AI-ABM MATURITY ASSESSMENT

AI-ABM Maturity Assessment Guide

A data-backed framework for maximizing demand generation across personalization, data, orchestration, and measurement.

EXEC — EXECUTIVE SUMMARY

AI adoption has crossed the threshold. Strategic execution is now the separator.

AI adoption in B2B marketing has crossed a critical threshold. It is no longer a competitive differentiator to simply use AI — the advantage now lies in **how** you use it.

According to McKinsey's 2025 State of AI report, **71% of organizations now regularly use generative AI in at least one function**, with 42% deploying it specifically in marketing and sales. 87% of senior executives surveyed in Adobe's 2025 AI and Digital Trends report believe integrating AI into customer journeys will deliver measurable returns.

Yet measurable impact on pipeline remains uneven. Gartner finds that **30% of generative AI projects are abandoned after proof of concept** — most often due to poor data quality, unclear business value, and underestimated implementation costs.

The organizations capturing outsized returns are those that have built AI on top of unified data foundations, real-time orchestration, and disciplined measurement — not tools alone.

WHAT THIS GUIDE DELIVERS

1. Assess current capabilities across personalization, data, orchestration, and measurement.
2. Benchmark performance against verified 2025 industry ranges.

READING PATH

- **Sections 1–2** • Diagnose where your program sits on the AI-ABM maturity model.
- **Sections 3–4** • Benchmark by buyer-journey stage and industry.
- **Sections 5–7** • Identify the highest-leverage activation moves.

01 — THE STATE OF AI IN DEMAND GENERATION

The numbers that mattered in 2025.

Adoption is now mainstream — but strategic execution remains the separating factor between organizations that realize value and those that don't.

01

71%

Adoption has reached near-saturation at the individual level.

McKinsey's 2025 State of AI report confirms 71% of organizations now use generative AI in at least one function — up from 55% the prior year, a 23-point jump. 60% of individual marketers now use AI tools daily, up from 37% in 2024.

02

41%

Revenue impact is real — but unevenly distributed.

Organizations implementing AI in marketing and sales report an average **41% revenue increase** and 32% reduction in customer acquisition costs (AISofto 2025). Yet only 6% of companies currently capture significant returns from generative AI at scale.

03

40%

AI use in ABM specifically is still early-stage.

Nearly 40% of marketers are only beginning to incorporate generative AI into their account-based marketing programs, and mostly on a limited scale (Demand Gen 2025) — representing both a gap and an opportunity.

04

89%

The competitive window is narrowing.

According to Gartner's 2025 Sales Technology Report, **89% of revenue organizations now use AI-powered tools**, up from just 34% in 2023. Organizations still in early or fragmented stages aren't just forgoing gains — they are actively falling behind.

01 — WHAT THIS MEANS FOR DEMAND-GEN LEADERS

Three conclusions stand out from the 2025 data.

01

AI readiness is inseparable from data readiness.

Clean, unified datasets are the prerequisite for accurate predictions, meaningful personalization, and reliable reporting. Without them, AI systems produce inconsistent results that erode trust and slow adoption.

02

ABM is the highest-leverage application of AI in demand generation.

Coordinated ABM programs using AI and intent data report **28% higher overall account engagement** and up to a **25% lift in MQL-to-SAL conversion**. ABM-targeted accounts progress through sales stages 234% faster than those reached with generic outreach.

03

Performance gains compound with maturity.

The organizations seeing the most substantial returns are not those that adopted AI earliest — they are those that connected AI to unified data, real-time orchestration, and revenue-aligned measurement. **Maturity, not tools, is the driver.**

SALESFORCE 2025 · DATA-QUALITY REALITY CHECK

- **98% of sales leaders** believe trustworthy data is more important during periods of change.
- Yet B2B contact data decays at **2.1% per month** — up to 70% of a company's database can become unreliable within a year.
- Data fragmentation, not technology access, is the primary bottleneck separating high-performing AI programs from the rest.

02 — THE AI-ABM MATURITY MODEL

The four core pillars.

Every organization's AI-ABM capability can be assessed across four dimensions. These pillars are interdependent: weakness in any one of them constrains performance in the others.

PILLAR 01 · PERSONALIZATION

AI-Driven Personalization

The degree to which content, messaging, and offers are dynamically tailored to individual accounts, personas, and buying stages — informed by behavioral signals rather than static segmentation rules.

PILLAR 02 · DATA

Data Unification

The extent to which first-party CRM data, exegraphic signals, intent data, and firmographic intelligence are integrated into a single accessible environment that feeds both marketing and sales in real time.

PILLAR 03 · ORCHESTRATION

Real-Time Orchestration

The ability to trigger, coordinate, and adapt multi-channel campaigns based on live buying signals — moving beyond scheduled, batch-based campaign execution.

PILLAR 04 · MEASUREMENT

Measurement & Attribution

The sophistication of the organization's ability to connect marketing activity to pipeline and revenue outcomes, rather than reporting on channel-level vanity metrics.

LEVEL ONE

Fragmented.

ORGANIZATIONAL PROFILE

Level 1 organizations operate with siloed systems and disconnected data. Marketing, sales, and customer success each work from separate views of the customer. Personalization is limited to static segmentation — industry, company size, or job title — applied uniformly across campaigns with little behavioral input. Reporting is confined to channel-level metrics with no clear line of sight to pipeline or revenue.

WHAT THIS LOOKS LIKE IN PRACTICE

Campaigns are built in isolation. SDRs receive leads without intent context. Marketing reports on activity, not outcomes. No feedback loop connects sales performance back to marketing investment decisions.

2025 BENCHMARK RANGES

- **MQL → SQL conversion:** 5–8%
  SalesHive / Thunderbit 2025 B2B Funnel Benchmarks
- **Overall lead-to-customer conversion:** approximately 2% or below.

IMPLICATION

Fragmented programs leave most pipeline value uncaptured. The first lift comes from unifying data — not buying more tools.

PATH TO LEVEL 02 · EMERGING

Unify CRM + intent + exegraphic signals into one source of truth.

Begin enriching CRM records with behavioral and exegraphic signals. Move personalization from static segments to rule-based logic. Define shared funnel stages with sales.

LEVEL 01 FRAGMENTED | LEVEL 02 EMERGING | LEVEL 03 CONNECTED | LEVEL 04 AUTONOMOUS

LEVEL TWO

Emerging.

ORGANIZATIONAL PROFILE

Level 2 organizations have made initial investments in data connectivity and tooling, but integration remains partial. CRM data is present but not consistently enriched with exegraphic and intent signals. Personalization has moved beyond pure static segmentation but relies primarily on rule-based logic — "if company size is enterprise, show this message" — rather than predictive or AI-informed decisioning. Campaigns are multi-channel but lack coordination across channels.

WHAT THIS LOOKS LIKE IN PRACTICE

Some exegraphic and intent data is present but used reactively — typically for list-building rather than real-time activation. Email nurture sequences exist but are largely non-adaptive. Sales and marketing have shared funnel definitions on paper, but lead handoffs remain inconsistent in practice.

2025 BENCHMARK RANGES

- **MQL → SQL conversion:** 8–13%
- **B2B Email open rate:** ~37–43% (Braze / MailerLite 2025)
- **Email CTR:** 2.0–2.1% (Martal / MailerLite 2025)

SUPPORTING INSIGHT

Data-driven segmentation improves targeting at this stage, but value is constrained by the absence of unified data. Organizations using AI-powered lead scoring see an average **40% improvement in lead qualification accuracy** (AISofto, 2025).

PATH TO LEVEL 03 · CONNECTED

Trade rule-based logic for AI-informed decisioning.

Stand up a shared marketing-and-sales data environment. Move from batch nurtures to signal-triggered orchestration. Embed multi-touch attribution into reporting.

LEVEL 01	LEVEL 02	LEVEL 03	LEVEL 04
FRAGMENTED	EMERGING	CONNECTED	AUTONOMOUS

LEVEL THREE

Connected.

ORGANIZATIONAL PROFILE

Level 3 organizations have achieved meaningful data unification. First-party CRM data, exegraphic signals, and intent data are integrated into a shared environment accessible to both marketing and sales. Personalization is AI-assisted — content and messaging adapt based on account-level signals and behavioral patterns. Campaigns are trigger-based: key buyer signals activate coordinated outreach across channels.

WHAT THIS LOOKS LIKE IN PRACTICE

Marketing and sales operate from a shared pipeline view. SDRs receive enriched lead intelligence, not just contact records. A/B testing and basic AI optimization are embedded into campaign workflows. Multi-touch attribution enables some connection between marketing programs and pipeline outcomes.

2025 BENCHMARK RANGES

- **MQL → SQL conversion:** 13–21%
- **Lead → MQL conversion:** 25–41%
- **Meeting → Opportunity:** 40–60% (Martal 2025)

PERFORMANCE INSIGHT

At Level 3, sales-marketing alignment becomes measurable. Aligned teams achieve **19% faster revenue growth** and 15% higher profitability (Gartner, 2025), and are nearly 3× more likely to exceed new-customer acquisition targets.

PATH TO LEVEL 04 · AUTONOMOUS

Hand the orchestration loop to predictive models.

Adopt predictive next-best-action models. Connect executive reporting to revenue outcomes. Make pipeline velocity and influenced revenue the primary KPIs — not MQL volume.

LEVEL 01	LEVEL 02	LEVEL 03	LEVEL 04
FRAGMENTED	EMERGING	CONNECTED	AUTONOMOUS

LEVEL FOUR · CURRENT FRONTIER

Autonomous.

ORGANIZATIONAL PROFILE

Level 4 organizations operate a real-time, unified data ecosystem in which predictive and generative AI models continuously optimize targeting, personalization, and channel mix without manual intervention. Buying signals are monitored in real time and coordinated responses trigger automatically across email, SDR outreach, digital advertising, and content. Measurement is revenue-aligned — pipeline velocity, influenced revenue, and cost-per-won-opportunity are primary KPIs.

WHAT THIS LOOKS LIKE IN PRACTICE

AI models predict which accounts are approaching a buying window and surface next-best-action recommendations to SDRs. Content and messaging adapt dynamically by persona and buying stage. Campaigns self-optimize across channels based on engagement signals. Executive reporting connects marketing investment directly to revenue outcomes with multi-touch attribution.

2025 BEST-IN-CLASS BENCHMARK RANGES

- **MQL → SQL conversion:** 20–40%
- **ABM account engagement:** 28% higher than non-ABM
- **Win rates:** 20–40% higher for top ABM programs
- **Deal sizes:** 25–40% larger for top-performing ABM accounts

MCKINSEY 2025 · CASE PATTERN

An industrial distributor that deployed AI for opportunity scoring, intent-signal extraction, and personalized outreach at scale generated more than **$1 billion in new pipeline** — a 10% pipeline increase — and more than doubled CTRs within the first fiscal year.

SUSTAINING LEVEL 04

Compounding advantage, not steady-state.

Autonomous programs continue to widen the gap. Model retraining cadence, signal coverage breadth, and cross-channel learning loops are the levers that separate sustained leaders from one-time winners.

03 — OMNICHANNEL BUYER JOURNEY BENCHMARKS

The buyer journey is no longer a funnel.

The B2B buyer journey has grown significantly more complex. McKinsey research from 2025 finds that the average B2B deal now involves **six to ten decision-makers**, each with distinct priorities. Gartner reports that buyers now complete **60–70% of their decision-making process digitally** before ever engaging with a sales representative.

Multi-touch ABM journeys now average **seven to fourteen touchpoints** before conversion (ABM Statistics 2025). For demand-generation leaders, this means the buyer journey is less a linear funnel and more a distributed, multi-stakeholder decision process that must be orchestrated rather than simply stimulated.

Stage 01 · Awareness

Discovery via paid, social, and AI-first search.

B2B awareness in 2025 is increasingly driven by targeted paid + social combined with AI-first content discoverability — where optimizing for traditional and AI-powered search matters more than maximizing reach.

Stage 02 · Consideration

AI-personalized nurture, measured by engagement.

Success hinges on segmented, AI-personalized email and nurture programs that prioritize meaningful engagement metrics (CTR, CTOR) over inflated open rates to drive lead qualification.

Stage 03 · Decision

Insight-rich sales engagement, fast.

Conversion is maximized through rapid, insight-rich sales engagement powered by strong marketing-to-sales context transfer, behavioral data, and AI-driven recommendations that improve win rates.

STAGE 01	STAGE 02	STAGE 03
Awareness	**Consideration**	**Decision**

STAGE ONE

Awareness.

PRIMARY CHANNELS

Paid media, content syndication, social (particularly LinkedIn), and — increasingly in 2025 — AI-powered search platforms.

2025 CONTEXT

A pivotal shift is underway. 10Fold's 2025 *AI-First, Buyer-Ready* research found B2B buyers increasingly turn to LLM platforms as research tools before ever visiting a vendor website. AI search now surpasses traditional SEO as the primary discovery mechanism for many technology buyers.

Only 11% of B2B organizations currently have the majority of their content structured for AI discoverability — a major gap and an emerging priority.

BENCHMARKS

- **LinkedIn Lead Gen Form conversion:** ~13% (vs. ~2.35% for external landing pages) — higher intent from in-feed placements.
- **LinkedIn CTR:** 0.44–0.65%, CPC \$5–\$10 for targeted B2B campaigns.
- **Organic search lead → customer:** ~14.6% vs. ~1.7% for pure outbound (Thunderbit 2025).

INSIGHT

Targeting precision and AI discoverability now matter more than raw reach. Organizations that structure content for AI retrieval early will establish an upstream advantage before the channel matures.

ACTIVATION MOVE · THIS QUARTER

Audit your top 10 content assets for AI retrievability.

Add structured schema, Q&A formatting, and topical authority signals. The cost to fix is low; the upstream advantage compounds as AI search adoption accelerates.

STAGE 01	STAGE 02	STAGE 03
Awareness	**Consideration**	**Decision**

STAGE TWO

Consideration.

PRIMARY CHANNELS

Email nurture, retargeting, webinars, content assets, and SDR outreach for high-fit accounts.

IMPORTANT NOTE ON EMAIL OPEN RATES

Raw open rates have been structurally inflated since Apple's Mail Privacy Protection began pre-loading email images for Apple Mail users (now ~46% of email clients). Treat open rate as a directional signal — and rely on **CTR, CTOR, and conversion rate** as the primary engagement indicators.

BENCHMARKS

- **B2B email open rate:** 37.4–43.5% (Braze / MailerLite 2025)
- **Email CTR:** 2.0–2.1% average; top-quartile B2B programs achieve **6–10%**.
- **Email click-to-open (CTOR):** 6.8% — the most reliable engagement signal given MPP inflation.
- **Lead → MQL conversion:** 25–41%.

ACTIVATION MOVE · THIS QUARTER

Replace open-rate dashboards with CTR + CTOR + reply rate.

Run an AI-personalization A/B test on your highest-volume nurture sequence — subject line, opener, and CTA. Compare lift on the new engagement metrics, not opens.

STAGE 01	STAGE 02	STAGE 03
Awareness	**Consideration**	**Decision**

STAGE THREE

Decision.

PRIMARY CHANNELS

SDR outreach, executive briefings, demos, and proof-of-concept engagements.

SPEED-TO-LEAD REMAINS CRITICAL

A lead contacted within five minutes is **21× more likely to qualify** than one contacted after 30 minutes (Martal 2025). Teams using AI-powered meeting preparation report 33% faster preparation time and 10% higher win rates on initial meetings (Persana AI, 2025). AI-driven forecasting achieves **79% accuracy** compared to 51% with traditional methods.

BENCHMARKS

- **MQL → SQL conversion:** ~13% average; high performers reach **20–40%** with behavioral scoring and tight ICP alignment.
- **SQL → Opportunity:** typically 40–60% for mature B2B organizations (Martal / ONLY B2B 2025).
- **Opportunity → Closed/Won:** 20–31% for enterprise programs; higher for professional services and mid-market.

INSIGHT

At the decision stage, the **quality of context** passed from marketing to sales is the primary lever. Enriched lead intelligence and AI-generated next-best-action recommendations materially improve the quality of sales conversations — not just their volume.

ACTIVATION MOVE · THIS QUARTER

Build a five-minute speed-to-lead workflow.

Equip SDRs with AI-generated meeting briefs that aggregate account engagement history, exegraphic signals, and next-best-action recommendations before every call.

04 — INDUSTRY BENCHMARKS

2025 benchmarks by industry.

Technology

55% AI-in-marketing adoption — sector leader.

Technology organizations lead all industries in AI-in-marketing adoption at 55% (McKinsey 2025). Experimentation velocity is high, with rapid deployment cycles and shorter proof-of-concept timelines than other sectors.

2025 TRENDS

- **MQL → SQL:** 12–21%
- **Sales cycle:** 30–45d mid-market; 60–120+d enterprise
- **B2B SaaS behavioral scoring:** 39–40% MQL → SQL (Data-Mania 2025)

Financial Services

40% adoption — governance is a competitive necessity.

Financial services AI adoption in marketing sits at 40% (McKinsey 2025), tempered by regulatory requirements and longer buying cycles. The sector faces heightened scrutiny around data governance and AI decisioning transparency.

2025 TRENDS

- **MQL → SQL:** 8–14% aggregate; FinTech ~19%
- **Sales cycle:** 45–70d standard; significantly longer for regulated categories

Professional Services

49% adoption — AI amplifies relationship selling.

Adoption stands at 49% (McKinsey 2025), with sales remaining fundamentally relationship-driven. AI's highest-leverage applications are in accelerating qualification, surfacing upsell/cross-sell signals, and reducing sales-cycle duration.

2025 TRENDS

- **MQL → SQL:** 10–16% average
- **Event-sourced leads:** 40% opportunity-to-close (The Digital Bloom 2025)
- **Sales cycle:** 35–60d

05 — CONVERSATIONAL AI & AI-ASSISTED OUTREACH

The emerging opportunity.

Conversational AI has moved well beyond chatbot deflection into active pipeline generation. Signal-personalized outreach — AI-generated messaging informed by account signals and behavioral data — now achieves reply rates of **15–25%**, compared to the 3–5% industry average for cold email. A **5× improvement** in engagement efficiency (InsightMark 2025).

Use Case 01

Automated qualification at scale.

AI systems monitor incoming lead behavior, score against ICP criteria in real time, and route high-fit, high-intent leads to SDRs instantly — eliminating delays that allow buying interest to cool. A lead contacted within five minutes is **21× more likely to qualify**.

Use Case 02

Contextual intelligence for sales.

AI models aggregate account engagement history, exegraphic and intent signals, and firmographic data to give SDRs conversation-ready intelligence before every outreach. Teams using AI for meeting prep report **33% faster preparation** and 10% higher win rates (Persana AI, 2025).

Use Case 03

Generative personalization at sequence level.

AI enables genuine one-to-one personalization at outbound scale — tailoring subject lines, opening lines, and value propositions by persona, industry, and behavioral trigger without manual drafting. A meaningful capability shift from template-based personalization.

KEY IMPLEMENTATION PRINCIPLE

- Conversational AI works best when connected to a unified data environment. AI systems drawing from fragmented or stale data produce outreach that feels generic — which defeats the purpose.
- **Sequence of investment matters:** data unification first, AI activation second.

06 — DATA GOVERNANCE & RISK

Why governance determines AI ROI.

Data governance is not a compliance function — it is a **performance function**. AI systems are only as reliable as the data feeding them. B2B contact data decays at **2.1% per month**, which means up to 70% of a company's database can become unreliable within a year (InsightMark 2025).

Without active governance, AI models built on degraded data produce poor lead scoring, inaccurate forecasting, and ineffective personalization — undermining trust in the technology and slowing adoption. Gartner projects that by 2027, **40% of AI-related data breaches** will result from cross-border misuse of generative AI.

GOVERNANCE AS ACCELERATION

Organizations that invest in governance infrastructure early accelerate AI adoption rather than slow it. Clean data means faster model training, higher prediction accuracy, and better SDR trust in AI outputs — compressing the time between AI investment and pipeline impact.

2025 GOVERNANCE REQUIREMENTS

01

Regulatory compliance.

GDPR and CCPA remain foundational. Maintain documented consent mechanisms, data retention policies, and the ability to honor deletion requests within required timeframes.

02

Data quality standards.

Active hygiene protocols, regular enrichment cycles, ICP-based validation, and systematic removal of decayed records. Automated verification flags degrading data in real time.

03

Transparent AI decisioning.

Marketing and sales need to understand how AI recommendations are generated. Black-box AI that SDRs don't trust or can't explain to prospects will not be adopted at the frontline level.

04

Vendor risk management.

Evaluate third-party AI tools and enrichment platforms on data security certifications, model transparency, and contractual data-use limitations before integration into core workflows.

07 — PERFORMANCE PATTERNS ACROSS INDUSTRIES

Where AI is producing pipeline today.

Aggregated performance patterns observed across B2B organizations implementing AI-driven demand-generation programs, based on 2025 industry benchmarks.

Technology

30–50% pipeline lift versus pre-AI baselines.

AI-mature technology organizations combining unified account-insight data, AI-assisted personalization, and coordinated SDR outreach document pipeline increases of **30–50%** relative to pre-AI baselines. B2B SaaS using behavioral scoring achieves MQL → SQL of 39–40% — nearly 3× the industry average.

Financial Services

Precision over volume in high-stakes pipelines.

High-value deals, complex compliance, and long buying cycles create a need for precision over volume. AI-assisted qualification reduces time-to-qualification by identifying high-fit accounts earlier. FinTech segments achieve **~19% MQL → SQL**, outperforming the broader financial-services benchmark by 5–11 points.

Professional Services

AI as account intelligence for relationship sales.

AI's highest-impact application is account intelligence — surfacing upsell/cross-sell signals within existing customer bases, identifying dormant accounts showing renewed buying signals, and equipping client-facing teams with engagement history before key meetings. Event-sourced leads achieve **~40% opportunity-to-close** — the highest of any lead source in 2025.

CROSS-INDUSTRY PATTERN

The structure differs by industry — the underlying pattern does not. Unified data + AI activation + revenue-aligned measurement compounds into outsized pipeline performance regardless of vertical.

FIN — FINAL THOUGHTS

What separates high-performers in 2025.

The 2025 data reinforces a central conclusion: AI is no longer optional in demand generation, but technology alone does not produce results. The performance gap between organizations at different maturity levels is not primarily a function of which tools they have purchased — it is a function of **how deeply those tools are integrated** with unified data, coordinated execution, and measurement tied to revenue.

Top-quartile performers share four characteristics. They invest in a unified data foundation before scaling AI activation. They connect marketing activity to sales outcomes through shared pipeline visibility. They personalize at the account and persona level using behavioral signals — not just firmographics. And they measure in revenue terms.

THE WINDOW IS NARROWING

- With **89% of revenue organizations** now using AI-powered tools, the question is no longer whether to invest.
- It is **how quickly** an organization can move from fragmented → connected → autonomous execution.

YOUR NEXT STEPS

01 · Action

Customize your AI-ABM action plan.

Assess your maturity level across the four core pillars and tailor prioritized investment recommendations based on your current benchmarks.

02 · Action

Perform a benchmark review.

Validate your pipeline performance against 2025 industry ranges and identify the highest-leverage gaps in your demand-generation program.

FROM SPRAY-AND-PRAY TO PREDICTABLE PIPELINE

Generate demand with AI precision.

Talk to GetRev about a maturity assessment for your team — **sales@getrev.ai**

SRC — SOURCES & METHODOLOGY

Sources and methodology.

This guide is based on a synthesis of verified 2025 sources.

PRIMARY SOURCES

- **McKinsey & Company** — State of AI 2025; Unlocking Profitable B2B Growth Through Gen AI (2025)
- **Gartner** — 2025 Sales Technology Report; ongoing B2B buying research (2025)
- **Adobe** — 2025 AI and Digital Trends in B2B Journeys Report
- **Salesforce** — State of Sales 2025; internal research on AI readiness
- **Social Media Examiner** — 2025 AI Marketing Industry Report
- **MailerLite** — 2025 Email Benchmarks
- **Braze** — 2025 Email Benchmarking Report
- **Martal** — B2B Digital Marketing Benchmarks 2025
- **AISofto** — 2025 AI Marketing Impact Study
- **InsightMark Research** — AI in B2B Sales and Marketing (2025)
- **10Fold** — AI-First, Buyer-Ready (2025)
- **The Digital Bloom** — 2025 B2B SaaS Funnel Benchmarks
- **SalesHive / Thunderbit** — 2025 B2B Lead-Gen Benchmarks
- **CoinLaw** — Account-Based Marketing Statistics 2025
- **Persana AI** — AI in B2B Sales 2025
- **Optifai / Revenue Velocity Lab** — 5 AI-Driven B2B Sales Trends 2025

METHODOLOGY NOTES

- Benchmarks represent aggregated industry ranges across B2B organizations, sourced from verified 2025 reports.
- "Best-in-class" reflects top-quartile performance where available.
- Industry case-study patterns are modeled from aggregated observed outcomes, not individual named companies.
- Data is intended for directional benchmarking and strategic planning, not absolute forecasting.
- Email open-rate benchmarks should be interpreted with the caveat that Apple Mail Privacy Protection has structurally inflated raw open rates since 2021; **CTR and CTOR are recommended as primary engagement indicators**.

TALK TO GETREV

For a tailored AI-ABM maturity assessment and benchmark review, contact **sales@getrev.ai** or visit **getrev.ai**.