

Importance vs Performance: How B2B Pros use Marketing Automation Today

MEASURING THE EFFECTIVENESS OF MARKETING AUTOMATION TO SUPPORT A DEMAND GENERATION STRATEGY

A SURVEY CONDUCTED BY:



TO DETERMINE MARKETING AUTOMATION

PERFORMANCE VS. DESIRED OUTCOME

Questions focused on

- Important capabilities
- What works well
- Where platforms are falling short

Survey did not measure

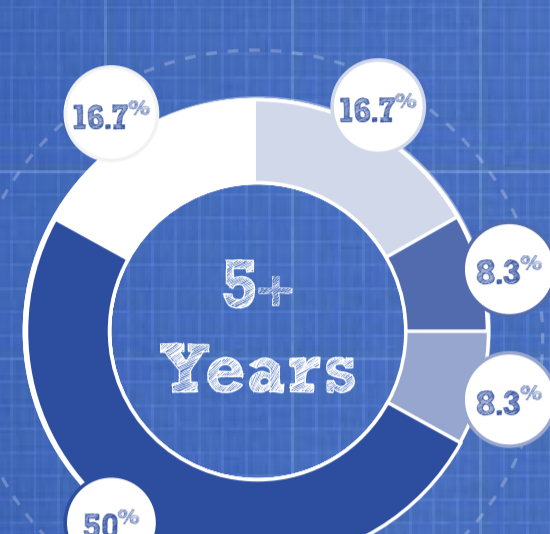
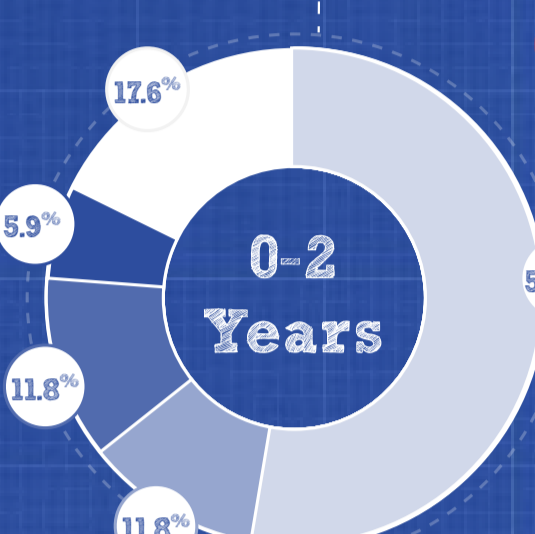
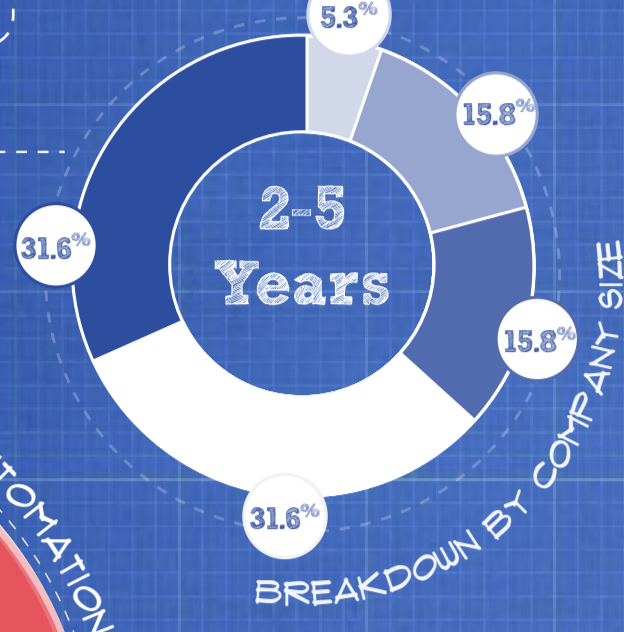
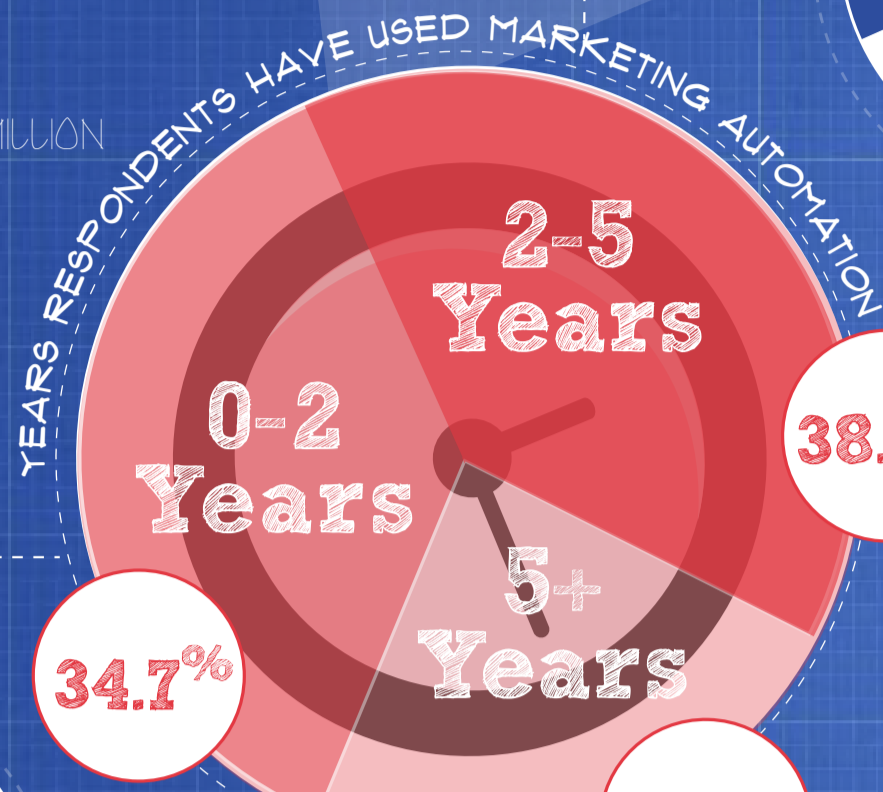
- Vendor Popularity
- Satisfaction Rankings

THE SURVEY MEASURES COMPANIES THAT HAVE USED MARKETING AUTOMATION FOR LESS THAN TWO YEARS, TWO TO FIVE YEARS, AND OVER FIVE YEARS, RESPECTIVELY.

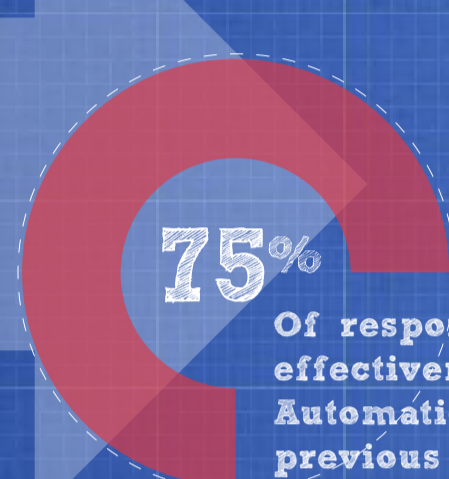
THE COMPANIES POLLED RANGE IN SIZE FROM \$25M TO OVER \$1B IN ANNUAL REVENUES:

- UP TO \$25 MILLION
- \$25-\$50 MILLION
- \$50-\$100 MILLION
- OVER \$100 MILLION
- UNKNOWN/REFUSED

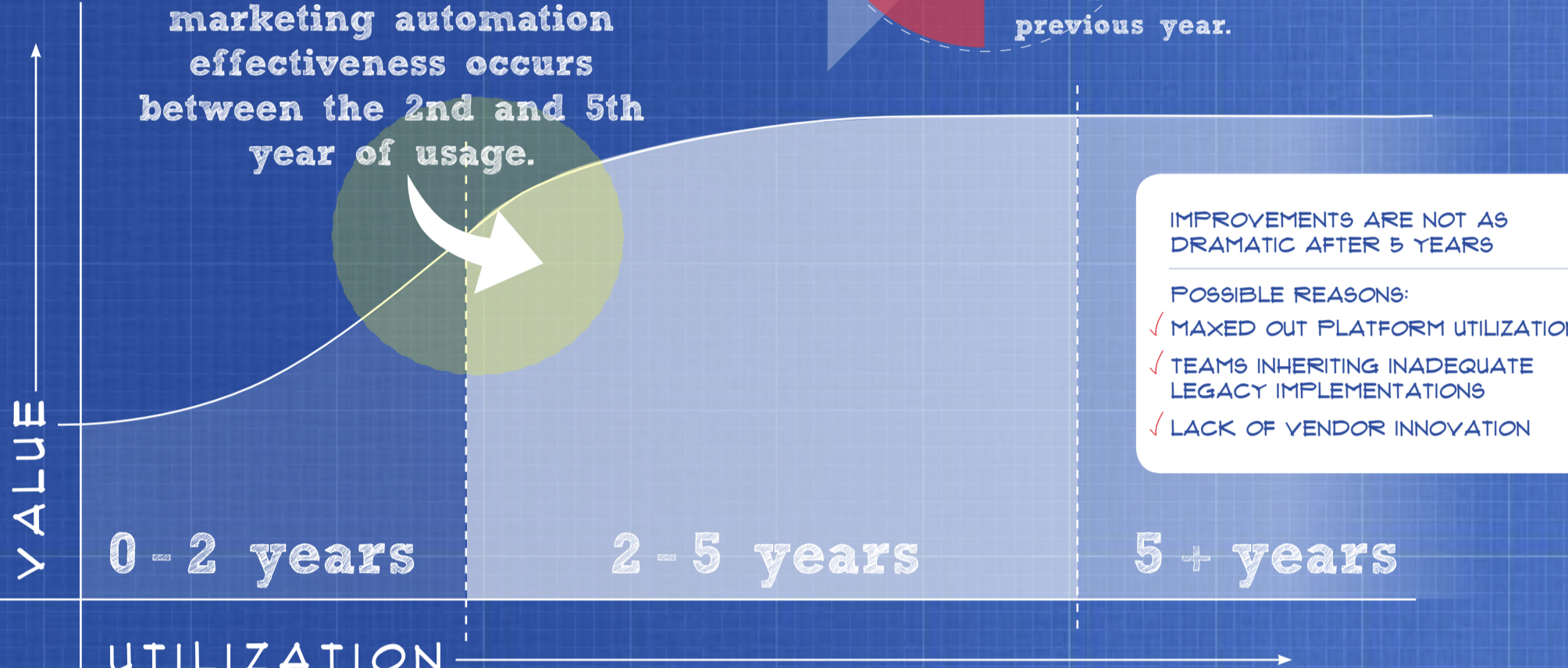
THEY USE A WIDE RANGE OF MARKETING AUTOMATION PLATFORMS.



Results



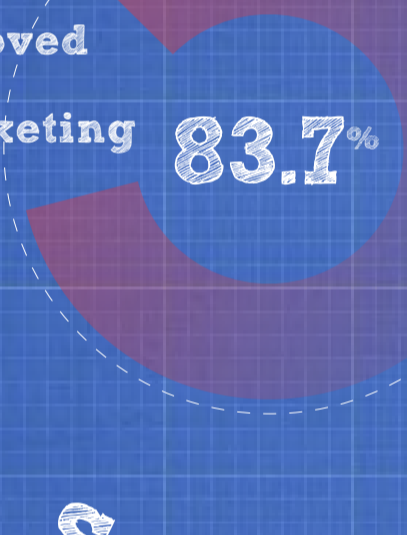
The biggest increase in marketing automation effectiveness occurs between the 2nd and 5th year of usage.



95% of respondents using Marketing Automation for less than 2 years reported that importance increased over the past year.



83.7% of respondents report improved sales efforts due to Marketing Automation effectiveness.



Respondents said...

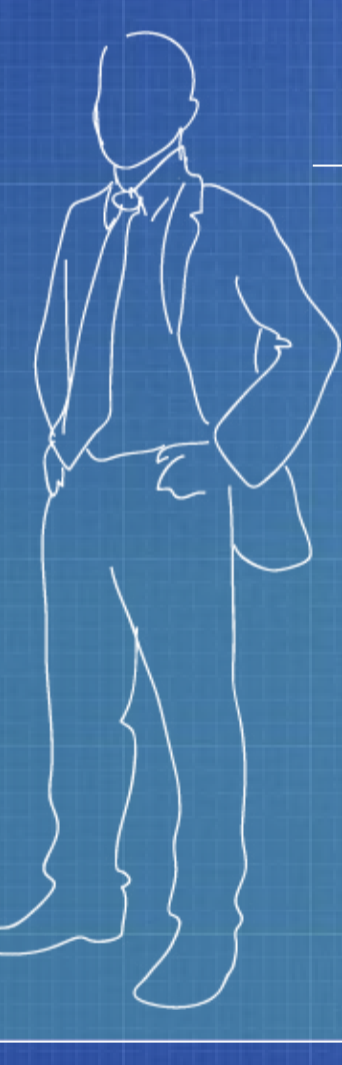
"AS OUR NURTURE ARCHITECTURE DEVELOPED WE BECAME INCREASINGLY CAPABLE OF PERSONA-BASED NURTURING, AND HAVE SEEN GREAT SUCCESS WITH MORE PERTINENT MESSAGING, HAVING AN AVERAGE EMAIL OPEN RATE OF OVER 45%."

"INCREASED CREDIBILITY WITH THE SALES TEAM BY PROVIDING FULL PROCESS TRANSPARENCY."

"SALES REPS COMPLAINED THAT THEY WERE GETTING TOO MANY LEADS, SERIOUSLY."

"EMPOWERING SALES PEOPLE WITH MA-DRIVEN EMAIL CONTENT THEY CAN USE FOR THEIR OWN 1-1 BUSINESS DEVELOPMENT, WITH TEMPLATES AVAILABLE IN THE CRM."

SATISFIED MARKETING AUTOMATION USERS



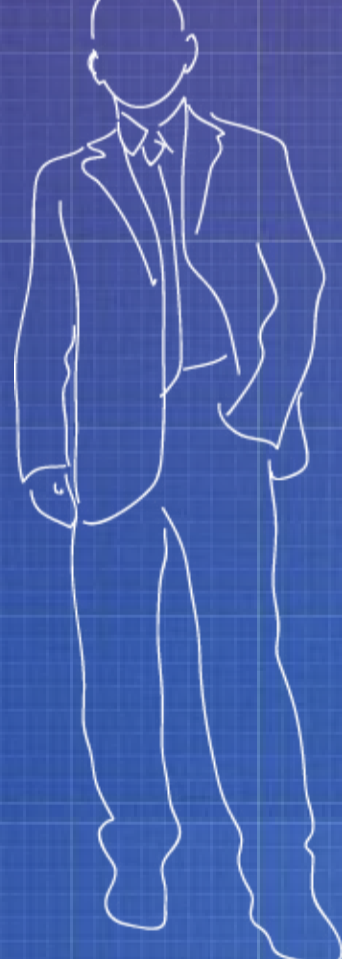
UNSATISFIED MARKETING AUTOMATION USERS

"DIFFICULT TO CONTROL CUSTOMERS RE-ENTERING DATABASE AS LEADS. WITH A DATABASE OF 200K+ NAMES, IT CAN BE DIFFICULT TO BUILD CAMPAIGNS TO LOOK FOR AND FIND AND MANAGE DUPLICATES."

"MARKETING AUTOMATION REQUIRED MORE RESOURCES THAN WE WERE READY TO ALLOCATE."

"ROGUE TEAMS USING THE TOOL WITHOUT FOLLOWING BEST PRACTICES HAS DECREASED EFFECTIVENESS AND ABILITY TO PROPERLY REPORT."

"COST TO SUPPORT AND MAINTAIN (TOTAL COST OF OWNERSHIP) NOT WELL UNDERSTOOD BY EXECUTIVES, THEREFORE SIGNIFICANT EFFORT REQUIRED TO EDUCATE EXECUTIVE AUDIENCE."

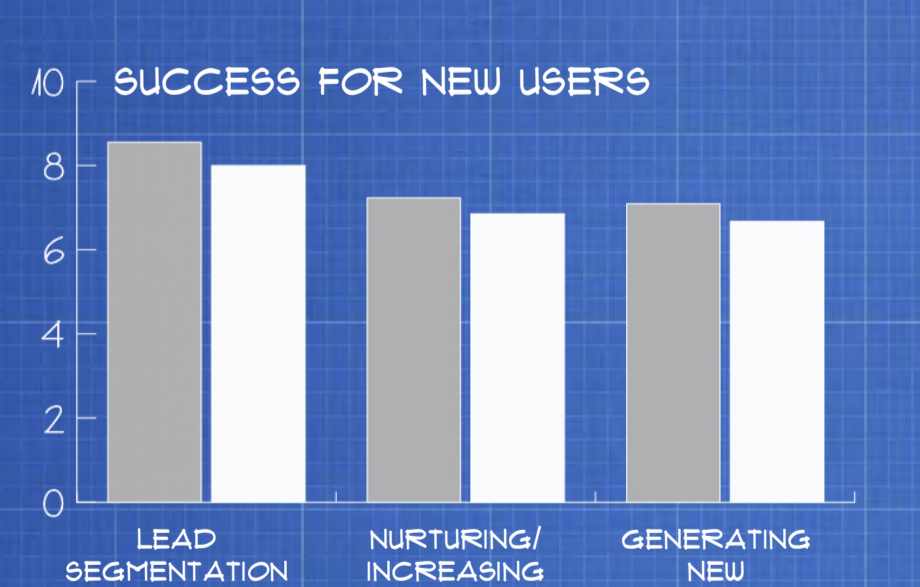
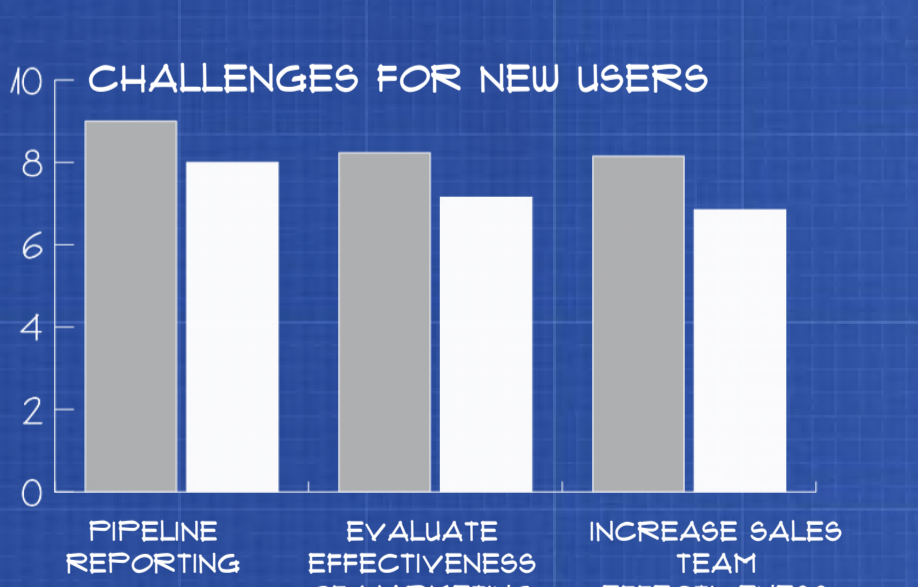
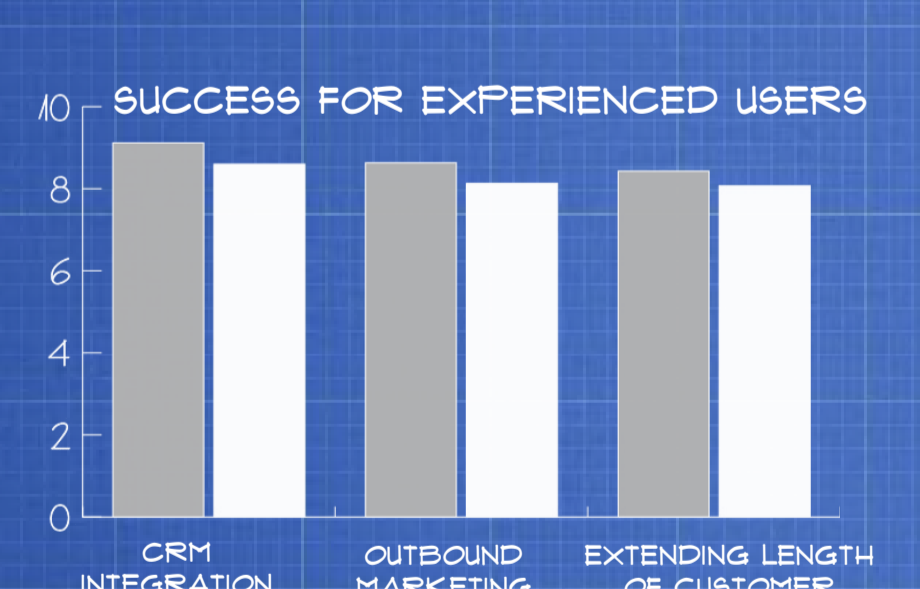
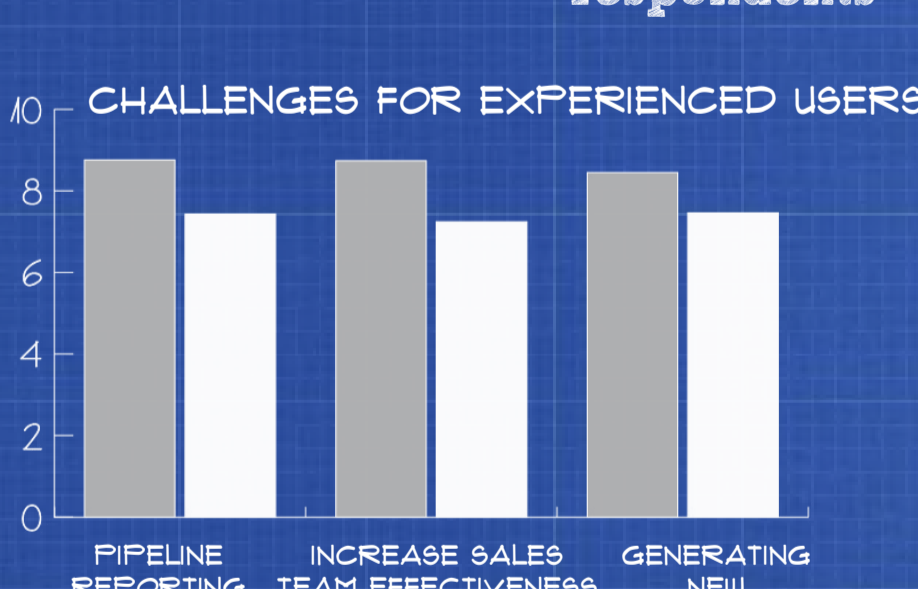


The Big Five:

- CRM INTEGRATION
- MANAGE DEMAND GENERATION CAMPAIGNS
- LEAD SEGMENTATION
- PIPELINE REPORTING
- INCREASE SALES TEAM EFFECTIVENESS

Top five functions based on importance ranking for ALL respondents

IMPORANCE PERFORMANCE



THE DATA FROM THE 2014 MARKETING AUTOMATION PERFORMANCE SURVEY HELPS BOTH NEW USERS AND VETERANS GAUGE WHAT WORKS, AND WHAT NEEDS IMPROVEMENT. THESE QUESTIONS ARE A VALUABLE STARTING POINT TO HELP YOU MEASURE YOUR PERFORMANCE AND CLOSE ANY GAPS FROM EXISTING PERFORMANCE TO DESIRED OUTCOMES. BASED ON YOUR ANSWERS, YOU CAN BEGIN MAPPING STEPS TO IMPROVE IN EACH AREA.

- HOW ARE YOU MEASURING SUCCESS WITH MARKETING AUTOMATION?
- IS YOUR DEMAND GENERATION STRATEGY SUPPORTED BY YOUR PLATFORM, OR HINDERED?
- HOW WELL ARE YOUR PROCESSES DEFINED?
- HOW EFFECTIVE IS THE ALIGNMENT BETWEEN MARKETING AND SALES TO ENSURE AN EFFICIENT SALES PROCESS?
- WHAT IS YOUR CONTENT STRATEGY?
- HOW WELL ARE YOUR PEOPLE TRAINED IN BOTH DEMAND GENERATION AND MARKETING AUTOMATION?



Have questions about your marketing automation strategy? CLICK HERE TO GET FREE COACHING AND ADVICE WITH A 10 MINUTE BRAINSTORM. FOR OTHER QUESTIONS OR MORE INFORMATION, CONTACT ACCELERATION@HEINZMARKETING.COM

