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How to Win with ABM:

Lessons from the 2024 B2B Marketing Awards



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Account-Based Marketing is now a defining force in B2B. No longer just tactical, it has matured into a sophisticated and business-critical discipline, capable of delivering measurable commercial impact at scale. ABM empowers B2B organizations to drive growth through deeper customer insight, tighter sales alignment and more efficient marketing investment.

Based on the analysis of more than 60 shortlisted entries from the 2024 B2B Marketing Awards, this report examines the top-performing ABM campaigns from some of the most respected names in the industry.

The B2B Marketing Awards are internationally recognized as the gold standard for excellence in creativity and commercial effectiveness in B2B. Excited to see who took home the top honors in 2024? **Click here** to view all the winners. If you want a deeper dive into each Gold winner's success story, join **Propolis** for exclusive access to their case studies.

Celebrating outstanding achievements across various categories, these awards highlight the most impactful and innovative campaigns, strategies and professionals in the field. From global agencies like Ogilvy, Just Global and Transmission, to specialist ABM consultancies like Agent3, these are the teams setting the pace for what great ABM looks like today.

What we've uncovered is more than just an overview of winning tactics. It's a reflection of how ABM is evolving. The best programmes in 2024 are focused, insight-led and deeply collaborative, bringing sales and marketing together around a shared vision for growth.

So, what can you expect from this report? It's all about how to drive measurable commercial business outcomes and learn from the best in the industry.

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Strategic ABM: Optimization and the One-to-One Revival

As ABM cements itself at the core of B2B strategy, the most successful marketers are no longer asking if ABM works, but how to make it work better. A defining insight from this year's B2B Marketing Awards is the sharp focus on optimization. ABM has moved beyond early adoption into something much more sophisticated: a discipline that blends scale with personalization and technology with creativity.

This drive toward optimization is visible across many of the entries for the B2B Marketing Awards. Rather than just launching ABM initiatives, top-performing brands are refining them by leveraging AI-driven insights, orchestrating seamless multi-channel engagement and

creating experiences that feel bespoke even at scale. It's less about doing more, and more about doing it better.

Alongside the rise in programmatic and scalable approaches, a fascinating countertrend is emerging, one that looks back to ABM's origins for inspiration.

As Robert, our Propolis ABM & Demand Strategy Expert puts it, *"People often think ABM started as tactical and evolved into something strategic, but actually it's the reverse. Ten to fifteen years ago, companies were doing incredibly sophisticated One-to-One ABM. Then tech vendors swooped in to help scale it, and it became very tactical, very fast. Now the pendulum is swinging back."*

This return to strategic One-to-One is results-driven. The campaigns that truly stood out in this year's awards were those that re-committed to deep, focused engagement with fewer, high-value accounts.

For instance, Hotwire's campaign for Honeywell, began as a One-to-Few initiative and expanded into a full-scale global ABM program. Rather than relying on templated content or off-the-shelf messaging, they developed a consistent strategic narrative that could be adapted for different markets, personas and business priorities.

For further information about what makes ABM truly stand out and how to deliver the best results for your business, download our **Propolis ABM Strategy Pack (Lite)**, a preview of the full pack available to Propolis members.



Robert Norum
Propolis ABM & Demand Strategy Expert

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1. Scaling ABM Without Losing Personalization

Scaling ABM used to mean compromising on personalization. Not anymore. Among 2024's award entries, the standout programs proved it's possible to go big and stay personal. What these campaigns understood is that scale doesn't have to dilute impact, it just needs the right structure.

Key trends from the data:

- 40% of entries used strategic, One-to-One ABM, still the gold standard for deep, relationship-driven engagement.
- 35% embraced One-to-Many or programmatic ABM, demonstrating growing confidence in technology's ability to deliver relevance at scale.
- Only 25% used a One-to-Few model, highlighting a gap, and opportunity, in targeting high-potential mid-tier accounts.

The best campaigns layered strategic insight with AI and automation. They didn't rely on off-the-shelf templates or generic nurture flows.

Instead, they used data and segmentation to dynamically route accounts into the right engagement tier, while maintaining message integrity. The real differentiator? They designed modular content systems that could flex without losing voice. That's how they avoided falling into the trap Robert described:

"If you're not careful, everyone ends up sounding the same. That's the paradox of using AI at scale. It can dilute what makes your message resonate."

Instead of diluting their message, they anchored it. One well-crafted master narrative became the starting point for all customization. That's how these programmes achieved true scalability, without sacrificing what makes ABM personal.



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2. Aligning Channels to Real Buyer Journeys

TThe top-performing ABM campaigns in 2024 didn't just use more channels, they used them more intelligently. Digital remains dominant. But while 93% of entries used LinkedIn and 87% email marketing, the best campaigns knew that channel volume isn't the same as buyer alignment. The strongest results came from programs that integrated digital and human touchpoints into a coherent journey.

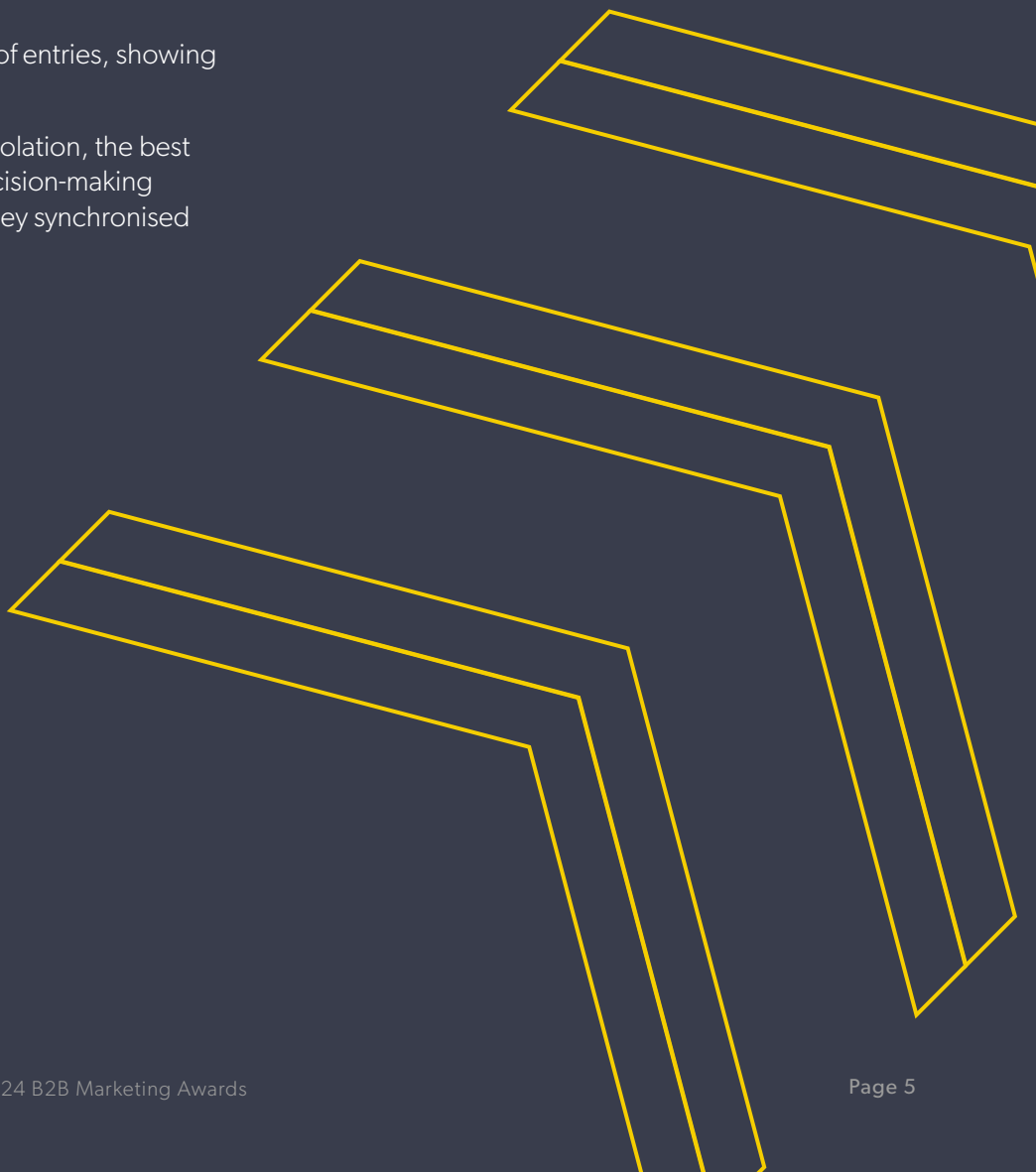
Channel usage breakdown:

- LinkedIn was used in 93% of campaigns, making it the most universally adopted channel.
- In-person engagement (27%) and executive sponsorship (20%) were underused, but highly effective when deployed.
- Sales outreach appeared in 67% of entries, showing its enduring value in ABM.

Rather than deploying channels in isolation, the best B2B marketers mapped them to decision-making stages and specific stakeholders. They synchronised sales plays, custom microsites, executive interactions and content distribution to move buyers seamlessly through the funnel.

In One-to-One programs especially, executive involvement (used in 60% of these campaigns) was a key trust-building tactic, often the factor that tipped decisions over the line.

What this year's entries demonstrate is that channel alignment isn't a logistics exercise, it's a strategy. And it works best when every touchpoint feels like part of a single, planned and managed experience.



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3. High-Impact Alignment: From Collaboration to Co-Ownership

While 42% of the broader submissions identified sales and marketing misalignment as a barrier, the best campaigns showed us what strong alignment really looks like: co-ownership.

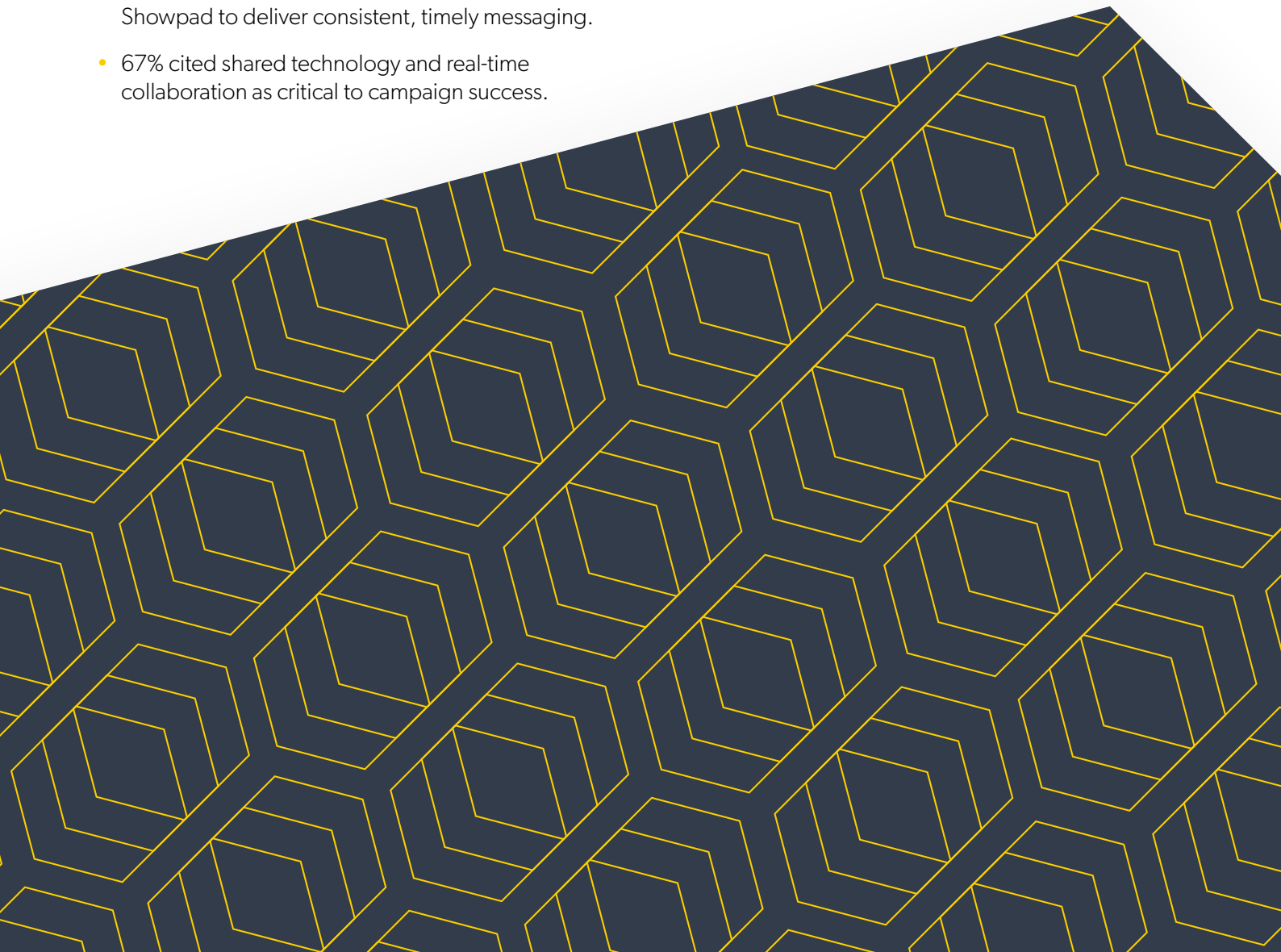
In these high-performing programs, sales wasn't a downstream recipient of marketing output, but a co-creator from day one. This began with shared KPIs and ran through joint account selection, personalized content planning and ongoing campaign optimization.

From a platform perspective:

- 80% of top campaigns had strong sales-marketing integration.
- 73% used sales enablement tools like Seismic or Showpad to deliver consistent, timely messaging.
- 67% cited shared technology and real-time collaboration as critical to campaign success.

Robert puts it simply: "*Sales and marketing need to operate as a SWAT team, not a baton-passing relay race.*" The difference this makes can't be overstated. These programs moved faster, engaged stakeholders more credibly, and created tighter feedback loops that improved campaign agility.

And perhaps most importantly, they positioned ABM not as a marketing initiative, but as a business growth strategy. As Robert adds: *"It has to be embedded as a strategic company priority, with clear messaging from the top down."*



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4. Proving ROI and Measuring What Matters

While 93% of entries tracked account engagement, only 53% ABM teams went as far as revenue attribution. That's a significant drop-off, and a potential credibility risk. However, among the most effective campaigns, attribution wasn't an afterthought. It was built into the ABM program from the beginning, allowing marketers to demonstrate clear commercial outcomes.

Measurement trends from winning campaigns:

- Pipeline influence was tracked in 67% of submissions.
- Revenue growth was reported in 27%, showing tangible bottom-line impact.
- Average account engagement increased by 150%.
- Lead gen and content consumption saw an 80% and 83% lift respectively.

Key tools like 6sense, Demandbase and Lead Forensics, enabled campaign teams to track multi-touch journeys, identify in-market signals and connect engagement directly to deal acceleration.

Regardless, Robert warns against waiting for intent data to trigger action: *"By the time intent data tells you a company's in-market, they've already picked their top two or three vendors. If you're not on that shortlist, you're too late. It's about brand and trust."*

This highlights a key theme from winning programs: the most successful ABM campaigns proactively create value and trust early, well before the data says "go."

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5. Content That Cuts Through: Standing Out in a Saturated Market

B2B content is everywhere, but only a small fraction actually stands out. The ABM entries that won in 2024 didn't win by creating more content. They won by making it better.

They personalized at the account and stakeholder level. They embraced creative formats that encouraged exploration and interaction. And they ensured every piece of content reflected the buyer's business challenges, not just the seller's proposition.

Content strategy insights:

- Personalized content drove 65% higher engagement than generic content.
- Interactive formats delivered a 72% average engagement rate.
- Custom video had an 83% completion rate, proving short-form, high-value video is still a top performer.
- ROI calculators achieved a conversion rate of 82%, offering real, quantifiable value to buyers.

While 93% of campaigns used digital content, only 33% used interactive formats and just 13% explored AR/VR. Those that did reported significantly higher share and participation rates.

Creative themes also stood out:

- Digital transformation featured in 53% of top entries.
- ESG and sustainability appeared in 47%.
- Innovation leadership and cost optimization were each present in over 40%.

The common thread? Relevance. These campaigns didn't just follow trends, they tailored creative narratives to what mattered most to each account. That's why they performed. They didn't just get attention, they earned trust.

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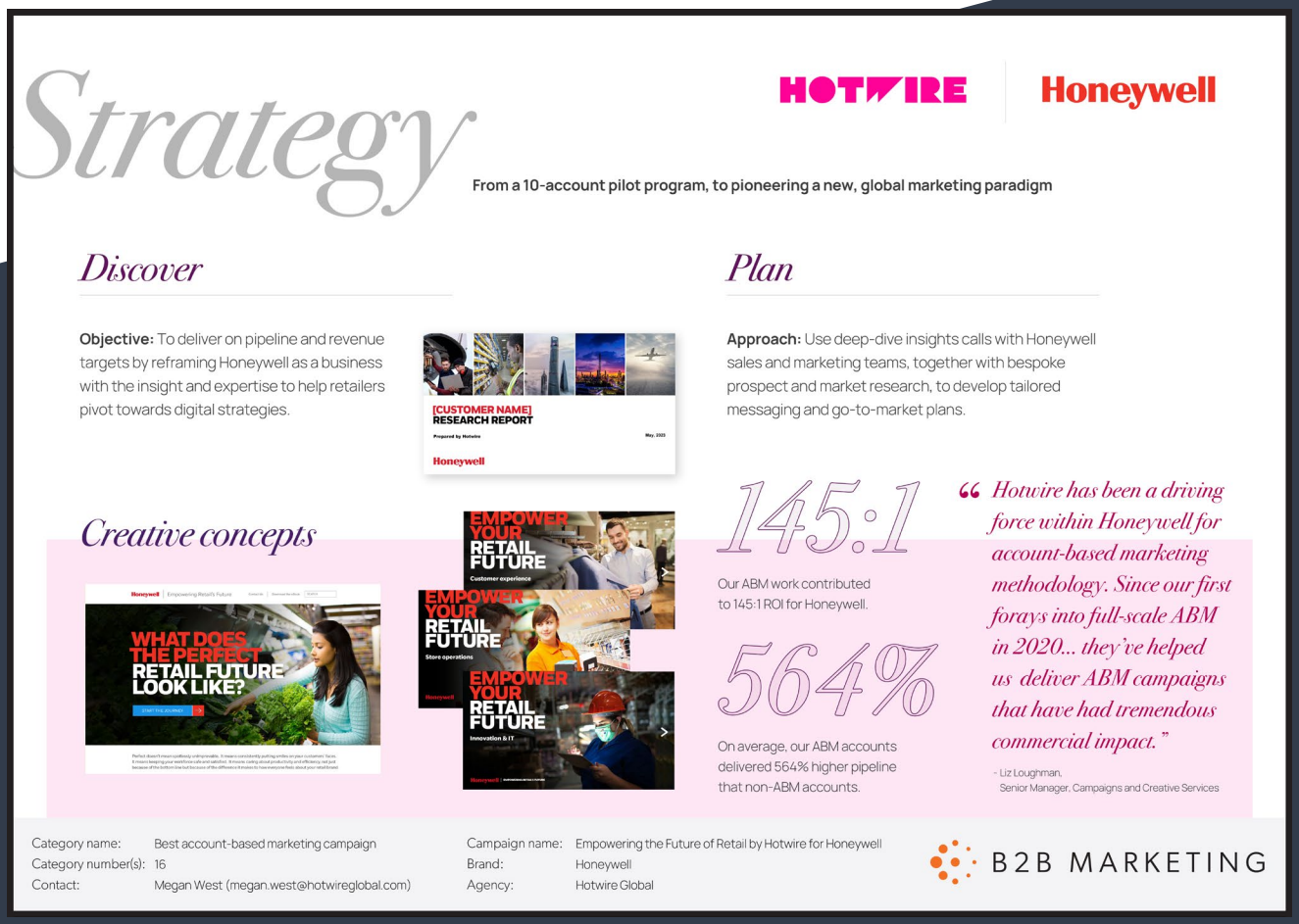
Measuring ROI and Marketing Accountability

The Gold Award winner at the B2B Marketing Awards 2024 for the best ABM campaign was "Empowering the Future of Retail" by Hotwire for Honeywell. What started as a One-to-Few pilot into 10 retail accounts with high growth potential, across the US&C and EU, developed into a strategic approach to business growth, expanding into One-to-One and One-to-Many globally to include APAC, MENA and LATAM.

Recognized for its clear and consistent strategy with the flexibility to pivot, the campaign over-exceeded targets and generated 145:1 ROI, with ABM accounts delivering 564% higher pipeline and an impressive 85% win rate. They used their proprietary platform - Performance IQ - to develop a bespoke ABM dashboard that enabled ongoing, agile campaign optimization.

As one of the judges commented: *"this is a great example of how a pilot moves into a full blown ABM programme! Honeywell has taken ABM from a purely tactical endeavor towards a more strategic growth programme."*

Curious to see all the winners from our 2024 Awards program? **Simply click here.**



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Future Outlook:
The Next Evolution of ABM

The 2024 B2B Marketing Awards made one thing clear: ABM has matured into a strategic business growth driver, but the evolution is far from over. The best-performing campaigns aren't just scaling programs; they're refining them with sharper personalization, deeper integration and smarter measurement.

Looking ahead, ABM will become even more precise. While 87% of entries used account-specific messaging, only 40% reached individual stakeholder personalization, signalling the next frontier. High-performing teams will also shift further toward proactive engagement, using predictive insights to get ahead of demand rather than reacting to it.

Creative execution will continue to differentiate the good from the great. Formats like interactive assessments and ROI calculators already show strong engagement, but the challenge will be maintaining that relevance at scale. Meanwhile, revenue attribution, currently achieved in just 53% of campaigns, will become a non-negotiable, not a nice-to-have.

As Robert puts it, *"ABM done right is about focus, not tactics. It's about creating the right conversations with the right people at the right time, and doing it together."*

The future belongs to teams who treat ABM as a strategic discipline, combining insight and creativity to build trust, drive pipeline and grow revenue. The benchmark has been set. Now it's about raising it. If you're looking to develop a deeper understanding of commercial marketing, we recommend exploring our **Commercial Marketer Strategy Pack.**

The best way to showcase your team's brilliant work is to participate in our 2025 B2B Marketing Awards! **Find more details on how to enter here.**



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.

Learn how to join the community

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