

LEAD GENERATION TO INCREASE CONVERSIONS

Survey Summary Report

Ascend2[™]
RESEARCH-BASED MARKETING

Research Series Conducted in
Partnership with Leading
Marketing Solution Providers



TABLE OF CONTENTS

3. Lead Generation to Increase Conversions
4. Most Important Objectives
5. Lead Generation Strategy Success
6. Critical Challenges to Success
7. Sales Cycle Encountered
8. Analyzing Objectives and Challenges
9. Source of the Best Conversion Rates
10. How Conversion Rate is Changing
11. Content Generating the Most Conversions
12. Content Development Resources Used
13. About Ascend2
14. Research Partner Programs

Methodology

Ascend2 benchmarks the performance of marketing technology, strategies and tactics using a standardized online questionnaire and a proprietary 3-Minute Survey format.

This survey was fielded to a panel of marketing influencers and research subscribers during the week of August 7, 2017.

LEAD GENERATION TO INCREASE CONVERSIONS

Generating high-value leads that are ready to convert requires an effective strategy with proven tactics to succeed.

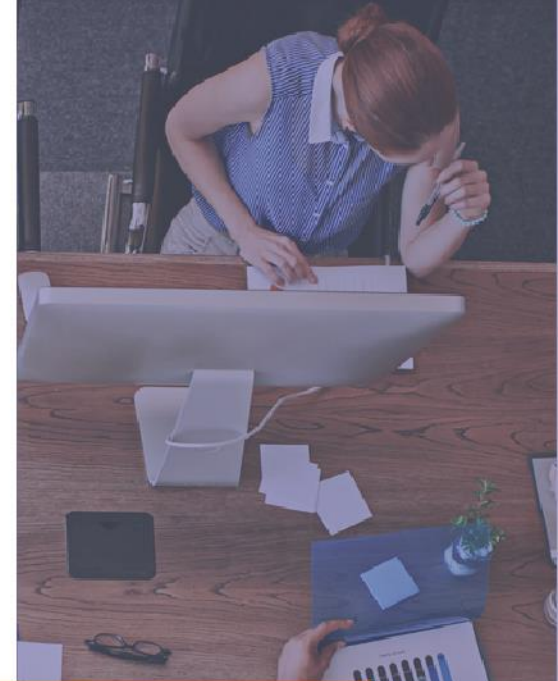
But how does an effective lead generation strategy turn more leads into more customers, faster?

To find out, Ascend2 and our Research Partners fielded the Lead Generation to Increase Conversions Survey. We thank the marketing influencers responding to this survey for sharing their valuable insights with us, and you.

The market segment for this study, which is titled the *Lead Generation to Increase Conversions Survey Summary Report*, represents the average of all market segments responding to the survey. Specific market segments from the survey are reported on separately and exclusively by our participating Research Partners.

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.

Enjoy!



Survey Respondents & Profiles N=255

Number of Employees

| | |
|---------------|-----|
| More than 500 | 31% |
| 50 to 500 | 36% |
| Fewer than 50 | 33% |

Role in the Company

| | |
|-------------------------|-----|
| Owner / Partner / CXO | 40% |
| VP / Director / Manager | 43% |
| Non-Mgmt Professional | 17% |

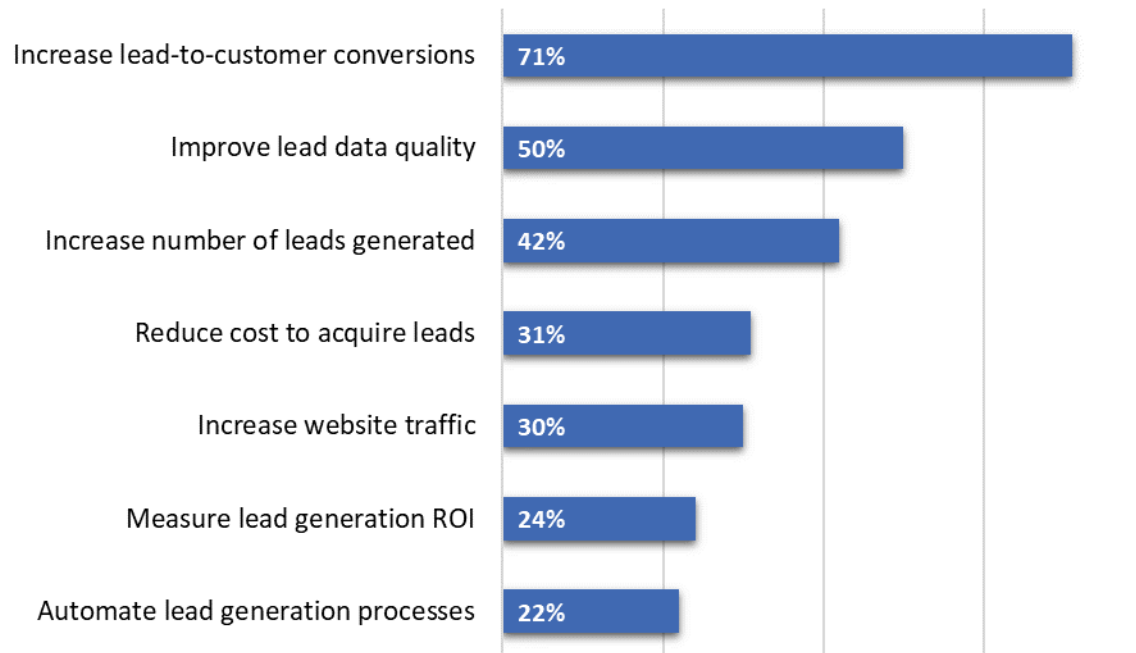
Primary Marketing Channel

| | |
|--------------------------|-----|
| B2B Business-to-Business | 46% |
| B2C Business-to-Consumer | 31% |
| B2B and B2C Equally | 23% |

MOST IMPORTANT OBJECTIVES

Clearly, a most important objective for 71% of marketing influencers to achieve with their lead generation strategy is to increase lead-to-customer conversions. This requires improving the quality of lead data – an important objective for half (50%) of marketing influencers.

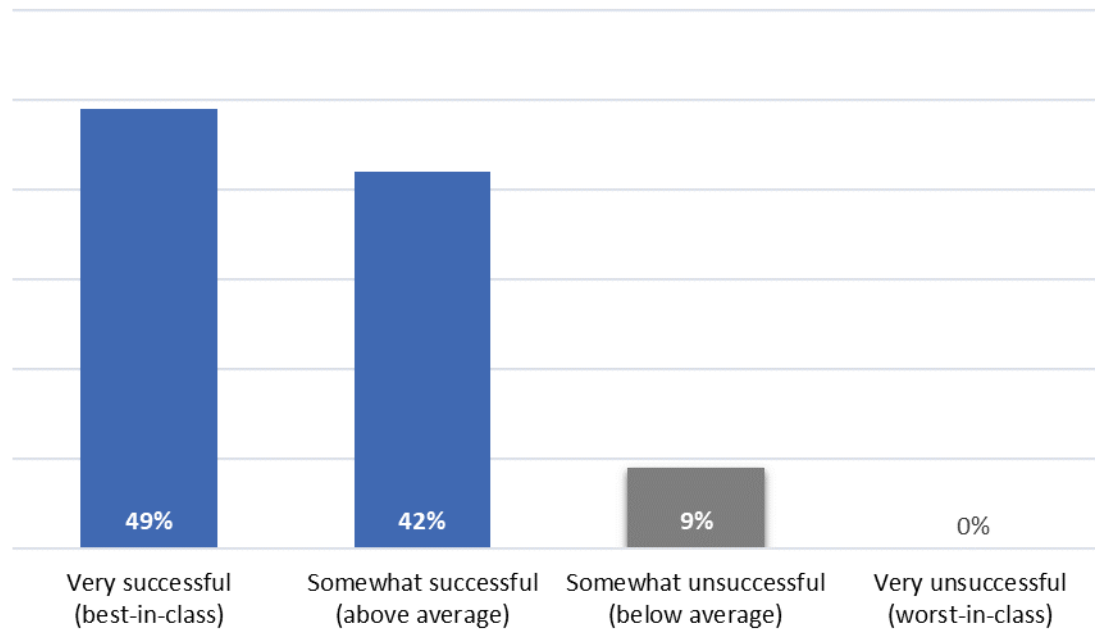
What are the most important OBJECTIVES of a lead generation strategy?



LEAD GENERATION STRATEGY SUCCESS

49% of marketing influencers consider their lead generation strategy very successful, describing it as best-in-class, while another 42% consider it somewhat successful. The remaining 9% have yet to successfully achieve the important objectives of their lead generation strategy.

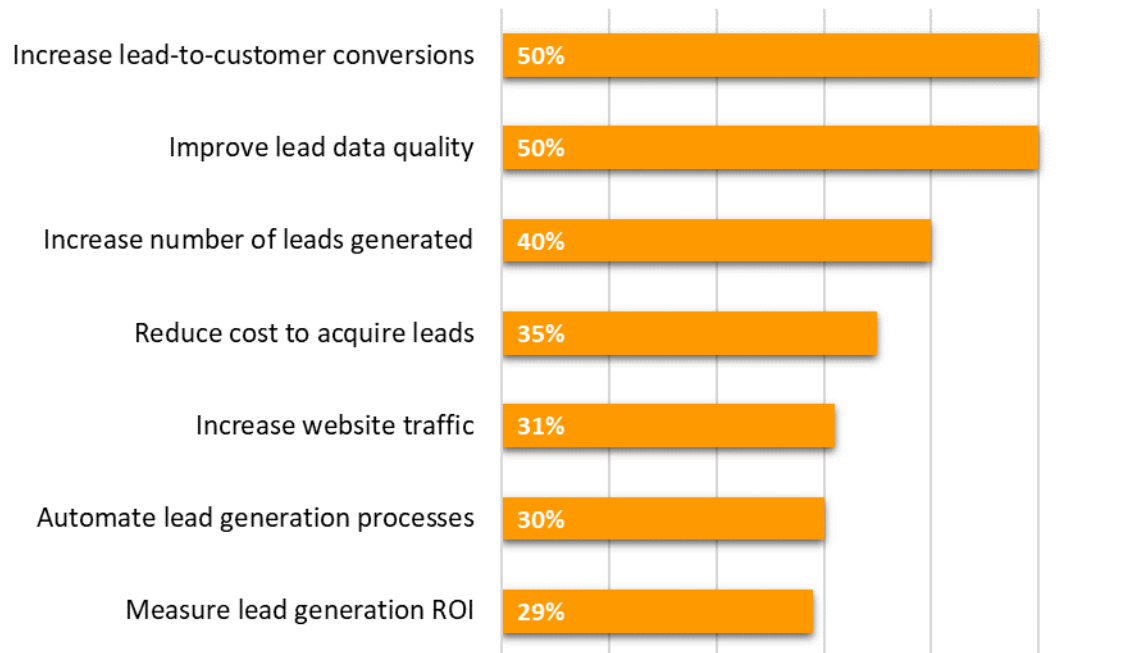
How SUCCESSFUL is a lead generation strategy at achieving important objectives?



CRITICAL CHALLENGES TO SUCCESS

Two of the critical challenges to lead generation success for half (50%) of marketing influencers are increasing lead-to-customer conversions and improving lead data quality. In order to achieve lead generation success, tactics must be formulated to overcome these top challenges.

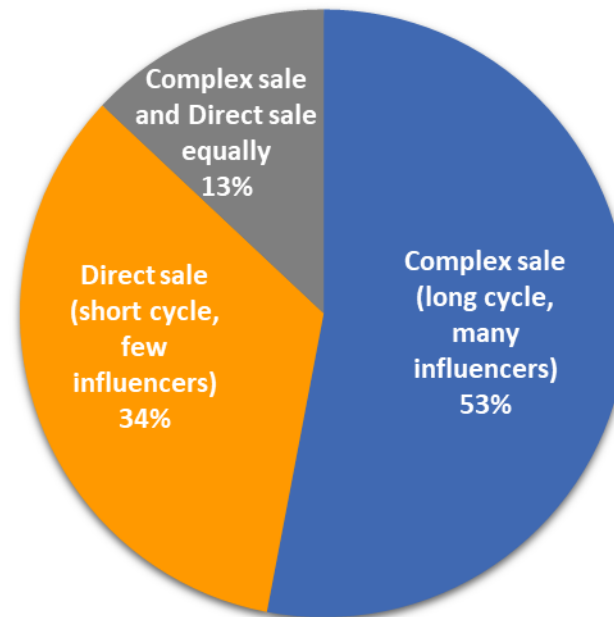
What are the most critical CHALLENGES to lead generation success?



SALES CYCLE ENCOUNTERED

Regardless of the type of sales cycle encountered most often, a successful strategy is key to increasing the lead-to-customer conversion rate.

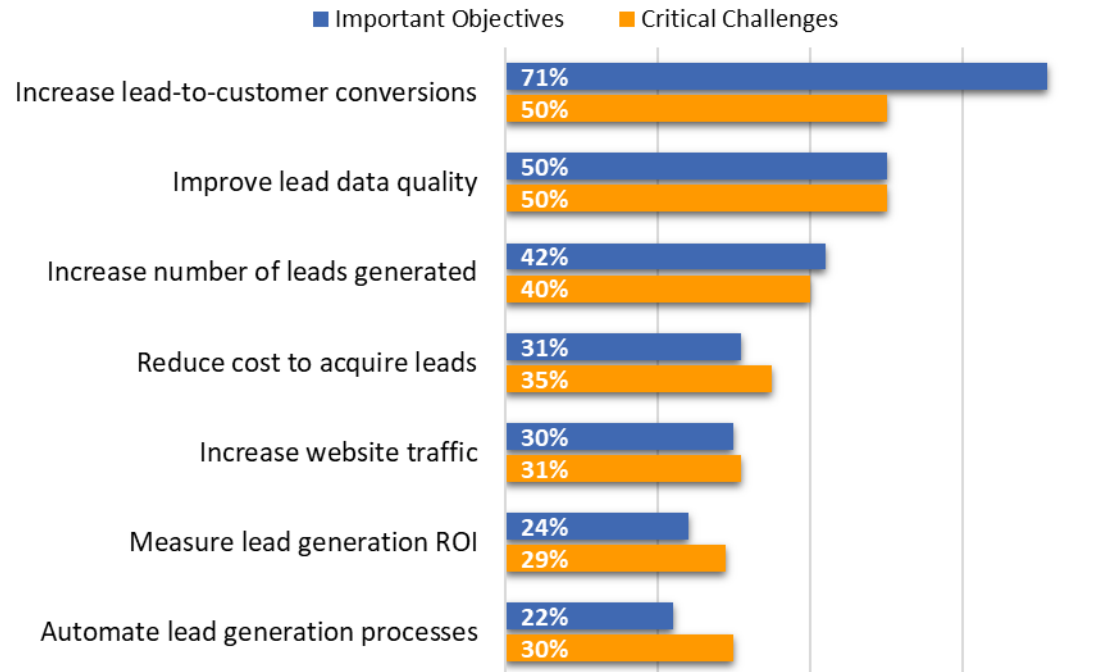
Which best describes the type of SALES CYCLE encountered most often?



ANALYZING OBJECTIVES AND CHALLENGES

Increasing lead-to-customer conversions is not only a most important objective for the most marketing influencers (71%), it is also a most critical challenge to lead generation success for 50%. A key consideration in the development of a successful strategy.

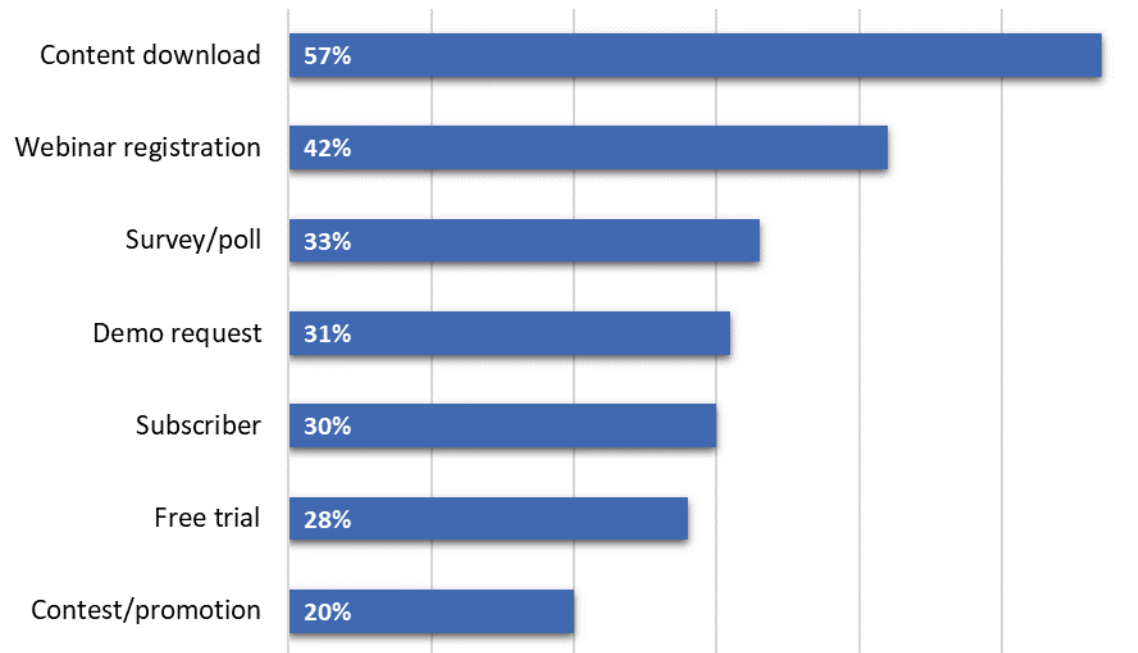
Strategic comparison of objectives and challenges.



SOURCE OF THE BEST CONVERSION RATES

Content download forms generate leads with the highest conversion rate for 57% of marketing influencers. The type of content downloaded also impacts the rate of lead-to-customer conversions. Webinar registration is another top type of lead generation form for 42%.

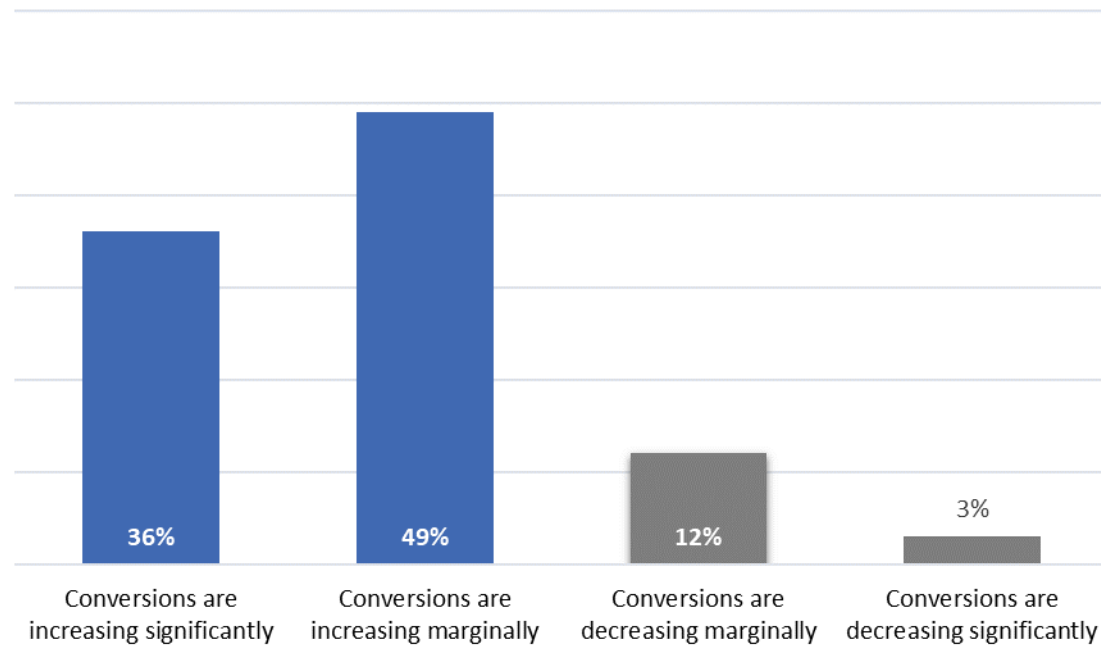
What types of online FORMS generate leads with the highest customer conversion rate?



HOW CONVERSION RATE IS CHANGING

The lead-to-customer conversion rate is increasing for a total of 85% of marketing influencers, with 36% describing the increase as significant. For the remaining 15%, conversions are decreasing to some extent.

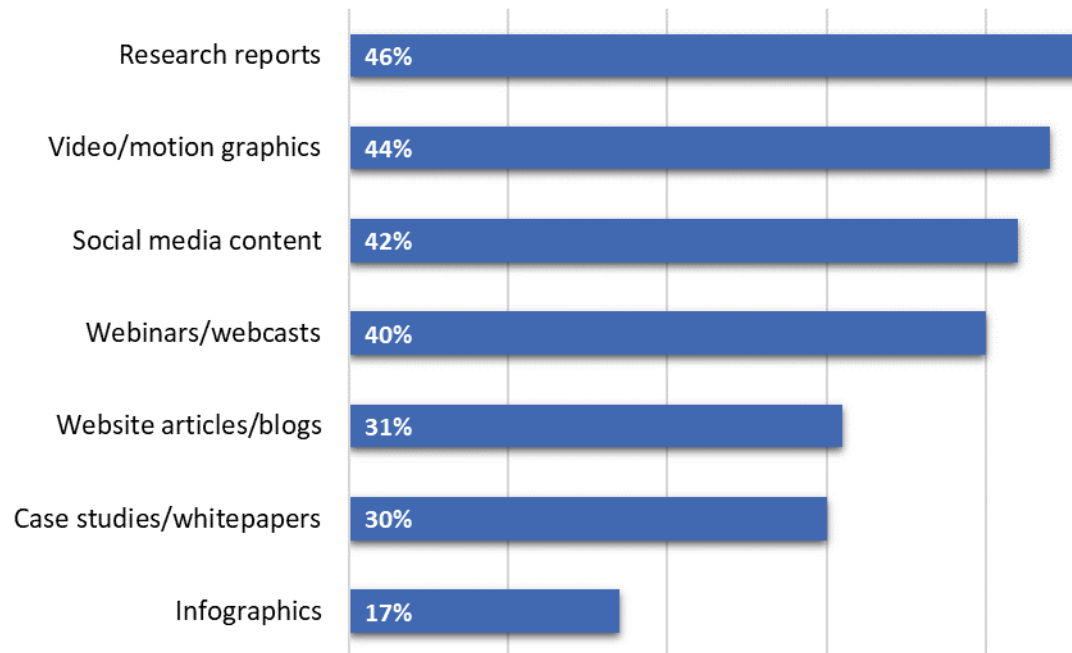
To what extent is the lead-to-customer CONVERSION RATE changing?



CONTENT GENERATING THE MOST CONVERSIONS

Research reports and video or motion graphics are the types of content generating the highest rate of lead-to-customer conversions for 46% and 44% of marketing influencers respectively. These tactics are helping marketers overcome critical challenges to lead generation success.

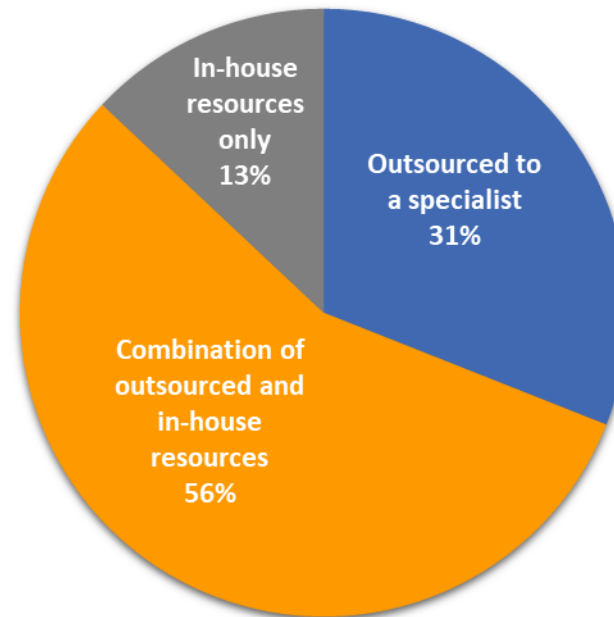
What types of CONTENT generate leads with the highest customer conversion rate?



CONTENT DEVELOPMENT RESOURCES USED

The types of content generating the highest conversion rates often require specialized skills and capabilities not available in-house. That's why 87% of marketing influencers outsource all or part of their content development for lead generation purposes.

Which best describes the RESOURCES used to develop content for lead generation purposes?



Ascend2

Research-Based Marketing for Marketing Solution Providers

Marketing technology and data 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 – focusing on your brand and the interests of your target audience.

Learn more about us at Ascend2.com

Below are just a few of the leading marketing solution providers that Partner with us on research-based marketing programs.



As a marketing technology or data company, or digital marketing agency, your prospective customers are marketing influencers with an interest in the facts about improving marketing performance.

Research-Based Demand Generation is a process we developed to generate leads using factual content of interest to your target customers, and nurture those leads to marketing-qualified status in the name of your brand.



Research Partner Programs

Research Partner Programs rapidly deliver factual content of interest to marketers and a guaranteed number of leads to marketing solution providers, in two simple steps:

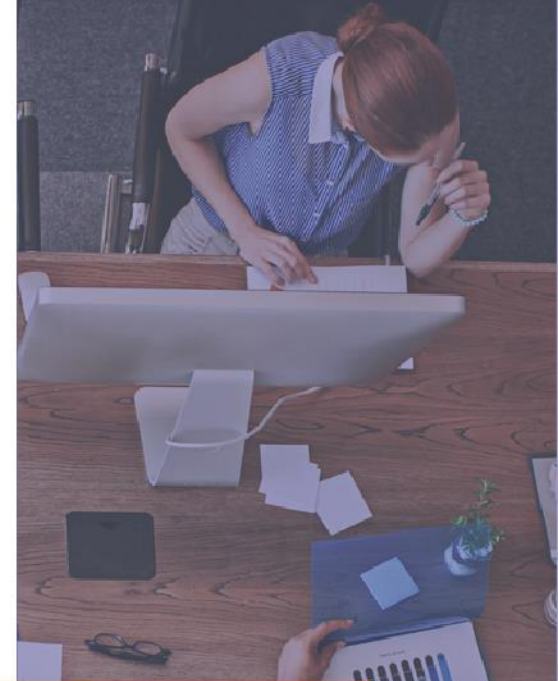
1. Choose marketing topics of interest to your audience.

- A new marketing topic is surveyed every month

2. Choose an exclusive data segment for each topic.

- Successful Strategy Benchmarks
- Leadership Benchmarks
- B2B Benchmarks
- B2C Benchmarks
- Enterprise Benchmarks
- SMB Benchmarks
- Agency Benchmarks
- Complex Sale Benchmarks
- And more!

Learn more about Ascend2 Research-Based Marketing by calling 800-762-1595 extension 703 or visit Ascend2.com.



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