



5 HARD TRUTHS **about ABM most** **teams ignore**

01

Alignment Before Software

ABM does not create alignment. It exposes misalignment, and sometimes poor CRM hygiene.



Fix people and process first. Tools amplify what already works.

02

Signals Mean Nothing Without Action

Buyer intent and engagement insights are worthless unless they trigger real action.

Inertia kills ABM faster than a bad list.

- *Build a weekly signal → action cadence.*
- *Feed it into GTM planning and pipeline reviews.*



03

Measure Accounts, Not Clicks

Clicks don't close deals.
Accounts do.

Vanity metrics flatter.
Business impact matters.



- *Track aCTR, aVTR, and multi-channel engagement over time.*
- *Judge success on pipeline, deal speed, and wins.*

04

Run a Performance Autopsy

Reporting conversions is not enough.

Turn misses into momentum.

- *Study message resonance, creative fatigue, stage engagement, tone, and view-through.*
- *What didn't work is not failure. It's feedback.*



05

Extend Your Time Horizon

ABM is not a 30 or 60 day sprint. It is measured in quarters, sometimes longer.

Just like you can't hurry love, you can't hurry your prospects either.



- *Dynamically enroll accounts based on behavior.*
- *Build consistent, thoughtful outreach.*

FOLLOW ME

Test your strategy
before spending big.



<https://tinyurl.com/DYC-GPT>



Diana Chang

/in/dianaychang0704