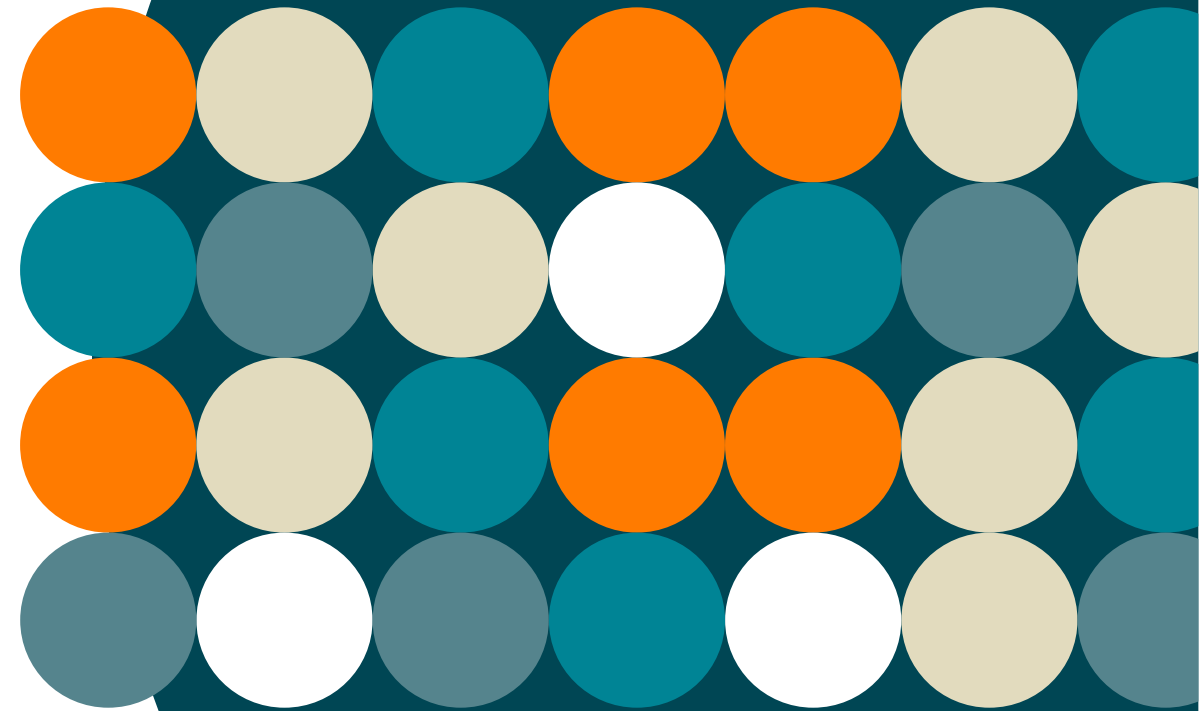


Rethink ABM

Towards client-centricity and growth

October 23
2024



Welcome to Rethink ABM



Alisha Lyndon

CEO, Momentum ITSMA



Today's running order

10:00	Welcome
10:10	Jez Rose: Leading through change
11:00	Fireside chat: Going all in on accounts
11:30	Refreshment break
11:45	Workshops: Demonstrating client-centricity
12:45	Lunch and networking
1:45	Panel discussion: Building modern marketing teams

2:15	Fireside chat: Redesigning for growth
2:45	Refreshment break
3:00	Workshops: Reinventing the ABM playbook with generative AI
4:00	Refreshments
4:15	Panel discussion: From reputation to revenue
4.45	Closing remarks

RETHINK ABM

Today's speakers



Jez Rose
Behavioral expert



Mike Cingari
Verizon Business



Serge Perignon
Tata Consultancy
Services



Sharon Driscoll, IBM



Stephen Casale,
Pure Storage



Karin McEwen,
MathWorks



Mendeil Bailey
Autodesk



Alberto Reales,
Microsoft



Alicia Hale,
Demandbase



Christine Ferhat,
CRB



Clara Belalcazar,
Dow Jones



Eric Martin
Formerly of AWS,
SAP



Ed Brunins
RQI Partners



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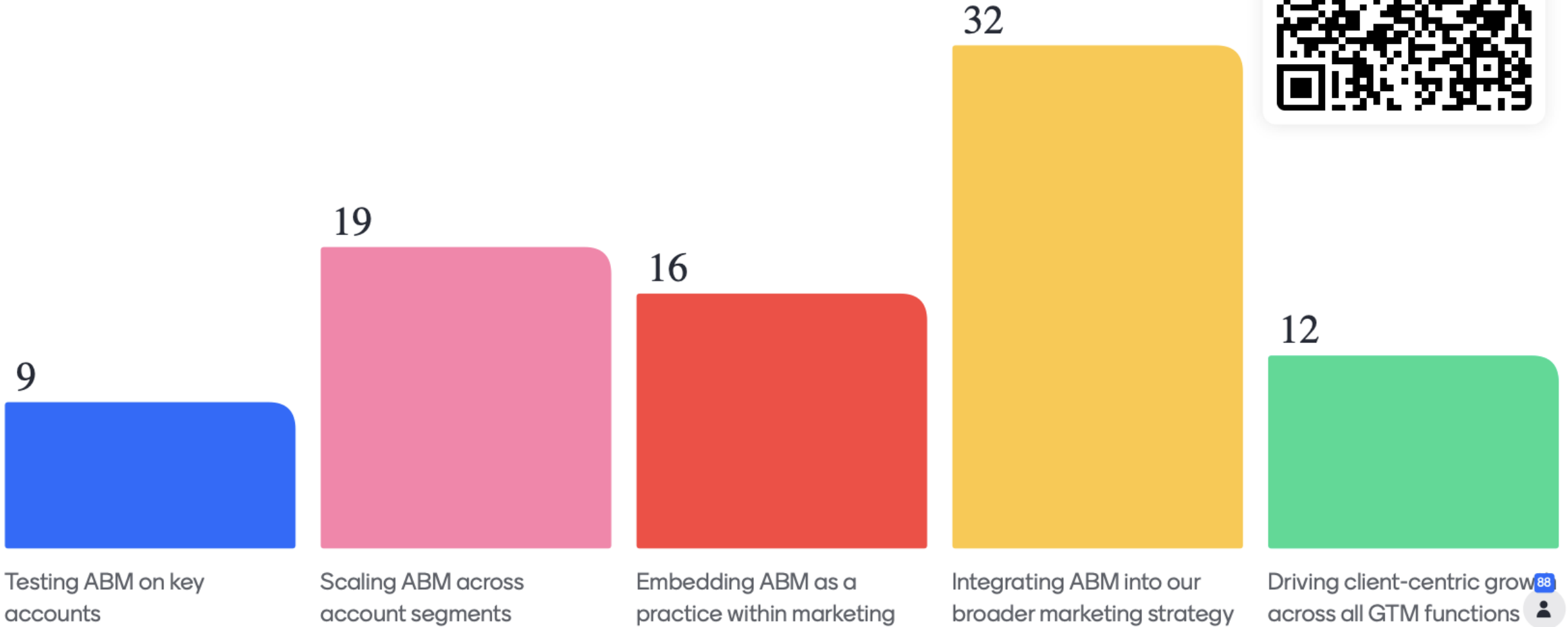
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Which statement most closely describes where your organization







ABM remains front and center

#1

B2B marketing priority for
three years in a row

Source: Momentum ITSMA

40%

of the 2024 marketing budgets dedicated to
ABM

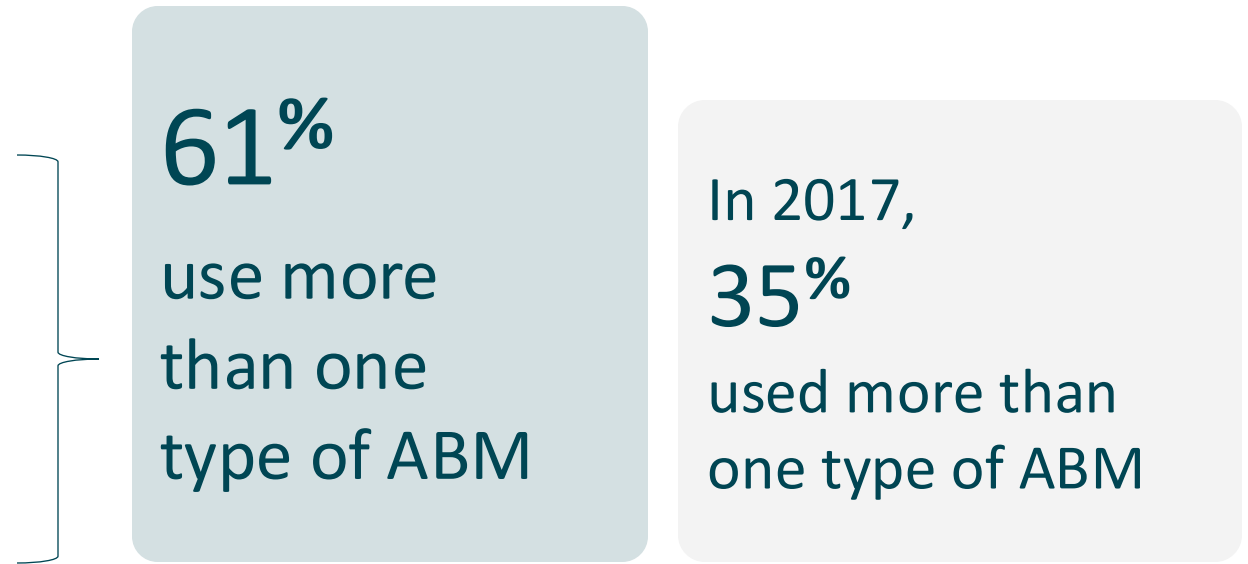
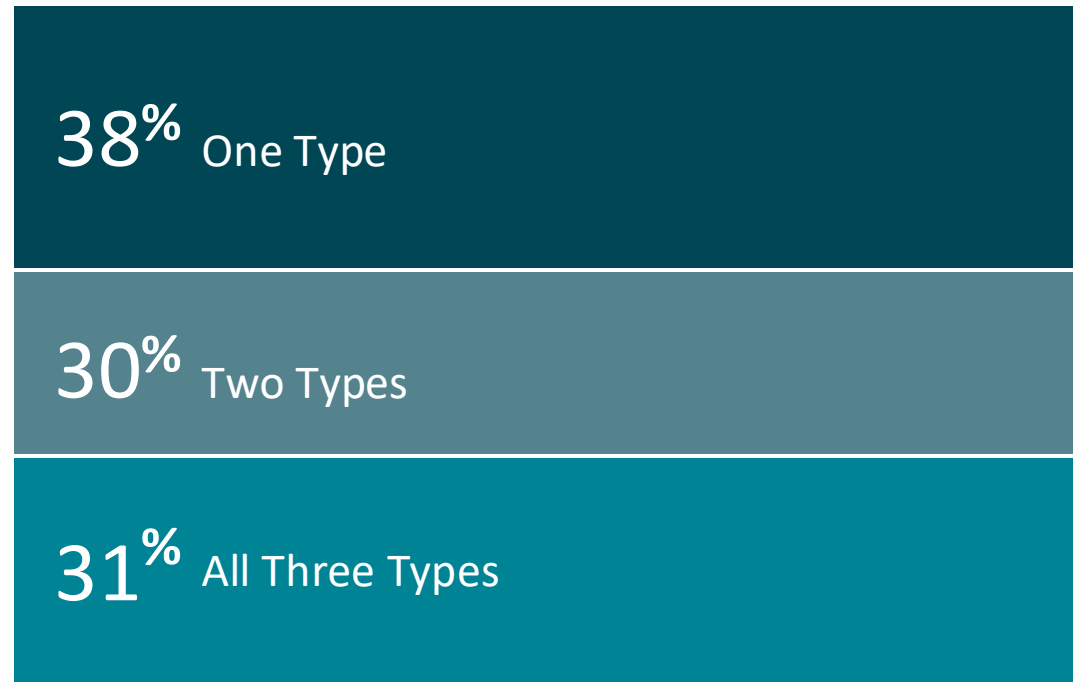
87%

Plan to increase ABM spending in 2025 by average
of 9%

BUSINESS VALUE OF ABM

Most firms implement 2+ types of ABM

Types of ABM deployed



ABM delivers higher ROI

81%

of marketers say ABM on average delivers a **6.5% higher return on investment** compared to other marketing initiatives.
(Consistent with 2023 survey)



Group
1:50
Floor Plan

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The buying process involves important and often risky decisions

68%

Agree there is a **greater risk** in making poor decisions, especially now that solutions have become more complex and costly

49%

Agree it is **more difficult for their organization to make purchase decisions** today than it was two years ago

Trust is critical, but is in significant decline

1.8

The average number
of trusted providers
Down from 3.9 in 2019

Trust requires integrated development, with SMEs now playing a pivotal role

Who do you hold the most trusted relationships with in your provider?	%
Subject-Matter Experts	42
Senior Executives	31
Sales & Account Management	17
Product & Marketing	8
Service Delivery	2

Tactics buyers value at each stage of the process

Stage 1 Epiphany	Stage 2 Awareness	Stage 3 Interest	Stage 4 Confidence	Stage 5 Loyalty
<ul style="list-style-type: none"> • Long-form content • Provider’s own website • Phone conversations with sales and SMEs • Social media • Video 	<ul style="list-style-type: none"> • Phone conversations with sales and SMEs • Webinar • Technical briefing center/innovation lab • Social media • In-person meetings 	<ul style="list-style-type: none"> • Website • Technical briefing center/innovation lab • In-person meetings • Video • Social media 	<ul style="list-style-type: none"> • Technical briefing center/innovation lab • Social media • In-person meetings • Webinar • Provider online communities 	<ul style="list-style-type: none"> • Mobile app to access content • Executive round table • Direct mail • Experiential marketing • In-person event

■ DIGITAL

■ HUMAN

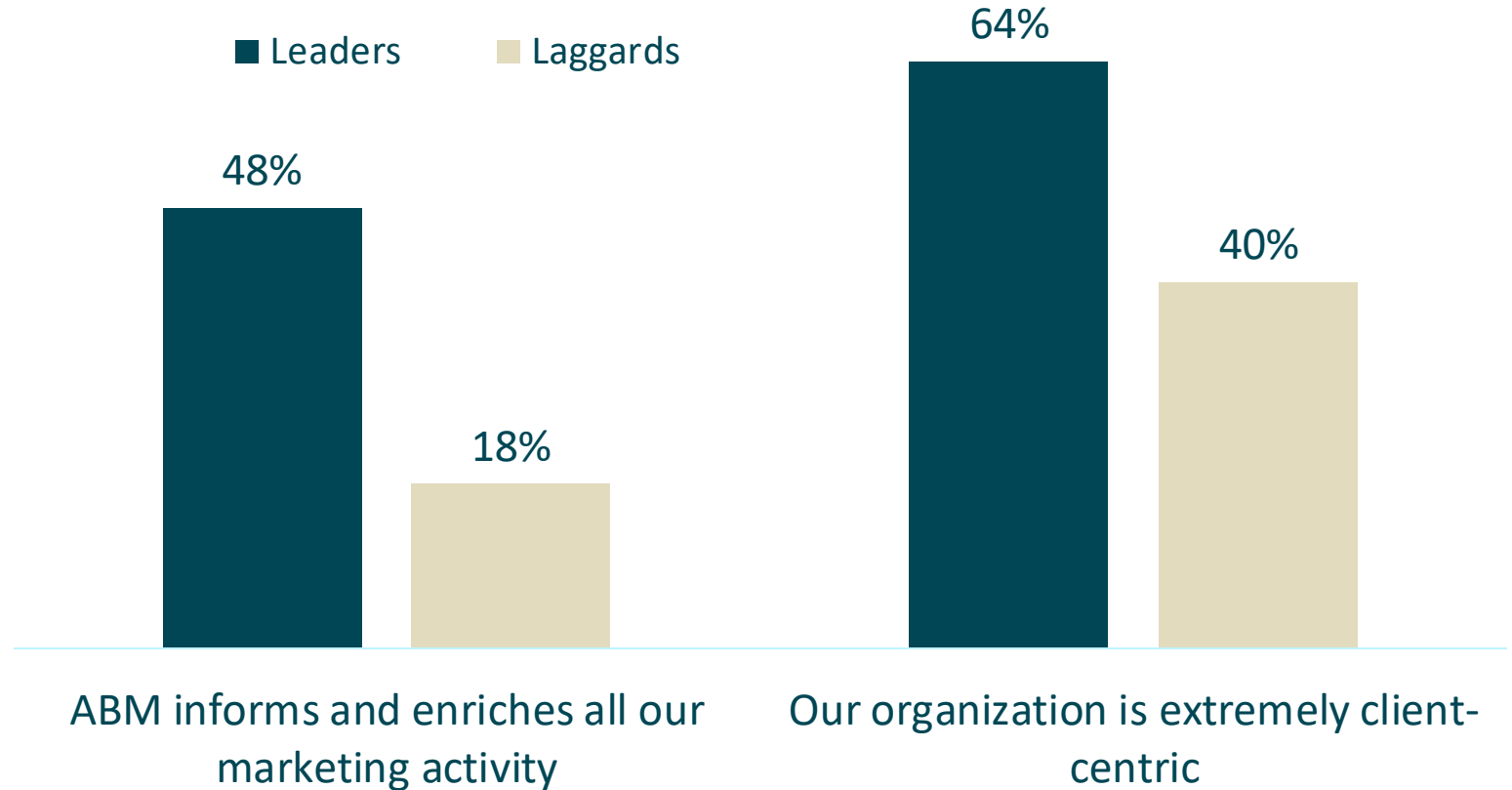


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Leaders use ABM as a blueprint for marketing and client-centricity

32%

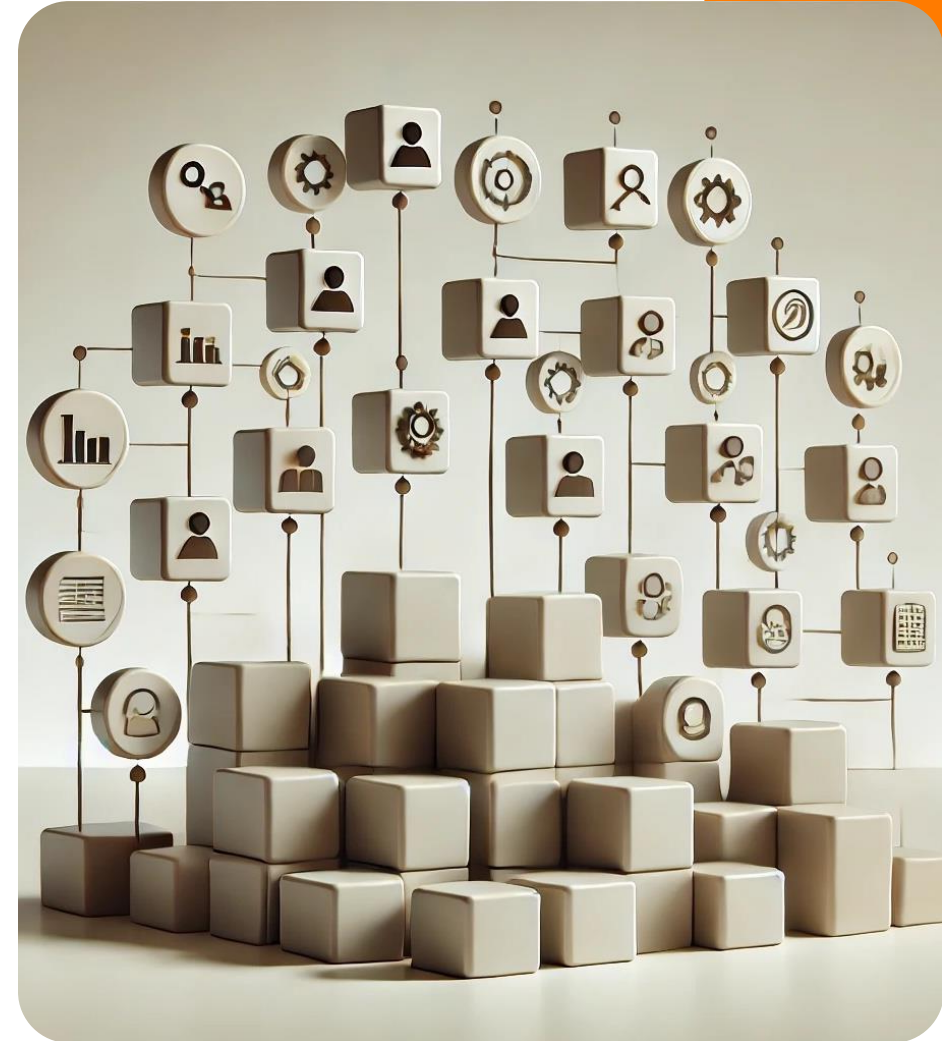
of marketers see **significantly higher** returns from ABM compared to other marketing initiatives



Leaders rely on scalable capabilities to win

Top 3 deciding factors

1. Trustworthiness
2. Fresh ideas and innovation
3. Knowledge of their needs



Leaders recognize strong ecosystem alignment is critical

60%

of leaders recognize they're held back by a lack of alignment with sales and other customer-facing functions

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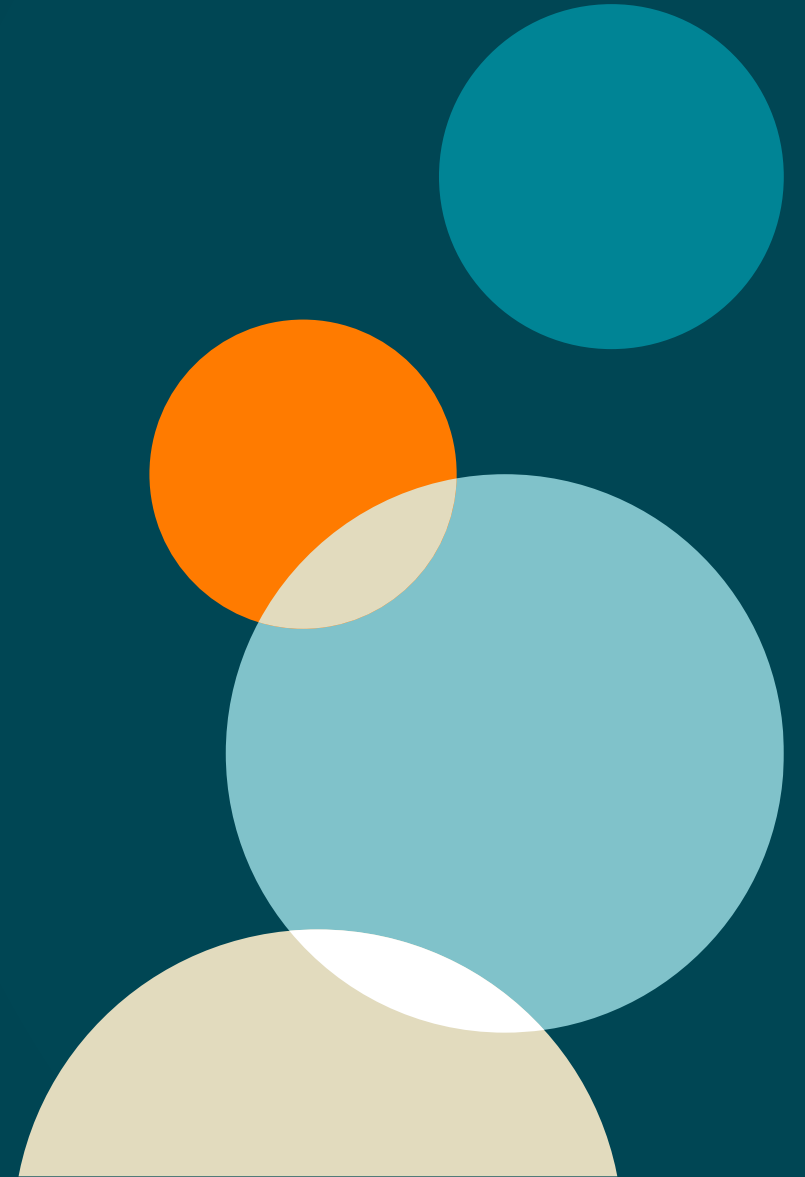
Scalable,
repeatable,
insights-driven,
aligned



Leading through change: The art of human-centered leadership



Jez Rose
Behavior expert



Going “all in” on accounts: The client-centric marketing engine



Mike Cingari

SVP of Marketing Strategy and CX, Verizon Business



Meta Karagianni

Chief Consulting Officer,
Momentum ITSMA

Workshops

Hudson: Scaling content for effective account engagement



Nick Mason

Founder, Turtl



Tom Stevenson

Senior Consultant, Momentum ITSMA



Eric Martin

Former ABM-er, AWS

Astoria: Is market research driving your marketing?



Sarah DeFreitas

Executive Director, Research,
Momentum ITSMA



Ed Brunins

Vice President of Marketing, RQI



Christine Ferhat

Customer Experience Lead, CRB

Building modern marketing teams for tomorrow's growth



Karin McEwen

Senior Director of Worldwide Marketing,
MathWorks



Alicia Hale

SVP of Growth Marketing,
Demandbase



Mendeil Bailey

Director, Amer Account-Based Marketing,
Autodesk



Meta Karagianni

Chief Consulting Officer,
Momentum ITSMA

Redesigning for growth: ABM as a blueprint for marketing



Clara Belalcazar

SVP, B2B Marketing, Dow Jones



Alisha Lyndon

CEO, Momentum ITSMA

ABM leaders are more client-centric

48%

of leaders say ABM enriches
all marketing activities
vs 18% of laggards

ABM delivers higher ROI

81%

of marketers say ABM delivers higher ROI compared to other marketing initiatives

Top business impact from ABM:

1. Growing business with existing accounts
2. Enhancing customer retention and loyalty
3. Enhancing brand reputation

ABM budgets are on the rise

87%

of marketers expect their ABM budgets to increase in the next 12 months, with a projected mean increase of 9%

Leaders are pivoting marketing around ABM

37%

of leaders recognize the need to align the wider marketing organization to ABM practices vs 20% of laggards

Technology adoption enhances client-centricity

62%

of organizations with advanced tech adoption are “extremely client-centric” vs 29% of all others

Workshops: Reinventing the ABM playbook

Hudson:



Tom Stevenson
Senior Consultant, Momentum ITSMA



Fabiana Carpio Brunetti
Director, AMS Enterprise Marketing & Global ABM Lead, Pure Storage



Stephen Casale
Director, Executive Communications, Pure Storage

Astoria:



Aaron Bean
Head of Consulting, Americas, Momentum ITSMA



Sharon Driscoll
ABM Leader, CMO, IBM



Alberto Reales
Analytics + Marketing Ops, Americas, Microsoft



Adam Bennington
Head of Consulting, EMEA, Momentum ITSMA



Reputation to revenue – building client-centric brands that last



Serge Perignon

Global Head, Thought Leadership
& Services Marketing,
Tata Consultancy Services



Mark Wellings

Executive Director, Thought Leadership,
Momentum ITSMA

Thought leadership

(Noun)

Original, evidence-based point of view that builds reputation, drives innovation, and helps clients address significant challenges and opportunities.



Why does thought leadership matter?

60%

of the C-suite say their need for thought leadership has increased over the past year

87%

say thought leadership is important or critical when assessing a new advisor or solutions provider

72%

will look at your competitors' thought leadership

Thought leadership and the 3Rs

43%

of marketers say enhancing reputation is their primary objective for thought leadership

90%

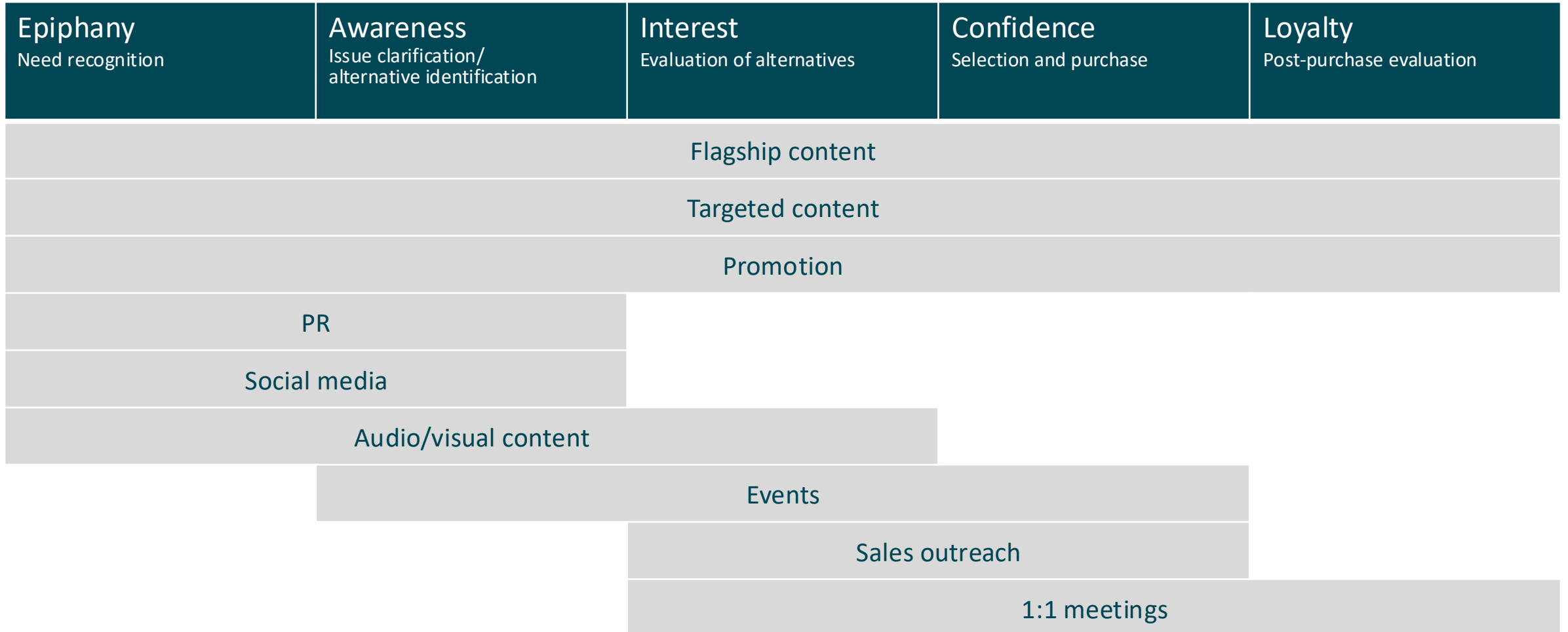
of leaders* say co-creating thought leadership improves their relationship with clients

98%

of marketers say thought leadership has contributed to revenue in the past 12 months

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Thought leadership drives the buyer journey



What does the long-game look like?

90%

of leaders* say “Thought leadership plays a major role in helping our organisation achieve its business objectives” vs 70% of others

How we can help

- End-to-end thought leadership services (including discovery, strategy, ideation, planning, field research, analysis, writing, design, asset creation and campaign activation)
- Thought Leadership Maturity Assessment
- Learning and development
- Research presentations

Rethink ABM: Share and reflect



Alisha Lyndon

CEO, Momentum ITSMA





Share and reflect



Meta
Karagianni

Chief Consulting
Officer



Aaron
Bean

Head of Consulting



Adam
Bennington

Head of Consulting



Tom
Stevenson

Senior Consultant



Mark
Wellings

Executive Director, Thought
Leadership



Sarah
DeFreitas

Executive Director, Research

RETHINK ABM

Thank you to all our speakers



Jez Rose
Behavioral expert



Mike Cingari
Verizon Business



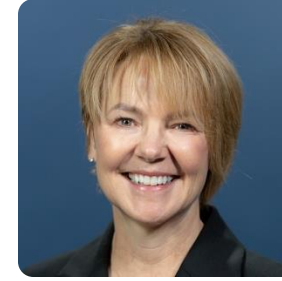
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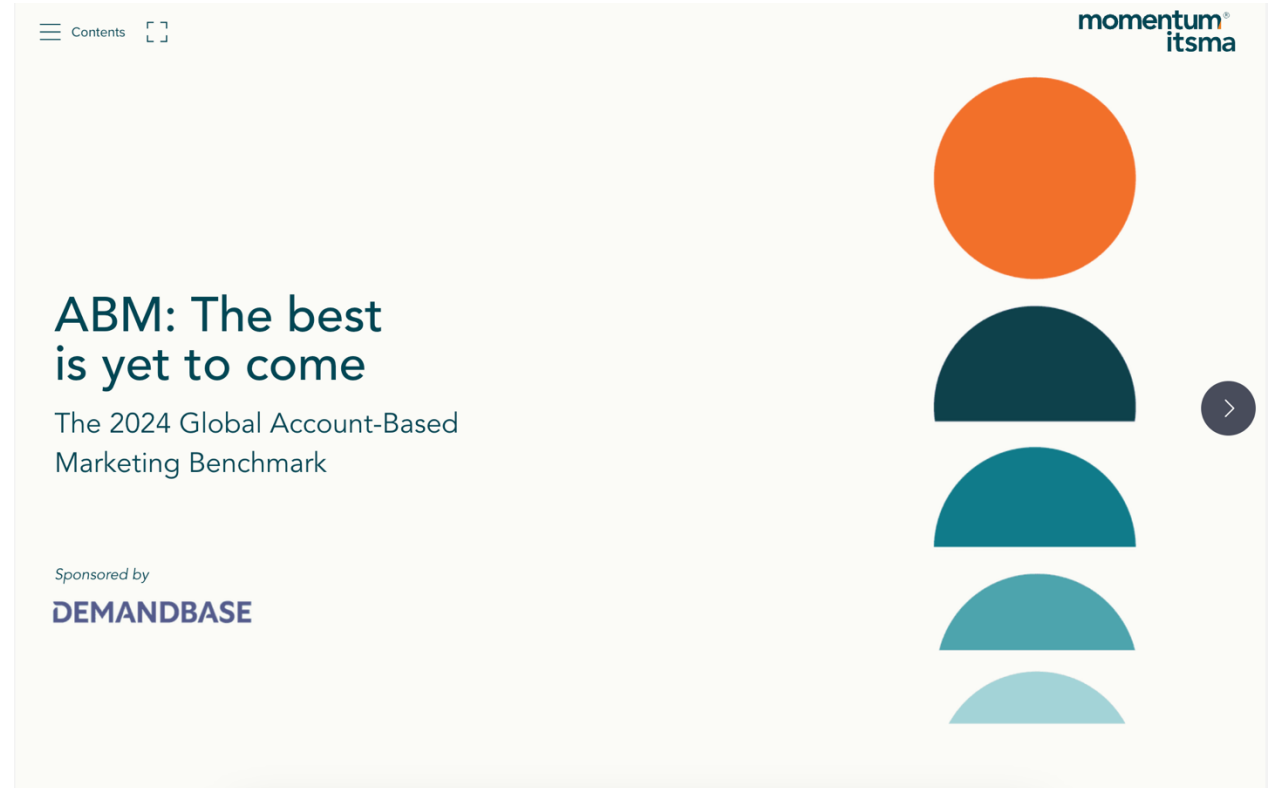
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First access to our 2024 Global Account- Based Marketing Benchmark report



Global Marketing Excellence Awards: the finalists

kyndryl™

Infosys


CISCO

servicenow

IBM


pwc

paloalto
NETWORKS®

 checkout.com


EY

vmware®

FORTINET®

NTT DATA

UNISYS

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Global Marketing Excellence Awards Winners

Scaling ABM Programs

Diamond



Gold



Advancing Thought Leadership

Diamond



Gold



Enabling Sales

Diamond



Gold



Client Growth Program of the Year



Strengthening Executive Engagement

Diamond



Gold



Driving Partner Collaboration

Diamond



Gold



Driving Partner Collaboration

Diamond



Gold



Small or Medium Business of the Year



Thank you

For more information about Rethink ABM – New York
or the content from any of the sessions, contact
Zara.Barton@momentumitsma.com