



# ESSENTIAL STATS THAT EVERY SAVVY MARKETER SHOULD MEASURE IN 2017

---

Explore the pivotal benchmarks and statistics to help you reach your marketing goals

Key findings:

01

What are the key marketing benchmarks and statistics to inspire performance

02

How leveraging marketing automation technology can boost conversation rates

03

How marketing and sales alignment can increase revenue

bpm'online

## STAYING AHEAD: RAMP UP LEAD GENERATION BY IDENTIFYING CUSTOMERS' NEEDS BEFORE THEY ARE DEFINED

### CONTENT BY LEAD MATURITY STAGE

Early Stage Awareness	Free access content Whitepapers Research papers Curated content Infographics Webinars
Middle stage Consideration	Gated content RFP templates Calculators Guides Analyst reports
Late stage Evaluation	Free access content Product demos Success stories Video testimonials

For the past decade, digital channels and tools have been developing at rocket speed. Every industry has been affected and it would not be an exaggeration to say that the customer now rules and speed is the new currency of business. With an ever growing number of responsibilities and tactics to test, marketers must keep a tight focus on the metrics that affect both – revenue and customer satisfaction.

### BENCHMARKING STATISTICS



Prospective buyers face at least 10 marketing interactions with a company from the time they enter the top of the funnel until they're converted to a customer.

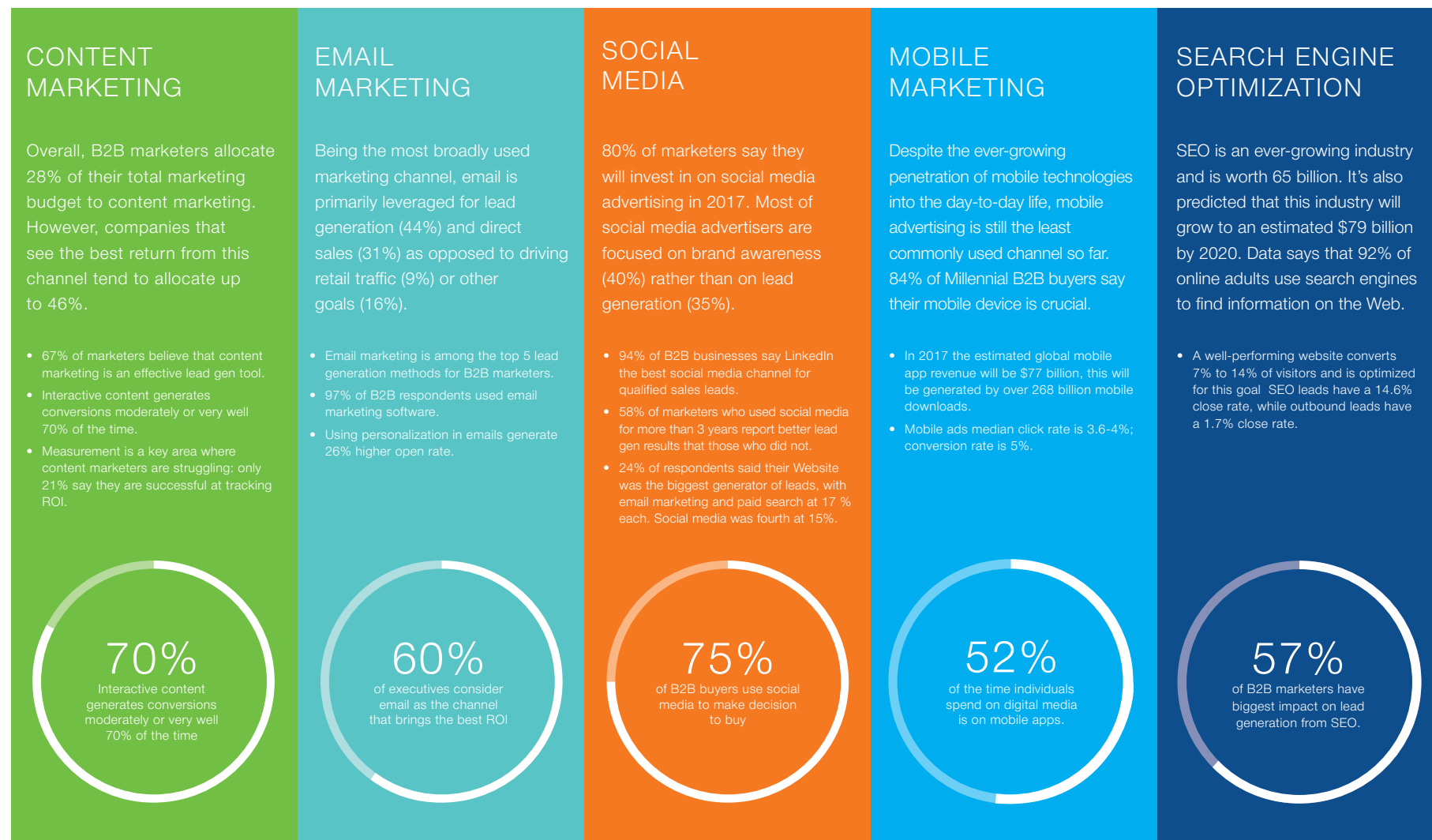
By 2020, B2B customers will manage 85% of their relationship without talking to a human.

### Tip:

According to industry experts, buyers can be from 2/3 to 90% in their buying journey before they contact the vendor. Businesses that can collect, mix and analyze real-time customer data to discover patterns and predict customer needs before they are aware of them themselves are going to stay ahead of the competition beating it big time. That's why savvy marketing leaders are investing into technologies that help them discover the slightest traces of needs anticipation.

## BUSINESS VALUE BEHIND LEAD GENERATION TOOLS AND CHANNELS

With an ever-growing competition, companies nowadays are trying to find more creative ways to get in front of the customer. While lead generation budgets are growing, it is important to measure your Customer Acquisition Cost (CAC) per channel. Knowing the CAC for each of your marketing channels helps you to allocate your marketing budget into lower CAC channels and achieve greater ROI.



## LEAD NURTURING IS THE KEY TO A HEALTHY PIPELINE

### Actionable Insights

To review your lead nurturing strategy evaluate:

- The number of MQLs nurtured to SQL status.
- The number of SQLs moved to opportunities.
- Attributed revenue

Essential Lead Nurturing Metrics to Track:

- Click-Through Rates
- Conversion Rates
- Time-to-Customer Conversion

Watch for signs of progress through the buying cycle. When you nurture leads, you can watch their Digital Body Language (DBL) to see where they are in their buying process. As they progress through the process, they'll reach a point at which your lead scoring system tells you they're ready to be handed off to sales.

Lead nurturing focuses on educating qualified sales leads who are not yet ready to buy. Anticipate the needs of the buyer based on who and where they are in the buying process. Keep prospects engaged by providing the most relevant content for their situation. The key to successful lead nurturing is to deliver content that's valuable enough to keep your audience engaged. Lead nurturing software allows you to track qualified sales leads and automate content delivery through various marketing channels.

### BENCHMARKING STATISTICS



Companies that excel at lead nurturing generate 50% more sales-ready leads at 33% less cost.

### HOT TREND:

We've seen video blogging become more prominent in the B2B space, and now with applications such as Twitter-owned Periscope or Meerkat, marketers are adding these live-streaming podcasts to their portfolio of lead nurturing tools.

### Tip:

Maintain permission to stay in contact with the prospect. This is by far the most important goal of lead nurturing, because without it, you can't achieve the other goals. If a prospect loses interest in your messages, they'll disengage by unsubscribing, marking your messages as spam, or emotionally unsubscribing – reflexively ignoring or deleting your messages.

## LEVERAGE MARKETING AUTOMATION AS A STRATEGIC INITIATIVE

According to a recent Aberdeen Group's research study, "companies using marketing automation receive 53 percent higher conversion rates than non-users and an annualized revenue growth rate 3.1 percent higher than non-users." In addition, CRM system is believed by 84% of companies to be beneficial in determining the quality of leads. Businesses notice the value of this technology and are taking advantage of its benefits to deliver successful campaigns.

### A MUST-HAVE FOR TOP PERFORMERS

49%

of companies are currently using marketing automation (MA) tools.

79%

of top-performing companies have been using marketing automation for more than 2 years.

### MULTIPURPOSE TOOLS

26%

of marketers make extensive use of marketing software to manage lead generation.

77%

of companies are handling their email campaigns in-house, using a marketing automation platform.

76%

of companies believe that marketing automation helps to increase customer engagement.

### GREAT COST TO VALUE

91%

of the most successful users agree that marketing automation is "very important".

80%

of marketing automation users reported generating more leads.

77%

of marketing automation users are seeing an increased number of conversions.

### PLANS FOR EXTENSION

8%

Global marketing automation software market will grow steadily during the next four years and post a CAGR of more than 8% by 2021.

63%

of companies successful in Marketing Automation plan to increase their marketing automation budget.

### Tip:

Select a marketing automation tool that has a comprehensive set of capabilities to meet your current needs and support your business growth. Make sure MA tools are easy to integrate with your sales force automation and service management system to enable better alignment and higher ROI.

## SECRET WEAPON: ALIGNING MARKETING WITH SALES AND OTHER KEY BUSINESS DEPARTMENTS

### Actionable Insights

To better adapt the alignment process companies have to take on these steps:

Ensure marketing and sales came to a common definition of key terms

- Lead
- MQL
- SQL

Set common goals

- Sales funnel alignment
- Aligned compensation
- Joint activities

Establish clear organizational structure and automate internal processes for all customer-facing functions.

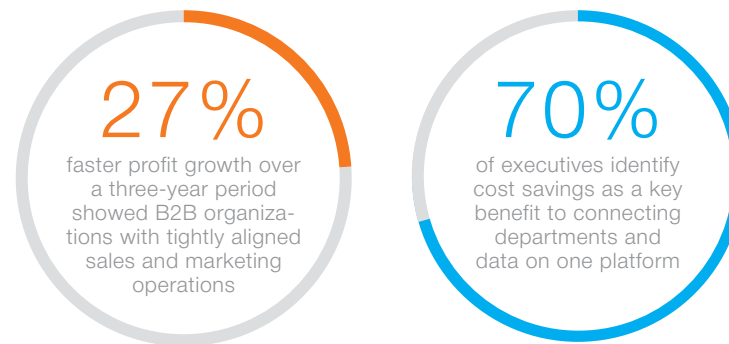
Alignment between marketing, sales and other key business units will result in continual communication and feedback between the departments, which ultimately leads to significant financial benefits for the company. Aligned teams streamline the sales process from lead generation to conversion to further account maintenance, allowing the company to increase revenue at a greater pace.

### BENCHMARKING STATISTICS

Organizations with tightly-aligned sales and marketing have 36% higher customer retention rates and achieve 38% higher sales win rates.

Aligned organizations achieved an average of 32% annual revenue growth while less aligned companies reported an average 7% decline in revenue.

By the end of 2020, the B2B marketing and sales departments will become one and the same team.



### Tip:

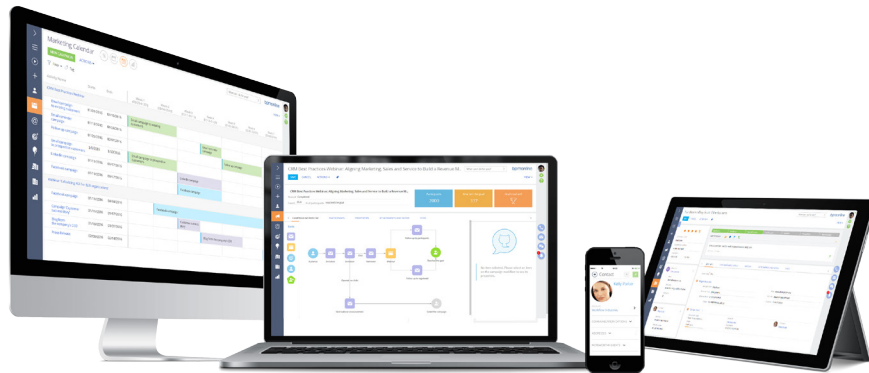
In order to keep up with the changing business environment, consider using a CRM solution that streamlines marketing, sales and service on the same platform. A unified business environment will help you to align key business operations while overseeing a complete customer journey.

# Conclusion

The digital space is moving at a very fast pace and if your company is not ready to implement data-driven strategies, you will be left behind. Applying creative lead generation and nurturing techniques will help businesses to stay on top of the game. Adding a sophisticated marketing automation solution backed by a powerful business process management engine that supports all key business operations ensures that the strategy and the tactics developed by savvy marketers are well supported to reach the highest possible ROI and revenue goals.

Source: bpm'online index, supported by third-party research

# INTELLIGENT MULTICHANNEL MARKETING MANAGEMENT SOFTWARE POWERED BY OUT-OF-THE-BOX BEST PRACTICE PROCESSES TO DELIVER DEMAND GENERATION EXCELLENCE



Employ bpm'online's intelligent marketing automation software that helps to gain demand generation excellence through identifying customers' needs and nurturing their interests until they are converted into opportunities.

Try it free

## ABOUT BPM'ONLINE

Bpm'online is a global provider of process-driven CRM for marketing, sales and service. The beauty and the core value of bpm'online products is the agility to change processes faster than ever and align service, sales and marketing on a single platform. Users love bpm'online's engaging interface with a social look and feel, free from redundant information to keep them focused on what's relevant. Today, the company serves thousands of customers worldwide.

US: +1 617 765 7997  
Australia: +61 261 452 888

UK: +44 20 3384 0040  
Singapore: +65 9060 0275

[www.bpmonline.com](http://www.bpmonline.com)  
[info@bpmonline.com](mailto:info@bpmonline.com)

© 2017 bpm'online. All rights reserved.