



The State of
**Account-Based
Marketing in APAC**

2024 INSIGHTS, 2025 OUTLOOK



Introduction

**Shahin Hoda**

Managing Director at xGrowth

Welcome to the third State of ABM in APAC report.

Account-Based Marketing (ABM) continues its growth and evolution across Asia-Pacific (APAC). Our third annual State of ABM in APAC Report spotlights the critical trends, challenges, and advancements that are shaping its future. We've collected key perspectives from marketing leaders across APAC to provide a comprehensive view into ABM's future evolution, offering valuable insights for practitioners looking to plan ahead for the next year, and enhance their strategies and execution.

Since our last report, the ABM landscape has continued to mature against a backdrop of economic uncertainty and rapid technological change. ABM's resilience has only solidified in the face of these challenges, proving its value as a strategic and efficient approach. With tightened budgets and shifting resource allocations, decision-makers have increasingly turned to ABM's targeted methodology to maximise marketing ROI.

The influence of generative AI has emerged as a pivotal factor, bringing both opportunities and complexities to the ABM approach. AI-driven insights, personalisation, and automation capabilities are enabling more refined targeting and enhanced engagement, making ABM more impactful than ever. This year's findings show a marked increase in AI adoption, as marketers across APAC explore new ways to leverage these tools for efficiency and effectiveness.

ABM's trajectory across APAC is one of growth and adaptation, fueled by an expanding pool of data and rising expertise in this strategic approach. As ABM becomes embedded in marketing strategies across the region, its role as a driver of business value continues to deepen, proving indispensable to marketing leaders focused on high-value accounts and long-term impact.

We hope this year's edition of The State of ABM in APAC Report serves as a practical guide for navigating the complex, evolving landscape, empowering your strategies, and driving measurable results in 2025.

Snapshot: ABM's Evolution in Figures

72% of marketing leaders say despite budget cuts
ABM remains an important part of their marketing spend.

72%



Account-Based Marketing (ABM) is proving **increasingly successful**. The ABM Success Index reached 62 in 2024, a 3-point increase from the previous year, solidifying ABM as a high-performing strategy.

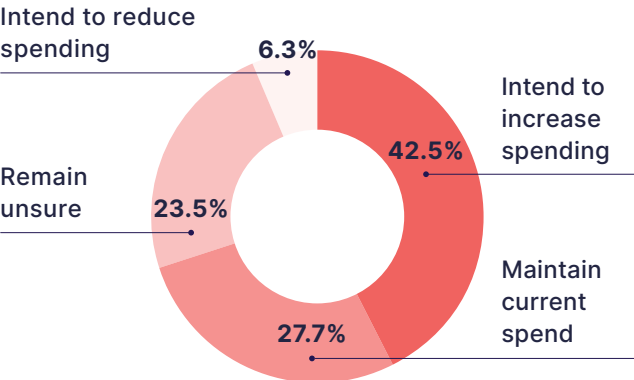
62



42.5%

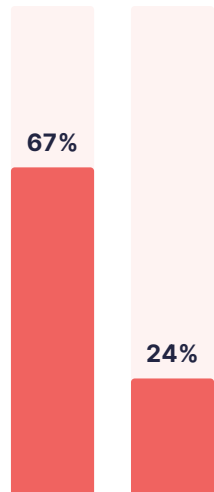
of marketing leaders **plan to increase** their ABM spending in the coming year. That's a significant jump from last year, when only 28% planned to increase ABM spending.

27.7% **plan to keep** their current level of ABM spending, while 23.5% **remain unsure**. Only 6.3% **plan to reduce** their ABM marketing spend.



The Emergence of Generative AI is Transforming the Landscape

67% of respondents expect a **significant increase** in their organisation's use of generative AI over the next two years, while 24% anticipate a **moderate increase**.



Marketing leaders are becoming **increasingly optimistic** about generative AI's impacts on their roles, compared to last year, which was dominated by uncertainty.

74% Believe generative AI will make their **jobs easier**



58% Believe generative AI will **reduce costs**



47% Believe generative AI will help them achieve **better results**



Experienced ABM practitioners now slightly outnumber those just starting out (38% vs. 37%), indicating **growing maturity** in ABM adoption. This reverses last year's trend, when early-stage practitioners were the majority.

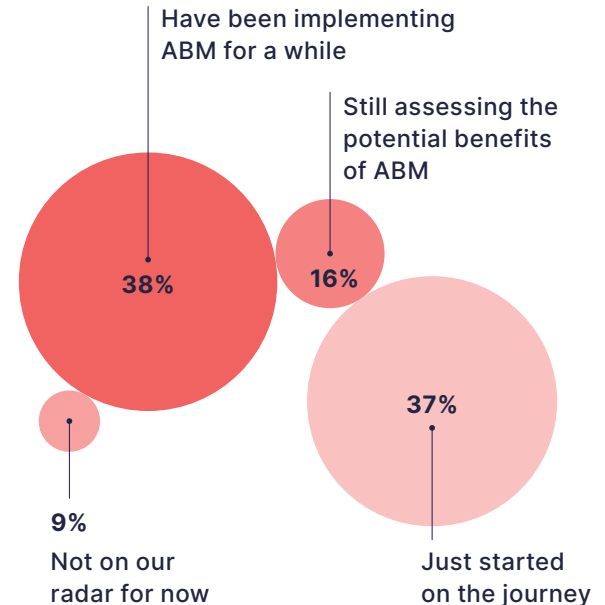


Table of Contents

08

About the Study

ABM Experts Interviewed

Survey: APAC's Marketing Leaders

12

Major Shifts & Trends

Evolving Economic Challenges & Impacts on Marketing

Diverging ABM Budget Impacts: Early-stage vs Established Practitioners

ABM: A Crucial Component in a Slowing Economy

Generative AI's Intensifying Impact on ABM

Generative AI's Growing Influence on Strategy

The Impact of Generative AI on Job Opportunities

Primary and Emerging Use-Cases for Generative AI in ABM

Generative AI Adoption Outlook

26

ABM Performance & Growth

ABM: Fueling Sales & Marketing Alignment for Strategic Growth

Future ABM Spending Intentions

ABM Success Index: Established Practitioners

30

Where, What & How: ABM Usage Across APAC

APAC Focus Markets

ABM Experience: Maturing with Broader Exploration

ABM Styles: Evolving Preferences in 2024

ABM Industry Focus

ABM Channel Usage

ABM Technology Usage

38

Actionable Advice From the Experts

Achieving Key Goals

Overcoming Common Challenges

About the Study

ABM Experts Interviewed



Shahin Hoda

Managing Director
xGrowth

As Managing Director of xGrowth, Shahin Hoda specialises in Account-Based Marketing (ABM) and complex sales strategies, helping organisations like DocuSign, Zoom and HSBC enhance their enterprise and mid-market go-to-market programs.

Under his leadership, xGrowth has become renowned for implementing effective ABM strategies and building reliable revenue streams in the APAC region.

Shahin also hosts the Growth Colony podcast, sharing his expertise in ABM with the B2B community. When not strategising ABM campaigns and GTM motions, he enjoys tennis and experimenting with smoothie recipes.



Cath Brands

Chief Marketing & Innovation Officer
Flintfox International

Cath's career has been a global adventure across diverse industries, including FMCG, retail, and technology giants like Coca-Cola, Westfield, Amazon, and Microsoft.

In her role as Chief Marketing & Innovation Officer at Flintfox International, Cath spearheads the revolution in business transformation through pricing technology. She empowers businesses worldwide to achieve remarkable revenue and margin optimisation.

Cath's true passion lies in ensuring that great marketing translates into tangible, bottom-line results. Whether she's crafting strategies to drive business growth or pushing her limits in an Ironman competition, her journey embodies an unwavering commitment to impactful marketing and resilience.

ABM Experts Interviewed



Lubaina Rangwala

Program Manager, GTM Operations
Thoughtworks

Lubaina is a marketing technology and operations leader with proven success in driving enterprise-wide transformations in sales and marketing tech. With over 14 years of experience, Lubaina has built Account-Based Marketing (ABM) programs from the ground up, evolving them from pilot stages to powerful, go-to-market strategies.

In her current role as Program Manager in Thoughtworks' Go-To-Market Operations team, Lubaina uses advanced marketing and ABM tech to create initiatives that bridge sales and marketing, amplifying business impact and fuelling revenue growth.



Luca Destefanis

Vice President of Marketing,
Campaigns & Digital
Kyndryl

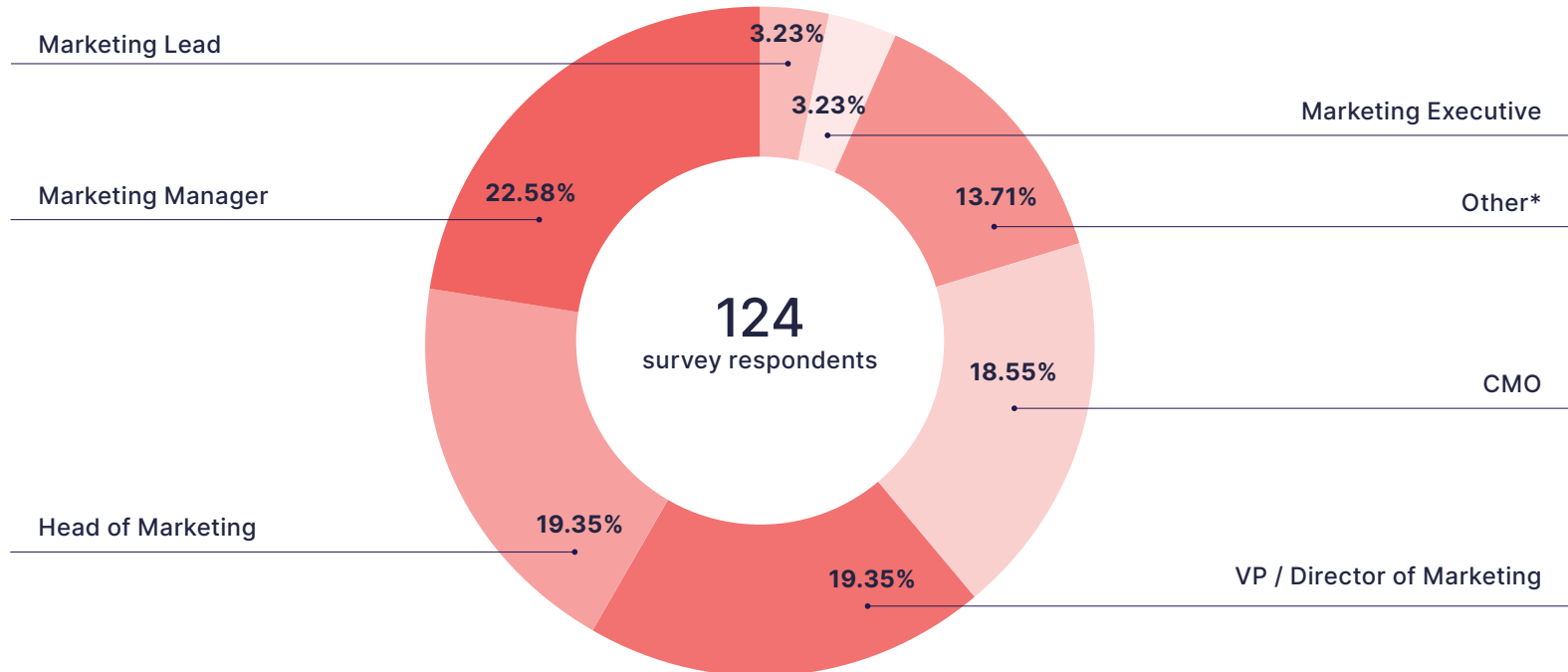
Luca Destefanis is the Vice President of Marketing, Campaigns & Digital at Kyndryl. A senior marketing leader with strong business background, rooted in 25 years of international experience across Asia, Europe and US, Luca transforms organisations, develops talents, and simplifies complexity to create purpose-driven brands and high impact marketing campaigns.

Luca is passionate about: exploring trends in contemporary art; better understanding humans through behavioural and neurosciences, and wellness. He lived and worked in New York, Milano and Shanghai before moving to Singapore, where he currently resides with his family.

This study was commissioned by xGrowth and co-developed with research & editorial agency, Media Collateral
mediacollateral.com

Survey: APAC's Marketing Leaders

Which of the following best describes your current role?



* Senior program manager, Consultant, Regional VP, Managing Director, CEO, Marketing Consultant

Major Shifts & Trends

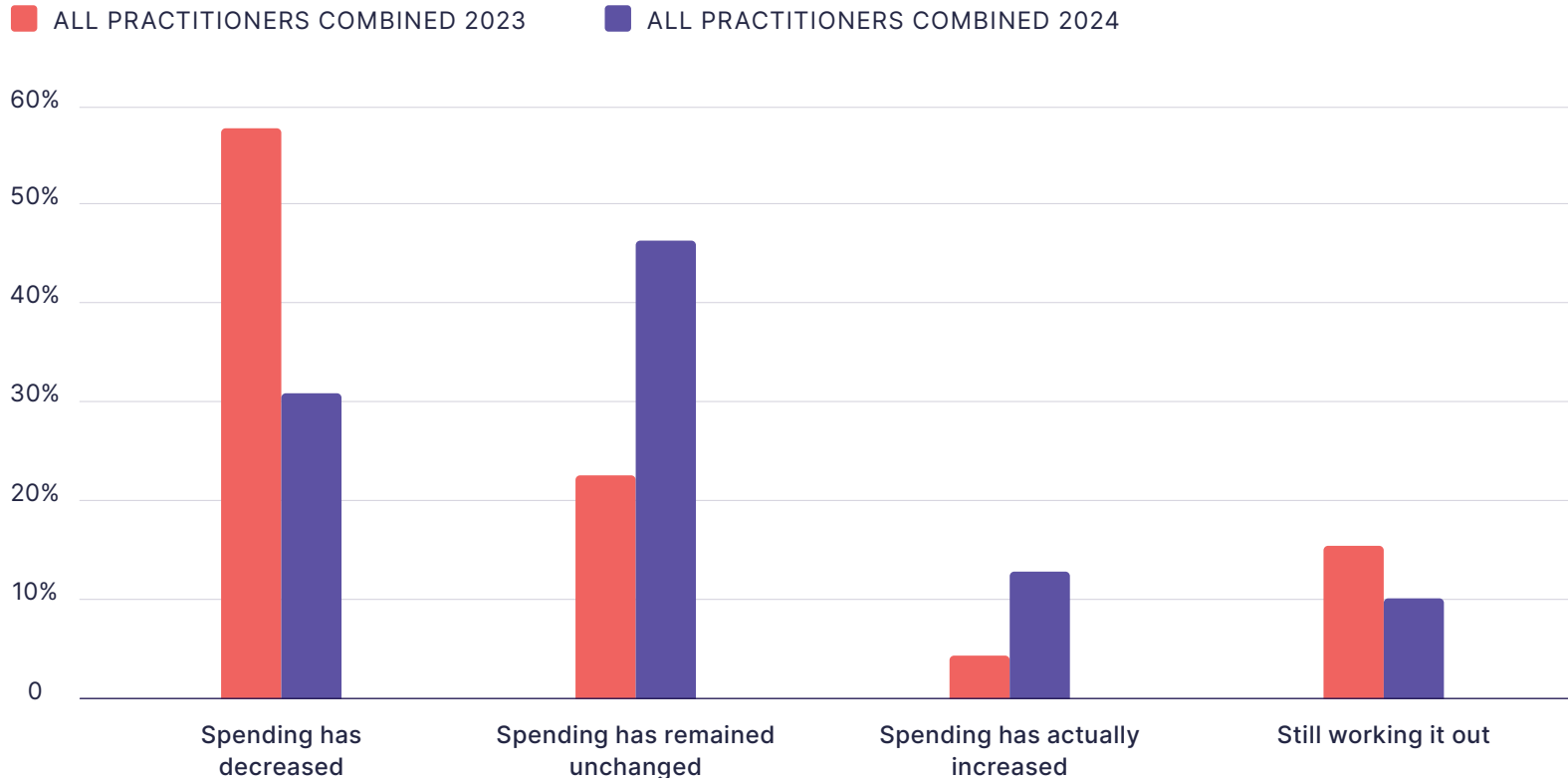
The ABM landscape in the APAC region continues to evolve, with two key trends remaining prominent – albeit evolving. First, the economic constraints that were pronounced last year are beginning to ease, leading to a more optimistic outlook.

Second, the influence of generative AI on marketing and ABM is accelerating, as more marketers adopt and integrate this technology to enhance and refine their strategies.

Evolving Economic Challenges & Impacts on Marketing

The 2024 survey results show that 46.3% of marketing leaders are maintaining their current general marketing spend, while 12.8% have increased their spend. Only 30.81% reported a decrease. Spending is up and budget cuts are down compared to last year, signalling there may be further growth ahead in the coming year.

Have budget cuts impacted your general marketing spend?

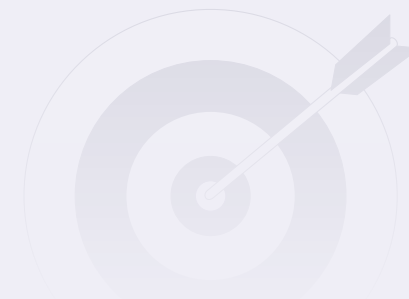


Diverging ABM Budget Impacts: Early-stage vs Established Practitioners

The impact on ABM budgets reveals a clear distinction based on program maturity. Established, long-term ABM practitioners have experienced more significant budget cuts, with 57.8% reporting reductions. Similar to last year's findings, mature practitioners face greater financial constraints, likely due to the higher operational costs and complexities associated with their more sophisticated and resource-intensive ABM strategies.

In contrast, early-stage practitioners' ABM budgets are not being impacted as significantly. Only 37.5% of early stage practitioners reported outright cuts, while 50% indicated their budgets were 'somewhat' impacted. This suggests a more cautious but adaptable approach, allowing early-stage practitioners to better sustain their efforts without drastic reductions, as they likely do not face the same resource demands and are still in the process of developing their strategies, allowing them to sidestep the costly aspects of more mature ABM programs.

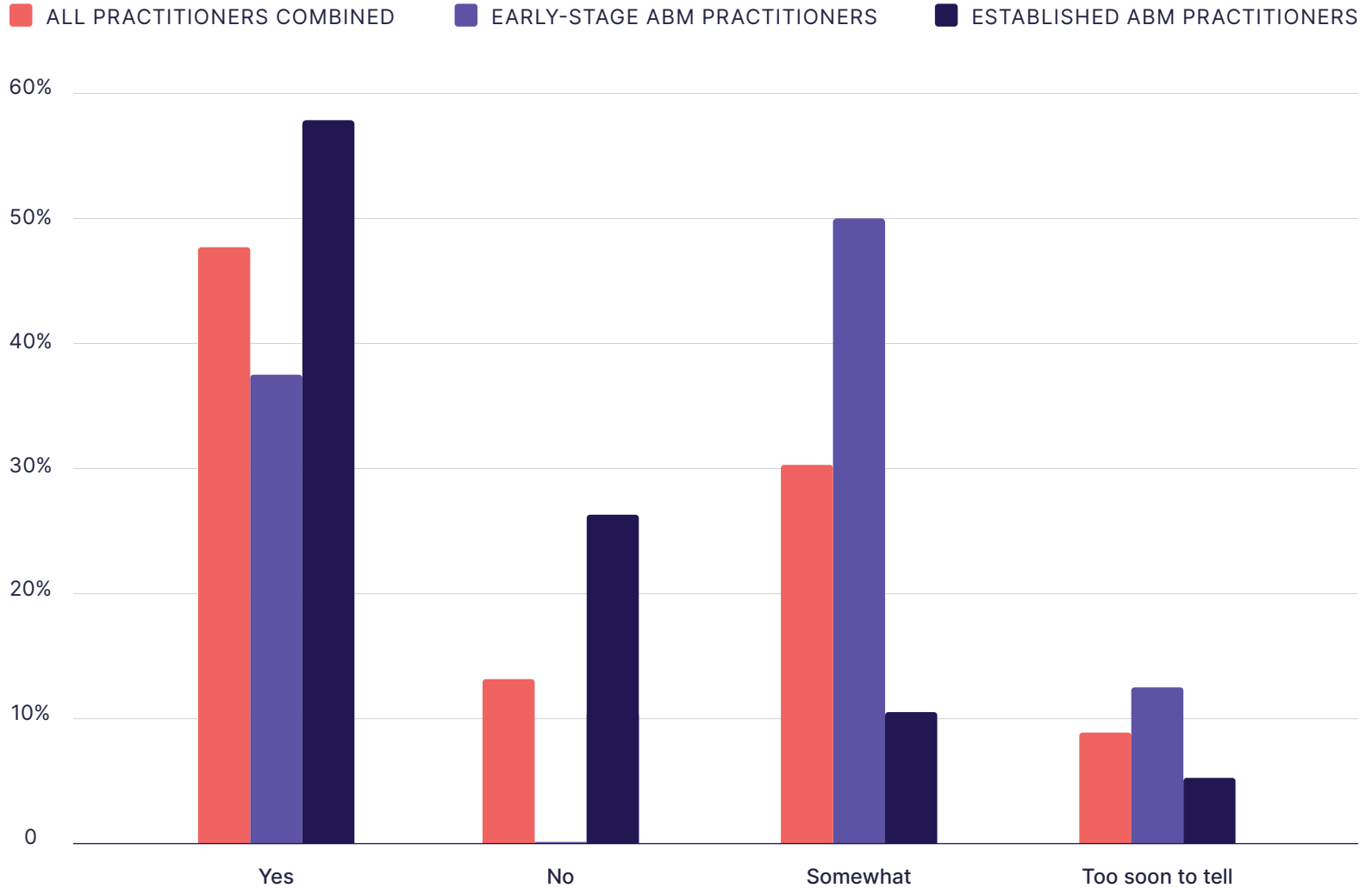
There were fewer budget cuts affecting ABM initiatives in 2024 compared to last year. Established practitioners, while still facing reductions, have seen a slight decrease in budget cuts. Similarly, fewer early-stage practitioners have reported cuts. This suggests a broader stabilisation in 2024, as the practitioners navigate through more constrained operating conditions over the last 18 months.



In this report, our respondents are categorised based on their self-declared position in the ABM journey:

- ✓ **Established ABM practitioners:**
Those who have immersed themselves in ABM for an extended period, and are likely to be focused on harnessing advanced strategies and overcoming mature challenges.
- ✓ **Early-stage ABM practitioners:**
Those in the initial phase of their ABM journey, and likely to be exploring ABM's core capabilities and opportunities, while navigating foundational challenges.

Has your ABM budget been impacted?



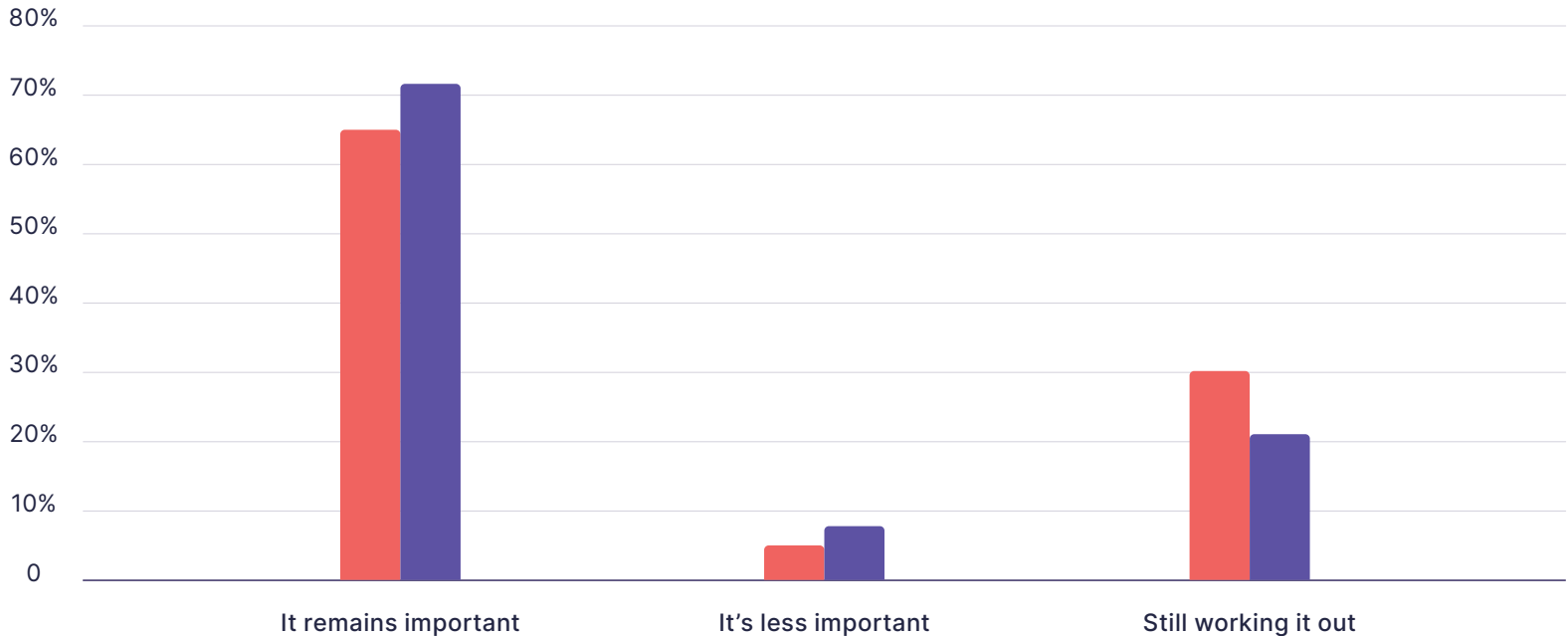
ABM: A Crucial Component in a Slowing Economy

The 2024 survey data reveals a surge in ABM's perceived value, with an unprecedented number of marketers now recognising it as an essential part of their strategies, with over 71% of respondents affirming its importance – up from 2023, when many were still uncertain.

This shift highlights ABM's growing reputation as a proven approach for delivering results, especially during tough economic times. As uncertainty declines, more practitioners are committing to ABM as a resilient and effective strategy that maximises returns, even with constrained budgets.

Does ABM remain an important component of your marketing spend amid budget cuts?

■ ALL PRACTITIONERS COMBINED 2023 ■ ALL PRACTITIONERS COMBINED 2024



EXPERT INSIGHT:



Lubaina Rangwala
Program Manager, GTM Operations
Thoughtworks

**APAC Embraces ABM in a
Resource-Constrained World**

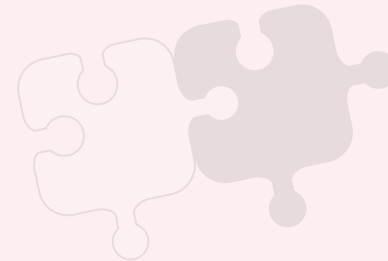
Confidence in ABM has grown within APAC. I think COVID taught a lot of us about resource limitations and being creative with what we have. ABM has proven its worth because it demands a more targeted approach. It's no longer an experiment; it's become the way we need to do marketing – targeting specific industries and high-value accounts.



Luca Destefanis
VP of Marketing, Campaigns & Digital
Kyndryl

**Aligning Goals with Impact:
How ABM Proves Marketing's Worth**

Impact is a powerful driver of alignment. It enables alignment in planning and in measuring objectives and impact at the individual account level. In marketing, there's been an ongoing challenge in measuring effectiveness and impact, and constant debate about how to measure return on investment and prove to sales and the business the impact marketing is making. I think ABM is helping to address these issues by fostering alignment and building confidence in the impact marketing delivers. That's why I see ABM here to stay, potentially growing, with greater sophistication and relevance in how organisations approach marketing.



EXPERT INSIGHT:



Shahin Hoda
Managing Director
xGrowth

Seasoned vs. New ABM: Efficiency Gains in a Tight Economy

Any system that's been operating for a long time, especially during growth periods, can develop inefficiencies and unnecessary complexity. More experienced practitioners may have created overly elaborate programs during the good times, making the recent economic downturn a wake-up call to streamline efforts. Those newer to ABM, meanwhile, haven't yet built up these layers, so they're likely seeing quick wins and reaping the initial benefits. In contrast, seasoned practitioners aiming to increase efficiency from, say, 70% to 80% face a tougher, more resource-intensive challenge than those going from 30% to 70%, as the incremental gains require significantly more effort.



Cath Brands
Chief Marketing & Innovation Officer
Flintfox International

Data-Driven Precision: Focusing on What Delivers

It's not about increasing or decreasing spend, it's about efficiency – that's the key metric. I've refined each campaign to maximise leads at the top of the funnel. It's a far more data-driven approach now, where we understand the cost per lead for every campaign and focus solely on what delivers results.



Generative AI's Intensifying Impact on ABM

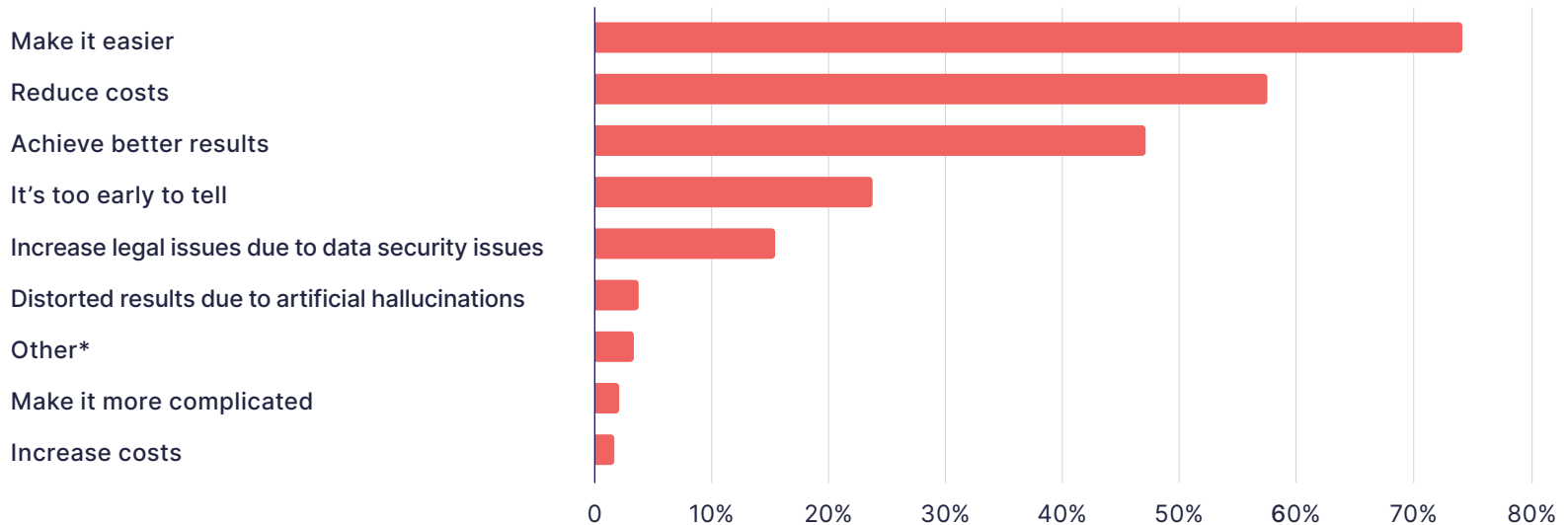
Generative AI is increasingly seen as a game-changer for ABM practitioners. In 2024, 74% of respondents believe AI will make their work easier, a more than 25% increase from 2023. Cost reduction is another key benefit that's increased, with 57.5% expecting AI to lower expenses. More practitioners also believe AI is driving better results.

While enthusiasm for AI's potential grows, some doubts remain. Around 15% of respondents in 2024 still express concerns about legal and data security issues, although this is a decrease from 2023. Overall, the data reflects a growing trust in generative AI's role in enhancing efficiency, reducing costs, and improving outcomes, while also acknowledging the challenges that accompany this transformative technology.

What are the current or potential impacts of AI technology advancements on your role?

Respondents selected all that applied

■ ALL PRACTITIONERS COMBINED



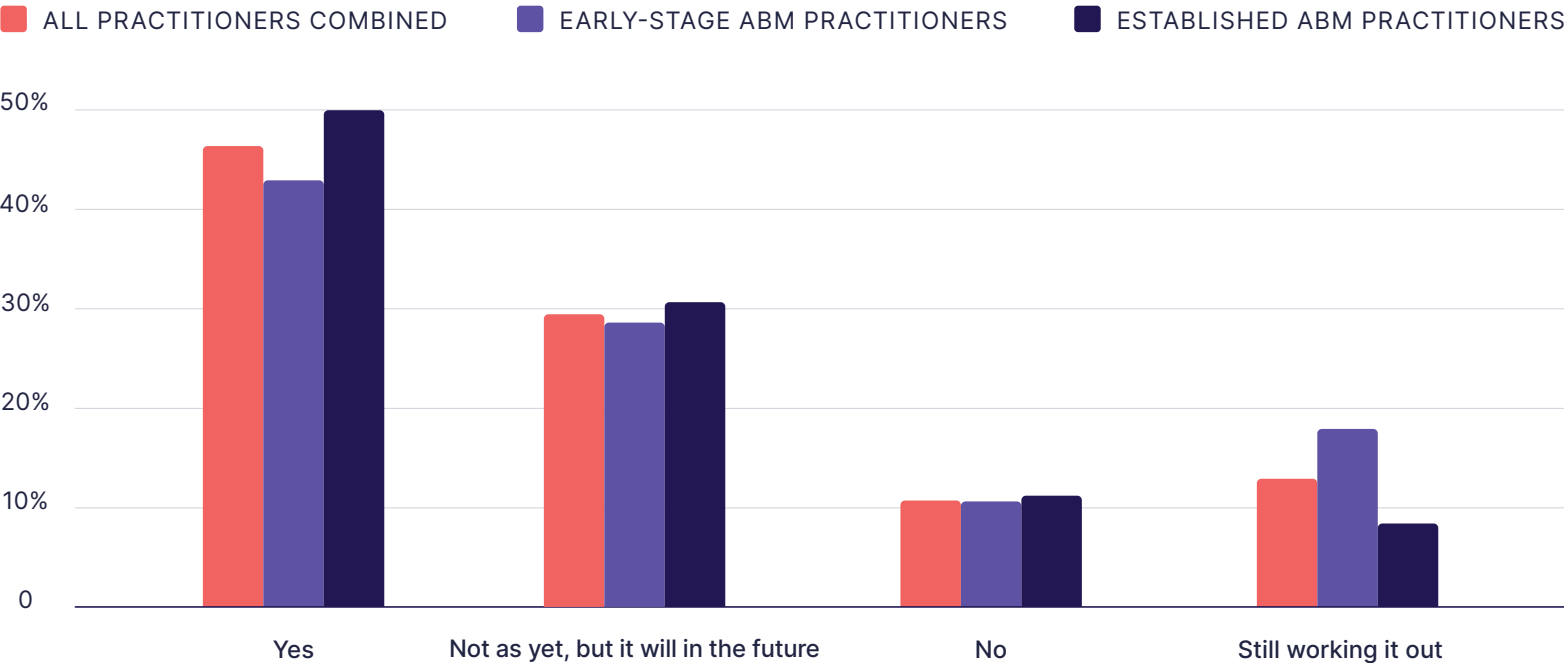
* The potential results are mixed, More productive, Speeds up time to market, More insights, More data driven.

Generative AI’s Growing Influence on Strategy

In 2024, more than 45% of APAC marketing leaders report that generative AI has influenced their ABM strategies – an increase of more than 20% from the previous year, where only around a quarter had experienced its impact. Established ABM practitioners are adopting AI at a faster rate, with half now incorporating it into their decision-making, while early-stage practitioners are not far behind.

Doubts and uncertainty regarding generative AI look to be fading. Fewer practitioners are ‘still working it out’ compared to last year, and resistance to AI’s influence has dropped by more than half, signalling clearer confidence in AI’s role in ABM.

Has the advancement of generative AI technology impacted your ABM and general marketing decisions?



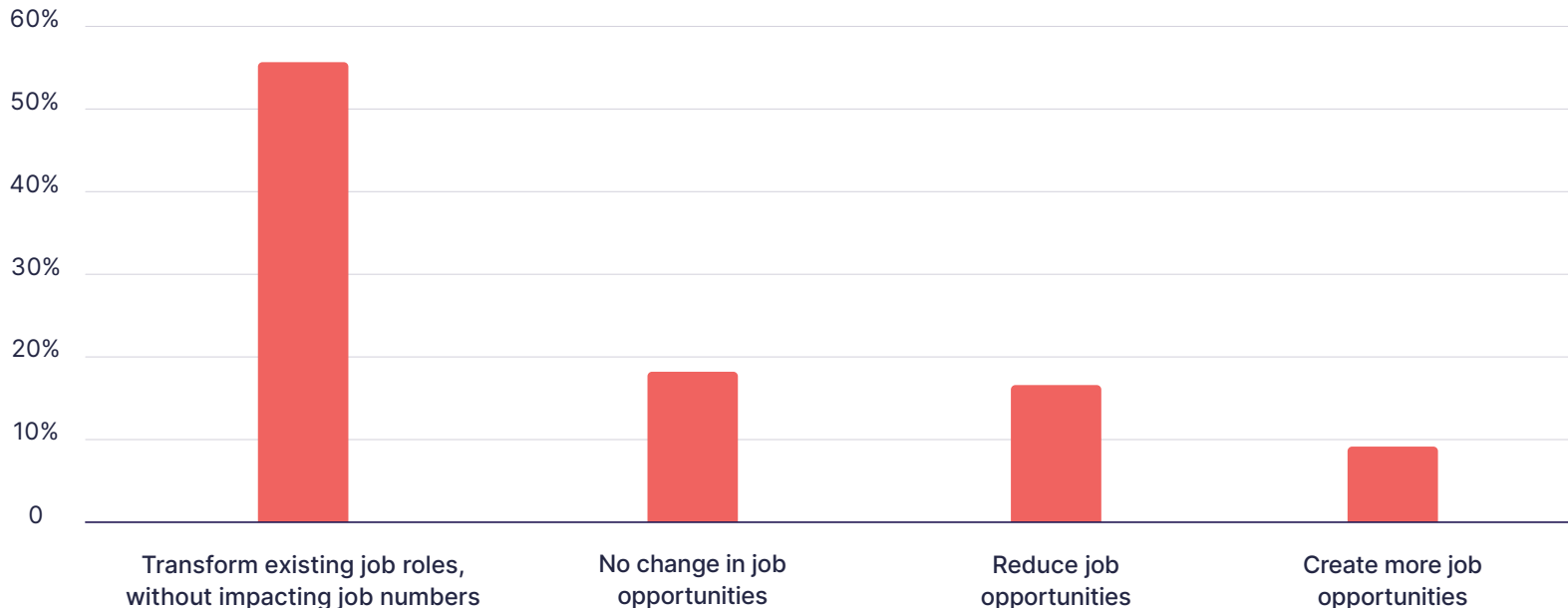
The Impact of Generative AI on Job Opportunities

In line with trends across other knowledge-driven professions, generative AI is expected to transform roles without significantly affecting job numbers. A majority of respondents (55.8%) believe AI will reshape existing positions, while concerns about job reductions remain low, with only 16.7% expressing worry about fewer opportunities.

Additionally, 9.1% of respondents expect AI to create new roles, reflecting some optimism about future opportunities. Meanwhile, 18.3% foresee no significant change in job numbers, indicating a stable outlook for many roles despite AI advancements.

What impact will generative AI have on job opportunities in your space?

■ ALL PRACTITIONERS COMBINED



Primary and Emerging Use-Cases for Generative AI in ABM

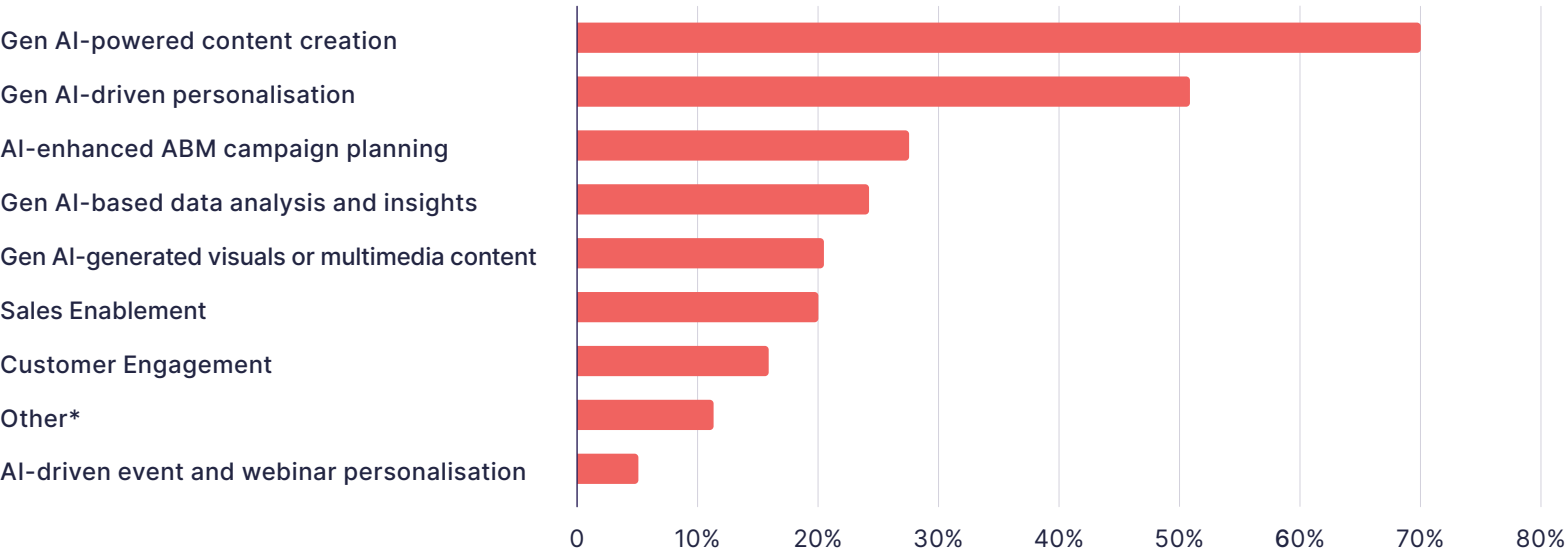
Generative AI’s role in ABM continues to deepen, with AI-powered content creation taking the lead, reflecting the drive for scalable, efficient content production. Personalisation is another prominent use case, as AI refines tailored messaging for deeper engagement.

Adoption in areas like campaign planning and data analysis shows growing interest in AI’s strategic value, while sales enablement and customer engagement remain areas of exploration, signalling potential for broader integration across the customer journey.

Which of the following generative AI applications have you implemented or experimented with in your ABM strategy?

Respondents selected all that applied

ALL PRACTITIONERS COMBINED



* AI measurement in Marketing Influence Pipeline dashboard, Creative automation

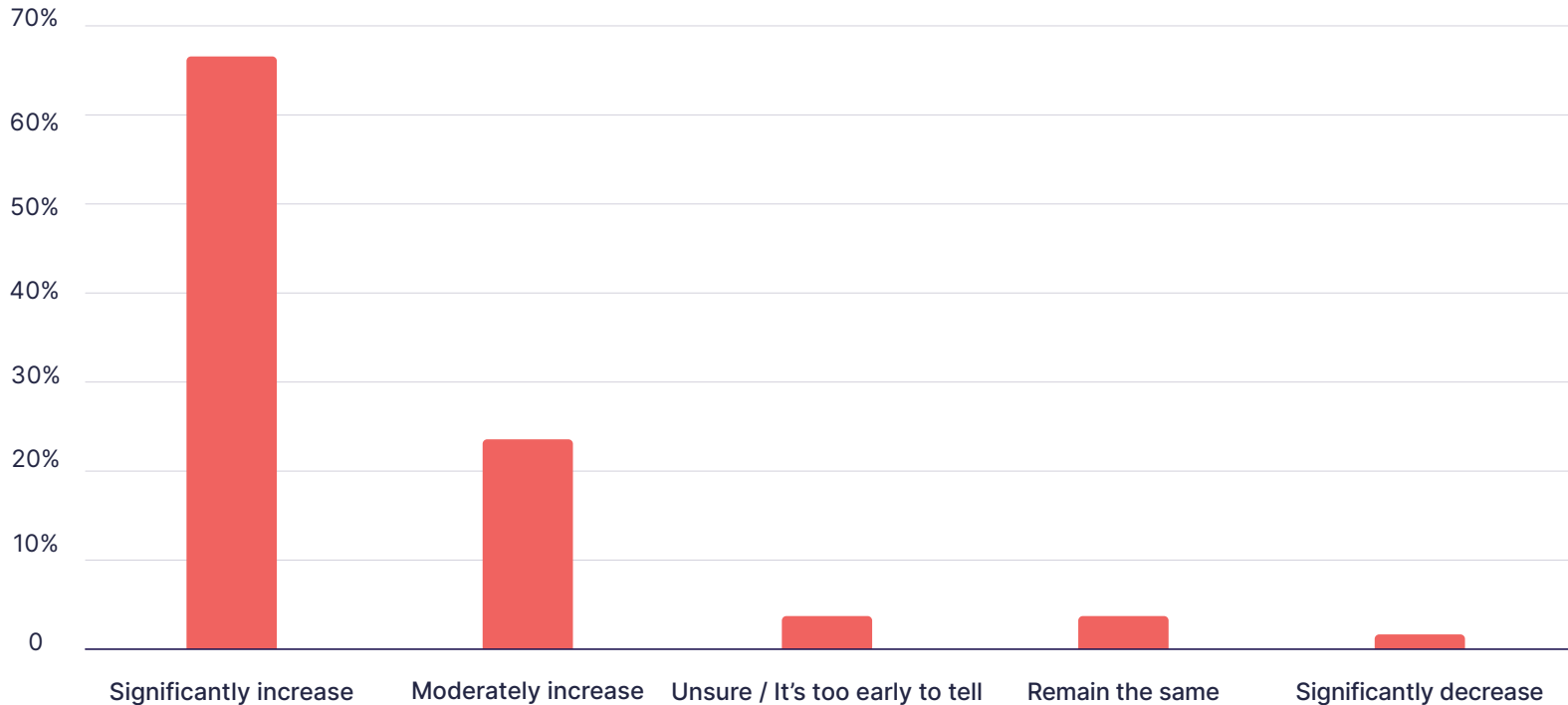
Generative AI Adoption Outlook

Looking ahead, 67% of respondents expect a significant increase in their organisation's use of generative AI over the next two years, while 23.7% anticipate a moderate increase.

With only 1.67% expecting a decrease, the data indicates a broad commitment to expanding AI's role in ABM strategies, positioning it as a key factor in future marketing approaches.

In the next two years, how do you anticipate your organisation's use of generative AI tools will change?

■ ALL PRACTITIONERS COMBINED



EXPERT INSIGHT:



Lubaina Rangwala
Program Manager, GTM Operations
Thoughtworks

Lower Costs, Higher Impact for Personalised Marketing

One of the hurdles of ABM has always been that it's very resource-intensive, and I think that's where generative AI offers a huge benefit, because it can reduce that initial investment. It lowers personalisation costs, and I believe that soon, personalised content across multiple mediums will be the norm. Marketers who aren't experimenting with generative AI now will be left behind, as it's not just about creating content but about doing everything faster and more effectively.

EXPERT INSIGHT:



Cath Brands
Chief Marketing & Innovation Officer
Flintfox International

Localised Content at Scale: AI's Role in Expanding Global Marketing Reach

AI plays a massive role in the day-to-day life of our marketing team. For us, it's about efficiency and effectiveness. The cost and time savings are enormous – especially with tools that let us target niche audiences with precision and create content at scale. For example, in entering the German market, we used an AI tool that replicates my voice and mannerisms, creating bi-weekly videos in multiple languages. This was a game-changer for us, allowing us to localise content quickly without the usual production costs. AI isn't just hype – it's having real, tangible impacts on how we operate.

EXPERT INSIGHT:



Luca Destefanis

VP of Marketing, Campaigns & Digital
Kyndryl

**Managing AI Risks:
Prioritise Use Cases and Pilot**

Leveraging generative AI has significant implications, including legal considerations. Before adopting AI solutions at scale, we focus on piloting and rational testing. What we're doing is continuing to expose our marketers to generative AI tools, conversations, and capabilities, so they have an opportunity to learn and see how the market is evolving. We're also prioritising specific use cases and running small pilots to observe how it works – the processes, implications, and any risks that need managing – in a very controlled setting. This will prevent us from jumping in the pool, and learning there is no water.

EXPERT INSIGHT:



Shahin Hoda

Managing Director
xGrowth

**From Research to Bespoke Content:
AI's Expanding Reach in Marketing**

Marketers are one of the most impacted business units by AI. It's changing the way we do things across a multitude of areas. One is research. Where previously you needed a very large research team, AI now does a lot of the heavy lifting. You still need a research team, but with a higher efficiency rate per person, which reduces team size. It's not going to eliminate these teams entirely – maybe down the line – but for now, it's about making them more efficient.

And in content creation, AI goes beyond just writing – it's impacting video production and other creative areas. For example, in some campaigns, we've created bespoke songs personalised for specific accounts, adding a playful touch. Creating this type of content is now much faster; what may have been a long and exhaustive process requiring musicians, studio time and so on, can now be done almost instantly.

ABM Performance & Growth

ABM usage continues to grow across the APAC region, demonstrating strong performance and resilience despite economic challenges.

The ongoing shift toward ABM is fueled by its ability to deliver targeted precision and minimise wastage, particularly when traditional marketing strategies fall short.

ABM: Fueling Sales & Marketing Alignment for Strategic Growth

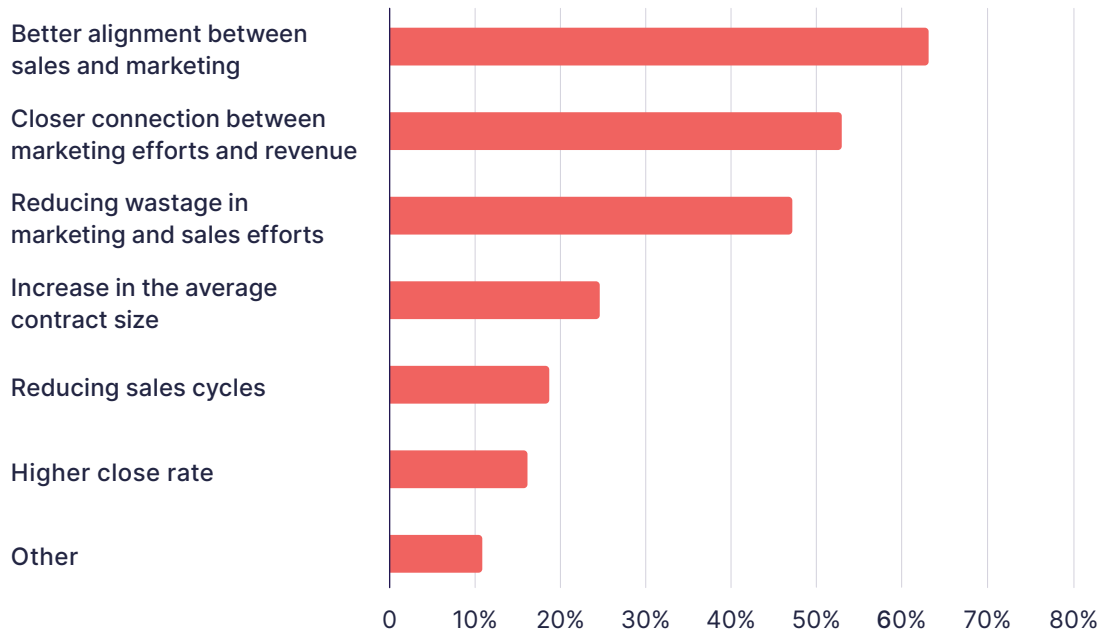
It's clear respondents feel that ABM's greatest strength lies in fostering tighter alignment between sales and marketing teams (62.8%). This translates to more focused targeting and reduced wastage (47%) and a closer connection between marketing efforts and revenue generation (52.7%).

While benefits like shortened sales cycles (18.6%) and increased contract sizes (24.5%) are less frequently cited, they underscore ABM's potential to drive deeper, long-term value and enhance overall business impact.

Since implementing ABM what have been the major benefits?

Respondents selected all that applied

ALL PRACTITIONERS COMBINED



EXPERT INSIGHT:



Lubaina Rangwala
Program Manager,
GTM Operations
Thoughtworks

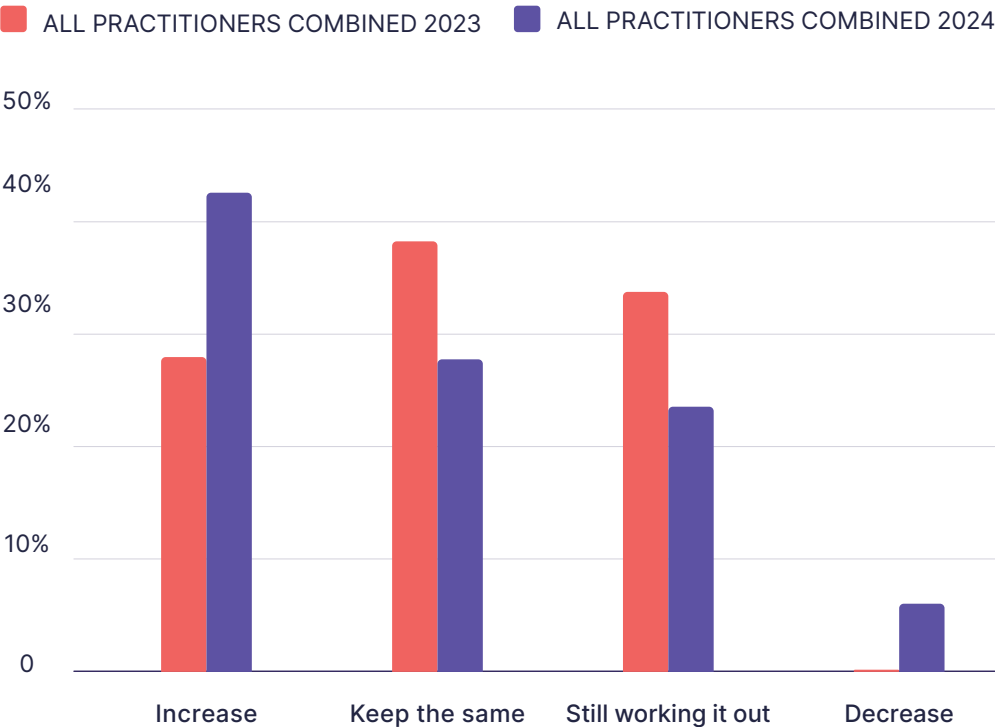
ABM Proves its Worth in Tougher Economic Times

I think people have confidence in ABM because it has proved its worth over the past couple of years. There's more awareness of it as a strategy, and sellers are more on board, too. Economic factors have pushed businesses to be more thoughtful about their spending, and ABM's targeted approach is proving more sensible and effective, especially in focusing on high-value accounts.

Future ABM Spending Intentions

It's clear senior marketing leaders across Asia-Pacific are set to ramp up their ABM spend in the coming year, with more than 42% indicating they plan to increase their investment. As seen when compared to 2023 responses, it's a significant turnaround from last year, when most said they were keeping investment the same, and many said they were still working it out.

What are you going to do with ABM investment in the coming year?



EXPERT INSIGHT:



Cath Brands
Chief Marketing & Innovation Officer
Flintfox International

Data-Driven ABM: Fueling Marketing's Rise to the Boardroom

The thing that makes ABM stand out is there's a really clear ROI. Every dollar you spend can be tracked. And because ABM is precise, we know the dollar in and the impact out. It really cements marketing's role in the boardroom as a key driver of growth.



Luca Destefanis
VP of Marketing, Campaigns & Digital
Kyndryl

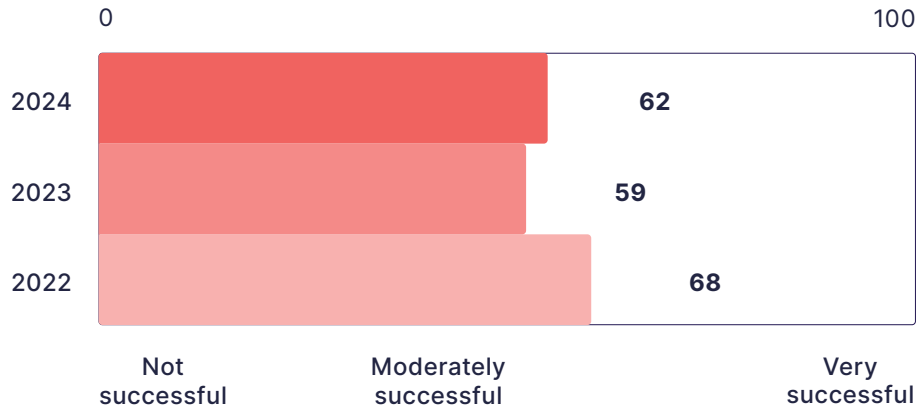
ABM's ROI Edge: Securing Budgets by Demonstrating Impact

When it comes to defending or increasing the total budget, it's crucial to demonstrate how each level impacts the business. For us, ABM is one of the strongest levers, and as long as we can show that it's delivering results and that sales leaders see its value, it remains relevant.

ABM Success Index: Established Practitioners

In 2022, ABM strategies performed well, but a drop in 2023 reflected the impact of economic pressures on budgets and resources. In 2024, established practitioners show signs of recovery, with the index improving to 62, although it remains below 2022 levels.

ABM Success Index



EXPERT INSIGHT:



Shahin Hoda
Managing Director
xGrowth

Maximised Impact and Future AI-Driven Performance Gains

Allocating resources to where they'll have the most impact becomes crucial, especially in challenging times. The focus shifts to efficiency – reducing waste by avoiding organisations that aren't the best fit. A targeted, strategic program addresses this by honing in on high-potential accounts, creating a laser focus.

We can expect AI to drive ABM's performance even further. In regards to personalisation, this doesn't mean everything will be machine-written; rather, AI will enable the people behind ABM programs to scale their efforts more efficiently. With AI boosting productivity, a person running a one-to-one program might handle one or two additional accounts, while one-to-few programs will see larger clusters. For example, a cluster of 20 accounts might increase to 25, representing a 25% growth in capacity. This kind of scalability is where I see the immediate impact.

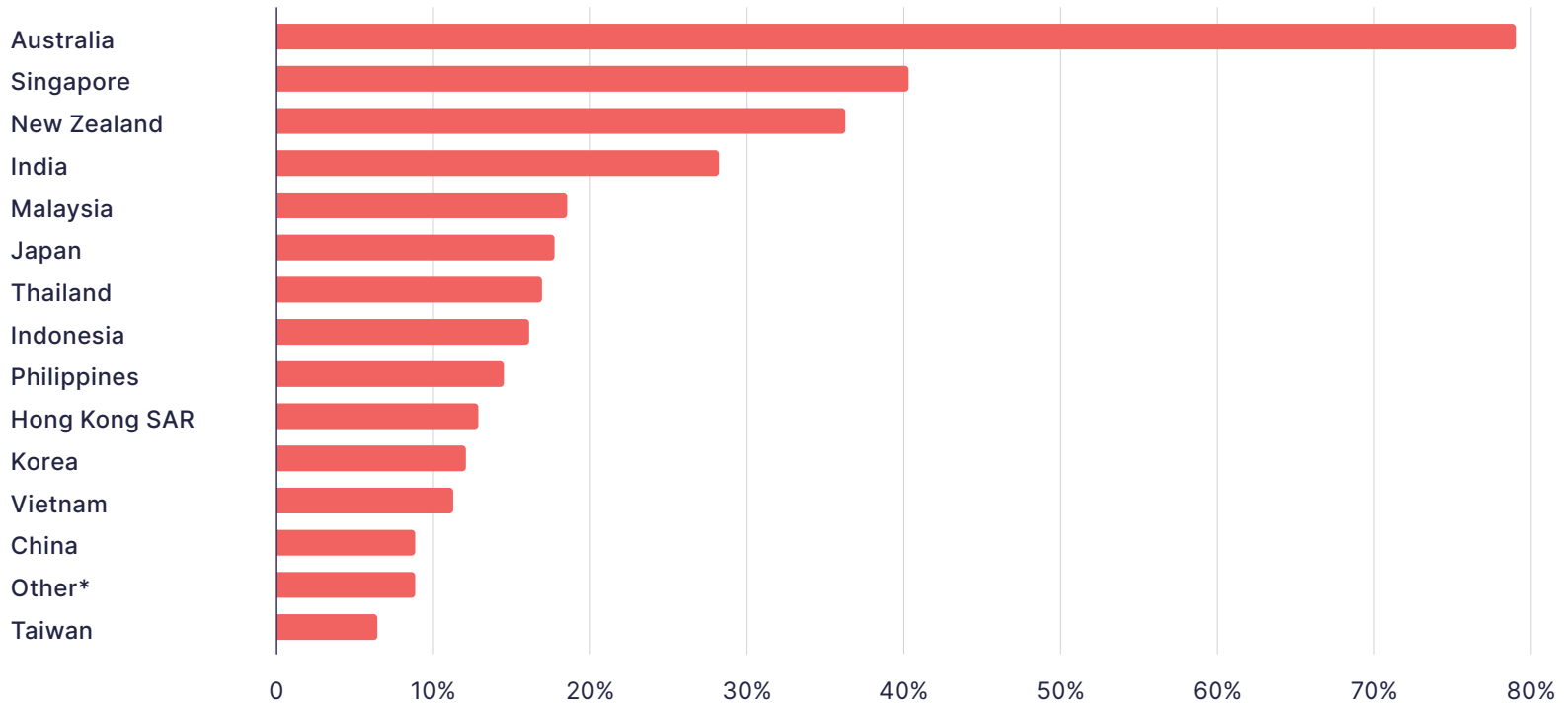
Where, What & How: ABM Usage Across APAC

APAC Focus Markets

Among our survey respondents in 2024, 79% were focused on Australia, which may partly reflect xGrowth's base in the country. Singapore (40.3%) and New Zealand (36.2%) also had significant representation, while India (28.2%), Malaysia (18.5%), and Japan (17.7%) attracted notable attention. Emerging markets like Thailand, Indonesia, and the Philippines show growing interest.

Which APAC countries/regions are your main focus markets?

Respondents selected all that applied



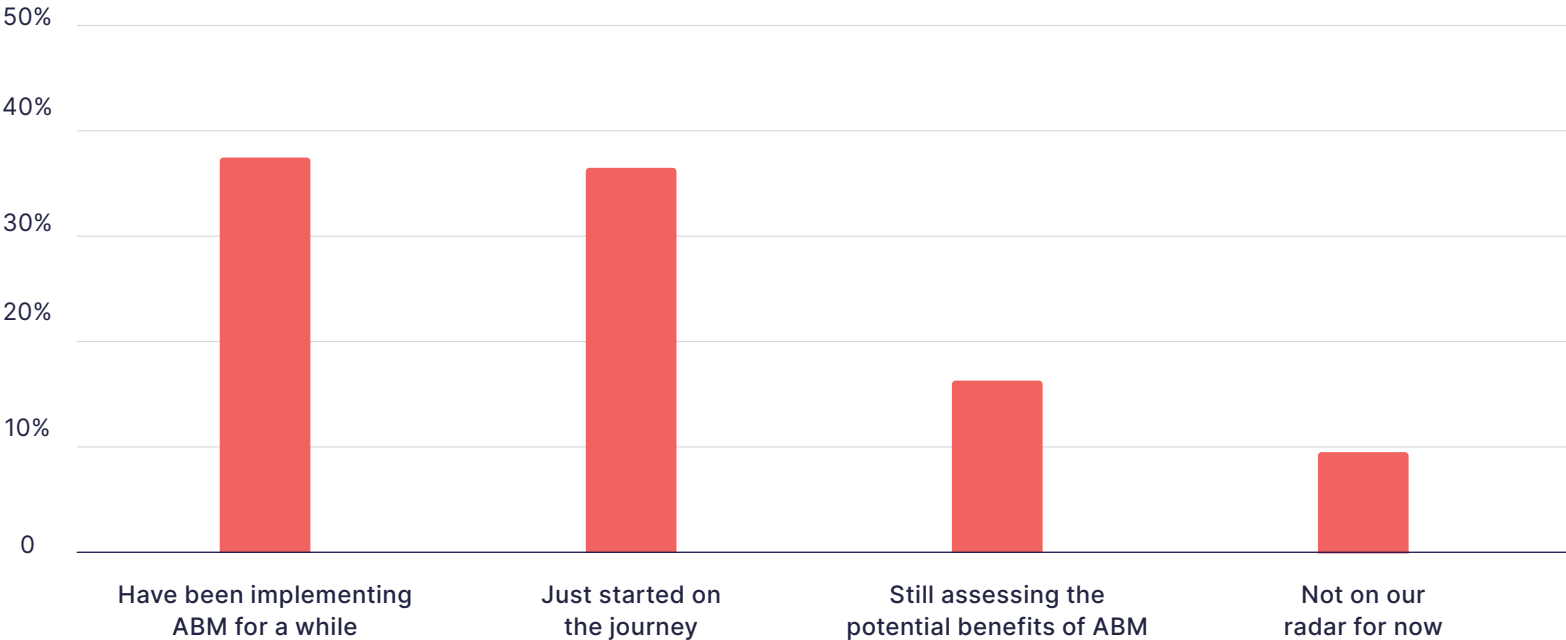
* Europe, US, Colombia x2, Canada, South Africa, UAE, Kuwait, Qatar

ABM Experience: Maturing with Broader Exploration

In 2024, more respondents are established ABM practitioners compared to early-stage practitioners, a reversal from last year, signalling the maturity of ABM in APAC. However, the percentages for both groups have decreased slightly. Rather than indicating a decline in adoption, this shift highlights that a greater percentage of marketers (16.3%) are now actively assessing the benefits of ABM. This suggests that ABM is

drawing a wider audience into its orbit, with more companies exploring its relevance and potential value. Additionally, the rise in marketers who have chosen not to pursue ABM (9.6%) reflects a natural phase in ABM's evolution. As its reach expands, more businesses are critically evaluating whether it aligns with their strategies, illustrating the growing consideration ABM now receives across the region.

Where are you in your ABM journey with your organisation?



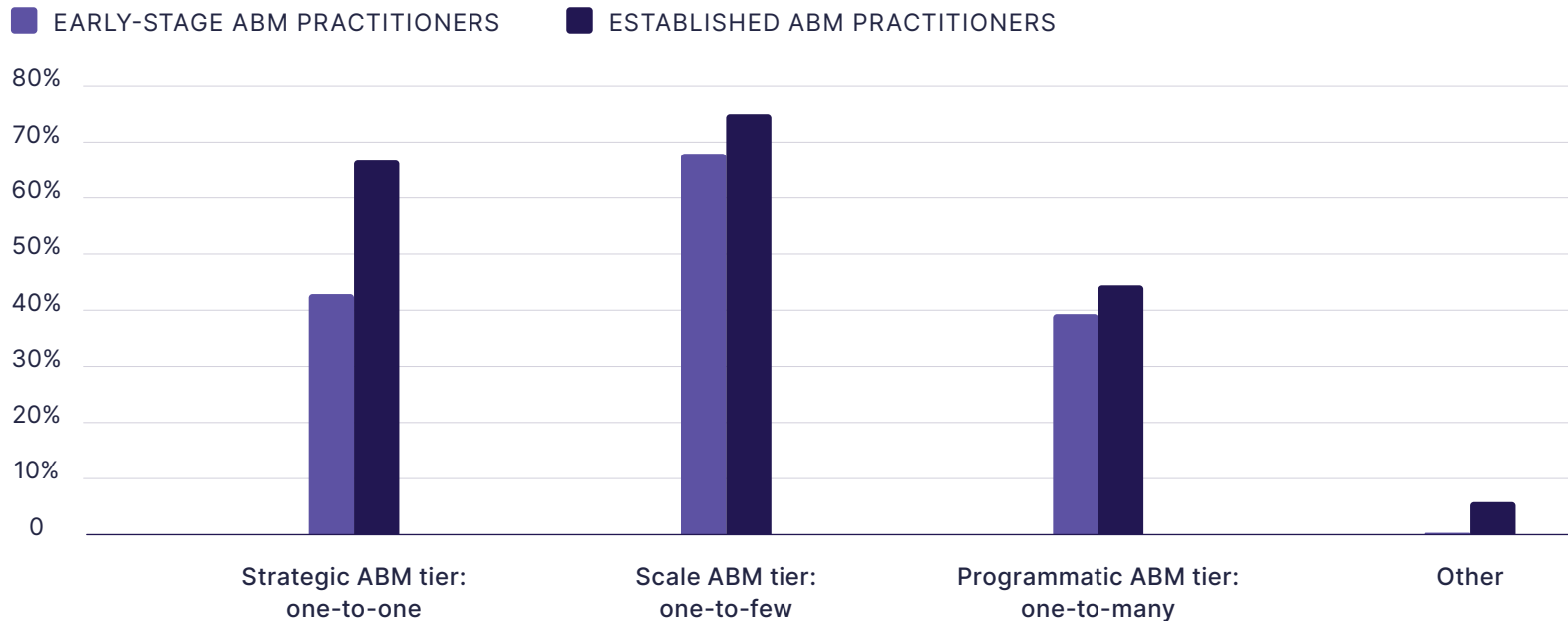
ABM Styles: Evolving Preferences in 2024

In 2024, Scale ABM (one-to-few) is the most widely adopted approach across both early-stage and established practitioners, reflecting a shift towards more scalable yet personalised strategies. Notably, established practitioners are increasingly moving away from Strategic ABM (one-to-one) in favour of one-to-few, marking a change from 2023.

However, one-to-one remains more heavily used by established practitioners compared to early-stage practitioners, highlighting its continued relevance for deeper, targeted engagements. In contrast, while established practitioners still employ Programmatic ABM (one-to-many) more overall, proportionally early-stage practitioners rely on it to a greater extent within their ABM mix, favouring its scalability as they aim to reach broader audiences quickly.

What styles of ABM have you deployed?

Respondents selected all that applied



* Depending upon organisation, All of the above

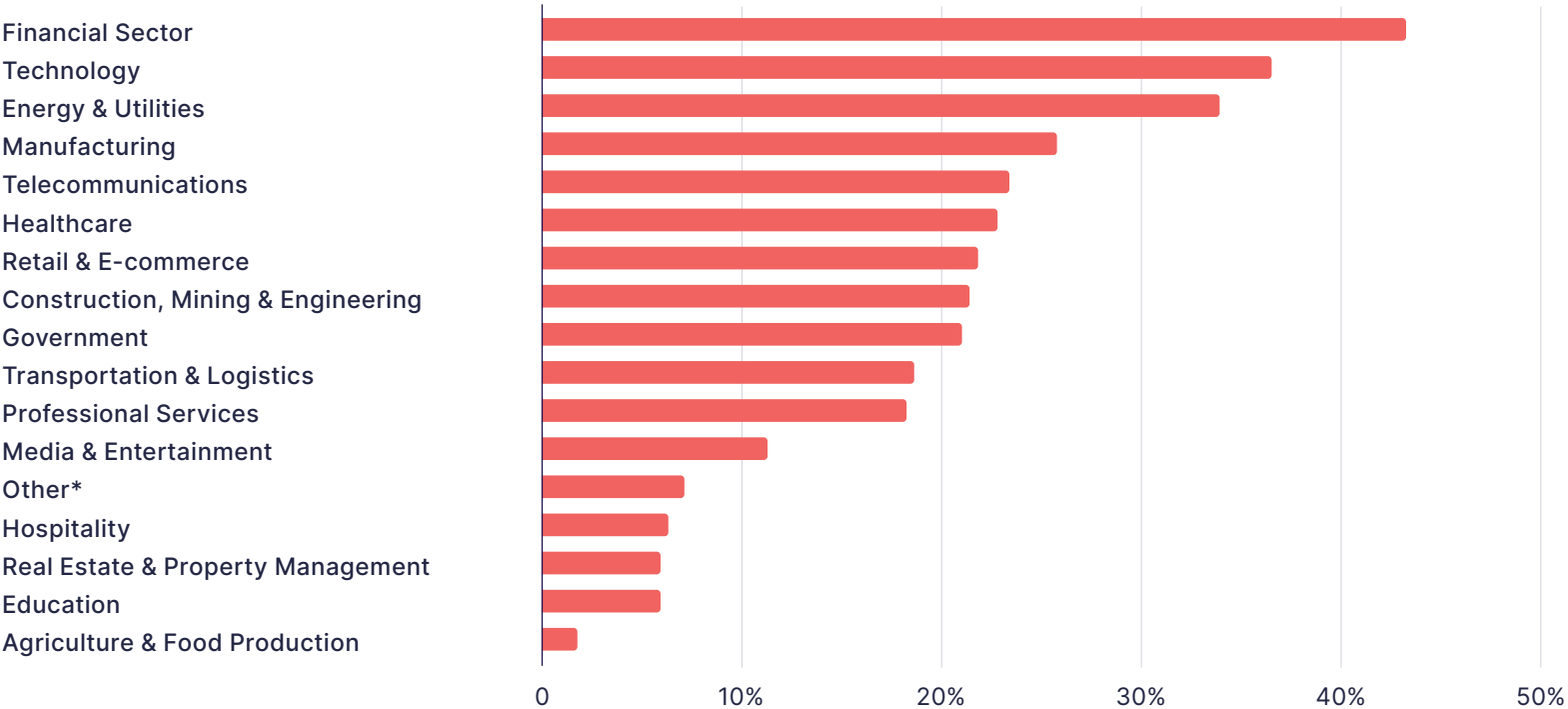
ABM Industry Focus

In 2024, the Financial Sector is the primary focus for ABM programs, followed by Technology, and then Energy & Utilities. Manufacturing, Telecommunications, and Healthcare also receive considerable attention.

What are the main industries that you're focusing on for your ABM program?

Respondents selected all that applied

ALL PRACTITIONERS COMBINED



* NFP, Digital ID Verification, Health, Fitness and Wellness, Correctional Facilities, Detention Centers, Jails, Law Enforcement Agencies

ABM Channel Usage

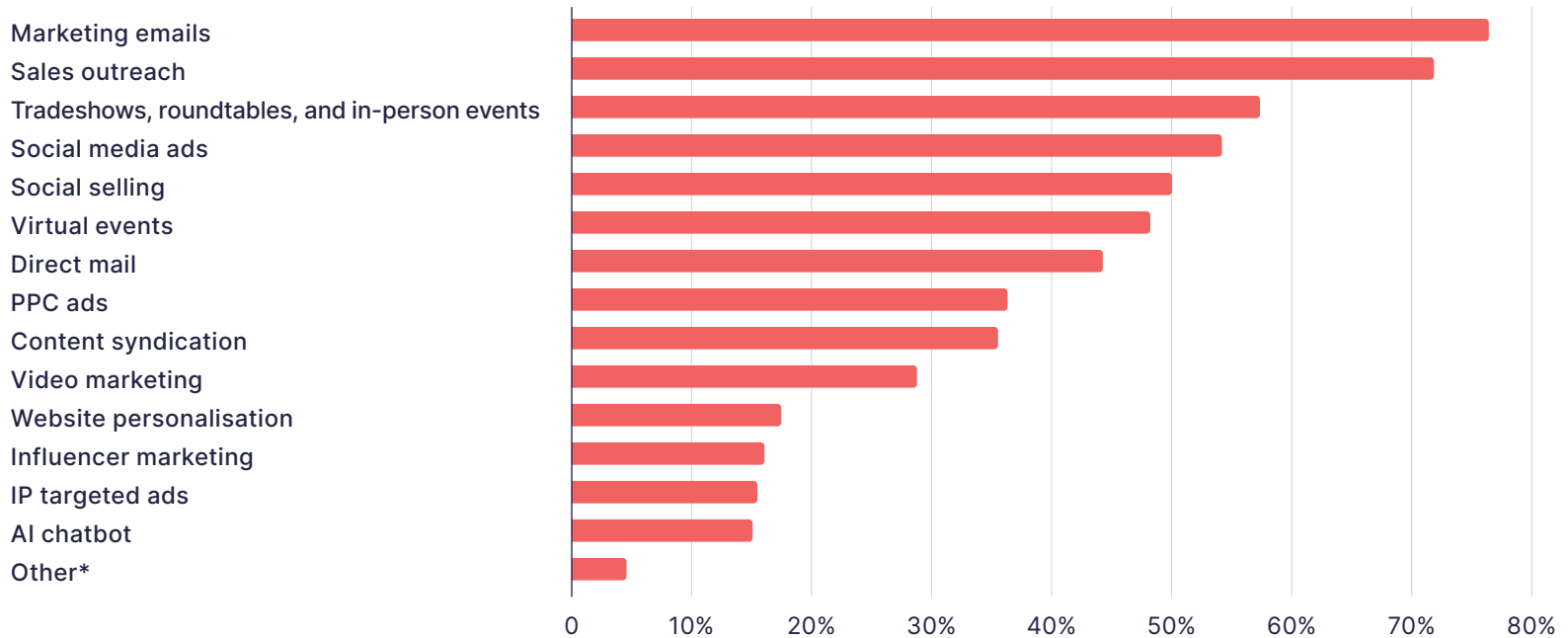
In 2024, ABM practitioners focus heavily on direct engagement channels like marketing emails, sales outreach, and in-person events. Digital channels such as social media ads, social selling, and virtual events are also integral, with

content syndication and PPC ads complementing these efforts. While video marketing, website personalisation, and influencer marketing see less use, they remain part of a broader multi-channel approach.

Which channels have you used with ABM?

Respondents selected all that applied

■ ALL PRACTITIONERS COMBINED



* Prelaunch will utilise Influencer, social and website, Handwritten letters x2, Niche consultants

ABM Technology Usage

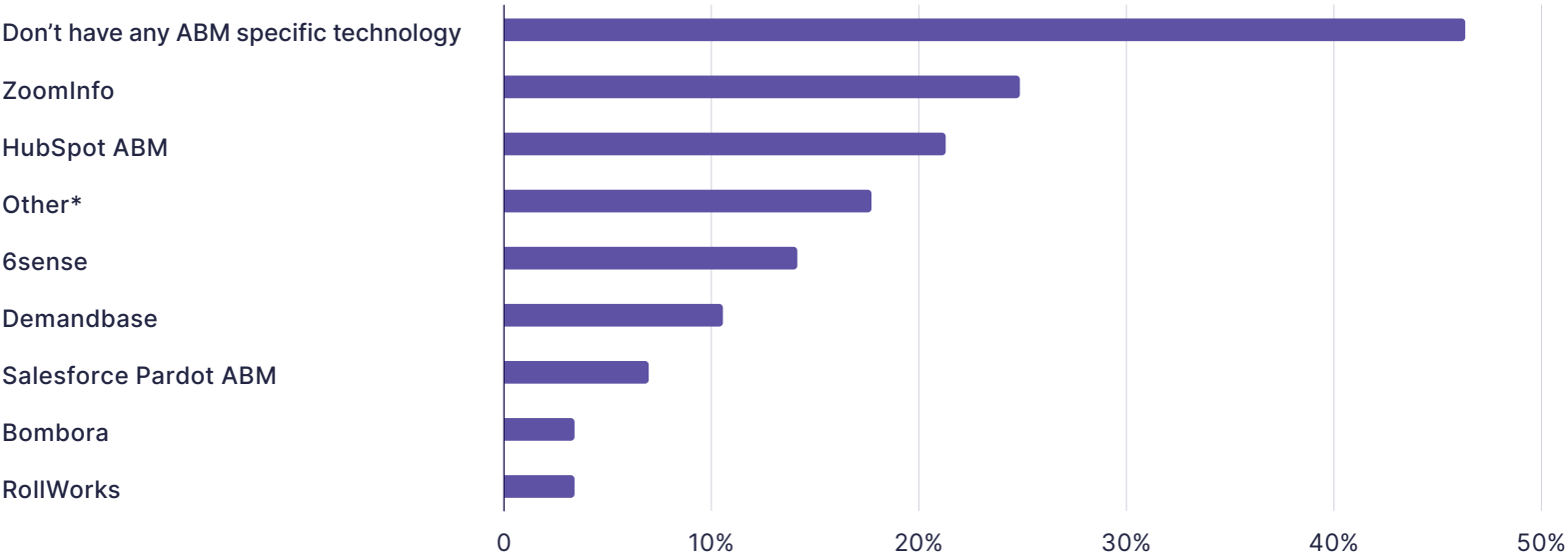
Established ABM practitioners are more likely to adopt key tools like ZoomInfo and HubSpot ABM, reflecting their deeper investment in technology. However, more than 30% of them report not using any specific ABM platforms, showing that even experienced practitioners don't always rely on dedicated tools.

In comparison, early-stage practitioners have a higher percentage (46.3%) not utilising ABM-specific technologies. Among those who do, ZoomInfo and HubSpot ABM are popular, though usage of other platforms is more varied, highlighting the experimental nature of their approach. This contrast may reflect both budget constraints and fledgling expertise in their ABM journeys.

Are you using any of the following ABM specific technologies?

Respondents selected all that applied

EARLY-STAGE ABM PRACTITIONERS

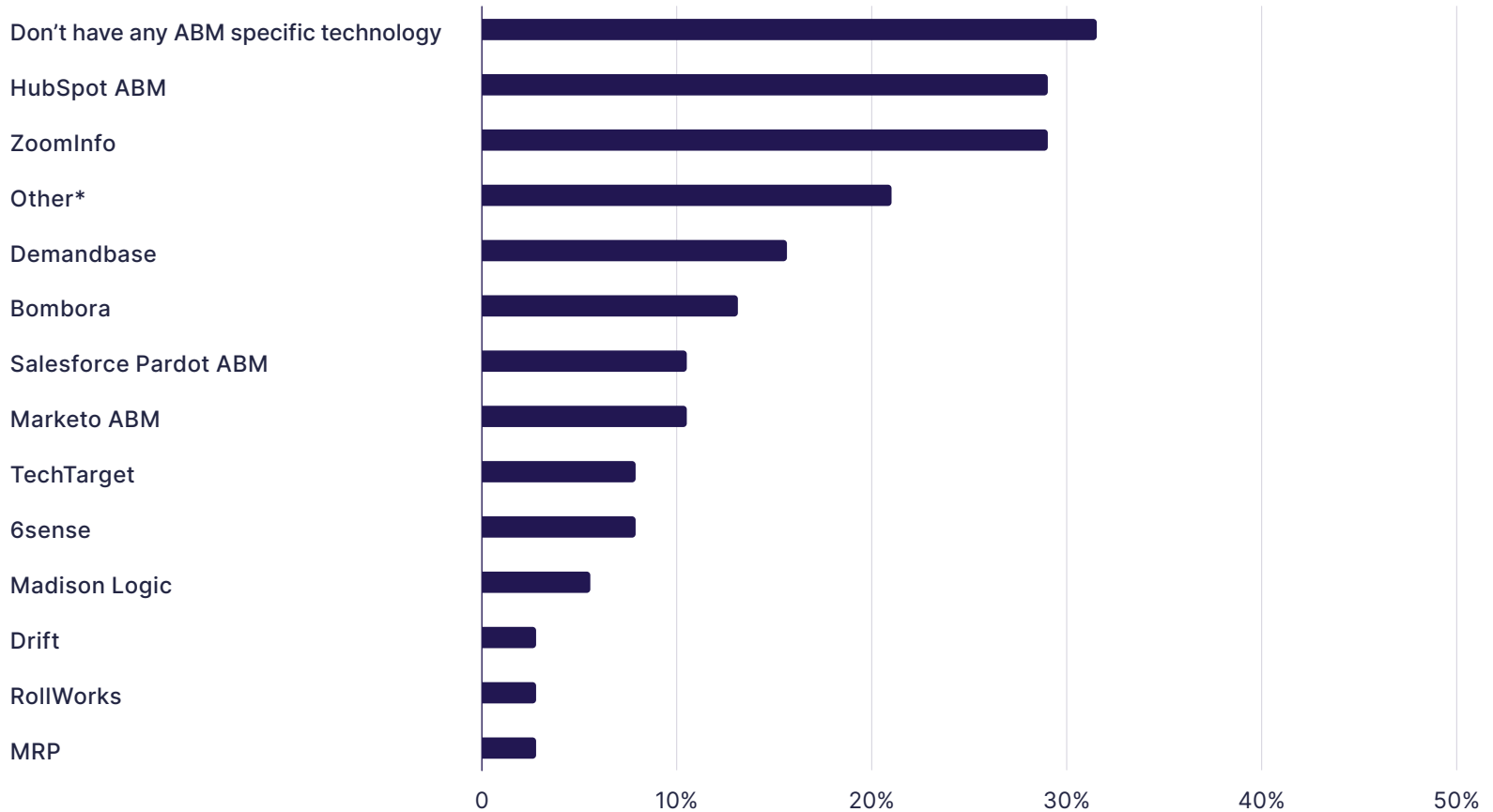


* LinkedIn, Apollo, Firmable, N.Rich

Are you using any of the following ABM specific technologies?

Respondents selected all that applied

ESTABLISHED ABM PRACTITIONERS



* LinkedIn, Apollo, Firmable, N.Rich, Dripify, pharosIQ, Data Cloud, Marketing Cloud from Salesforce and Tableau for dashboards

Actionable Advice From the Experts

While the ABM landscape across APAC continues to evolve, the core goals and challenges of ABM remain consistent. The motivations driving ABM adoption, as well as the obstacles practitioners face in achieving their objectives, are universal.

Our ABM experts provide actionable insights to address both, helping you unlock the full potential of ABM in 2025 and beyond.

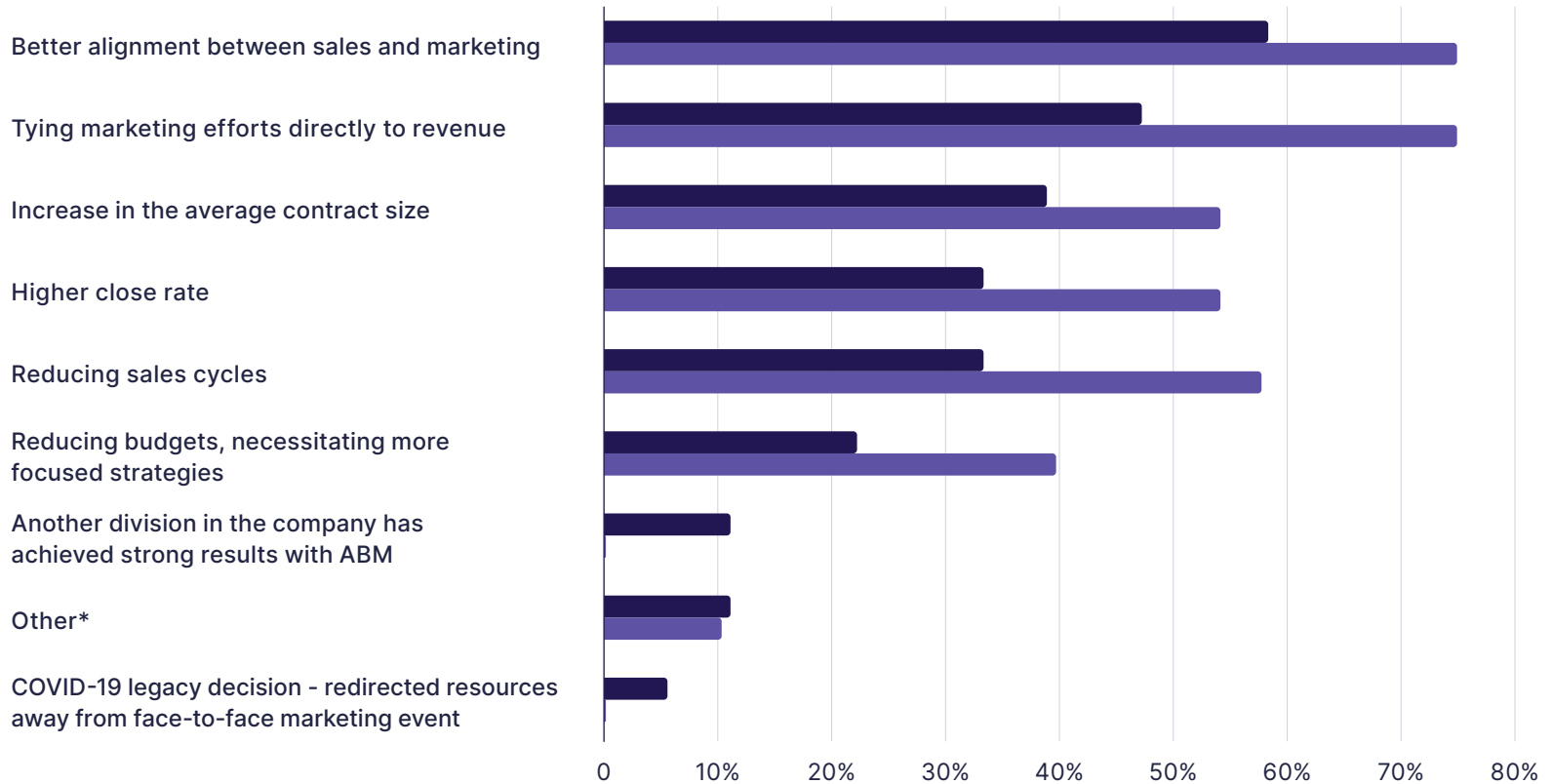
Achieving Key Goals

Tick your motivations for implementing ABM

Respondents selected all that applied

■ EARLY-STAGE ABM PRACTITIONERS

■ ESTABLISHED ABM PRACTITIONERS



* Justify spend in brand initiatives, Getting to know our clients better, Speak to the right people quickly

EXPERT INSIGHTS – ACHIEVING KEY GOALS

**Luca Destefanis**VP of Marketing, Campaigns & Digital
Kyndryl**Better Alignment between
Sales and Marketing**

Some foundational ABM elements are challenging, starting with account selection – the initial alignment point between sales and marketing. It's about determining why a specific account is chosen and how marketing will add value. Accounts vary widely, from large ones with ambitions to further grow the wallet share, to smaller ones with significant growth potential. Sticking to an agreed list is crucial since ABM is a medium to long-term strategy.

Another key factor is alignment at the leadership level. Strategic alignment is often easier at a high level, but true success depends on account-level sales leaders who believe in marketing's value and have a clear strategy beyond quarterly targets. If that alignment isn't there, marketing shouldn't push to participate, but should focus on accounts with leaders ready to partner. I've seen this dynamic too often.

**Cath Brands**Chief Marketing & Innovation Officer
Flintfox International**Higher Close Rate**

With ABM, you find an audience with higher intent, and you nurture them through a curated sales cycle. Your close rates are higher because you're building trust and understanding. When you're efficient with your marketing spend, you see that convert directly into sales-qualified leads and, ultimately, sales. ABM gives us the clarity to measure each dollar spent against real revenue impact – this alignment between marketing and revenue is the true power of ABM.

**Lubaina Rangwala**Program Manager, GTM Operations
Thoughtworks**Increase in the Average Contract Size**

An increase in the average contract size is a huge benefit. We've seen this approach be very effective throughout APAC, where marketers work closely with sellers – understanding the buyer, identifying the target buyer group, and collaborating with sellers to pinpoint key contacts within that team or group. Marketing then developed specific tactics to target that particular group. It was a very intensive activity, but it resulted in significantly larger deal sizes.

EXPERT INSIGHTS – ACHIEVING KEY GOALS

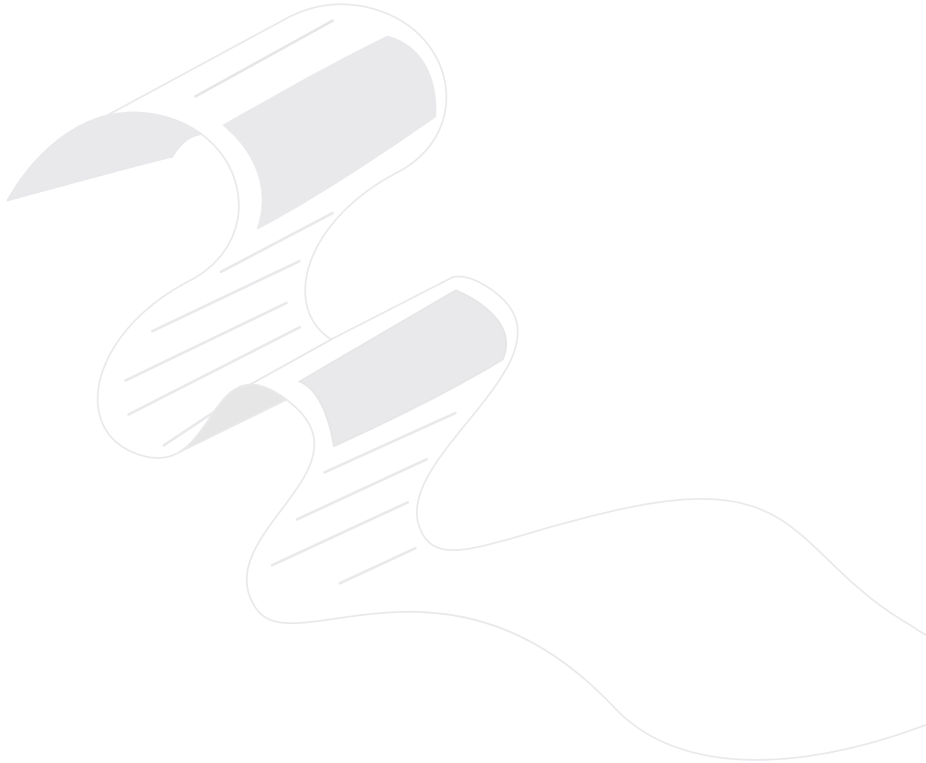


Shahin Hoda
Managing Director
xGrowth

Reducing Sales Cycles

Sales cycles often extend due to complex internal decision-making processes and unresolved customer concerns. Navigating multiple departments, like procurement and legal, is time-consuming, and unaddressed questions from potential customers further contribute to delays. Each buying centre introduces unique questions and objections, lengthening the cycle even more.

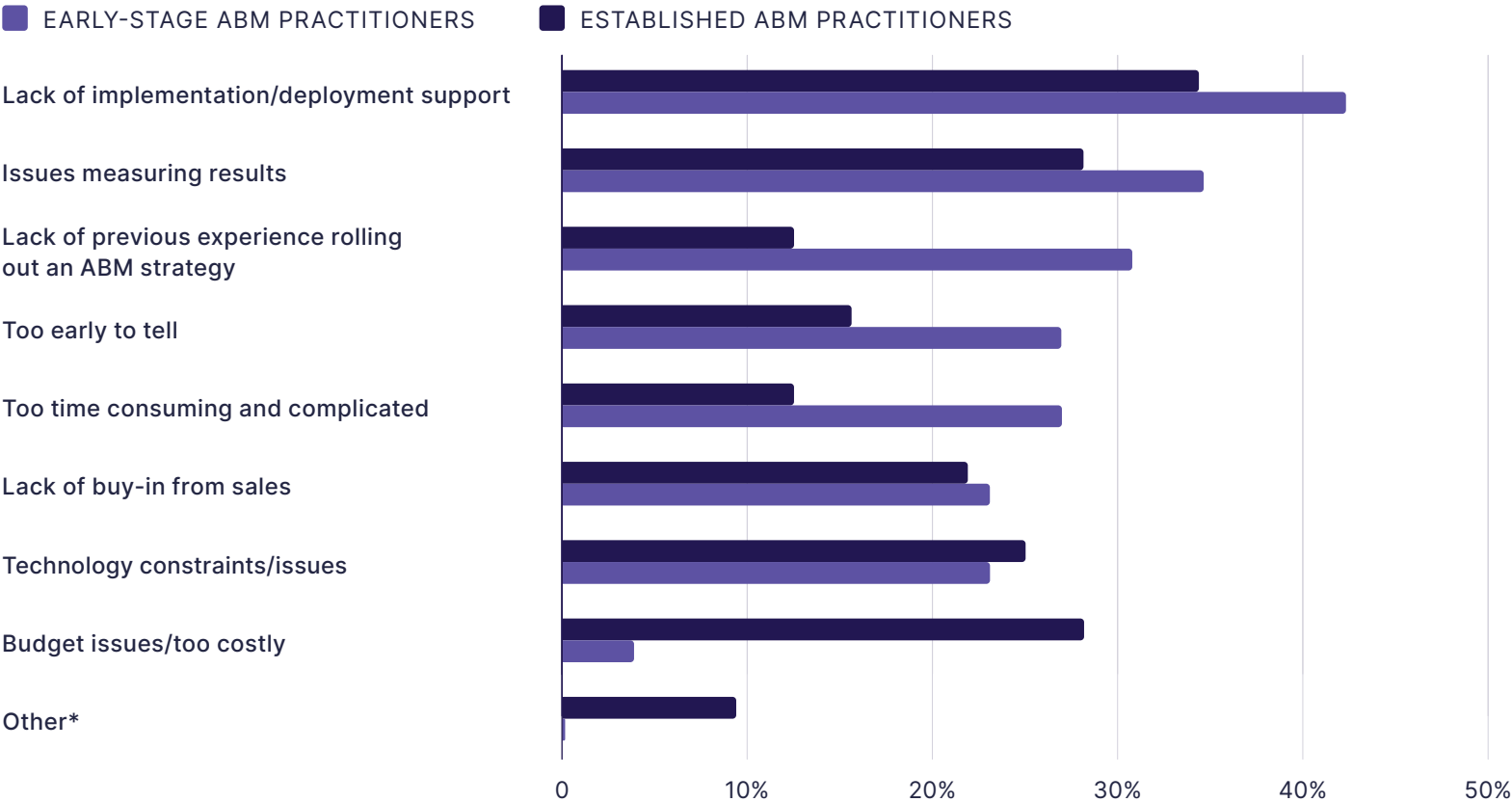
To mitigate these delays, it's essential to allocate knowledgeable team members, who can anticipate and address concerns early. For instance, proactively engaging the finance department and familiarising them with your brand and potential questions can help streamline final approvals when their endorsement is needed.



Overcoming common challenges

What are the greatest pain points you're experiencing implementing an ABM strategy?

Respondents selected all that applied



* Lack of clear account strategy, Team resources are constrained, Lack of awareness about data importance by prospect, The fear we are simply moving towards glorified DM, Lack of content, Resources for account and contact research, Convincing senior leaders of the value, ABM resources.

EXPERT INSIGHTS – OVERCOMING PAIN POINTS AND CHALLENGES



Lubaina Rangwala
Program Manager,
GTM Operations
Thoughtworks

Too Time Consuming and Complicated

A lot of evangelism is required, but if people find it too time-consuming, you can start with smaller trials. We piloted ABM with specific accounts, focusing purely on research and segmentation, without the fancy tech. This approach allowed us to demonstrate success and gradually build a case for resources. ABM doesn't have to start big – small, strategic steps can prove the value and help overcome initial resource limitations.



Cath Brands
Chief Marketing & Innovation Officer
Flintfox International

Issues Measuring Results

The number one piece of advice I give is to test, learn, and fail. You need to track every campaign's performance at each step in the funnel and tie it back to spend. Measuring success in ABM isn't always straightforward, but with clear metrics and data points, you can see what's working and what's not. It's a process of constant refinement, which ultimately drives the efficiency and ROI of your campaigns.



Luca Destefanis
VP of Marketing,
Campaigns & Digital
Kyndryl

Technology Constraints/Issues

Technology constraints are always present, but instead of waiting for perfect conditions, we need to focus on what we can accomplish now. Another key factor is data – it's not just about MarTech but also about working with analytics, sales operations, and finance to build an integrated view of the account. Too often, these teams operate in silos, but by combining insights from each, we can create a powerful, unified approach to understanding and developing each account.



Shahin Hoda
Managing Director
xGrowth

Budget Issues/Too Costly

Often, newer entrants look to emulate ABM successes from EMEA or North America, but direct replication frequently falls short due to limited resources and scale. Even well-established players who initially had the resources to follow these approaches have seen budgets tighten over time. This situation highlights a crucial takeaway: ABM in APAC requires a strategy tailored specifically to the region's constraints and market nuances. Attempting to replicate North American or EMEA strategies without accounting for APAC's unique challenges, especially budget and support limitations, can lead to inefficiencies and heightened costs. To succeed, APAC marketers must design ABM strategies that address these specific considerations.



Need an ABM Expert in your corner?

Contact us today to talk with our Head of Strategy to see how we can help you.

📞 +61 (3) 8679 2221

✉️ hello@xgrowth.com.au

🌐 xgrowth.com.au