ABM Maturity Index Benchmark

Criteria	1 Stage 1 ABM aware	2 Stage 2 Defining ABM	3 Stage 3 Early stage ABM	4 Stage 4 Adept ABM	5 Stage 5 Advanced ABM	Beyond ABM
Account definition	Database comprised only of individual customers or prospects. No understanding of wider DMU, or account structure. No insight into relative customer value or potential – i.e. key accounts.	Database segmentation to identify key accounts – starting to map members of DMU for these accounts, plus business structure. Beginning process to determine strategic or programmatic ABM route.	Mapping of key account companies completed, with approximately 50% of known individuals identified.	Fully mapped and populated DMU with personas. Starting to identify and score behavioural triggers. Propensity modelling to identify accounts in CRM that are not currently, but should be, in ABM programme.	Digitally-scored accounts e.g. use of AI for insight and campaign planning. Strategy and objectives overlaid each fully mapped DMU.	AI to actively predict DMU evolution, and adjust messaging accordingly.
Processes	No formal ABM processes – patchy generic marketing processes may be applied.	Processes audited. ABM processes being built-out, but not yet complete or joined up.	Simple internal processes, sales and marketing becoming joined up.	Starting to link to external processes e.g. data feeds/alerts/Linkedin.	Processes and CX are integrated and end to end for the customer journey.	Internet of Things automatically renewing and driving renewal/upsell.
Structure and leadership	S&M working in isolation, possibly sporadic key account selling, but with no marketing input. Totally separate management.	Emerging focus on one-to-one dialogue, but inconsistent and sporadic. Random acts of integration.	Centralisation of management and leadership under one person – likely to be a sales and marketing director.	A single internal team running ABM campaigns, including sales and marketing (and possibly customer support).	One team, including the customer. Leadership under chief customer officer.	Customers able to drive innovation in product/service design through close relationship.
Technology (deployment and utilisation)	Core tech platforms absent, or fragmentary deployment with limited integration.	Core tech platforms deployed, but limited automation, personalisation or integration.	Platforms integrated, plus widespread use of automation, personalisation and customer insight tools.	Integration with third-party data resources for real-time updates, plus use of specialist ABM campaign tools, retargeting tech, and dashboards.	Integrated and comprehensive ABM martech stack, including orchestration tools.	AI solutions to automate (large sections of) the process.
Measurement/ROMI	Zero – standard marketing metrics only (eg. brand awareness, lead volumes etc.)	MQL and SQL defined and used £/$ sales, but not ABM-specific metrics.	Reporting on MQAs. Some stakeholder behavioural tracking but lack full picture. Starting of ROMI £/$ sales reporting manually on spreadsheets for ABM.	Individual stakeholder engagement tracked and measured. Full ROMI dashboard, demonstrating positions of all accounts and available to sales and marketing. Volume/velocity/value of ABM leads to deal measured.	Attribution modelling to include each stage of the customer journey.	Metrics primarily focused on CX and speed/relevance of innovation, rather than financial criteria.

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