

Lead Generation Strategy

Research Summary Report

Ascend2™

Lead Generation Strategy Research Summary Report

Ascend2 Research Conducted in Partnership with Leading Marketing Solution Providers.



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Lead generation effectiveness is changing dramatically.

Leads fuel the sales pipeline. But prospects are becoming much more sophisticated about engaging with companies and sharing the information marketers need to generate demand.

How will marketers reach the next level of lead generation performance in the year ahead?

To find out, Ascend2 and our Research Partners fielded the Lead Generation Strategy Survey and completed interviews with 375 marketing, sales and business professionals from around the world. We thank them for sharing their valuable insights with you.

The charts in this edition of our study, titled *Lead Generation Strategy Research Summary Report* represent the average of all market segments responding to the survey. Specific market segments are reported on exclusively by our Research Partners.

This research has been produced for your use. Put it to work in your own marketing strategy planning and presentation materials. Clip the charts and write about them in your blog or post them on social media. Please share this research credited as published.

Sergio Balegno
Partner / CEO

Ascend2

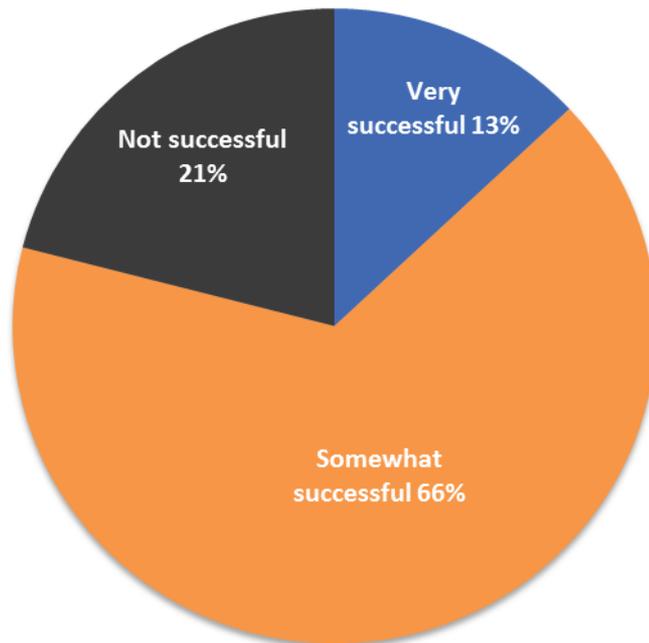
Lead quality is the top objective for the coming year. However, improving lead quality requires improving data accuracy which is low on the list of priorities.

What are the MOST IMPORTANT OBJECTIVES for your company's Lead Generation Strategy in the year ahead?



Far more companies rate their lead generation strategy “not successful” (21%) than “very successful” (13%).
What obstacles are hindering lead generation success?

How do you RATE THE SUCCESS of your company's Lead Generation Strategy to achieve important objectives?



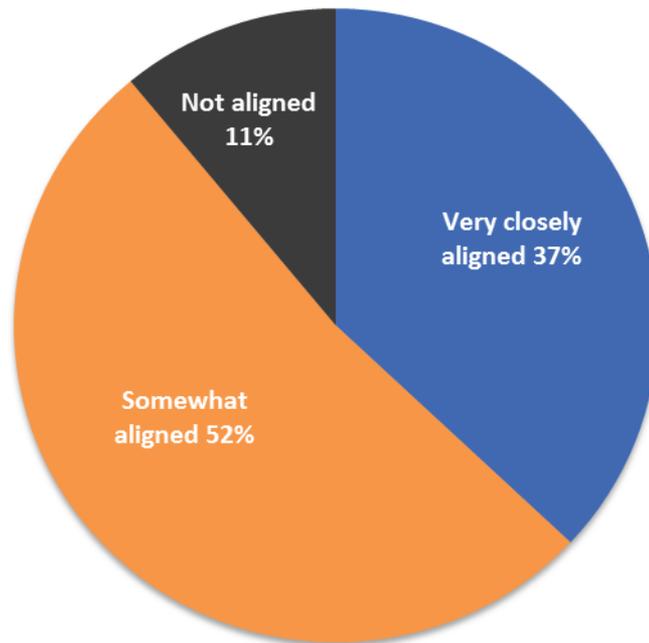
The most challenging obstacle to success is not budget. It is the lack of quality list data and the lack of an effective lead generation strategy to achieve success.

What are the MOST CHALLENGING OBSTACLES to Lead Generation success?



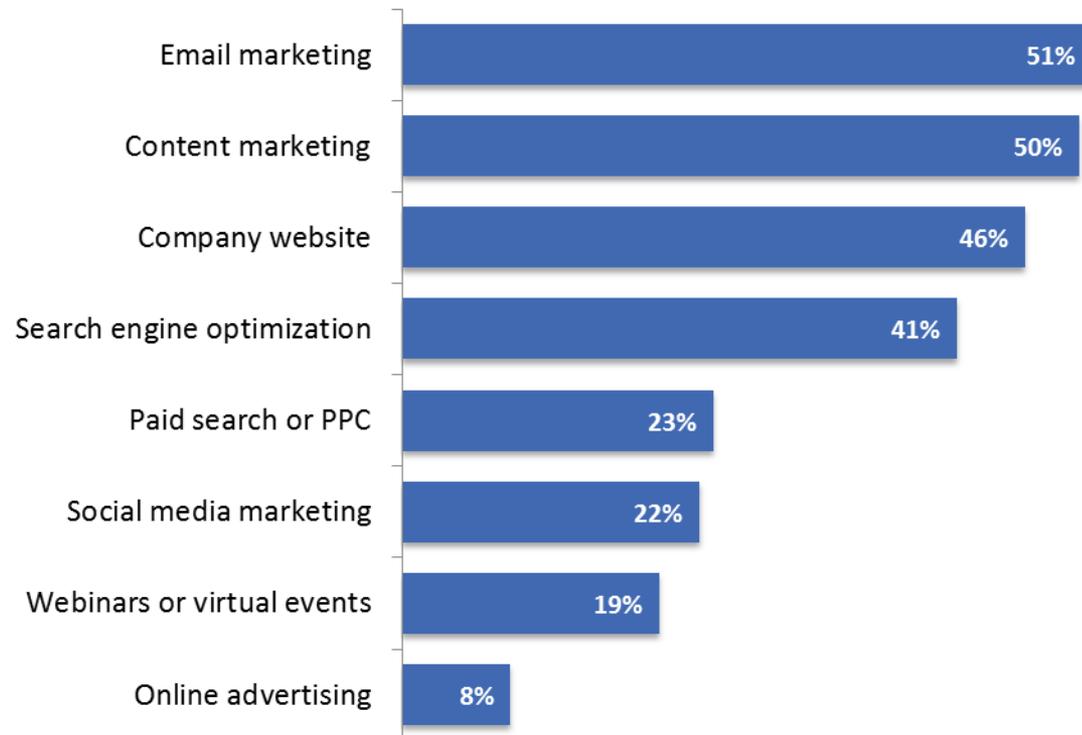
37% of marketing and sales organizations are closely aligned on the definition of a lead. Subsequently, only 25% rated marketing-sales alignment a top obstacle.

*How closely aligned is marketing and sales on the
DEFINITION OF A LEAD?*



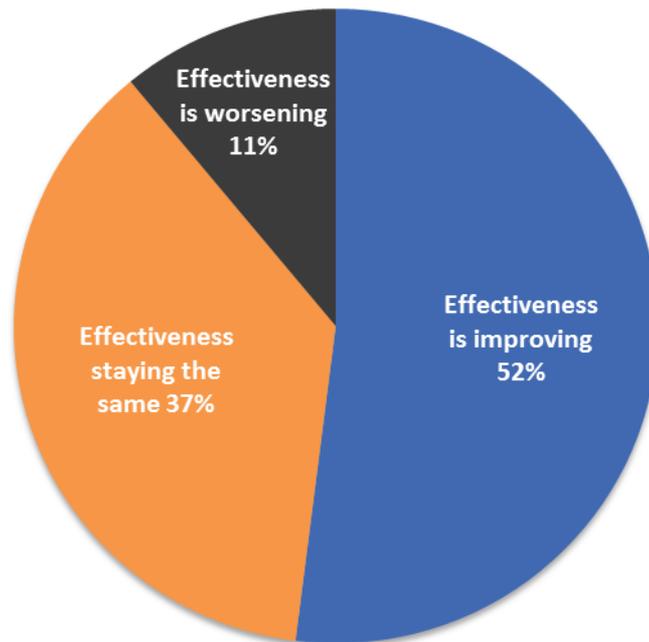
Email and content marketing, followed closely by website and SEO, are tactics driving the effectiveness of lead generation.

What are the MOST EFFECTIVE ONLINE TACTICS used for Lead Generation purposes?



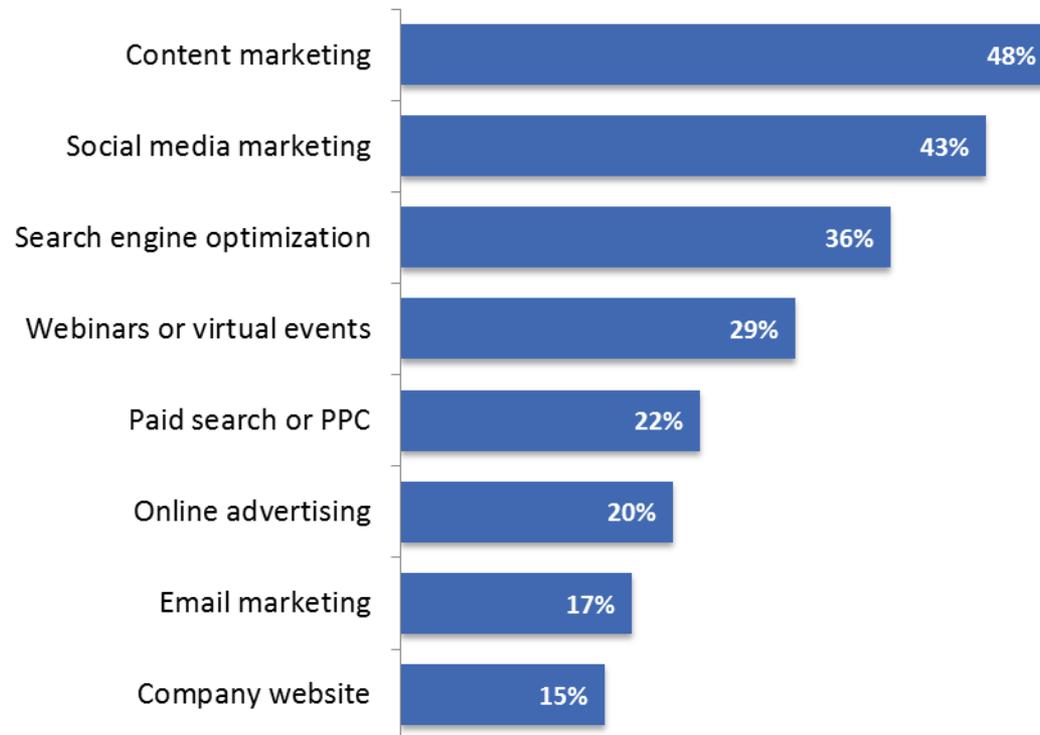
Lead generation effectiveness is changing for the better with 52% of companies reporting improvement. This is offset by only 11% reporting worsening results.

How is your company's Lead Generation EFFECTIVENESS CHANGING?



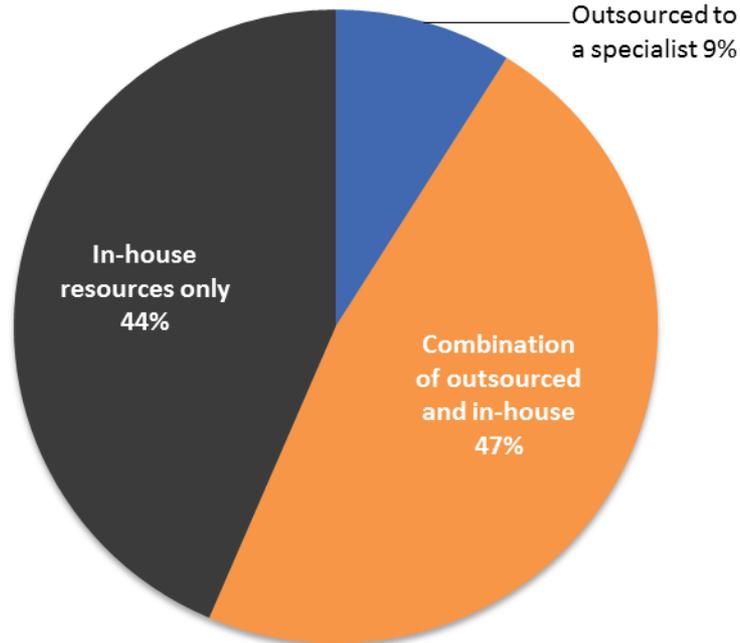
Content and social media marketing require significant time and skilled resources, and are the most difficult lead generation tactics to execute effectively.

What are the MOST DIFFICULT ONLINE TACTICS to execute for Lead Generation purposes?



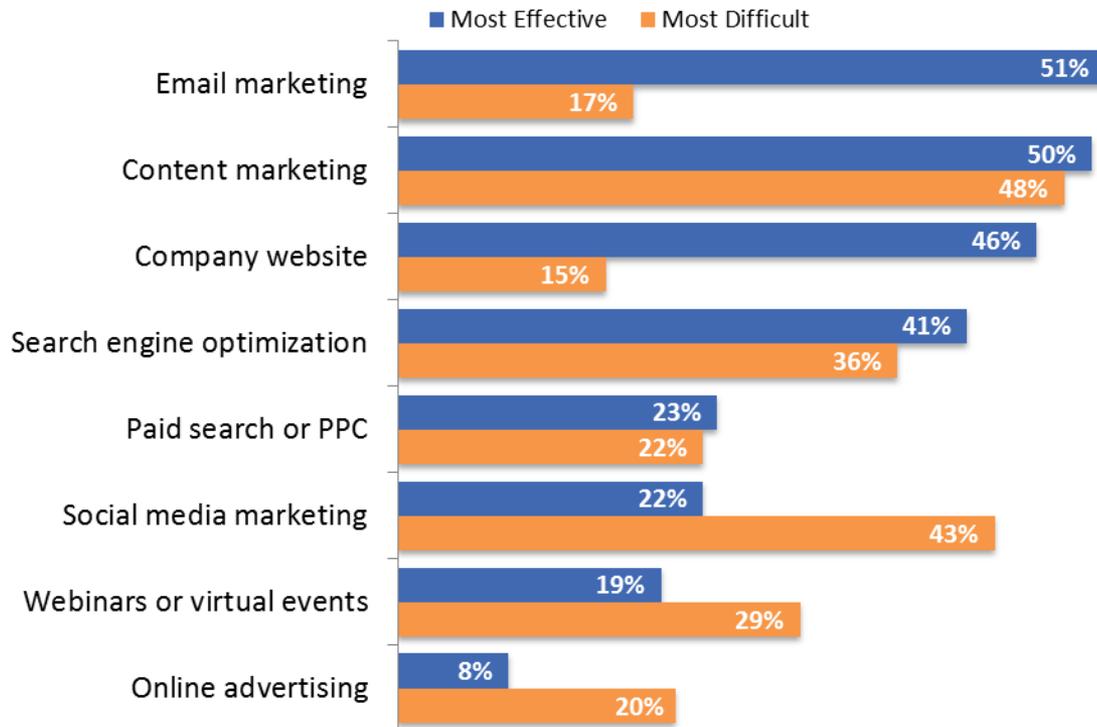
More than half (56%) of companies outsource all or part of their lead generation tactics, gaining resources not available internally to improve performance.

Which best describes RESOURCES USED to execute Lead Generation tactics?



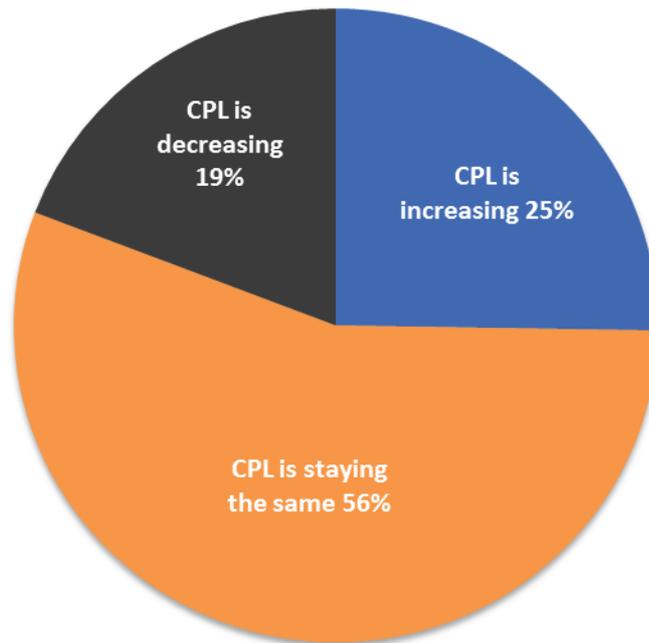
Email and website have the most effective/least difficult ratio for tactical execution. Conversely, social media and online ads have the least effective/most difficult ratio.

MOST EFFECTIVE online tactics versus MOST DIFFICULT to execute for lead generation purposes.

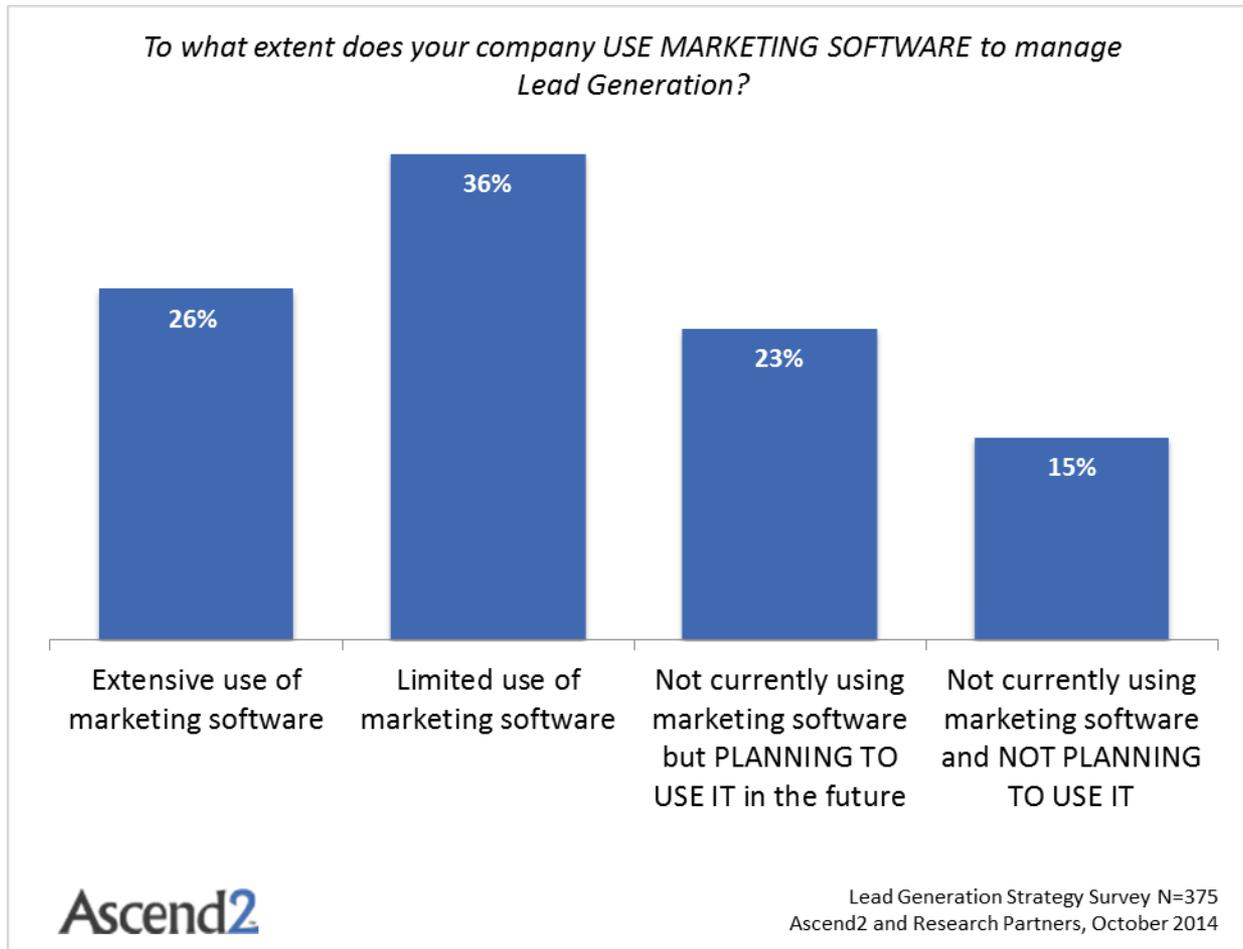


While lead generation effectiveness is improving, the cost-per-lead is increasing for 25% of companies and staying the same for another 56%.

How is your company's COST-PER-LEAD changing?



One of the primary benefits of marketing software is lead generation efficiency. This may be why more than half of those not currently using it plan to in the future.



Notes

Research methodology and survey demographics

Ascend2 benchmarks the performance of popular digital marketing strategies and practices using a standardized questionnaire, research methodology and proprietary 3-Minute Survey format. Findings are examined in a quantitative context by experienced analysts and reported objectively.

This survey was conducted online from a panel of more than 50,000 US and international marketing, sales and business professionals representing a range of demographic roles, regions, channels and company sizes as follows:

Number of Employees

- More than 500 16%
- 50 to 500 22%
- Fewer than 50 62%

Company Location

- North America 72%
- Europe 19%
- Other 9%

Role in the Company

- CEO / COO / CMO / CSO etc 37%
- Marketing VP / Director / Manager 33%
- Sales VP / Director / Manager 9%
- Marketing or Sales Staff 14%
- Other 8%

Primary Marketing/Sales Channel

- B2B (Business-to-Business) 78%
- B2C (Business-to-Consumer) 22%

About Ascend2



Research-Based Demand Generation for Marketing Solution Providers

If marketing professionals are your ideal prospects, we can help you find more of them. Marketing software, data and media companies, and digital marketing agencies partner with Ascend2 to reliably generate demand and supplement marketing content for their firms. Our Research Partner Programs are transparent – spotlighting your brand and the interests of your market.

Learn more at www.Ascend2.com

Marketing software, data and service providers partner with Ascend2 to generate demand and supplement content.

Research Partner Programs provide white label reports and a guaranteed number of leads in two simple steps:

1. Choose the topics of interest to your target market

- Content Marketing
- Email Marketing
- Video Marketing
- Organic Search (SEO)
- Mobile Marketing
- Brand Marketing
- Website Optimization
- Inbound Marketing
- Paid Search (PPC)
- Lead Generation
- Social Media
- Marketing Database

2. Choose an exclusive research segment for each marketing topic

- Benchmarks for Success [A comparison of Very Successful and Not Successful segments]
- Benchmarks by Channel [A comparison by or targeting of B2B and/or B2C segments]
- Benchmarks by Company Size [A comparison by or targeting of SMB and/or Large Enterprises]
- Agency Benchmarks [The Agency perspective based on a wide-range of client experience]
- Benchmarks by Resources [A comparison of Outsourced and In-house campaign segments]
- Benchmarks for Europe [The European perspective on marketing practices and performance]
- Marketing Leadership Benchmarks [A perspective from C-Level and Marketing Leaders]

Learn more about research-based demand generation at Ascend2.com.

