

# ABM Census 2022

Key stats and trends exploring  
the ongoing evolution of  
account-based marketing



B2B Marketing  
Martech Awards  
2022

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GOLD AWARD WINNER:  
ABM platform of the year



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## SECTION 1

# Introduction



**David Rowlands,**  
head of content,  
B2B Marketing

Who doesn't love a bit of smooth sailing? The wind is behind you, pushing you and your marketing team forwards at a rate of knots. No icebergs to get in the way, and open ocean as far as the eye can see. Bliss.

Unfortunately, we're heading into recession, there's war in Europe, and there's an environmental disaster that unravels another fold with each passing day. But what does all of this mean for ABM and the people and companies that practice it?

As the world changes, so does marketing, and we wanted to take stock of where B2B marketers

are at with ABM; their reasons for using it; how they're using tech and content; how they're measuring success; what it's all costing, and much, much more.

We've also spent time trying to understand how the economic climate is impacting marketers' investment in ABM. Are marketers facing the same budget cuts they always face in a recession, or are they doubling down on ABM to deliver growth (or even just keep their heads above water)? Moreover, is that investment, or lack thereof, going into one-to-one, one-to-few, or one-to-many?

You'll have to read on to find out.

In order to answer these questions, we surveyed over 100 client-side marketers across all industries, and compared the results with last year's annual *ABM Census*. Indeed, for those of you with good memories, you'll know that we produce this report on a yearly basis, allowing us to track the evolution of ABM over time.

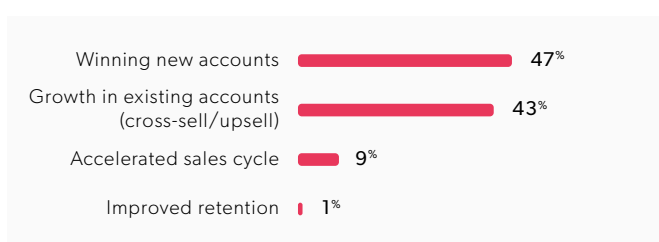
So, without further ado, we hope you enjoy this latest report!

# Good strategy, bad strategy

Our first set of questions looks at why marketers are doing ABM in the first place. We asked survey respondents both about their goals and what they're actually achieving, to determine whether today's ABM strategies are sinking or swimming.

Of those who are actively pursuing ABM, the majority – as with our results from 2021 (58%) – are out to win new accounts: 47%. But unlike last year, more B2B marketers in 2022 are deploying ABM to grow existing accounts (43%) compared to 2021 (35%). A handful of marketers are using ABM to accelerate the sales cycle (9%) whilst a negligible 1% are using it mainly to improve retention.

Fig 1. Which of the following is the main aim of your ABM programme?



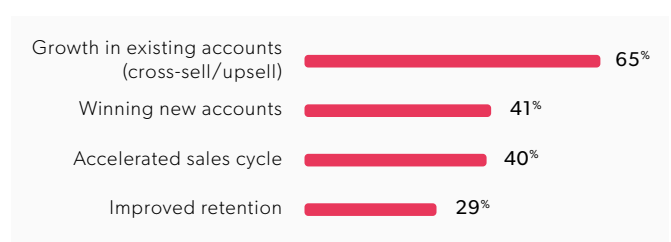
## 2.1. Landing on the moon

Those are the intentions. But what did they actually achieve?

While 47% of marketers intended to win new business through ABM, just 41% of the survey respondents achieved it. However, those who set out to grow existing clients were far more successful – and, in fact, even those who didn't specifically focus on growing existing accounts experienced it anyway: 65% of our sample grew existing accounts through their ABM, compared to just 43% who intended to.

But here's where it gets really interesting. Remember that 1% whose main aim was to improve retention through ABM? Well, a chunky 29% of marketers saw that result from their ABM efforts – despite it not being their primary goal. This is a finding worth investigating: Why is it that so many marketers are growing existing clients through ABM designed to land new business?

Fig 2. Which of the following benefits have you seen from your ABM programme?



Clergyman and author Norman Vincent once said: “Shoot for the stars. Even if you miss, you’ll land on the moon.” It’s a cute line for a positive psychologist and makes for a gaudy poster in primary schools. But it’s not something you’d hear from NASA’s strategy director. Setting out to do one thing and achieving another may deliver positive results, but you can’t call it a hallmark of a good strategy.

These chasms between goals and results suggest marketers need to refine – or totally recast – their strategies. We’ve all heard the stats about how much future revenue is held up in existing accounts – so why not double down on using ABM to improve retention if it’s yielding such fruits in that direction without even trying?

## 2.2. The rise and rise of ABM maturity

Just over a quarter (28%) of organisations have been practising ABM for one to three years. Similarly, 27% are just getting started, having launched their strategy within the last six months. Some 25% can be classed as ABM veterans, having practised it for over three years. There’s huge progress here compared to our previous two Census reports: In 2021, just 18% had practised ABM for more than three years. And 2020? 8%.

Compared to last year, this paints a picture of steady maturity within the ABM arena. But what’s the forecast? Looking ahead, we asked our marketers how they saw their ABM developing over the next 12 months.

54% plan to moderately increase their activity, while another 30% intend to increase their activity significantly. Only 14% are set to keep their activity the same, and just 1% of those practising ABM plan to decrease activity. None of the respondents are planning to significantly decrease their activity. This is a staggering vote of confidence in ABM, especially in the face of an economic recession.

Fig 3. In the next 12 months, what do you expect will happen with your ABM activity?

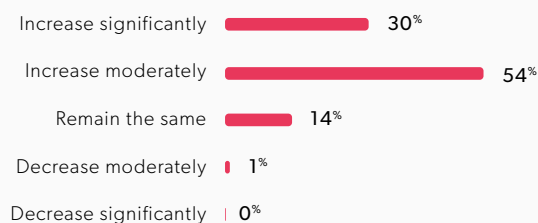
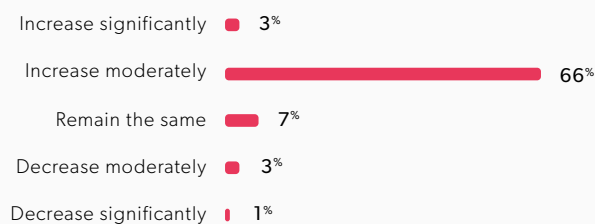


Fig 4. What’s happening to your ABM investment?



### Key takeaways:

- › The majority of marketers do ABM to win new accounts: 47%. But slightly more are deploying it to grow existing accounts this year, compared to last.
- › 65% of our survey respondents grew existing accounts through their ABM, yet just 43% set out to achieve that aim.
- › Only 1% of marketers’ main aim is to improve retention through ABM, yet over a quarter end up achieving that result from their efforts.
- › 54% plan to increase their ABM activity, while another 30% intend to increase their activity significantly.

# ABM challenges: It's the economy, stupid

In section three, we look at whether macro-economics are impacting marketers' approach to ABM, where their investment is going, the challenges they're experiencing, and the returns they're seeing.

2022 will be characterised by multiple crises. From war in Ukraine to environmental disaster, soaring energy prices to international political upheaval and rising tensions both at home and abroad. The upshot is a cost of living crisis and looming recession the likes of which we haven't seen since the 2008 crash. Facing economic uncertainty and constant change, we explored what this means for ABM investment.

## 3.1. Investment and ABM budget share

First things first: what's happening with B2B marketers' ABM investment this year? On the surface, it's looking pretty solid, with 69% of marketers increasing investment. But compare that to last year, that number has actually dropped by 14%. 27% of budgets will stay the same, with just a fraction (4%) actively decreasing.

*Although the vast majority (69%) are increasing their ABM investment, this is a 14% drop compared to 2021. This year, almost a third (31%) are decreasing their ABM investment*

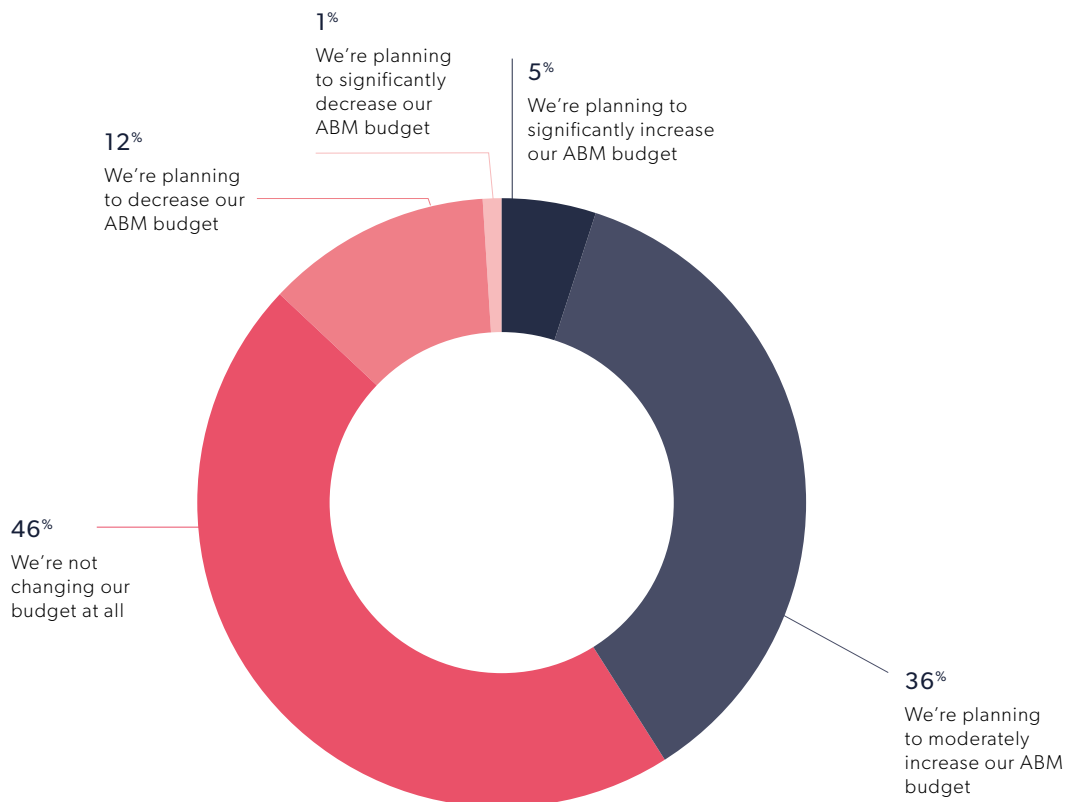
So what size slice of the pie does ABM get within the wider marketing budget? Truth be told, not massive. 76% of marketers are investing 10-30% of their overall budget into ABM activities. Just shy of a quarter (24%) are investing more than 40% of their budget on ABM activities.

Compared to 2021, ABM got a lower percentage of the marketing budget across the board, with 18% of marketers setting aside between 40-50% of their budget. Why could that be?

### 3.2. Marketing in a downturn

As the world faces economic headwinds, we asked our respondents how this will impact their ABM budget in the next year. Relatively few (13%) are planning to decrease investment. The most common response (46%) is to hold tight and maintain current investment. But a significant portion (41%) are actively increasing their investment in ABM, despite the macro economic trends.

Fig 5. With a possible recession looming, how will this impact your ABM budget over the next 12 months?



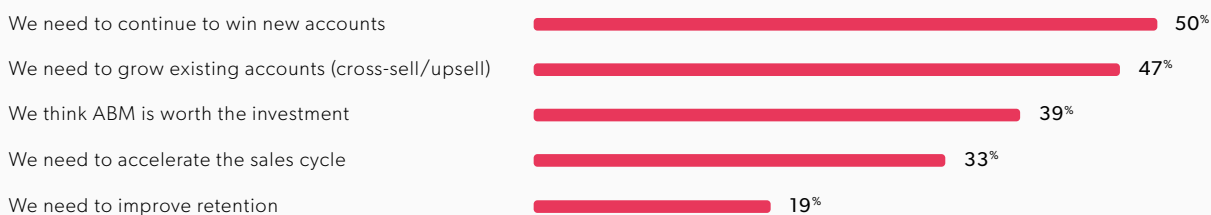


So what's driving these decisions to increase or decrease ABM spend? Well, it's a tale of two halves. For those who plan to decrease budget, the most common reason is they're focusing more heavily on demand generation with a view to winning more business that way (21%). A small, but not insignificant, 7% said they've eased off on ABM because it's hard to demonstrate its success, so they're focusing on more measurable activities.

On the flip side, for those who are increasing their investment in ABM over the next 12 months, a massive 97% said they're doing so because they recognise the vast importance of winning new accounts and growing existing clients. 33% are doing it to accelerate the sales cycle, which follows logic as we anticipate quite how severe the economic situation will get – and how soon. A further 39% said, quite simply, ABM is worth the investment.

**Fig 6. If you're planning on increasing your ABM budget, how has a possible recession impacted your choice?**

*Note: respondents could select multiple options.*



### The top three responses for planning on decreasing ABM budget:

*We need to raise awareness of our brand and offerings, and so are focusing more heavily on brand work.*

*We need to focus on winning new accounts, and so are focusing more heavily on demand gen.*

*It's too hard to demonstrate the success of ABM, and so we need to focus our efforts on marketing that is more measurable.*

### 3.3. One-to-few: Best of both?

For the second year running, one-to-few ABM strategies came out as the most popular flavour, with 46% of B2B marketers increasing investment in that area. One-to-one ABM closely followed, with 43% of marketers upping their spend on it. This means ABM at scale – or, one-to-many – is the least popular of the three. That being said, it’s still experiencing growth, with 35% of marketers increasing investment in it.

So what conclusions can we draw from the annual growing popularity of one-to-few strategies? Well, let’s consider the environment we find ourselves in. Marketing budgets are being cut – as they so often are during times of economic uncertainty – and marketers are under pressure to deliver growth and ROI.

While one-to-one can of course yield massive returns, it also demands a tonne of resources – which makes it risky. Needless to say, many businesses grow risk averse in tough economic times. Arguably, one-to-few provides the best of both worlds: it’s focused, but not blinkered; it’s scalable, without losing impact.

Fig 7. Which forms of ABM do you practice?

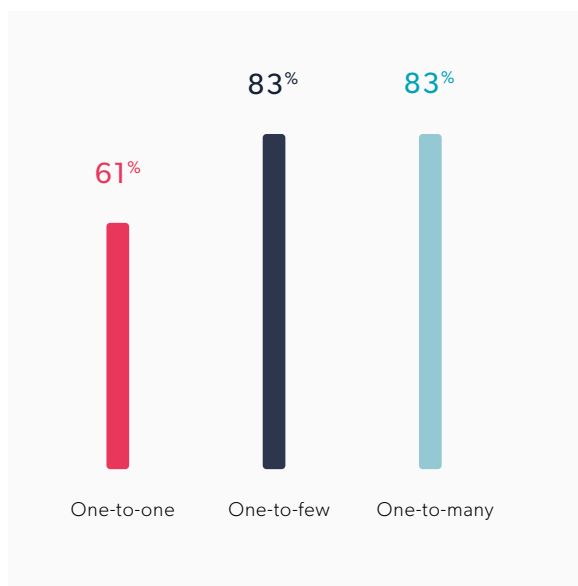
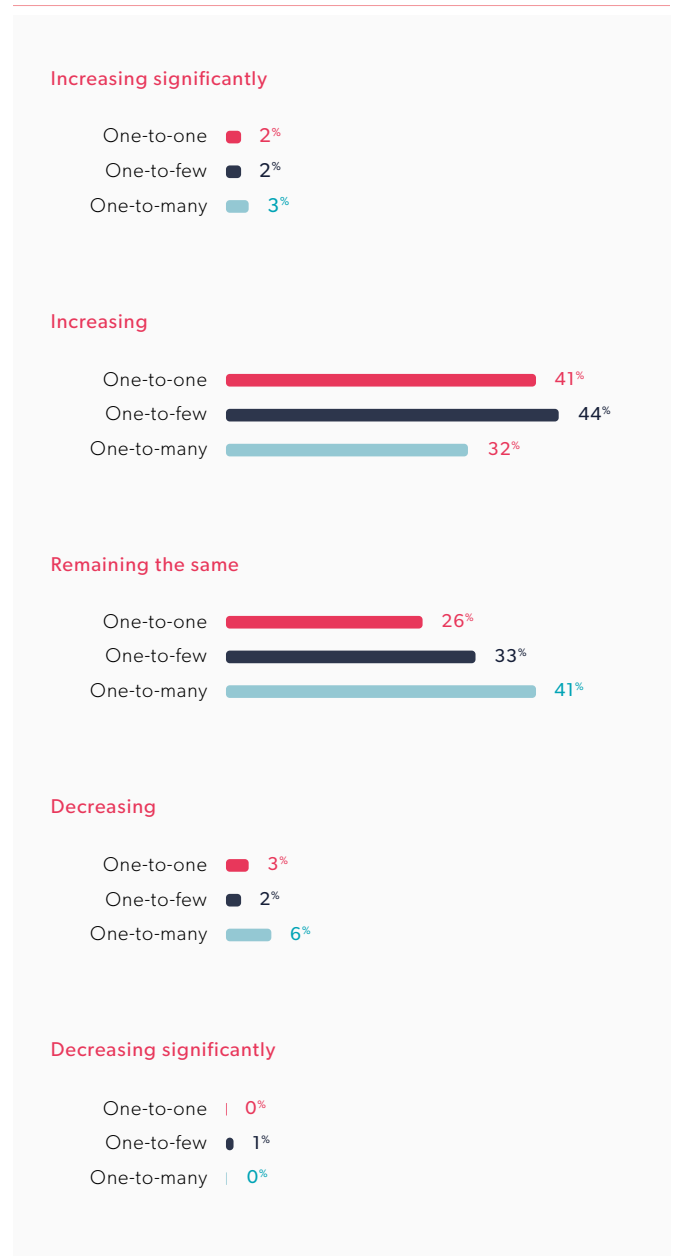


Fig 8. What’s happening to your one-to-one ABM investment?



### 3.4. Challenges deploying ABM

So that’s the rationale behind the breadth of accounts to target. Now what are the challenges marketers are having to overcome to execute these ABM programmes?

The most common pitfall – for the second year running – according to our sample is the absence of deep account insight, with 48% of marketers struggling with it. This is followed by absence of a shared strategy (42%), challenges defining what ABM really means for your organisation (35%), lack of sufficient planning and due diligence (34%), the use of short term metrics (34%), and weak sales and marketing alignment (31%).

These challenges broadly reflect those that were experienced in the last previous two years, which suggests we need to reflect on our approach and go back to basics – sales and marketing alignment, basic goal-setting, thorough planning – or else we risk making the same mistakes over and over.

If economic uncertainty calls for anything, it’s for us to adapt our approach and become leaner and more agile to respond to what’s ahead. So let’s get our houses in order.

#### Key takeaways:

- › 41% of marketers are actively increasing their investment in ABM, despite potentially hard financial times ahead.
- › Almost half (48%) of marketers say the absence of deep account insight is their biggest ABM challenge.
- › For the second year running, ABM one-to-few was the most popular approach to ABM, with 46% of B2B marketers increasing investment in this area.

Fig 9. Which of the following are the most significant challenges in deploying ABM in your organisation?

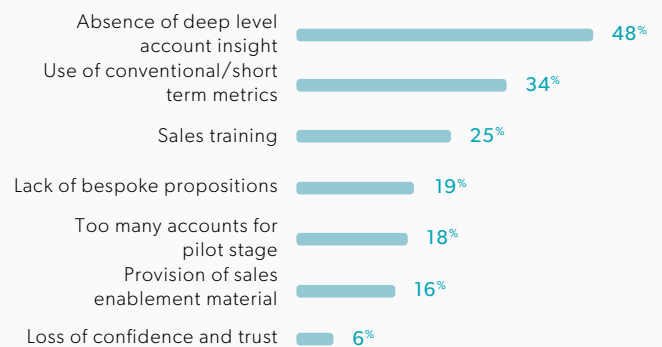
#### Strategic and structure



#### Programme planning and preparation



#### Programme execution and analysis



# ABM maturity: Time to deliver

As with anything in life, if you want to get good at ABM, it's going to take practice. ABM has been a B2B marketing mainstay for coming on a decade now, so how are marketers getting on? Let's take a look at where ABM mature B2Bers are.

From consideration to preparing, delivering to upscaling and perfecting, we asked our respondents to rate their ABM maturity across five key stages of ABM:

- › Overall status.
- › Defining target accounts.
- › Securing the right data.
- › Use of tech.
- › Delivery.

## 4.1. Overall status: We're making significant ABM gains

It's positive to see the largest percentage of B2B marketers (39%) are actively delivering upon agreed objectives, though they do still need greater alignment to take it to the next level. Compared to just two years ago, only 24% of respondents were at this delivery stage.

Similarly, some 17% now consider their approach to be in full swing with organisational buy-in following suit, with 4% going a step further and say they're perfecting. Back in 2020, those scaling and perfecting were just 5% and 3%.

## 4.2. Defining target accounts

Next we explored at what stage B2B marketers are when it comes to defining target accounts for ABM. Most marketers are at stage three of five – that's delivery. Similar to their overall status, this is a marked improvement from the last two years. However this year sees many more marketers are actively upscaling (26%) this stage of ABM than we've seen in previous years.

Fig 10. How mature is your approach to ABM overall? Which of the following best reflects the status of your programme

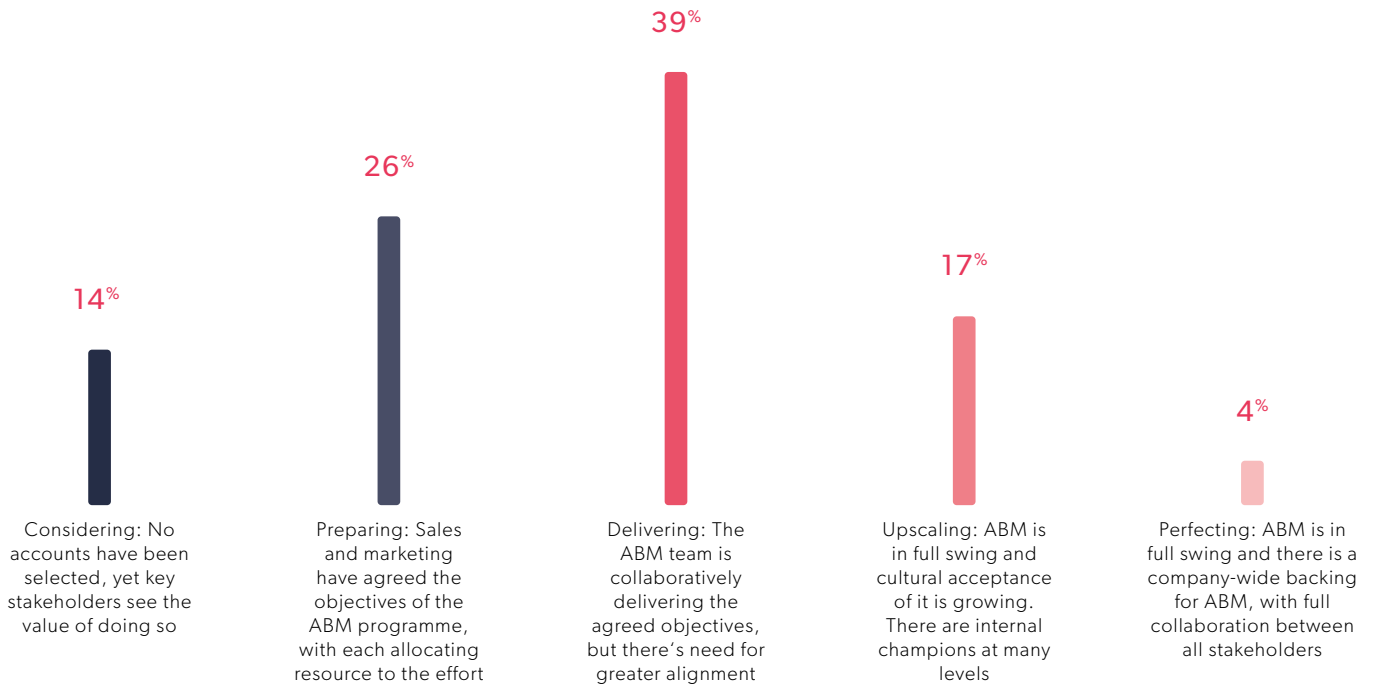
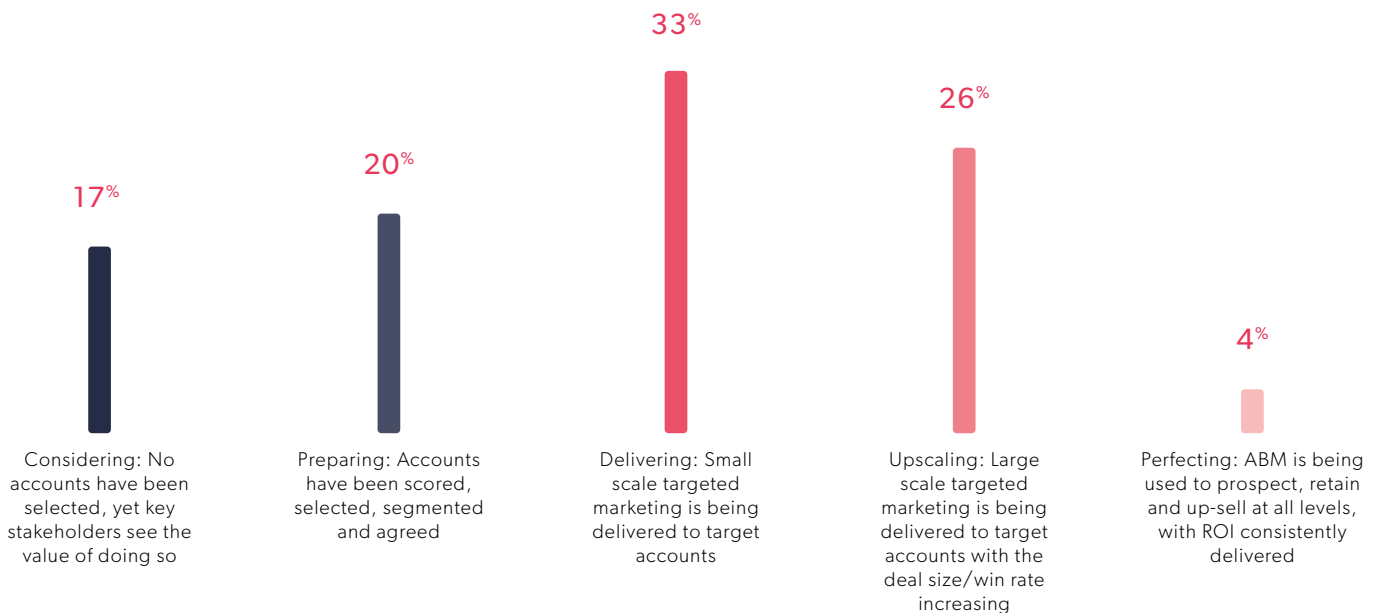


Fig 11. Target account selection: which of the following best describes the maturity of your programme in this key area?

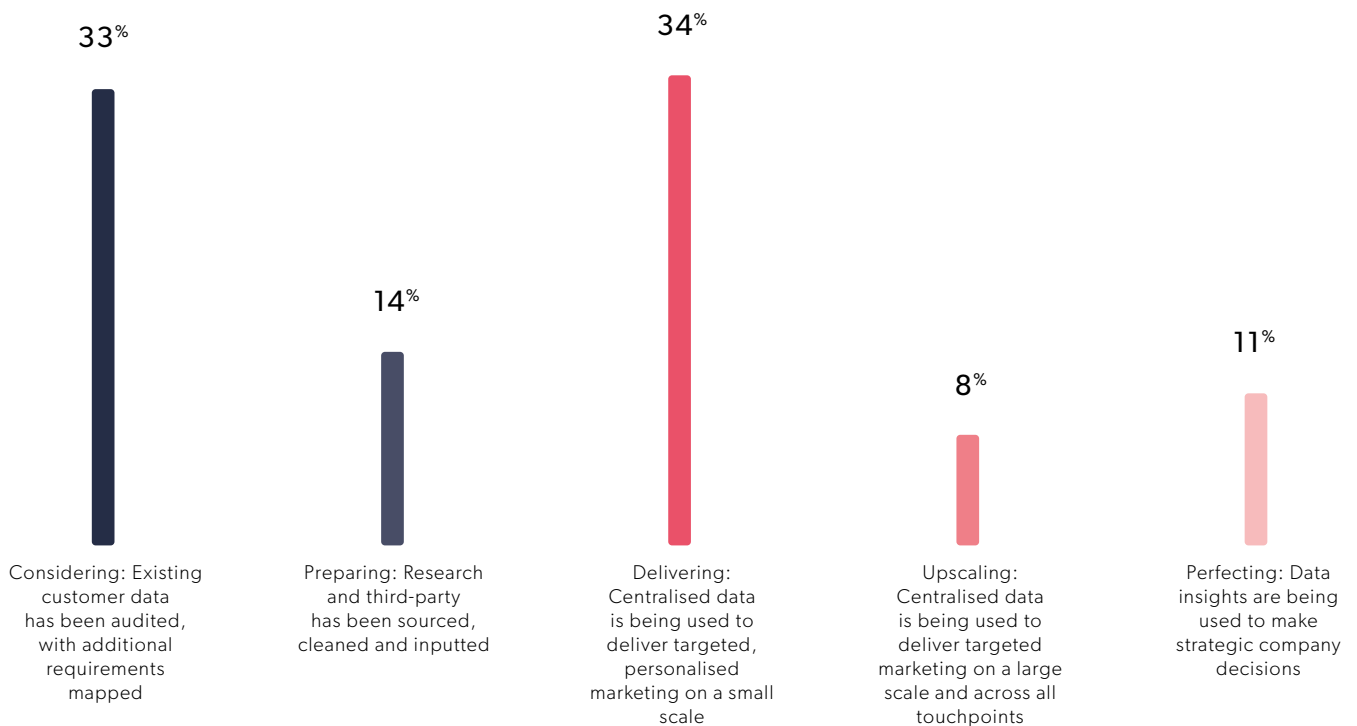


### 4.3. Securing the right data and insights

Data is of course the lifeblood of a winning ABM strategy, so it's promising to see this year the largest share of marketers (34%) say they're delivering in this category too, though a very similar amount (33%) are merely considering. Rather more are on stage five out of five though, with 11% perfecting their data and insights. What can we glean from this? Organisations that get data, get data. Those who don't – and there are many in this camp – are falling by the wayside.

*15% increase in marketers actively delivering on their agreed objectives compared to 2020*

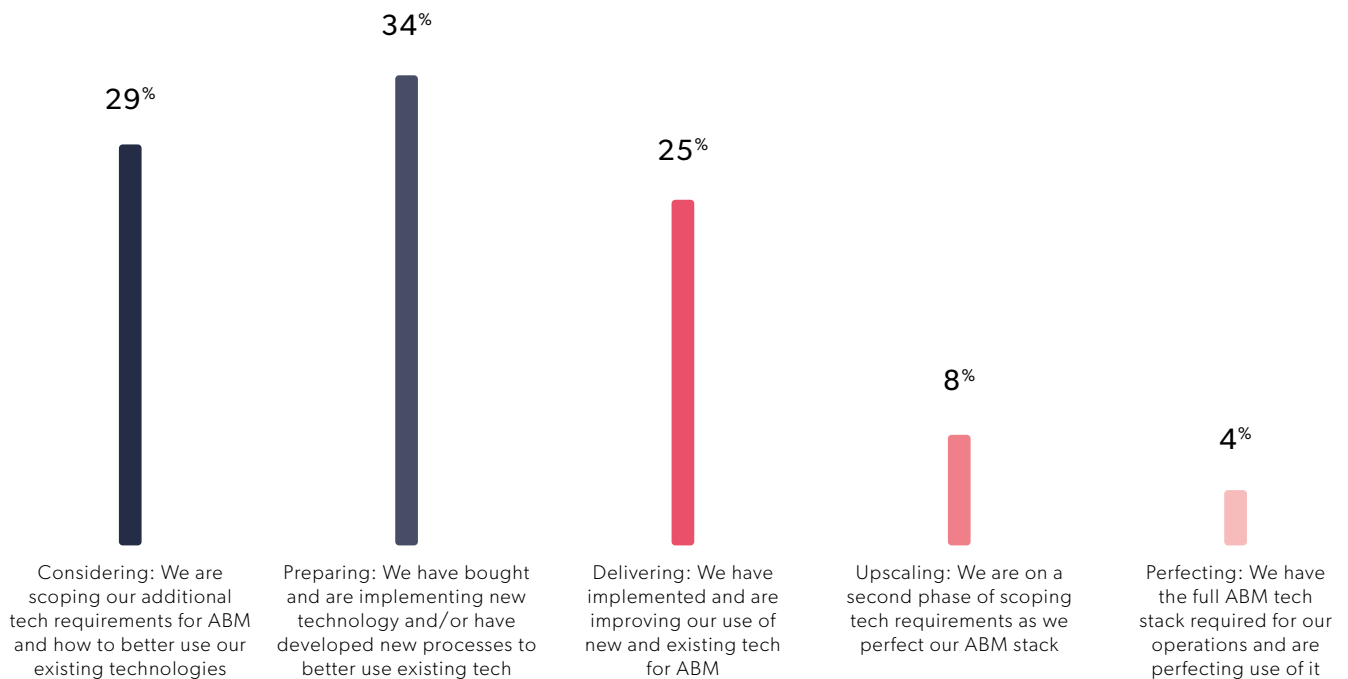
Fig 12. Data and insights: which of the following best describes the maturity of your programme in this key area?



## 4.4. Use of tech

Of all the five stages we mapped out, the use of tech for ABM is where marketers are least mature overall. 29% are merely scoping out tech requirements for ABM, whilst 34% are preparing, having either bought tech or recalibrated existing. This means just 25% are delivering ABM through tech, just 8% are upscaling, and only 4% are perfecting. Back in 2021, the picture was actually very similar, with very little progress seen in the rolling out of tech for ABM in the last year. This sheds some light on the question of ABM at scale (section 3.3.) – are these technology and budgetary constraints placing limits on this form of ABM?

Fig 13. Technology: which of the following best describes the maturity of your ABM programme in this key area?



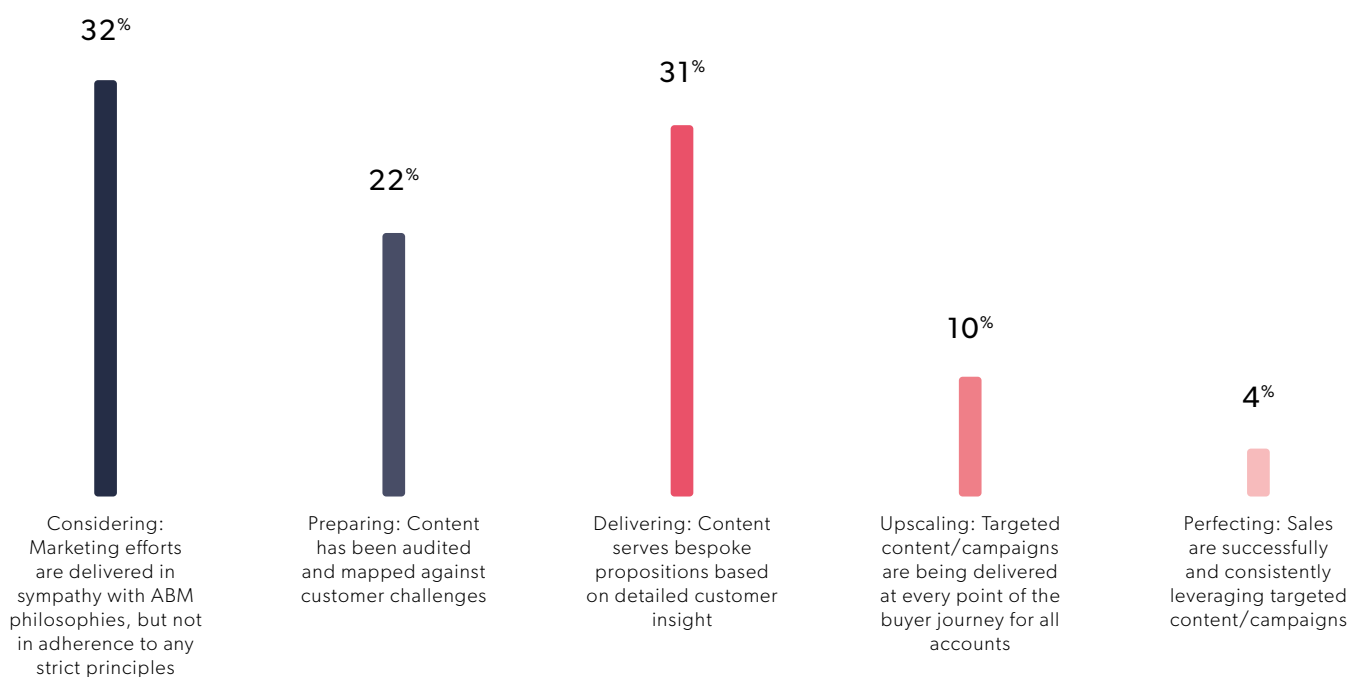
## 4.5. ABM delivery

Finally we asked participants at what stage they're at with the delivery of their ABM programme. It's a little disheartening to see that the largest portion (31%) are still at stage one of five – delivering ABM-style programmes, but not those that adhere to its strict principles. Some 22% are preparing, auditing content and mapping it to customer challenges. A rather more mature 31% are delivering bespoke content services based on insights, while just 10% and 4% are upscaling and perfecting their campaigns.

### Key takeaways:

- › 39% of marketers are actively delivering upon agreed objectives, compared to just 24% two years ago.
- › Of all the five stages we mapped out, the use of tech for ABM is where marketers are least mature overall.
- › 34% of ABMers are now delivering bespoke content services based on insights, a further 10% are upscaling, and 4% are perfecting their campaigns.

Fig 14. Execution & delivery: which of the following best describes the maturity of your ABM programme in this key area?





# ABM data: Measure it, manage it

What separates ABM from wider net marketing activities? Perhaps it can be described as controlling more controllables. For that, you need insights. To get insights, you need data. In this section, we look at the numbers.

To control the controllables, you need to know a) as much as possible about your prospect, and b) as much as possible about the effectiveness of your own activities. In other words? Data and metrics. Because you can't manage what you can't measure. You can't manage CX, expectations, or impact unless you know what they're doing, thinking, saying.



## 5.1. The metrics measured

We asked our respondents about which metrics they use for their ABM programmes. It's impressive to see that the most popular means of measurement is pipeline, or sales qualified leads, with 70% of marketers tracking that metric. This speaks to a good level of alignment with the commercial function, which is imperative to any successful ABM method.

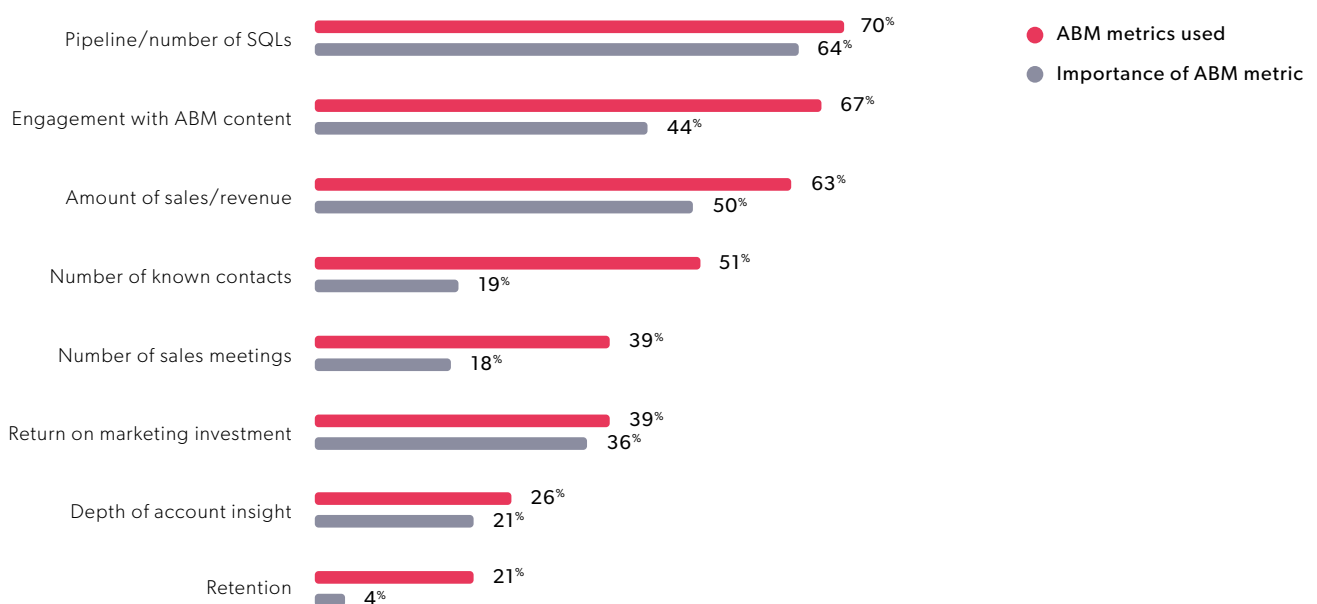
Closely followed was engagement with ABM content. That's by no means a bad metric – as we said, you need to know how your activities are performing – but engagement alone isn't an indicator of success; you need to be tied closer to revenue. And in fact, revenue is precisely the third most popular metric for ABM, with 63% tracking it – more of that, please.

## 5.2. The metrics that matter

So we know what they're measuring, but we drilled a little deeper and asked about what they really care about; which of those metrics are most important to them? Interestingly, there was a drop across the board. We see numbers that featured highly in their list of metrics measured come out very low in terms of what they find important: retention dropped from 21% to 4%; number of known contacts went from 51% to 19%; engagement with ABM content went from 67% to 44%.

What can we take from this? Well, just because you can measure something doesn't mean you should. Marketers sometimes have a tendency to over-rationalise and fixate on the details that don't ultimately move the needle – and these questions reflect that. Technology enables us with the functionalities to measure minute detail, often with great ease via a readymade dashboard. But we need to double down on the revenue numbers – true success is landing a customer, not a like on LinkedIn.

Fig 15. Which of these ABM metrics do you use, and which are the most important to you?



### 5.3. The rise of automation

Speaking of these shiny tools, we asked our respondents about the technology they're currently using for ABM.

The bedrock of any ABM techstack was ever, and still is, CRM – your Hubspots, Salesforces, or Pardots – with 80% using it for ABM. CRM really is table stakes for getting to know your customers in real depth, with any degree of organisation. It's followed, some way down the line, by marketing automation: 58% of marketers use it.

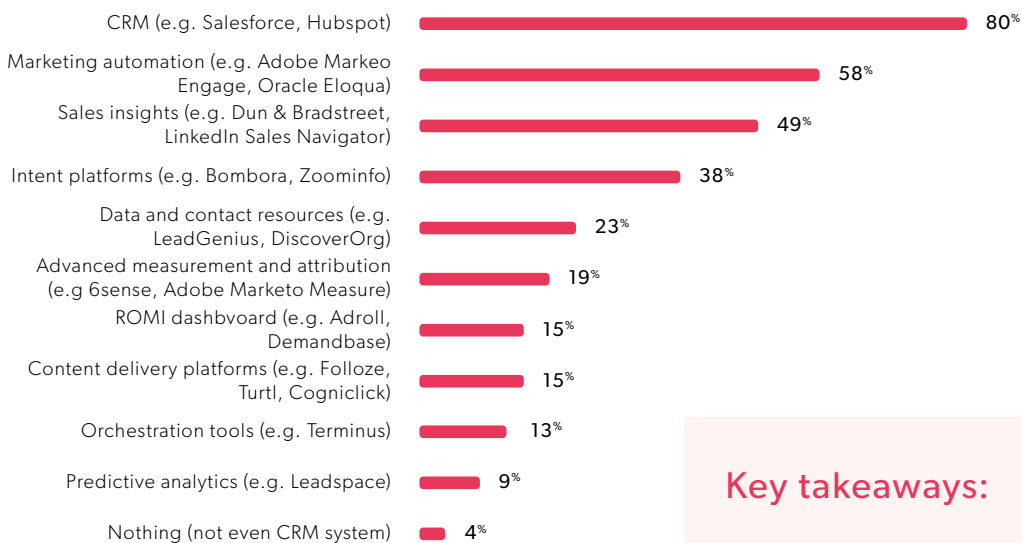
Advanced measurement and attribution tools (19%), orchestration tools (13%), and predictive

analytics (9%) were less popular overall. That's not to say that they don't have use – they play crucial roles to those operating scaled ABM strategies, so won't apply so much to our one-to-ones.

One trend that's one to watch out for is the rise of intent platforms for ABM. In 2020, 10% were using intent platforms for ABM, in 2021 that rose to 25%. Today? 38%.

This means two things. First, marketers are getting to grips with – and no doubt seeing results from – the smart technologies in their scaled programmes. Second, if you're looking to start or invest in a martech company, you could do a lot worse than bet on an intent platform.

Fig 16. What tech do you currently use for ABM?



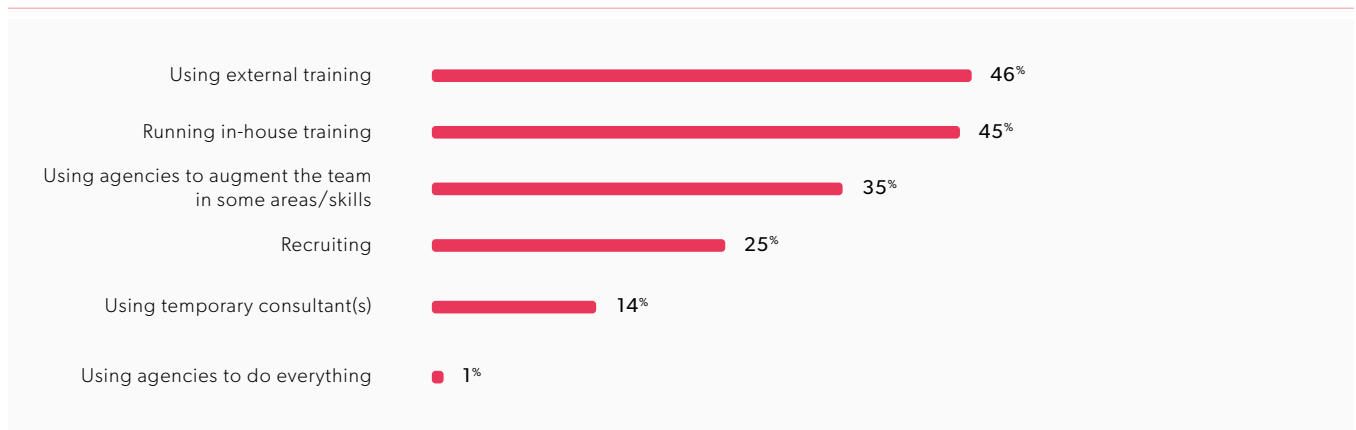
#### Key takeaways:

- › The most popular measurement for ABM is pipeline, or sales qualified leads, with 70% of marketers tracking it.
- › CRM is the most popular tool for ABM, with 80% using it; meanwhile 58% use marketing automation.
- › The popularity of intent platforms for ABM is rising +10% per year – with 38% of ABMers now using tools like Bombora or ZoomInfo this year compared to just 10% in 2020 and 25% in 2021.

# ABM skillset: In-house and agency

Only 20% of marketers believe they have the relevant know-how to confidently operate ABM, while a huge 65% admit to being overall patchy in the skills department, with areas of expertise. So where exactly are these skills coming from?

Fig 17. How are you gaining the ABM skills you need?



It's pretty much neck and neck in-house training and agency, 45% and 46% respectively. Though there's lots in between too: 35% of marketers use agencies to augment their in-house talent. Meanwhile 14% work with consultants to upskill their teams.

## 6.1. An agent of change

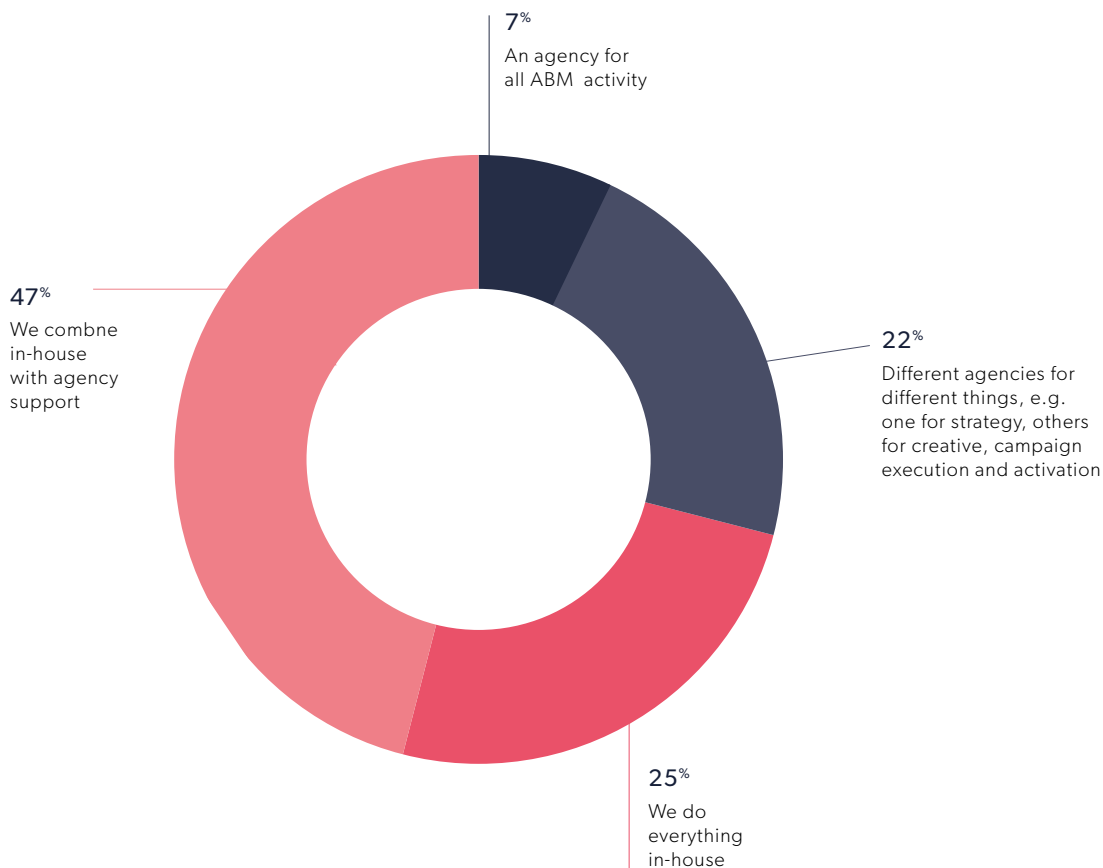
Next we turned our attention to agencies for executing ABM, and asked marketers how they use them. Most commonly, it's a combination of in-house and agency support 47%. A sizable 25% do all their ABM work in-house, while 22% use multiple agencies to achieve multiple things – from strategy to creative and execution. Just 7% of marketers use one agency for all their ABM work.

When hard economic times arrive, all too often it's the marketing team that takes the hit. And

when the marketing takes the hit, the first thing to go is often their agency partners. As we face strong economic headwinds, we asked our respondents how that's impacted their work with agencies. A whopping 44% are scaling back the amount or frequency of agencies they use solely due to cost, 2% have stopped altogether.

But some are more insulated than others in terms of macro financial environment: 28% of marketers haven't had to worry about the recession (or at least it's not formed a part of their decision-making) while 26% are continuing to work with their agencies as normal.

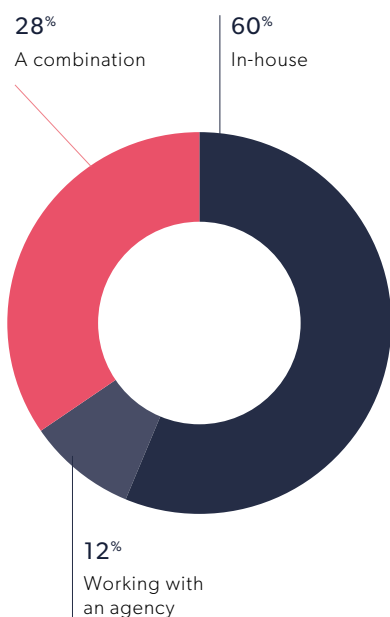
Fig 18. Thinking about agencies, do you use:



## 6.2. Content and messaging

People are talking less about 'content marketing' these days because content is marketing. It's what your prospects are seeing, it's the vehicle through which your brand travels. And it's essential for any joined up, strategic and thoughtful ABM programme. So, how are marketers creating it?

Fig 19. How do you create your content and messaging /ABM execution?



60% are creating it in-house. Contrastingly, just 12% create it solely through agencies, while 28% use a bit of both. B2B content is typically about subject matter expertise. Generally speaking, the best experts are already within your business. If you can tap into their brains and create high quality content with the regularity and pace you need, in-house is the best way to keep control over your output. On the flip side, content agencies are masters. So if you're short of time but okay with budget, borrowing a content engine isn't a bad shout.

## 6.3. Which forms of content work best in ABM?

ABM works through the funnel so it's promising to see a decent spread of content used throughout ABM campaigns. But what form is most popular? You might be surprised to find, despite the growing trend towards intent data and super-sophisticated tools, the largest share of marketers at 46% agree the most effective form of content is email.

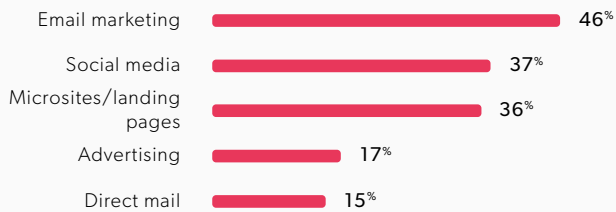
That's shortly followed by social media (37%), microsites and landing pages (36%), and the oft-maligned – perhaps unfairly – whitepaper (31%). Given their undisputed popularity these days, it's a surprise to see podcasts are seen as the least effective content channel, according to our sample, with just 7% really feeling their benefits for ABM.

Events – roundtables (24%), webinars (32%), and physical meet-ups (28%) – are also pulling their weight as useful means for executing ABM programmes.

*There's a 60/40 split between those who create content entirely in-house and those who use agencies*

Fig 20. ABM communication and channels: which of the following do you find most effective?

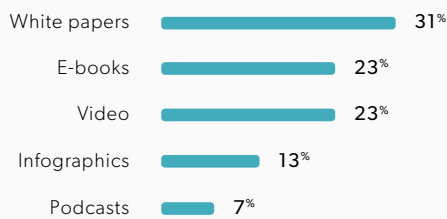
#### Marketing



#### Events



#### Content



### Key takeaways:

- › Just 20% of marketers believe they have all of the relevant know-how in-house to confidently operate ABM.
- › Most commonly, marketers use a combination of in-house and agency support 47%, though a sizable 25% do all their ABM work in-house, while 22% use multiple agencies to achieve multiple things and 7% use one agency for all their ABM work.
- › As a potential recession looms, 44% of marketers are scaling back the amount or frequency of agencies they use solely due to cost. 2% have stopped altogether.

# My breakthrough ABM moment



**Latané Conant,**  
chief market officer,  
6sense

**It's no secret that I'm a huge ABM fan, but it wasn't always that way.** In fact, my first attempt at ABM was a colossal failure. But I had some big breakthroughs from this ABM flop. Lesson one: It's impossible to do ABM without the right technology. My team had told me at the start that we needed to up our tech game. They even did research and brought me a bunch of recommendations for what we needed. But I thought we could start without it and prove out the ABM theory first before diving into the technology piece.

I was wrong. The fact is, the success or failure of an account-based approach hinges on

selecting the best accounts to pursue. And you can't do that without the technology that processes massive amounts of data and distils it to tell you which companies are in market for what you're selling. My second breakthrough was this: To be cost-effective, ABM must be scalable and repeatable. Again, that's impossible without the right technology.

With these breakthroughs in mind, here are six steps to delivering a successful account-based program at scale – and how the right revenue platform helps you unlock them.

## **Step 1: Select the best accounts**

Your sales and marketing teams need to know the best accounts to pursue. And here's the kicker: the teams need to agree on that list. Your platform should be analysing rich data to guide you to select the best accounts based on ICP fit, current buying stage, intent topics or keywords, engagement, and account firmographics and technographics.



## Step 2: Know about them

You have the best accounts, now it's time to get the insights you need to engage them. This requires more than basic account firmographics. Check if a platform can show you an account's buying committee, data around their tech stack, keywords or topics they're researching, locations showing the most activity, plus the current stage of the buying journey.

“

*ABM must be scalable and repeatable. Again, that's impossible without the right technology*

”

## Step 3: Engage the right way

You need a revenue platform that can use your buyer

personas and ICP to drive compelling, relevant and personalised content, delivered on the right channel, at the right time. From display and direct mail, to BDR cadences and website experience, it all needs to be personalised by account, persona, and most importantly – timely.

## Step 4: Collaborate with sales

Sales and marketing need to align on the best accounts to pursue, and who does what, when. Not a hand-off, or a lead 'thrown over the wall' – a real partnership. Comprehensive revenue AI platforms provide meaningful data that allows sales and marketing to work together to warm accounts, move them through the funnel, and conduct relevant outreach at exactly the right time.

## Step 5: Track real stuff

Revenue teams should be measuring the real impact of account-based programs on the business, not arbitrary metrics like MQLs, SQLs, and lead attribution.

Find a platform that shows how effectively accounts are being engaged, which strategies and tactics are working, and — most vitally — the impact on pipeline and revenue. Again, aligning on the relevance of these metrics will be key to get buy-in and scale your programs.

## Step 6: Apply AI

The new breed of account-based revenue platform applies AI across the entire buyers' journey. This removes the guesswork that plagues revenue teams, provides a better customer experience, and produces predictable pipeline that's more likely to convert to revenue.

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*Latané Conant is 6sense's chief market officer and the author of No Forms. No Spam. No Cold Calls. the playbook for next-generation account-based sales and marketing.*

# About

## B2B Marketing and Propolis

**Powered by the community, for the community.**

Established in 2004, B2B Marketing is now the number one go-to resource for B2B marketers across the globe.

Right from the start, we had a clear mission that remains as strong and clear today: to provide marketers at business brands with the tools, insight and inspiration they need to grow and succeed – as both individuals and businesses.

To do this, we need to continually evolve to make sure we are delivering what you need.

**This is why Propolis was born – our exclusive community for B2B marketers.**

We're proud to serve as the focal point for the B2B marketing sector, and to be a force for greater connectivity, enabling marketers and leaders to share experiences and learn from one another.

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 **B2B Marketing**  
Intelligence • Connection • Development

## 6sense

6sense reinvents the way organisations create, manage, and convert pipeline to revenue. 6sense Revenue AI™ captures anonymous buying signals, predicts the right accounts to target at the ideal time, and recommends the channels and messages to boost revenue performance.

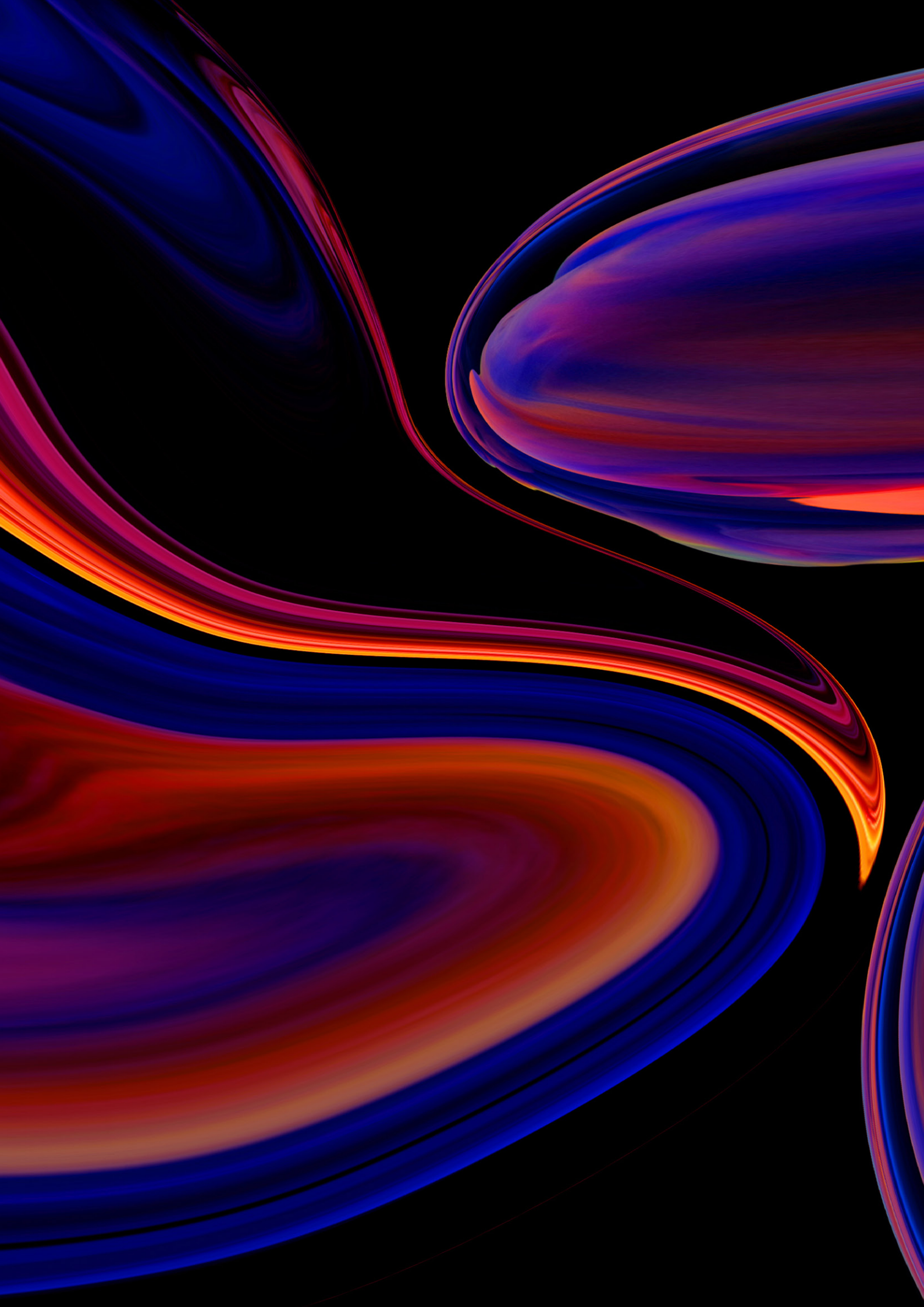
Removing guesswork, friction, and wasted sales effort, 6sense empowers sales, marketing, and customer success teams to significantly improve pipeline quality, accelerate sales velocity, increase conversion rates, and grow revenue predictably.

6sense has been recognised for its market-defining technology by Forbes Cloud 100, G2, TrustRadius, Gartner, and Forrester, and for its strong culture by Glassdoor, Inc. magazine, and Comparably. Learn more at [6sense.com](http://6sense.com).



*ABM platform of the year*

**GOLD AWARD WINNER**  
**THE B2B MARKETING MARTECH AWARDS**





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