

# MARKETING AUTOMATION TRENDS

## Survey Summary Report



Monthly Research Series Conducted in Partnership with Leading Marketing Solution Providers

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## Survey Summary Report

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# MARKETING AUTOMATION TRENDS

Marketing Automation systems manage processes and data across channels to streamline complex marketing programs.

## How are companies using this technology to achieve success?

To find out, Ascend2 and our Research Partners fielded the Marketing Automation Trends Survey and completed interviews with 239 marketing influencers during the week of February 1, 2016. We thank them for sharing their valuable insights.

The charts in this edition of the study titled Marketing Automation Trends Survey Summary Report represent the average of all market segments responding to the survey. Specific market segments from the survey are reported on separately and exclusively by our Research Partners.

This research has been produced for your use. Put it to work in your own marketing strategy. Clip the charts and write about them in your blog or post them on social media. Please share this research credited as published.

## Methodology

Ascend2 benchmarks the performance of popular digital marketing practices using a standardized questionnaire and proprietary 3-Minute Survey format.

This survey was conducted online from a panel of more than 50,000 professionals representing the following company sizes, roles and channels:

### Number of Employees

More than 500	28%
50 to 500	25%
Fewer than 50	47%

### Role in the Company

Owner / Partner / CXO	42%
VP / Director / Manager	47%
Non-Management	11%

### Primary Marketing Channel

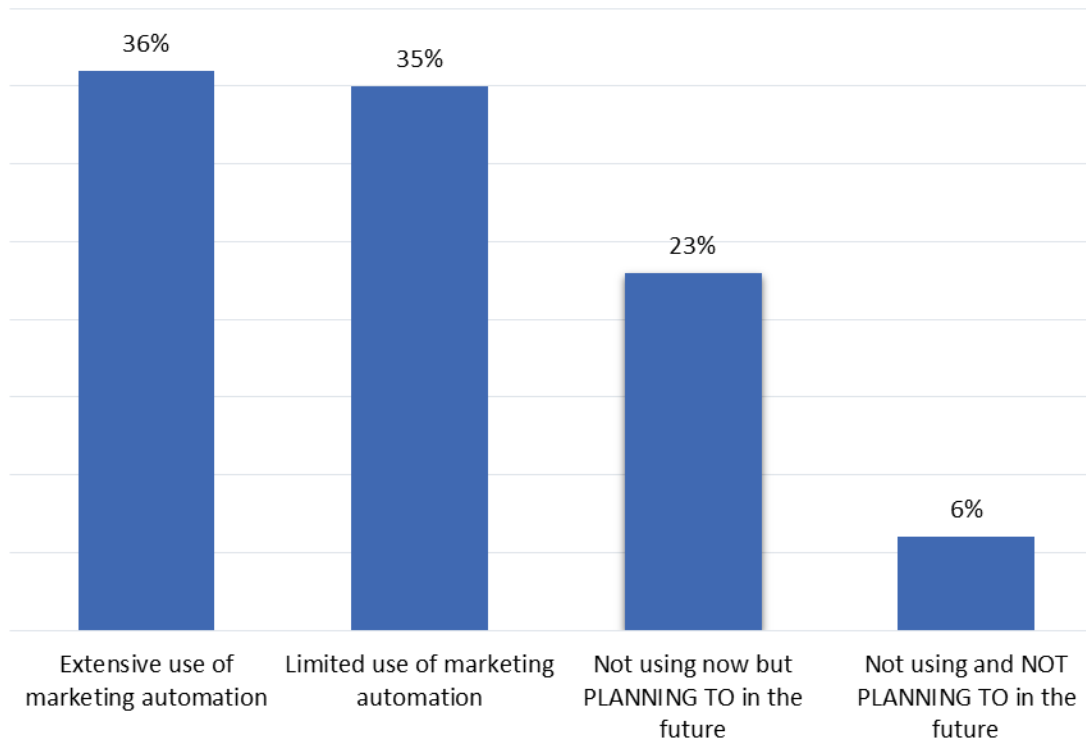
B2B	71%
B2C	13%
B2B and B2C Equally	16%

# USING MARKETING AUTOMATION

71% of companies surveyed currently use marketing automation to some extent. Another 23% are not using it now but are planning to in the foreseeable future.

*Of respondents who replied "Extensive use of marketing automation" 91% also answered "Very important" when asked how important it is to marketing performance.*

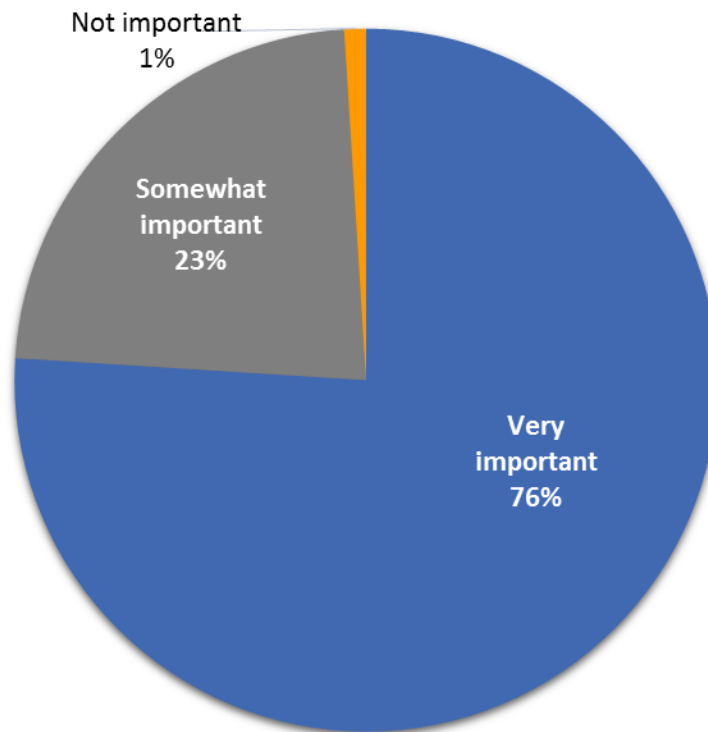
To what extent does your company currently USE MARKETING AUTOMATION?



# MARKETING AUTOMATION IMPORTANCE

Expectations for marketing automation are very high with more than three quarters of companies (76%) saying it is “Very important” to the overall marketing performance.

What is the IMPORTANCE OF MARKETING AUTOMATION to the overall performance of marketing?



# MOST IMPORTANT STRATEGIC GOALS

Increasing lead generation and improving lead nurturing are the top priorities for 61% and 57% of marketers respectively. The next most important goal is increasing sales revenue.

*Of respondents who said "Improve lead nurturing" 82% also said "Very important" when asked how important marketing automation is to marketing performance.*

What are the MOST IMPORTANT GOALS of a marketing automation strategy?

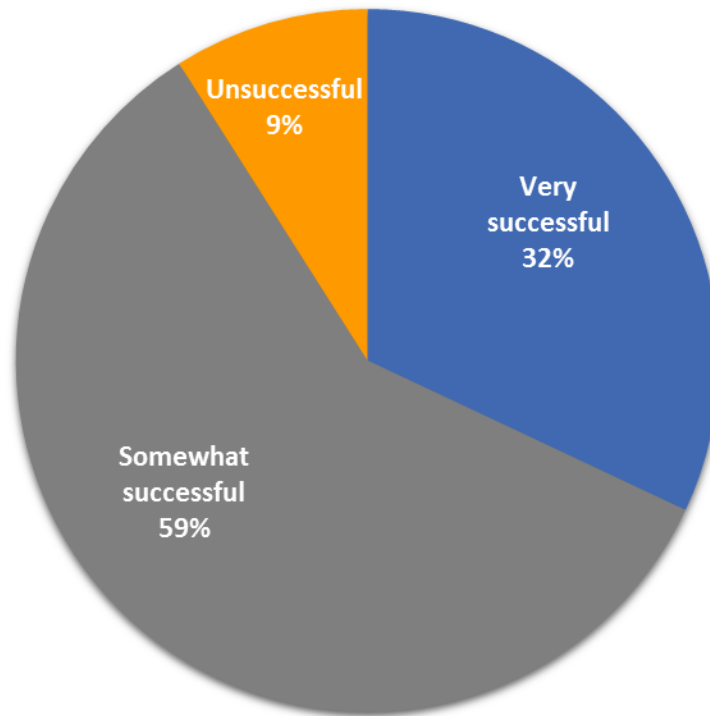


# SUCCESS ACHIEVING GOALS

Nearly one third of companies surveyed (32%) rated marketing automation “Very successful” at achieving important goals like increasing lead generation and improving lead nurturing.

*Of respondents who replied “Very successful” 94% also answered “Very important” when asked how important marketing automation is to marketing performance.*

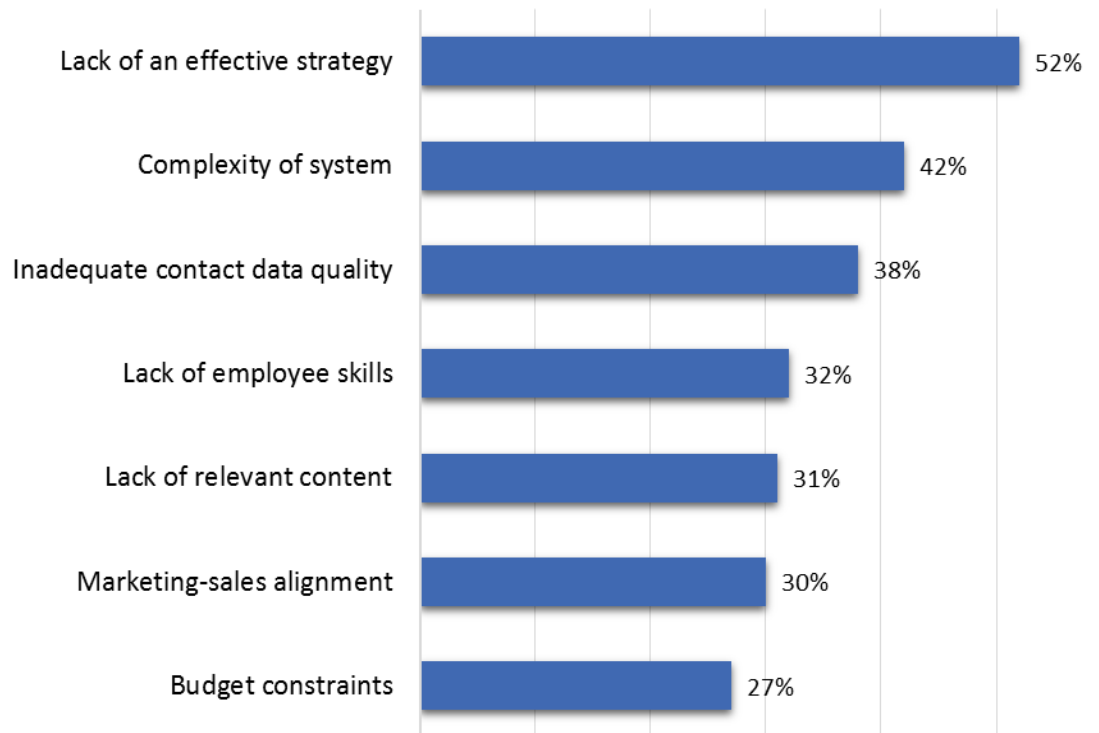
How SUCCESSFUL is marketing automation at achieving important goals?



# MOST SIGNIFICANT SUCCESS BARRIERS

There are many barriers to marketing automation success but the most significant one is the lack of an effective strategy.

What are the MOST SIGNIFICANT BARRIERS to marketing automation success?



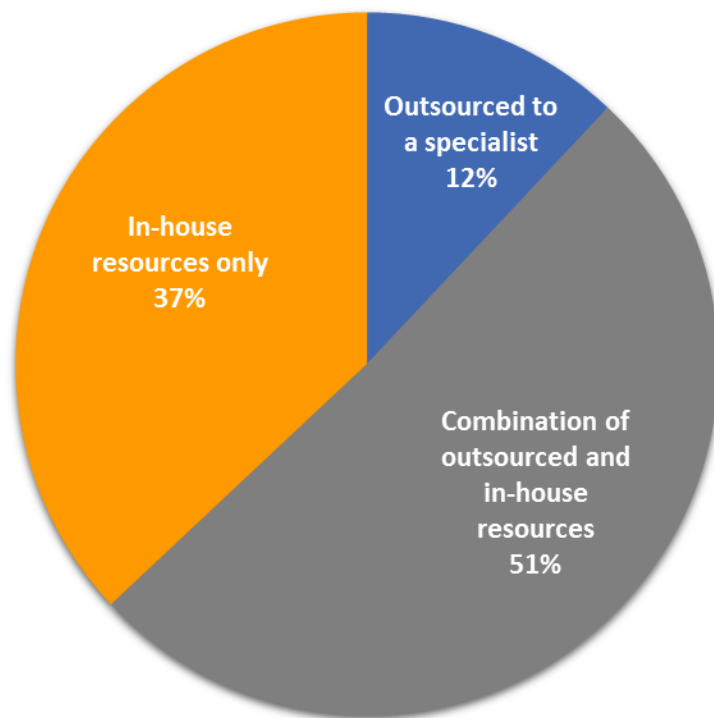


# STRATEGY PLANNING RESOURCES USED

Overcoming the lack of an effective strategy requires expertise not always available in-house. That's why 63% of companies outsource all or part of marketing automation strategy planning.

*Of respondents who answered "Outsourced to a specialist" 47% also replied "6 to 9 months" when asked for a reasonable timeframe to realize system benefits.*

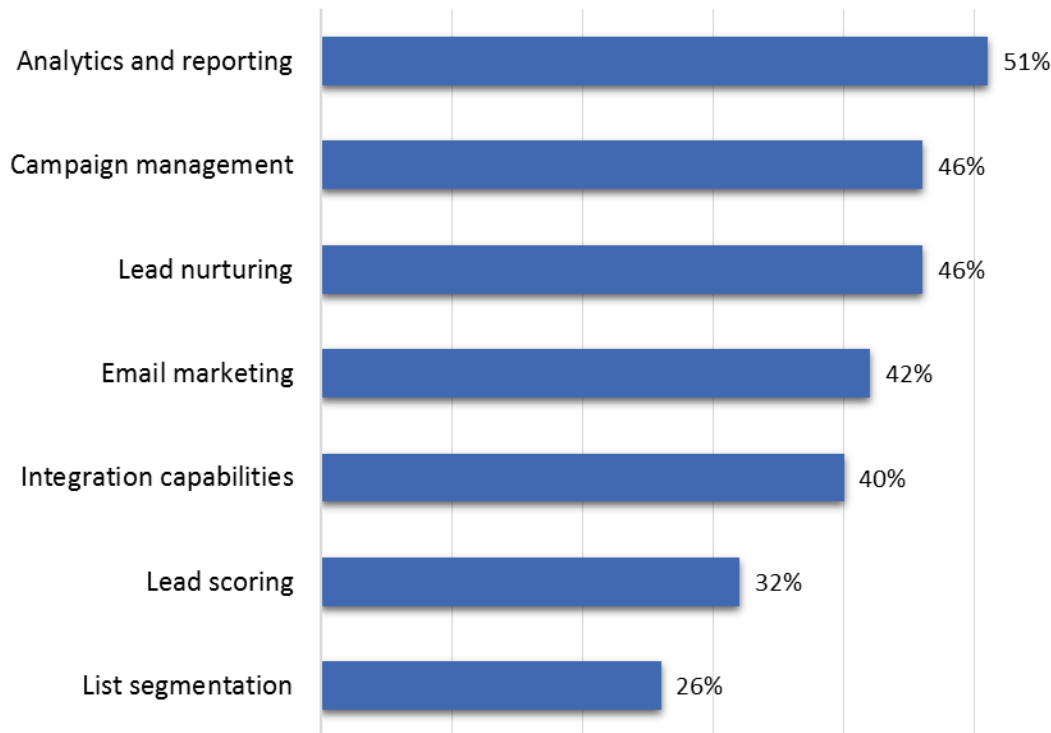
Which best describes the RESOURCES USED for planning a marketing automation strategy?



# MOST USEFUL SYSTEM FEATURES

Accountability is top of mind for marketers, and the reason “Analytics and reporting” is the most useful feature of a marketing automation system for 51% of companies surveyed.

What are MOST USEFUL FEATURES of a marketing automation system?

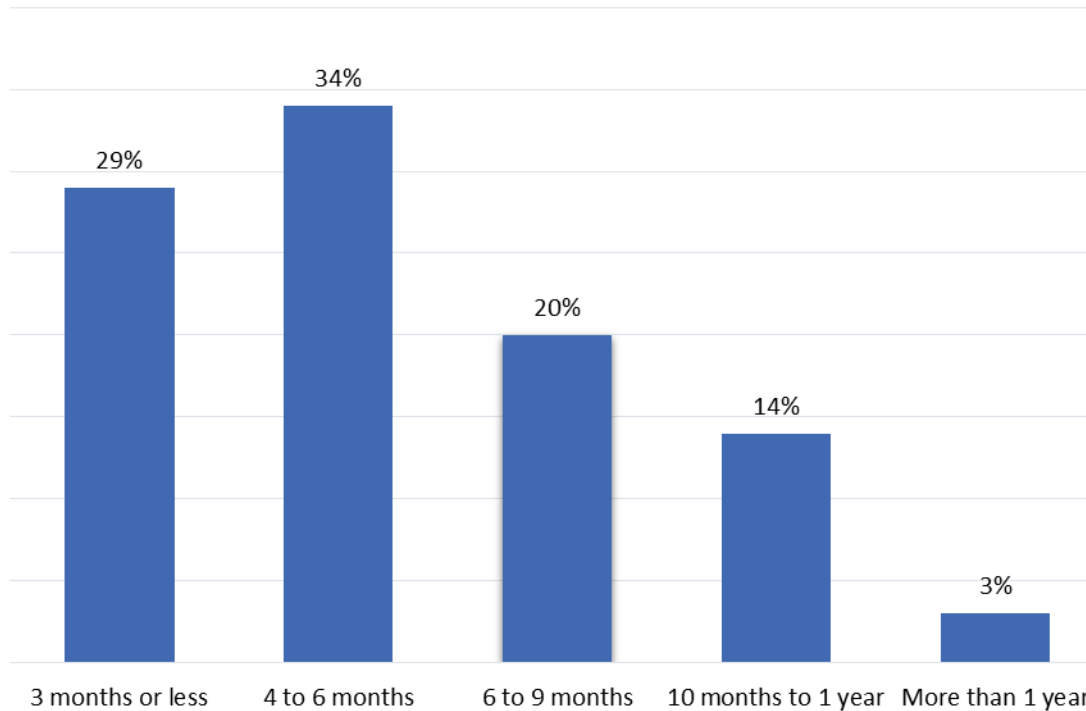


# BENEFITS REALIZATION TIMEFRAME

Nearly two thirds of companies surveyed (63%) expect to realize the benefits of their marketing automation system within six months of implementation.

*Of respondents who answered "4 to 6 months" 60% also they used a "Combination of outsourced and in-house resources" for planning a marketing automation strategy.*

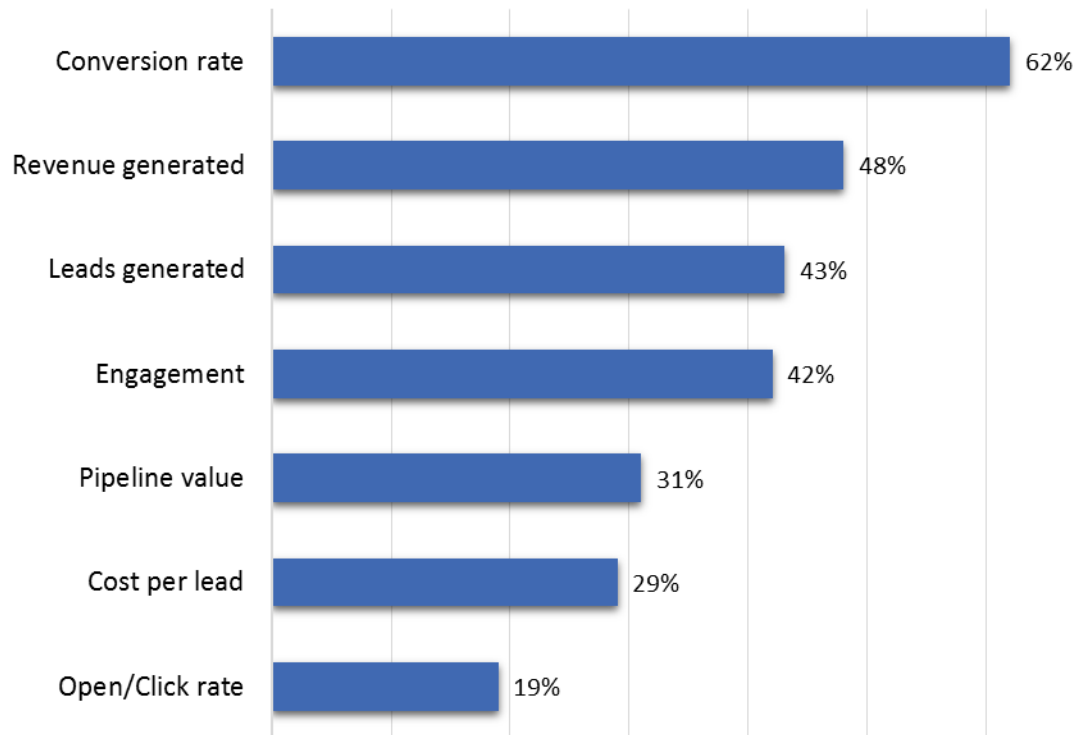
What is a reasonable timeframe from SYSTEM IMPLEMENTATION to BENEFITS REALIZATION?



# MOST USEFUL METRICS

Whether a marketer defines a conversion as visitor-to-lead or lead-to-customer, identifying the rate of conversion is the most useful metric for 62% of companies.

What are the MOST USEFUL METRICS for measuring marketing automation performance?



# RESEARCH-BASED DEMAND GENERATION

Research Partner Programs rapidly deliver research-based content and a guaranteed number of leads in two simple steps:

1. Choose a marketing topic of interest to your target market.
2. Choose an exclusive data segment for each marketing topic.
  - Successful Strategy Benchmarks
  - Leadership Benchmarks
  - B2B Benchmarks
  - B2C Benchmarks
  - Enterprise Benchmarks
  - SMB Benchmarks
  - Agency Benchmarks
  - Other Survey-Specific Benchmarks (when applicable)

*A Few of the Leading Marketing Solution Providers that Partner with Ascend2.*



According to a CMO Council study, research is the most influential type of content marketers use. Research-Based Demand Generation is a process we developed to generate leads with research content of interest to your target customers, and nurture those leads in the name of your brand to sales-ready status.

As a marketing software or data company, or digital marketing agency, your prospective customers are marketing decision-makers with an interest in the facts about improving marketing performance; and facts are what our research provides.

Our unique process enables us to provide the quick-win turnkey programs and longer term demand generation needed to achieve your goals.

# ABOUT ASCEND2

Marketing software and data companies, and digital marketing agencies, partner with Ascend2 to reliably generate demand and supplement marketing content. Our Research Partner Programs are transparent – focusing entirely on your brand and the interests of your market.

Learn more at [Ascend2.com](https://Ascend2.com)

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