



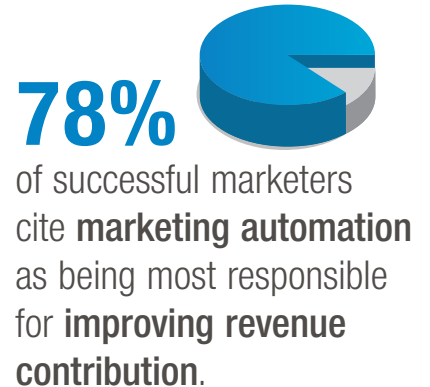
FAST FACTS

Latest Sales & Marketing Stats



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)



(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

- 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**. (eMarketer, Feb 2013)

THE BENEFITS OF SEGMENTATION

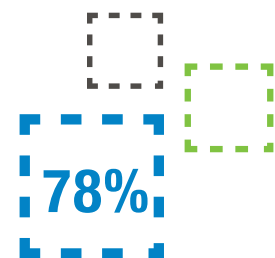
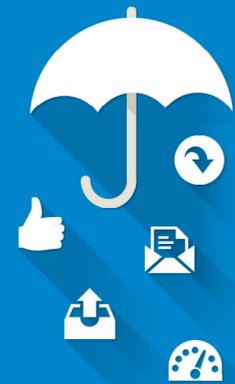
- **96%** of marketers rank segmentation as the **most valuable method** for improving conversion rates, yet a **whopping 85%** of marketers **are not using** automated segment discovery tools to identify their high-value customers. (Econsultancy, Jun 2012)
- **Over half** of marketers say continued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

EVERY DAY ...

- **22%** of commercial emails **do not make it** to the inbox.
- **97.4 billion** spam emails are sent.
- **973 million** malware emails are sent.

(ReturnPath, Jun 2013 | Commtouch, Apr 2013)

Act-On Delivery Insight services can help get your messages through.



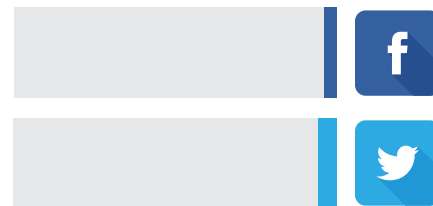
of top-performing marketers cite “**segmentation**” as the #1 marketing automation capability they can’t live without. (Gleanster, Nov 2012)

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)



Brands receive
**39 messages for every
1000 Facebook fans,
and 60 messages for every
1000 Twitter followers.**

(Sprout Social, Sep 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)

Act-On is the leading provider of marketing automation for small and mid-size businesses.

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