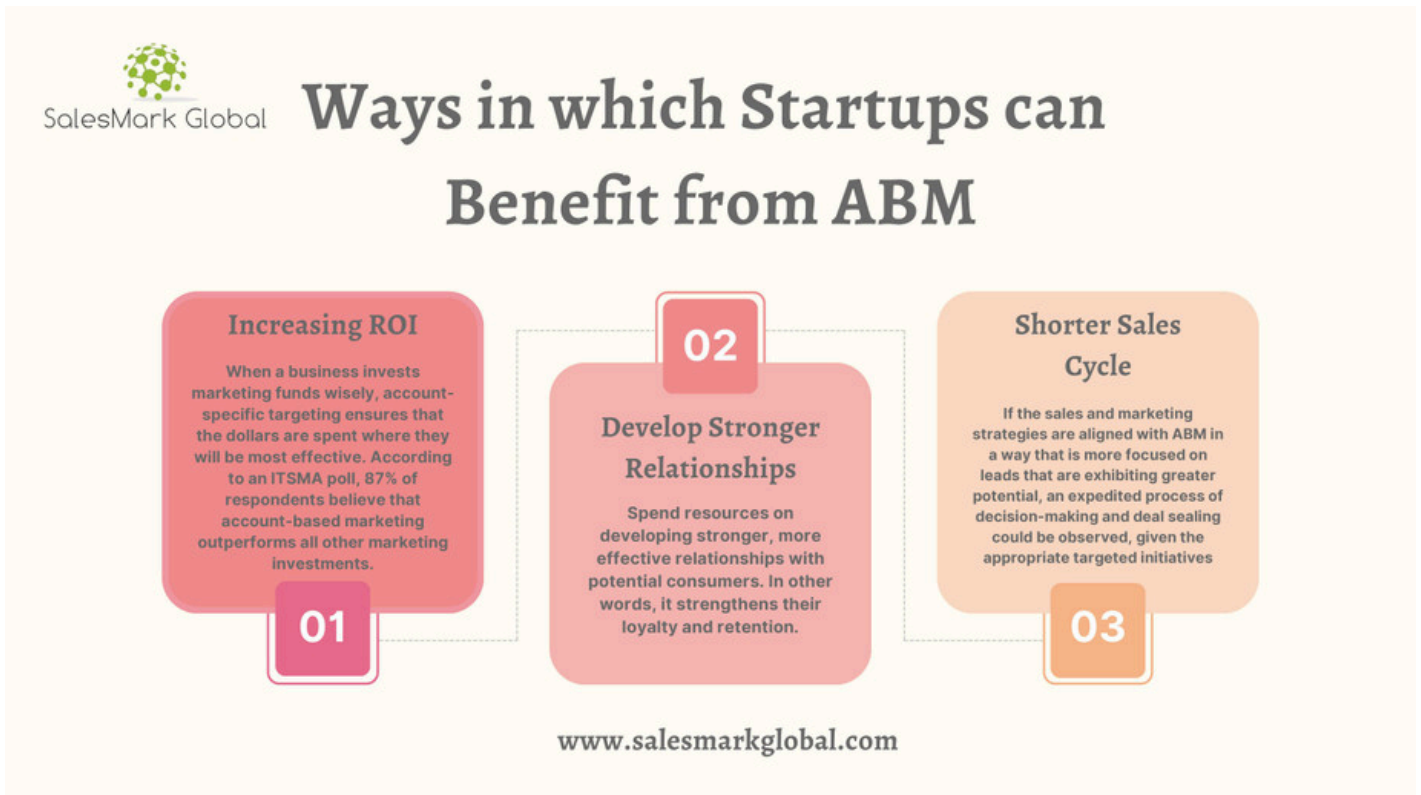




Ways in which Startups can Benefit from ABM



ABM adds significant value to the efforts of startups, which frequently face financial and resource constraints. The following are the [ways that startups might benefit from ABM](#).

1.1 Increasing ROI:

When a business invests marketing funds wisely, account-specific targeting ensures that the dollars are spent where they will be most effective. According to an ITSMA poll, 87% of respondents believe that account-based marketing outperforms all other marketing investments.