

1 Top 5 most effective demand generation tactics

Percentage of organizations indicating "very effective" for each tactic.

1. Website design, management and optimization — 31%
2. SEO — 29%
3. Email marketing — 26%
4. Content marketing — 23%
5. Tradeshows — 20%

2 Top 3 tactics for creating engaging content

Percentage of organizations indicating "very effective" for each tactic.

1. Using a multichannel messaging strategy — 46%
2. Improving thought leadership — 45%
3. Segmenting the delivery of content — 37%

3 The average percentage of B2B inquiries that are qualified and ready for Sales

27%

4 The percentage of B2B organizations that verify a valid business lead for leads before they are passed to Sales

56%

5 The average percentage of B2B leads that will buy

20%

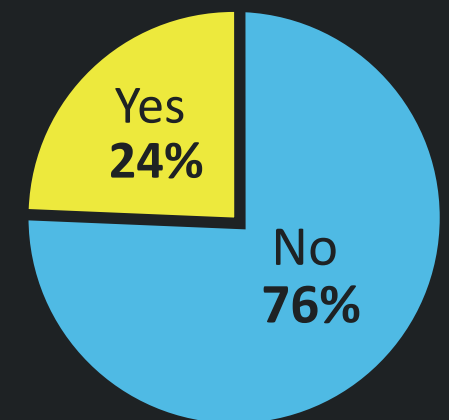
“ Target the right customers through ways they like to seek information. Create value propositions that differentiate and resonate. ”

“ Multichannel B2B marketing with an integrated campaign. When tactics have been done individually the ROI has been significantly lower. ”

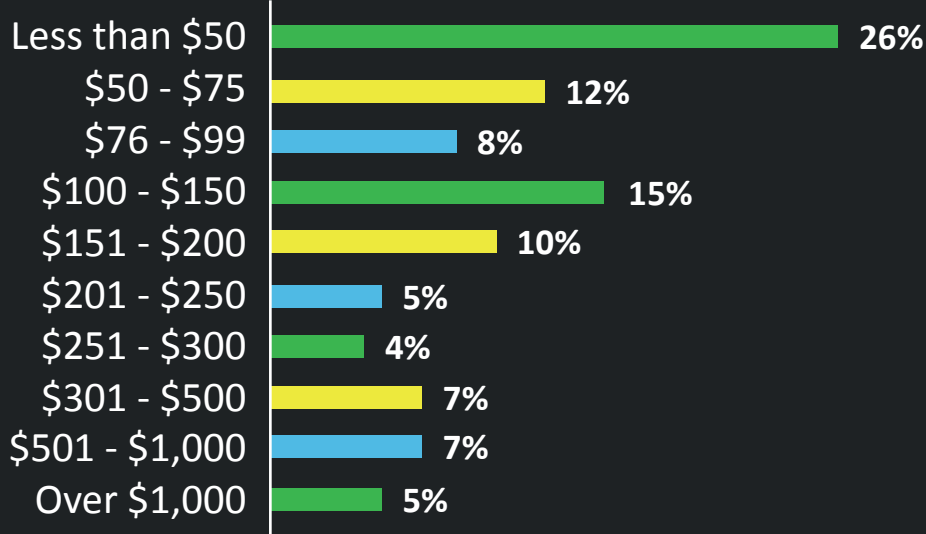
Top 3 funnel priorities



Do you Use a Marketing Automation Software Solution?

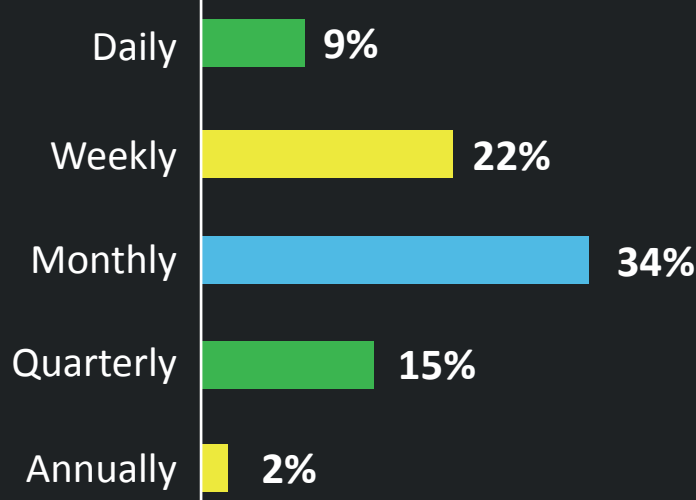


Average cost of B2B leads



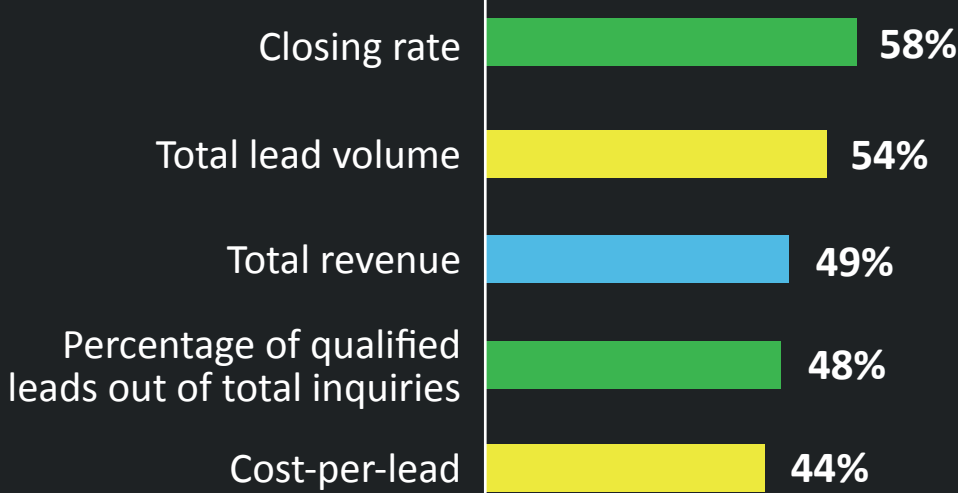
“ Thought leadership activities have had the best yield for us. ”

Frequency of Lead Nurturing Touches



“ Improvements to the lead nurturing process have had the most impact on increasing ROI. ”

Top 5 critical marketing metrics in determining ROI and marketing contribution



The percentage of organizations that have not identified their funnel

