

# Tapping Multichannel Marketing & Data As Key Engines For Growth



**70%**  
OF B2B  
MARKETERS SAID  
THEIR DEMAND  
GEN BUDGETS  
WILL GROW THIS  
YEAR.

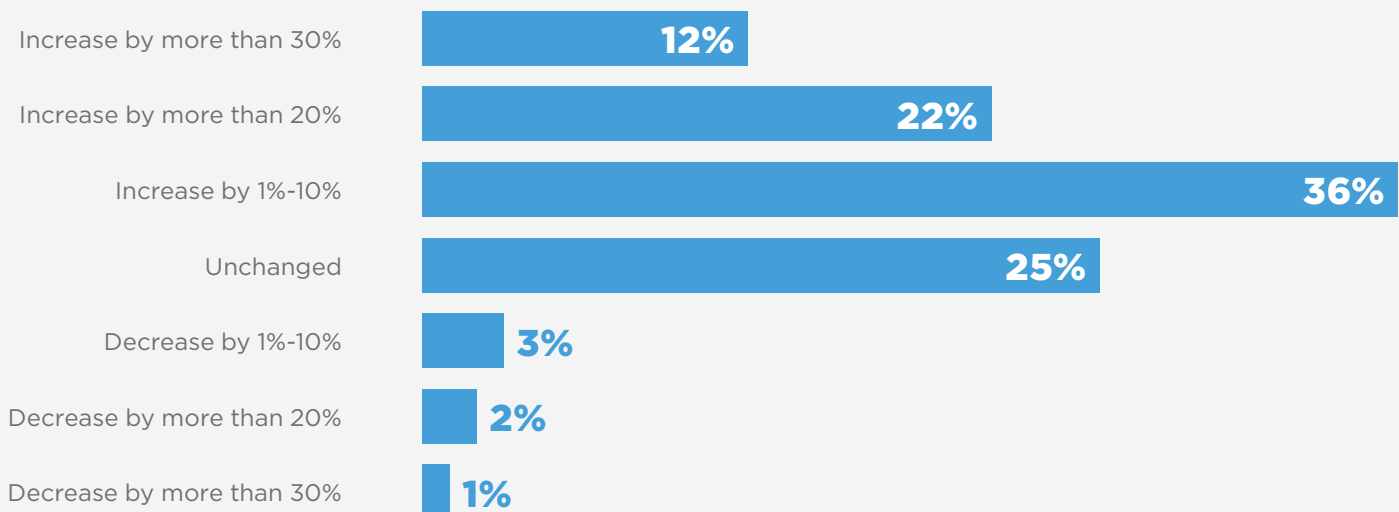
## INTRODUCTION

The core goal of driving growth remains unchanged and fundamental to performance marketing executives. For those marketers directly charged with influencing pipeline, expectations are only increasing as revenue projections become more aggressive and KPIs become more laser focused.

The good news from the *2018 Demand Generation Benchmark Survey* is budgets for acquisition, nurturing and pipeline activities will continue to climb this year, with 70% saying demand gen budgets would increase and 34% saying spending would grow by more than 20%.

However, the expectations for supporting revenue growth are climbing at a more aggressive rate, and the goals and metrics companies are using to judge marketing's impact are also rising rapidly.

## HOW WILL YOUR DEMAND GENERATION BUDGET CHANGE IN 2018?



## RANK YOUR ORGANIZATION'S DEMAND GENERATION PRIORITIES FOR 2018. (ON A SCALE OF 1-5 WITH 5 BEING MOST IMPORTANT)

**73%** Focusing on lead quality over lead quantity

**72%** Improving conversion rates/campaign results

**62%** Generating increased lead volume

**61%** Improving our ability to measure and analyze marketing impact

**60%** Improving sales-marketing alignment

**53%** Expanding our content library to drive campaigns

**48%** Improving the depth and accuracy of our database

**28%**  
OF RESPONDENTS  
SAID THEIR  
MARKETING ORGS  
HAVE SPECIFIC  
REVENUE-BASED  
QUOTAS.

Specific findings from the *Demand Gen Report* survey that illustrate the challenging expectations revenue-focused marketers will face in 2018 include:

- 63% of respondents indicated their companies were projecting revenue growth of more than 20%;
- 25% of companies are projecting revenue growth of more than 30%;
- The number of respondents who said their marketing organizations have specific revenue-based quotas increased by 5% year over year, from 23% in 2017 to 28% this year; and
- Respondents who indicated pipeline influenced as the primary metric they are measured against increased from 27% in 2017 to 30% in 2018.

To respond to these more aggressive goals, as well as keep pace with changing buyer behavior, the study found marketers will be relying more heavily on cross-channel strategies for acquisition, engagement and conversion.

In the following report, we'll breakdown the findings of this year's survey with specific analysis of:

- Marketing's role in revenue generation;
- Cross-channel planning for driving demand; and
- New tools being added to the martech toolbox.

**63%**  
OF RESPONDENTS  
SAID THEIR  
COMPANY'S  
REVENUE WILL  
GROW BY MORE  
THAN 20% IN 2018.

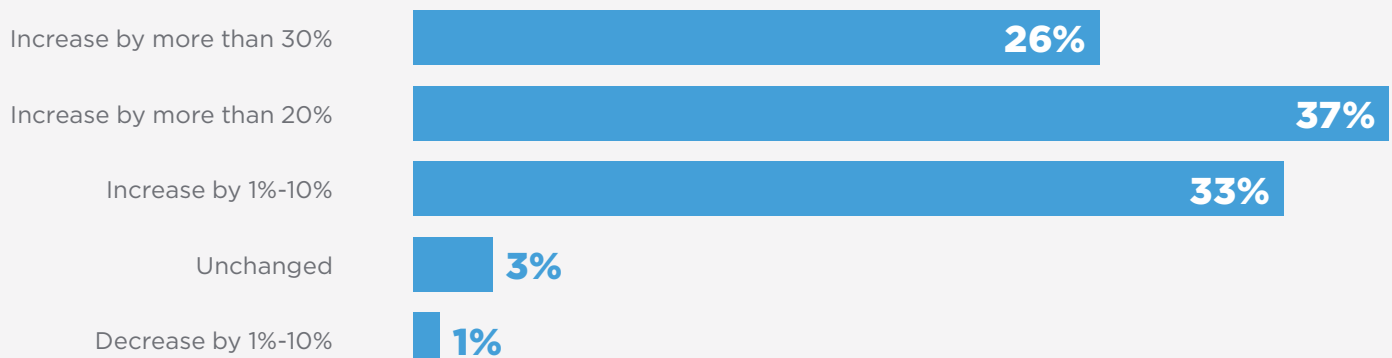
## MARKETING'S STARRING ROLE IN REVENUE

The expectations around marketing's contribution to revenue continued to climb with this year's survey. When asked what percentage of revenue would be attributed to marketing-sourced leads:

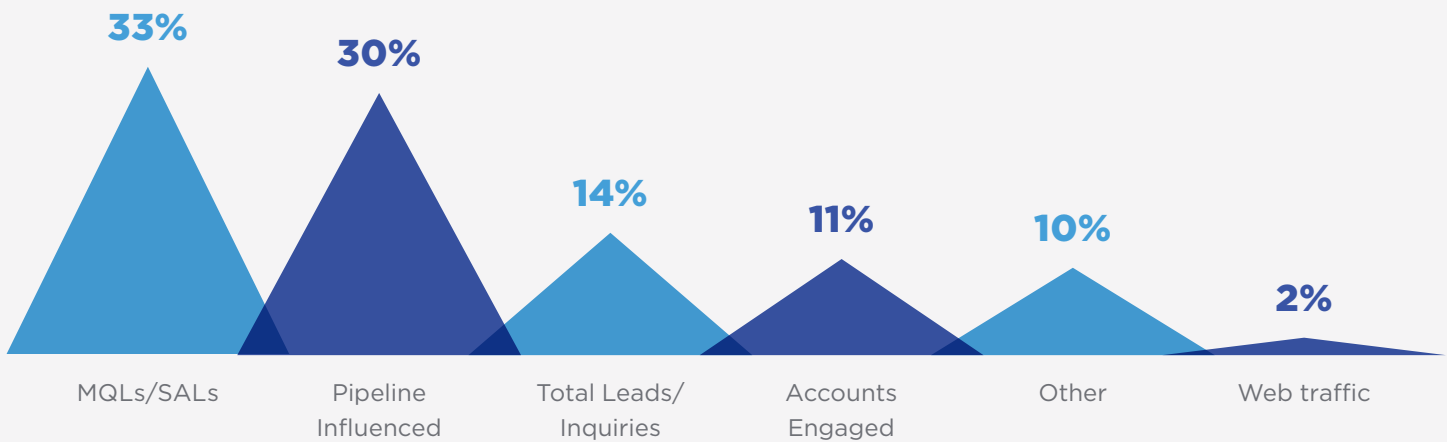
- 28% said between 26% to 50%;
- 27% said between 11% to 25%;
- 18% said less than 10%;
- 11% said between 50% and 75%;
- 6% said between 75% and 100%; and
- Only 9% said they don't track this data.

The increased pressure to drive growth and attributable revenue has been a consistent challenge for marketers in recent years, and this year's survey showed there are no signs of that abating.

## WHAT AMOUNT OF TOTAL REVENUE GROWTH IS YOUR ORGANIZATION PROJECTING FOR 2018?



## WHAT IS THE PRIMARY METRIC YOU ARE MEASURED ON?



**30%**  
SAID PIPELINE  
INFLUENCED WAS  
THEIR TOP METRIC  
TO MEASURE  
PERFORMANCE,  
WHILE

**11%**  
SAID ACCOUNTS  
ENGAGED WAS  
THEIR MAIN  
METRIC.

In addition to a growing number of marketers indicating they now have revenue-based performance quotas, account-specific quotas are also emerging as a top KPI for marketing teams, with 27% of respondents saying they now set account, lead and revenue-based quotas.

The focus on account-based tracking was also evident in looking at the primary metric marketers said they are measured against. While the traditional KPI of MQLs was the top response for 33% of respondents, 30% indicated pipeline influenced was the top metric, 14% said total leads/inquiries, and 11% indicated accounts engaged was the main metric.

**68%**  
SAID IN-PERSON  
EVENTS CONTINUE  
TO RANK AS THE  
TOP ENGAGEMENT  
TACTIC.

## THE CROSS-CHANNEL PLAN FOR DRIVING DEMAND

The increased expectation to drive demand is nearly universal among B2B marketers, but the approach to realizing attributable revenue is changing rapidly.

According to the survey of 160 marketers, the top demand generation priorities for 2018 are:

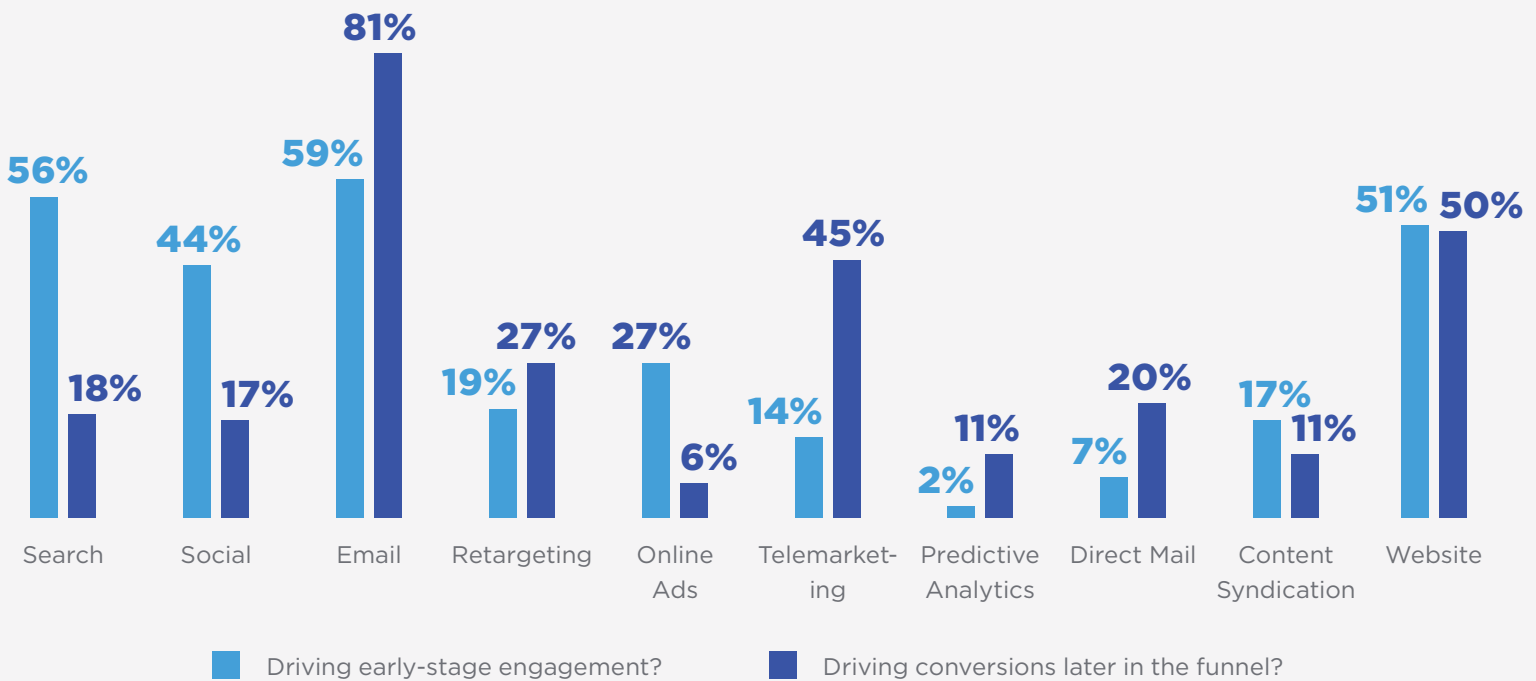
1. Focusing on lead quality over quantity;
2. Improving conversion rates/campaign results;
3. Generating increased lead volume;
4. Improving ability to measure/analyze marketing impact; and
5. Improving the depth/accuracy of our database.

In terms of top-of-funnel acquisition strategies, in-person events and webinars continued to rank as the top engagement tactics (selected by 68% and 61% of respondents, respectively). While some of the tried-and-true formats such as white papers and case studies (both 50%) continued to rank high as engagement tactics, emerging sources such as videos (37%) and content syndication (25%) also ranked high on the list.

## WHICH CHANNELS ARE YOU CURRENTLY USING TO DRIVE LEADS FOR YOUR PIPELINE? (PICK TOP THREE)



## WHICH CHANNELS HAVE BEEN MOST EFFECTIVE IN...



**50%**  
SAID SEARCH WAS  
A GO-TO CHANNEL  
FOR DRIVING  
LEADS.

The survey also showed marketers are continuing to rely on multiple channels to drive leads for their pipeline. While email was still the go-to channel for 67% of marketers, search grew by almost 10% from last year (moving from 41% to 50%), and online ads climbed 5% (moving from 16% to 21%).

The importance of cross-channel marketing was also validated when marketers were asked which channels were most effective in terms of early-stage engagement, with search increasing 6% YOY to 56%, social climbing 4% YOY to 44%, and online ads moving 6% YOY to 27%.

When it came to tactics that helped drive conversions in later stages of the funnel, search actually dipped as a tactic (dropping from 26% last year to 18% this year), while retargeting increased 6% (from 21% last year to 27% this year), direct mail climbed 7% (from 13% to 20% this year) and telemarketing posted a big jump (from 32% to 45% this year).

**49%**  
SAID ACCOUNT-  
BASED TOOLS  
ARE THEIR TOP  
PRIORITY.

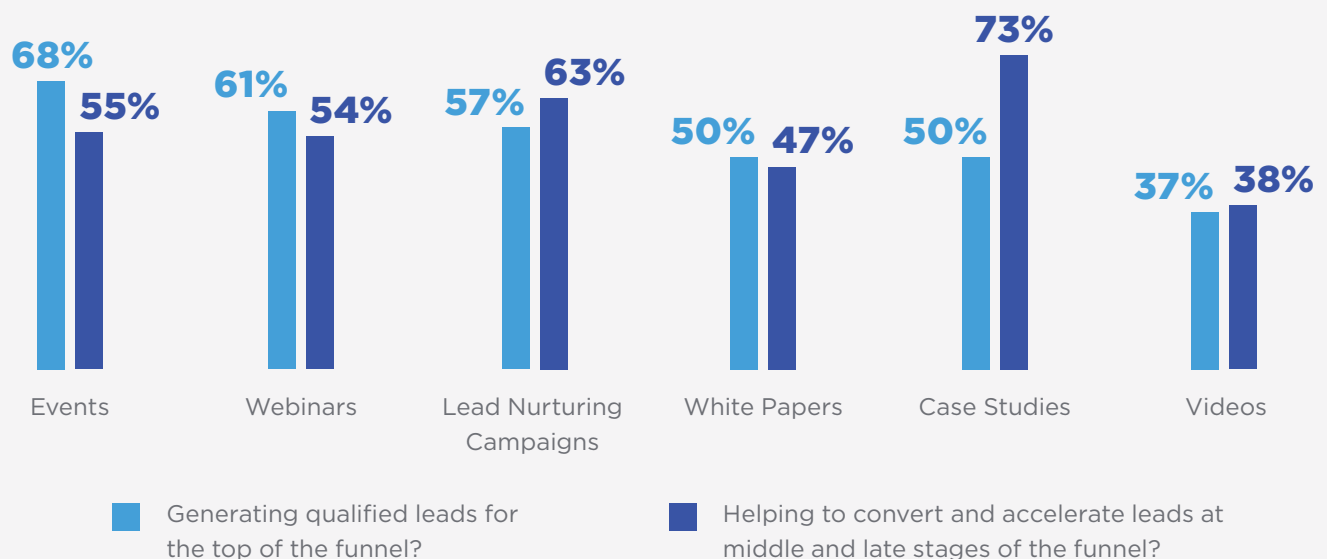
## NEW TOOLS FOR THE MARTECH TOOLBOX

The survey showed marketers are still actively planning to test and deploy new tools in 2018, with ABM at the top of the list as it was last year. Nearly half of respondents (49%) picked account-based tools as a top priority, but that dropped a bit from last year when 58% had plans to deploy ABM applications.

Multichannel lead nurturing (41%), content planning/syndication, retargeting (both 37%), marketing automation (33%) and predictive lead scoring (29%) were among the top tools marketers expect to test or deploy.

Measurement and attribution tools are also growing priorities for marketers, with 34% citing content measurement as a priority, 30% selecting attribution modeling, and 28% selecting data enrichment as tools of choice.

### IN 2017, WHICH TACTICS WERE MOST SUCCESSFUL IN...





## HOW WOULD YOU DESCRIBE YOUR CURRENT ABILITY TO MEASURE CAMPAIGN ATTRIBUTION AND INFLUENCE?

**38%** We are actively reviewing our database to ensure we have full and complete contacts

**31%** Our database has good coverage but many contacts are incomplete or inaccurate

**18%** Our contact database is inaccurate/is not adequate in covering our target markets

**10%** Our database is current and provides complete coverage of our key segments

**3%** Not sure

**38%**  
OF RESPONDENTS  
SAID THEY  
ARE ACTIVELY  
REVIEWING THEIR  
DATABASE FOR  
ACCURACY.

Specific to their ability to track campaign attribution and influence, 53% said they are already measuring this, while 36% indicated they are planning to add the ability to measure this within the next 12 months.

Data and insights also proved to be a growing need and priority for performance marketers, with only 10% responding that their database is current and provides coverage of key segments. Nearly one-third (31%) admitted their database has many contacts that are incomplete or inaccurate, 38% said they are actively reviewing their database, and 18% categorize their database as inadequate to cover target markets.



## ABOUT THE SURVEY

The 2018 Demand Generation Benchmark Survey was conducted in November and December of 2017 and polled 160 marketing executives.

The sample was predominantly from North America (87%), with respondents from EMEA (8%) and APAC (5%) also represented.

The respondents came from a variety of industries, with software/tech representing the largest share (51%), followed by business services (24%), financial services (6%), manufacturing (4%) and others including health care, telecom and retail.

The sample also represented a range of different size organizations, with the following breakdown:

- 16%** \$500 million and above
- 12%** \$100 million to \$500 million
- 12%** \$50 to \$100 million
- 28%** \$10 to \$50 million
- 32%** \$10 million or below

## CONTENT<sup>4</sup> DEMAND

Content4Demand (C4D) is a business-to-business content strategy and content creation agency. Our team of content marketing experts specializes in two main areas: creating turnkey content to reach B2B buyers at all stages of the buyer's journey and developing foundational marketing strategies including persona creation, content messaging development and nurture campaign design. Our ultimate goal is to construct buyer-focused content and marketing strategies that drive leads and stimulate demand for your business. C4D works with B2B companies across a variety of industry verticals including: technology, financial, manufacturing, media, healthcare and more. For more information and content samples, visit [content4demand.com](http://content4demand.com).

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## INTEGRATE

Integrate is a software and solutions provider that empowers B2B marketing organizations to surpass growth targets and scale revenue contributions. The Integrate Demand Orchestration Software automates the manual aspects of demand generation – like managing disparate data sources, scrubbing and standardizing lead files, routing leads for follow-up, connecting the dots between marketing programs and sales results – enabling marketers to shift focus towards executing strategies that drive conversions, create sales pipeline and impact revenue. Visit [www.integrate.com](http://www.integrate.com) to learn why marketing leaders at Dell, Rackspace, Salesforce and Zuora choose Integrate.

**866.478.0326**

**[REQUESTS@INTEGRATE.COM](mailto:REQUESTS@INTEGRATE.COM)**



Filling your funnel can be difficult. But it doesn't have to be. At Selling Simplified, we're demand gen geeks. So you don't have to be. Meet demandcentr, the industry's only instant on, always on Do It For Me (DIFM) marketing platform as a service, supported by a global team of dedicated specialists (our Marketing services Desk) purpose-built, and at-the-ready, to deliver a world-class experience to support your unique objectives; and connected to one of the largest global audiences of B2B buyers. demandcentr is the only platform purpose-built to turn up and deliver top, middle, and lower funnel Account Based Leads - in the timeframe and volume required. It also provides access to our Data Cleansing and Enrichment Suite. On demand. Accelerate funnel velocity with a data-driven approach combining best-in-class technology and human analysis to correct and append contact records at the point of capture; and in Marketing and CRM systems –automatically. SAY GOODBYE to missing, inaccurate, and outdated contact information, and SAY HELLO to 10X actionable demand!

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## INTERESTED IN LEARNING MORE?



*Demand Gen Report* is a targeted online publication that uncovers the strategies and solutions that help companies better align their sales and marketing organizations, and ultimately, drive growth. A key component of the publication's editorial coverage focuses on the sales and marketing automation tools that enable companies to better measure and manage their multi-channel demand generation efforts.

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### ABOUT THE AUTHOR

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Story teller and publisher focused on helping brands create content that sparks conversations with their prospects.