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The ABM Measurement Checklist:

How to Measure What Matters to Improve ABM Program Performance

Account-based marketing (ABM) is one of the most effective ways to drive high-value pipeline and revenue. But only if you know what's working and what's not, and can answer your real-world questions about where to invest to improve performance. But according to 6sense research, most B2B organizations can't – even those with mature ABM programs. Without measurement, don't expect budgeting and cross-company support to be easy.

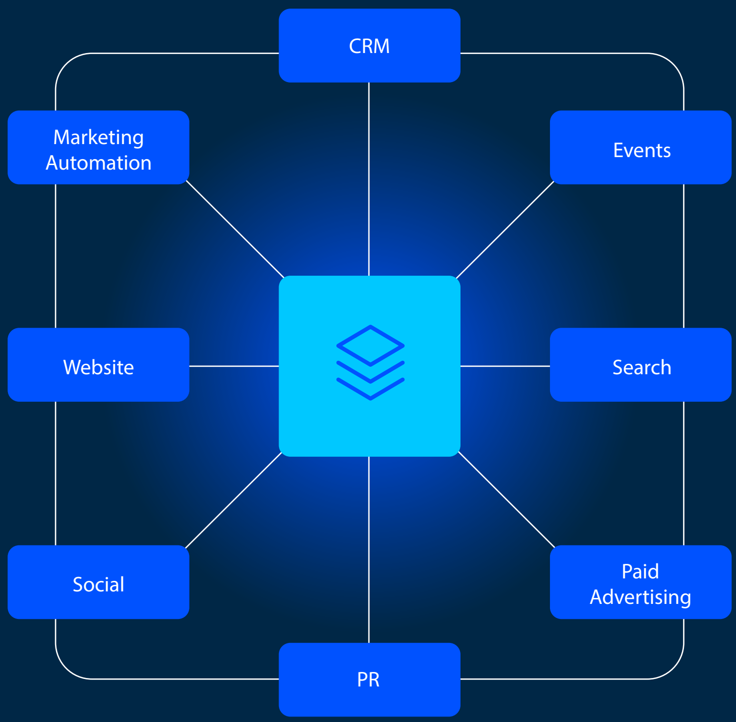
After working with hundreds of diverse B2B marketing teams and decades as growth and revenue pros ourselves, we understand the metrics that matter for ABM performance.

This is your step-by-step checklist to help you confidently measure and optimize your ABM program, from awareness to revenue impact.

Your ABM Measurement Checklist

- ✓ Unifying Your ABM Program and Performance Data Sources and Touchpoints
- ✓ Aligning Metrics with ABM Goals and Expected Business Outcomes
- ✓ Tracking Account Engagement Across and By Channels
- ✓ Measuring Pipeline Influence and Impact
- ✓ Analyzing Buying Group Engagement and Gaps
- ✓ Monitoring Conversion and Velocity Metrics by Channel and Campaign
- ✓ Continuously Measuring to Optimize for Outcomes, Not Just Prove Impact

Unify Your ABM Program and Performance Data Sources and Touchpoints



You can't impact what you can't measure. Marketing (and sales) activity and channels are endless.

Start by unifying your ABM and performance data sources and touchpoints for a complete view. While challenging when systems are siloed and owned by different teams, it's foundational to ABM measurement. That means connecting data from your CRM, marketing automation, ABM tools, contact databases, paid and social media platforms—anywhere you're capturing account and buyer engagement.

But don't worry. You don't need to run out and purchase a Customer Data Platform (CDP) or build your own to unify your marketing and sales activities. And you don't need your ops team to overhaul your CRM and marketing automation data.

There are purpose-built solutions, APIs and connectors to automate and simplify the data unification process.

Aligning Metrics with ABM Goals and Expected Business Outcomes

Defining what metrics matters most and what success looks like is a critical step. But before you dive into building dashboards, make sure these metrics align with and support your sales partners and leadership team.

Steps to set yourself and your ABM programs up for success:

- [ ] Identify your target account list (TAL) and segment by tier or priority.
  A huge account list without prioritization or segmentation makes it much harder to achieve the required level of engagement.

- [ ] Align marketing, sales, and leadership on a single set of goals.
  Start by anchoring your conversations in your company's OKRs (Objectives and Key Results), cross-company and regional revenue targets.

- [ ] Lay out your blueprint for success at both the account and buying group level.
  Knowing what goes into a successful deal—the number of touches, types of activities, buying group members involved, and other key factors—helps you create a repeatable formula for success.

Tracking Account and Buying Group Engagement Across and By Channels

Establishing a high-performing and effective ABM strategy requires moving beyond clicks and leads to measuring account-level and buying group engagement metrics across all channels and individually to understand its role in your ABM strategy.

Steps for tracking account and buying group engagement across and by individual channel:

- [ ] Track account reach and touchpoints at key accounts.
  Knowing whether your marketing activities reach your key accounts and how often is a first step in understanding channel effectiveness.

- [ ] Track engagement by role and buying group member within accounts.
  Because knowing who is engaging matters just as much as knowing how they're engaging.

- [ ] Track the number of times each account and buying committee member engaged with your marketing
  Our data shows that the quantity of engagements by account and individuals have consistently led to larger deal sizes and higher win rates.

- [ ] Measure the impact of every touchpoint such as website visits, ad interactions, webinars, content consumption, and others by account.
  These insights help you understand what resonates and what doesn't with your target accounts.

- [ ] Monitor account and buying group intent signals and correlate with deal outcomes.
  Know if early intent signals are delivering greater win rates, deal sizes and velocity to optimize inputs.

Measuring Pipeline Influence and Impact

Marketing is accountable for driving revenue. Your ABM efforts should influence pipeline, accelerate deal cycles, and increase revenue. That's why connecting your ABM efforts to the outcomes that drive, accelerate, and create revenue and relationships is critical to long-term ABM success.

Steps for connecting your ABM efforts to pipeline and impact:

- [ ] Track marketing-sourced vs. marketing-influenced pipeline.
  Knowing the difference helps you quantify marketing's full contribution.

- [ ] Map campaigns and content to opportunity creation.
  If you can't connect programs to pipeline or revenue, you can't optimize your marketing investments.

- [ ] Monitor pipeline coverage (pipeline vs. quota) by segment or tier.
  This visibility helps you prioritize the right accounts and identify gaps.

- [ ] Identify the blueprint that leads to successful and unsuccessful deal outcomes.
  Understand which factors—like number of touches, types of activities, and buying group members—influence both successful and unsuccessful deals.

Analyzing Buying Group Engagement and Gaps

The days of a single decision-maker signing a big B2B deal are long gone. ABM requires engaging the entire buying committee, not just one “decision maker.” But when the average business technology buying group comprises 15 or more professionals, identifying which members are engaged and who you’re missing is incredibly difficult and critically important to ABM success.

Steps for analyzing buying group engagement:

- [ ] Identify and track key contacts and buying committee members within each account.
  Ensuring you’re reaching buying committee members is critical to a successful ABM program.

- [ ] Map the roles and frequency of engagement in the deal cycle.
  Frequency and persona-level engagement are key indicators of buying intent and deal momentum.

- [ ] Identify missing roles from the opportunity that are typically involved in a successful deal cycle.
  Miss a stakeholder, and you risk delays, internal objections, or a stalled opportunity.

- [ ] Identify the touchpoints influencing which committee member at each stage of the process.
  Mapping influence touchpoint and by role lets you tailor outreach and content that resonates with the buying group.Because a single touch drives no deal, understanding every touch across the account journey drives better resource and investment allocation decisions.

Monitoring Conversion and Velocity Metrics by Channel and Campaign

To understand the value of your ABM strategy, you must show how programs drive progression through the buying stages and tie them back to your marketing, sales, and revenue funnel. That's why tracking conversion rates and velocity by channel and campaign is essential to your ABM measurement strategy and success.

Steps for understanding how ABM impacts deal progression and velocity:

- [ ] Map the conversion rates from engagement → opportunity → closed/won.
  This reveals how well your programs are moving accounts through the funnel, not just generating activity.

- [ ] Analyze the sales cycle velocity for ABM accounts vs. non-ABM accounts.
  Faster cycles mean ABM is doing its job, educating and activating buyers earlier and more effectively.

- [ ] Measure the win rates and average deal sizes associated with tactics, channels, and buyers involved.
  These are the most tangible signals that your ABM strategy and activities are aligned with revenue goals.

Measuring to Optimize for Outcomes, Not Just Prove Impact

Measurement isn't a one-time static report; it's an ongoing process. While there's often an overemphasis on proving impact, what shouldn't be overlooked in dynamic account-focused strategies is the role of measurement for optimizing performance.

Steps for using measurement for optimization:

- [ ] Review performance on a weekly or monthly basis with the sales and revenue teams..
  Regular check-ins on what's working, what's not, and where to adjust resources and shift budget help maximize efficiency and keep teams aligned with in-market realities.

- [ ] Create a performance feedback loop to adjust campaigns, content, or targeting.
  What worked last quarter may not work now—agility beats perfection in modern ABM.

- [ ] Identify low-engagement accounts early and pivot quickly.
  This prevents you from spending cycles and resources on accounts that won't convert.

- [ ] Experiment with new channels or personalization tactics.
  Growth comes from iteration—if you're not testing, you're not learning and improving outcomes.

ABM measurement isn't a solo act. It's a team sport. The most effective ABM measurement frameworks bring marketing, sales, and revenue operations together around shared goals and clear outcomes.

Start with the core metrics that tell you what's working, what's not, and what to do next to improve pipeline performance and revenue. Once you establish these core metrics, you can continuously dive deeper to get answers to the real-world questions that arise during program analysis, pipeline reviews, and QBRs for further optimization.

See what's possible with measurement.
Schedule a peek at NavigateIQ.

Learn more