



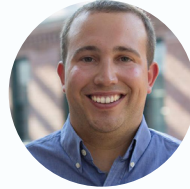
DEMAND GENERATION MARKETING SURVEY

2017 REPORT



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Welcome to the Demand Generation Benchmarks 2017 Report.

Here at HubSpot, we understand the thirst for guidance in planning your marketing strategy. What tactics should you be investing in this year? How are your current efforts performing compared to like companies that are your size and in your industry?

This year's report will give you the data you need to benchmark your activities against our 350+ surveyed companies while also giving you insight to plan your future marketing strategies.

We hope the data on the following pages will help you chart your next steps in the digital marketing landscape as you attempt to accelerate growth for your team and organization.

Best,

Kipp Bodnar,
CMO, HubSpot

Key Takeaways

Key Numbers:

- The average cost per lead is just under \$200.
- Email campaigns achieve on average a 17% open rate and 4% click-through rate.
- Organizations on average are generating over 470,000 website visitors, 1,800 leads and 300 new customers per month.
- Organizations with revenues under \$500 million have a mean cost per lead of roughly \$180; companies with revenues above \$500 million spend more than double that, at roughly \$430 per lead.

Key Takeaways:

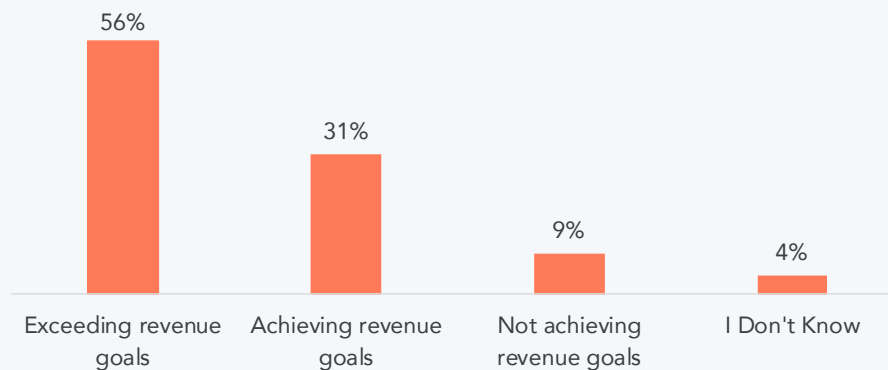
- **Growth Plateaus for larger companies** - Smaller organizations are more likely to be exceeding their revenue expectations, while larger organizations seemed more likely to achieve, but not exceed, their revenue goals. While plateaued growth isn't rare for enterprise companies, that does not mean it has to be the gold standard for those willing to re-evaluate their sales and marketing strategies.
- **Cost per lead is higher for larger companies** – The largest organizations (1,001 + employees) are able to generate greater web traffic, more leads and more customers per month, but also pay a significantly higher price per lead. We suspect much of this is because larger organization are also using more outbound tactics than those paying less for leads.
- **Leads are crucial for revenue attainment** - Organizations that fail to meet their revenue goals tend to generate fewer leads and sales opportunities in spite of having similar website traffic to more successful organizations. Open rate and click-through rate for email campaigns are also significantly lower for organizations not meeting revenue goals.
- **Content yields success** - Organizations exceeding their revenue goals are more likely to use content creation, online advertising and branding/public relations marketing tactics, with content creation leading the pack by a substantial lead.

Overall Results

In this section we will look at an un-cut view of the data to discuss overall results and trends. For results broken down by industry, revenue, or achieved review, continue reading.

Achieving Revenue Goals

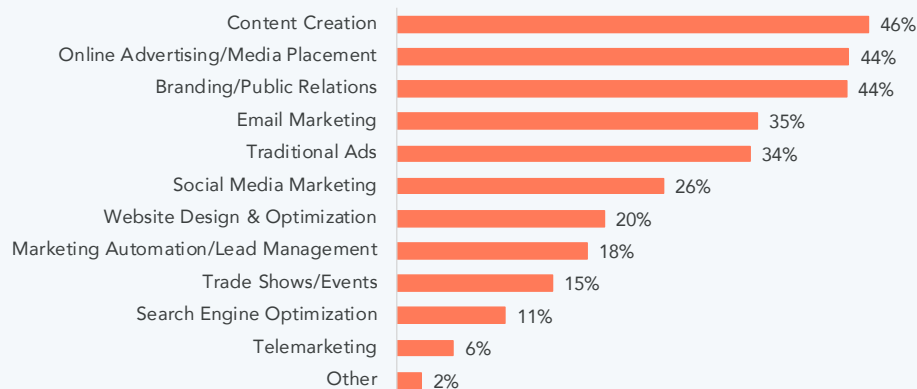
We were pleased to find that half of those surveyed say that their organization is exceeding revenue goals, while only one in ten organizations are failing to achieve their revenue goals. 31% of respondents were achieving, but not exceeding their revenue goals. For this segment of businesses, accelerating growth may take some shifts in their demand generation strategy.



Q7. To what extent is your company currently achieving revenue goals?

Marketing Tactics

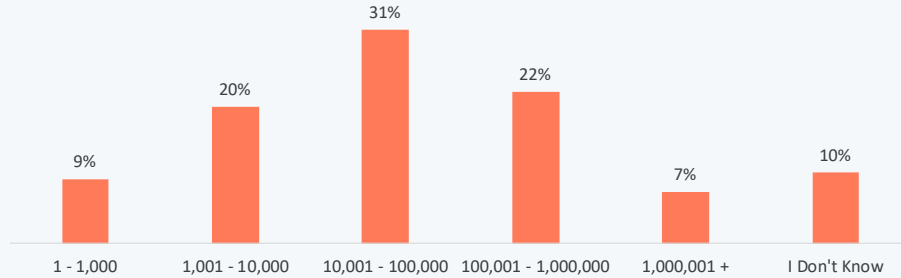
A significant amount of money is still being spent on outbound tactics like online advertising and traditional ads. However, content creation received the greatest share of marketing budgets across respondents.



Q8. Of the following marketing tactics, which three currently receive the most marketing budget allocation?

Website Visitors Per Month

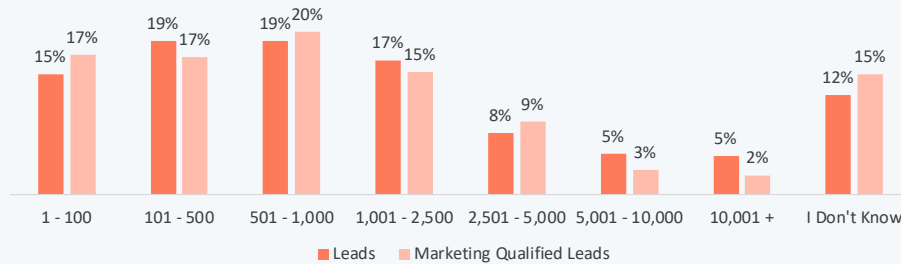
The mean average of website visitors per month across organizations surveyed is 470,776. Fewer than one in ten organizations receive more than a million visitors per month.



Q9. How many website VISITORS does your company/division generate, on average, per month?

Leads Generated Per Month

On average, organizations generate 1,877 leads per month and 1523 MQLs (Marketing Qualified leads). Just over one in ten are unable to say how many leads they generate in a given month.

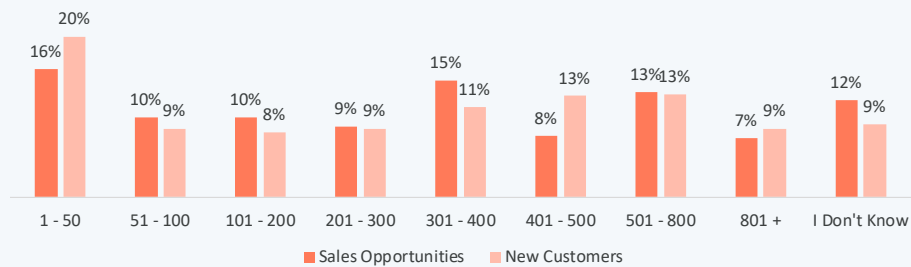


Q10. How many new LEADS does your company/division generate, on average, per month?

Q11. How many new MQLs (Marketing Qualified Leads) does your company/division generate, on average, per month?

Sales Opportunities and New Customers Generated Per Month

From those leads, contacts sources by sales, and other means, organizations generate an average of 312 sales opportunities and 318 new customers per month. One explanation for the fact that the number of opportunities is less than the number of customers for some companies, could be that several business models are based on touchless sales.

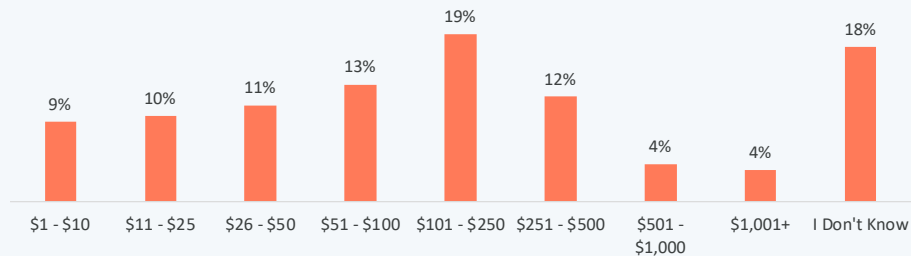


Q12. How many new SALES OPPORTUNITIES does your company/division generate, on average, per month?

Q13. How many new CUSTOMERS does your company/division acquire, on average, per month?

Cost Per Lead

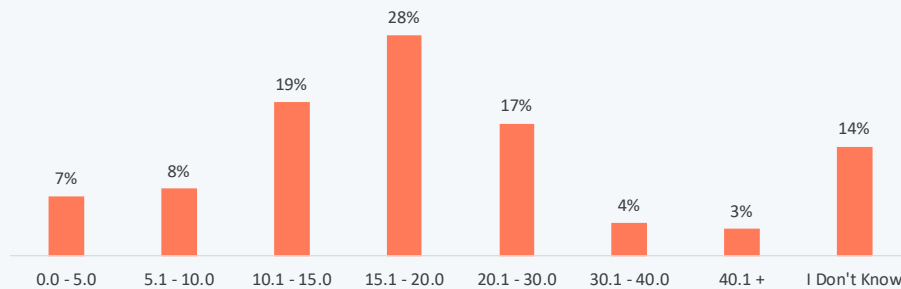
The mean cost per lead across organizations is \$198.44, with some organizations shelling out over \$1000. Two in ten companies admitted they were unaware of what their organization spends to generate the average lead.



Q20. What is your company's/division's average COST PER LEAD?

Open Rate on Email Campaigns

The mean average open rate for email campaigns is 17% and over 50% of marketers see open rates below 20% on average. Only a small number of organizations (3%) are able to achieve open rates above 40%, and a sizeable number of companies (14%) didn't have a grasp on their performance.

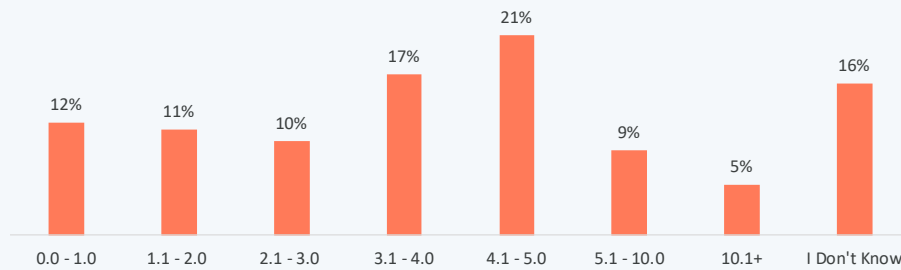


Q15. What is your company's/division's average OPEN rate on an email campaign?

Click-Through Rate on Email Campaigns

Respondents revealed that the average click-through rate for an email campaigns is only 4%. More so than with open-rate, 16% of marketers said they did not know the click-through performance of their emails.

With the reliance that most marketers have on email for communication, it's troubling to think that over 80% of communication is falling on deaf ears for most companies. Teams that aren't focusing on increasing email performance, while also exploring other communication channels like social and chat stand to lose a lot in the coming years.



Q16. What is your company's/division's average CLICK-THROUGH rate (CTR) on an email campaign?

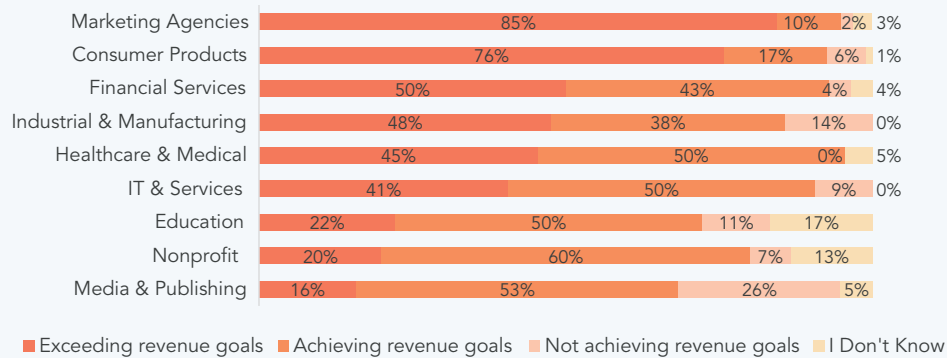
Results By Industry

While overall trends are important to know, we understand that marketers in different industries face very different circumstances when they sit down at their desk each day. In this section, we'll review the data, cut by industry.

A review of all of the following data – broken down more granularly by employee size – can be found in our appendix.

Achieving Revenue Goals

Marketing and consumer products are the industries with the highest proportion of organizations exceeding their revenue goals. In the middle of the pack, you find Financial services, manufacturing, and healthcare. At the low-end, one-in-four media and publishing organizations are not meeting their goals.



Q7. To what extent is your company currently achieving revenue goals?

Marketing Tactics

Branding and public relations is a top tactic across industries, with the exception of marketing and non-profits. Marketing agencies are much more likely to allocate resources to traditional ads than other industries. Industrial and manufacturing is the one industry where trade shows are a top tactic.

Content creation was more popular by far for marketers at marketing agencies and who worked in consumer products – both of which were two leading verticals for achieving revenue goals. Email marketing varied widely in terms of popularity, with anywhere from 6-73% of marketers citing it as a top tactic.

While website optimization was a popular answer, we were surprised to see that SEO (one of the most important aspects of website development and maintenance) was not a high priority for most respondents.

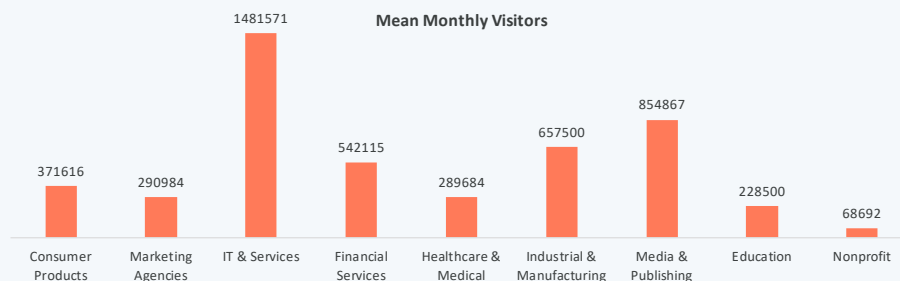
	Consumer Products	Marketing Agencies	IT & Services	Financial Services	Healthcare & Medical	Industrial & Manufacturing	Media & Publishing	Education	Non-profit
<i>Sample Size</i>	95	97	32	28	22	21	19	18	15
Content Creation	71%	78%	34%	21%	14%	24%	26%	22%	27%
Online Advertising/Media Placement	16%	81%	38%	25%	50%	29%	58%	39%	40%
Branding/Public Relations	77%	10%	50%	57%	45%	33%	47%	78%	27%
Email Marketing	73%	6%	19%	32%	32%	52%	32%	17%	53%
Traditional Ads	9%	75%	16%	36%	32%	19%	32%	33%	40%
Social Media Marketing	19%	18%	25%	25%	36%	24%	53%	17%	40%
Website Design & Optimization	11%	5%	41%	36%	36%	24%	16%	28%	20%
Marketing Automation/Lead Management	12%	12%	31%	21%	23%	14%	21%	22%	7%
Trade Shows/Events	5%	4%	25%	29%	9%	38%	11%	28%	13%
Search Engine Optimization	7%	4%	9%	14%	9%	29%	5%	17%	20%
Telemarketing	1%	5%	9%	4%	9%	10%	0%	0%	0%
Other	0%	0%	3%	0%	5%	5%	0%	0%	13%

Q8. Of the following marketing tactics, which three currently receive the most marketing budget allocation?

Bold indicates top 3 per industry

Website Visitors Per Month

Three in ten organizations in the IT industry average over a million website visitors per month. Few non-profit organizations receive over 100,000 visitors to their sites per month. IT is the lone industry that averages more than a million monthly website visitors, which makes it more clear as to why 41% say website design and optimization are a top marketing priority.



Q9. How many website VISITORS does your company/division generate, on average, per month?

Leads Generated Per Month

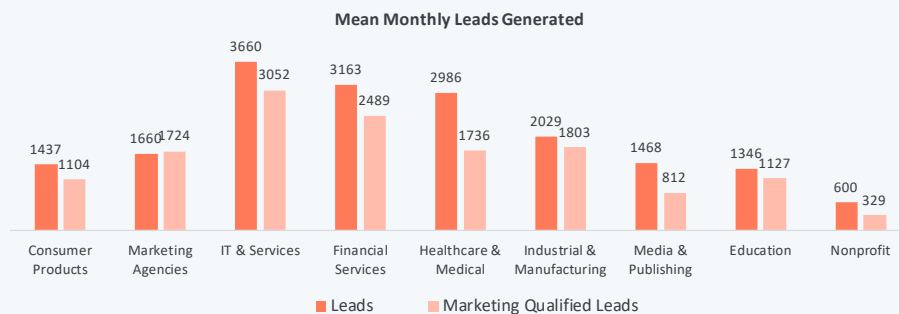
Two in ten in IT and financial industries generate more than 10,000 leads per month. Half of those in the non-profit sector are unable to say how many leads they generate per month.

Across consumer products, marketing, media & publishing and non-profit industries, very few organizations average more than 5,000 marketing qualified leads per month.

Quality of leads differs greatly by industry, with room for improvement across the board with marketing ability to qualify their initial demand. Only 54% of Nonprofit leads become marketing qualified. Similarly, 55% and 58% of Media and Publishing and Healthcare and Medical leads, respectively, are marketing qualified.

For any company looking to improve their lead > qualified lead conversion rate, marketing automation is a simple and proven tactic to move people down your funnel and along their buyer journey.

For a breakdown of industry lead performance by company size – [view our Appendix](#).



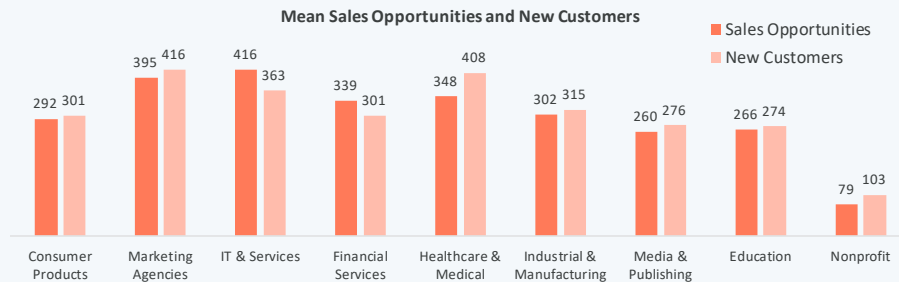
Q10. How many new LEADS does your company/division generate, on average, per month?

Q11. How many new MQLs (Marketing Qualified Leads) does your company/division generate, on average, per month?

Sales Opportunities and New Customers Generated Per Month

Most marketing agencies generate between 300 to 800 sales opportunities per month. Half of those in industrial and media industries generate 200 or fewer sales opportunities in the average month. Half of organizations in the non-profit sector average 50 or fewer new customers per month, while in the financial industry, two in ten average more than 800 new customers in a month.

Marketing, IT and Healthcare are the industries that on average, generate the most sales opportunities and new customers each month. Consumer Products and Education had the highest close rate for sales opportunities at 97%, while Nonprofit and Healthcare and Medical has the lowest at 76 and 85% respectively. For a more detailed breakdown – you can review the charts [in our Appendix](#).



Q12. How many new SALES OPPORTUNITIES does your company/division generate, on average, per month?

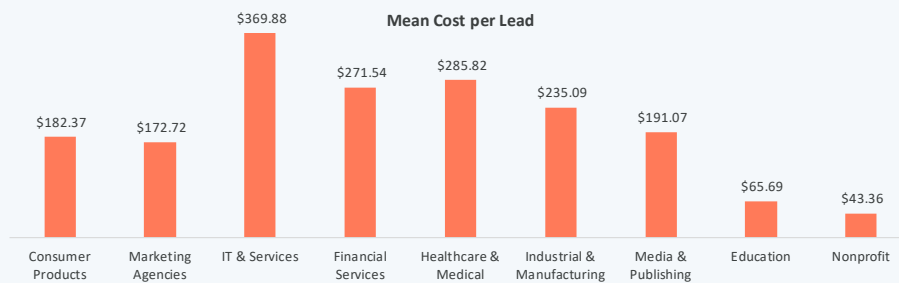
Q13. How many new CUSTOMERS does your company/division acquire, on average, per month?

Cost Per Lead

For two in ten in the Financial Services industry, the average cost per lead exceeds \$1,000. The average CPL across all industries but nonprofit and education exceeds \$180, with some averaging well above \$250 or \$350. Half in the non-profit industry are unable to provide an answer for their cost per lead.

The mean cost per lead is greatest in the IT & services industry and lowest in the non-profit sector. You can also note that CPL is lower in Consumer Products and Marketing compared to other sections. A big factor in this could be their increased reliance on content marketing as a top marketing tactic.

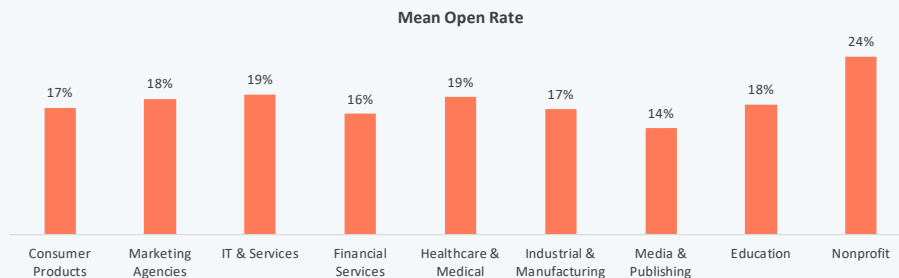
To increase CPL across the board, companies could consider the emphasis that they are putting on traditional and paid advertising tactics, and consider introducing more “inbound” techniques.



Q20. What is your company's/division's average COST PER LEAD?

Open Rate on Email Campaigns

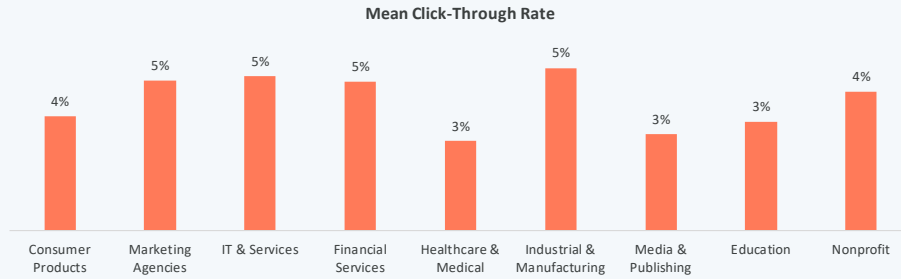
Mean email campaign open rates are generally similar across industries, with the exception of non-profits who generally produce greater open rates on their email campaigns.



Q15. What is your company's/division's average OPEN rate on an email campaign?

Click-Through Rate on Email Campaigns

Across industries, the mean click-through rate for an email campaign ranges between three and five percent. Across healthcare, industrial & manufacturing, education and non-profit industries, roughly three in ten do not know their average click-through rate for email campaigns.



Q16. What is your company's/division's average CLICK-THROUGH rate (CTR) on an email campaign?

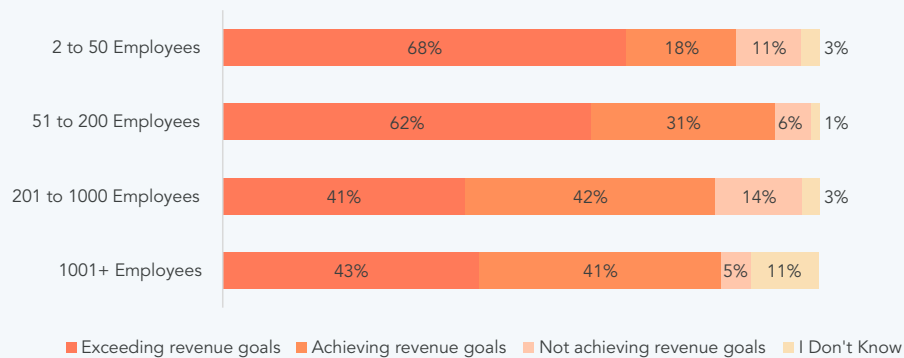
Results By Organization Size

An enterprise company can be expected to have very different marketing benchmarks than a lean startup. Among companies polled, 31% were 2 – 50 employees, 33% were 51-200 employees, and 35% were enterprise organizations.

As with the previous section, a review of all of the following data – broken down more granularly by industry or size– can be found in our appendix.

Achieving Revenue Goals

Organizations with fewer employees are more likely to be exceeding their revenue expectations. One in ten in the largest organizations are unable to say how their performance compares to revenue goals.



Q7. To what extent is your company currently achieving revenue goals?

Marketing Tactics

The largest organizations tend to allocate marketing budgets to a more diverse array of marketing tactics. Telemarketing is the least used tactic across organization sizes.

Larger organizations seem slower to adapt content marketing, while remaining more reliant on paid advertising and branding. Interestingly, these same larger companies are spending far more per lead on average than their smaller counterparts. To reduce their demand generation spend, one possible tactic could be to re-allocate time toward lower-cost marketing tactics like content marketing, SEO, and email.

	Number of Employees			
	2 to 50	51 to 200	201 to 1000	1001+
<i>Sample Size</i>	130	136	69	79
Content Creation	63%	52%	22%	27%
Online Advertising/Media Placement	24%	68%	36%	44%
Branding/Public Relations	58%	22%	51%	49%
Email Marketing	62%	17%	32%	25%
Traditional Ads	16%	59%	25%	32%
Social Media Marketing	26%	18%	41%	24%
Website Design & Optimization	11%	17%	35%	27%
Marketing Automation/Lead Management	13%	15%	20%	29%
Trade Shows/Events	13%	15%	12%	22%
Search Engine Optimization	7%	10%	13%	15%
Telemarketing	5%	3%	12%	5%
Other	2%	4%	3%	1%

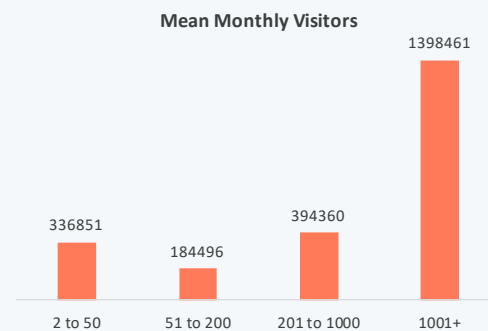
Q8. Of the following marketing tactics, which three currently receive the most marketing budget allocation?

Bold indicates top 3 per number of employee segment

Website Visitors Per Month

The largest organizations average roughly a million more website visitors per month than those with smaller workforces.

	2 to 50	51 to 200	201 to 1000	1001+
<i>Sample Size</i>	130	136	69	79
1 - 1,000	14%	7%	7%	3%
1,001 - 10,000	15%	29%	17%	14%
10,001 - 100,000	34%	29%	41%	24%
100,001 - 1,000,000	25%	29%	10%	15%
1,000,001 +	5%	0%	7%	25%
I Don't Know	7%	5%	17%	19%
Mean	336851	184496	394360	1398461

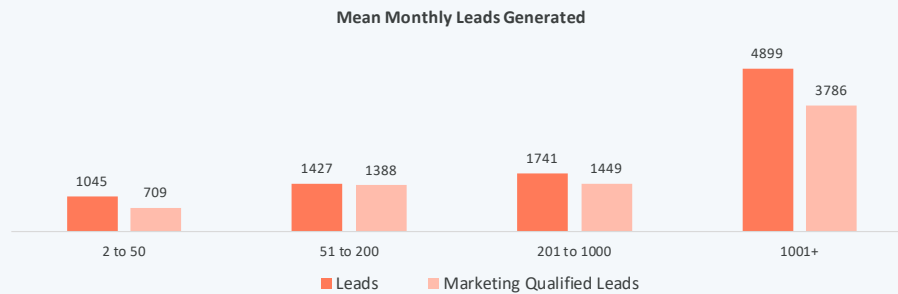


Q9. How many website VISITORS does your company/division generate, on average, per month?

Leads Generated Per Month

The majority of small businesses generate fewer than 1,000 leads per month. Three in ten in large organizations do not know how many leads they generate. Unsurprisingly, the largest organizations, on average, generate a significantly greater number of leads per month than smaller companies.

Lead growth between companies 51-200 and 201-1000 employees is 22%, however – qualified lead growth is only 4%. This suggests that as companies scale, it becomes harder for them to also scale the quality of demand they drive.

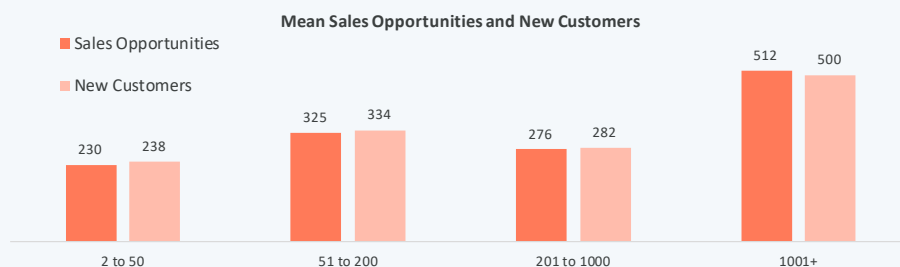


Q10. How many new LEADS does your company/division generate, on average, per month?

Q11. How many new MQLs (Marketing Qualified Leads) does your company/division generate, on average, per month?

Sales Opportunities and New Customers Generated Per Month

The majority of small businesses generate between 100 and 400 sales opportunities and new customers per month. Organizations with over 1,000 employees generate on average roughly 500 sales opportunities and new customers per month.



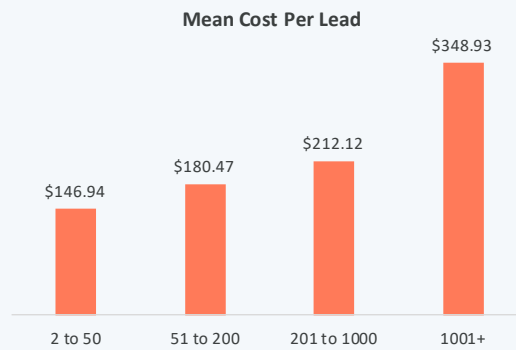
Q12. How many new SALES OPPORTUNITIES does your company/division generate, on average, per month?

Q13. How many new CUSTOMERS does your company/division acquire, on average, per month?

Cost Per Lead

The largest organizations are paying a significantly higher cost on average per lead, though even smaller companies and startups were still paying upwards of \$150 per lead.

	2 to 50	51 to 200	201 to 1000	1001+
<i>Sample Size</i>	130	136	69	79
\$1 - \$10	12%	9%	7%	6%
\$11 - \$25	13%	7%	12%	6%
\$26 - \$50	8%	17%	10%	8%
\$51 - \$100	15%	13%	14%	10%
\$101 - \$250	24%	24%	13%	10%
\$251 - \$500	13%	16%	9%	6%
\$501 - \$1,000	2%	4%	6%	9%
\$1,001+	1%	1%	4%	11%
I Don't Know	13%	10%	25%	33%
Mean	\$146.94	\$180.47	\$212.12	\$348.93

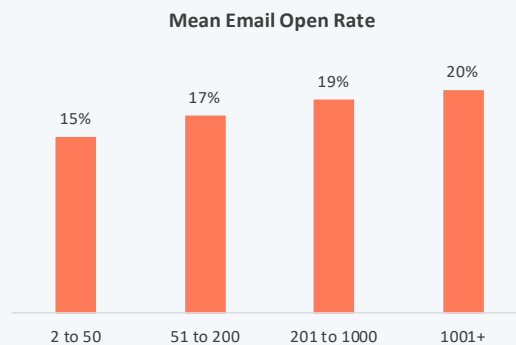


Q20. What is your company's/division's average COST PER LEAD?

Open Rate on Email Campaigns

Email campaign open rates are slightly lower for smaller organizations. Those in larger companies are somewhat less aware of their email open rates, with two in ten who do not know.

	2 to 50	51 to 200	201 to 1000	1001+
<i>Sample Size</i>	130	136	69	79
0.0 - 5.0	12%	5%	4%	8%
5.1 - 10.0	6%	7%	12%	10%
10.1 - 15.0	25%	17%	14%	18%
15.1 - 20.0	28%	41%	16%	14%
20.1 - 30.0	14%	18%	25%	13%
30.1 - 40.0	3%	4%	6%	5%
40.1 +	1%	1%	3%	13%
I Don't Know	12%	8%	20%	20%
Mean	15%	17%	19%	20%

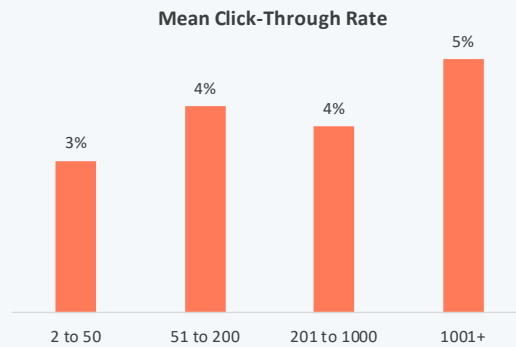


Q15. What is your company's/division's average OPEN rate on an email campaign?

Click-Through Rate on Email Campaigns

Click-through rates are on average similar across organization sizes, but nearly one in ten of those with over 1,000 employees achieve click-through rates greater than 15%. At the same time, companies over 1000 employees also were unsure of their average CTR about 1/3 of the time.

	2 to 50	51 to 200	201 to 1000	1001+
<i>Sample Size</i>	130	136	69	79
0.0 - 0.5	6%	1%	1%	8%
0.6 - 1.0	5%	8%	9%	9%
1.1 - 2.0	18%	7%	13%	5%
2.1 - 3.0	8%	7%	17%	11%
3.1 - 4.0	29%	14%	10%	8%
4.1 - 5.0	13%	38%	19%	6%
5.1 - 10.0	5%	13%	7%	9%
10.1 - 15.0	1%	3%	4%	8%
15.1 +	1%	0%	1%	8%
I Don't Know	13%	10%	17%	29%
Mean	3%	4%	4%	5%



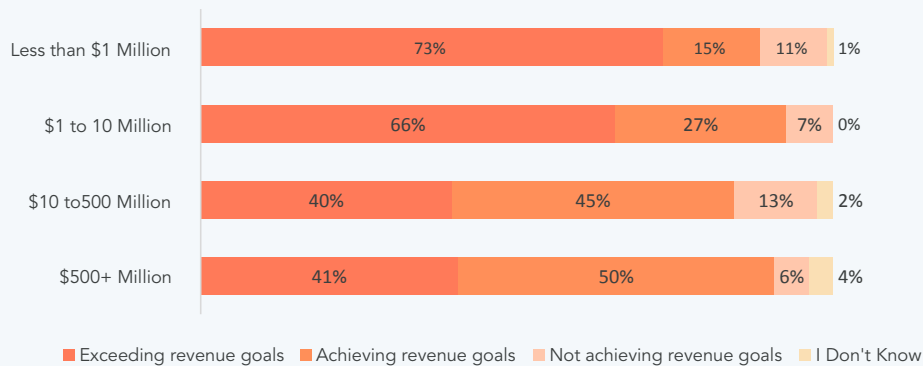
Q16. What is your company's/division's average CLICK-THROUGH rate (CTR) on an email campaign?

Results By Revenue

We'll now break the data down by revenue realization. As with our other sections, additional data can be found in the appendix.

Achieving Revenue Goals

The majority of organizations with revenues of \$10 million or less are exceeding their revenue expectations. Half of those with revenues above \$500 million are achieving their revenue goals. These numbers suggest that the earlier stage companies we polled are experiencing faster growth, than those who might be more established in the market place.

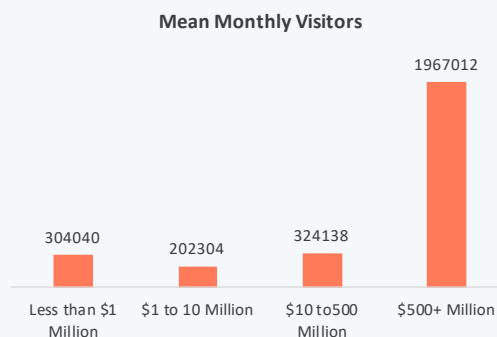


Q7. To what extent is your company currently achieving revenue goals?

Website Visitors Per Month

Organizations with revenues exceeding \$500 million average almost 2 million website visitors per month, far more than companies who net less than \$500 million. Similar to CTR stats, Companies with \$500+ million in revenue were also the most likely to not know their website visitors per month.

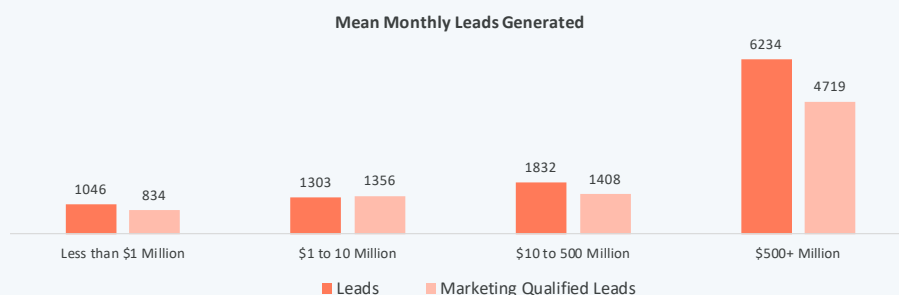
	Less than \$1 Million	\$1 to 10 Million	\$10 to 500 Million	\$500+ Million
Sample Size	104	148	83	54
1 - 1,000	18%	7%	7%	2%
1,001 - 10,000	16%	23%	28%	4%
10,001 - 100,000	28%	36%	43%	15%
100,001 - 1,000,000	32%	28%	6%	24%
1,000,001 +	3%	1%	7%	35%
I Don't Know	3%	5%	8%	20%
Mean	304040	202304	324138	1967012



Q9. How many website VISITORS does your company/division generate, on average, per month?

Leads Generated Per Month

Organizations with revenues exceeding \$500 million more than double the average number of leads generated per month compared to organizations with less revenue. Three in ten from the largest organizations by revenue are unable to say how many leads they generate per month.



Q10. How many new LEADS does your company/division generate, on average, per month?

Q11. How many new MQLs (Marketing Qualified Leads) does your company/division generate, on average, per month?

Sales Opportunities and New Customers Generated Per Month

Average sales opportunities and new customers generated per month are significantly higher for organizations with revenues above \$500 million.

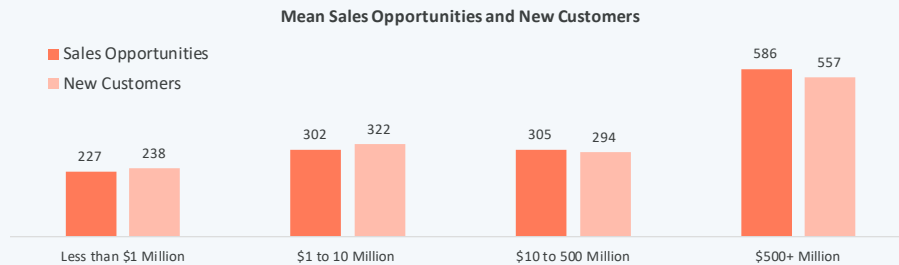
	Sales Opportunities				New Customers			
	Less than \$1 Million	\$1 to 10 Million	\$10 to 500 Million	\$500+ Million	Less than \$1 Million	\$1 to 10 Million	\$10 to 500 Million	\$500+ Million
Sample Size	104	148	83	54	104	148	83	54
1 - 50	17%	16%	22%	4%	17%	22%	27%	9%
51 - 100	12%	9%	16%	4%	12%	6%	13%	2%
101 - 200	24%	4%	8%	4%	16%	3%	8%	9%
201 - 300	20%	3%	10%	4%	20%	5%	7%	2%
301 - 400	13%	27%	5%	6%	20%	12%	7%	4%
401 - 500	6%	16%	1%	2%	7%	27%	4%	4%
501 - 800	5%	14%	20%	22%	3%	17%	14%	24%
801 +	3%	1%	10%	31%	4%	2%	11%	33%
I Don't Know	0%	10%	8%	24%	1%	5%	8%	13%
Mean	227	302	305	586	238	322	294	557

Q12. How many new SALES OPPORTUNITIES does your company/division generate, on average, per month?

Q13. How many new CUSTOMERS does your company/division acquire, on average, per month?

Sales Opportunities and New Customers Generated Per Month

Average sales opportunities and new customers generated per month are significantly higher for organizations with revenues above \$500 million, while they are roughly the same for companies netting under \$500 million.



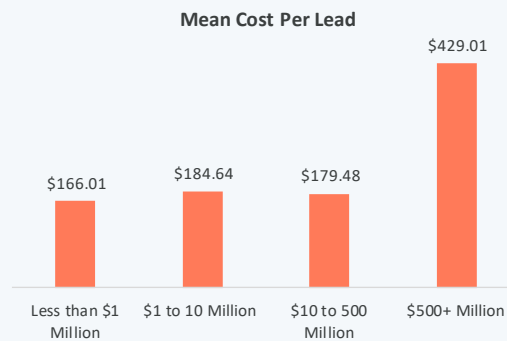
Q12. How many new SALES OPPORTUNITIES does your company/division generate, on average, per month?

Q13. How many new CUSTOMERS does your company/division acquire, on average, per month?

Cost Per Lead

Organizations with revenues exceeding \$500 million pay on average more than double the cost per lead than organizations with lower revenue. Interestingly enough, organizations with \$10-500 million in revenue pay less than those with \$1-10 million in revenue.

	Less than \$1 Million	\$1 to 10 Million	\$10 to 500 Million	\$500+ Million
Sample Size	104	148	83	54
\$1 - \$10	13%	6%	10%	4%
\$11 - \$25	15%	8%	12%	4%
\$26 - \$50	8%	14%	13%	7%
\$51 - \$100	9%	19%	17%	6%
\$101 - \$250	31%	21%	14%	7%
\$251 - \$500	16%	12%	10%	13%
\$501 - \$1,000	3%	2%	6%	13%
\$1,001+	1%	4%	2%	11%
I Don't Know	4%	14%	16%	35%
Mean	\$166.01	\$184.64	\$179.48	\$429.01

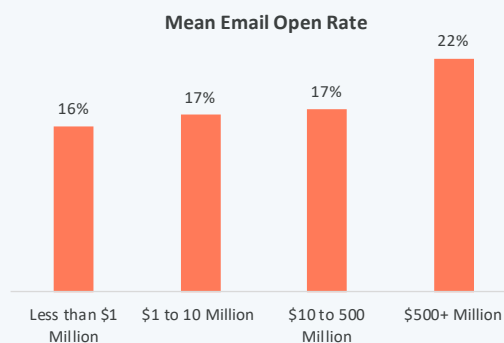


Q20. What is your company's/division's average COST PER LEAD?

Open Rate on Email Campaigns

Organizations with revenues exceeding \$500 million are able to achieve a significantly higher average open rate on email campaigns. Mid-size revenue companies remain stagnant with similar email performance as companies achieving less revenue. One could make the correlation that better email open rates correspond with greater revenue.

	Less than \$1 Million	\$1 to 10 Million	\$10 to 500 Million	\$500+ Million
<i>Sample Size</i>	104	148	83	54
0.0 - 5.0	9%	7%	8%	7%
5.1 - 10.0	11%	5%	17%	2%
10.1 - 15.0	23%	22%	14%	15%
15.1 - 20.0	33%	35%	16%	19%
20.1 - 30.0	13%	19%	24%	13%
30.1 - 40.0	4%	3%	2%	11%
40.1 +	1%	0%	6%	13%
I Don't Know	7%	9%	12%	20%
Mean	16%	17%	17%	22%

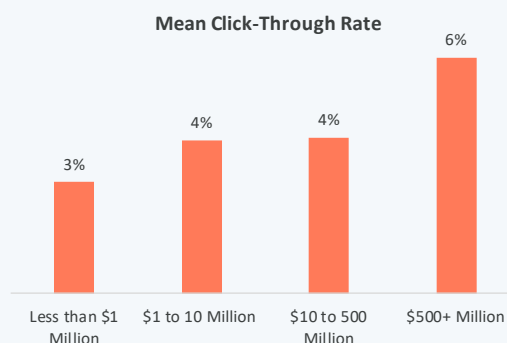


Q15. What is your company's/division's average OPEN rate on an email campaign?

Click-Through Rate on Email Campaigns

Click-through rates for email campaigns are significantly lower for organizations with revenues of \$1 million or less. As with open rate, CTR remains stagnant for midsize-revenue companies. One could make the correlation that better email open and click-through rates correspond with greater revenue.

	Less than \$1 Million	\$1 to 10 Million	\$10 to 500 Million	\$500+ Million
<i>Sample Size</i>	104	148	83	54
0.0 - 0.5	5%	2%	4%	6%
0.6 - 1.0	13%	6%	8%	4%
1.1 - 2.0	17%	7%	13%	11%
2.1 - 3.0	11%	7%	14%	7%
3.1 - 4.0	26%	19%	12%	7%
4.1 - 5.0	15%	34%	18%	9%
5.1 - 10.0	5%	14%	8%	7%
10.1 - 15.0	0%	1%	7%	13%
15.1 +	1%	0%	1%	9%
I Don't Know	7%	11%	13%	26%
Mean	3%	4%	4%	6%



Q16. What is your company's/division's average CLICK-THROUGH rate (CTR) on an email campaign?

Results By Revenue Achievement

In this section, we look at the data broken down by a company's ability to over or under achieve on revenue attainment.

Marketing Tactics

The top marketing tactics used by organizations exceeding their revenue goals are content creation (67%), online advertising (49%) and branding/public relations (43%).

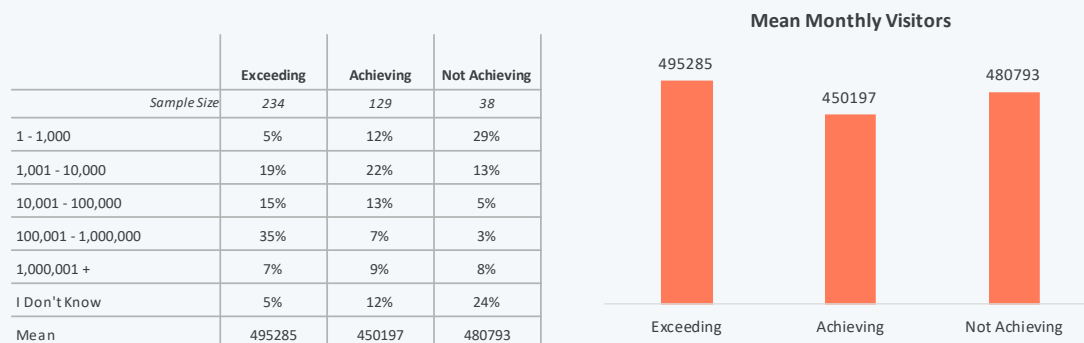
	Exceeding	Achieving	Not Achieving
<i>Sample Size</i>	234	129	38
Content Creation	65%	17%	32%
Online Advertising/Media Placement	49%	40%	29%
Branding/Public Relations	43%	43%	45%
Email Marketing	36%	29%	45%
Traditional Ads	41%	26%	21%
Social Media Marketing	17%	37%	37%
Website Design & Optimization	11%	33%	29%
Marketing Automation/Lead Management	14%	26%	18%
Trade Shows/Events	8%	24%	26%
Search Engine Optimization	8%	16%	11%
Telemarketing	6%	6%	3%
Other	1%	4%	5%

Q8. Of the following marketing tactics, which three currently receive the most marketing budget allocation?

Bold indicates top 3 per revenue segment

Website Visitors Per Month

Average monthly website visitors are relatively similar across revenue achievement levels. One in four of those not achieving their revenue goals do not know their monthly visitor numbers.



Q9. How many website VISITORS does your company/division generate, on average, per month?

Leads Generated Per Month

Despite website visitors actually being about the same for those who are and are not achieving their revenue goals, those organizations not meeting their revenue goals are generating fewer leads per month. An improved lead generation strategy could be a missing piece to the success of those organizations.

	Leads Generated			Marketing Qualified Leads Generated		
	Exceeding	Achieving	Not Achieving	Exceeding	Achieving	Not Achieving
<i>Sample Size</i>	234	129	38	234	129	38
1 - 100	6%	25%	42%	8%	28%	45%
101 - 500	22%	16%	16%	18%	18%	11%
501 - 1,000	24%	12%	11%	27%	12%	8%
1,001 - 2,500	24%	8%	8%	21%	9%	5%
2,501 - 5,000	9%	8%	3%	12%	6%	0%
5,001 - 10,000	5%	6%	0%	4%	2%	0%
10,001 +	4%	7%	3%	2%	4%	0%
I Don't Know	6%	18%	18%	6%	21%	32%
Mean	1919	2122	794	1741	1397	300

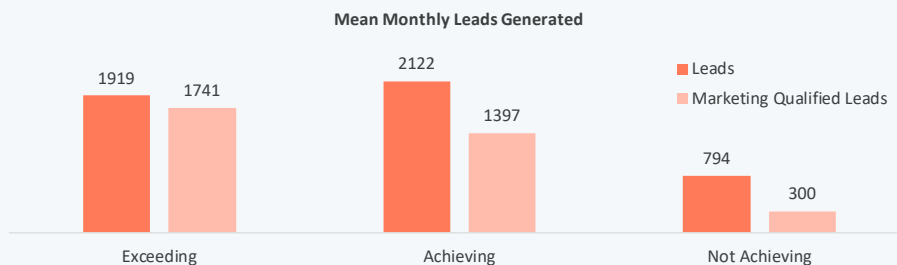
Q10. How many new LEADS does your company/division generate, on average, per month?

Q11. How many new MQLs (Marketing Qualified Leads) does your company/division generate, on average, per month?

Leads Generated Per Month

Despite website visitors actually being about the same for those who are and are not achieving their revenue goals, those organizations not meeting their revenue goals are generating fewer leads per month. Organizations exceeding or meeting revenue goals are on average generating more than twice as many leads per month than those not meeting their revenue goals.

An improved lead generation strategy could be a missing piece to the success of those organizations.

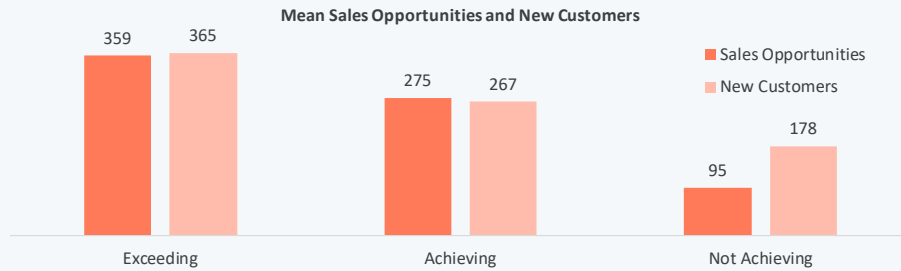


Q10. How many new LEADS does your company/division generate, on average, per month?

Q11. How many new MQLs (Marketing Qualified Leads) does your company/division generate, on average, per month?

Sales Opportunities and New Customers Generated Per Month

More than half of those not meeting revenue goals are generating 50 or fewer sales opportunities and new customers per month. Organizations that are exceeding their revenue goals are able to generate a significantly higher number of sales opportunities and new customers per month.



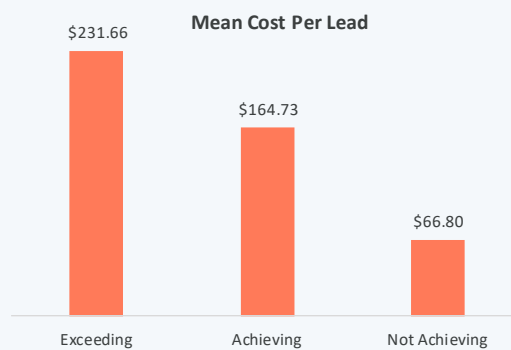
Q12. How many new SALES OPPORTUNITIES does your company/division generate, on average, per month?

Q13. How many new CUSTOMERS does your company/division acquire, on average, per month?

Cost Per Lead

Organizations exceeding revenue goals are willing to spend more per lead. One in three of those not meeting their goals do not know their average cost per lead.

	Exceeding	Achieving	Not Achieving
<i>Sample Size</i>	234	129	38
\$1 - \$10	3%	15%	26%
\$11 - \$25	8%	15%	11%
\$26 - \$50	13%	8%	13%
\$51 - \$100	14%	18%	3%
\$101 - \$250	28%	6%	8%
\$251 - \$500	17%	6%	5%
\$501 - \$1,000	6%	3%	0%
\$1,001+	4%	5%	0%
I Don't Know	8%	25%	34%
Mean	\$231.66	\$164.73	\$66.80

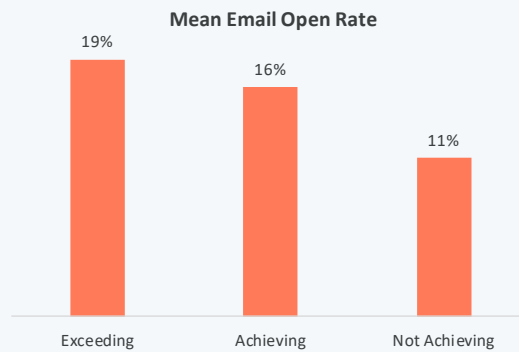


Q20. What is your company's/division's average COST PER LEAD?

Open Rate on Email Campaigns

Organizations not meeting revenue goals generally have a lower email open rate, including one in three with an open rate lower than 10%.

	Exceeding	Achieving	Not Achieving
<i>Sample Size</i>	234	129	38
0.0 - 5.0	3%	12%	21%
5.1 - 10.0	7%	8%	13%
10.1 - 15.0	21%	17%	18%
15.1 - 20.0	34%	22%	8%
20.1 - 30.0	20%	15%	8%
30.1 - 40.0	5%	4%	3%
40.1 +	4%	4%	0%
I Don't Know	6%	19%	29%
Mean	19%	16%	11%

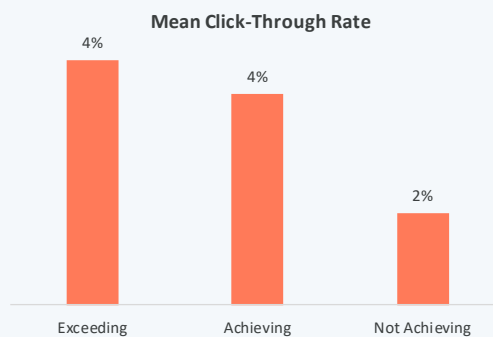


Q15. What is your company's/division's average OPEN rate on an email campaign?

Click-Through Rate on Email Campaigns

The average click-through rate for organizations failing to meet their revenue goals is roughly half of the rate for those organizations meeting or exceeding their goals. This coupled with the stats on open rate indicate that email performance is correlated strongly with revenue achievement.

	Exceeding	Achieving	Not Achieving
<i>Sample Size</i>	234	129	38
0.0 - 0.5	2%	5%	11%
0.6 - 1.0	4%	10%	26%
1.1 - 2.0	12%	10%	8%
2.1 - 3.0	8%	15%	11%
3.1 - 4.0	21%	12%	8%
4.1 - 5.0	29%	13%	5%
5.1 - 10.0	12%	5%	0%
10.1 - 15.0	3%	5%	0%
15.1 +	2%	2%	0%
I Don't Know	6%	22%	32%
Mean	4%	4%	2%



Q16. What is your company's/division's average CLICK-THROUGH rate (CTR) on an email campaign?

Appendix

Website Visitors Per Month

	Consumer Products	Marketing Agencies	IT & Services	Financial Services	Healthcare & Medical	Industrial & Manufacturing	Media & Publishing	Education	Non-profit
<i>Sample Size</i>	95	97	32	28	22	21	19	18	15
1 - 1,000	4%	2%	9%	4%	9%	24%	16%	6%	7%
1,001 - 10,000	14%	20%	16%	32%	27%	24%	16%	22%	33%
10,001 - 100,000	41%	31%	22%	43%	27%	19%	21%	50%	40%
100,001 - 1,000,000	37%	41%	13%	4%	18%	5%	5%	0%	7%
1,000,001 +	4%	1%	28%	11%	5%	14%	21%	6%	0%
I Don't Know	0%	5%	13%	7%	14%	14%	21%	17%	13%
Mean	371616	290984	1481571	542115	289684	657500	854867	228500	68692

Q9. How many website VISITORS does your company/division generate, on average, per month?

Leads Generated Per Month

	Consumer Products	Marketing Agencies	IT & Services	Financial Services	Healthcare & Medical	Industrial & Manufacturing	Media & Publishing	Education	Non-profit
<i>Sample Size</i>	95	97	32	28	22	21	19	18	15
1 - 100	5%	5%	16%	7%	18%	43%	32%	17%	7%
101 - 500	28%	16%	25%	29%	5%	10%	0%	22%	20%
501 - 1,000	35%	19%	9%	18%	14%	10%	21%	17%	13%
1,001 - 2,500	17%	36%	0%	7%	9%	10%	11%	17%	7%
2,501 - 5,000	6%	15%	9%	7%	18%	0%	5%	0%	0%
5,001 - 10,000	4%	2%	13%	7%	14%	14%	0%	0%	0%
10,001+	2%	0%	19%	18%	5%	5%	5%	6%	0%
I Don't Know	2%	6%	9%	7%	18%	10%	26%	22%	53%
Mean	1437	1660	3660	3163	2986	2029	1468	1346	600

Q10. How many new LEADS does your company/division generate, on average, per month?

Marketing Qualified Leads Generated Per Month

	Consumer Products	Marketing Agencies	IT & Services	Financial Services	Healthcare & Medical	Industrial & Manufacturing	Media & Publishing	Education	Non-profit
<i>Sample Size</i>	95	97	32	28	22	21	19	18	15
1 - 100	6%	4%	22%	7%	14%	43%	32%	28%	33%
101 - 500	35%	5%	22%	43%	9%	5%	0%	17%	7%
501 - 1,000	32%	33%	3%	14%	18%	19%	21%	6%	0%
1,001 - 2,500	16%	30%	6%	4%	23%	5%	11%	17%	7%
2,501 - 5,000	7%	20%	9%	11%	14%	5%	5%	0%	0%
5,001 - 10,000	1%	1%	16%	4%	5%	10%	0%	6%	0%
10,001+	1%	0%	9%	14%	0%	5%	0%	0%	0%
I Don't Know	2%	7%	13%	4%	18%	10%	32%	28%	53%
Mean	1104	1724	3052	2489	1736	1803	812	1127	329

Q11. How many new MQLs (Marketing Qualified Leads) does your company/division generate, on average, per month?

Sale Opportunities Generated Per Month

	Consumer Products	Marketing Agencies	IT & Services	Financial Services	Healthcare & Medical	Industrial & Manufacturing	Media & Publishing	Education	Non-profit
<i>Sample Size</i>	95	97	32	28	22	21	19	18	15
1 - 50	7%	6%	19%	21%	5%	33%	32%	22%	20%
51 - 100	6%	2%	3%	18%	23%	10%	11%	11%	27%
101 - 200	24%	3%	9%	4%	5%	10%	11%	11%	0%
201 - 300	24%	2%	13%	11%	9%	0%	0%	0%	7%
301 - 400	17%	36%	0%	7%	14%	5%	5%	0%	0%
401 - 500	5%	22%	0%	7%	0%	0%	5%	11%	0%
501 - 800	5%	22%	28%	7%	14%	24%	16%	11%	0%
801 +	8%	1%	16%	21%	14%	10%	5%	6%	0%
I Don't Know	2%	6%	13%	4%	18%	10%	16%	28%	47%
Mean	292	395	416	339	348	302	260	266	79

Q12. How many new SALES OPPORTUNITIES does your company/division generate, on average, per month?

New Customers Generated Per Month

	Consumer Products	Marketing Agencies	IT & Services	Financial Services	Healthcare & Medical	Industrial & Manufacturing	Media & Publishing	Education	Non-profit
<i>Sample Size</i>	95	97	32	28	22	21	19	18	15
1 - 50	7%	7%	22%	32%	14%	29%	32%	28%	53%
51 - 100	6%	3%	9%	11%	5%	14%	5%	11%	20%
101 - 200	18%	1%	9%	11%	5%	10%	5%	11%	0%
201 - 300	23%	3%	3%	4%	18%	5%	5%	6%	0%
301 - 400	23%	15%	9%	7%	5%	0%	0%	0%	0%
401 - 500	6%	40%	3%	4%	5%	0%	16%	0%	0%
501 - 800	7%	23%	19%	7%	23%	24%	5%	11%	0%
801 +	6%	3%	16%	18%	14%	10%	11%	11%	7%
I Don't Know	2%	4%	9%	7%	14%	10%	21%	22%	20%
Mean	301	416	363	301	408	315	276	274	103

Q13. How many new CUSTOMERS does your company/division acquire, on average, per month?

Cost Per Lead

	Consumer Products	Marketing Agencies	IT & Services	Financial Services	Healthcare & Medical	Industrial & Manufacturing	Media & Publishing	Education	Non-profit
<i>Sample Size</i>	95	97	32	28	22	21	19	18	15
\$1 - \$10	6%	2%	3%	4%	14%	24%	26%	22%	20%
\$11 - \$25	11%	3%	6%	25%	5%	0%	5%	17%	13%
\$26 - \$50	12%	15%	16%	14%	14%	5%	0%	11%	0%
\$51 - \$100	12%	24%	9%	7%	18%	10%	11%	11%	7%
\$101 - \$250	33%	29%	9%	14%	9%	14%	11%	6%	7%
\$251 - \$500	19%	16%	9%	4%	5%	19%	16%	6%	0%
\$501 - \$1,000	1%	3%	19%	0%	14%	5%	0%	0%	0%
\$1,001+	2%	0%	9%	18%	9%	5%	5%	0%	0%
I Don't Know	5%	7%	19%	14%	14%	19%	26%	28%	53%
Mean	\$182.37	\$172.72	\$369.88	\$271.54	\$285.82	\$235.09	\$191.07	\$65.69	\$43.36

Q20. What is your company's/division's average COST PER LEAD?

Open Rate on Email Campaigns

	Consumer Products	Marketing Agencies	IT & Services	Financial Services	Healthcare & Medical	Industrial & Manufacturing	Media & Publishing	Education	Non-profit
<i>Sample Size</i>	95	97	32	28	22	21	19	18	15
0.0 - 5.0	3%	2%	13%	7%	9%	14%	21%	0%	0%
5.1 - 10.0	7%	2%	6%	18%	5%	19%	11%	22%	0%
10.1 - 15.0	26%	20%	16%	25%	23%	10%	11%	11%	13%
15.1 - 20.0	38%	43%	19%	25%	14%	0%	5%	17%	27%
20.1 - 30.0	19%	20%	19%	11%	14%	19%	21%	22%	20%
30.1 - 40.0	2%	5%	6%	4%	5%	10%	5%	0%	20%
40.1 +	2%	0%	9%	7%	9%	5%	0%	6%	7%
I Don't Know	2%	8%	13%	4%	23%	24%	26%	22%	13%
Mean	17%	18%	19%	16%	19%	17%	14%	18%	24%

Q15. What is your company's/division's average OPEN rate on an email campaign?

Click-Through Rate on Email Campaigns

	Consumer Products	Marketing Agencies	IT & Services	Financial Services	Healthcare & Medical	Industrial & Manufacturing	Media & Publishing	Education	Non-profit
<i>Sample Size</i>	95	97	32	28	22	21	19	18	15
0.0 - 0.5	2%	1%	13%	4%	0%	10%	11%	0%	0%
0.6 - 1.0	6%	3%	13%	11%	18%	5%	21%	6%	0%
1.1 - 2.0	18%	2%	13%	11%	9%	10%	11%	11%	20%
2.1 - 3.0	16%	2%	3%	18%	9%	14%	0%	11%	0%
3.1 - 4.0	25%	19%	9%	14%	23%	5%	16%	17%	7%
4.1 - 5.0	21%	46%	9%	11%	9%	5%	16%	22%	20%
5.1 - 10.0	6%	14%	9%	18%	5%	10%	0%	6%	20%
10.1 - 15.0	3%	3%	16%	4%	0%	5%	0%	0%	0%
15.1 +	1%	0%	3%	7%	0%	10%	5%	0%	0%
I Don't Know	1%	9%	13%	4%	27%	29%	21%	28%	33%
Mean	4%	5%	5%	5%	3%	5%	3%	3%	4%

Q16. What is your company's/division's average CLICK-THROUGH rate (CTR) on an email campaign?

Leads Generated Per Month

	Leads Generated				Marketing Qualified Leads Generated			
	2 to 50	51 to 200	201 to 1000	1001+	2 to 50	51 to 200	201 to 1000	1001+
<i>Sample Size</i>	130	136	69	79	130	136	69	79
1 - 100	18%	15%	13%	8%	21%	16%	19%	9%
101 - 500	23%	22%	23%	5%	25%	14%	19%	9%
501 - 1,000	31%	15%	14%	11%	28%	23%	14%	10%
1,001 - 2,500	14%	26%	13%	9%	13%	19%	20%	9%
2,501 - 5,000	2%	12%	14%	4%	3%	17%	6%	9%
5,001 - 10,000	2%	2%	3%	16%	0%	1%	4%	11%
10,001 +	2%	1%	3%	19%	0%	0%	1%	11%
I Don't Know	8%	7%	16%	28%	10%	10%	16%	32%
Mean	1045	1427	1741	4899	709	1388	1449	3786

Q10. How many new LEADS does your company/division generate, on average, per month?

Q11. How many new MQLs (Marketing Qualified Leads) does your company/division generate, on average, per month?

Sales Opportunities and New Customers Generated Per Month

	Sales Opportunities				New Customers			
	2 to 50	51 to 200	201 to 1000	1001+	2 to 50	51 to 200	201 to 1000	1001+
<i>Sample Size</i>	130	136	69	79	130	136	69	79
1 - 50	20%	15%	16%	9%	22%	22%	19%	13%
51 - 100	8%	10%	19%	6%	8%	7%	16%	4%
101 - 200	18%	7%	10%	4%	13%	6%	7%	5%
201 - 300	17%	6%	7%	3%	17%	3%	9%	5%
301 - 400	21%	18%	9%	4%	24%	4%	7%	8%
401 - 500	3%	17%	3%	4%	5%	29%	7%	1%
501 - 800	5%	18%	14%	19%	4%	19%	14%	16%
801 +	2%	3%	6%	25%	3%	5%	4%	28%
I Don't Know	7%	7%	16%	27%	4%	4%	16%	20%
Mean	230	325	276	512	238	334	282	500

Q12. How many new SALES OPPORTUNITIES does your company/division generate, on average, per month?

Q13. How many new CUSTOMERS does your company/division acquire, on average, per month?

Marketing Tactics

	Less than \$1 Million	\$1 to 10 Million	\$10 to 500 Million	\$500+ Million
<i>Sample Size</i>	104	148	83	54
Content Creation	68%	55%	22%	24%
Online Advertising/Media Placement	19%	66%	37%	46%
Branding/Public Relations	70%	22%	46%	50%
Email Marketing	69%	19%	36%	17%
Traditional Ads	9%	61%	18%	41%
Social Media Marketing	24%	22%	33%	26%
Website Design & Optimization	12%	15%	31%	31%
Marketing Automation/Lead Management	13%	12%	29%	26%
Trade Shows/Events	8%	17%	16%	19%
Search Engine Optimization	4%	8%	19%	13%
Telemarketing	4%	3%	10%	6%
Other	1%	1%	4%	2%

Q8. Of the following marketing tactics, which three currently receive the most marketing budget allocation?

Bold indicates top 3 per revenue segment

Leads Generated Per Month

	Leads Generated				Marketing Qualified Leads Generated			
	Less than \$1 Million	\$1 to 10 Million	\$10 to 500 Million	\$500+ Million	Less than \$1 Million	\$1 to 10 Million	\$10 to 500 Million	\$500+ Million
<i>Sample Size</i>	104	148	83	54	104	148	83	54
1 - 100	20%	11%	23%	2%	21%	14%	27%	2%
101 - 500	28%	24%	13%	4%	33%	11%	20%	4%
501 - 1,000	29%	18%	20%	7%	24%	26%	17%	9%
1,001 - 2,500	15%	25%	14%	7%	14%	22%	12%	11%
2,501 - 5,000	2%	11%	11%	6%	5%	14%	5%	15%
5,001 - 10,000	4%	1%	6%	19%	0%	1%	7%	11%
10,001 +	1%	0%	4%	26%	1%	0%	1%	15%
I Don't Know	1%	9%	8%	30%	2%	11%	11%	33%
Mean	1046	1303	1832	6234	834	1356	1408	4719

Q10. How many new LEADS does your company/division generate, on average, per month?

Q11. How many new MQLs (Marketing Qualified Leads) does your company/division generate, on average, per month?

Sales Opportunities and New Customers Generated Per Month

	Sales Opportunities			New Customers		
	Exceeding	Achieving	Not Achieving	Exceeding	Achieving	Not Achieving
<i>Sample Size</i>	234	129	38	234	129	38
1 - 50	6%	22%	61%	9%	30%	58%
51 - 100	7%	18%	5%	6%	15%	3%
101 - 200	14%	4%	3%	9%	9%	3%
201 - 300	11%	9%	3%	11%	7%	3%
301 - 400	23%	6%	0%	16%	5%	3%
401 - 500	11%	5%	0%	19%	5%	0%
501 - 800	16%	12%	0%	17%	9%	5%
801 +	7%	9%	5%	7%	12%	11%
I Don't Know	5%	16%	24%	5%	8%	16%
Mean	359	275	95	365	267	178

Q12. How many new SALES OPPORTUNITIES does your company/division generate, on average, per month?

Q13. How many new CUSTOMERS does your company/division acquire, on average, per month?