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8 Key Metrics to Measure Success for Your ABM Campaigns:

1. Total available market: TAM helps your key stakeholders better understand your business and product potential.

Establishing TAM helps your business understand every potential customer for your solution in a given segment.



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2. Ideal customer profile: Common firmographic, environmental and behavioral attributes of accounts that are expected to become your most valuable customers.



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3. Accounts in-market: The number of companies showing intent to buy based on their current behavior.



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4. Conversion rate (win rate): Total closed won opportunities divided by the number of closed opportunities for a given time period.

By tracking the win rate, you can show how your ABM strategy efficiently generates leads that eventually lead to closed won deals and help your business reach revenue goals.



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5. Sales velocity: How long it takes your sales team to move deals from opportunity to close. Using ABM campaigns to help reps save time will accelerate your sales velocity by more frequently delivering informed, in-market prospects.



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6. Churn rate: The proportion of subscribers or contractual customers who leave a software provider during a given period. Early intervention doesn't necessarily help you win every renewal, but it can facilitate the conversation with clients prior to making the switch.



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7. Customer acquisition cost: CAC is a vital ABM metric as you run highly targeted campaigns that lead to less budget spent on low-quality leads. You can make a case that, for the same marketing spend, your intent-driven marketing campaigns generate better leads and therefore more revenue.



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8. Customer lifetime value: The total amount a B2B customer spends with your company during the lifetime of the relationship. By focusing your ABM campaigns on the customers who are the best fit for your products, they'll stay with you longer and spend more year over year.