

# Why ABM?

## Who?

Account Based Marketing works best for large B2B vendors with large and complex deals and long sales cycles.



84%

... of users confirm that the ROI they achieve is higher than with any other marketing tool.\*



69%

... are further increasing their investment in ABM this year.\*  
**Why is that?**

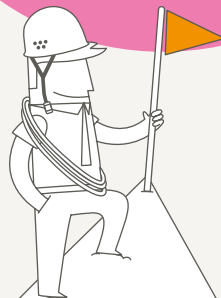


80%

... of revenue in B2B comes from just a fraction of the customer base. And yet ...

100%

... of the marketing budget is typically invested across all of them.



## The difference?

ABM focuses targeting, messaging and content on your most important prospects.

## And this means?

For the first time, sales and marketing can work hand in hand to drive growth.

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