



STRATEGIES, TACTICS AND TRENDS FOR

# Lead Generation Quality

**Ascend2**<sup>TM</sup>  
RESEARCH-BASED MARKETING

Research Series Conducted in Partnership with Leading Providers of  
Marketing Technology and Digital Marketing Agency Services.



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# Methodology

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

This survey was fielded to a panel of marketing influencers and marketing research subscribers.

## Survey respondents

### Primary Marketing Channel

B2B	35%
B2C	48%
B2B and B2C equally	17%

### Number of Employees

More than 500	20%
50 to 500	25%
Fewer than 50	55%

### Primary role in company

Owner / Partner / C-Level	42%
Vice President / Director / Manager	36%
Non-Management Professional	22%

# Lead Generation Quality

Lead generation quality is a factor that allows you to identify how likely your prospects are to become your paying customers. The higher the quality of the leads generated, the more likely they are to become your customers.

## **But how are marketers generating higher quality leads?**

To help you answer this question, Ascend2 and our Research Partners fielded the Lead Generation Quality Survey. We thank the 260 marketing influencers who responded to this survey during the week of August 12, 2019.

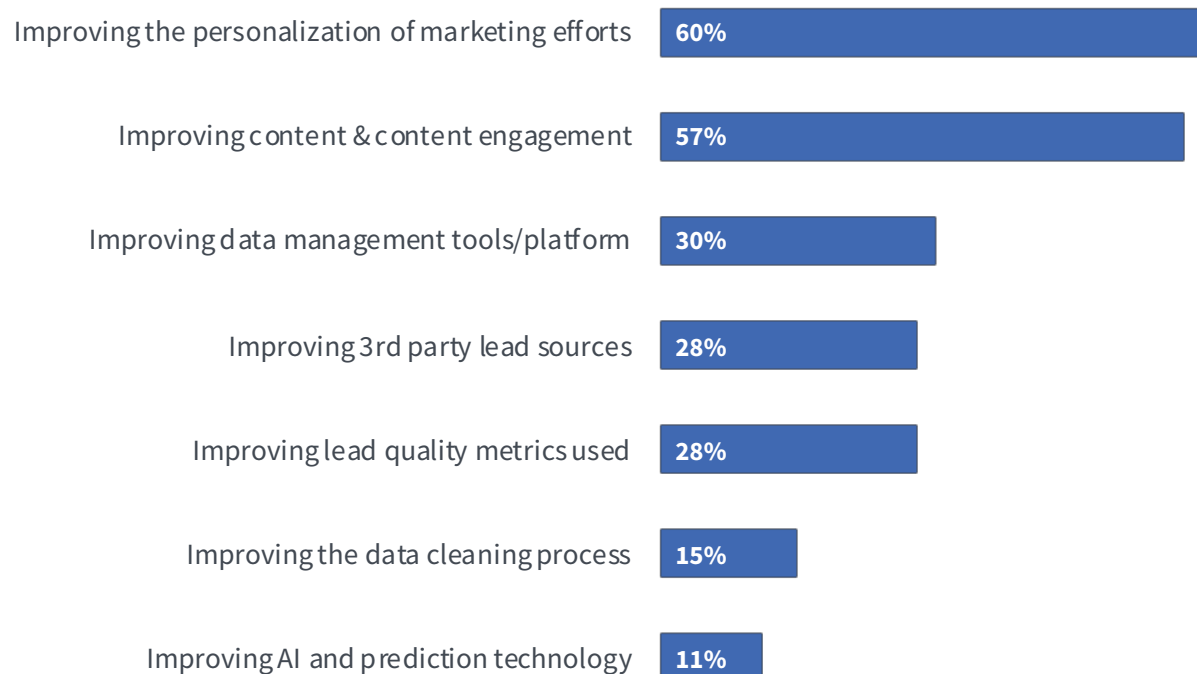
This Survey Summary Report, titled *Strategies, Tactics and Trends for Lead Generation Quality*, represents the opinions of all the market segments responding to the survey. Specific market segments from the survey are reported on separately and exclusively by our participating Research Partners.

*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.*

# Primary Strategies

For 60% of marketing influencers surveyed, improving the personalization of marketing efforts is a major strategic focus when aiming to generate higher quality leads. Improving content and content engagement is also a primary strategy for bettering the quality of leads generated for over half (57%) of marketers.

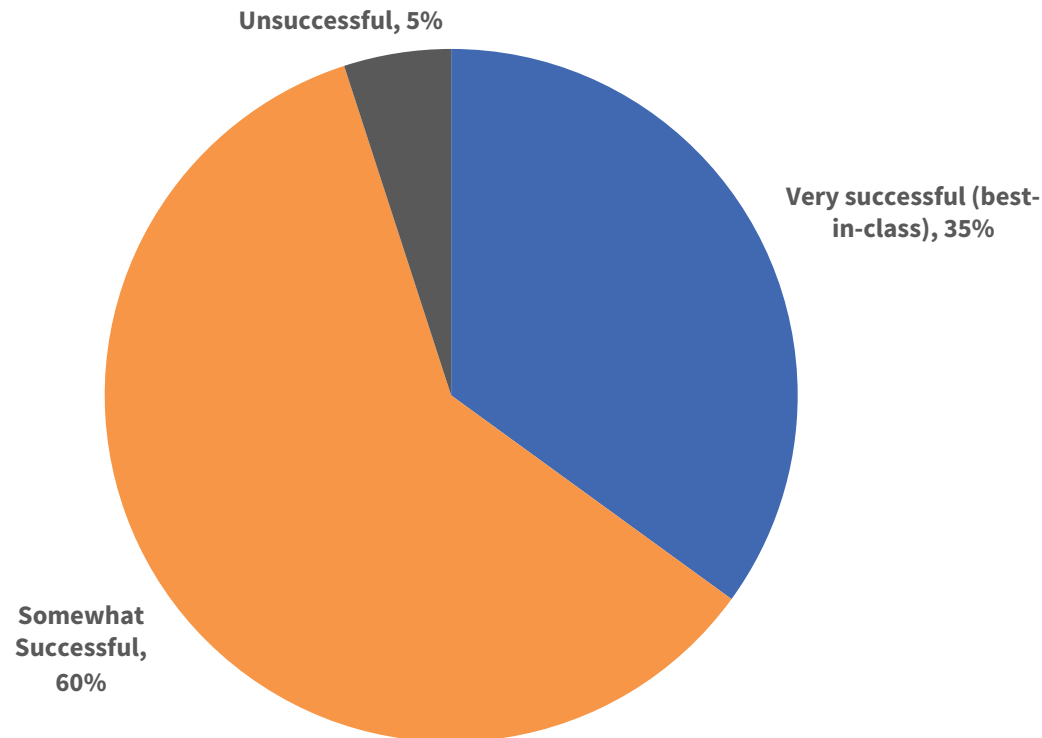
What are the PRIMARY STRATEGIES for generating higher quality leads?



# Strategic Success

Does improving the quality of leads mean more successful strategic execution? According to nearly all marketers surveyed (95%) who find a lead generation quality strategy to be successful to some extent, the answer is yes. Of those surveyed, 35% report a strategy to be very successful, or best-in-class when compared to competitors.

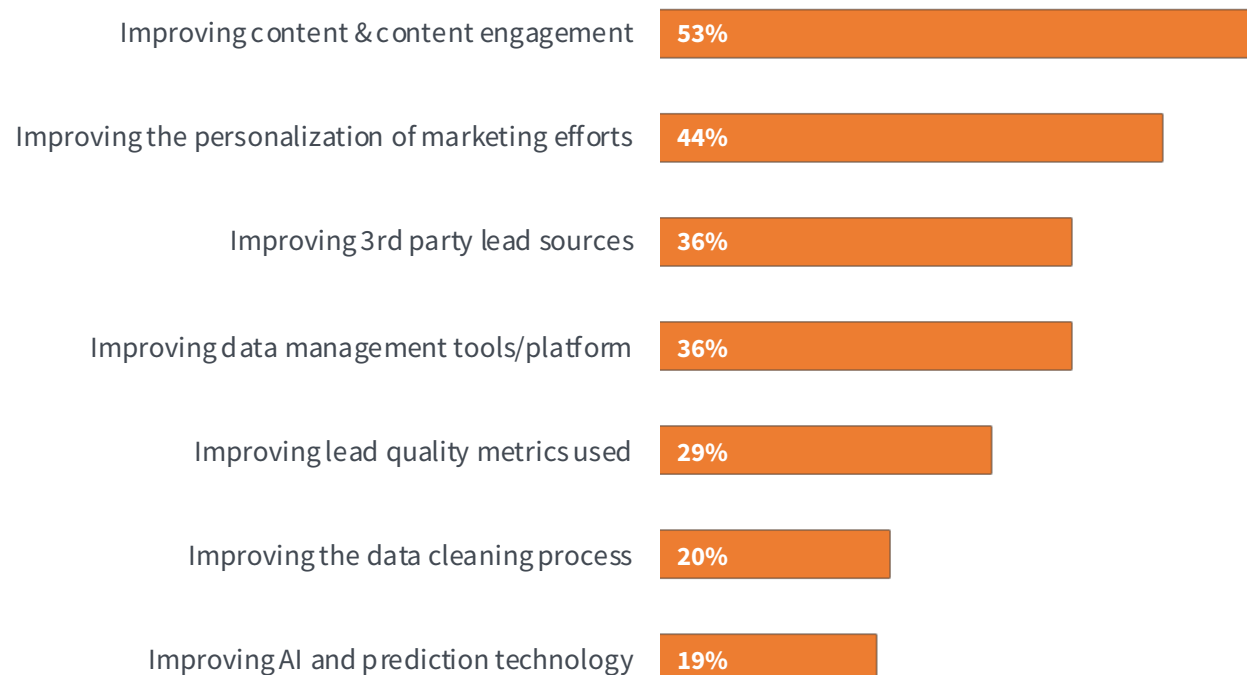
Which best describes the SUCCESS of a lead generation quality strategy?



# Critical Challenges

While improving content and content engagement is a top primary objective for marketers, as demonstrated in the chart above, it also proves to be a top critical challenge for over half (53%) of marketing influencers when it comes to generating higher quality leads. Improving the personalization of marketing efforts is also a top challenge for 44% of those surveyed.

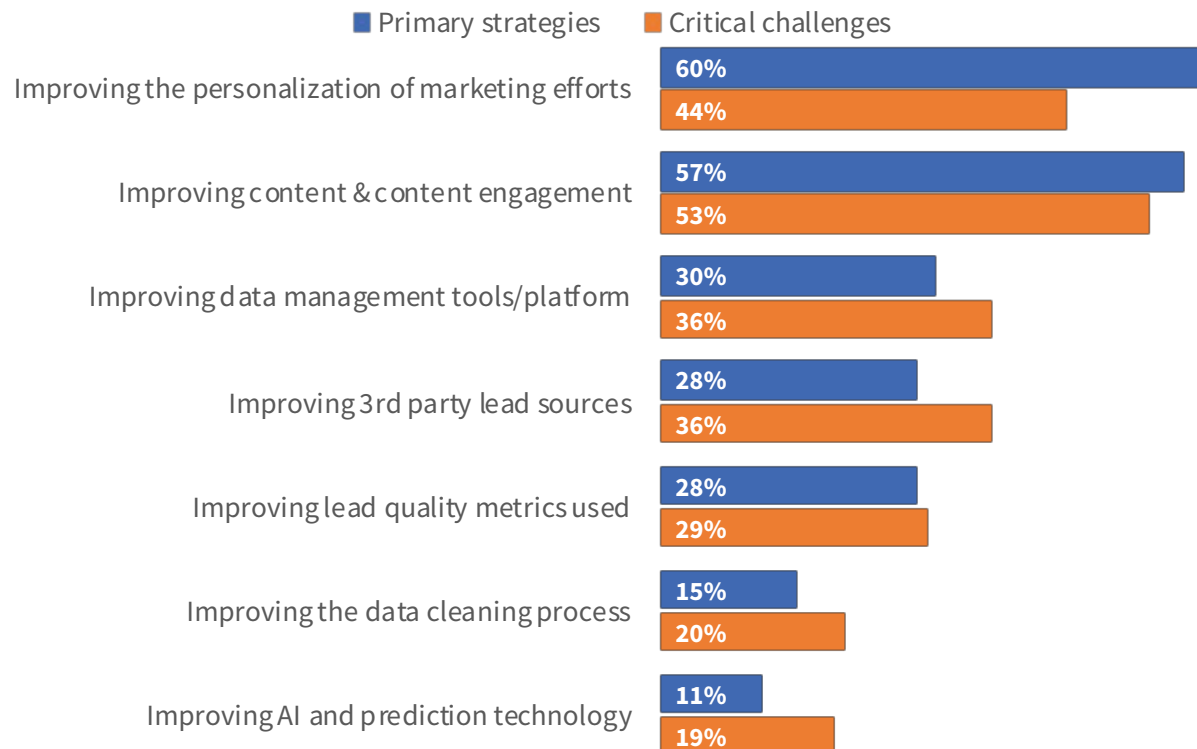
What are the most CRITICAL CHALLENGES for generating higher quality leads?



# Strategies Versus Challenges

When implementing a lead generation quality strategy, marketers must consider what their most impactful tactics are versus their most critical challenges to success. When it comes to bettering the quality of leads coming in, improvements in personalization efforts as well as content development prove to be challenging yet important to include.

Comparing primary strategies versus critical challenges.

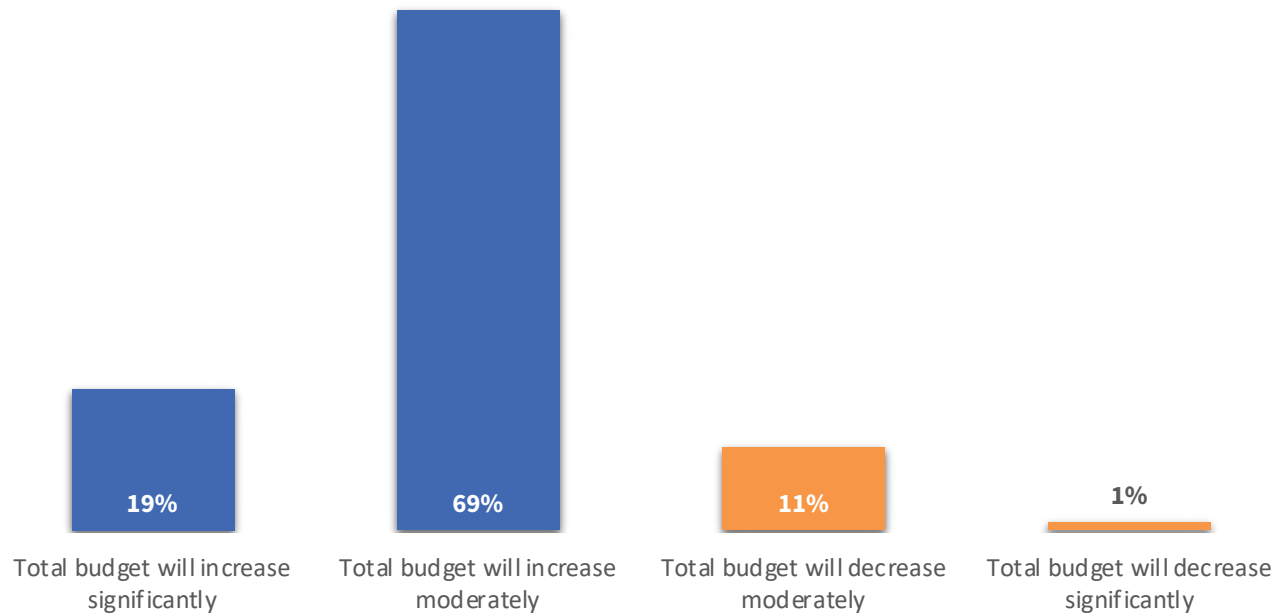




# Budget Trends

Dedicated budget is trending up for lead generation quality strategies. The vast majority of marketers report that the time, resources and expenses allocated to improving the quality of leads generated will increase to some extent with nearly one fifth (19%) describing that increase as significant. Only 12% say that total budget will decrease.

Which best describes how the TOTAL BUDGET (time, resources, expenses) is changing to improve the quality of leads generated?



# Improving Tactical Effectiveness

When it comes to lead generation, it is becoming apparent that quality is preferred over quantity. Many tactics can bring in a high volume of leads but according to those surveyed, social media marketing and email marketing are the most effective tactics used for improving the quality of leads generated for 59% and 40% of marketers, respectively.

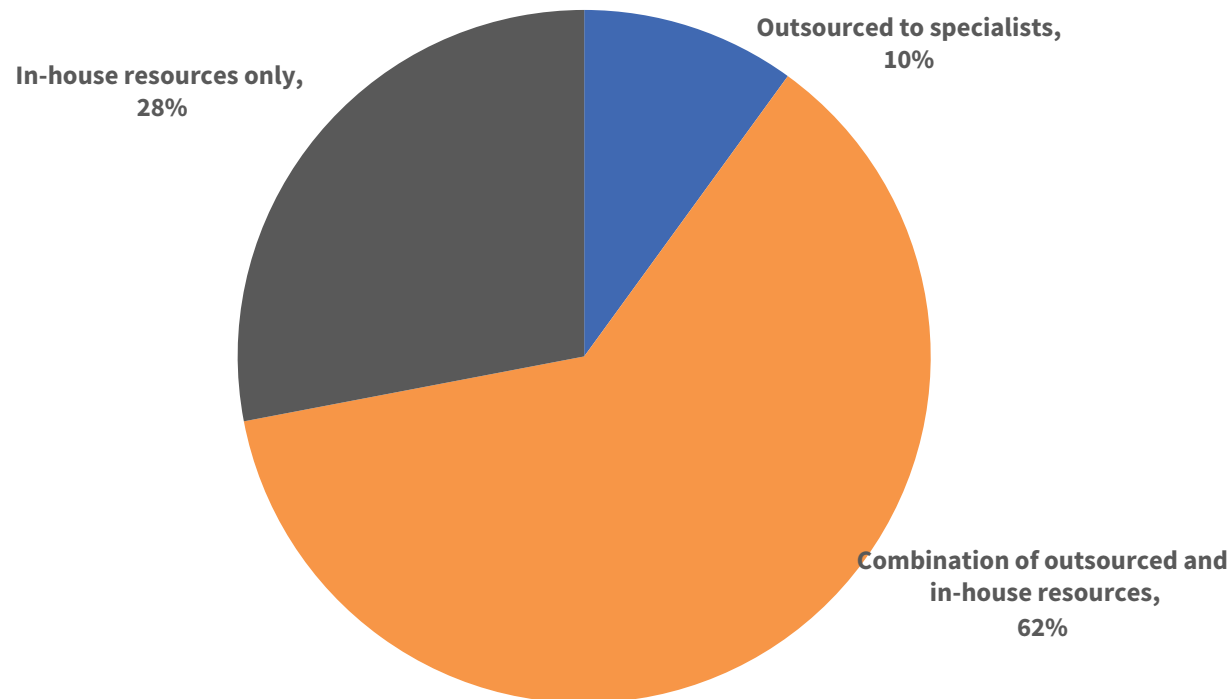
What are the most effective TACTICS USED for improving the quality of leads generated?



# Resource Allocation

Improving lead generation quality requires a strategic mix of both in-house resources and outsourced experts according to nearly two thirds of marketing influencers surveyed. About three in ten (28%) say that it is most effective to use in-house employees only, while 10% say they prefer to outsource the tasks completely.

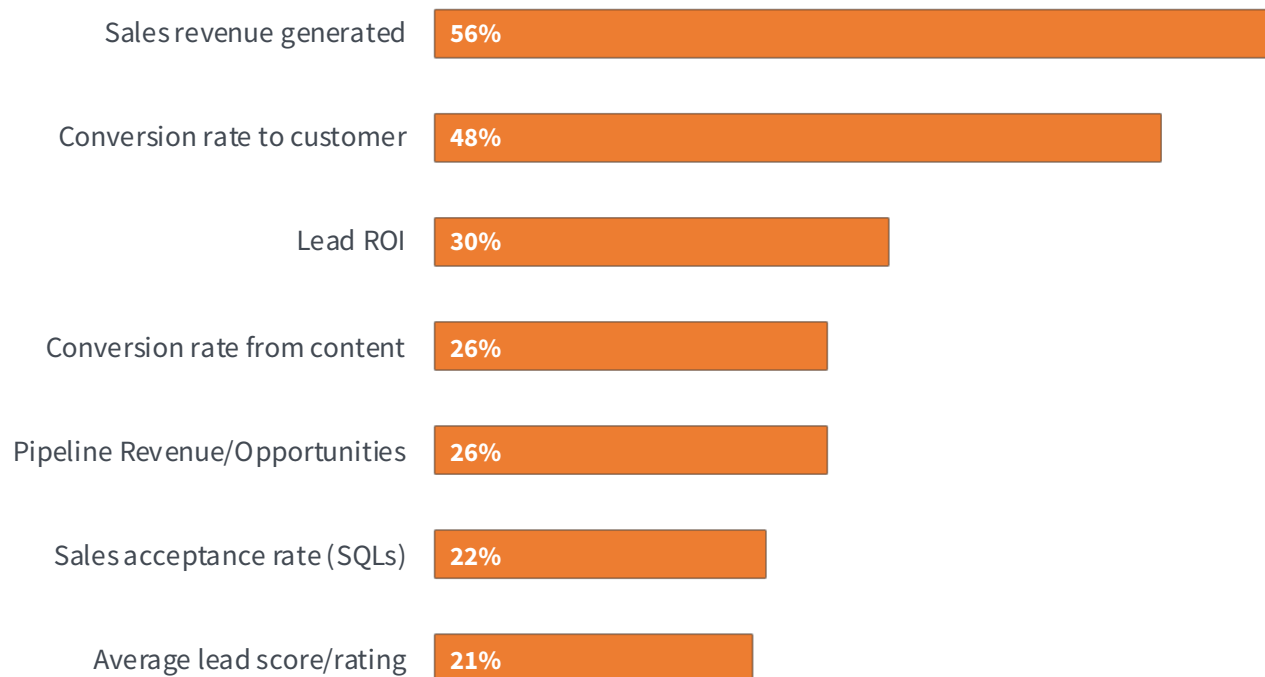
Which best describes the most effective RESOURCES USED to improve the quality of lead generated?



# Metrics for Quality Measurement

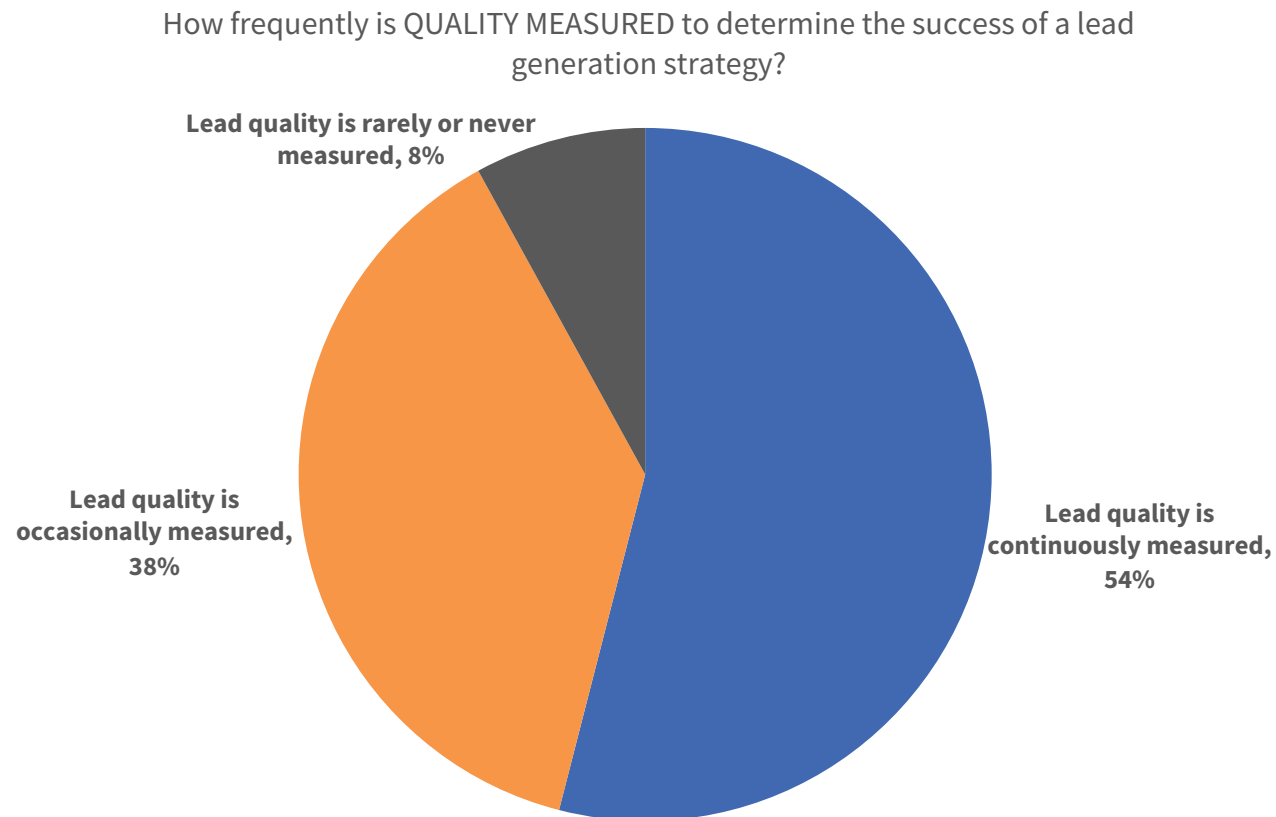
Measuring the success of a lead generation quality strategy is essential for ongoing optimization of efforts. According to marketers surveyed, sales revenue generated (56%), conversion rate to customer (48%) and lead ROI (30%) are top metrics used to best gauge success.

What are the most effective METRICS USED to measure lead generation quality?



# Quality Measurement Frequency

Optimizing a lead generation quality strategy involves continuously tracking success according to over half (54%) of marketing influencers surveyed. Only 8% report rarely or never measuring lead quality, while 38% measure lead quality metrics occasionally.



# Ascend2™

RESEARCH-BASED MARKETING

Following are just a few of the leading marketing solution providers that have partnered with us on research-based marketing programs.



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