The Cost to Invest in Intent Data and ABM

- And the cost if you don't.

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Gone are the days when volume-driven lead generation or broad campaigns could deliver consistent growth. Today, **precision, personalization, and timing** define success. At the center of this shift are **intent data** and **account-based marketing (ABM)** — tools that are transforming how marketing and sales align, how accounts are prioritized, and how companies grow.

The Business Case for Intent Data & ABM
SiriusDecisions and others have shown the numbers are hard to ignore:

- **36% of growth** can be attributed to revenue alignment.
- **91% of marketers** agree ABM accounts deliver higher ROI.
- **80% of sales leaders** report higher closure rates with ABM accounts.

Organizations that prioritize intent data and ABM consistently report **faster sales cycles, improved pipeline quality, and stronger customer retention**. For CFOs, this translates into higher efficiency, less waste, and more predictable revenue — the very metrics that justify investment.

The Cost Conversation
Intent data technology isn't free. Most users spend **$30K–$50K annually** for contact-level intent data, with total program costs rising when integrated with ABM strategies. But compare that to the cost of a single sales hire — more than **$230K per year on average** (MarketSource). By investing in ABM and intent insights, you amplify the productivity of your *entire* sales team instead of adding just one more rep.
The bigger question is: *what's the cost of doing nothing?* Lost deals to competitors, churned customers, wasted ad spend, and poor event ROI can easily outweigh the cost of a modern data strategy. Even a **5–10% improvement in efficiency or retention** pays for itself in year one, while building long-term momentum for growth.

For help in reaching the soul of your audience, feel free to email me at smuster@MCePerformance.com.

Why It Matters in 2025

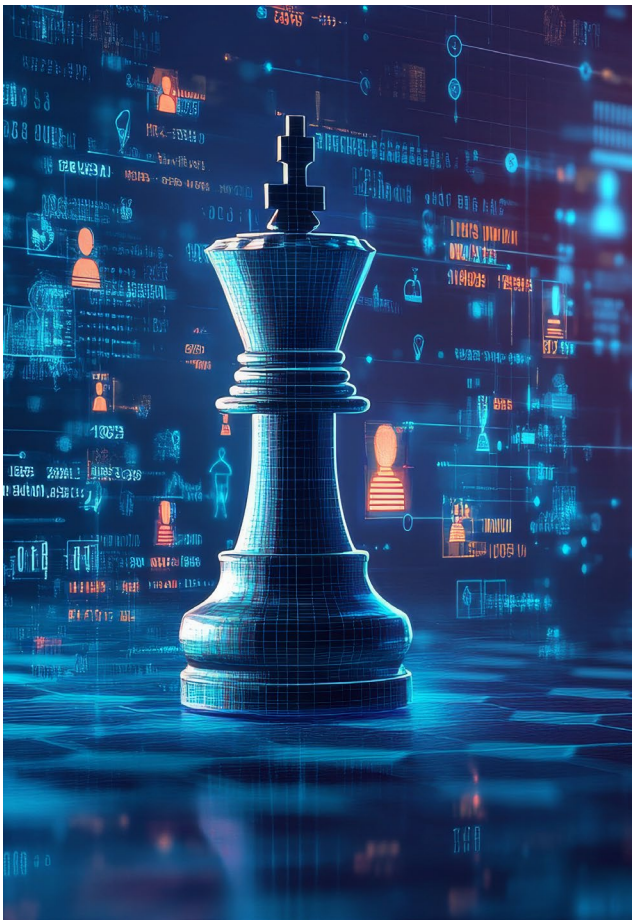
- **Sales & Marketing Alignment**: ABM forces both teams to focus on the same high-priority accounts, eliminating misalignment.
- **Better Forecasting**: Insights from intent data make revenue projections more accurate.
- **Less Wasted Spend**: Marketing dollars go further when they target only the accounts that are most likely to engage.
- **Customer Experience**: Tailored, timely messaging feels like help, not noise.

The Competitive Edge

Imagine your CEO being asked by the board: *"Why aren't we using insights that could reduce churn and improve revenue predictability?"* In today's market, the absence of ABM and intent data isn't just a missed opportunity — it's a visible gap. Meanwhile, peers at competitor companies are integrating these tools and gaining market share.

Final Word

The marketing landscape has matured into a place where **efficiency, precision, and ROI drive decisions**. Intent data and ABM aren't just tools — they're cornerstones of modern B2B growth strategies. Companies that embrace them with a thoughtful rollout and the right playbooks will see compounding returns in pipeline, revenue, and retention. Those that delay risk falling behind in a race that won't wait. **MCe Performance** can help organizations choose the right intent platform, align it with ABM, and create an execution framework that makes marketing measurable, sales empowered, and growth achievable.



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