Demand Generation Adoption Survey

INTRODUCTION AND SUMMARY OF KEY FINDINGS

EXECUTIVE TAKEAWAY

- 84% of survey respondents have either deployed marketing automation (48%), or are using dedicated batch-and-blast email systems (36%) in order to reach prospects.

- 53% of the B2B organizations surveyed have adopted marketing automation systems.

- 89% of survey respondents who have deployed marketing automation have elected to integrate it with a CRM system.

- The adoption of marketing automation coupled with CRM integration has grown remarkably compared to 5 years ago, when a similar survey determined that only 8% of respondents had a completely integrated CRM and demand generation solution.

The purpose of the study was to understand the adoption rate of prospect and lead generation technologies as well as sales-enablement technologies by marketers. We also queried marketers about future plans and obstacles for marketing automation deployment. This study further investigated the use of multi-step campaigns, campaign timing and if campaign steps were automatically triggered by prospect actions. The study did not ascertain qualitative measures.

The following report is based on an online survey conducted in December 2013.

OBJECTIVE

Our objective was to understand current demand generation adoption, plans for adoption, and level of operational sophistication by having survey respondents answer the following questions:

- Has your organization adopted marketing automation?
- Is your organization utilizing a CRM or other lead-management system?
- Has your organization integrated your CRM system to your marketing automation system?
- Are campaign actions triggered automatically based on prospect actions?
- What types of campaigns is your organization using?
- Are you using outbound email systems in the absence of marketing automation systems?
- Do you have plans to deploy marketing automation?

This study was completed by 320 sales, marketing and business executives.

AUDIENCE

We have assembled input from 320 sales, marketing and business executives primarily working at business-to-business organizations in technology, business-service and marketing agency organizations. These organizations run the size spectrum from small to large.

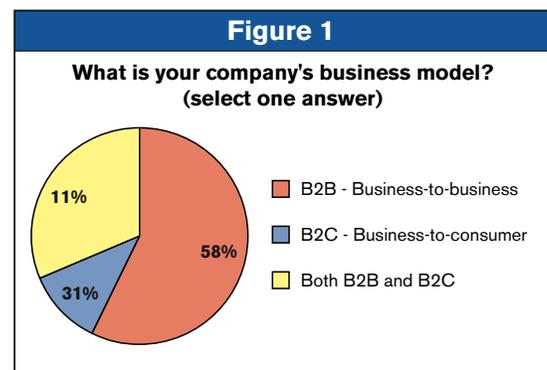The breakdown of our respondents' business segment is shown in (Fig 1.).

Figure 1

What is your company's business model? (select one answer)

- B2B - Business-to-business — 58%
- B2C - Business-to-consumer — 31%
- Both B2B and B2C — 11%

Fig 1. Participation by business segment.

FINDINGS

Demand generation technology has clearly emerged from the early adopter phase. By a strong majority, business-to-business marketers rely on CRM, with marketing automation and email systems following after, in that order.

The next-generation of demand generation capabilities is gaining a great deal of traction. 84% of our survey audience has either deployed marketing automation, or is using dedicated batch-and-blast email systems in order to reach prospects (Fig 2.).

The combination of CRM, integrated with a marketing automation system, has also emerged as the preferred tool set for business-to-business organizations conducting lead generation activities.
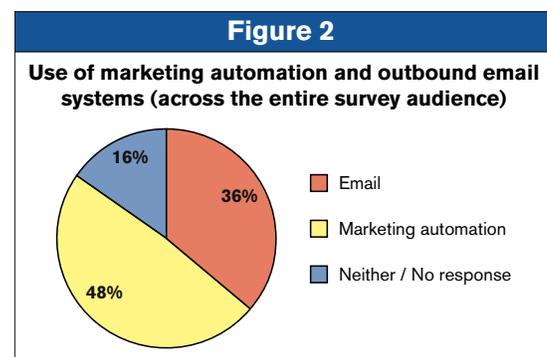

Figure 2

Use of marketing automation and outbound email systems (across the entire survey audience)

- Email — 36%
- Marketing automation — 48%
- Neither / No response — 16%

Fig 2. Use of marketing automation and outbound email systems across the entire survey audience

MARKETING AUTOMATION ADOPTION

Marketing automation has reached a majority adoption among our survey audience. Over 50% of respondents currently have a marketing automation system in place (Fig 3.).

Overall, 53% of the B2B organizations surveyed have adopted marketing automation systems, a greater number than the 43% adoption rate at organizations identified as B2C and combination B2B / B2C organizations.

The adoption of marketing automation coupled with CRM integration has grown remarkably compared to 5 years ago, when a similar survey determined that only a mere 7.9% of respondents had a completely integrated CRM and demand generation solution and only 1 in 4 (27%) had some level of integration.

DEPLOYMENT OF CRM

There is an 89% adoption rate of CRM for survey respondents who have deployed marketing automation (Fig 4.).

Surprisingly only 45% of organizations that have not deployed marketing automation are using any form of CRM system (Fig 5.).

Looking at this by business sector, only 44% of B2C and combination B2B and B2C organizations have adopted CRM.

INTEGRATION WITH CRM

The vast majority of respondents with marketing automation have integrated a CRM system. Integrating marketing automation-based demand generation solutions with CRM systems has been accomplished by 89% of the survey respondents who have deployed marketing automation. This integration allows for efficient lead-management coupled with sophisticated scoring and profiling capabilities in marketing automation to address sales' need for more qualified leads. The combination of marketing analytics with sales tracking provides measurable indicators for greater marketing and sales accountability.

• Nurturing prospects
• Performing accurate, behavioral-based targeting and segmentation
• Scoring leads
• Automatically routing those leads to appropriate sales person or teams

The integration of batch-and-blast email systems also provides some benefit, although not as complete as marketing automation.

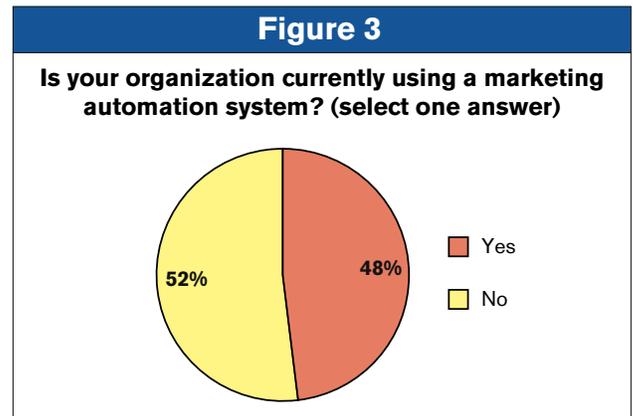• Performing response-based targeting
• Nurturing prospects

Figure 3

Is your organization currently using a marketing automation system? (select one answer)

Yes 48%
No 52%

Fig 3. Overall adoption of Marketing Automation

Figure 4

Is your organization currently using a CRM / lead-management system? (select one answer)

Yes 89%
No 11%
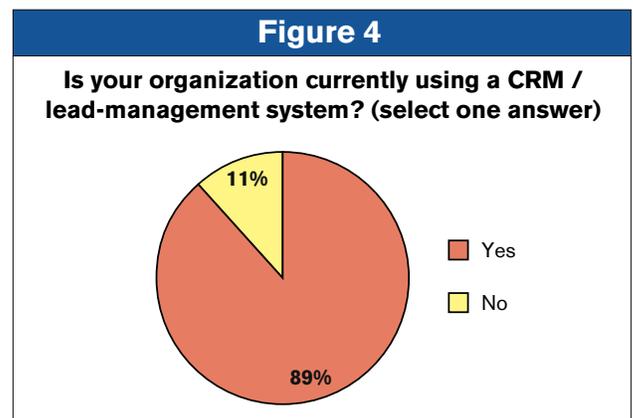
Fig 4. Adoption of CRM among those who have deployed Marketing Automation

Figure 5

Is your organization currently using a CRM system / lead-management system? (select one answer)
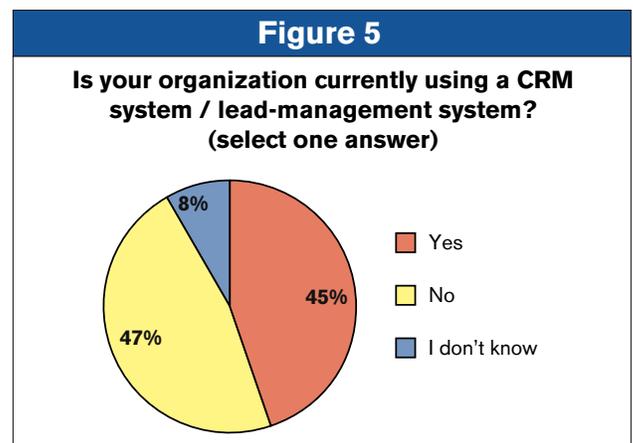

Yes 45%
No 47%
I don't know 8%

Fig 5. Adoption of CRM among those NOT using Marketing Automation

BARRIERS TO ADOPTION

While CRM systems integrated with marketing automation systems has been adopted in a majority of cases, many organizations have not yet deployed these systems for a variety of reasons.

Survey participants who had not yet deployed marketing automation were provided the option of specifying the basis for not proceeding with adoption. Multiple answers, as well as write-in responses were solicited. The majority of respondents (approx. 62%) answered with budgetary, management approval, staff or resource issues.

Write-in responses included comments on the difficulty of introducing new technologies into organizations, lack of time to learn new capabilities and an insufficient knowledge of marketing automation capabilities or benefits.

These barriers to adoption point to a need for marketers to continue evaluating their situation and determine when conditions are advantageous for adoption. They also point out that further outreach and industry education is necessary on the part of marketing automation companies, as well as a continued effort to make the tools economical and easier to deploy and operate.

MARKETING AUTOMATION CAMPAIGN SOPHISTICATION

We asked the portion of our survey audience that had deployed marketing automation about the purpose and characteristics of campaigns that they have in place today. In an ideal world, all marketers would avail themselves to the full feature set and capabilities of marketing automation. While over 90% of respondents were using a portion of their system's capabilities, few were using all of the capabilities of their system, or the marketing automation system did not offer those capabilities.

TYPES OF CAMPAIGNS

We asked our audience what type of campaigns were in use. Multiple answers, as well as write-in responses were permitted. Organizations overwhelming use more than one type of campaign. Over 90% of respondents specified that at least two types of campaigns were in use in their organization and over 50% of respondents are using four or more campaigns.

Event, webinar, form and drip were in use by at least 50% or more of the survey participants. In aggregate, the percentage of organizations running fixed interval nurture and variable interval or accelerated nurture campaigns together totals about 60%.

Of the participants using marketing automation about 30% deployed variable timing and accelerated campaigns (where campaign timing canchange based upon prospect actions or prospect demographics; typically based upon scoring or triggering mechanisms).
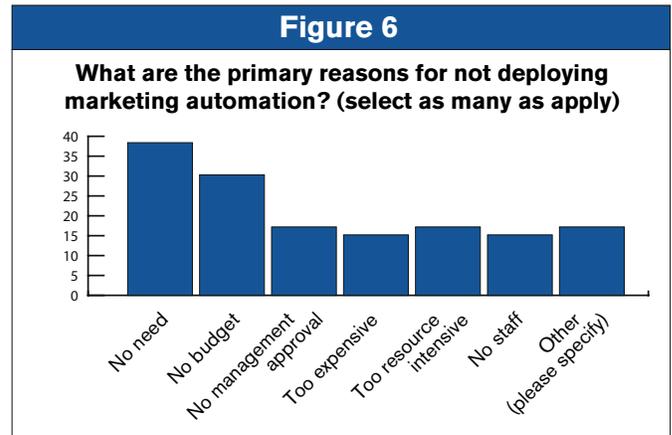

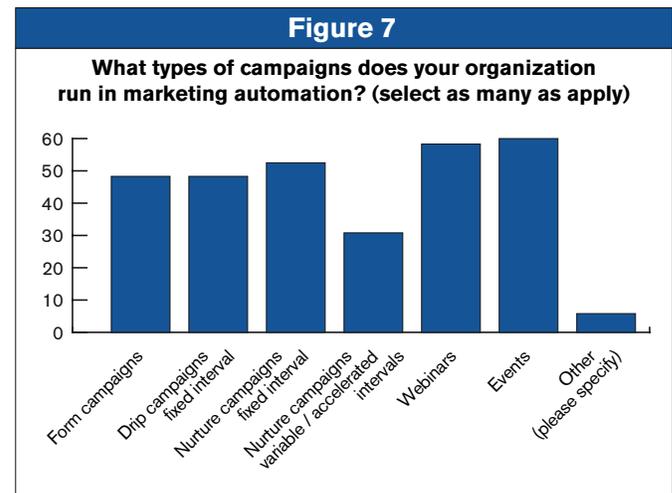Fig 6. Reasons for not deploying Marketing Automation

Fig 7. Types of Campaigns in use

These campaign usage rates are low across the board and should be considerably higher across the various campaign types. While each will never hit 100% of deployment due to the varying marketing mix required at different organizations, the low rates point out that the value of marketing automation may not be fully realized at most organizations.

This also points to the need for easier-to-use marketing automation systems and a conscious effort by marketers to derive full value from their investments in marketing automation.

CAMPAIGN TRIGGERS

We asked if campaign steps were triggered by prospect actions such as visits to the website or landing pages that may have been offered as a resource in emails. 58% answered affirmatively. Here again we find room for better utilization of the capabilities of marketing automation as triggered actions can be a valuable means to respond to prospects who are most interested and can effectively help move prospects to becoming qualified leads. Visit data based on prospect actions coupled with prospect demographics may be used to trigger additional actions such as additional email communication in line with the prospect's persona or segment. They may also be used to send the prospect to another campaign, or trigger other actions such as notifications to the sales department that a threshold had been reached or that other offline actions (such as a mailer) may be appropriate.

INDIVIDUAL CAMPAIGN CHARACTERISTICS (TIMING)

Typical campaigns consisted of between 2 and 7 email steps for 84% of our survey audience. Less than 10% used a campaign for a single email. A very small percentage had campaigns with greater than seven email steps per campaign.
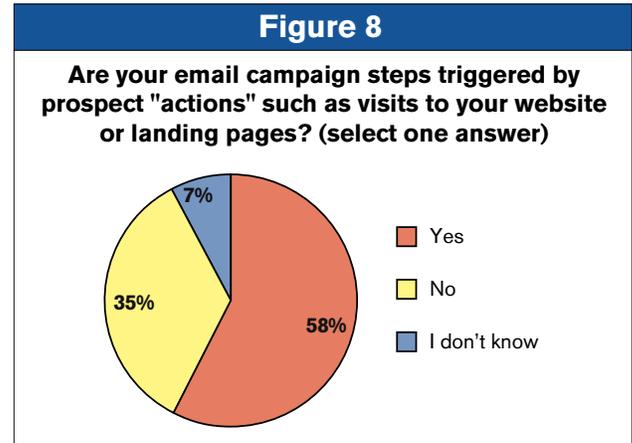

Figure 8
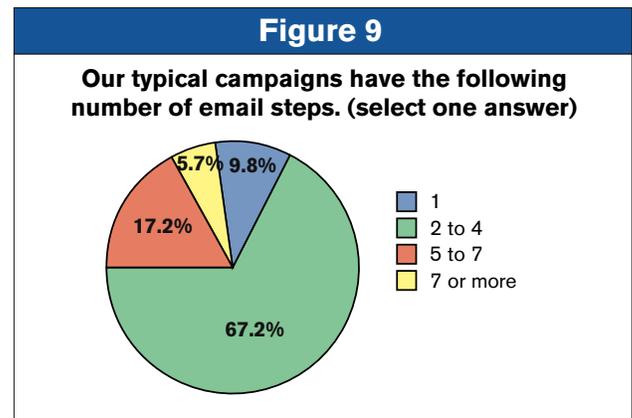
Are your email campaign steps triggered by prospect "actions" such as visits to your website or landing pages? (select one answer)

- Yes
- No
- I don't know

7%
35%
58%

Fig 8. Are campaign steps triggered by prospect actions?

Figure 9

Our typical campaigns have the following number of email steps. (select one answer)

- 1
- 2 to 4
- 5 to 7
- 7 or more

5.7%   9.8%
17.2%
67.2%

Fig 9. Typical number of email steps in campaigns

Figure 10

What is the typical time interval between email sends in your campaigns? (select one answer)

- 0 to 3 days
- 4 to 6 days
- 1 week
- 2 weeks
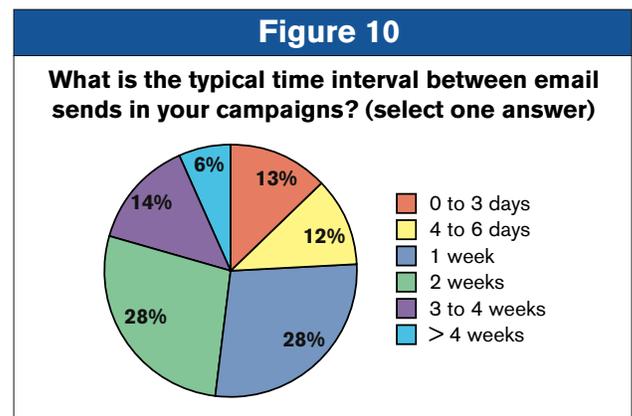- 3 to 4 weeks
- > 4 weeks

6%   13%
14%   12%
28%
28%

Fig 10. Typical email intervals

CONCLUSION

Marketing automation is beginning to achieve wide acceptance. Overall, demand generation technology has clearly emerged from the early adopter phase into wide usage. By a strong majority, business-to-business marketers rely on CRM, with marketing automation and email systems following after, in that order. The powerful combination of integrated demand generation tools, coupling marketing automation and CRM is an overwhelming choice among respondents.

Demand generation technologies are a fixture amongst a majority of companies in our survey. Other surveys have noted a lower deployment rate of marketing automation.

The full value of marketing automation may not yet be fully realized at most organizations. However, the level of campaign sophistication is higher than what is possible with simple email products.

Visit data based on prospect actions coupled with prospect demographics may be used to trigger additional actions such as additional email communication in line with the prospect's persona or segment. They may also be used to send the prospect to another campaign, or trigger other actions such as notifications to the sales department that a threshold had been reached or that other offline actions (such as a mailer) may be appropriate.

Easier to use marketing automation systems and a conscious effort by marketers to derive full value from their investments in marketing automation, as evidenced by the numbers and types of campaign in use shows that marketing automation is an important part of the demand generation toolkit.

SURVEY METHODOLOGY

The survey was conducted by ResearchCorp.org (www.ResearchCorp. org). Respondents to the survey comprise independent marketing and sales professionals as well as business executives who are involved in marketing disciplines. The respondents who participated in the survey were offered a copy of this report as a thank you for their participation and were also entered into a drawing for an iPad mini, but were in no way further compensated for their participation.

A total of 320 respondents from companies that market products and or services completed the online survey via www.surveymonkey. com. This survey was co-sponsored by eTrigue, whose identity was not revealed to survey participants. Not all questions were required, so each respondent did not answer every question. Some questions contained questions, that when answered with a specific answer, suppressed the display of certain subsequent questions. In addition, some questions allowed the user to enter multiple answers, so totals do not always add to 100%.