

Enterprise marketing transformation in numbers!

Only **29%** of customers want to talk to a salesperson to learn more about a product Hubspot, 2016

62% prefer to consult a search engine Hubspot, 2016

72% of marketers say relevant content creation was the most effective SEO tactic Hubspot, 2016

Content marketing costs **62%** less than traditional marketing, but generates about three times as many leads Demand Generation Metric, 2017

38% of sales people say that getting a response from a prospect is more difficult than it was two-three years ago Hubspot, 2017

80% of B2B decision makers prefer to get information from articles rather than advertising PR Sense Blog, 2017

82% of B2B decision makers think sales reps are unprepared for changing roles in a digital economy Biznology, 2016

41% of C-Suite executives included a company in a RFP opportunity because of thought leadership initiatives Edelman, 2017

It's not just you that's changing; it's your customers!

Good is beginning to look very different

42% of marketers now spend the lion's share of their budgets on retargeting Ad Roll 2017

62% are scaling their marketing by duplicating over half of their marketing campaigns Marketo, 2017

72% of marketers value data analysis over social media skills BlueVenn, 2017

Multi-channel integration has become crucial

85% of advertisers think that the mobile advertising experience is positive for the end user. But only 47% of users agree unlocked.com, 2016

Companies with strong multi-channel customer engagement are seeing a percentage increase in annual revenue that is three times that of companies with weak multi-channel presence. Similarly, strong multi-channel companies see a 7.5% year-over-year decrease in cost per contact, compared to a 0.2% for weaker companies Aberdeen Group, 2016

Campaigns integrating four or more digital channels will outperform single or dual-channel campaigns by **300%** Gartner, 2017

New skills and marketing technologies are now a critical differentiator

More than half of organizations say that "non-integrated tech platforms" are the single biggest barrier to running more integrated marketing activities Adobe, 2017

Marketers using automation software generate twice the number of leads than those using blast email software Autopilot, 2015

More than **90%** of marketers struggle to seamlessly connect more than three channels on the buyer journey Autopilot, 2015

