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%

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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?

Unsuccessful
9%

Very
successful
32%

Somewhat
successful
59%
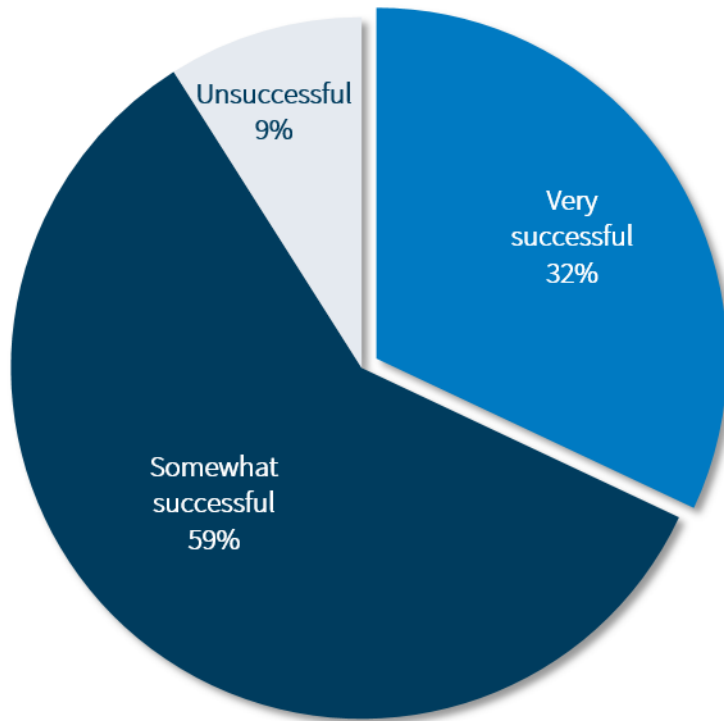
Most Significant Barriers to Success

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?

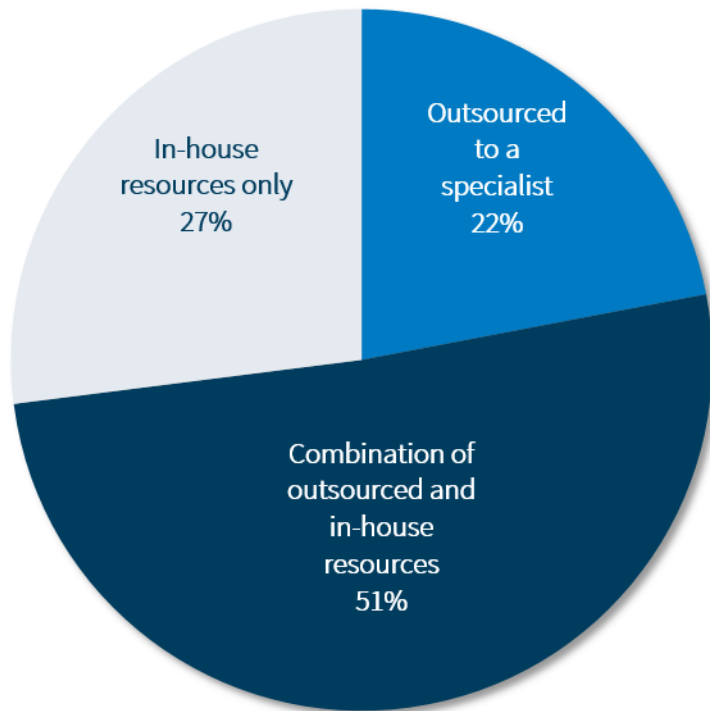| Barrier	Percentage
Lack of an effective strategy	58%
Marketing-sales alignment	42%
Complexity of system	42%
Inadequate contact data quality	40%
Lack of relevant content	31%
Lack of employee skills	28%
Budget constraints	18%

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%

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Most Important Strategic Goals

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?

Goal	Percentage
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%

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Marketing Automation Trends Survey, Three Deep and Ascend2, April 2016

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?

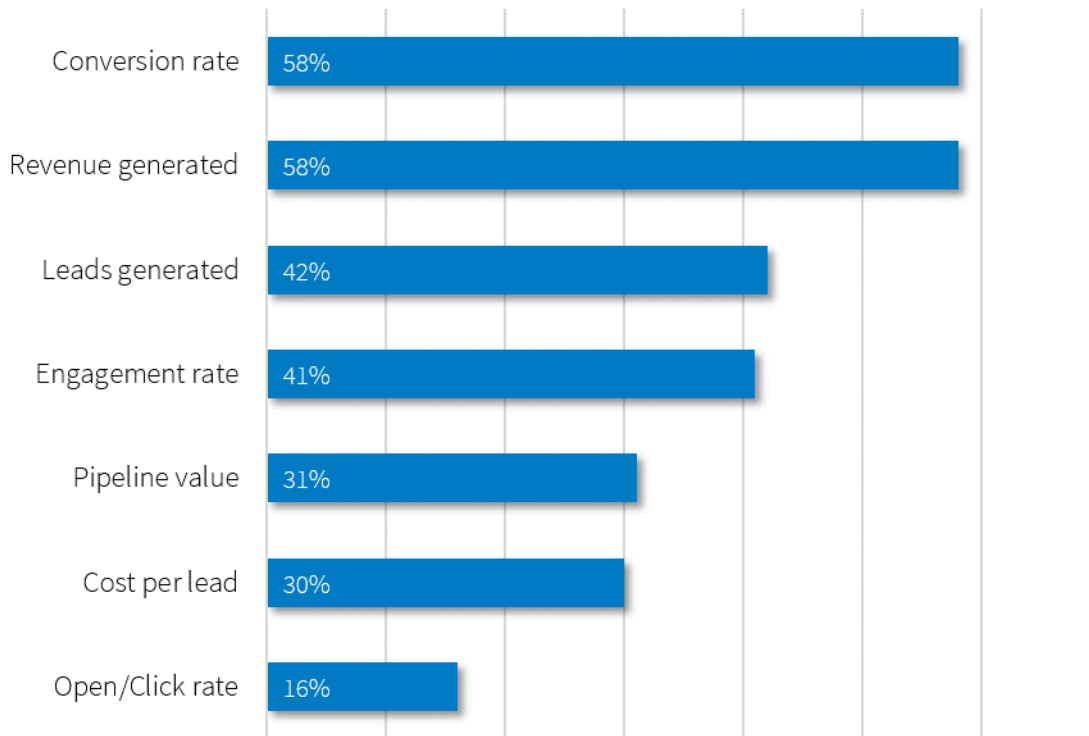| Very important	Somewhat important	Not important
94%	6%	0%

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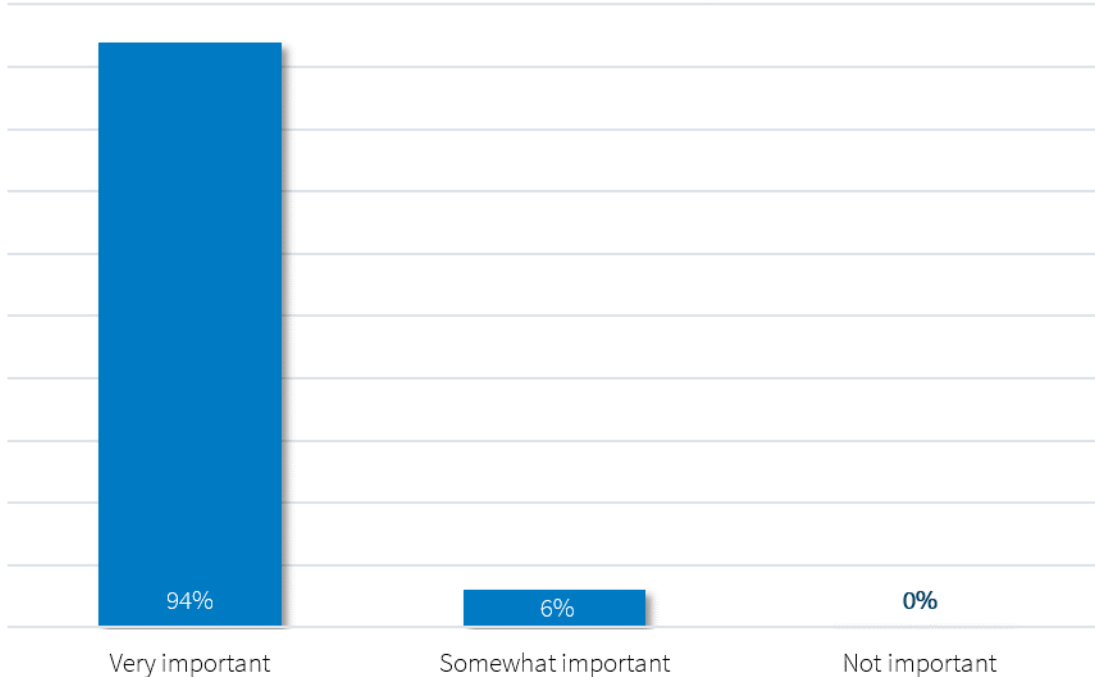
Measuring Marketing Automation Performance

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?

| Metric	Percentage
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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Marketing Automation Usage

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.

To what extent does your company currently USE MARKETING AUTOMATION?

Limited use of marketing automation 37%

Extensive use of marketing automation 63%
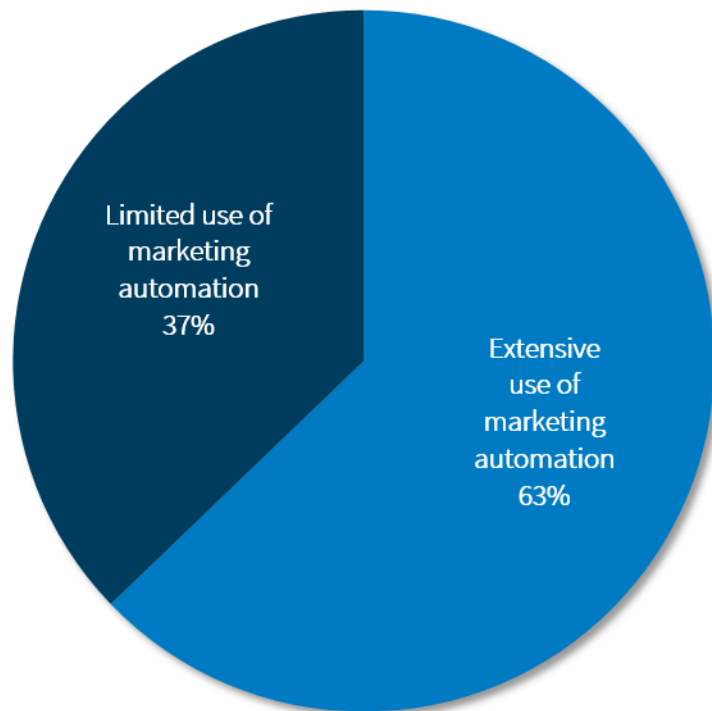
Most Useful System Features

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.

What are MOST USEFUL FEATURES of a marketing automation system?

Feature	Percentage
Email marketing	49%
Analytics and reporting	45%
Campaign management	43%
Lead nurturing	43%
Integration capabilities	42%
Lead scoring	34%
List segmentation	32%

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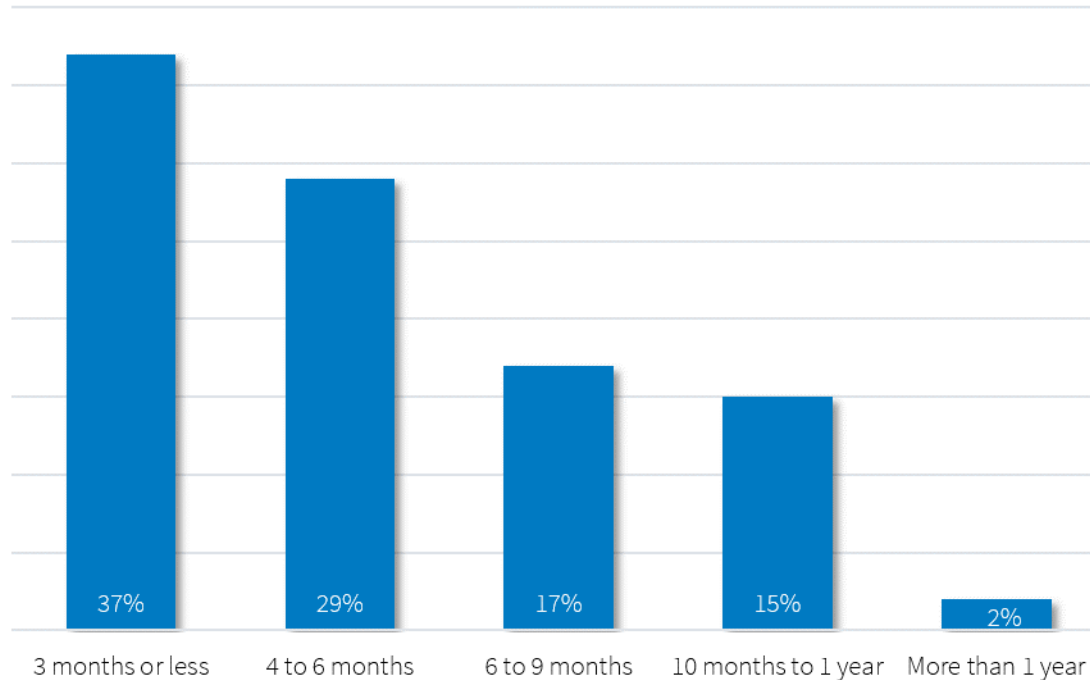
Timeframe to Realizing Benefits

"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?

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

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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!

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About the Research Partners

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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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