



B2B perspectives on

# Lead Generation Quality

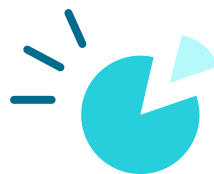


Ascend2™

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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 three-minute survey format.

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



# Survey respondents

## Number of employees

More than 500	13%
50 to 500	25%
Fewer than 50	62%

## Primary role in company

Owner / Partner / C-Level	47%
Vice President / Director / Manager	40%
Non-Management Professional	13%



# B2B perspectives on 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 what strategies and tactics are B2B marketers using to generate higher quality leads?**

To find out, Vidyard, in partnership with Ascend2, fielded the Lead Generation Quality Survey.

This report, titled *B2B Perspectives on Lead Generation Quality*, exclusively represents the opinions of the marketing professionals responding to the survey who operate in the B2B (business-to-business) channel. We thank these busy marketers for sharing their valuable insights with us and you.

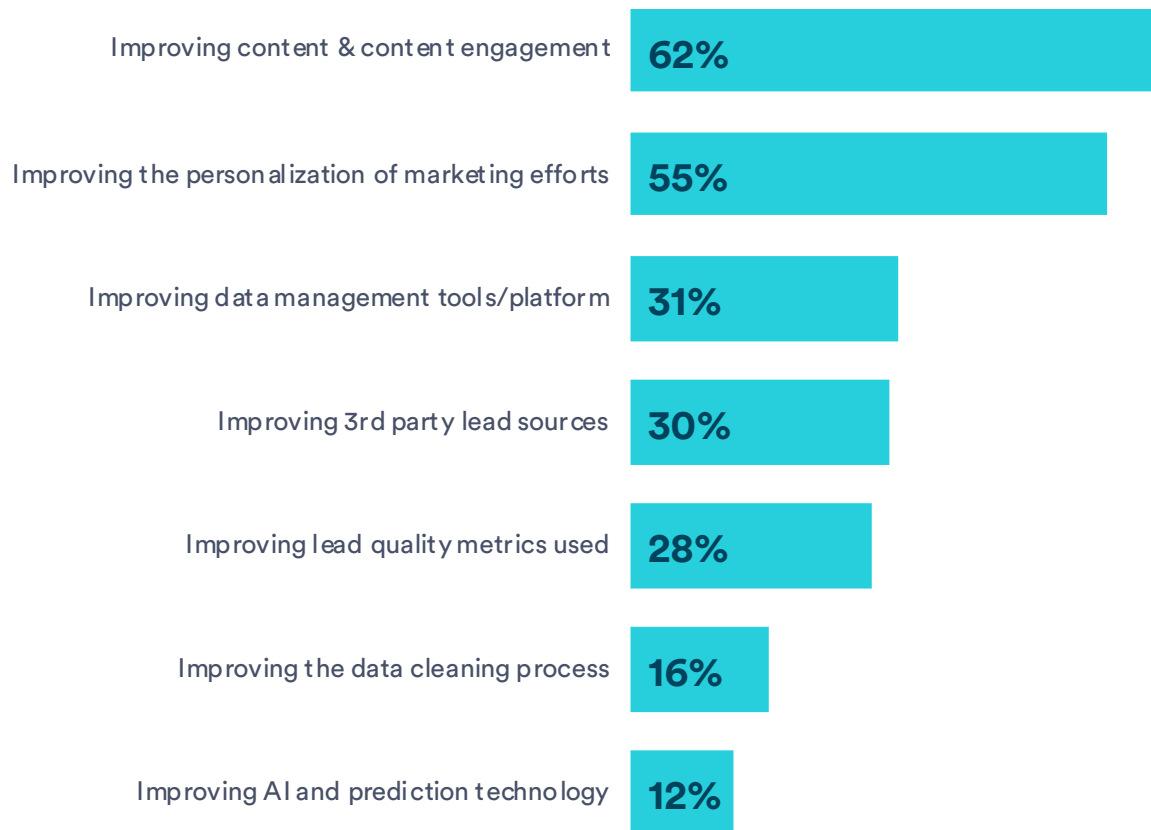
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# Primary strategies

When it comes to lead generation, it is becoming apparent that higher quality is preferred over larger quantity. Improving content and content engagement as well as improving the personalization of marketing efforts are two primary strategies for generating higher quality leads according to 62% and 55% of B2B marketers, respectively.

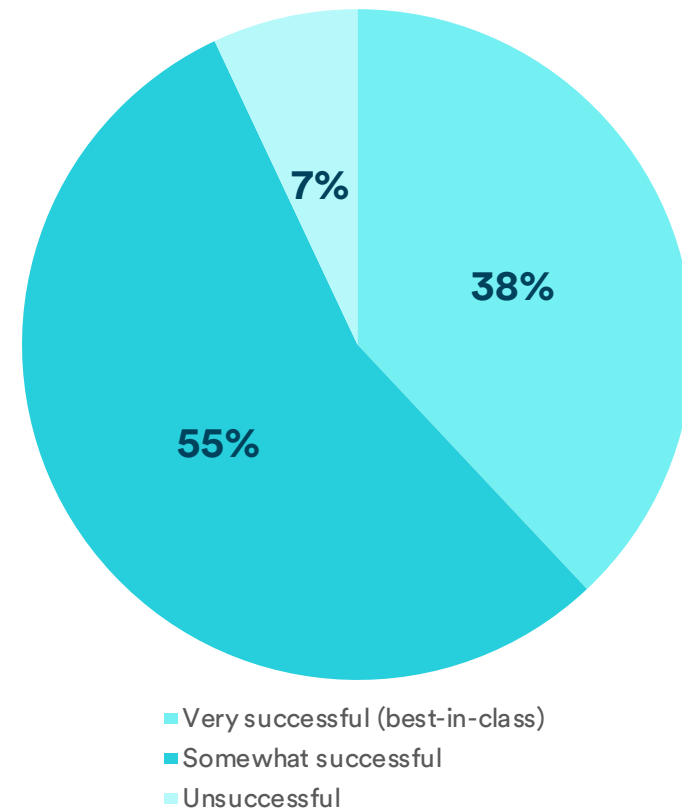
What are the **PRIMARY STRATEGIES** for generating higher quality leads?



# Strategic Success

The overwhelming majority (93%) of B2B marketers surveyed have seen some success in a lead generation quality strategy. Over one-third (38%) of respondents operating in the B2B channel would describe their strategy as very successful, or best-in-class, compared to competitors.

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



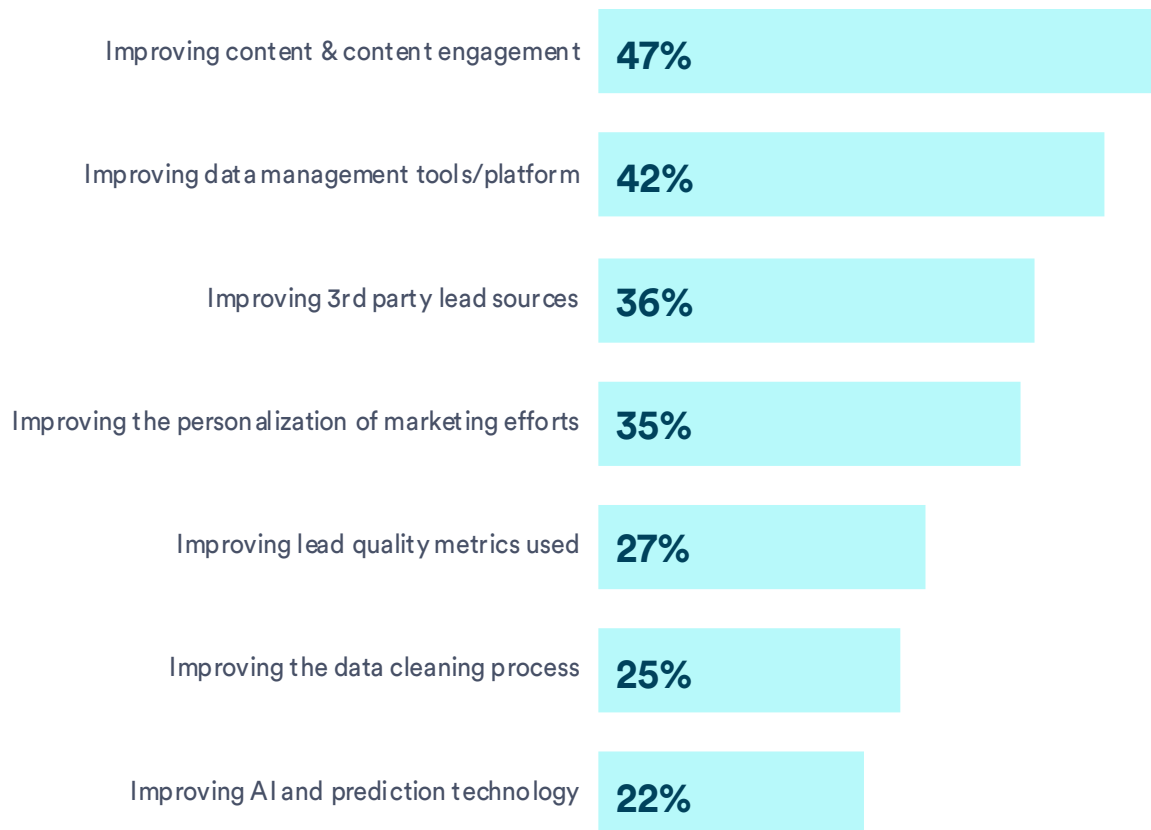
B2B perspectives on lead generation quality survey.  
Ascend2 in partnership with Vidyard. Published September, 2019.



# Critical challenges

Critical challenges to the improvement of lead generation quality include strategies that are historically time consuming and tedious for B2B marketers, such as improving content and content engagement (47%) and improving data management tools or platform (42%).

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

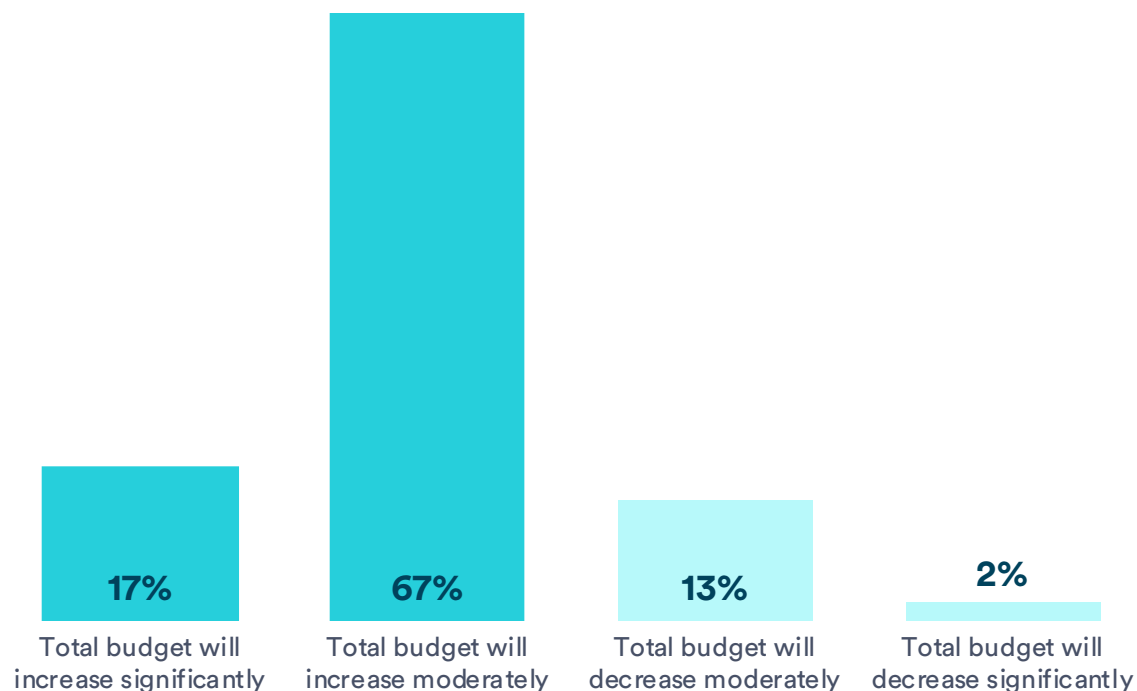




# Budget trends

The higher the quality of leads generated, the more likely they are to become paying customers. That is why 84% of B2B marketing professionals say the time, resources and expenses dedicated to improving lead quality will be increasing to some extent. Only 2% of those surveyed in the B2B channel report a significant decrease in allocated budget.

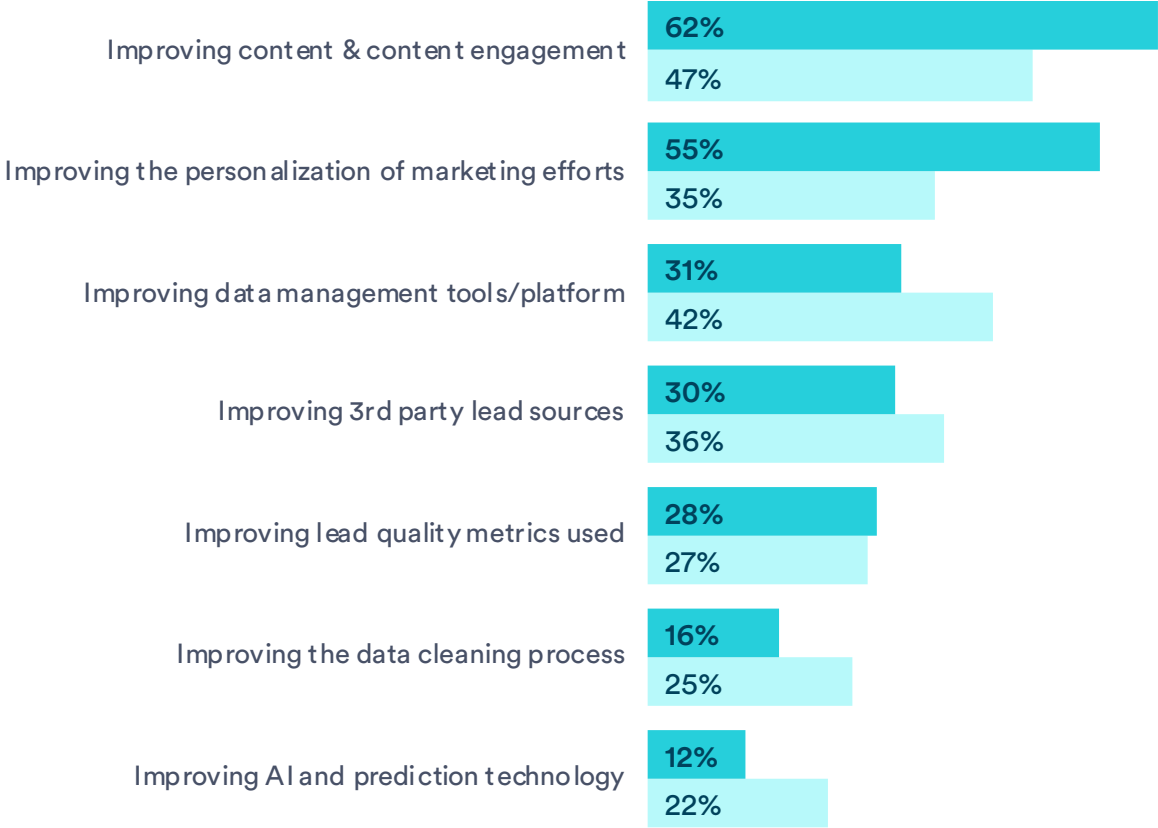
Which best describes how the **TOTAL BUDGET** (time, resources, expenses) is changing to improve the quality of leads generated?



# Strategies and challenges

When implementing a lead generation quality strategy, B2B marketers must consider what their most impactful tactics are versus their most critical challenges to success. It seems that a strategy for improving content and content engagement is a challenging yet rewarding pursuit.

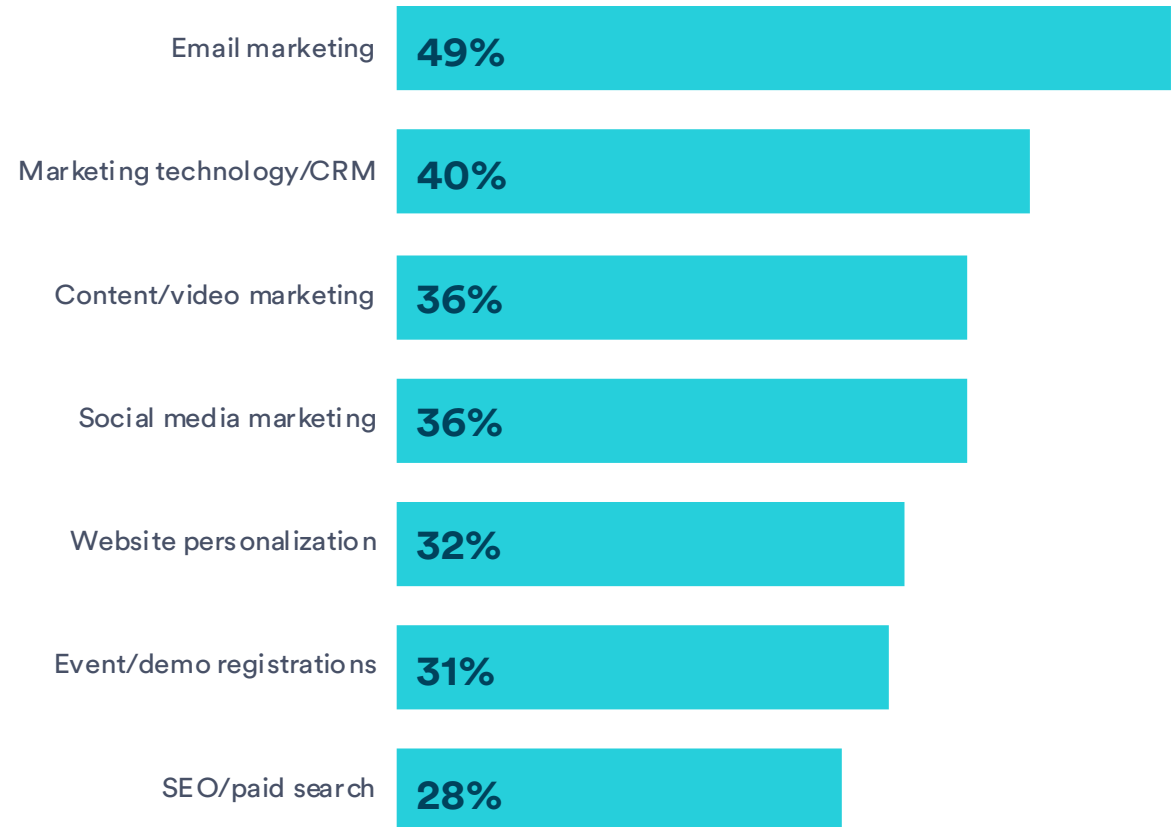
Analyzing primary strategies and critical challenges.



# Improving tactical effectiveness

Possibly because of the increased opportunities for personalization and including dynamic content in email marketing campaigns, about half (49%) of the B2B marketing professionals surveyed say it is a most effective tactic used for improving the quality of leads generated.

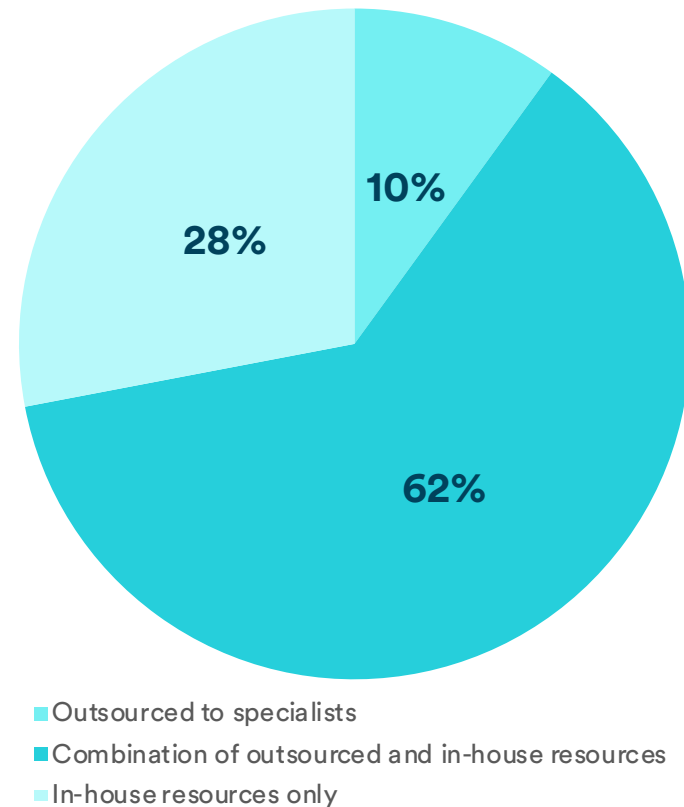
What are the most effective **TACTICS USED** for improving the quality of leads generated?



# Resource allocation

As described in the above research, B2B marketers are using a wide variety of tactics to improve the quality of leads generated. According to a 62% majority of those surveyed, this requires a distribution of work between outsourced professionals and in-house resources to effectively improve the value of incoming leads.

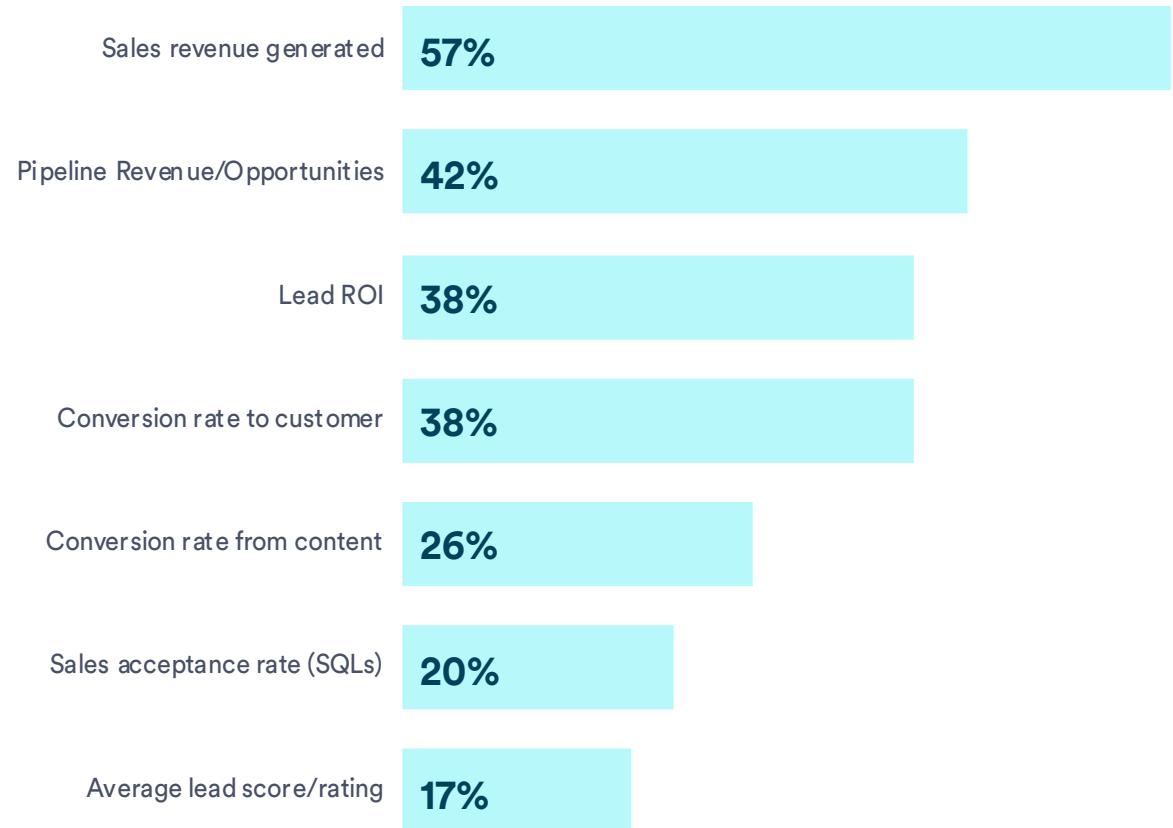
Which best describes the most effective **RESOURCES USED** to improve the quality of lead generated?



# Metrics for quality measurement

Not surprisingly, metrics used to measure revenue-related results are considered most effective to B2B marketers when analyzing lead generation quality. Sales revenue generated and pipeline revenue or opportunities are at the top of the list for 57% and 42% of B2B marketing professionals, respectively.

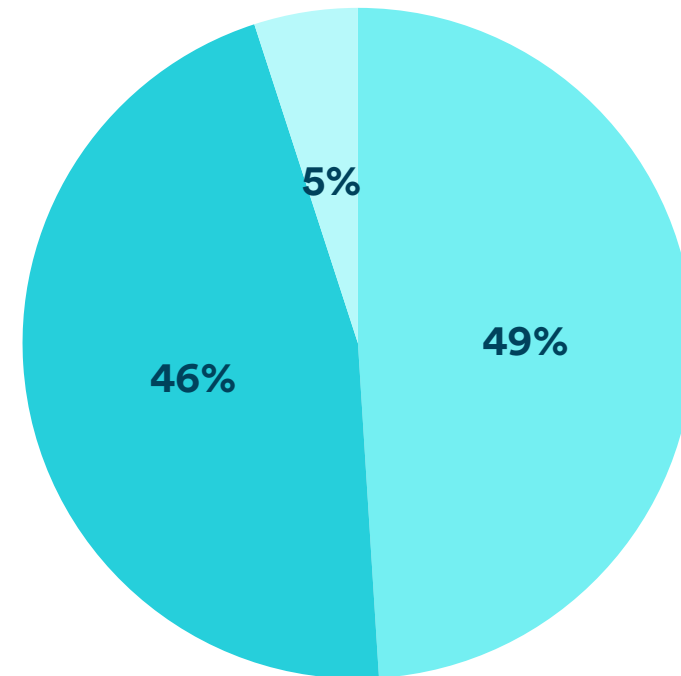
What are the most effective **METRICS USED** to measure lead generation quality?



# Measurement frequency

An optimized lead generation strategy requires ongoing attention according to about half (49%) of B2B marketers who report that lead quality is continuously measured. Similarly, another 46% of those surveyed say that lead quality is occasionally measured to determine the success of a lead generation strategy.

How frequently is **QUALITY MEASURED** to determine the success of a lead generation strategy?



- Lead quality is continuously measured
- Lead quality is occasionally measured
- Lead quality is rarely or never measured



# About the Research Partners



## We Measure Your Videos Performance

If video is part of your marketing strategy, you need a way to measure its impact on revenue. As the world's leading video marketing platform, Vidyard can show you exactly how viewers interact with your videos. This means you can continuously improve your marketing strategy based on measurable results. Along with hosting your video content, Vidyard reveals who's watching your videos and for how long with detailed viewer analytics and engagement data you can push directly into your marketing automation and customer relationship management platforms.

Learn more about [Vidyard](#).



Marketing technology companies and digital marketing agencies partner with Ascend2 to supplement their marketing content, generate leads, and engage prospects to drive demand through the middle of the funnel.

Learn more about [Ascend2](#).

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