B2B Lead Generation to Increase Conversions

Strategies and Tactics to Optimize Performance

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Methodology

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

This survey was fielded to a panel of research subscribers, as well as marketing influencers. This report was published September, 2017.

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B2B LEAD GENERATION TO INCREASE CONVERSIONS

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

But how does an effective B2B lead generation strategy turn more leads into more customers, faster?

To find out, VisitorTrack in partnership with Ascend2 fielded the Lead Generation to Increase Conversions Survey.

This report, titled *B2B Lead Generation to Increase Conversions*, exclusively represents the opinions of the 116 marketing influencers completing the survey who are dedicated to the business-to-business marketing and sales channel. We thank these busy B2B professionals 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.

Enjoy!

Survey Respondent Profiles
N=116 B2B Marketers

Number of Employees

More than 500	28%
50 to 500	32%
Fewer than 50	40%

Role in the Company

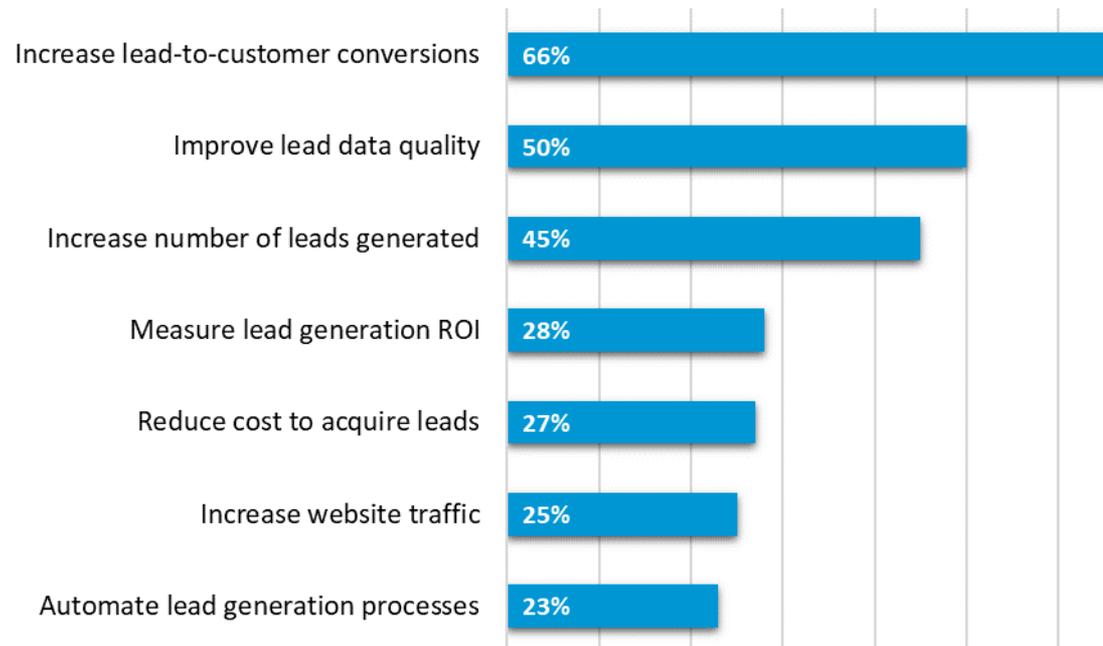|	
Owner / Partner / CXO	47%
VP / Director / Manager	42%
Non-Management	11%

IMPORTANT STRATEGIC OBJECTIVES

Increasing lead-to-customer conversions is a most important objective for two-thirds (66%) of B2B marketers developing a lead generation strategy. Achieving this also requires improving the quality of lead data – an important objective for half (50%) of the B2B segment.

VisitorTrack automatically tracks and identifies your site's business visitors – without any registration action.

Watch the video to see how VisitorTrack can increase your lead-to-customer conversion with more high quality b2b leads.

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

Objective	Percentage
Increase lead-to-customer conversions	66%
Improve lead data quality	50%
Increase number of leads generated	45%
Measure lead generation ROI	28%
Reduce cost to acquire leads	27%
Increase website traffic	25%
Automate lead generation processes	23%

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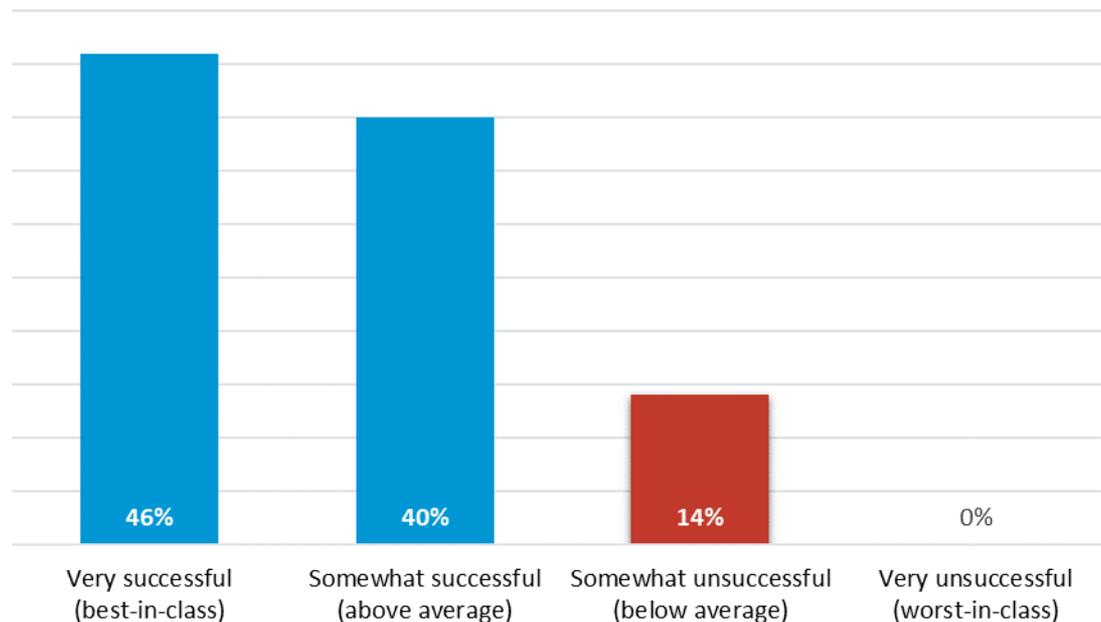
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LEAD GENERATION SUCCESS

A total of 86% of B2B marketers consider their lead generation strategy successful to some extent at achieving important objectives with 46% describing their success as best-in-class. Only 14% have yet to achieve the important objectives of the strategy.

"VisitorTrack is my early warning system for prospect interest and engagement"

"I've doubled my pipeline since implementing the platform. I'm able to research and find the right people within my target accounts, track their response to my outreach and identify opportunities to participate in RFPs and competitive bids."

Margaret Pacheco
Global CMO
Ignite Partnerships, LLC

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

Very successful (best-in-class)	Somewhat successful (above average)	Somewhat unsuccessful (below average)	Very unsuccessful (worst-in-class)
46%	40%	14%	0%

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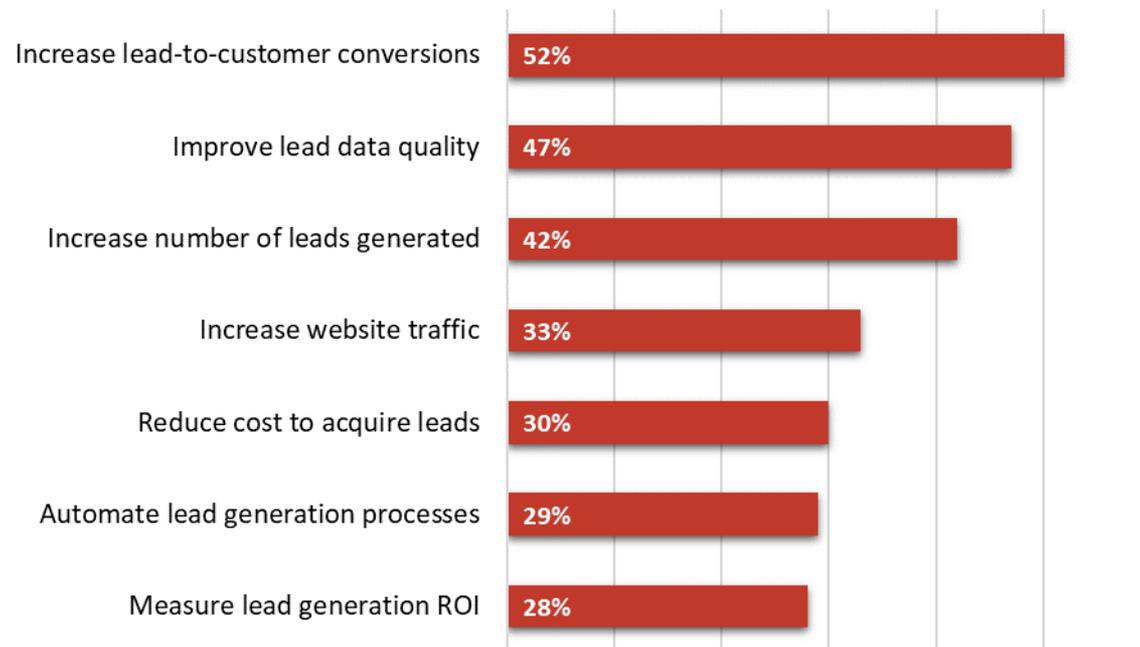
CHALLENGES TO SUCCESS

There are many challenges to B2B lead generation success. The most critical include increasing lead-to-customer conversions, improving lead data quality, and increasing the number of leads generated.

3 Easy Ways to Increase Lead-to-Customer Conversions:

1. Understand your buyer's journey

2. Identify key digital behaviors that indicate sales readiness

3. Take advantage of anonymous website visitor tracking technology

Check Out Our Key Guides & Resources!

What are the most critical CHALLENGES to lead generation success?

Challenge	%
Increase lead-to-customer conversions	52%
Improve lead data quality	47%
Increase number of leads generated	42%
Increase website traffic	33%
Reduce cost to acquire leads	30%
Automate lead generation processes	29%
Measure lead generation ROI	28%

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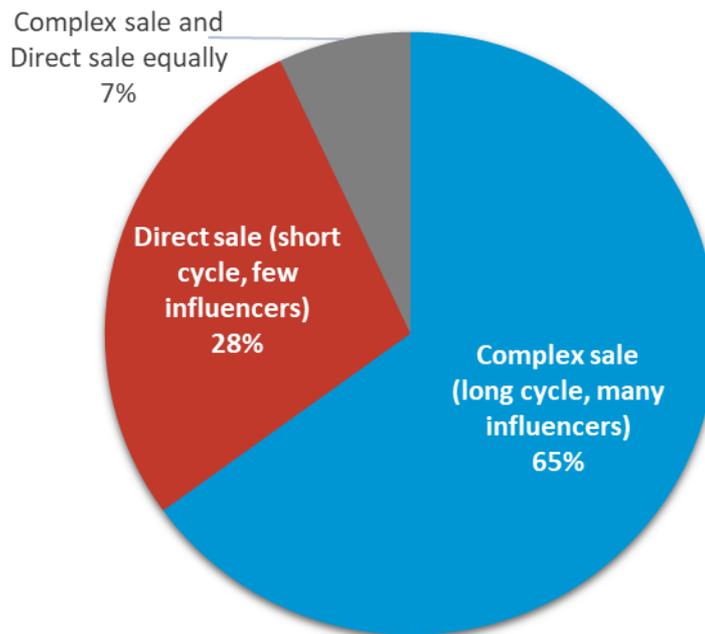
SALES CYCLE ENCOUNTERED

The complex sale, involving a long cycle with many influencers, is the type of sales cycle encountered most often by two-thirds (65%) of B2B marketers. Regardless of the type of sales cycle encountered, a successful strategy is key to increasing the lead-to-customer conversion rate.

Powerful technologies like VisitorTrack are aimed at identifying target buyers before they have raised their hand or self-identified on your site.

This is especially valuable in complex or long selling cycles to pinpoint active prospects at the earliest stages of the buying cycle.

Get The Guide: 5 Steps To Reading Digital Body Language

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

Complex sale and Direct sale equally 7%

Direct sale (short cycle, few influencers) 28%

Complex sale (long cycle, many influencers) 65%

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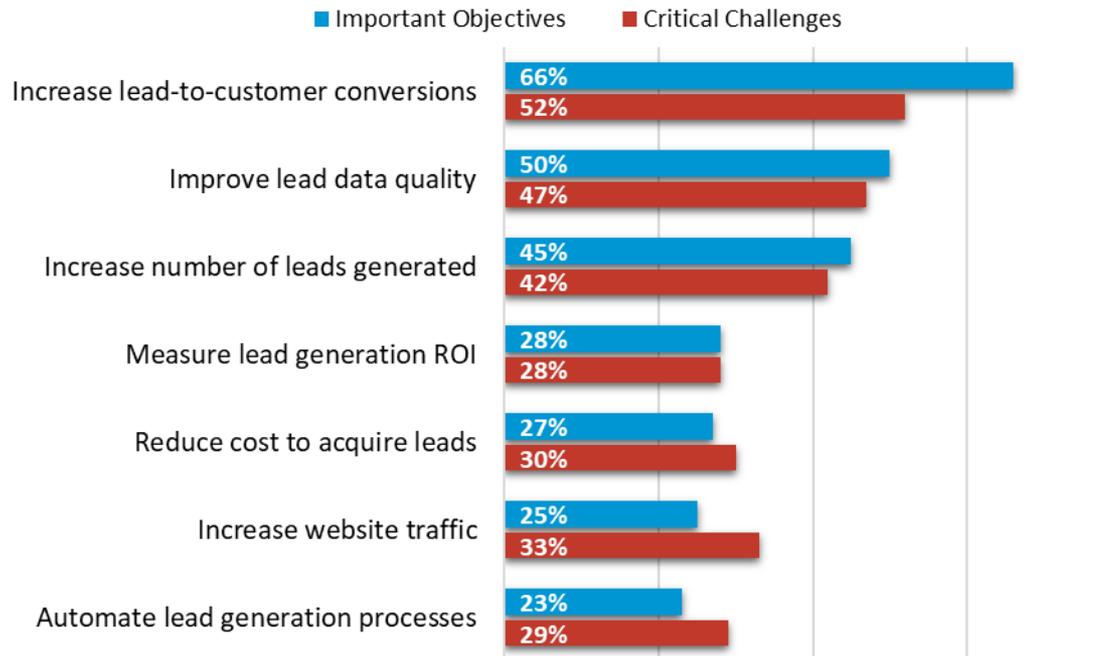
OBJECTIVES VERSUS CHALLENGES

Increasing lead-to-customer conversions is not only an important objective, it is also a critical challenge for most B2B marketers (66% and 52% respectively). An analysis of objectives and challenges is a key consideration in the development of an effective lead generation strategy.

VisitorTrack is a top rated tool for lead mining software on the G2 Crowd Grid®.

Learn what other business are using to uncover new sales opportunities by mining their website visitor intelligence.

See The Most Popular Tools For Mining Leads

Strategic comparison of objectives and challenges.

■ Important Objectives ■ Critical Challenges

	Important Objectives	Critical Challenges
Increase lead-to-customer conversions	66%	52%
Improve lead data quality	50%	47%
Increase number of leads generated	45%	42%
Measure lead generation ROI	28%	28%
Reduce cost to acquire leads	27%	30%
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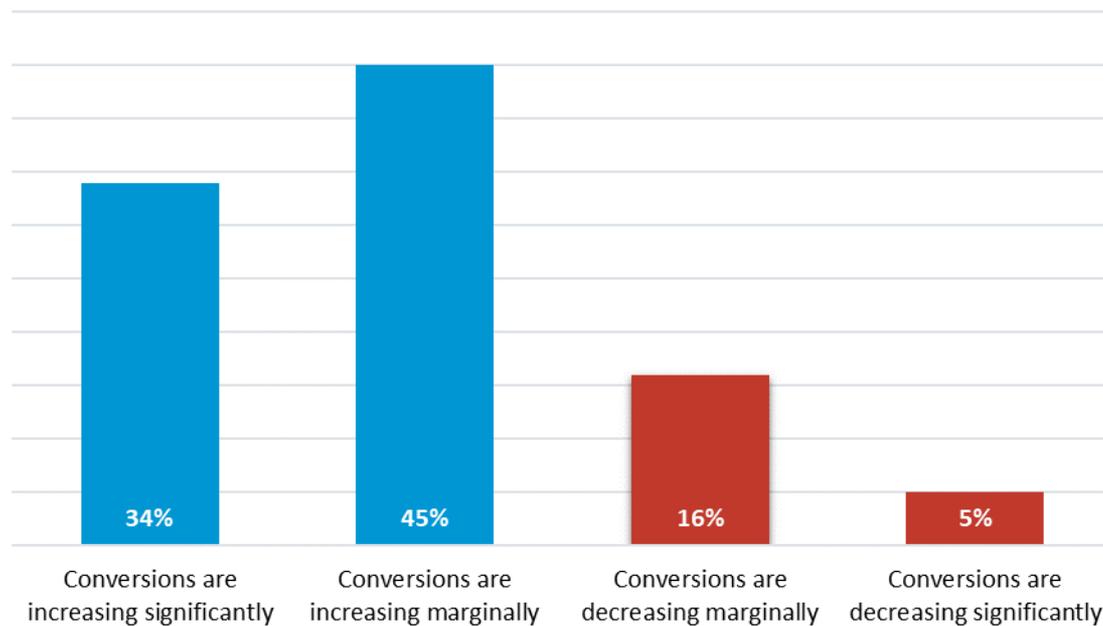
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HOW CONVERSION RATE IS CHANGING

The lead-to-customer conversion rate is increasing for a total of 79% of B2B marketing influencers, with 34% describing the increase as significant. The conversion rate is decreasing for the remaining 21%.

VisitorTrack allows B2B marketers to pinpoint 5x to 10x more prospect opportunities who have not converted into a lead.

Learn how VisitorTrack can help you increase your conversion success rates.

Schedule a Demo

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

Conversions are increasing significantly	Conversions are increasing marginally	Conversions are decreasing marginally	Conversions are decreasing significantly
34%	45%	16%	5%

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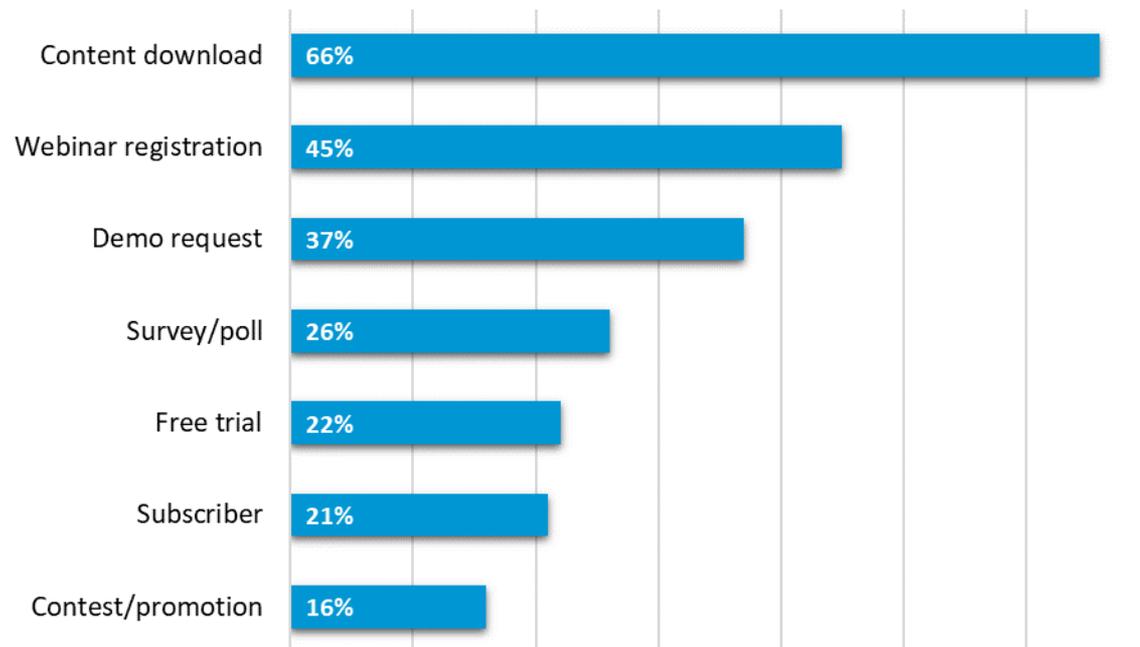# HIGHEST CONVERSION RATE FORMS

Content download forms generate leads with the highest conversion rate for two-thirds (66%) of B2B marketers. The type of content downloaded also has a significant impact on the rate of lead-to-customer conversions.

When providing B2B content, should your marketing materials be left open and easily accessible, or should it be hosted behind a form that only grants access in exchange for business contact information.

What Do You Gain Or Lose By Gating Your Content?

Get the Guide!

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

Form type	%
Content download	66%
Webinar registration	45%
Demo request	37%
Survey/poll	26%
Free trial	22%
Subscriber	21%
Contest/promotion	16%

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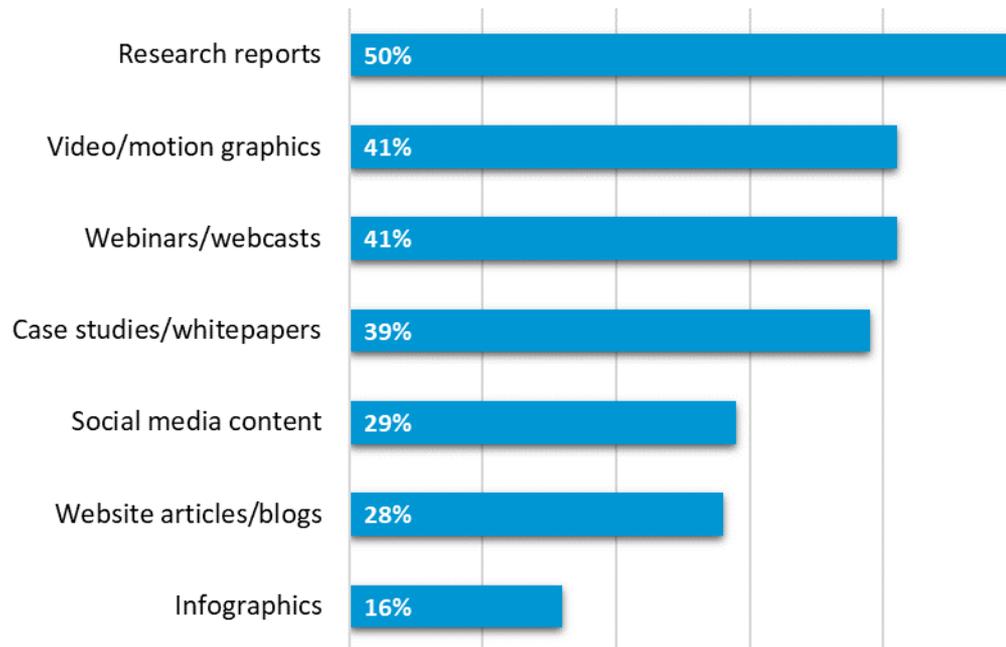
HIGHEST CONVERSION RATE CONTENT

Research reports and video or motion graphics are the types of content generating the highest rate of lead-to-customer conversions for 50% and 41% of B2B marketing influencers respectively. These tactics are helping B2B marketers overcome critical challenges to lead generation success.

VisitorTrack enables websites to distribute more content while still getting valuable insights into those companies without a web form.

"VisitorTrack gives us insight on prospects behavior on our website, we can see when visitors are doing their homework and gauge their level of interest by which pages they are visiting."

Eric Jurin
VP Digital Marketing, ABP

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

Content type	Percentage
Research reports	50%
Video/motion graphics	41%
Webinars/webcasts	41%
Case studies/whitepapers	39%
Social media content	29%
Website articles/blogs	28%
Infographics	16%

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ABOUT THE RESEARCH PARTNERS

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It's like "Caller ID for your Website®". Every prospect visits a website. VisitorTrack (from netFactor) is designed for B2B website lead generation. Track, capture and identify the anonymous business visitors coming to your site - without any registration. Get detailed contact records for the people who work there. Integrate this into rich reporting or hundreds of web-based CRM, Email and Marketing applications.

Learn more about VisitorTrack.

Ascend2

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

Learn more about Ascend2.

VisitorTrack's full featured trial gives you 14 days of complete access to VisitorTrack and all of the rich website visitor intelligence on your site's business visitors

Learn More

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