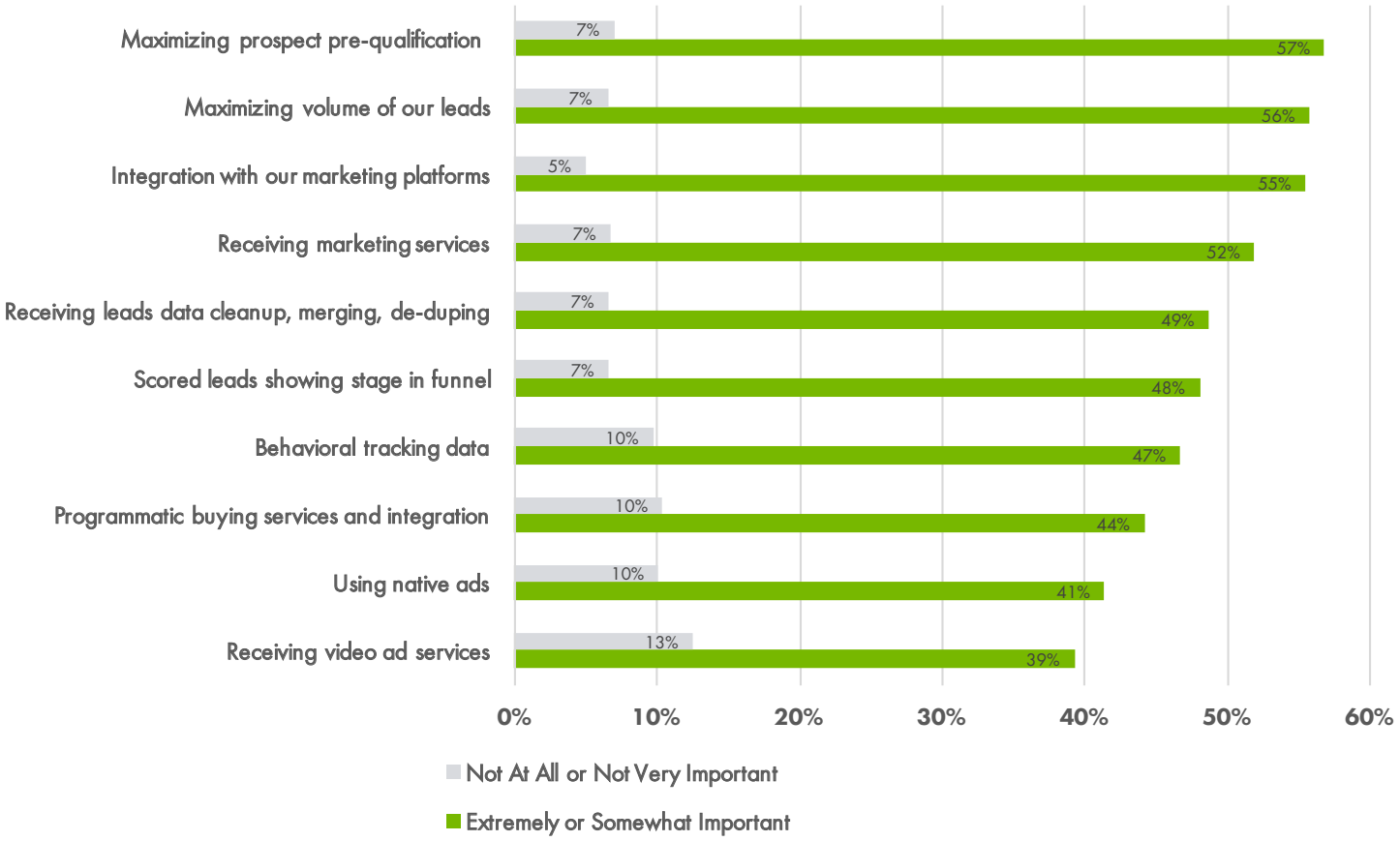
The rise of account-based marketing (ABM) is a departure from the B2B marketing and advertising strategies of the last decade. The rise of the internet as a mass medium fueled digital marketing strategies built around lead generation. ABM emphasizes building relationships with targeted accounts over lead generation.

21st Century B2B Advertising has Focused on Leads

At the beginning of the 20th century, advertising copywriter John E. Kennedy famously defined advertising as "salesmanship in print." Account-based marketing brings marketing back to its roots in support of sales, rather than as a freestanding function with its own key performance indicators.

The last revolution in advertising took place in the mid-2000s, when the rise of customer relationship management, marketing automation, and advertising networks enabled marketers to focus on generating leads for sales teams. Capturing the names and contact information of potential customers became the primary measure of marketing success. In 2015, lead generation continues to be an essential function of B2B marketing, as Figure 2 shows.

Figure 2. Lead Generation is a Critical Factor in Allocating Marketing Spending in 2016



SOURCE: OUTSELL 2016 MARKETING AND ADVERTISING SURVEY 2016, N=752

Meanwhile, sales had always understood the importance of focusing on target accounts, major accounts, and key accounts. These provided the richest targets and required the most attention, due to their longer sales cycles and complex buying processes. At the same time, sales teams became increasingly frustrated with the quality of leads their marketing departments supplied.

The rise of ABM reflects a recognition of the limits of lead generation, a desire for greater alignment between marketing and sales, and the availability of technology enabling marketers to communicate with target accounts. *Madison Logic*, which has been selling account targeting since 2009, has focused on account-based marketing since 2014.

ABM advocates deride current advertising practices as "Spray and Pray." ABM tools enable marketers to customize their communication with a far larger number of target accounts. This communication can be personalized across multiple dimensions. It gives marketers the ability to support the sales team throughout the sales process, not just at the top of the funnel. And, in many cases, ABM vendors provide marketers with the ability to buy advertising targeted at their key accounts from exchanges, bypassing existing relationships with business-to-business media. *Demandbase*, which uses exclusively exchange-purchased advertising, claims that it was able to help Motorola increased web traffic from target hospitality accounts by 100%.

The Funnel: Garbage In, Garbage Out

Over the last decade, the funnel has become the standard model for the relationship between marketing and sales (see Figure 3). Marketing attracts leads and nurtures them over time. Sales qualifies the leads and converts them into customers.

Figure 3. A Traditional Sales Funnel

SOURCE: OUTSELL, INC.

The problem with the funnel is that lead generation casts too wide of a net. While sales focuses on a small number of key accounts, marketing communicates to a far larger number of accounts with its advertising, lead generation, and inbound marketing. In recent years, marketers have increasingly focused on lead quality. But, regardless of qualification standard, the only lever to meet marketing's KPIs is to cast an ever-wider net – resulting in ever-lower yields of qualified leads.

Account-based marketing addresses real sales and marketing problems. It addresses a number of key issues that face business-to-business sales teams:

- **Limits on the number of key accounts:** At any given time, sales only has the personnel and time to address a limited number of key accounts. This number is typically in the dozens. ABM enables sales and marketing to work together to maintain personalized contact with hundreds of target accounts and to keep an eye on thousands of accounts.
- **Large number of stakeholders:** Enterprise purchasing decisions can involve large numbers of people in an organization: information gatherers, analysts, specification writers, decision-makers, and authorizers. ABM tools enable marketers to track these individuals and target messages to them.
- **Long sales cycle:** Business-to-business sales typically involve high purchase prices and complex decision-making processes. This requires maintaining contact with a large number of stakeholders over a long period of time, and tuning communications to address the prospect's needs at that point in their purchase cycle. ABM tools make it possible to program and track appropriate engagement with all contacts in an enterprise during the sales cycle.
- **Lack of focus on target accounts:** Marketing has focused on lead-generation, rather than large-scale support of sales efforts in target accounts. ABM tools enable marketing to support sales with every contact throughout the sales cycle.

The challenge to business-to-business media is that they traditionally operate at the top of the funnel: creating awareness and generating leads. Forward-thinking media have responded to changes in the advertising market by increasing their reliance on events and marketing services. These lines of business will be increasingly important as ABM drives marketers to focus on one-on-one and small-group communication.

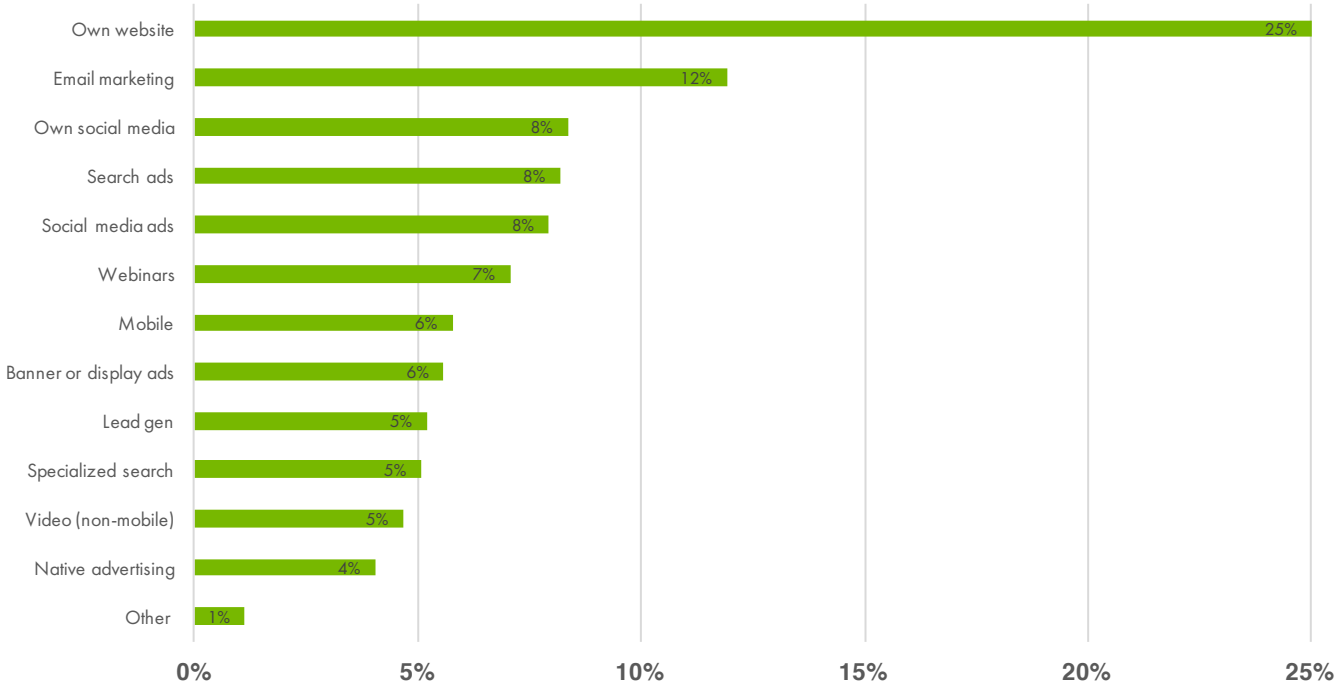
Account-Based Marketing Narrows Marketing's Focus

Account-based marketing is simple in principle: Identify top accounts, market to them, and measure the results. This is what sales teams have done since the beginning of time. What's new is that technology enables sales teams to follow this simple protocol for a much larger number of accounts. And it enables marketing to support sales in this strategy. Advertising is a small portion of most marketing budgets, as Figure 4 shows, and ABM doesn't change that.

Like many new technologies, ABM tools are expensive products designed for large enterprises. One vendor Outsell interviewed focused on accounts with $50 million in revenue, or fast-growing firms with sales of more than $25 million. These more mature organizations have marketing teams, sales cycles, and price points that can support intensive ABM programs.

As ABM technology matures and evolves (see Section, ABM Continues to Evolve), Outsell believes that ABM will be within the reach of larger numbers of B2B marketers.

Figure 4. Media is a Small Portion of B2B Marketing Budgets in 2015



SOURCE: OUTSELL 2016 MARKETING AND ADVERTISING SURVEY 2016. N=688

Implementation of an ABM strategy demands more than software. It requires an organization to rethink the relationship between marketing and sales, target communications far more precisely, monitor performance in new ways, and change the way it thinks about leads.

Coordinate Marketing and Sales

ABM requires a much closer degree of cooperation between marketing and sales. As ABM processes involve, marketing becomes increasingly responsible for constant communication with prospects in support of sales, rather than giving up responsibility as soon as it qualifies a lead. This level of cooperation will ultimately lead to more marketing and sales teams working under the same management.

Identify Target Accounts

The initial step of ABM is identifying target accounts. Sales will have a good idea of who their top prospects are. To this short list, marketing and sales can add accounts found using predictive analytics, accounts with specific behavior and expressions of intent, accounts identified by firmographics (e.g., size or industry), and technographics (e.g., the use of competitive or complementary technology). The target accounts are then ranked, often into three tiers, based on opportunity and priority.

A marketer's list of key accounts and tiers 2 and 3 will change over time. They are constantly evaluated based on wins, losses, changes in engagement, change in relationship with incumbent vendor, and direct expression of interest.

Target Communications to Individuals in Each Account

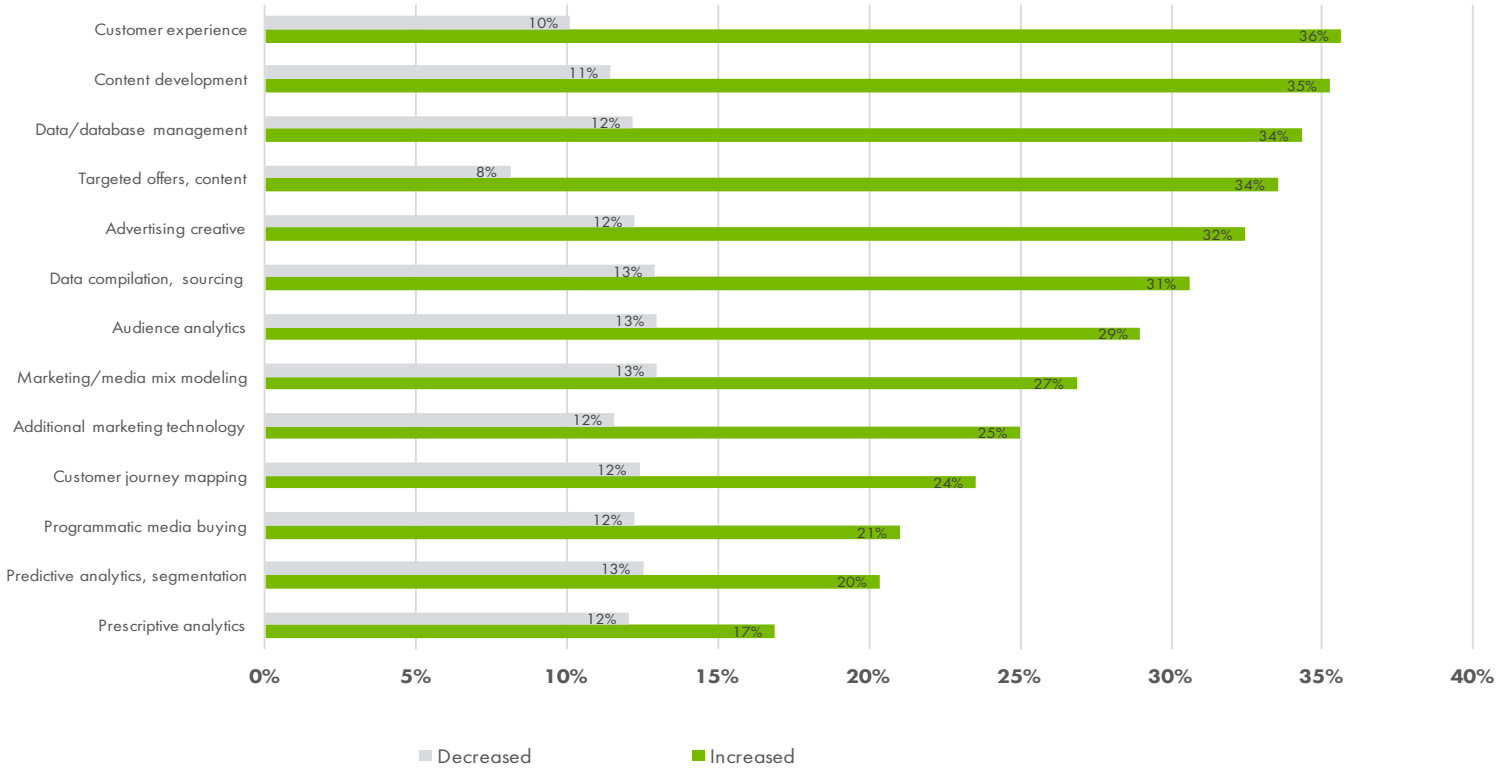
Once the marketing and sales teams identify their target accounts and key contacts in those accounts, the goal of ABM is to focus continual and personalized communication on those contacts. ABM vendors emphasize that this communication is to be personalized based on the account tier, engagement level, and stage in the buying process, as well as by the contact's role. This is a traditional key accounts technique, but directed at a much larger number of accounts.

CXOs may receive gifts and invitations to individualized events. Their teams may receive additional information geared to their role and stage of the process. These communications can come by email, advertising, mobile, social media, webinars, or other media. Ideally, they are highly targeted, such as through a webinar designed specifically for contacts within a single targeted account.

ABM tools allow sales and marketing teams to manage communication and stronger relationships with 10 times as many key accounts as they could with earlier tools. They promise to deliver carefully programmed engagements with customers and prospects over a long period of time. The goal of all this programmed communication is to keep the level of engagement constant.

Although marketers are already emphasizing targeted content (see Figure 5), ABM requires a more customized and semi-customized content than these organizations are currently producing. The results can be significant. Defense contractor Savi claimed a 250% increase in engagement for targeted accounts using *Triblio*'s web customization technology for ABM.

Figure 5. Marketing Spending is Increasing for Content Development and Targeted Offers



SOURCE: OUTSELL 2016 MARKETING AND ADVERTISING SURVEY, 2016. N=752

Rethink Lead Generation

ABM does not preclude lead generation, but it changes the way marketers think about lead generation. All leads are linked directly to accounts as they come in and future engagement is determined by the communication plan for that account. Leads are not treated automatically as an initial contact, but as one more contact within a programmed account.

Monitor Behavior at the Account Level

Marketing is also on the alert for changes in behavior by non-target accounts. If, for example, a non-target or Tier 3 account increases their level of engagement, or exhibits an interest in the marketer's product category on other sites, it can be targeted for further engagement. Attribution tools may provide additional information about keywords or websites that are driving that engagement.

Provide More Information to the Sales Team

ABM tools enable marketers to provide more information about account behavior and engagement to the sales team. Information about engagement on the company website, webinars, white papers, and more can be fed back in the CRM, giving the account manager a better picture of an account's status.

Measure Engagement and Results, Not Leads

ABM shifts marketing's KPI from number of leads generated to engagement generated with key accounts. ABM tools provide the means to track this engagement and (ultimately) revenue over time. This focus on engagement among key accounts will lead to new motivations and behaviors among marketers.

Video advertising platform vendor *Vidyard* recently switched to ABM for large accounts, reported Direct Marketing News, shifting its focus from lead volume and pipeline. Vidyard used AMB tools to tailor its content to signals that a target account is increasing its video marketing. It credits ABM with landing a large insurance company as a client.

ABM promises higher close rates, faster closing, bigger deals, and increased revenue within customer accounts.

ABM Creates Risks for Ad-Supported B2 Media

Advertising plays a role in ABM, but it is far from the most important element of the strategy. ABM emphasizes integrated communication across media. It relies heavily on email to maintain communication with target accounts. It emphasizes customizing the web experience for visitors based on what is known about them. ABM vendors are integrating advertising exchanges directly into their products. And they provide the ability to manage ad retargeting from inside their tools, enabling greater control of the full communication process.

ABM tools are relatively new, and they deal with advertising somewhat differently. But all these tools rely on programmatic advertising to implement their communication strategies. And two of the largest only buy advertising through exchanges, avoiding direct-sold advertising.

Demandbase has its own demand-side platform, which it uses to buy advertising from exchanges. Demandbase relies on its own proprietary IP data for identifying which account a contact is part of. It claims that its IP data is significantly more accurate than traditional IP solutions and that in many cases it can identify not only the account, but also the office that a contact is visiting from.

Terminus enables its users to upload creative, landing page, targeting, personas, and buy advertising on more than 50 exchange networks. Terminus uses cookies to link a contact to a particular account. While cookies can be unreliable and time-limited, they provide the ability to track mobile use outside the account's networks. Terminus software enables users to control frequency and quality, but not the specific sites its ads appear on.

Madison Logic buys advertising on its private ad network of 3,000 sites using its own demand-side platform.

Kwanzoo is an integrated product that manages email, exchange-based advertising, and (unlike Demandbase and Terminus) direct sold advertising. Kwanzoo claims that, unlike the competition, it does not mark up advertising purchased through its tool, and that it derives its revenue strictly from monthly service fees.

The increased reliance on highly customized communications, automated engagement with prospects, programmatic advertising bought from exchanges, and emphasis on the viewer instead of context all create risks for B2B media's lead generation revenue.

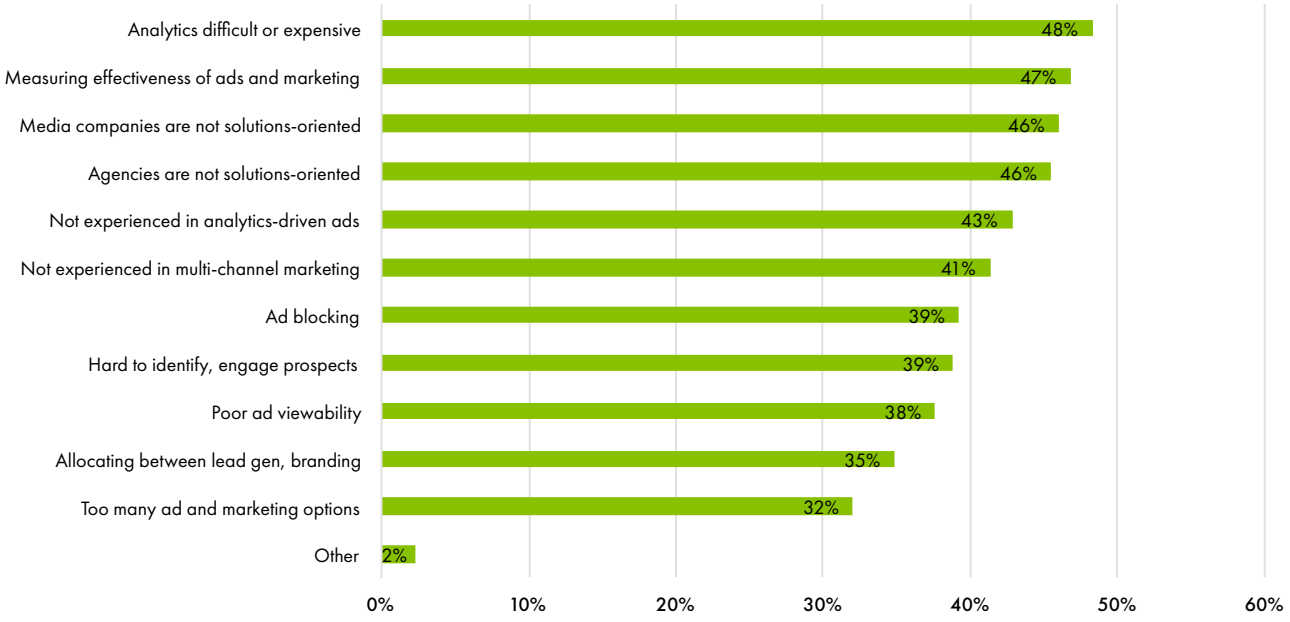
- **Further reduction in print advertising:** Because of its emphasis on targeting, personalization, and one-one-one engagement, ABM does not consider print advertising as a tactic.
- **Reduction in advertising purchases:** Major advertisers are likely to reduce their lead-generation advertising as they move to ABM. Further, they will be more focused on specific large enterprises, and may cut advertising to accounts below Tier 3.
- **More advertising bought via exchanges:** Terminus, Demandbase, and Kwanzoo already offer exchange integration. This capability is likely to be built into other ABM and marketing automation tools in the near term. Many marketers may not even have the ability to plan direct-sold campaigns using their ABM tools.
- **Decreased interest in context as an advertising feature:** ABM vendors are touting the ability to target accounts outside of endemic media as an advantage due to their highly targeted account identification abilities. As ABM vendors increase their ability to target specific devices and individuals, they will be able to identify prospects even when they are not using their employer's IP address.
- **Cherry-picking:** ABM tools' improved ability to target accounts increases the risk of cherry-picking. If major advertisers focus on a much smaller segment of a site's audience, this is likely to reduce their overall advertising budget.
- **Frequency capping to targeted accounts:** As engagement becomes more controlled by ABM software, marketers will have the ability to exercise greater control over the number of times a particular contact sees a particular ad or campaign.
- **Increased use of third-party intent information:** ABM vendors are seeking to improve the way they measure an account's purchase intent. By using third-party intent data, they can target contacts based on their behavioral and implied intent information as well.
- **Increased emphasis on social media advertising:** ABM has the potential to increase the effectiveness and engagement of social media advertising by enabling focus on target accounts. This could increase the effectiveness and value of social media advertising.
- **Changing definition of engagement:** In the short term, media's custom engagement measurements may be useful, but all media will have to fit into standard analytical frameworks for internal measurement and comparison to other media.
- **Retargeting based on accounts:** ABM emphasizes retargeting, which vendors claim to have improved by using account and engagement, rather than simple behaviors, to retarget advertising. ABM is likely to increase the sophistication and performance of retargeting as an advertising strategy.

ABM Creates Opportunities for B2B Media

ABM is a rising strategy, but it's still unclear which tactics marketers will favor as it evolves. These tactics will depend both upon the development of best practices, the evolution of ABM tools, and the differences among target markets.

Marketers continue to struggle with analyzing their data, measuring the effectiveness of their advertising, and getting solutions from their advertising vendors (see Figure 6). ABM solves some of these problems, but not all of them, and creates demand for new solutions from marketing partners.

Figure 6. Barriers to Marketing and Advertising Objectives



SOURCE: OUTSELL 2016 MARKETING AND ADVERTISING SURVEY 2016. N=752

While there are significant risks to advertising revenue arising from ABM, compensating opportunities point the way to new strategies for selling advertising and marketing services.

Many of these opportunities are consistent with previous Outsell recommendations and build on recommended strategies.

- **Lead generation diminished, but not eliminated:** While ABM shifts marketing's emphasis to targeted accounts, lead generation remains an important part of the mix for surfacing new contacts within targeted accounts, as well as new target accounts. Many marketers will continue to favor lead generation over ABM for reaching smaller and less well-defined targets.
- **Advertising as a continuous process:** In ABM, advertising is no longer a series of campaigns, it's a continuous process that takes place over a long period of time. This provides media with the opportunity to set up longer-term programs with their advertising clients. This may include opportunities for recurring revenues (see report, *Signatures of Successful Companies of the Future*, February 3, 2016).
- **Decreased emphasis on SEM in favor of media advertising:** ABM vendors downplay search engine advertising as overpriced and poorly targeted in favor of display advertising that is targeted and customized.
- **Preference for engagement over transaction-based advertising:** ABM advocates downplay the importance of transaction-based advertising (cost per click and cost per lead) in favor of engagement-based advertising to a targeted audience.
- **Increased custom and personalized advertising:** ABM emphasizes customizing advertising for identified targets, based on their technographics, role, stage of the buying process, and other characteristics. This creates a complex matrix of advertising for marketers to manage. Outsell strongly recommends that media revenue mix include marketing services (see report, *The Marketing Services Imperative for Media Companies*, January 25, 2015).
- **Increased demand for premium audiences:** Marketers are not going to be able to reach the premium segment of a publisher's audience by buying remnant inventory on advertising exchanges. This creates an opportunity to direct sell premium audiences at premium prices. The only open question is how much media can charge for access to their most influential audiences.
- **Importance of context:** While ABM vendors emphasize the ability to reach decision-makers in unrelated sites. So, they can reach a CTO at a target account when they're on a cooking or a sports site. This decontextualized approach to advertising is unproven. B2B media still offer the ability to reach that CTO when they're thinking about the marketer's product. This is an example of Outsell's recommended strategy of moving from publisher push to user pull (see Signatures of Successful Companies of the Future).
- **Rising prices of targeted exchange advertising:** As ABM tools target the same audiences for multiple clients (e.g., CTOs at Fortune 1000 companies) and mark up that exchange inventory, it's likely to raise the price floor for direct-sold display inventory.
- **More-integrated media plans:** ABM emphasizes integrated marketing across media, and implies a richer media mix. This suggests that vertical business-to-business media must be part of that mix.
- **Increased demand for content marketing:** Because of the need for highly targeted content and increased engagement from target accounts, marketers will need more sponsored content, native advertising, white papers, webinars, and other content aimed at their target audience.
- **Direct buying from inside ABM tools:** Kwanzoo already supports direct-sold advertising, and other ABM tools may be expected to follow suit. This doesn't necessarily mean that all ABM users will buy advertising direct from media, but it does give them the option of including it in their media mix. This is a good example of Outsell's identified strategy of data-embedded-in-workflow businesses (see Signatures of Successful Companies of the Future).
- **Events as an engagement tactic:** ABM will create an incentive for marketers to increase one-on-one contact with targeted accounts. There are limits to the number of personal contacts that can be driven by internal sales and marketing efforts. Events provide a significant opportunity for marketers to engage deeply with a large number of targeted accounts.

So, while ABM creates clear risks for advertising-supported B2B media, it also creates many opportunities for media to partner more closely with marketers in a way that lead generation strategies did not.

The challenge for B2B media is that the margins for these new opportunities (custom projects, content marketing, events, etc.) are lower than those of traditional media, and do not improve with scale.

ABM Continues to Evolve

While account-based marketing is not a new strategy for sales, the tools on the market are new, unproven, incomplete, and take different approaches to the problem. Outsell expects the tools and tactics of ABM to change in the next three to five years.

ABM Faces Challenges to Broader Adoption

Despite its accelerating momentum, ABM must overcome a number of challenges to continue its growth.

- **ABM requires organizational changes:** ABM is more comfortable for sales than marketing. In many business-to-business marketing organizations, there is little or no contact between marketing and sales. ABM requires that marketing answer more directly to sales, adopt new tools, learn new skills, and recreate resources with ABM in mind.
- **ABM tools are incomplete:** ABM tools are new and each takes a different approach to implementing ABM. The tools will evolve over the next few years as best practices emerge and vendors adopt features and capabilities from their competitors, but for now they're unfinished.
- **ABM is expensive to implement:** This cost of ABM goes far beyond the software itself, which can be quite expensive in its own right. ABM requires organizational changes that could lead to short-term inefficiencies in current marketing programs. Implementation is likely to require extensive consulting for integration and implementation. ABM also demands a large number of highly customized marketing materials and sales. It's likely that ABM will also require expanding the size of a company's marketing team.
- **ABM is not for everyone:** ABM is currently designed for large enterprises selling to large enterprises, or for fast-growing startups selling to large enterprises. Smaller and medium-sized firms, or those selling to smaller and mid-sized businesses, may find it more difficult to adopt ABM as a strategy for reaching their target markets.

ABM Will Evolve to Meet Its Challenges

The standards and processes of ABM are still a work in progress. There are still a lot of blue-sky ideas with limited feedback from customers. Table 1 shows a list of vendors currently offering ABM services. We expect the ABM tool market to evolve rapidly over the next three to five years.

- **ABM tools will add more kinds of interactions:** Current ABM tools have different capabilities in engagement management. No one tool can currently manage email campaigns, direct sold advertising, content management, deep-level account identification, and feedback inside of current marketing and sales tools.
- **ABM vendors will consolidate:** ABM is an ambitious, all-encompassing strategy, but no ABM vendor is a single-source solution. We expect that complementary and even competitive vendors will consolidate over the next few years.
- **Legacy marketing automation and CRM vendors will work with ABM vendors:** No ABM vendor currently aims to replace existing marketing automation and CRM tools. All current ABM tools integrate with one or more of these tools. Outsell expects connectivity to increase between ABM tools and the major marketing automation and CRM tools in the early phase of the market.
- **Legacy vendors will build ABM into their tools:** Marketing automation and CRM vendors are not standing still. ABM is a strategic capability that their customers are spending money on. By adding simple ABM capabilities to their existing products, legacy vendors can delay purchase of ABM tools by their customers, serve a broader range of customers than ABM vendors can currently serve, and soften up ABM vendors for acquisition.
- **Legacy vendors will acquire ABM companies:** Marketing automation and CRM vendors have a history of acquiring complementary tools. Outsell expects this to continue in the ABM market.
- **One dashboard to rule them all?** It's still unclear how to monitor the progress and success of ABM over time, or where that measurement will take place. Outsell expects competition among ABM and legacy vendors to become the standard of measurement and engagement for marketing and executive management.

Table 1. ABM Vendors

	Description	Founded	Funding ($M)	Location	Employee	Link
Azalead	ABM Platform	2013	7.1	Paris	50	http://www.azalead.com/
Bizible	Marketing Analytics	2011	10.7	Seattle	75	http://bizible.com/
Bombora	Data Source	2014	-	New York	50	http://bombora.com
Demandbase	ABM Platform	2007	93.0	San Francisco	250	http://www.demandbase.com/
Engagio	ABM Platform	2015	10.0	San Mateo, Ca	25	http://www.engagio.com/
Freya News	ABM Agency	2013	-	Stockholm	20	http://www.freyanews.com
Kwanzoo	Communication Platform	2009	-	Los Altos Hills, CA	10	http://www.kwanzoo.com/
Lean Data	ABM Lead Management	2012	5.1	Sunnyvale, CA	50	http://www.leandatainc.com/
Momentum	ABM Agency	2010	-	London	50	http://momentumabm.com
mrp	ABM Software, Consulting	-	-	Philadelphia	-	http://www.mrpfd.com
Madison Logic	ABM Platform, Data Provider, Content Marketing Platform	2009	-	New York	100	https://www.madisonlogic.com
Terminus	ABM Platform	2014	6.8	Atlanta	50	http://terminus.com/
Triblio	Content Marketing Platform	-	3.4	Vienna, VA	20	http://www.triblio.com/
Vendemore	ABM Advertising	2007	-	Stockholm	50	http://vendemore.com
YesPath	Content Marketing Platform	2014	1.7	San Francisco	10	http://yespath.com/

SOURCE: OUTSELL, INC.; CRUNCHBASE; LINKEDIN

Essential Actions for B2B Media

Account-based marketing is poised to change the way the largest B2B marketers think about and buy advertising. B2B media that are prepared to work with their customers' new marketing strategies can minimize the risk and exploit the opportunities created in this shift.

Develop Programs to Support Marketers Using ABM
Business-to-business media can expect some of their largest advertisers to begin adopting ABM as a marketing strategy. Take advantage of relationships with these advertisers to find out whether ABM adoption is in the offing (it won't be adopted overnight) and work with them to build programs that meet their needs. Understand how ABM advertisers are measuring success and create programs to meet their needs.

Identify Visitors by Account
Understanding which visitors represent which enterprises is the first step to working with ABM advertisers. This will require a combination of registration, IP addresses, and cookies. Collect information on their roles and behaviors. Understand gaps to address them through audience development.

Build Audience Development Using Advertisers' Target Accounts and Roles
Implement marketing automation audience development in accounts and roles sought by advertisers. Develop a strategy for attracting, retaining, and advertising to them. Use this information to provide marketing services to advertisers.

Segment Audiences
Use on-site behaviors and third-party data to understand the engagement and purchase intent of visitors, particularly those in target accounts. Midmarket and SMB visitors will not be target accounts for ABM, but they are valuable to other advertisers. Develop a strategy and find accounts for monetizing these smaller accounts, and visitors not in selected roles.

Invest in Content Marketing Services and Events to Engage Target Accounts
Content marketing will continue to increase its share of enterprise marketing budgets as they invest in highly customized content for their target accounts. Events create opportunities for marketers to greatly increase their measured engagement with target accounts.

Essential Actions for Solutions Providers

ABM solutions providers have an opportunity to server their clients by working with B2B media. These media have strong relationships with both marketers and targeted audiences.

Enable Programmatic Purchases from Vertical Media
Make it possible to integrate purchases from individual media properties, either directly or through private exchanges.

Work with Media to Measure Native Advertising Engagement
B2B media offer native advertising services that create high engagement with targeted audiences. Make it possible to track native advertising engagement as well as display advertising engagement.

Anticipate Complex Media Engagements
Media have diversified into marketing services agencies in many cases. These more complex offerings are designed to improve engagement with key audiences, but they are more difficult to measure. ABM tools have an opportunity to be a solution to this problem.

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About the Author

By Barry Parr

Director & Lead Analyst

T. +1 650-728-7732

bparr@outsellinc.com

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www.outsellinc.com
contact_us@outsellinc.com

Burlingame, CA USA
650-342-6060

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+1 +44 (0)20 8090 6590

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