

# 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.

- 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.

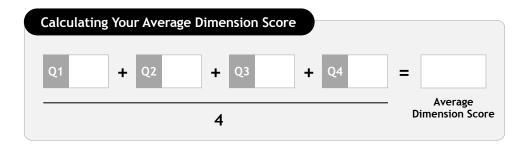
# 1 Strategy and Business Alignment



#### Objective

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

Questions		Score
How well are your ABX strategies aligned with	Not aligned at all	1
your company's overall business objectives?	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	Not involved at all	1
the development of your ABX strategy?	Occasionally involved	2
	Regularly involved with clear support	3
	Actively involved and champions ABX strategies	4
Do you have a formal process for aligning ABX strategies with emerging market trends and	No formal process	1
	Ad-hoc alignment with some awareness of market trends	2
competitive dynamics?	Formal process with periodic reviews and adjustments	3
	Continuous alignment with real-time market insights and adjustments	4
How often are ABX strategies revisited and	Rarely or never	1
adjusted based on business performance	Occasionally, when necessary	2
and objectives?	Regularly, as part of annual or quarterly reviews	3
	Continuously, with a dedicated team monitoring and adjusting strategies	4





ded sed on evel	<b>Basic</b> 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  $\rightarrow$  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 $\rightarrow$ Intermediate

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



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

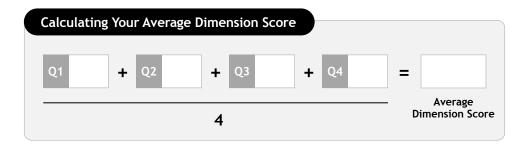




#### Objective

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

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





nended Based on 1 Level	<b>Basic</b> 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  $\rightarrow$  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 $\rightarrow$ Intermediate

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



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

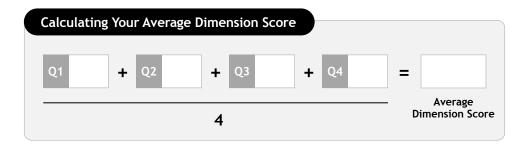
# Targeting and Data Utilization

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#### Objective

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

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





ded ed on vel	<b>Basic</b> 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  $\rightarrow$  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 $\rightarrow$ Intermediate

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



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



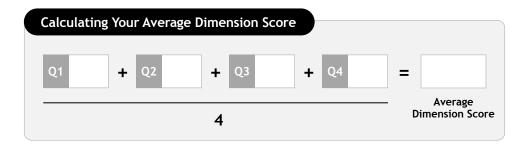
# Personalization and Content Relevance



#### Objective

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

Questions		Score
• To what extent do you personalize content across	Generic content with no personalization	1
different channels for ABX?	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
Are you using advanced techniques like	No use of advanced techniques	1
Al-driven personalization or interactive content to	Some basic personalization, but not at scale	2
enhance engagement?	Regular use for key accounts	3
	Comprehensive use across all high-priority, strong fit accounts	4
How well are your engagement strategies	One-size-fits-all approach	1
tailored to different personas and buying	Basic segmentation by persona	2
stages?	Refined segmentation with targeted content for different buying stages	3
	Highly personalized content strategies that adapt dynamically to buyer behavior	4
How often do you audit and refresh content to	Rarely or never	1
ensure relevance and effectiveness for target accounts?	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





ended ased on Level	<b>Basic</b> 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 Al-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 $\rightarrow$ Intermediate

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



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

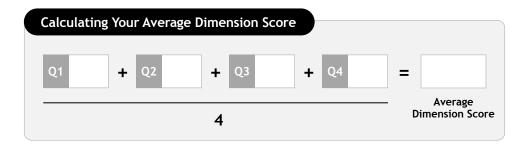




#### Objective

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

Questions		Score
• How well does your technology stack integrate	No integration; systems operate in silos	1
CRM, CDP, marketing automation, and account intelligence & ABM	Basic integration with limited data flow	2
orchestration platforms?	Well-integrated tech stack with real-time data sharing	3
	Fully orchestrated tech stack with seamless, automated workflows	4
Are you leveraging Al and machine learning for	No use of AI or advanced analytics	1
campaign orchestration and optimization?	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
How effectively does your technology stack	No support for multi-channel engagement	1
support multi-channel engagement and	Limited support with basic channel integration	2
coordination across teams?	Strong support for key channels with good coordination	3
	Full support for seamless multi-channel engagement and cross-team coordination	4
How frequently do you evaluate and update your	Rarely or never	1
technology stack to align with evolving ABX needs?	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





nded ased on _evel	<b>Basic</b> 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  $\rightarrow$  Developing

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

#### Developing $\rightarrow$ Intermediate

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

#### Intermediate $\rightarrow$ Advanced

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

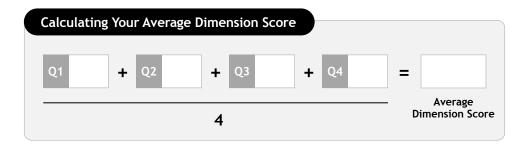
# Campaign Execution and Optimization



#### Objective

Evaluate the effectiveness of ABX campaign execution and optimization processes.

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





ended ased on Level	<b>Basic</b> 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  $\rightarrow$  Developing

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

#### Developing $\rightarrow$ Intermediate

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



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

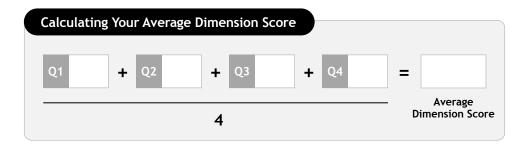
# Measurement and Reporting



#### Objective

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

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





nded Ised on .evel	<b>Basic</b> 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  $\rightarrow$  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 $\rightarrow$ Intermediate

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



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

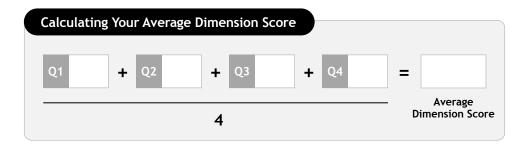
# Budget Allocation Efficiency



### Objective

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

Questions		Score
How flexible is your budget in responding to	No flexibility; budget is set annually and difficult to adjust	1
external factors such as market changes, economic	Minimal flexibility; some ability to reallocate funds but limited by internal constraints	2
conditions, and new opportunities?	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	Unbalanced allocation, with over 50% in one area (e.g., personnel-heavy, technology-heavy)	1
across the three key areas: personnel, technology,	Somewhat balanced, but significant gaps exist (e.g., 50% personnel, 30% technology, 20% programs)	2
and program spend?	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	No structured budget for continuous programs; digital spend is ad-hoc and project-based	1
"always-on" digital programs, enabling	Limited budget for "always-on" programs; frequent start-stop cycles disrupt momentum	2
continuous engagement with buyers throughout their purchasing cycle?	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
Do you regularly evaluate and adjust budget	Rarely or never; budget allocations are set and revisited only if necessary	1
allocations to ensure alignment with evolving	Occasionally, based on specific needs or crises	2
ABX strategies and growth objectives?	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





ed ed on rel	<b>Basic</b> 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  $\rightarrow$  Developing

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

#### Developing $\rightarrow$ Intermediate

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



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:

- Tabulate your total Average Dimension Scores across all eight dimensions.
- Take the sum of all Average Dimension Scores and divide it by the total number of dimensions (8).
- 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 =	· · · · · · · · · · · · · · · · · · ·



#### **Recommended Actions for Each Maturity Level**

<b>Basic</b> 1.0 to 1.9	<ul> <li>Focus on establishing foundational ABX strategies aligned with business objectives.</li> <li>Develop cross-functional collaboration processes between marketing, sales, and customer success.</li> <li>Invest in core technologies to support ABX efforts.</li> </ul>
Developing 2.0 to 2.9	<ul> <li>Strengthen integration between teams with shared KPIs and goals.</li> <li>Begin leveraging data-driven insights and intent data for targeting and personalization.</li> <li>Optimize campaign execution and alignment with sales and customer success teams.</li> </ul>
Intermediate 3.0 to 3.7	<ul> <li>Implement advanced ABX techniques like AI-driven personalization and predictive analytics.</li> <li>Continuously optimize processes with automated workflows and agile adjustments.</li> <li>Increase investment in "always-on" digital programs and dynamic budget allocation.</li> </ul>
Advanced 3.8 to 4.0	<ul> <li>Focus on maintaining a leadership position through innovation and continuous optimization.</li> <li>Use advanced AI and machine learning to drive real-time orchestration and engagement.</li> <li>Foster a culture of continuous improvement and agile decision-making at all levels.</li> </ul>

#### 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



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

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:



Summary of

Current ABX

Maturity

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 Al-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 Al-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

Generation 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?



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