



OUTCOMES
ROCKET

STATE OF ACCOUNT-BASED
MARKETING 2025:
INSIGHTS, ROI, AND THE RISE OF AI

GROWTH ACCELERATED

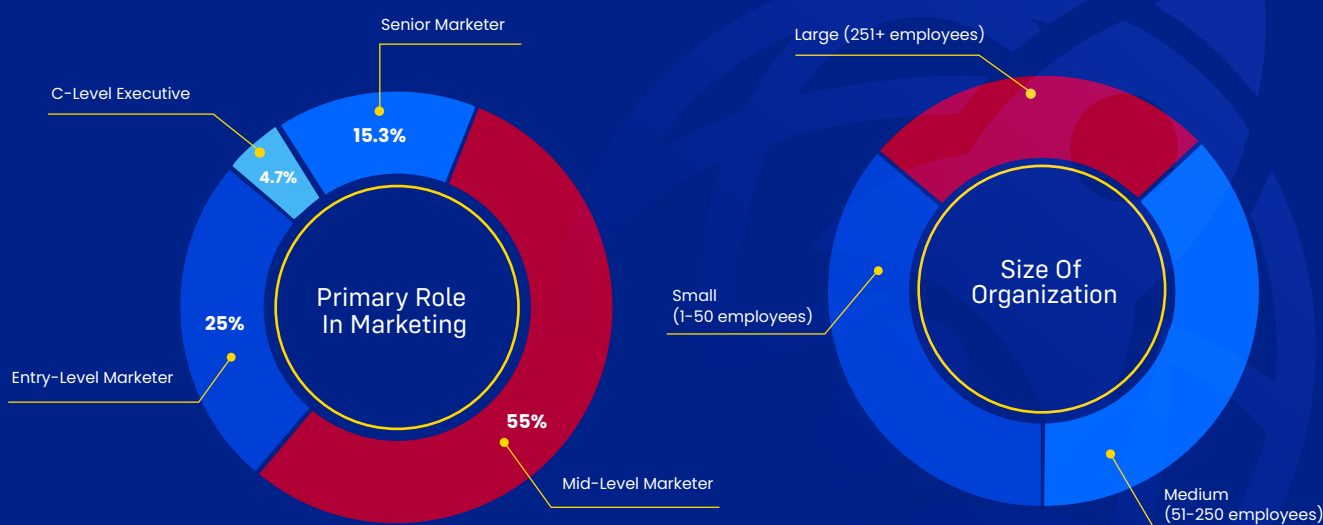
As 2025 comes to a close, Account-Based Marketing (ABM) is more dynamic than ever. Personalization, measurable ROI, and AI-driven automation have become essential.

Our report—based on insights from 771 marketers—captures the state of ABM in 2025, emerging trends, investment priorities, and how AI is reshaping scale. It also offers valuable guidance for shaping 2026 strategies in an increasingly competitive digital landscape.

Key Findings

- ✔ **71.2%** of organizations currently implement ABM strategies.
- ✔ The estimated average **ROI from ABM programs is 137%**, with nearly half of organizations citing ABM as delivering the highest ROI.
- ✔ **78.7%** of companies incorporate AI into ABM, mainly for personalization, predictive analytics, and targeting.
- ✔ **40.3%** of organizations plan to invest in ABM 2.0 capabilities within the next 12 months.
- ✔ **49.7%** of organizations plan to increase ABM budgets in 2026.
- ✔ **86.2%** of respondents expect AI to boost ABM ROI over the next year.

Marketer Profile



Who's Driving Account-Based Marketing

Based on the responses, there is a diverse representation of both marketing professionals and company sizes, indicating that ABM development must be **customized across different experience levels and operational scales**. The above distribution reveals the need for ABM insights to serve a wide range of marketers across various organizational sizes. This is a key consideration for strategies that will be effective in 2026 and beyond.

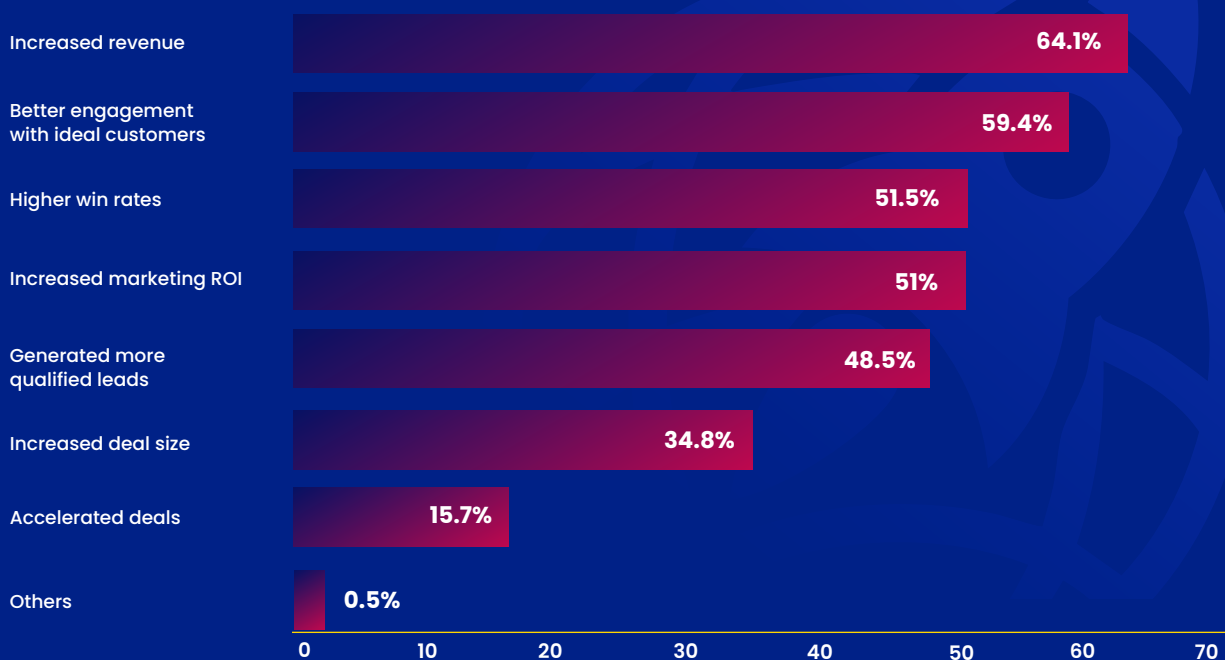


Driving Results with ABM

Account-Based Marketing has become a core pillar of modern B2B strategy, with 71.2% of organizations actively using ABM in 2025. The results are clear: 99.3% of marketers say their ABM efforts are successful, and 38.6% report significant returns. Nearly half (49.2%) say ABM is their top source of ROI, generating an average return of 137%.

ABM continues to outperform traditional marketing. Eighty-two percent of organizations report higher ROI with ABM, and 20.9% see gains exceeding 50% compared to conventional methods. Salesforce's 9th State of Marketing Report also shows that 78% of organizations use ABM for customer acquisition, underscoring its impact on both attracting and retaining customers.

How ABM Contributes to Marketing Success



How ABM Drives Marketing Success

Marketers cite a variety of ways ABM contributes to organizational growth.

The most common impact is from increased revenue (64.1%), followed by improved engagement with the right customers (59.4%). Other interesting benefits are increased win rates (51.5%), improved marketing ROI (51.0%), more leads (48.5%), and larger deal sizes (34.8%). A lower proportion, 15.7%, reported that their deals were accelerated, and only 0.5% reported other benefits.



ABM Investment

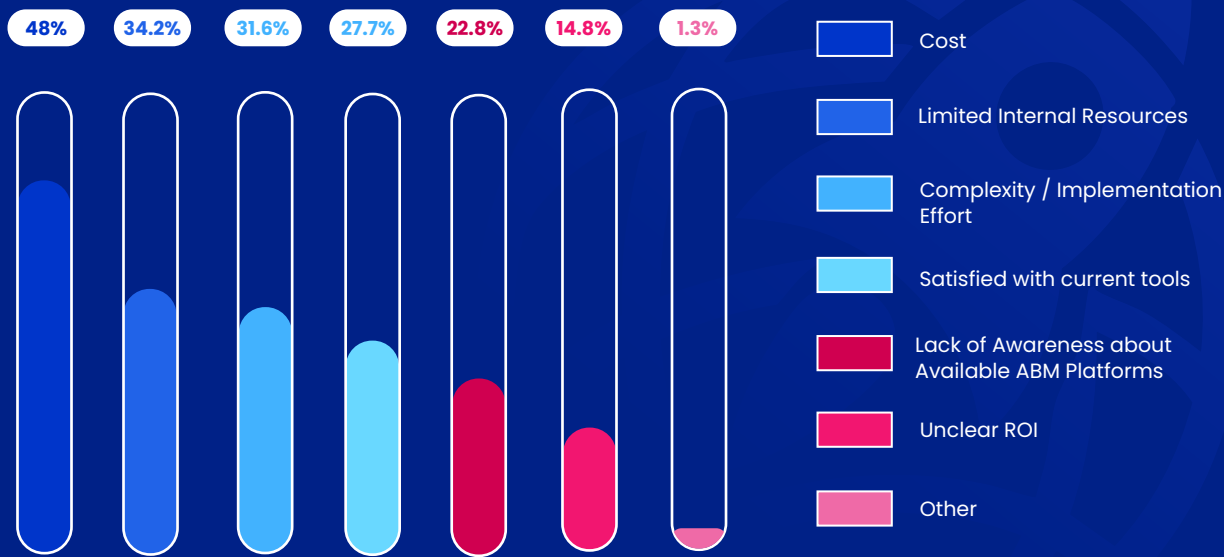
Organizations are backing ABM with real resources—**on average, 27% of marketing budgets now go to ABM**, reflecting its proven ability to deliver measurable, high-impact results.

These insights show that ABM is no longer a trend but a reliable growth engine, offering clear ROI and positioning organizations for continued success into 2026.

Adoption and Use of ABM Platforms

While ABM has proven its value, the adoption of ABM platforms is varied. **Only 15.3% of organizations are currently utilizing a dedicated ABM platform**, such as Demandbase, 6sense, DemandScience, or RollWorks, to run their programs. The majority (56.1%) use a combination of different tools, such as CRM, marketing automation, and intent data, but not a specific platform. Meanwhile, 19.9% implement ABM manually with internal resources, and a smaller percentage (8.7%) partner with agencies to run their programs.

Top Barriers to ABM Platform Adoption



Adoption and Use of ABM Platforms

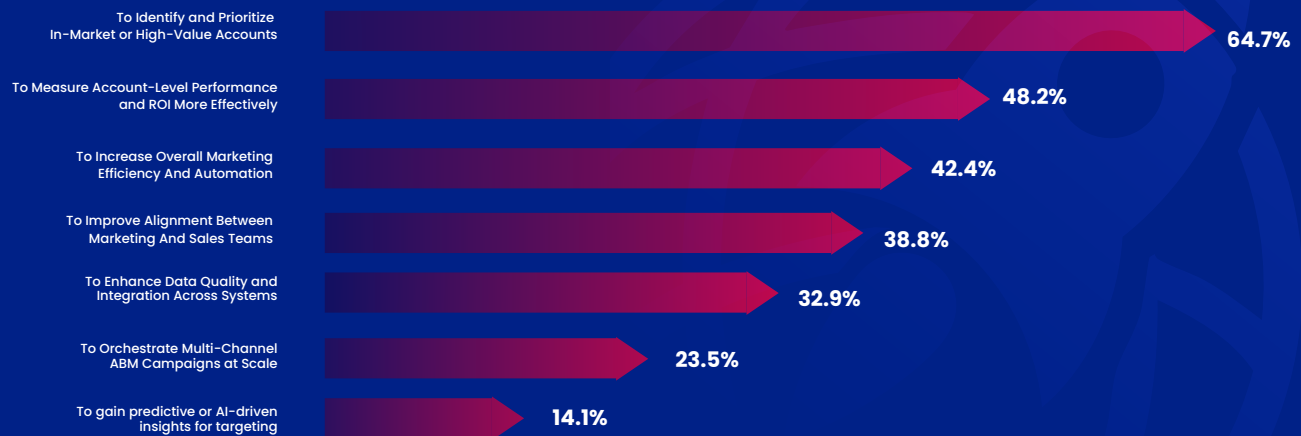
Cost is the main barrier to adopting dedicated ABM platforms, cited by 48% of respondents. Other challenges include limited internal resources (34.2%) and implementation complexity (31.6%). Additionally, 27.7% feel their current tools are sufficient, and 22.8% are unaware of ABM solutions. To close this awareness gap, service providers should emphasize ABM's strong ROI and offer more workshops to drive adoption.



Drivers for Adopting ABM Platforms

Organizations use ABM platforms mainly to prioritize high-value accounts (64.7%), measure performance and ROI (48.2%), and improve efficiency (42.4%). Other benefits include better sales–marketing alignment (38.8%), improved data integration (32.9%), scaled multi-channel campaigns (23.5%), and predictive or AI-driven insights (14.1%).

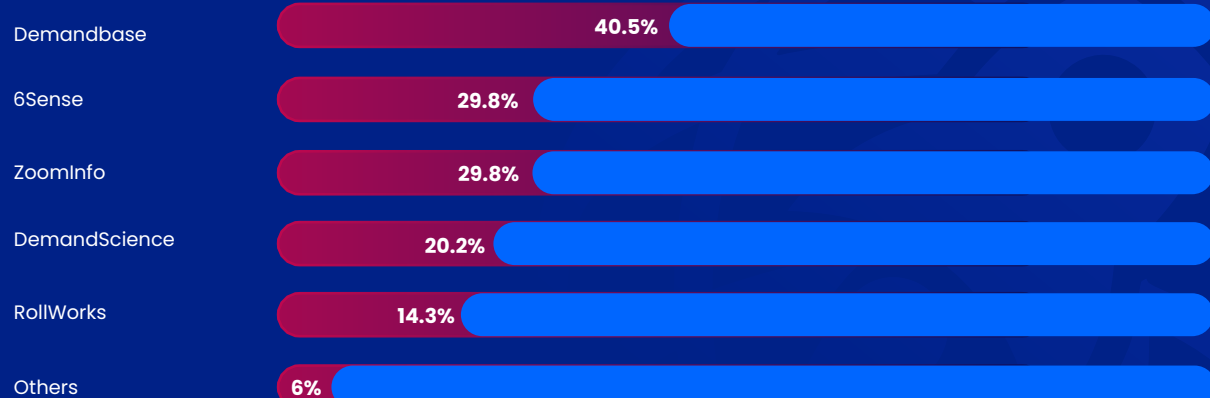
Main Reasons for Adopting an ABM Platform



Platform Preferences

Demandbase leads with 40.5% adoption, followed by 6sense and ZoomInfo (29.8%), DemandScience (20.2%), and RollWorks (14.3%). This reflects both the dominance of top ABM platforms and the varied approaches driven by organizational budgets and priorities.

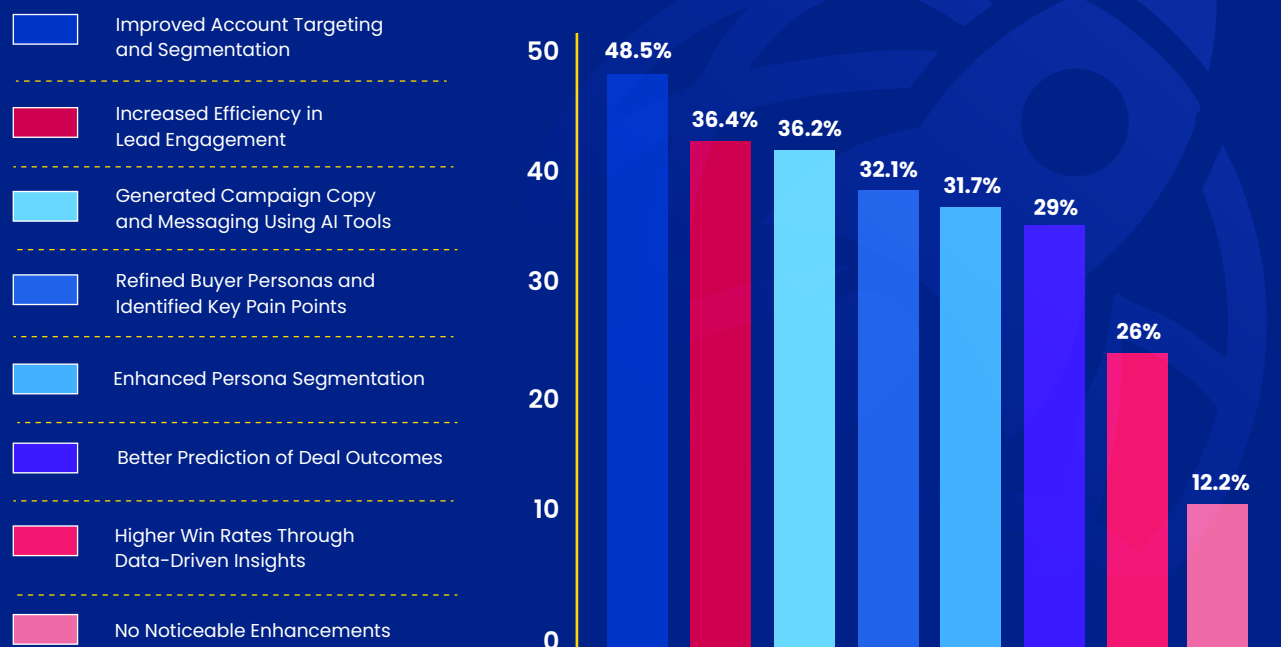
Most Popular ABM Platform



AI Trends in Account-Based Marketing

Artificial intelligence (AI) is fast becoming a cornerstone of modern ABM strategies. In 2025, 78.7% of organizations are utilizing AI in their ABM programs, which can be leveraged for personalization, predictive analytics, and more precise targeting. Among those surveyed, 15.1% of users utilize AI to a large extent, and 63.6% use it to a more limited extent, indicating that the adoption of AI is widespread but still in development.

How AI has Enhanced ABM Efforts



Key Benefits of AI in ABM

Marketers are reporting diverse benefits to be gained from AI integration, with the most common one being **enhanced targeting and segmentation of accounts (48.5%)**.

Other uses of AI included improving efficiency in lead engagement (36.4%), campaign copy and messaging generation through AI tools (36.2%), refining buyer personas and identification of key pain points (32.1%), persona segmentation (31.7%), forecasting of deal outcomes (29.0%), and win rates through data-driven insights (26.0%).

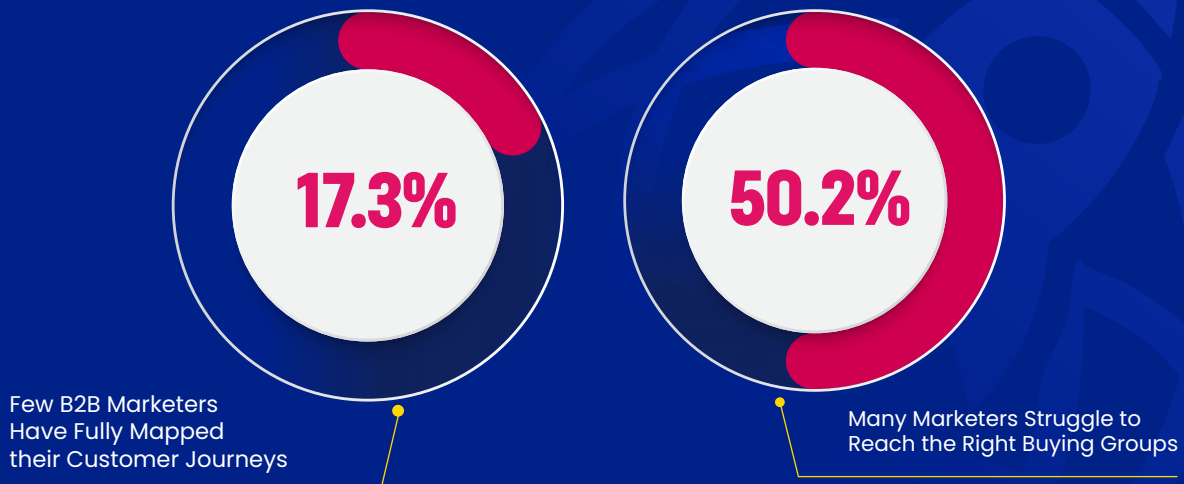
These results are a proven number of how AI is not just a buzzword in ABM. It is actively revolutionizing targeting precision, campaign personalization, and decision-making. While some organizations are still exploring the potential of AI, most are already seeing positive outcomes in terms of engagement, efficiency, and improvement.



The Next Generation: ABM 2.0

B2B marketers face persistent challenges: **only 17.3% have fully mapped their customer journeys**, and 50.2% struggle to reach the right buying groups, according to **eMarketer**. These gaps highlight the need for advanced account-based strategies that go beyond traditional ABM.

Key Challenges to B2B Marketers



ABM 2.0 focuses on hyper-personalization, AI, and cross-channel alignment to improve targeting, engagement, and results. Nearly half of respondents (47.7%) are familiar with the concept, and 38.4% want to learn more. Additionally, 40.3% of organizations plan to invest in ABM 2.0 within the next year, showing strong momentum toward more advanced capabilities.

Four in ten organizations plan to invest in ABM 2.0 within the next 12 months.

Momentum is building as organizations upgrade their ABM programs with AI, automation, and deeper account intelligence.

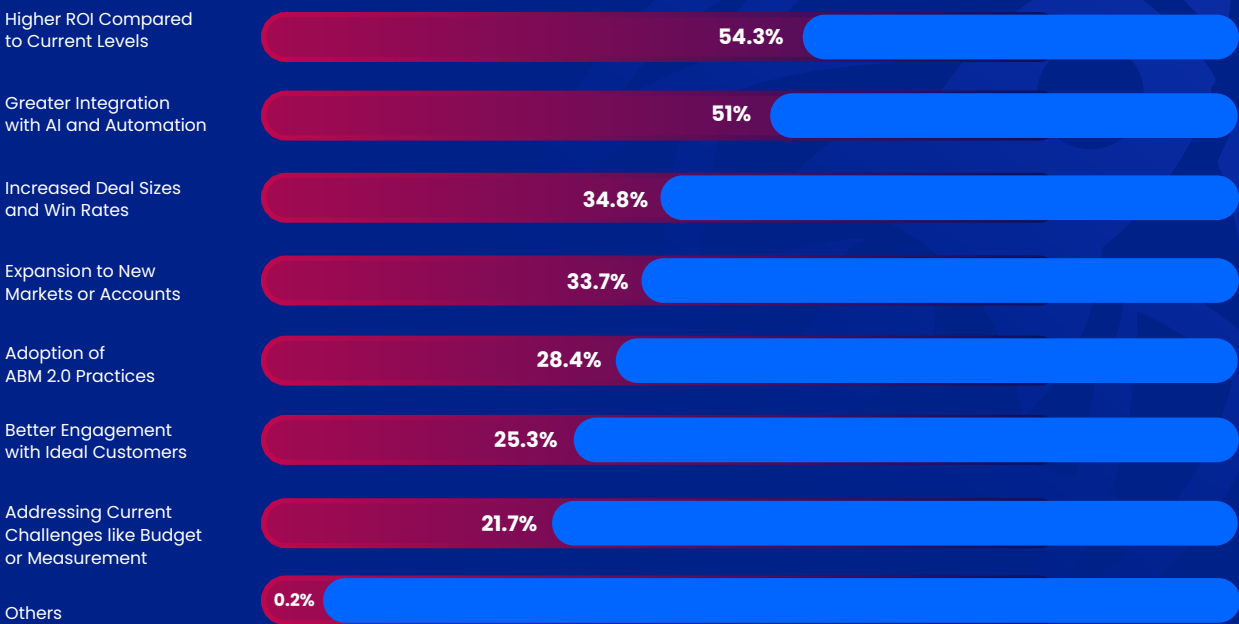


Looking Ahead: Account-Based Marketing in 2026

As organizations plan for the year ahead, their top ABM priorities reflect a focus on **ROI, AI, and scaling effectiveness**.

The key priority is realizing a higher ROI than currently (54.3%), followed by more integration with AI and automation (51.0%), growth in deal sizes and win rate (34.8%), moving into new markets or accounts (33.7%), and the implementation of ABM 2.0 practices (28.4%). Other priorities included increased engagement with ideal customers (25.3%) and addressing existing challenges, such as budget or measurement issues (21.7%).

Top Expectations for ABM IN 2026



Reflecting this momentum, **49.7% of organizations plan to increase their ABM budgets in 2026**, showing that they are becoming increasingly confident with the account-based approach to generate revenue, engagement, and measurable ROI.

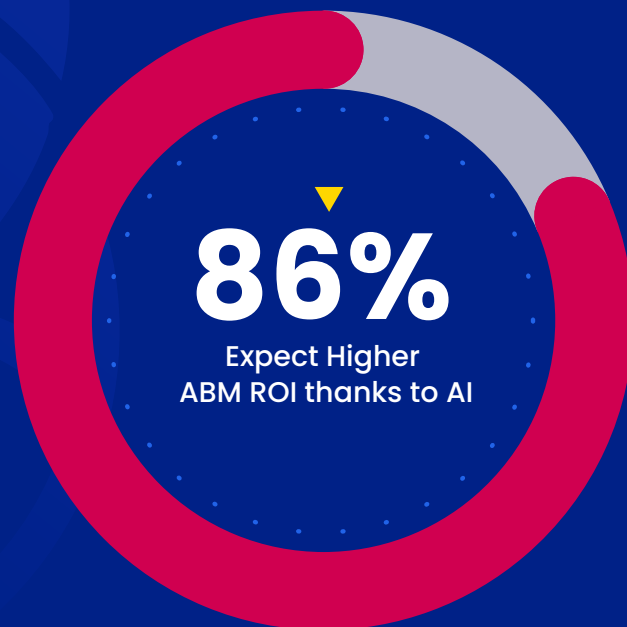
As ABM programs mature, organizations are moving from experimentation to full optimization. The focus is now on stronger data foundations, tighter sales–marketing alignment, and deeper personalization at every touchpoint. These priorities signal that ABM is no longer just a tactic—it’s becoming a long-term growth engine powered by smarter automation and better account intelligence.



With 86.2% of organizations anticipating higher ABM ROI from AI, it's clear that **intelligent automation and data-driven insights are shaping the next era of account-based marketing.**

86% of organizations expect AI to increase the return on investment (ROI) from their account-based marketing (ABM) efforts over the next year.

Intelligent automation and data-driven insights are unlocking higher-impact ABM programs.



Conclusion

In 2025, ABM has reached a state of maturity, with high adoption, a very good ROI, and AI becoming a key lever of success. Organizations are beginning to look beyond traditional ABM and are exploring ABM 2.0 capabilities as well as how to incorporate advanced technologies to personalize engagement at scale.

As we head into 2026, the pillars remain: maximize ROI, leverage AI, improve account coverage, and introduce a new pillar – adopting ABM 2.0 practices.

For marketers, this report serves as both a benchmark of current success and a blueprint for achieving success next year. ABM is a growth engine that, when executed with precision and intelligence, can deliver measurable and sustainable results.

Methodology: The survey was conducted in October 2025 via Prolific, with 771 marketers from diverse industries, roles, and organization sizes participating. The results offer a comprehensive view of current account-based marketing (ABM) practices and trends.





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