# MPERATIV
The AI Revenue Marketing Platform

From Data to Decisions:
How Agentic AI Executive Narratives Prove ABM ROI

As marketers are asked to do more with less, account-based marketing has become essential for focusing spend on the right buyers. Targeting your ideal customer profile and buyer group is smart—but proving those efforts outperform non-targeted campaigns is still a challenge.

Agentic AI solves this by acting as a GTM analyst. It uses LLMs and agents to analyze data, compare target accounts to a control group, and generate executive narratives that explain what's working, what's not, and why. It's the fastest way to validate that your ABM strategy is driving real ROI.

The metrics to assess ABM performance are already well known—no need to invent new KPIs. Agentic AI automates the analysis and delivers clear, contextual briefs to show whether you're reaching the right ICP. Below are the key metrics to include.
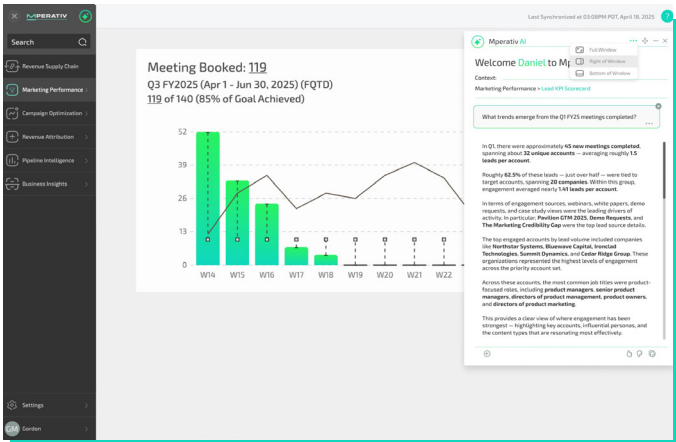
Validating ABM Impact: Metrics That Matter

Metric	Category	Definition	Why It Matters
Wins	Outcome Metric	Number of deals closed in a period	Core indicator of GTM effectiveness and pipeline conversion
Win Rate	Conversion Efficiency	% of opportunities won out of total opportunities	Measures sales effectiveness and deal quality
Average Sales Cycle	Sales Efficiency	Average time (in days) from opportunity creation to close	Indicates deal velocity and process bottlenecks
Sales Velocity	Revenue Acceleration	Rate at which revenue is generated per day/month	Combines deal size, win rate, sales cycle, and pipeline to measure GTM momentum
Average Sales Price (ASP)	Deal Economics	Average value of a closed-won deal	Helps assess deal size trends, pricing strategy, and segmentation effectiveness
Customer Acquisition Cost (CAC)	Cost Efficiency	Total sales & marketing spend ÷ number of new customers	Key input into GTM scalability and capital allocation
CAC Payback Period	Capital Efficiency	Time it takes to recoup CAC from customer revenue or gross margin	Assesses how quickly GTM investments start generating returns; important for cash-flow planning

Mperativ's AI Revenue Marketing Platform uses Agentic AI to analyze your ABM strategy and uncover the stories behind your data. It connects directly to your CRM, transforms funnel metrics from leads to accounts, and lets you build ABM segments on the fly. Agentic AI then analyzes performance and generates rich narratives that highlight what's working—and what's not. Learn more at www.mperativ.io