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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)
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.**

- **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%).**

- 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.

- 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.

- 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)


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 Celebrus 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)
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)
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)
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)
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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