

Measuring Account-Based Marketing

Performance Monitoring – KPIs, Metrics, Dashboards

Planning Phase

KATE KHOURY

ABM Metrics: Planning Stage

Content and Campaign Engagement Metrics

- **Email Click Rate by Account:** Percentage of emails clicked by contacts from targeted accounts.
- **Click-Through Rate (CTR) by Account:** Percentage of targeted account contacts who clicked links in emails, ads, or content.
- **Content Consumption/Engagement by Account:** Number of content downloads (e.g., whitepapers, case studies) from target accounts.
- **Ad Impressions and Clicks per Account:** The number of times ads were shown to and clicked on by target accounts.
- **Webinar or Event Attendance [by Account/Opp]:** Number of attendees from target accounts at events like webinars, virtual summits, or trade shows.



ABM Metrics: Planning Stage

Account Health & Progress Metrics

- **Account Engagement Score:** A weighted score based on the number and quality of engagements across touchpoints (e.g., website visits, content downloads, email engagement). Standardize a company-wide scoring system?
- **Account Penetration:** The number of decision-makers and influencers within an account that has connected with marketing efforts
- **Account Tier Progress:** Track whether accounts are moving from lower tiers (e.g., Tier 3) to higher priority tiers (e.g., Tier 1) based on engagement levels and potential revenue opportunities.
- **Sales Cycle Length:** average time to close an opportunity (?)
- **Share of Wallet:** number of opportunities in the market that were won by [co]
- **Sentiment Analysis:** authority, thought leadership, perceptions of company by customers and non-customers



ABM Metrics: Planning Stage

Types of Data to Consider - Qualitative

Crafting a compelling data story often uses **qualitative data** to explain the “how” and “why” behind the **quantitative data**. Humanizes data by providing an opening for emotional connection, narrative structure, and helps visualizations.

Qualitative Data:

Customer feedback, reviews, stories, testimonials

Focus Groups

Social Listening + Sentiment Analysis

User Generated Content (UGC) – hashtags & social media campaign participation

Internal insights – business development, customer support relays feedback

Case Studies

Brand Perception Surveys

Competitive Analysis

Influencer, Partner Feedback

Touchpoint Analysis

ABM Metrics: Planning Stage

Additional Types of Data

Predictive Analytics:

Uses historical data and ML to forecast future behaviors (also, trend analysis)

Prescriptive Analytics:

Provides recommendations on actions to optimize outcomes, such as which accounts to target with personalized messaging.

Churn Prediction Models & Retention Analysis:

Models identify which accounts are at risk of churning and when, allowing for insights into retention strategies.

Attribution Modeling:

Weight of each touchpoint within multi-touch attribution models.