Marketing Automation Trends for Success

2016 Benchmarks From Best-in-Class Companies
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Marketing Automation Trends for Success

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

But what are the best-in-class doing to achieve important goals?

To find out, Three Deep Marketing in partnership with Ascend2 fielded the Marketing Automation Trends Survey and completed interviews with 239 marketing influencers.

The charted data in this edition of the study, titled Marketing Automation Trends for Success, exclusively represents the opinions of the 68 best-in-class companies who disclosed their marketing automation strategy as “Very Successful” at achieving important goals. We thank them for sharing their valuable insights with us, and you.

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: 21%
  - 50 to 500: 23%
  - Fewer than 50: 56%

- **Role in the Company**
  - Owner / Partner / CXO: 46%
  - VP / Director / Manager: 42%
  - Non-Management: 12%

- **Primary Marketing Channel**
  - B2B: 78%
  - B2C: 10%
  - B2B and B2C Equally: 12%
Best-in-Class Success

Only 32% of companies consider marketing automation “Very successful” at achieving their important goals. The following are insights derived exclusively from these best-in-class marketers.

How SUCCESSFUL is your marketing automation strategy at achieving important goals?

- Somewhat successful: 59%
- Very successful: 32%
- Unsuccessful: 9%
Most Significant Barriers to Success

The best-in-class consider “Lack of an effective strategy” the most significant barrier to marketing automation success. An effective strategy requires a unique combination of experience and skills.

What are the MOST SIGNIFICANT BARRIERS to marketing automation success?

- Lack of an effective strategy: 58%
- Marketing-sales alignment: 42%
- Complexity of system: 42%
- Inadequate contact data quality: 40%
- Lack of relevant content: 31%
- Lack of employee skills: 28%
- Budget constraints: 18%
Strategy Planning Resources Used

The experience and skills required to plan an effective strategy are not often available in-house. That’s why 73% of the best-in-class outsource all or part of marketing automation planning.

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

- In-house resources only 27%
- Outsourced to a specialist 22%
- Combination of outsourced and in-house resources 51%

Increasing lead generation and improving lead nurturing are the top priorities for 68% and 60% of the best-in-class respectively. The next most important goal is increasing sales revenue.

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

- Increase lead generation: 68%
- Improve lead nurturing: 60%
- Increase sales revenue: 44%
- Improve customer engagement: 31%
- Improve marketing productivity: 29%
- Improve campaign targeting: 22%
- Improve performance measurability: 22%
Impact on Overall Marketing Performance

Expectations for marketing automation systems are very high with an overwhelming 94% of the best-in-class saying it is “Very important” to the overall performance of marketing.

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

- Very important: 94%
- Somewhat important: 6%
- Not important: 0%
Measuring Marketing Automation Performance

The best-in-class say the most useful metrics for measuring marketing automation performance, and meeting the very high expectations, are conversion rates and revenue generated.

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

- Conversion rate: 58%
- Revenue generated: 58%
- Leads generated: 42%
- Engagement rate: 41%
- Pipeline value: 31%
- Cost per lead: 30%
- Open/Click rate: 16%

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Nearly two-thirds (63%) of the “Very successful” use their marketing automation systems extensively, while more than a third (37%) achieved best-in-class status with limited use.
Most Useful System Features

Email marketing is not only the most useful system feature, studies consistently identify it as the most effective tactic. But “Analytics and reporting” is also very useful to the best-in-class.

<table>
<thead>
<tr>
<th>Feature</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Email marketing</td>
<td>49%</td>
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<tr>
<td>Analytics and reporting</td>
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<td>Campaign management</td>
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<td>Lead scoring</td>
<td>34%</td>
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<tr>
<td>List segmentation</td>
<td>32%</td>
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What are MOST USEFUL FEATURES of a marketing automation system?

“Very successful” marketing automation users want results fast with 37% expecting to realize benefits within 90 days and another 29% within 4 to 6 months of system implementation.

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

- 37% within 3 months or less
- 29% within 4 to 6 months
- 17% within 6 to 9 months
- 15% within 10 months to 1 year
- 2% within More than 1 year

Email Marketing Audit

New email technologies allow you to deliver targeted, relevant, and behavior-based messages and offers to your contacts. Email is your opportunity to welcome new prospects, nurture new leads, up-sell/cross-sell existing customers, and reactivate lapsed contacts. Increase effectiveness and efficiencies by automating your email execution without adding resources to your marketing team. Three Deep can help breathe new life and engagement into your email campaigns with ROI-centric, user satisfying results.

If you have questions about your email marketing campaigns, contact us. *We’re here to help!*

Email Marketing Audit

*Contact us today!*
About the Research Partners

Three Deep is a solution-focused digital performance agency specializing in acquisition and lead generation-based campaigns as well as behavioral-based triggered email campaigns for customer nurturing. Three Deep’s core purpose is helping businesses grow through measurable digital marketing programs. With comprehensive expertise at all levels of the digital marketing funnel, Three Deep increases marketing effectiveness and pro-actively exceeds client goals through measurement and optimization.

Learn more at ThreeDeepMarketing.com

Ascend2

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Learn more at Ascend2.com