

ABM Alliance Panel Discussion

Presented by the ABM Alliance

Meet our Panelists:

Moderator: Rob Leavitt, Sr. Vice President, ITSMA

Panelists

Julia Stead, VP of Marketing,
Invoca

Lisa Ames, VP, Demand Gen,
Demandbase

Lori Peracchi, Customer
Marketing Director, Optimizely

Elle Woulfe, Vice President,
Marketing, PathFactory

Marne Reed, Chief Evangelist,
VP Strategic Alliances, PFL

Katherine Grunert, Director, Revenue
& Growth Marketing, Radius

Kristen Alexander, CMO, Certain

Justin Keller, VP of Marketing,
Sigstr

Sandra Freeman, Head of
Strategic Marketing, Engagio

Believe the hype!

77%

of companies say
ABM delivers higher ROI
than other types of marketing

45% More than 2x ROI

67% Greater customer success

66% More references/advocacy

But we're still early in the ABM journey

ABM Experience

- 55% < 1 year
- 30% 1-2 years
- 15% 3 years+

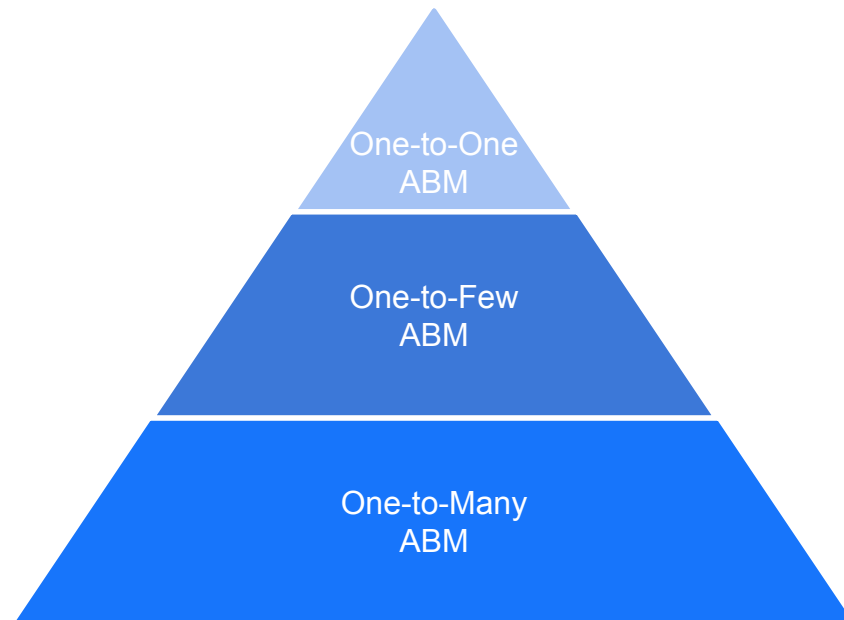
Top ABM Challenges

- Tracking results
- Personalizing and tailoring for key contacts
- Budget!
- Developing customizable assets

Critical Skill Gaps

- Data and analytics
- Sales & marketing collaboration
- Content creation and tailoring
- Market/account intelligence
- Tailored value propositions

Topic: Getting started with ABM



Moderator: Rob Leavitt, Sr. Vice President, ITSMA

Panelists:

Julia Stead, VP of Marketing,
Invoca

Lisa Ames, VP, Demand Gen,
Demandbase

Lori Peracchi, Customer
Marketing Director, Optimizely

Elle Woulfe, Vice President,
Marketing, PathFactory

Marnie Reed, Chief Evangelist,
VP Strategic Alliances, PFL

Katherine Grunert, Director,
Revenue & Growth Marketing,
Radius

Kristen Alexander, CMO, Certain

Justin Keller, VP of Marketing,
Sigstr

Sandra Freeman, Head of
Strategic Marketing, Engagio

Topic: Selecting the Right Accounts.

ABM Account Coverage

- **One-to-One ABM:**
14 accounts; 61% existing, 39% new
- **One-to-Few ABM:**
4 clusters of 20 accounts each
46% existing, 54% new
- **One-to-Many ABM:**
5 groups of 100 accounts each
27% existing, 73% new

Source: ITSMA and ABM Leadership Alliance ABM Benchmarking Survey, 2018

Moderator: Rob Leavitt, Sr. Vice President, ITSMA

Panelists:

Julia Stead, VP of Marketing,
Invoca

Lisa Ames, VP, Demand Gen,
Demandbase

Lori Peracchi, Customer
Marketing Director, Optimizely

Elle Woulfe, Vice President,
Marketing, PathFactory

Marne Reed, Chief Evangelist,
VP Strategic Alliances, PFL

Katherine Grunert, Director,
Revenue & Growth Marketing,
Radius

Kristen Alexander, CMO, Certain

Justin Keller, VP of Marketing,
Sigstr

Sandra Freeman, Head of
Strategic Marketing, Engagio

Lightning Round!

Words of wisdom for ABMers getting started?

Moderator: Rob Leavitt, Sr. Vice President, ITSMA

Panelists:

Julia Stead, VP of Marketing,
Invoca

Lisa Ames, VP, Demand Gen,
Demandbase

Lori Peracchi, Customer
Marketing Director, Optimizely

Elle Woulfe, Vice President,
Marketing, PathFactory

Marne Reed, Chief Evangelist,
VP Strategic Alliances, PFL

Katherine Grunert, Director,
Revenue & Growth Marketing,
Radius

Kristen Alexander, CMO, Certain

Justin Keller, VP of Marketing,
Sigstr

Sandra Freeman, Head of
Strategic Marketing, Engagio

Topic: Working with sales.

Sales Collaboration Index

- One-to-One ABM = 3.9
- One-to-Few ABM = 3.7
- One-to-Many ABM = 3.1

Source: ITSMA and ABM Leadership Alliance
ABM Benchmarking Survey, 2018

Moderator: Rob Leavitt, Sr. Vice President, ITSMA

Panelists:

Julia Stead, VP of Marketing,
Invoca

Lisa Ames, VP, Demand Gen,
Demandbase

Lori Peracchi, Customer
Marketing Director, Optimizely

Elle Woulfe, Vice President,
Marketing, PathFactory

Marnie Reed, Chief Evangelist,
VP Strategic Alliances, PFL

Katherine Grunert, Director,
Revenue & Growth Marketing,
Radius

Kristen Alexander, CMO, Certain

Justin Keller, VP of Marketing,
Sigstr

Sandra Freeman, Head of
Strategic Marketing, Engagio

Topic: Developing integrated campaigns.

Top ABM Tactics

- Email marketing
- Direct mail
- Face-to-face meetings
- Roadshows and events
- Custom content
- Targeted advertising
- Executive relationship programs

Source: ITSMA and ABM Leadership Alliance
ABM Benchmarking Survey, 2018

Moderator: Rob Leavitt, Sr. Vice President, ITSMA

Panelists:

Julia Stead, VP of Marketing,
Invoca

Lisa Ames, VP, Demand Gen,
Demandbase

Lori Peracchi, Customer
Marketing Director, Optimizely

Elle Woulfe, Vice President,
Marketing, PathFactory

Marnie Reed, Chief Evangelist,
VP Strategic Alliances, PFL

Katherine Grunert, Director,
Revenue & Growth Marketing,
Radius

Kristen Alexander, CMO, Certain

Justin Keller, VP of Marketing,
Sigstr

Sandra Freeman, Head of
Strategic Marketing, Engagio

Lightning Round!

Most impressive ABM success?

Moderator: Rob Leavitt, Sr. Vice President, ITSMA

Panelists:

Julia Stead, VP of Marketing,
Invoca

Lisa Ames, VP, Demand Gen,
Demandbase

Lori Peracchi, Customer
Marketing Director, Optimizely

Elle Woulfe, Vice President,
Marketing, PathFactory

Marnie Reed, Chief Evangelist,
VP Strategic Alliances, PFL

Katherine Grunert, Director,
Revenue & Growth Marketing,
Radius

Kristen Alexander, CMO, Certain

Justin Keller, VP of Marketing,
Sigstr

Sandra Freeman, Head of
Strategic Marketing, Engagio

Topic: Building the team.

Current Competency Ratings

- Leadership – 3.7 (1-5 scale)
- Campaign planning/execution – 3.7
- Sales/marketing collaboration – 3.6
- Business acumen – 3.6
- Market/account intelligence – 3.4

Source: ITSMA and ABM Leadership Alliance
ABM Benchmarking Survey, 2018

Moderator: Rob Leavitt, Sr. Vice President, ITSMA

Panelists:

Julia Stead, VP of Marketing,
Invoca

Lisa Ames, VP, Demand Gen,
Demandbase

Lori Peracchi, Customer
Marketing Director, Optimizely

Elle Woulfe, Vice President,
Marketing, PathFactory

Marne Reed, Chief Evangelist,
VP Strategic Alliances, PFL

Katherine Grunert, Director,
Revenue & Growth Marketing,
Radius

Kristen Alexander, CMO, Certain

Justin Keller, VP of Marketing,
Sigstr

Sandra Freeman, Head of
Strategic Marketing, Engagio

Topic: Measuring ABM results.

Top ABM metrics

- Pipeline growth
- Revenue growth
- Engagement
- Win rate/deals closed
- Total revenue tied to ABM

Source: ITSMA and ABM Leadership Alliance
ABM Benchmarking Survey, 2018

Moderator: Rob Leavitt, Sr. Vice President, ITSMA

Panelists:

Julia Stead, VP of Marketing,
Invoca

Lisa Ames, VP, Demand Gen,
Demandbase

Lori Peracchi, Customer
Marketing Director, Optimizely

Elle Woulfe, Vice President,
Marketing, PathFactory

Marnie Reed, Chief Evangelist,
VP Strategic Alliances, PFL

Katherine Grunert, Director,
Revenue & Growth Marketing,
Radius

Kristen Alexander, CMO, Certain

Justin Keller, VP of Marketing,
Sigstr

Sandra Freeman, Head of
Strategic Marketing, Engagio

Share with us one of your favorite ABM campaigns.

Moderator: Rob Leavitt, Sr. Vice President, ITSMA

Panelists:

Julia Stead, VP of Marketing,
Invoca

Lisa Ames, VP, Demand Gen,
Demandbase

Lori Peracchi, Customer
Marketing Director, Optimizely

Elle Woulfe, Vice President,
Marketing, PathFactory

Marne Reed, Chief Evangelist,
VP Strategic Alliances, PFL

Katherine Grunert, Director,
Revenue & Growth Marketing,
Radius

Kristen Alexander, CMO, Certain

Justin Keller, VP of Marketing,
Sigstr

Sandra Freeman, Head of
Strategic Marketing, Engagio

Lightning Round!

Most creative campaign tactic?

Moderator: Rob Leavitt, Sr. Vice President, ITSMA

Panelists:

Julia Stead, VP of Marketing,
Invoca

Lisa Ames, VP, Demand Gen,
Demandbase

Lori Peracchi, Customer
Marketing Director, Optimizely

Elle Woulfe, Vice President,
Marketing, PathFactory

Marne Reed, Chief Evangelist,
VP Strategic Alliances, PFL

Katherine Grunert, Director,
Revenue & Growth Marketing,
Radius

Kristen Alexander, CMO, Certain

Justin Keller, VP of Marketing,
Sigstr

Sandra Freeman, Head of
Strategic Marketing, Engagio

Thanks for Joining us!

Moderator: Rob Leavitt, Sr. Vice President, ITSMA

Panelists

Julia Stead, VP of Marketing,
Invoca

Lisa Ames, VP, Demand Gen,
Demandbase

Lori Peracchi, Customer
Marketing Director, Optimizely

Elle Woulfe, Vice President,
Marketing, PathFactory

Marne Reed, Chief Evangelist,
VP Strategic Alliances, PFL

Katherine Grunert, Director, Revenue
& Growth Marketing, Radius

Kristen Alexander, CMO, Certain

Justin Keller, VP of Marketing,
Sigstr

Sandra Freeman, Head of
Strategic Marketing, Engagio