FAST FACTS
Latest Sales & Marketing Stats
FAST FACTS

MARKETING AUTOMATION

• Businesses that use marketing automation to nurture prospects experience a **451% increase in qualified leads.** In turn, nurtured leads make **47% larger purchases** than non-nurtured leads. (The Annuitas Group, Nov 2012)

• Companies that adopt marketing automation see **53% higher conversion rates** (from initial touch to MQL) and **3.1% higher annual revenue rates** than do non-adopters. (Aberdeen Group, Jul 2012)

• Businesses that have implemented marketing automation **reduce customer churn by 43%** over businesses that do not automate. (MathMarketing, Nov 2013)

• According to Bain & Company, a **5% increase in customer retention** can generate a **75% increase in profitability.** Additionally, it costs **6 times more** to get a new customer than to keep an existing one. (Forrester Research, Oct 2013)

• Among B2B marketers, the **#1 benefit** of marketing automation is **generating more and better leads.** Additionally, **75% of companies** using marketing automation successfully **implement** their platform in **less than 6 months.** (Pepper Global, Sep 2013 & Jan 2014)

• **79%** of top-performing companies have been using marketing automation for more than two years, with **79% of CMOs** indicating “increasing revenue” as the most compelling reason for adoption, followed by “higher quality leads” at 76%. (Gleanster, Aug 2013)

• **63%** of companies that are surpassing their competitors use **integrated marketing automation.** (The Lenskold and Pedowitz Groups, Nov 2013)

• Marketing automation drives a **14.5% increase** in sales productivity and a **12.2% decrease** in marketing overhead. (Nucleus Research, Apr 2012)

• Companies that invest in marketing automation solutions see **70% faster sales cycle** times and **54% improvement in quota** achievement. (Bulldog Solutions, Mar 2012)

• Marketers who implement marketing automation see a **10% increase their contribution to the sales pipeline** over marketers who don’t use automation. (Forrester Research, Jan 2014)

• Companies that deploy marketing automation see:
  - **107%** better lead conversion rates
  - **40%** greater average deal sizes
  - **20%** higher team attainment of quota
  - **17%** better forecast accuracy (Aberdeen Group, Jun 2012)

78% of successful marketers cite **marketing automation** as being most responsible for **improving revenue contribution.**

(The Lenskold and Pedowitz Groups, Nov 2013)

AFTER IMPLEMENTING ACT-ON, OUR CUSTOMERS HAVE ...

• **Increased revenue by 300%.**
  - To the Point Marketing

• **Increased qualified leads by 192%.**
  - NuGrowth Solutions

• **Decreased cost-per-lead by 68%.**
  - RME360

• **Increased lead-to-opportunity conversion by 29%.**
  - LEGO® Education

• **Achieved 20% lift in email deliverability.**
  - High-Impact-Prospecting

• **Increased web traffic by 400%.**
  - circle S Studio

• **Seen 50% growth within one year.**
  - Terry Forsey Consulting

• **Achieved a 500% ROI.**
  - CobbleStay
LEAD MANAGEMENT

- **58%** of top-performing companies use **lead management automation**, compared to **41%** of average and low-performing companies.
  (Forrester Research, Dec 2013)

- **74%** of top-performing companies use **automated lead nurturing**, which is cited by marketers as the **#1 most important feature** of a marketing automation solution. (Gleanster, Mar 2013 | Pepper Global, Jan 2014)

- On average, prospects receive **10 marketing touches** from the time they enter the top of the funnel until they’re a closed/won customer. (Aberdeen Group, Jul 2012)

- An IDC study found that over **50% of leads** in the average B2B contact database are obsolete, underscoring a MarketingSherpa report that **lead data goes bad** at a rate of **2.1% per month**, and a DemandGen report that lead data decays at a rate of **25%–30% per year**. (IDC, Aug 2012 | MarketingSherpa, Sep 2012 | DemandGen, May 2013)

- MarketingSherpa found that **79%** of B2B marketers have not established lead scoring and **65% have not** established lead nurturing, an unfortunate scenario in light of a Forrester study that found companies actively using lead nurturing and lead scoring generate **50% more sales-ready leads** at **33% lower cost per lead**. (MarketingSherpa, Sep 2012 | Forrester Research, Aug 2012)

- **Over 2/3** of successful marketers say **lead scoring** based on content and engagement **significantly improves revenue contribution**. (The Lenskold and Pedowitz Groups, Nov 2013)

- **67%** of B2B marketers using lead nurturing see at least a **10% increase in sales opportunities** throughout the funnel; **15% see opportunities increase by 30% or more**. (DemandGen, Oct 2014)

---

80% of B2B buyers conduct their own research online before ever engaging with a seller.
(SiriusDecisions, Jun 2012)

---

ACT-ON HELPS CUSTOMERS NURTURE LEADS AND GET THEM SALES-READY, INCLUDING ...

- Seeing a **49% increase** in monthly lead flow and a **68% decrease** in cost-per-lead, all without having to add staff.
  - RME360

- Delivering an average of **25% more sales-ready leads**.
  - ON24

- Increasing revenue by **20%** using lead scoring through the funnel.
  - Greater Philadelphia Chamber of Commerce

---

EXISTING CUSTOMERS YIELD BIG DIVIDENDS.
More than half of marketers say that mindful, continued communication and nurturing of their **existing customers contributes substantially to revenue growth**. (DemandGen, Oct 2014)

---

AT ANY GIVEN TIME ...
B2B marketers are targeting **4 different audiences** and juggling **13 separate lead-generation initiatives**.
(CMI & MarketingProfs, Sep 2014)
Email is ranked the #1 preferred communication channel by consumers. (The Economist Intelligence Unit, Mar 2013)

- 85% of marketers cite email as the most effective lead-generation tactic. In fact, email has been found to be nearly 40 times more effective for customer acquisition than Facebook and Twitter combined. (B2B Technology Marketing Community, Sept 2013 | McKinsey & Company, Jan 2014)

- Among B2B marketers who reported exceeding their annual revenue goals, email marketing was cited as the #1 most effective tactic for B2B lead nurturing. (Forrester Research, Nov 2013)

- Personalized promotional emails have a 29% higher open rate, a 51% higher click rate, and generate 6X more revenue per email than non-personalized emails. (Experian, Dec 2013)

- Triggered emails average 400% higher open rates and 150% higher clickthrough rates than “business as usual” email messages. (ExpertSender, Oct 2013)

- Segmentation, personalization, and the inclusion of custom fields in email copy drive 360% higher conversion than a generic email message with merely a personalized salutation. (Gleanster, Nov 2012)

- Email conversion rates to purchase are at least 3X as high as social media conversion rates, and the average order value is 17% higher. (@Marketer, Feb 2013)

The Benefits of Segmentation

- 96% of marketers rank segmentation as the most valuable method for improving conversion rates, yet a whopping 85% of marketers are not using automated segment discovery tools to identify their high-value customers. (Econsultancy, Jun 2012)

- Over half of marketers say continued communication and nurturing of their existing customer segments results in moderate to significant revenue impact. (DemandGen, Oct 2014)

- Marketers who segment their lists and employ quality targeting can improve conversion by 355% and increase revenues by 781%. (Jupiter Research, Feb 2011)
BLOGS & SOCIAL MEDIA

• Among B2B marketers, LinkedIn is the most popular social media platform: 94% use it to distribute content and 63% say it’s the most effective social platform for response and conversion. (CMI & MarketingProfs, Sep 2014)

• B2B companies that maintain blogs generate, on average, 67% more leads per month than non-blogging firms. (Top Rank Marketing, Jan 2013)

• 72.6% of sales people using social media outperformed sales people who do not use social media. (A Sales Guy Consulting, Jan 2013)

• Fully 100% of business decision-makers use social media for work purposes, with 85% stating they visit social communities when researching new products and technologies. (Forrester Research, Jul 2013)

• 70% of leading companies identify “improving the brand image through social media” as their most important strategic initiative. (Aberdeen Group, Aug 2013)

• 74% of consumers rely on social networks to guide purchase decisions. (Sprout Social, Sep 2013)

• Companies that invest a weekly minimum of 6 hours on social media marketing see: Increased lead generation (64%) Increased search rankings (60%) Increased website traffic (78%) (Social Media Examiner, May 2013)

DATA & ANALYTICS

• 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, Mar 2012)

• Companies with the best quality data drive 70% more revenue through marketing programs than those with simply average data quality. (SiriusDecisions, Aug 2012)

• Only 38% of marketers have a single view of customer interactions across their growing portfolio of digital channels, touchpoints, and interaction histories. It’s precisely what marketing automation can help them do. (Forrester Research, Dec 2013)

WHEN COMPARED TO MARKETERS THAT DO NOT USE AUTOMATION, MARKETERS THAT USE INTEGRATED MARKETING AUTOMATION AND ROI METRICS ARE:

• 23% more likely than other marketers to measure sales conversion.

• 63% more likely to measure the ROI of content marketing.

• 65% more likely to measure incremental revenue.

• 84% more likely to report an increase in total revenue marketing contribution. (The Lenskold and Pedowitz Groups, Nov 2013)