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Lina Vaz,
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Account-Based Marketing (ABM) has transformed from a niche strategy to a fundamental growth engine for SaaS companies. In 2025, ABM leaders are leveraging Artificial Intelligence (AI), high personalization and strategic agility to drive meaningful commercial impact. But alongside these advancements come significant challenges, ranging from buyer behavior shifts to the complexities of expanding personalization on a global scale.

How exactly are leading SaaS marketers overcoming these challenges? And more importantly, how are they using ABM to increase their commercial impact in 2025? To uncover the answers to these questions I spoke with some of the leading experts in the field:



Sumi Shukla,
VP Global Demand Marketing,
Riverbed



Laura Matthews,
Director, Global ABM,
UiPath



Katie Colbourne,
Director of Global Demand Generation, **Basware,**
and Propolis Ambassador

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AI-Driven ABM:
The Competitive Edge

AI has evolved from being a mere enabler in ABM to becoming a driving force at its core. In 2025, AI adoption in SaaS marketing is accelerating, transforming how companies engage with high-value accounts. Predictive analytics and machine learning are helping marketers refine target account selection, generate highly personalized content and optimize campaign execution.

Tools like ChatGPT, Copilot and Gemini are now commonplace, and AI-powered tools like 6sense and LinkedIn Sales Navigator are embedded into many everyday ABM workflows. These advanced automation tools deliver real-time insights that allow marketing and sales teams to act with much more precision, helping ABMers to deliver relevant and timely content.

"Many companies over the last year or two have dabbled with AI, but in 2025, we'll see a lot more organizations formalizing an AI strategy for their marketing efforts as well as their ABM efforts," says Sumi.

Reflecting on the last year, she acknowledges that they started the year using a lot of agency support for key aspects of ABM programs, from persona research to content marketing, but that has changed:

"There was a turning point in the summer, when we started to experiment with ChatGPT and other tools, and by the end of the year we had reduced our reliance on agencies almost completely. We deployed AI tools at a global level and are now fully embracing AI technologies."

At UiPath, they use their own technology and they're always trying to use automation to make their marketing better. Laura says it's all about team's culture:

"Are you sharing best practices? Are you sharing your learnings? Are leaders leading by example and using AI? Internally, at UiPath, we've always been offering our automation technology and have been rolling out additional training to make sure GTM leaders can understand and position the value of agentic automation to our customers. This is really important to ensure that everyone has a solid foundational understanding."

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Navigating Shifting Buyer Behaviors in a Volatile Market

We are living in a time of economic uncertainty, geopolitical shifts and evolving procurement processes, and this will certainly have an impact on B2B marketing and SaaS buyers. In this complex landscape, rigid marketing strategies fail. Sumi says only agile and responsive ABM programs can actually thrive:

"When those things are happening, people are less likely to want to buy new technology, and therefore less likely to engage with content that is potentially trying to position new technology trends. That is going to be a big shaper for how things progress in 2025."

SaaS marketers need to develop highly adaptable, industry-specific campaigns that can change based on real-time market signals. Riverbed, for example, hasbuilt flexibility into its ABM initiatives, tailoring campaigns for industries that experience higher volatility:

"Some of the campaigns we run at Riverbed are industry-focused. We know certain industries can be more volatile than others, like banking, for example. Building agility into our timelines and content strategy is crucial."

At its core, ABM is about driving measurable business outcomes. Laura mentions that UiPath is highly focused on delivering value and customer centricity, so it's important to build trusted relationships with customers.

"We're laser-focused on helping our buyers understand our products, how they work, and most importantly, how they create business value, so they can have confidence in our people and our products."



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Personalization: From Surface-Level to Deep Persona Insights

Personalization has always been deeply embedded within ABM, but in 2025, AI-powered tools enable SaaS marketers to construct in-depth, multi-dimensional persona profiles based on behavioral data, content consumption and engagement history.

"It sounds like common sense, but really taking the time to think about the personas we're targeting, what content we actually want to put in front of them, researching their buying behaviors, understanding their emotional drivers… That's really key," Sumi stresses.



There's a shift from generic messaging to dynamic and highly targeted content that resonates with decision-makers and influencers across the buying committee. This evolution is essential, given that Gartner research indicates buying committees are expanding, a topic we have also been covering at Propolis.

Tech tools can now reveal intent data, giving direction on what areas and topics companies are looking at. Katie says the main point of using these insights is to learn more about those involved in the buying process:

"It's important to ensure we understand the personas involved in the evolving buying decision model and how best to engage with them, while also equipping our sales team with that information."

When it comes to personalizing ABM campaigns, Laura mentions that for one-to-one ABM, she typically starts with a core message: *"We have a very detailed playbook, which is the 'north-star' for messaging into the account. We use a range of MarTech tools and channels online and offline to land these messages."*

ABM has always been about tailored engagement, but in 2025, hyper-personalization at scale is crucial to standout in a busy market. Traditional 1:1, 1:few and 1:many strategies are being optimized by AI-driven content creation, intent data and automation tools. They ensure every touchpoint resonates with the target audience.

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Aligning ABM with Business Growth Goals

As ABM matures, marketing teams are under increasing pressure to prove their commercial impact. Metrics around lead generation and engagement rates are no longer enough. C-suite executives demand direct alignment with business growth goals related to revenue, customer retention and expansion. Riverbed specifically targets enterprise accounts. Sumi explains that they focus on three key areas: account engagement, revenue metrics and customer advocacy metrics.

"For account engagement, one important metric we're incorporating into our programs is tracking the contacts we're engaging with: not just at the account level, but also at the persona level. We want to ensure we're supporting our sellers and aligning with the business strategy of bringing in the right contacts for our sellers in their key accounts."

It's all about ensuring that ABM metrics align with broader business objectives. To better assess the impact and success of ABM efforts at UiPath, Laura looks into a range of key performance metrics, including the following:

"We focus on metrics including pipeline generated and closed-won (in a 1:1 setting, regardless of the source), engagement increase, website traffic, executive engagement, program ROI, and average deal value vs average accounts. In ABM 1:few we also assess our ABM program against a 'control set' of accounts on 6Sense to compare across all engagement stages."

A structured approach ensures ABM delivers measurable impact, not only on pipeline acceleration, but also on revenue generation. Katie explains that everything in marketing is tied to specific accounts and revenue goals:

"Sales and marketing teams work from the same account lists, using shared qualification criteria. It's like a jigsaw puzzle; our growth objectives dictate our ABM priorities, and we work to ensure our approach is targeted and effective."

Account Team Partnership Framework by UiPath

1:1 ABM

AEs: Include ABMer in team. Provide feedback on plan and messaging. Follow-up on leads created.

CSM: Support engagements with content and delivery when needed.

Pre Sales/Strategic Engagement: Support engagements with content, workshop delivery etc.

AVPS/RVPs: Support the program, provide feedback into playbooks and plan.

Industry Lead: Provide feedback on playbook and thought-leadership at engagements.

Regional Marketing: Share regional plans and updates to align with ABMer. Provide feedback and keep regional teams informed.

ABM Lead: Lead the ABM strategy and execution for each account. Provide updates, metrics and insights to internal team and/or customer.

BDR: Lead follow up with targeted messaging

1:Few ABM

AES: Follow up on leads created from program.

Industry Lead: Provide the subject matter input into plan, messaging and thought-leadership development.

AVPs/RVPS: Support the program and lead follow-up.

Regional Marketing Leaders: Support the program by providing the feedback on campaign plan and performance and keeping their regional teams informed of the deliverables

ABM Lead: Lead the program strategy and execution. Provide updates on the campaign performance and impact on pipe and bookings

BDR: Follow up with relevant, vertical approach

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Strengthening Cross-Functional Collaboration

We all know that a successful ABM program is not just a marketing function: it requires an ongoing collaboration with sales and customer success teams. The companies that win with ABM in 2025 are those that embed collaboration into their ABM programs from the outset

"This is the most foundational aspect of any ABM strategy," says Sumi. *"As marketing, we take the lead in bringing people together, but having sales and customer success sitting around the table, especially for one-to-one ABM, is really important."*

At Riverbed, virtual account teams are established in advance, bringing together cross-functional stakeholders to align on campaign objectives before launch. This proactive alignment ensures that marketing is driving initiatives that directly support sales and customer success efforts.

"Before we kick off a program, we ensure that the right people are aligned around the campaign goals," Sumi adds. "This ongoing engagement helps us stay on track and deliver real impact."

Laura also emphasizes the importance of being very clear from the start in order to facilitate collaboration among different teams. She explains the ABM process in an initial meeting, outlining roles and responsibilities, and suggests people to reach out to someone who *has already worked on ABM programs to get feedback about it:*

"Having a salesperson articulate the value of ABM can often be a better approach because they speak the same language. This internal advocacy is so important for us!

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Overcoming Martech Integration Challenges

One of the most significant hurdles SaaS companies face in implementing ABM is integrating it seamlessly with existing marketing automation and CRM platforms. Laura suggests being really close to the Revenue Operations team and staying focused on the details, particularly when it comes to Salesforce systems, as the biggest challenge often lies in data hygiene:

"We're always trying to get the sales teams to input the most accurate information and follow up accordingly. I'm very lucky to have a manager who comes from a marketing operations background, which has been incredibly helpful for the team."

However, the real challenge often lies not in the technology itself, but in shifting an organizational mindset.

Sumi explains that the challenge wasn't so much about CRM or automation, but reporting. Moving from lead-generation reporting to account-based metrics required a shift:

"Luckily, our marketing operations team understood the pivot we were making, and we now have robust dashboards at an account level."

This shift from leads to accounts has been a crucial evolution in ABM measurement. Instead of tracking MQLs, top-performing ABM teams are evaluating account-level engagement, marketing.

The Future of ABM inSaaS: Strategic, AI-Driven and Revenue-Focused

For SaaS marketers just starting their ABM journey, Sumi offers this advice: *"Be patient. Start small and expand. But starting small doesn't mean rushing everything into one year. Think about your long-term goals and ensure your infrastructure is set up for success."*

Laura also suggests defining clear objectives before launching any ABM program, especially if it's a pilot. She stresses the need to partner really closely with sales, customer success and RevOps teams and educate them on the required long-term vision: *"ABM is a longer-term strategy compared to other marketing tactics."*

As SaaS companies refine their ABM strategies in 2025, one truth remains: ABM is no longer just about pipeline, it's about commercial impact. This requires a laser focus approach to each account;

Laura recommends spending some time on the messaging:

"One-to-one ABM means one message for one account, so skipping this step isn't an option. At UiPath, we hold an account workshop with all the key account team members, and then we create the account messaging playbook. It's crucial to make sure that everyone on the account team is aligned on the messaging."

Leading SaaS marketers are setting new standards for success in 2025, harnessing AI, evolving personalization strategies and aligning ABM with revenue growth. As ABM continues to evolve, those who integrate technology with human insight will be the ones driving real and lasting business impact.



Propolis helps B2B marketers confidently build the right stratgies and skills to drive growth and prove their impact.

Full of relevant experise and tools, it cuts straight to the answers and advice marketing leaders and teams need to overcome their biggest challenges.

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