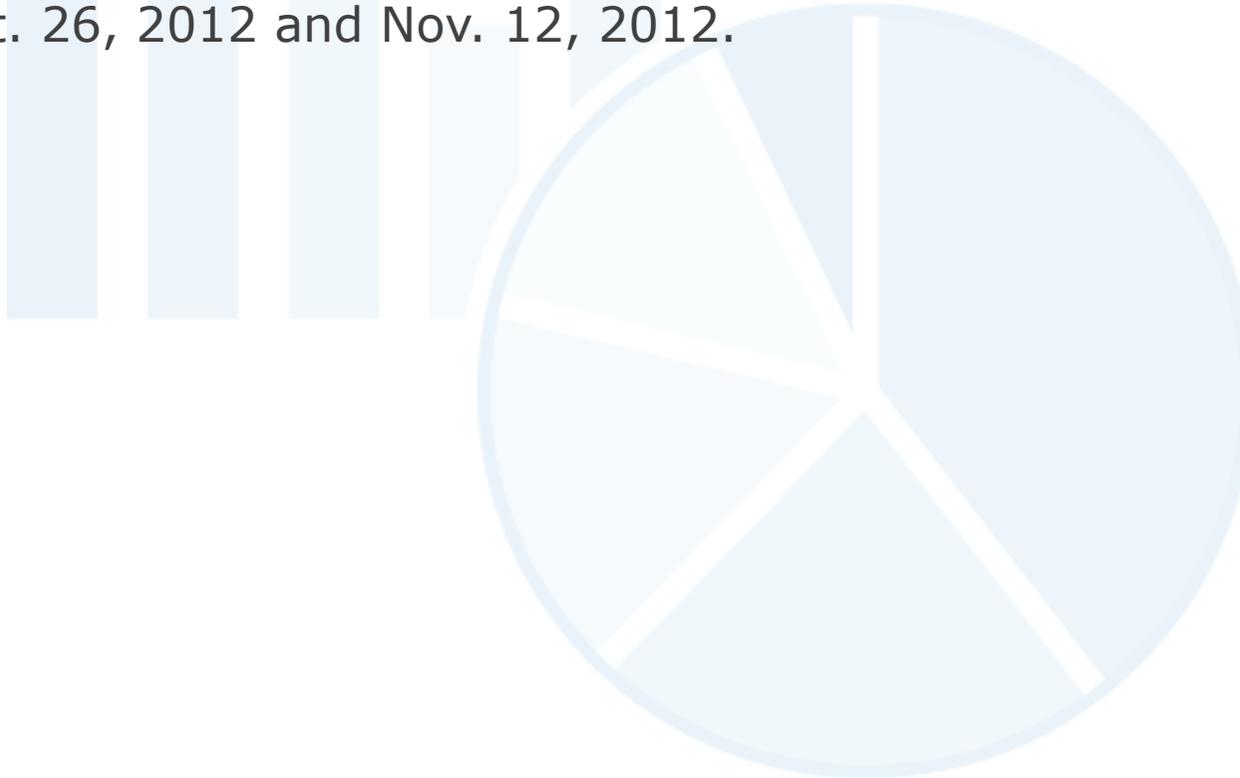


B2B Demand Generation Benchmark IndustryView 2013

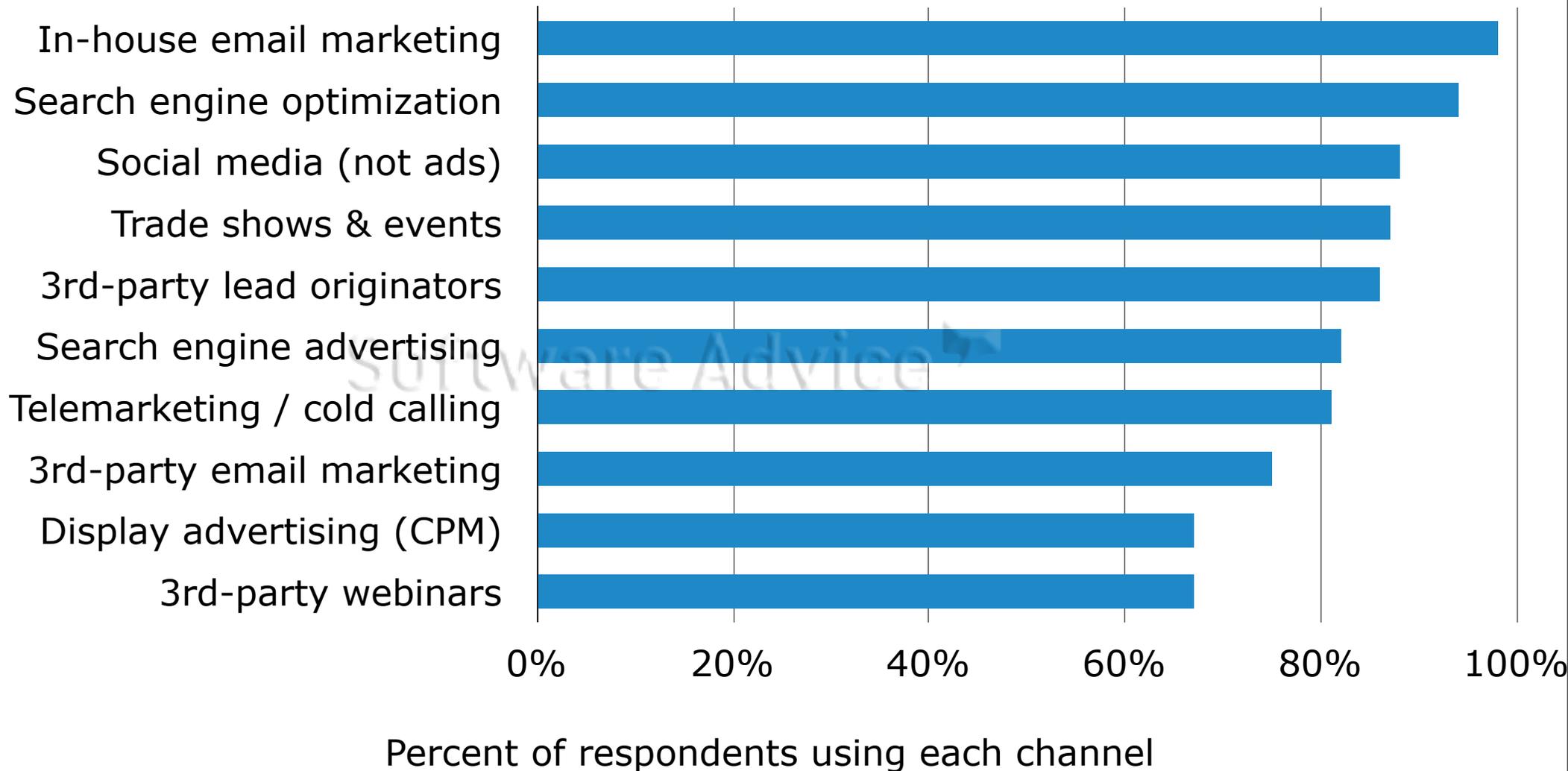
Trends and best practices from the industry

Abstract

This report identifies the most effective demand generation channels, content and offers, as well as forecasts where marketers will prioritize their demand generation spending in 2013. It is based on a survey of 155 marketers collected between Sept. 26, 2012 and Nov. 12, 2012.

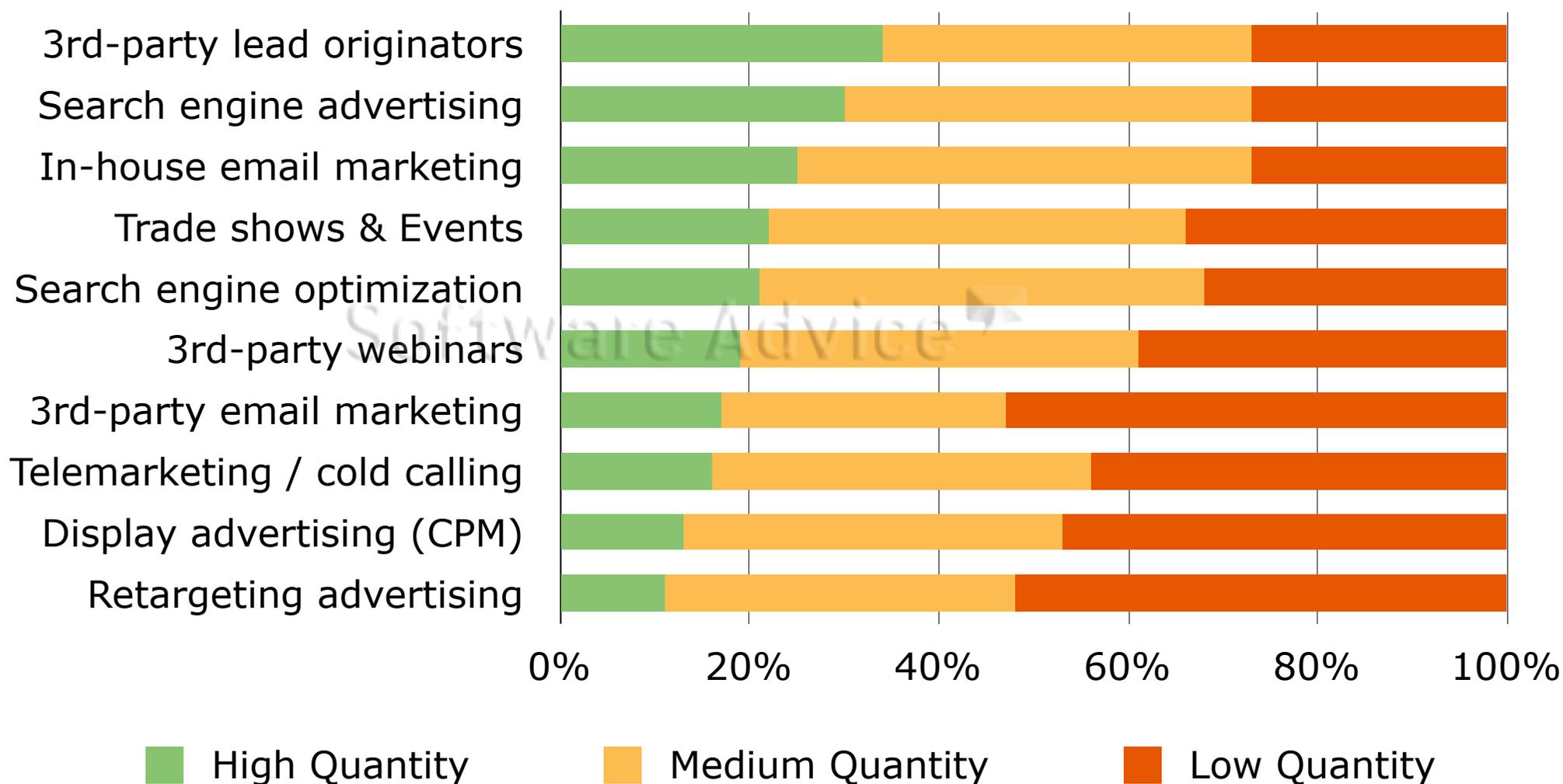


Percentage of Marketers Using Each Channel



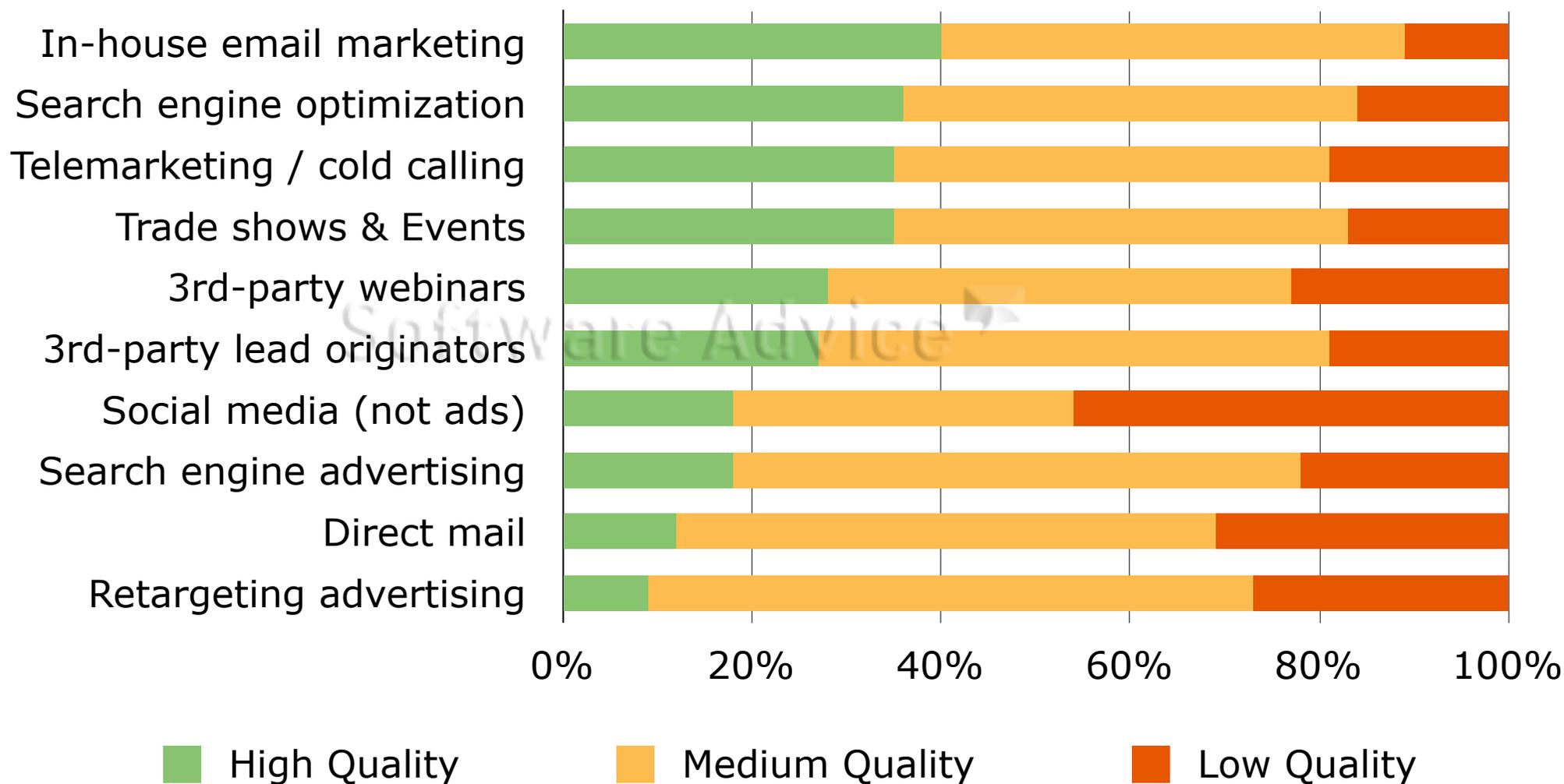
Most marketers have forgone traditional media, with the exception of trade shows and events, in favor of digital channels.

Perceived Quantity of Leads by Channel



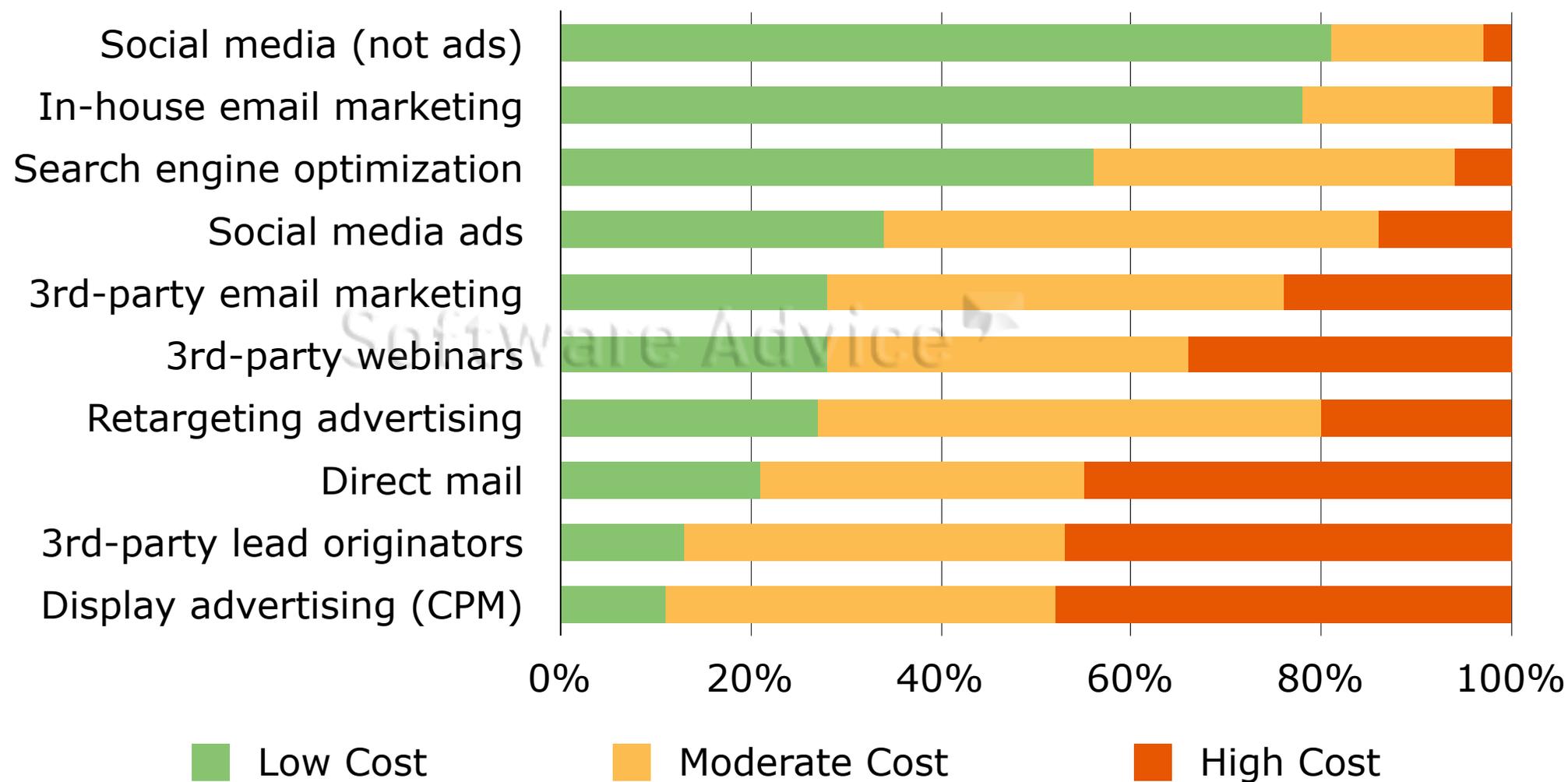
Marketers chose digital channels for producing a high volume of leads. Again, trade shows and events were the exception.

Perceived Quality of Leads by Channel



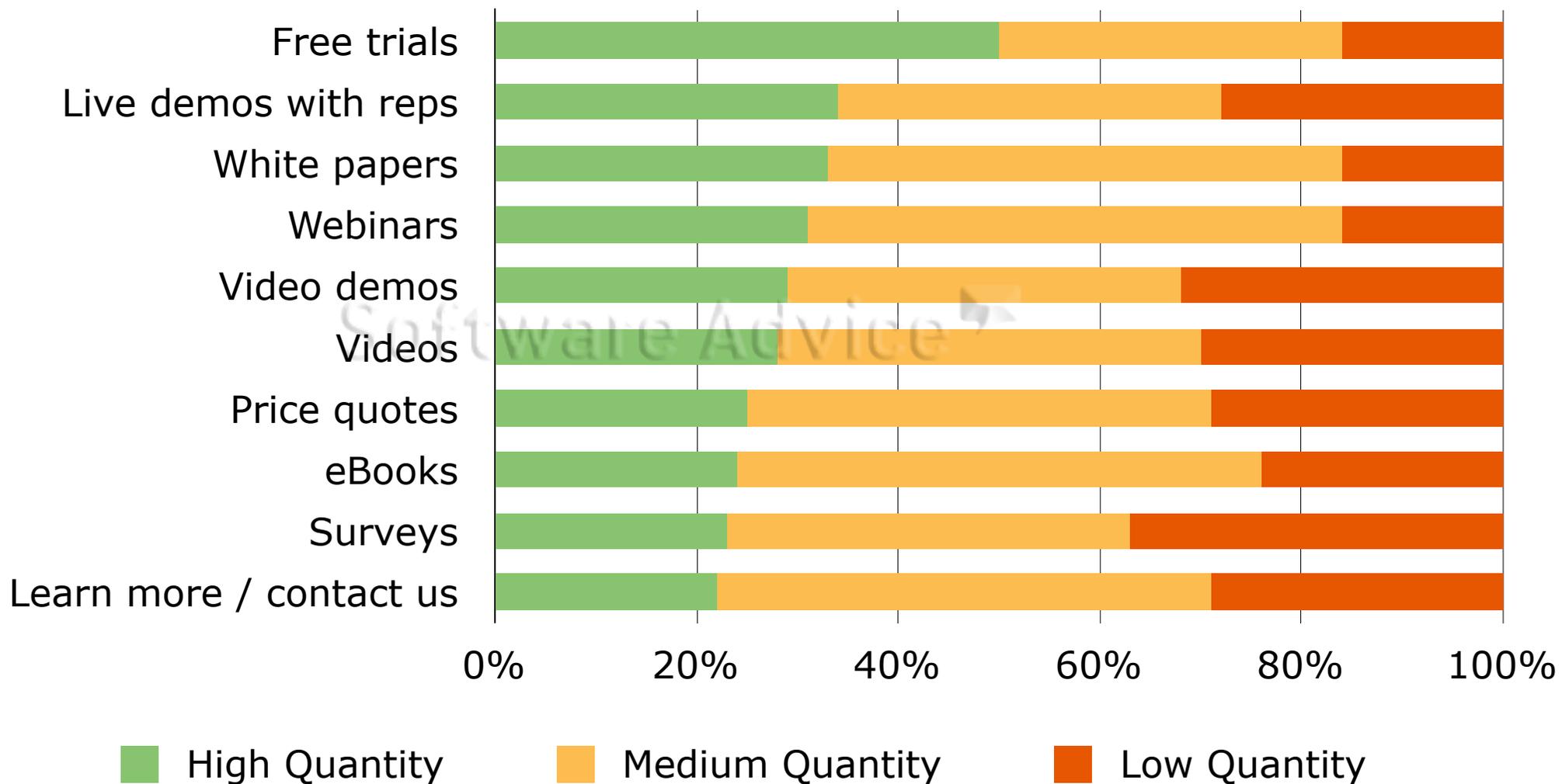
The two most popular channels—in-house email marketing and search engine optimization—were identified most often as producing high quality leads.

Perceived Lead Cost by Channel



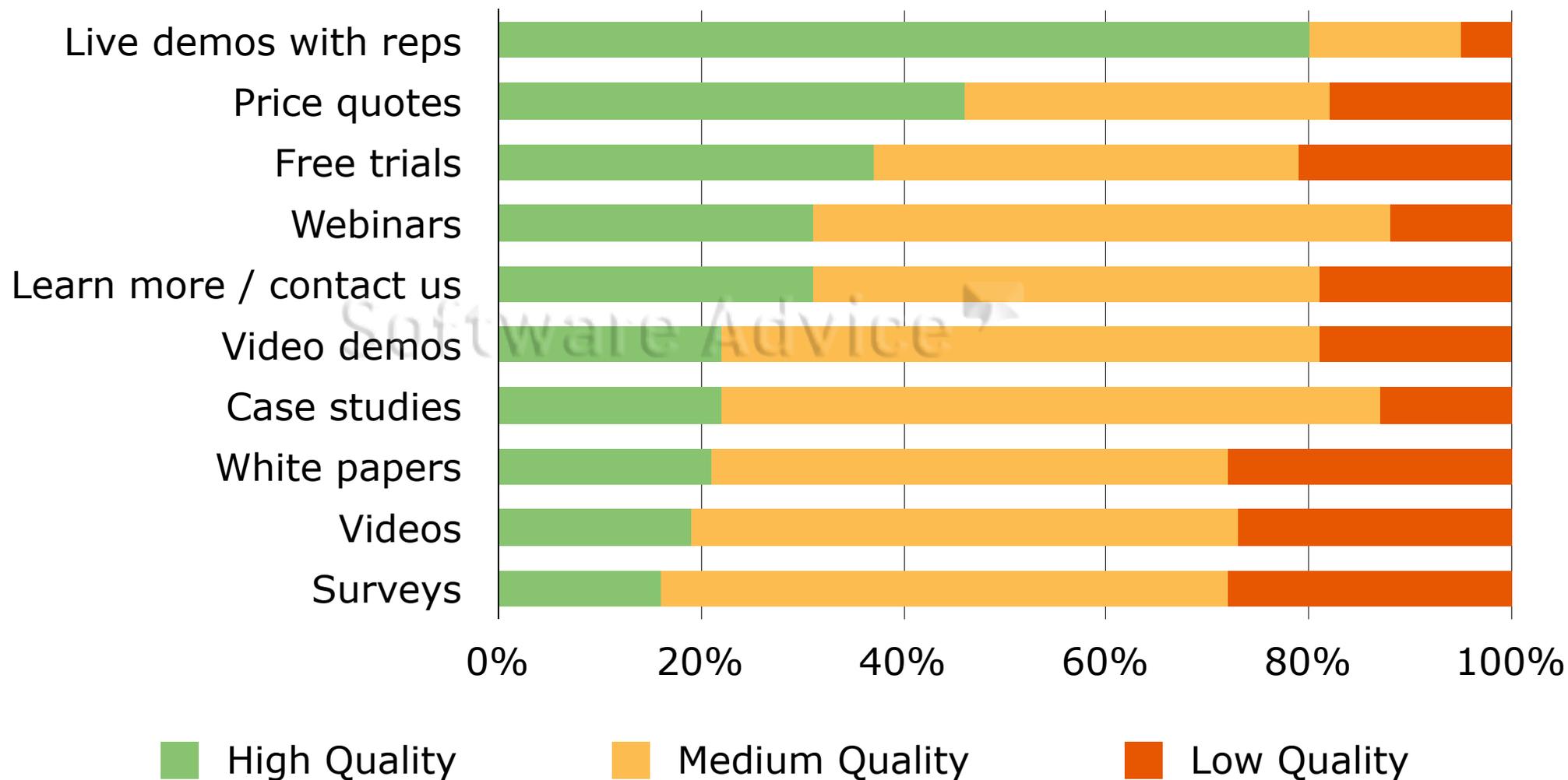
Marketers perceived Social media (not ads) as being low cost, despite marketers not seeing the channel as producing a high quantity or quality of leads.

Perceived Quantity of Leads by Content or Offer



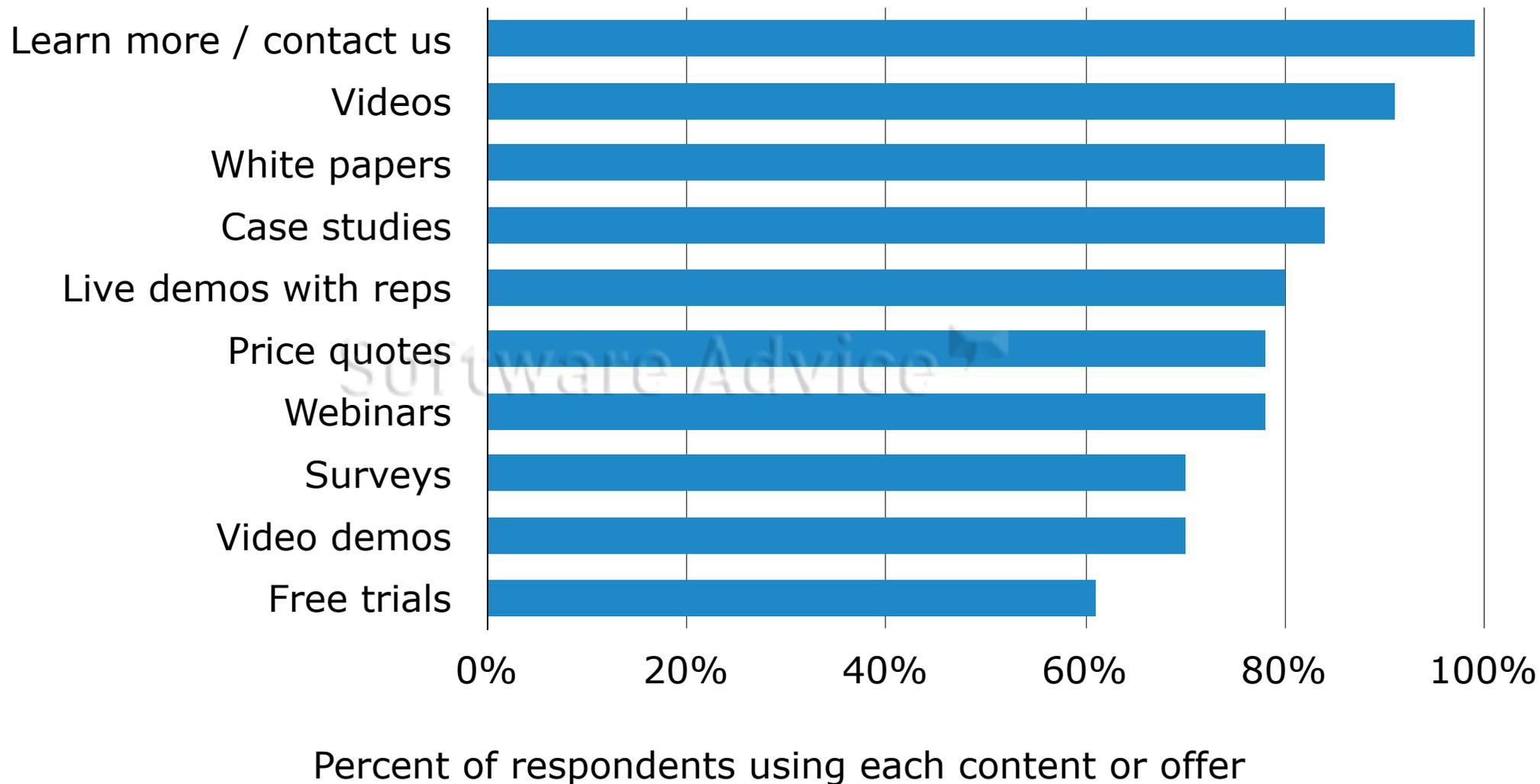
Here's how each content or offer ranked from the highest to lowest percentage of marketers viewing them as high volume.

Perceived Quality of Leads by Content or Offer



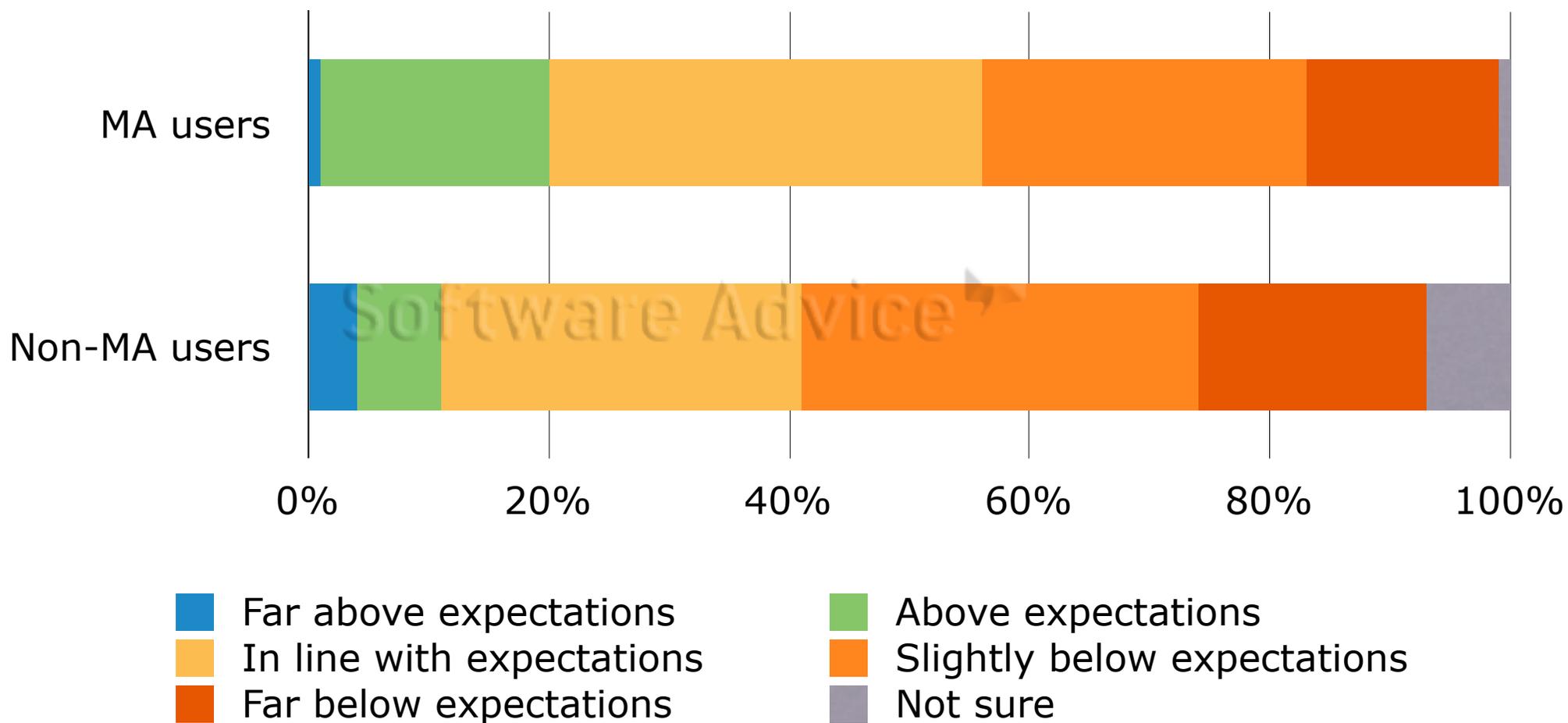
Here's how the types of content or offers ranked from the highest to lowest percentage of marketers viewing the content or offer as high quality.

Percentage of Marketers Using Each Content or Offer



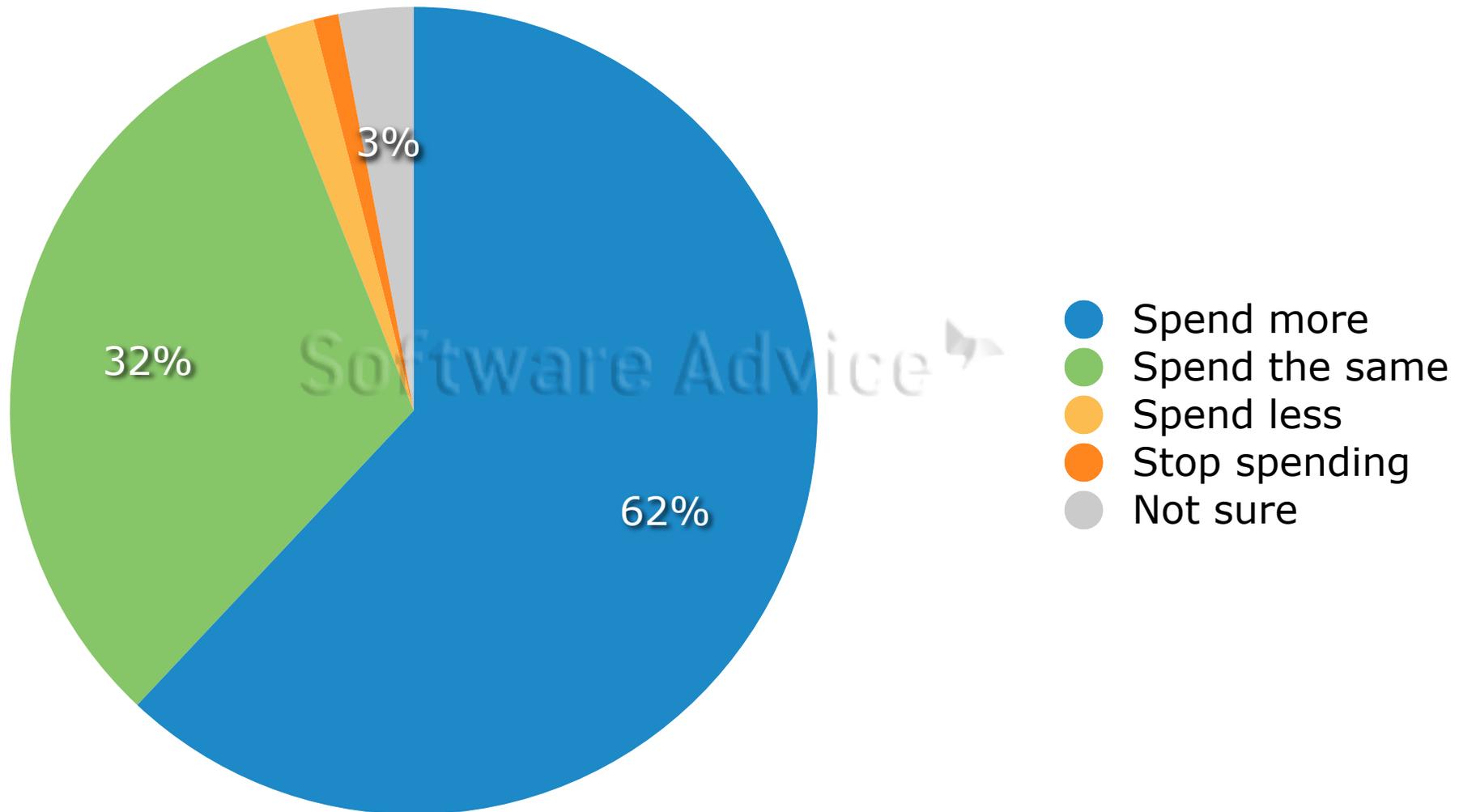
For marketers, popularity didn't coincide with success in producing high quality or quantity of leads.

Performance: Marketing Automation Users vs. Non-Users



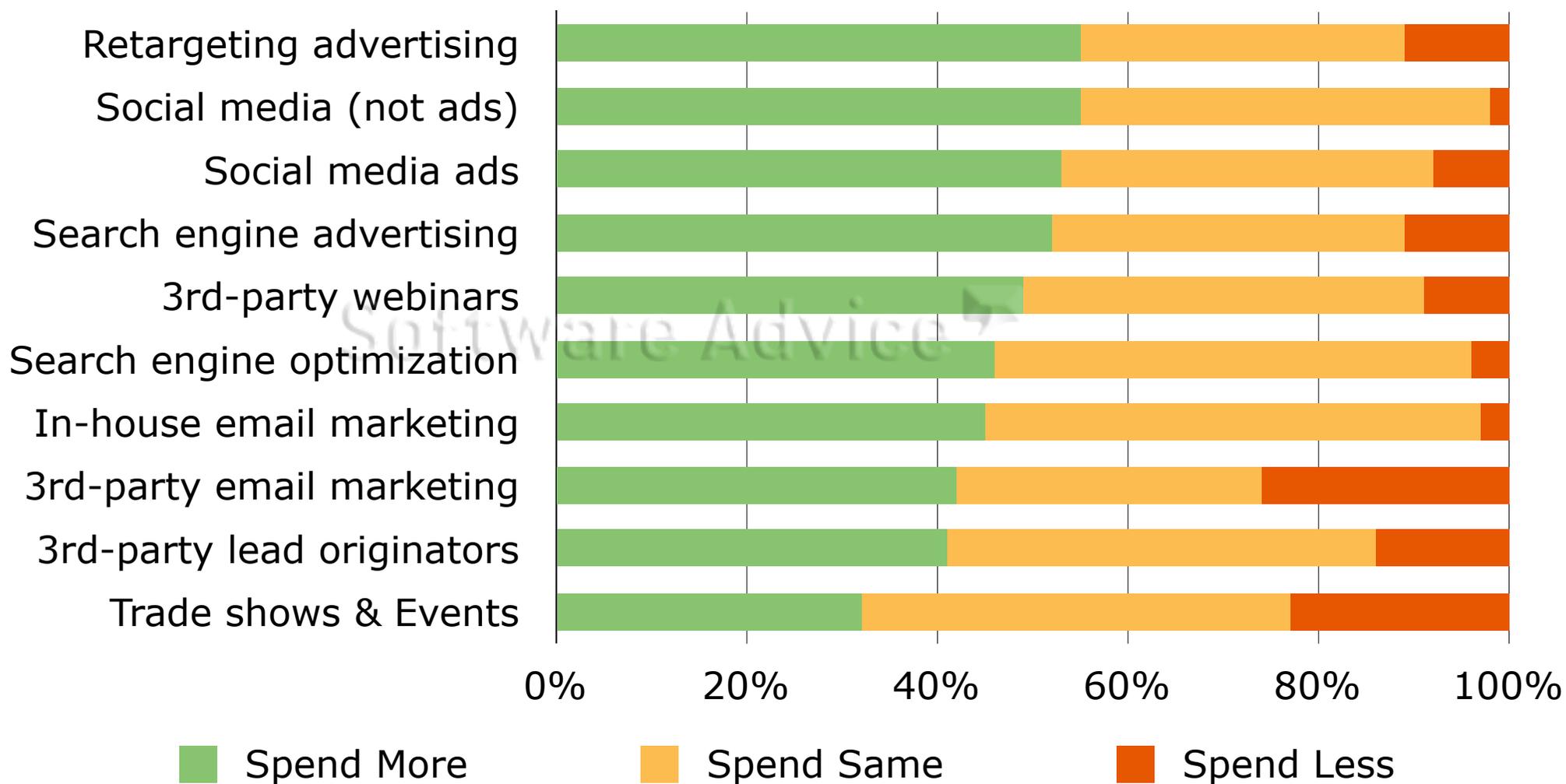
About 56 percent of marketing automation users rated their demand generation as in line, above or far above expectations, compared to 41 percent of non-MA users.

Overall Demand Generation Spend Plans for 2013



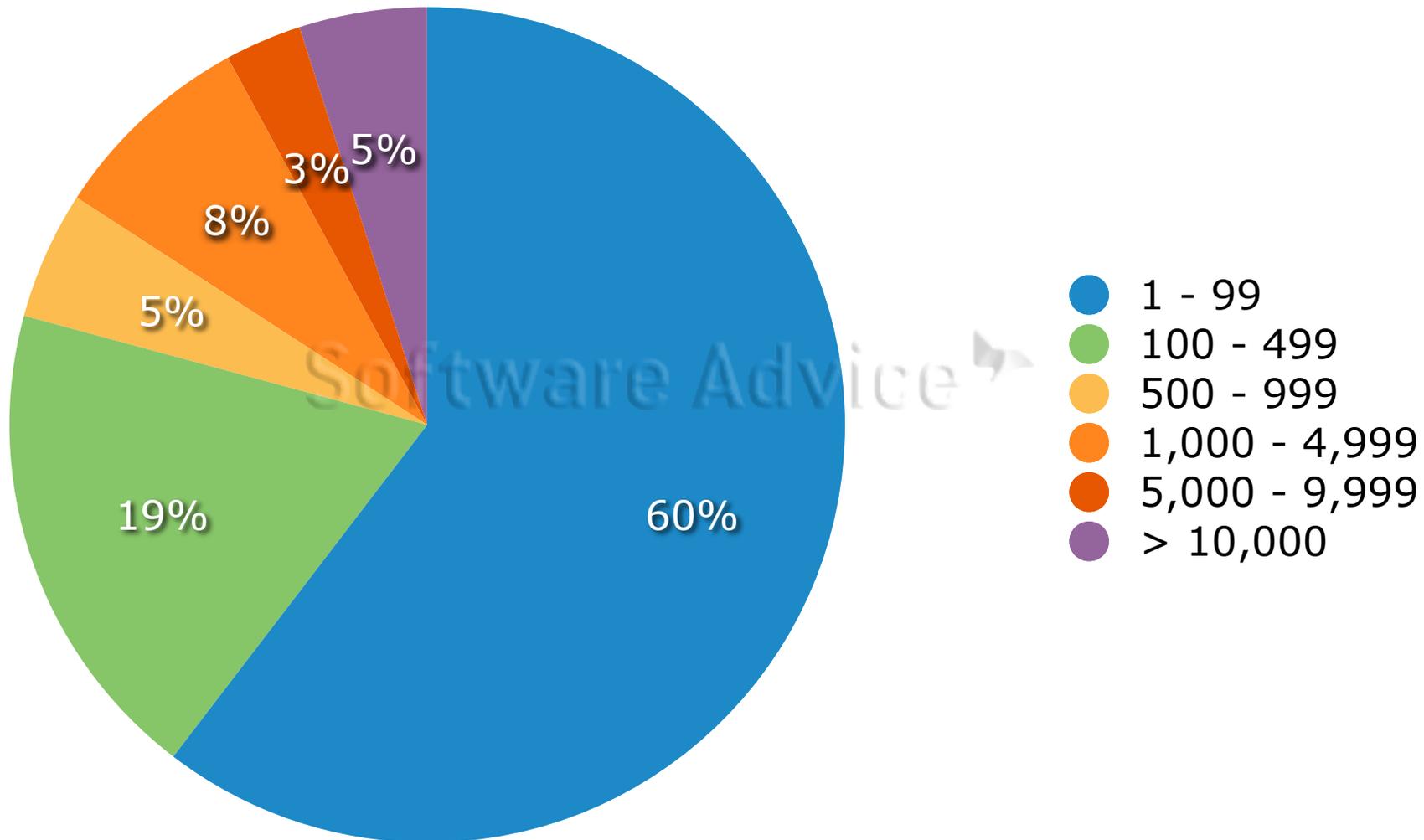
The chart shows how marketers will adjust their spending relative to what they allocated for programs in 2012. The majority plan to spend more or the same.

Demand Generation Spend Plans by Channel in 2013



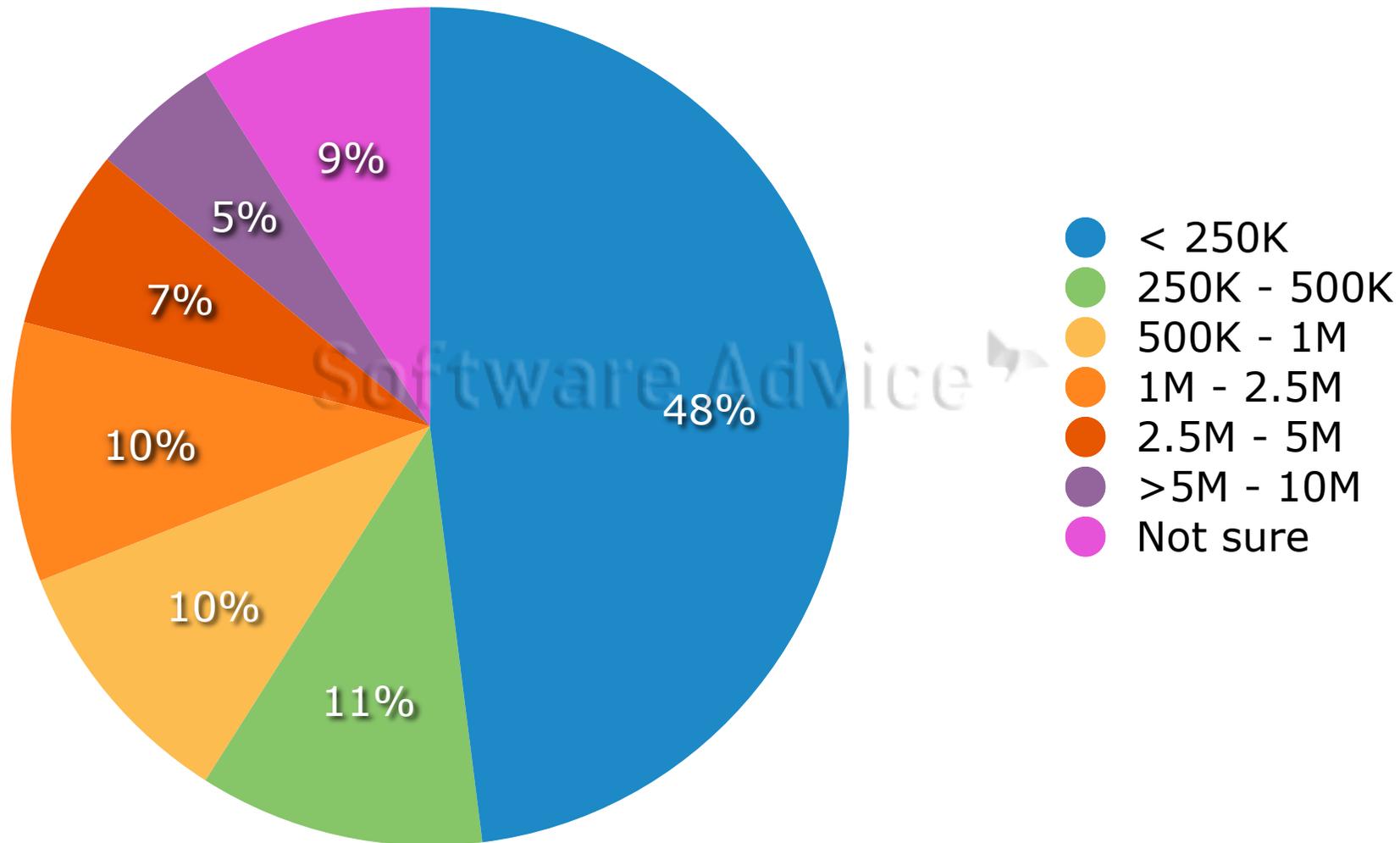
The chart reveals that marketers plan to spend more on retargeting advertising, social media (not ads), and social media ads in 2013.

Sample Demographics by Number of Employees



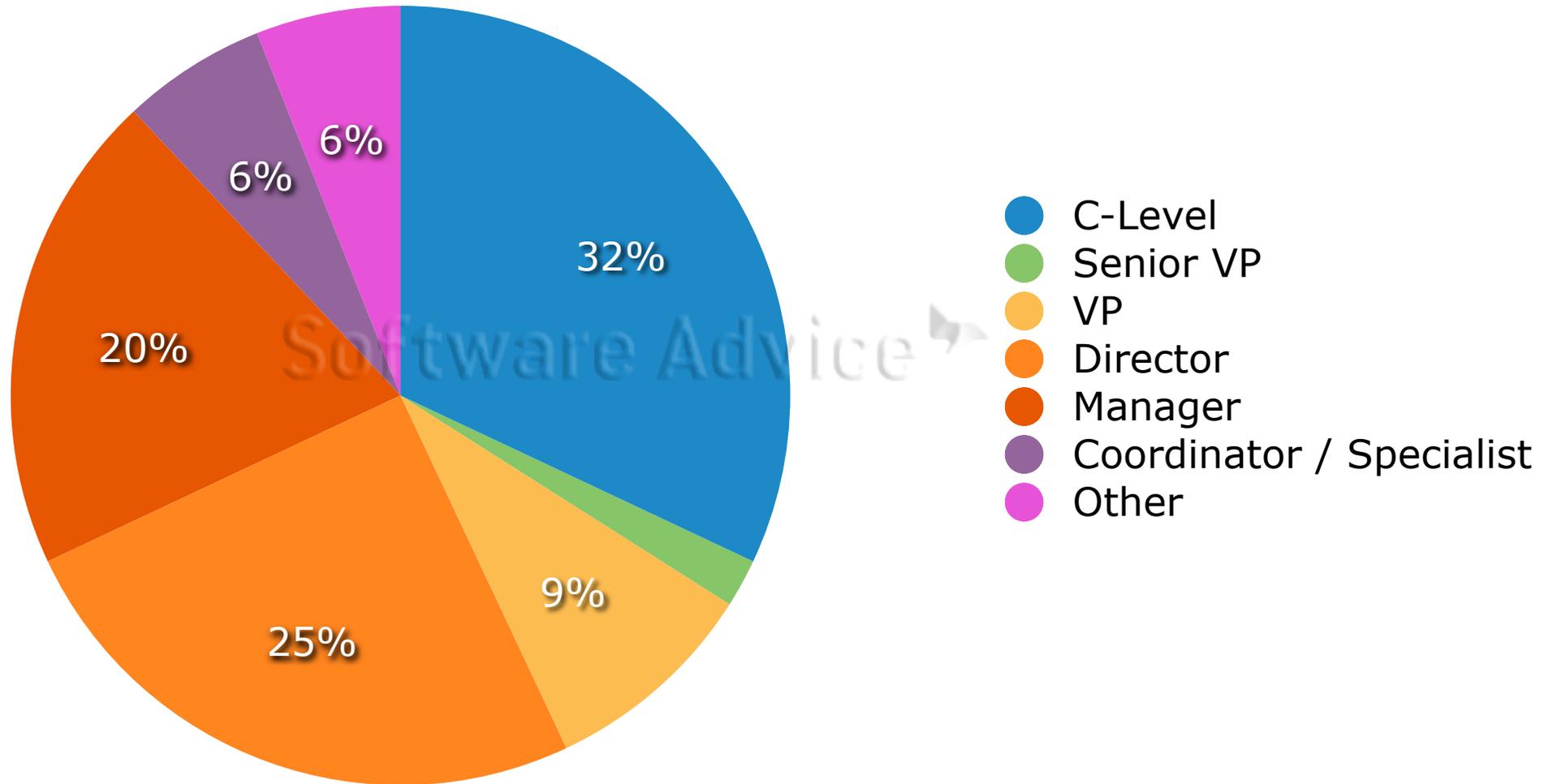
The pie graph shows the breakdown of respondents by the number of employees in their company.

Sample Demographics by Marketing Budget



The pie graph shows the breakdown of respondents by the size of their marketing budget.

Sample Demographics by Marketing Position



This pie chart shows the breakdown of respondents by position within the marketing industry.

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