



An Amazing Compendium of
Marketing & Sales Statistics

FAST FACTS

Revised March 2016



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Alignment

- Companies with **aligned sales and marketing departments are 20% more likely to use marketing automation** than non-aligned companies. *(Ascend2, 2015)*
- Among organizations that use both marketing automation and CRM as part of an integrated technology stack, **74% reported aligned sales and marketing teams.** *(DemandGen Benchmark Study, 2015)*
- **56% of aligned organizations met their revenue goals**, and 19% beat their goals. Among misaligned organizations, by comparison, 37% met their revenue goals, and just 7% beat them. *(Act-On, "Alignment, Technology, and Revenue Impact," 2015)*
- Sales and marketing alignment delivers, on average, a **36% improvement in customer retention and 38% higher sales-win rates** – and it accomplishes this feat by improving only half of the end-to-end customer lifecycle. *(Act-On/Gleanster, "The New Stewards Of The Customer Relationship," 2015)*
- Almost three out of four organizations report some degree of alignment, and **17% describe themselves as "completely aligned."** *(Act-On, "Alignment, Technology, and Revenue Impact," 2015)*
- 81% of the companies that **beat their revenue goals** describe their sales and marketing groups as "somewhat" or "completely" aligned. *(Act-On, "Alignment, Technology, and Revenue Impact," 2015)*
- **Misaligned firms were more than twice as likely to report sales and/or marketing budget cuts.** Conversely, aligned organizations were 50% more likely to say they expect their budgets to increase. *(Act-On, "Alignment, Technology, and Revenue Impact," 2015)*
- Aligned organizations achieve **up to 19% faster revenue growth – and 15% higher profitability** than other companies. *(SiriusDecisions, 2015; may require registration or membership)*
- Demand generation and sales training teams report **the least alignment around asset/content development (34.6%)** and analytics/metrics (31.8%), and the most alignment around conversion strategy (55.8%). *(Marketing Charts/Corporate Visions, 2014)*
- Among those survey respondents with a **formally agreed-upon sales/marketing definition of what constitutes a qualified lead**, 29.8% claim a lead conversion rate (to opportunities) of over 75%. Only 18.2% of firms lacking an agreed-upon definition boasted conversion rates at that level. *(CSO Insights' 2014 "Sales Performance Optimization" Study; may require registration or membership)*



Among organizations that use both marketing automation and CRM as part of an integrated technology stack,

77%

met or beat their revenue goals, &

74%

reported aligned sales and marketing teams.

(Act-On, "Alignment, Technology, and Revenue Impact," 2015)

Blogs & Social Media

- **Fully 100% of business decision-makers use social media for work purposes.** (Forrester, 2013)
- 64% of marketers are using social media for 6 hours or more and **41% for 11 or more hours**, weekly. (Social Media Examiner, "Social Media Marketing Industry Report," 2015)
- **80% of blog visitors are new.** Blogs that post daily get 5X the traffic of those that post weekly or less often. Longer posts (1500+ words) attract more backlinks. (SocialMarketingWriting, 2014)
- **94% of B2B marketers use LinkedIn** to distribute content, making it the social media platform used most often. They also say it's the most effective social media platform. (Content Marketing Institute, "2016 Benchmarks, Budgets, and Trends—North America")
- The ideal length of a blog post is 7 minutes/ **1,600 words**. The ideal length of a headline is **6 words**. (Buffer, 2014)
- Most marketers are using social media to **develop loyal fans (69%) and gain marketplace intelligence (68%)**. (Social Media Examiner, "Social Media Marketing Industry Report," 2015)
- B2B marketers use, on average, **6 different social networking platforms**. The most popular are LinkedIn at 94%, Twitter at 87%, Facebook at 84% and YouTube at 74%. (Content Marketing Institute, "2016 Benchmarks, Budgets, and Trends—North America")
- **A significant 92% of marketers** said that social media was important to their businesses. (Social Media Examiner, "Social Media Marketing Industry Report," 2015)
- B2B marketers who use Twitter generate **twice as many leads** as those who don't. (Social Media Today, 2014)
- **84% of B2B marketers** use social media in some form. (Aberdeen Group, 2015)
- **90% of all marketers said that their social media efforts have generated more exposure for their businesses.** Increasing traffic was the second major benefit, with 77% reporting positive results. (Social Media Examiner, "Social Media Marketing Industry Report," 2015)
- Brands uploaded **20,000 videos** to Facebook during May 2015, marking a **27% increase** over the same period in 2014. (Percolate, "Content Marketing Reimagined," 2016)



Sales reps with social media aptitude were

6x

more likely to exceed quota.

(Kitedesk, 2015)

Content Marketing

- 88% of B2B marketers say that they use content marketing – defined as “a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content **to attract and retain a clearly defined audience – and, ultimately, to drive profitable customer action.**” (*Content Marketing Institute, “2016 Benchmarks, Budgets, and Trends—North America”*)
- 48% of CMOs say content that isn’t developed for target audiences derails their lead flow process. (*CMO Council and Netline Corp., 2015*)
- A recent Forrester survey shows that the **top five most-trusted** types of online promotional content were so-called pull content, including **peer reviews, natural search results, and brand websites.** (*Forrester, 2014; may require membership*)
- Slightly more than 85% of buyers in 2014 say they strongly or somewhat agree that they require **content optimized for a mobile device.** (*DemandGen 2015*)
- Fewer B2B marketers have a documented content marketing strategy compared with last year (32% vs. 35%), even though those who document their strategy are more effective. (*Content Marketing Institute, “2016 Benchmarks, Budgets, and Trends—North America”*)
- **66% of B2B marketers use paid search engine marketing**, making it the paid promotion/distribution method used most often. (*Content Marketing Institute, “2016 Benchmarks, Budgets, and Trends—North America”*)
- **42% of B2B marketers publish new content either daily or multiple times per week.** (*Content Marketing Institute, 2015*)
- 84% of B2B content marketers say “**brand awareness**” is their organization’s most important goal. (*Content Marketing Institute, 2015*)
- 76% of financial services believe that content marketing is more effective than other approaches to **rebuild trust.** (*Editions Financial, 2014*)
- Content marketing is **62% less expensive** than traditional marketing, and generates **three times more leads** than traditional marketing per dollar spent. (*Demand Metric, 2013*)
- The average B2B marketer uses **13 different tactics.** (*Content Marketing Institute/MarketingProfs, “2016 B2B Content Marketing Trends—North America”*)



An overwhelming number of buyers

(91%)

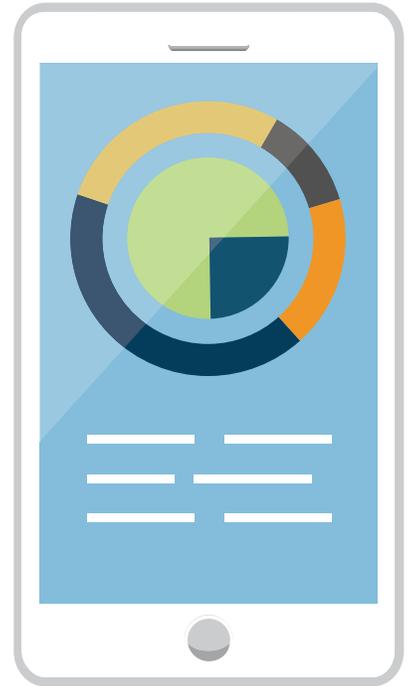
agree or strongly agree that they prefer more interactive/visual content that can be accessed on-demand.

(*DemandGen Survey, 2015*)



Data & Analytics

- 44% of companies that identify as having “high expertise” in analytics measurement **outpaced their industry growth.** *(MarketingSherpa, 2014)*
- 54% of companies say their biggest challenge to data-driven marketing success is the **lack of data quality and completeness.** *(Ascend2, 2014)*
- The ability to **accurately segment and target campaigns** relies on the quality and completeness of marketing data, and is a “very important” factor for 84% of companies. *(Ascend2, 2014)*
- 52% of over-performers say that their organizations **leveraged data and analytics to improve marketing effectiveness** compared to just 35% of under-performers. *(CMO Council, 2014)*
- Organizations are **struggling with data.** The biggest challenges facing the marketing team are data storage (35%), data quality (23%), and making the data actionable (15%). *(“Digital Marketing Insights Report 2014,” commissioned by Teradata and Celebris Technologies)*
- 87% of marketing leaders rely on a **combination of both internal and external resources to plan their marketing technology strategy.** *(Act-On Sales & Marketing Alignment Survey, 2015)*
- **Only 21% of marketers say they are successful at tracking ROI.** *(CMI, “The 2015 Content Marketing Institute Trends Report”)*
- **23% of marketers do not know whether their leads come from inbound marketing or outbound.** *(Demand Metric, “Inbound Marketing Effectiveness Report,” 2016)*
- Top-performing brands are 42% more likely to **regularly analyze buyer data** to gain insight into unique attributes that influence customer behavior. *(Aberdeen Research, “Content as a Customer Experience,” 2016)*
- **81% of top performers tracked metrics** tied to customer retention, expansion, and satisfaction, compared to just 43% of the average companies. *(Gleanster, 2015)*
- Top-performing small businesses are **15X more likely to measure metrics that translate to engagement or sales:** response rates, conversion to sales accepted leads, sales, opt-in list growth, and up-sell revenue. 92% of average small firms’ top metric was the volume of inquiries generated by marketing. *(Gleanster, 2015)*



96%
of companies
stated that
data-driven marketing
is important to
achieving important
objectives.

(Content Marketing Institute, 2015)

Email Marketing

- For 67% of companies, **growing their email list is considered "very important" to the overall success of their marketing program.** Only 4% consider email list growth "not important." (*Ascend2, 2015*)
- Customized landing pages – which send the user directly to the item or offer featured in the email – can **increase conversion rates** by more than 25%. (*McKinsey, 2014*)
- In 2014, email marketing was cited as the **most effective digital marketing channel for customer retention** in the United States. (*eMarketer, 2014*)
- 64% of marketers said that **email is their most important digital marketing tool.** (*MarketingSherpa, 2014*)
- **Personalized emails** improve click-through rates by 14% and conversion rates by 10%. (*Aberdeen Group, 2015*)
- 2.4 million emails are sent per second; 205 billion email messages per day; **74 trillion emails per year.** (*The Radicati Group, Inc., 2016*)
- Marketers consistently ranked **email as the single most effective tactic for awareness, acquisition, conversion, and retention.** (*Gigaom Research, 2014*)
- 72% of **consumers say that email is their favored conduit of communication with companies** they do business with; 61% say they like to receive promotional emails weekly and 28% want them even more frequently. (*MarketingSherpa, 2015*)
- People who buy products marketed through email **spend 138% more** than people that do not receive email offers. (*Convince & Convert, 2016*)
- **A/B tests can improve conversion rates by 49%.** (*Campaign Monitor, 2015*)
- Emails prompt purchases at least **3X the rate of social media.** The average **order value is also 17% higher.** (*McKinsey & Co., 2014*)
- Marketers using marketing automation generate 2X the number of leads than those using blast email software. (*Autopilot, "Marketing Automation Performance Report," 2015*)
- 35% of email recipients **open email based on the subject line** alone. (*Convince & Convert, 2016*)



Email marketing yields an average

3,800%

ROI

for businesses in the United States.

(Direct Marketing Association, 2015)

Lead Management

- 49% of surveyed respondents said “**sales qualified leads generated**” is the most useful metric for measuring lead generation performance. Return on investment was second, with 40%; cost per lead was third, with 37%; sales closing rates were fourth, with 36%. (Ascend2, 2015)
 - When asked what are the most important objectives for an effective lead generation strategy, **70% of surveyed respondents said to improve lead quality**; 58% said to increase sales revenue; 54% said to increase the number of leads; 25% said to improve ROI. (Ascend2, 2015)
 - 68% of companies report struggling with lead generation, **blaming marketing** for not providing enough quality leads. (Lattice, 2013)
 - 40% of marketing, sales, and business professionals admit that a **lack of an effective strategy** is the most challenging obstacle to lead generation success. (Ascend2, 2015)
 - 68% of highly effective and efficient marketers are more likely than all other marketers to **identify lead scoring based on content and engagement** as one of their primary drivers of revenue contribution. (The Lenskold and Pedowitz Groups, 2013)
 - **80% of marketing automation adopters** saw their number of leads increase, and 77% saw the number of conversions increase. (VentureBeat Insight, “Marketing Automation, How to Make the Right Buying Decision,” 2015)
 - In 2014, CMS Wire surveyed companies using **lead scoring** to ask what kind of results they got:
 - **42% named measurable ROI** on their lead generation program as a main benefit
 - **38% named increased conversion rates** of qualified leads to opportunities
 - **31% named increased sales productivity** and effectiveness
 - **27% named shortened sales cycles**
- (CMS Wire, “How Does Lead Scoring REALLY Benefit Businesses?,” 2014)
- Nurtured leads produce, on average, a **20% increase in sales opportunities** versus non-nurtured leads. (DemandGen Report, 2014)
 - **50% of buyers** choose the vendor that responds first. (InsideSales, 2014 Lead Response Report)



Best-in-Class companies are

67%

more likely to use a marketing automation platform.



(Aberdeen Group “State of Marketing Automation 2014: Processes that Produce,” 2014)

Marketing Automation

- Marketers say that the **biggest benefits of automation** are saving time (74%), increased customer engagement (68%), more timely communications (58%), and increased opportunities, including up-selling (58%) (*Adestra, "Marketer vs Machine," 2015*)
- Better together: Among organizations that use both marketing automation and CRM as part of an integrated technology stack, **74% reported aligned sales and marketing teams and 77% met or beat their revenue goals.** (*Ascend2, 2015*)
- 63% of survey respondents indicate that the ability to **set measurable objectives for each of their campaigns is the biggest value driver** of marketing automation. (*Gleanster, 2013*)
- Among B2B marketers, **the #1 benefit of marketing automation is generating more and better leads.** (*Pepper Global, 2013 & 2014*)
- Marketers who implement marketing automation see a **10% increase in their contribution to the sales pipeline** over marketers who don't use automation. (*Forrester Research, 2014*)
- **Two-thirds of companies (65%) say marketing automation is "very important"** to the overall success of their marketing program. Another 33% consider it "somewhat important" and only 2% claim it is "not important" to marketing success. (*Ascend2, 2015*)
- 79% of CMOs indicate **"increasing revenue"** as the most compelling reason for adoption of marketing automation. (*Gleanster, 2013*)
- Businesses that have implemented marketing automation **reduce customer churn by 43%** over businesses that do not automate. (*MathMarketing, 2013*)
- 63% of companies that are **surpassing their competitors** use integrated marketing automation. (*The Lenskold and Pedowitz Groups, 2013*)
- **79% of top-performing companies have been using marketing automation for more than two years.** (*Gleanster, 2013*)
- The most **commonly used marketing automation features** are email marketing (89%), lead nurturing (84%), integrations with other software (CRM, mobile, social media, etc.) for centralizing customer intelligence (80%) and cross-channel campaign management (82%). (*Regalix, 2014*)



78%

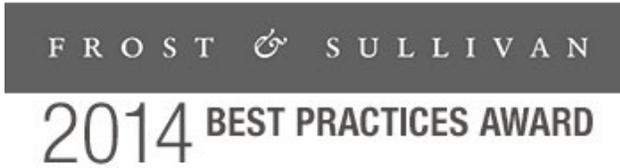
of successful marketers cite **marketing automation** as being **most responsible** for improving **revenue** contribution.



(*The Lenskold and Pedowitz Groups, 2013*)



Acclaim for Act-On



Forbes 2013
AMERICA'S MOST
PROMISING COMPANIES

Deloitte.
Technology Fast500

LEADER in Forrester Research, Inc. report, The
FORRESTER WAVE
Lead-To-Revenue Management Platform Vendors, Q1 2014

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About Act-On Software

Act-On Software is a marketing automation company delivering innovation that empowers marketers to do the best work of their careers. Act-On is the only integrated workspace to address the needs of the customer experience, from brand awareness and demand generation, to retention and loyalty. With Act-On, marketers can drive better business outcomes and see higher customer lifetime value. The Act-On platform provides marketers with power they can actually use, without the need for a dedicated IT resource.

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