



ABX Maturity Assessment Model



How This Assessment Works

This ABX Maturity Assessment evaluates an organization's capabilities across eight key dimensions critical to successful Account-Based Experience (ABX) strategies.

The assessment provides not only a snapshot of current maturity levels but also detailed guidance on how to advance these capabilities, offering a clear roadmap for growth.

Scoring Methodology Overview

Part one of this assessment is meant to evaluate your organization's ABX maturity level across eight key dimensions.

1	Strategy and Business Alignment
2	Marketing and Sales Alignment
3	Targeting and Data Utilization
4	Personalization and Content Relevance
5	Technology Stack and Orchestration
6	Campaign Execution and Optimization
7	Measurement and Reporting
8	Budget Allocation Efficiency

Part two of this assessment (starting on page 20) determines the overall maturity score of your organization's ABX maturity level.



Part One:

Evaluating Your Average Dimension Score

These are the steps for calculating your average dimension score.

- 1 Each question is scored on a scale from 1 to 4, with the following scoring criteria including Basic, Developing, Intermediate, and Advanced.
- 2 Sum the scores for all questions within a dimension. This is now your Total Dimension Score.
- 3 Take your Total Dimension Score and divide it by the number of questions in that dimension to get your Average Dimension Score.
- 4 Evaluate your maturity levels according to dimension and discover how to progress to the next stage.

1

Strategy and Business Alignment



Objective

Assess how well ABX strategies align with overall business objectives and strategic priorities.

Questions		Score
1 How well are your ABX strategies aligned with your company's overall business objectives?	Not aligned at all	1
	Somewhat aligned, but not consistently	2
	Aligned with clear connections to growth and revenue targets	3
	Fully aligned and informing strategic decisions at the executive level	4
2 To what extent is senior leadership involved in the development of your ABX strategy?	Not involved at all	1
	Occasionally involved	2
	Regularly involved with clear support	3
	Actively involved and champions ABX strategies	4
3 Do you have a formal process for aligning ABX strategies with emerging market trends and competitive dynamics?	No formal process	1
	Ad-hoc alignment with some awareness of market trends	2
	Formal process with periodic reviews and adjustments	3
	Continuous alignment with real-time market insights and adjustments	4
4 How often are ABX strategies revisited and adjusted based on business performance and objectives?	Rarely or never	1
	Occasionally, when necessary	2
	Regularly, as part of annual or quarterly reviews	3
	Continuously, with a dedicated team monitoring and adjusting strategies	4

Calculating Your Average Dimension Score

$$\frac{Q1 \text{ []} + Q2 \text{ []} + Q3 \text{ []} + Q4 \text{ []}}{4} = \text{Average Dimension Score []}$$

Recommended Actions Based on Maturity Level



Basic 1.0 to 1.9	Formalize ABX strategies with clear alignment to business objectives. Establish a cross-functional team to ensure all stakeholders are aligned.
Developing 2.0 to 2.9	Enhance senior leadership involvement by setting up quarterly strategic review meetings focused on ABX progress and market dynamics.
Intermediate 3.0 to 3.7	Create a continuous feedback loop that integrates ABX strategies with real-time market insights, involving senior leadership in agile decision-making.
Advanced 3.8 to 4.0	Maintain continuous alignment by leveraging advanced analytics and executive dashboards that provide predictive insights for ABX adjustments.

Score Improvement Projection



Basic → Developing

Implementing the recommended steps could improve your Strategy and Business Alignment score from Basic maturity levels, setting a stronger foundation for future ABX efforts.

Developing → Intermediate

Enhancing leadership involvement and creating feedback loops could raise your score to Intermediate levels, bringing your strategies closer to market leaders.

Intermediate → Advanced

Continuous alignment and leveraging analytics could push your score to Advanced levels, positioning your organization at the forefront of strategic ABX alignment.

Marketing and Sales Alignment



Objective

Evaluate the collaboration and alignment between marketing and sales teams in executing ABX strategies.

Questions		Score
1 How well do your marketing and sales teams collaborate on account selection and prioritization for ABX?	No collaboration	1
	Limited collaboration with occasional discussions	2
	Regular collaboration with joint planning sessions	3
	Seamless collaboration with shared frameworks and full alignment	4
2 Are there shared KPIs and goals between marketing and sales to measure the success of ABX initiatives?	No shared KPIs or goals	1
	Some shared KPIs, inconsistently tracked	2
	Defined and regularly measured shared KPIs	3
	Deeply integrated shared KPIs driving performance and accountability	4
3 How effective are the processes for lead handoffs, follow-ups, and feedback loops between marketing and sales teams?	No defined processes	1
	Basic processes exist but are not optimized	2
	Well-documented processes with regular feedback loops	3
	Fully optimized, automated processes with continuous feedback and improvements	4
4 To what extent are cross-functional teams (e.g., marketing, sales, customer success) involved in ABX planning and execution?	Not involved at all	1
	Occasionally involved with limited coordination	2
	Regular involvement with some coordinated efforts	3
	Fully integrated teams with shared planning and execution	4

Calculating Your Average Dimension Score

$$\frac{Q1 \text{ []} + Q2 \text{ []} + Q3 \text{ []} + Q4 \text{ []}}{4} = \text{Average Dimension Score []}$$

Recommended Actions Based on Maturity Level



Basic 1.0 to 1.9	Establish regular joint planning sessions between marketing and sales to discuss account prioritization and shared goals.
Developing 2.0 to 2.9	Define shared KPIs and goals that are regularly tracked and reviewed across both teams.
Intermediate 3.0 to 3.7	Optimize lead handoffs, follow-ups, and feedback loops with well-documented processes.
Advanced 3.8 to 4.0	Fully integrate cross-functional teams with shared planning, execution, and performance measurement frameworks.

Score Improvement Projection



Basic → Developing

Establishing joint planning sessions and defining shared KPIs could improve your Marketing and Sales Alignment score from Basic to Intermediate, significantly enhancing collaboration.

Developing → Intermediate

Optimizing processes for lead handoffs and follow-ups could raise your score to Intermediate levels, enabling more effective cross-functional coordination.

Intermediate → Advanced

Full integration of cross-functional teams could elevate your score to Advanced, positioning your organization as a leader in ABX collaboration.

Targeting and Data Utilization



Objective

Assess the effectiveness of targeting strategies and data utilization in ABX efforts.

Questions		Score
1 How dynamic is your targeting strategy for ABX campaigns? Do you use real-time data and insights to refine and prioritize target accounts?	No formal targeting strategy; broad and unfocused	1
	Basic targeting with initial segmentation tools	2
	Refined targeting using clear criteria	3
	Highly dynamic targeting with continuous data-driven refinement	4
2 How integrated is your data across ABX platforms to support precise targeting?	Data is siloed and not integrated	1
	Limited integration with partial improvements	2
	Well-integrated data supporting targeted strategies	3
	Fully integrated data ecosystem driving dynamic and precise targeting	4
3 Do you leverage intent data or predictive analytics to identify and prioritize high-value accounts?	No use of intent data or predictive analytics	1
	Limited use with basic intent signals	2
	Regular use of intent data to guide targeting decisions	3
	Comprehensive use of predictive analytics for precise targeting and prioritization	4
4 How frequently do you update your Ideal Customer Profile (ICP) and account targeting criteria based on new data and insights?	Rarely or never	1
	Occasionally, based on anecdotal feedback	2
	Regularly, based on periodic data reviews	3
	Continuously, with data-driven refinement and agile adjustments	4

Calculating Your Average Dimension Score

$$\frac{Q1 \text{ []} + Q2 \text{ []} + Q3 \text{ []} + Q4 \text{ []}}{4} = \text{Average Dimension Score []}$$

Recommended Actions Based on Maturity Level



Basic 1.0 to 1.9	Integrate data across platforms to eliminate silos and enhance targeting precision.
Developing 2.0 to 2.9	Start leveraging intent data to prioritize high-value accounts.
Intermediate 3.0 to 3.7	Regularly update your Ideal Customer Profile (ICP) and targeting criteria based on new insights.
Advanced 3.8 to 4.0	Utilize predictive analytics for dynamic targeting and continuous refinement.

Score Improvement Projection



Basic → Developing

Integrating data across platforms and using basic intent data could increase your Targeting and Data Utilization score from Basic to Developing, enhancing your ability to refine target accounts.

Developing → Intermediate

Regular updates to ICP and targeting criteria could improve your score to Intermediate levels, driving more precise targeting strategies.

Intermediate → Advanced

Utilizing predictive analytics for continuous refinement could push your score to Advanced levels, making your targeting strategy highly dynamic.

Personalization and Content Relevance



Objective

Evaluate the level of content personalization and relevance in ABX efforts.

Questions		Score
1 To what extent do you personalize content across different channels for ABX?	Generic content with no personalization	1
	Limited personalization on a few channels	2
	Consistent personalization across multiple channels	3
	Highly personalized, dynamic content that adapts based on real-time data	4
2 Are you using advanced techniques like AI-driven personalization or interactive content to enhance engagement?	No use of advanced techniques	1
	Some basic personalization, but not at scale	2
	Regular use for key accounts	3
	Comprehensive use across all high-priority, strong fit accounts	4
3 How well are your engagement strategies tailored to different personas and buying stages?	One-size-fits-all approach	1
	Basic segmentation by persona	2
	Refined segmentation with targeted content for different buying stages	3
	Highly personalized content strategies that adapt dynamically to buyer behavior	4
4 How often do you audit and refresh content to ensure relevance and effectiveness for target accounts?	Rarely or never	1
	Occasionally, with no formal process	2
	Regularly, as part of a structured content strategy	3
	Continuously, using performance data and insights to drive updates	4

Calculating Your Average Dimension Score

$$\frac{Q1 \text{ []} + Q2 \text{ []} + Q3 \text{ []} + Q4 \text{ []}}{4} = \text{Average Dimension Score []}$$

Recommended Actions Based on Maturity Level



Basic 1.0 to 1.9	Develop foundational personas and basic personalization strategies.
Developing 2.0 to 2.9	Expand personalization efforts across multiple channels and touchpoints.
Intermediate 3.0 to 3.7	Introduce advanced techniques like AI-driven personalization or interactive content.
Advanced 3.8 to 4.0	Continuously adapt and optimize content based on real-time buyer data and engagement.

Score Improvement Projection



Basic → Developing

Expanding content personalization efforts could raise your score from Basic to Developing levels, significantly enhancing relevance.

Developing → Intermediate

Implementing AI-driven personalization could increase your score to Intermediate levels, boosting engagement.

Intermediate → Advanced

Continuous adaptation using real-time data could elevate your score to Advanced, ensuring highly relevant and effective content.

Technology Stack and Orchestration



Objective

Assess the maturity of the technology stack and orchestration for ABX campaigns.

Questions		Score
1 How well does your technology stack integrate CRM, CDP, marketing automation, and account intelligence & ABM orchestration platforms?	No integration; systems operate in silos	1
	Basic integration with limited data flow	2
	Well-integrated tech stack with real-time data sharing	3
	Fully orchestrated tech stack with seamless, automated workflows	4
2 Are you leveraging AI and machine learning for campaign orchestration and optimization?	No use of AI or advanced analytics	1
	Basic use for some segments; limited functionality	2
	AI-driven orchestration in several key areas	3
	Advanced AI-driven orchestration, fully optimizing account engagement	4
3 How effectively does your technology stack support multi-channel engagement and coordination across teams?	No support for multi-channel engagement	1
	Limited support with basic channel integration	2
	Strong support for key channels with good coordination	3
	Full support for seamless multi-channel engagement and cross-team coordination	4
4 How frequently do you evaluate and update your technology stack to align with evolving ABX needs?	Rarely or never	1
	Occasionally, based on urgent needs	2
	Regularly, as part of an annual review	3
	Continuously, with a dedicated team monitoring and optimizing technology investments	4

Calculating Your Average Dimension Score

$$\frac{Q1 \text{ []} + Q2 \text{ []} + Q3 \text{ []} + Q4 \text{ []}}{4} = \text{Average Dimension Score []}$$

Recommended Actions Based on Maturity Level



Basic 1.0 to 1.9	Integrate key platforms (CRM, CDP, marketing automation, ABM orchestration) for unified data flow.
Developing 2.0 to 2.9	Implement AI-driven tools for campaign orchestration and optimization.
Intermediate 3.0 to 3.7	Enhance multi-channel engagement and cross-team coordination capabilities.
Advanced 3.8 to 4.0	Fully leverage advanced analytics and automation for dynamic campaign orchestration.

Score Improvement Projection



Basic → Developing

Integrating your technology stack could increase your score from Basic to Developing levels, enabling more efficient ABX efforts.

Developing → Intermediate

Implementing AI-driven orchestration could improve your score to Intermediate levels, driving higher engagement and performance.

Intermediate → Advanced

Leveraging advanced analytics and automation could raise your score to Advanced levels, ensuring dynamic and fully optimized orchestration.

Campaign Execution and Optimization



Objective

Evaluate the effectiveness of ABX campaign execution and optimization processes.

Questions		Score
1 How proactive is your approach to campaign activation for ABX? Are your efforts planned or mostly reactive?	Activation is reactive and not prioritized	1
	Some prioritization, but often reactive	2
	Activation is planned and prioritized based on account needs	3
	Fully proactive and prioritized activation with seamless integration across teams	4
2 How often do you review and optimize your ABX campaigns based on performance data?	No regular reviews or optimization	1
	Occasional reviews with limited adjustments	2
	Regular reviews with data-driven adjustments	3
	Continuous optimization with dynamic adjustments based on real-time data	4
3 Are there established processes for testing and iterating on campaign elements (e.g., messaging, creative, channels)?	No established processes	1
	Basic processes for A/B testing	2
	Regular testing with iterative improvements	3
	Comprehensive processes for testing and continuous iteration	4
4 How aligned are your ABX campaigns with sales enablement and customer success efforts?	Not aligned at all	1
	Limited alignment; ad-hoc coordination	2
	Well-aligned with coordinated planning	3
	Fully aligned with integrated execution across teams	4

Calculating Your Average Dimension Score

$$\frac{Q1 \text{ []} + Q2 \text{ []} + Q3 \text{ []} + Q4 \text{ []}}{4} = \text{Average Dimension Score []}$$

Recommended Actions Based on Maturity Level



Basic 1.0 to 1.9	Establish regular campaign performance reviews to identify quick wins and optimize efforts.
Developing 2.0 to 2.9	Implement systematic testing and iteration processes.
Intermediate 3.0 to 3.7	Scale successful campaigns and leverage multi-channel engagement.
Advanced 3.8 to 4.0	Develop automated workflows that integrate with sales enablement and customer success.

Score Improvement Projection



Basic → Developing

Regular performance reviews and optimization could raise your Campaign Execution score from Basic to Developing levels, enhancing effectiveness.

Developing → Intermediate

Implementing comprehensive testing and iteration processes could boost your score to Intermediate levels, making your campaigns more agile and impactful.

Intermediate → Advanced

Developing automated workflows for seamless execution could increase your score to Advanced levels, ensuring highly coordinated and optimized ABX campaigns.

Measurement and Reporting



Objective

Assess the effectiveness of measurement and reporting processes for ABX initiatives.

Questions		Score
1 Do you use a single integrated scorecard that aligns all teams (marketing, sales, customer success) and informs ongoing ABX adjustments?	Separate, inconsistent measurement systems	1
	Some integration of data sources	2
	Integrated scorecard with key metrics across teams	3
	One fully integrated scorecard with comprehensive data insights	4
2 How frequently do you measure and report on the effectiveness of ABX initiatives across different teams?	Rarely or never	1
	Occasionally, in specific meetings	2
	Regularly, as part of cross-team reviews	3
	Continuously, with automated reporting and dashboards	4
3 Do you have a process in place to analyze both leading and lagging indicators to evaluate ABX performance?	No process in place	1
	Basic analysis with a focus on lagging indicators	2
	Regular analysis of both types of indicators	3
	Comprehensive analysis, with advanced forecasting and trend analysis	4
4 How well does your reporting process facilitate actionable insights and data-driven decision-making?	Limited insights with static reporting	1
	Some actionable insights, but not consistently	2
	Regularly provides actionable insights for optimization	3
	Highly actionable insights with real-time data integration for decision-making	4

Calculating Your Average Dimension Score

$$\frac{Q1 \text{ []} + Q2 \text{ []} + Q3 \text{ []} + Q4 \text{ []}}{4} = \text{Average Dimension Score []}$$

Recommended Actions Based on Maturity Level



Basic 1.0 to 1.9	Develop an integrated scorecard that aligns teams and informs ABX adjustments.
Developing 2.0 to 2.9	Implement automated reporting dashboards for regular cross-team reviews.
Intermediate 3.0 to 3.7	Utilize advanced analytics for forecasting and trend analysis.
Advanced 3.8 to 4.0	Continuously optimize reporting processes to drive actionable insights and strategic decisions.

Score Improvement Projection



Basic → Developing

Establishing an integrated scorecard and automated dashboards could improve your Measurement and Reporting score from Basic to Developing levels, enabling better cross-team alignment.

Developing → Intermediate

Utilizing advanced analytics for forecasting could raise your score to Intermediate levels, supporting more strategic decision-making.

Intermediate → Advanced

Continuously optimizing reporting processes for actionable insights could elevate your score to Advanced levels, ensuring data-driven decisions at every level.

Budget Allocation Efficiency



Objective

Evaluate the efficiency, flexibility, and strategic alignment of budget allocation for ABX initiatives.

Questions		Score
1 How flexible is your budget in responding to external factors such as market changes, economic conditions, and new opportunities?	No flexibility; budget is set annually and difficult to adjust	1
	Minimal flexibility; some ability to reallocate funds but limited by internal constraints	2
	Moderate flexibility; able to adjust budgets quarterly or based on major changes	3
	Highly flexible; dynamic budget adjustments based on performance, market conditions, and strategic opportunities	4
2 What percentage of your ABX budget is allocated across the three key areas: personnel, technology, and program spend?	Unbalanced allocation, with over 50% in one area (e.g., personnel-heavy, technology-heavy)	1
	Somewhat balanced, but significant gaps exist (e.g., 50% personnel, 30% technology, 20% programs)	2
	Balanced allocation aligned with ABX goals (e.g., 30% personnel, 25% technology, 55% programs)	3
	Optimized allocation with a strategic focus on maximizing impact (e.g., 25% personnel, 25% technology, 50% programs)	4
3 How well is your budget structured to sustain “always-on” digital programs, enabling continuous engagement with buyers throughout their purchasing cycle?	No structured budget for continuous programs; digital spend is ad-hoc and project-based	1
	Limited budget for “always-on” programs; frequent start-stop cycles disrupt momentum	2
	Sufficient budget to maintain key “always-on” programs, but additional flexibility is needed	3
	Fully funded, continuous “always-on” digital programs that adapt to buyer behavior and market needs	4
4 Do you regularly evaluate and adjust budget allocations to ensure alignment with evolving ABX strategies and growth objectives?	Rarely or never; budget allocations are set and revisited only if necessary	1
	Occasionally, based on specific needs or crises	2
	Regularly, as part of quarterly or bi-annual strategic reviews	3
	Continuously, with agile adjustments based on performance data, market trends, and strategic priorities	4

Calculating Your Average Dimension Score

$$\frac{Q1 \text{ []} + Q2 \text{ []} + Q3 \text{ []} + Q4 \text{ []}}{4} = \text{Average Dimension Score []}$$

Recommended Actions Based on Maturity Level



Basic 1.0 to 1.9	Start by aligning budget allocation with ABX strategic priorities and flexibility needs.
Developing 2.0 to 2.9	Balance budget allocation across personnel, technology, and program spend.
Intermediate 3.0 to 3.7	Ensure funding for “always-on” digital programs that stay with buyers across their purchasing cycle.
Advanced 3.8 to 4.0	Regularly adjust budget allocations dynamically based on performance data and evolving ABX strategies.

Score Improvement Projection



Basic → Developing

Aligning budget allocations with strategic priorities could improve your Budget Allocation Efficiency score from Basic to Developing levels, enabling more dynamic management.

Developing → Intermediate

Optimizing budget distribution across key areas could raise your score to Intermediate levels, enhancing your ability to sustain continuous digital engagement.

Intermediate → Advanced

Regular dynamic adjustments based on performance data could push your score to Advanced levels, ensuring agile and effective use of resources.

Part Two:

Evaluating Your Overall ABX Maturity Score

These are the steps for calculating your overall ABX maturity score:

- 1 Tabulate your total Average Dimension Scores across all eight dimensions.
- 2 Take the sum of all Average Dimension Scores and divide it by the total number of dimensions (8).
- 3 Evaluate your maturity levels according to your Overall Maturity Score and discover how to evolve your organization accordingly.

Example Calculation

Let's say an organization completes the assessment with the following Average Dimension Scores:

Strategy and Business Alignment	3.0
Marketing and Sales Alignment	2.8
Targeting and Data Utilization	3.4
Personalization and Content Relevance	2.5
Technology Stack and Orchestration	3.6
Campaign Execution and Optimization	3.2
Measurement and Reporting	2.9
Budget Allocation Efficiency	3.1

Overall Maturity Score

$$(3.0 + 2.8 + 3.4 + 2.5 + 3.6 + 3.2 + 2.9 + 3.1) / 8 = 3.06$$

This would place the organization in the **Intermediate** maturity level.

Calculation Sheet

Key Dimension	Average Dimension Score
Strategy and Business Alignment	
Marketing and Sales Alignment	
Targeting and Data Utilization	
Personalization and Content Relevance	
Technology Stack and Orchestration	
Campaign Execution and Optimization	
Measurement and Reporting	
Budget Allocation Efficiency	
Sum of All Average Dimension Scores =	

Your Overall ABX Maturity Score

Sum of All Average Dimension Scores

=

8

Overall ABX Maturity Score

Recommended Actions for Each Maturity Level

Basic 1.0 to 1.9

- Focus on establishing foundational ABX strategies aligned with business objectives.
- Develop cross-functional collaboration processes between marketing, sales, and customer success.
- Invest in core technologies to support ABX efforts.

Developing 2.0 to 2.9

- Strengthen integration between teams with shared KPIs and goals.
- Begin leveraging data-driven insights and intent data for targeting and personalization.
- Optimize campaign execution and alignment with sales and customer success teams.

Intermediate 3.0 to 3.7

- Implement advanced ABX techniques like AI-driven personalization and predictive analytics.
- Continuously optimize processes with automated workflows and agile adjustments.
- Increase investment in “always-on” digital programs and dynamic budget allocation.

Advanced 3.8 to 4.0

- Focus on maintaining a leadership position through innovation and continuous optimization.
- Use advanced AI and machine learning to drive real-time orchestration and engagement.
- Foster a culture of continuous improvement and agile decision-making at all levels.

Conclusion

This comprehensive scoring system provides a clear framework for assessing an organization's ABX maturity and guiding them on their journey to ABX excellence. By aligning the scoring with actionable insights and next steps, the tool ensures that organizations can identify their current capabilities, areas of improvement, and the optimal path forward.

Reviewing Your ABX Maturity Results

Discover sample reports tailored to each maturity level—Basic, Developing, Intermediate, and Advanced—based on hypothetical scores from the ABX Maturity Assessment Tool.

These reports offer a detailed score breakdown, a clear summary of a sample organization's current ABX maturity, and actionable recommendations to drive improvement at every stage—so you can use these insights to strategically advance your ABX capabilities.

Sample Report for “Basic” Maturity Level

ABX Maturity Assessment Report

Overall Maturity Level:

Basic

Overall Score:

1.8

Strategy and Business Alignment	1.7	Basic
Marketing and Sales Alignment	1.5	Basic
Targeting and Data Utilization	2.0	Developing
Personalization and Content Relevance	1.6	Basic
Technology Stack and Orchestration	1.9	Basic
Campaign Execution and Optimization	1.7	Basic
Measurement and Reporting	2.1	Developing
Budget Allocation Efficiency	1.5	Basic



Summary of Current ABX Maturity

Your organization is at the **Basic** maturity level for ABX capabilities. This indicates that most areas of your ABX strategy are in the early stages of development. Your organization may lack formalized strategies, processes, and technology integration, and there is minimal alignment across teams.

Key Recommendations for Improvement:



Develop a Formal ABX Strategy

Align ABX efforts with overall business objectives. Establish a cross-functional team to drive ABX initiatives.



Improve Marketing and Sales Collaboration

Set up regular joint planning sessions and define shared goals and KPIs to ensure better alignment.



Invest in Foundational Technology

Integrate CRM, CDP, and marketing automation platforms to support data-driven ABX strategies.



Enhance Campaign Execution Processes

Start by implementing regular performance reviews and A/B testing to optimize campaigns.

Sample Report for “Developing” Maturity Level

ABX Maturity Assessment Report

Overall Maturity Level:

Developing

Overall Score:
2.5

Strategy and Business Alignment	2.3	Developing
Marketing and Sales Alignment	2.5	Developing
Targeting and Data Utilization	2.8	Developing
Personalization and Content Relevance	2.2	Developing
Technology Stack and Orchestration	2.7	Developing
Campaign Execution and Optimization	2.6	Developing
Measurement and Reporting	2.4	Developing
Budget Allocation Efficiency	2.9	Developing



Summary of Current ABX Maturity

Your organization is at the **Developing** maturity level for ABX capabilities. You have some ABX processes and frameworks in place but lack consistency and integration across teams. While you are starting to leverage data-driven strategies, there is room for improvement in personalization, technology integration, and optimization.

Key Recommendations for Improvement:



Enhance Cross-Team Integration

Strengthen the alignment between marketing, sales, and customer success by establishing shared KPIs and goals.



Leverage Data for Targeting and Personalization

Begin using intent data and predictive analytics to enhance targeting and content relevance.



Optimize Technology Stack

Expand the use of marketing automation and AI-driven tools for campaign orchestration and optimization.



Improve Measurement and Reporting

Implement automated reporting dashboards and integrate advanced analytics for better data-driven decisions.


Sample Report for “Intermediate” Maturity Level

ABX Maturity Assessment Report

Overall Maturity Level: **Intermediate**

Overall Score: **3.3**


Strategy and Business Alignment	3.1	Intermediate
Marketing and Sales Alignment	3.2	Intermediate
Targeting and Data Utilization	3.5	Intermediate
Personalization and Content Relevance	3.0	Intermediate
Technology Stack and Orchestration	3.6	Intermediate
Campaign Execution and Optimization	3.3	Intermediate
Measurement and Reporting	3.1	Intermediate
Budget Allocation Efficiency	3.4	Intermediate




Summary of Current ABX Maturity

Your organization is at the **Intermediate** maturity level for ABX capabilities. You have established frameworks and regular processes for ABX strategies, but there is still room for optimization. Particularly, there are opportunities to further advance your technology stack, dynamic budget allocation, and continuous improvement initiatives.


Key Recommendations for Improvement:

- 


Implement Advanced ABX Techniques

Introduce AI-driven personalization, predictive analytics, and intent-based targeting to further refine your strategies.
- 

Scale Successful Campaigns

Leverage multi-channel engagement and optimize content strategies for deeper engagement and impact.
- 

Enhance Automation and Integration

Develop automated workflows that integrate with sales and customer success teams for seamless ABX execution.
- 

Refine Budget Allocation

Ensure sufficient funding for “always-on” digital programs and dynamically adjust budgets based on performance data.

Sample Report for “Advanced” Maturity Level

ABX Maturity Assessment Report

Overall Maturity Level:

Advanced

Overall Score:

3.9

Strategy and Business Alignment	3.8	Advanced
Marketing and Sales Alignment	3.9	Advanced
Targeting and Data Utilization	4.0	Advanced
Personalization and Content Relevance	3.8	Advanced
Technology Stack and Orchestration	4.0	Advanced
Campaign Execution and Optimization	3.7	Intermediate
Measurement and Reporting	4.0	Advanced
Budget Allocation Efficiency	3.8	Advanced



Summary of Current ABX Maturity

Congratulations! Your organization is at the **Advanced** maturity level for ABX capabilities. You have fully integrated, data-driven, and dynamically optimized ABX strategies that leverage advanced technology, AI, and real-time data for continuous improvement. Your organization is well-positioned as a leader in ABX maturity.

Key Recommendations for Improvement:



Maintain a Leadership Position

Continue innovating and optimizing your ABX strategies to stay ahead of the competition. Explore new technologies and approaches, such as machine learning for real-time orchestration.



Foster a Culture of Continuous Improvement

Regularly revisit and refine your ABX strategies, ensuring alignment across all teams and functions.



Leverage Advanced AI and Machine Learning

Use advanced AI-driven insights to predict customer needs and automate highly personalized experiences.



Scale and Expand Your ABX Efforts

Consider expanding your successful ABX strategies into new markets or segments to drive additional growth.





Ready to Scale High-Impact ABX Campaigns?



Visit 2x.marketing/contact
or email ask@2x.marketing.

