



Measuring Success and Optimizing ABM Campaigns

Engagement Rate
Measures the effectiveness of the Outreach in engaging with target accounts. This means that even the content or the form of creatives used in the email can have a huge difference when tested against each other.

Website Visit Depth
Records the extent to which contacts interact with your website. Further investigation can be reached by optimizing landing pages depending on their focused content based on each account.

Conversion Rate
The ultimate KPI – or, how many of the target accounts turn into active users. That is why the call-to-action button, A/B testing, and offer personalization can really change the conversion rates for the better.

When it comes to [Account-Based Marketing](#) (ABM), the metric shows paramount importance as tailored outreach is the name of the game. However, merely measuring the outcomes is not sufficient. If you want to take your ABM performance up a notch, you have to be an optimization champion. That is why these two ideas cannot be addressed separately and are closely connected.

Suppose you are standing at the helm of a ship in a thick fog. As it is said, ‘If you do not know where you are going, then you don’t have to worry because chances are, you will end up in the wrong place.

Likewise, [ABM campaigns](#) require key metrics to steer with. Below are metric goals, they are the guiding North, of optimization: