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Growth leadership across brand, data & business

ACCOUNT-BASED MARKETING

ABM Maturity Audit

Most ABM programs stall for lack of an honest picture of capability.

THE ABM PERFORMANCE GAP

~20%
still run ABM in name only, with no defined or sophisticated process

53%
of goal-hitting large-account teams plan targets with sales — against 31% of those that missed

<20%
track lifetime value or any post-sale metric on ABM accounts

Forrester, The State of Account-Based Marketing, 2024

A score of 2–3 is the norm, not a failing. What matters is which dimension lags the others — and what that costs.

WHAT GETS SCORED

Strategy & Segmentation
ICP, account selection, tiering

Sales & Marketing Alignment
Shared goals, SLAs, the buying council

Data & Technology
Unified account data, scoring, orchestration

Content & Personalization
Messaging by tier, role and motivation

Measurement & Attribution
Engagement, pipeline influence, ROI

Three criteria per dimension, fifteen in total, each scored 1–5 against published anchors — red 1–2, amber 3, green 4–5 — with a named source and a confidence grade behind every number.

WHAT YOU RECEIVE

- **Maturity scorecard**
  Five dimension scores, an overall stage, and a confidence grade on every number.
- **Dimension deep-dives**
  For each: why it scored that way, what the gap costs in pipeline, and the move that closes it.
- **Sequenced roadmap**
  The dependency order, not a wish list. Data and technology gates measurement; the plan says so.
- **Evidence log**
  Every score with its source, so the scorecard survives the question “based on what?”

HOW IT RUNS

Interviews & document review
weeks 1–2
Six to ten conversations across marketing, sales, operations, partner and customer success — alongside the ICP, target list, SLAs, campaign calendar, content matrix and stack diagram.

Independent scoring
week 3
Two assessors score separately, then reconcile. Where two informed observers see a 2 and a 4, the capability is inconsistent — which is itself a 2.

Report & roadmap
week 4
The scored grid, the evidence log, and the priorities in dependency order with a cost attached to each.

AND THEN

BUILD *4–6 weeks*
Align on ICP, tiering and SLAs. Stand up the account data model and council maps.

PILOT *8–12 weeks*
Run plays across a small set of priority accounts. Test content, campaign and sales integration together.

ASSESS *2 weeks*
Measure pipeline conversion impact and build the case for always-on.

Four weeks to a defensible picture of what your program can do.
The interviews are the audit. Two informed people describing the same process differently is the most actionable thing an outsider can surface — and it never shows up in a dashboard.