

The ABM Checklist for 2026

1. Readiness & alignment

- ☐ Align sales and marketing on goals, target accounts, and definitions
- ☐ Confirm you have a clear ICP and a reason to run ABM (high ACV, few accounts)
- ☐ Agree how you will tier accounts (1:1, 1:few, 1:many)
- ☐ Set up the tooling: CRM, ad platform, intent data, and reporting
- ☐ Agree a written definition of an engaged account before launch

2. Target account list

- ☐ Build the target account list from ICP fit rather than gut feel
- ☐ Layer intent and engagement data to prioritise in-market accounts
- ☐ Assign accounts to tiers with the right level of personalisation
- ☐ Get sales sign-off on the list before you spend
- ☐ Cap the list at a size your team can genuinely cover
- ☐ Set a review cadence for adding and removing accounts

3. Buying committee

- ☐ Map the roles in each account's buying committee
- ☐ Source accurate contact data for those roles
- ☐ Build persona-level messaging for each role (user and economic buyer)
- ☐ Identify the likely blocker in each committee, not just the champion
- ☐ Check contact data coverage per account before launching a play

4. Plays & channels

- ☐ Run coordinated plays across LinkedIn ads, email, and SDR outreach
- ☐ Create account or industry-specific landing pages and content
- ☐ Use personalised outreach for tier-1, scaled personalisation for tier-2/3
- ☐ Retarget engaged accounts across channels
- ☐ Suppress closed-won and disqualified accounts from paid targeting
- ☐ Give sales a reason to reach out that references the marketing touch

5. Orchestration

- ☐ Sequence marketing and sales touches so they reinforce each other
- ☐ Trigger SDR follow-up on account engagement signals
- ☐ Keep messaging consistent across every touch and channel
- ☐ Agree SLAs for how fast sales acts on an engagement signal
- ☐ Hold a recurring account review with sales and marketing in the room

6. Measurement

- ☐ Track account engagement and coverage, not just leads
- ☐ Measure pipeline created and influenced in target accounts
- ☐ Report deal velocity and win rate against non-ABM accounts
- ☐ Track account coverage: how much of each buying committee you have reached
- ☐ Give the program a realistic runway before judging it, since ABM compounds

PipeRocket Digital is a B2B SaaS Marketing Agency specializing in SEO, AI SEO, Paid Search, and Paid Social. We focus on the results clients actually care about: MRR, ARR, and Revenue. If you're looking for a SaaS Marketing Agency, ping us at: <https://piperocket.digital/contact-us/>