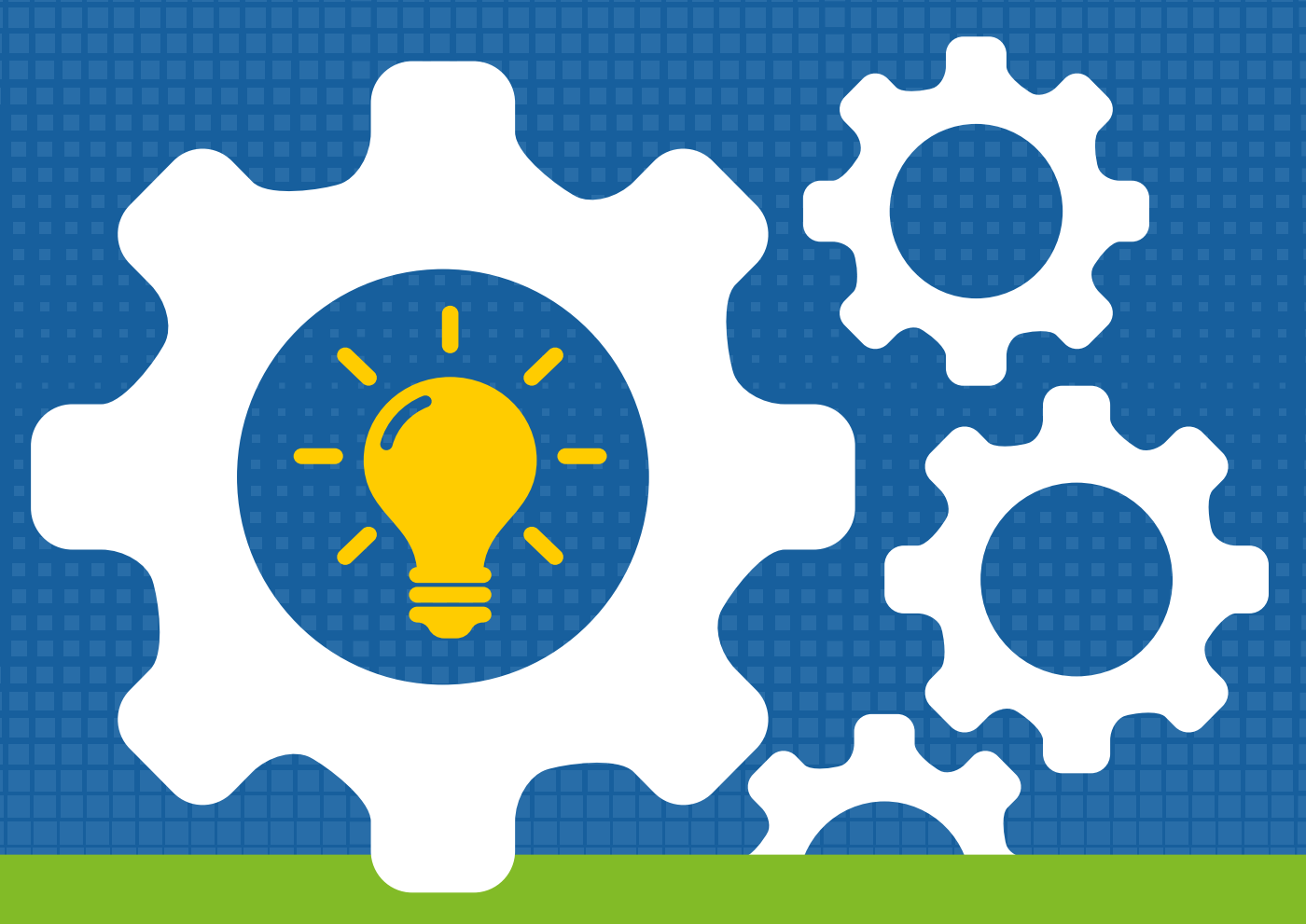


MARKETING AUTOMATION



WHERE IT'S BEEN

AND WHERE IT'S GOING

79%

of top-performing companies have been using **MARKETING AUTOMATION** for more than 2 years.¹



53% of B2B fortune 500 companies use **MARKETING AUTOMATION**²



54%

of companies with marketing automation **CAPTURE INTELLIGENCE** for the sales team, compared to 25% without³



63%

of companies that are **OUTGROWING THEIR COMPETITORS** use Marketing Automation software³

PRESENT TRENDS



Marketing Automation software generates **2x** the number of **LEADS** than those using blast email software and are perceived by their peers to be **TWICE** as effective at communicating.⁴

OPPORTUNITIES

44%

Amongst marketers surveyed who are not using MA software, **44%** say they have never heard of it.⁴

85%

85% of B2B marketers using MA platforms feel that they are not using them to their full potential.⁵

26%

Only **26%** of B2B MA users have fully adopted their system.⁶

44%

of marketers are **NOT FULLY SATISFIED** with their marketing automation systems⁴

REPORTED PAIN POINTS OF MARKETING AUTOMATION SOFTWARE⁴

LONG IMPLEMENTATION

TOO EXPENSIVE

DIFFICULT TO LEARN

A BRIGHT FUTURE

The proportion of users who intend to pilot or use marketing automation in the next year is amongst the **HIGHEST OF ALL TECHNOLOGIES**.⁷

78%

of high performing marketers say that marketing automation software is responsible for **IMPROVING REVENUE CONTRIBUTION**.²



38%

of marketing automation users were actively **CONSIDERING SWITCHING** marketing automation systems in the coming year.⁸

75%

of companies using Marketing Automation realize **ROI WITHIN 12 MONTHS**⁹

1 - Gleanster, Marketing Automation Benchmarking Report, 2013

2 - Mathew Sweezy, State of Demand Generation, 2013

3 - The Lenskold and Pedowitz Groups, Lead Generation Marketing Effectiveness Study, Nov 2013

4 - Autopilot, Marketing Automation Performance Report, 2015

5 - SiriusDecisions, Eight is Not Enough: Increasing Adoption of Marketing Automation Platforms, 2014

6 - David Raab, Customer Experience Matrix, 2013

7 - Salesforce, State of Marketing, 2015

8 - VentureBeat, Buyers and Users Marketing Automation Survey: Results, Analysis and Key Findings, 2014

9 - Focus Research, 2013