



# The Value-Based Blueprint: Prioritizing Outcomes with the Right Objectives and Measurement

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# ABM Model Deployment



# Value Measurement Plan

Aligned to your objectives defined in the Value Roadmap

Top Objectives	KPI(s)	Benchmark(s)	Desired Outcome
Drive awareness with Demandbase Advertising	<ul style="list-style-type: none"><li>Accounts Reached on Demandbase Campaigns</li><li>% of Accounts that Visit the Site</li></ul>	<ul style="list-style-type: none"><li>80% Accounts Reached</li><li>40% Accounts Visiting the Site</li></ul>	Reach more accounts and drive site visits targeted with Demandbase Advertising
Achieve marketing and sales alignment	<ul style="list-style-type: none"><li>Incremental lift in MQA 'Handoff'</li></ul>	<ul style="list-style-type: none"><li>Current State: 5%</li><li>Goal by EoY : 7%</li></ul>	Align with Sales using data driven account selections and prioritization to create more opportunities for Marketing Qualified Accounts
Leverage competitive intent to increase retention	<ul style="list-style-type: none"><li>Incremental increase in renewal rate</li></ul>	<ul style="list-style-type: none"><li>Current State: 70%</li><li>Goal by EoY : 73%</li></ul>	Surface existing accounts with trending competitive intent to CSMs to prioritize accounts for renewal.

The background features a light blue gradient. On the right side, there are decorative wavy lines. A large set of orange lines curves from the top right towards the center. Below it, a set of blue lines curves from the bottom right towards the center.

# Thank You!

