

TOP TRENDS FOR

GENERATING SALES READY LEADS

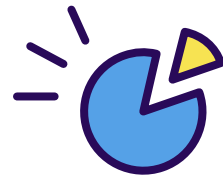
ASCEND2 RESEARCH CONDUCTED IN PARTNERSHIP WITH VIDYARD



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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 online to a panel of research subscribers and marketing influencers by Vidyard and Ascend2, and this report was published in September, 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 do enterprise class companies turn more leads into more customers, faster?

To find out, Vidyard and Ascend2 fielded the Lead Generation to Increase Conversions survey.

The data in this edition of the study, titled Lead Generation to Increase Conversions / Strategies of Enterprise Class Companies, exclusively benchmarks the opinions of the 75 enterprise class companies with more than 500

employees participating in the survey. We thank these busy marketers 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 RESPONDENTS

N=75 Enterprise Class Companies

Role in the Company

| | |
|------------------------------|-----|
| Owner/Partner/CXO | 25% |
| Vice President/Director/Mgr. | 52% |
| Non-Management Pro | 23% |

Primary Marketing Channel

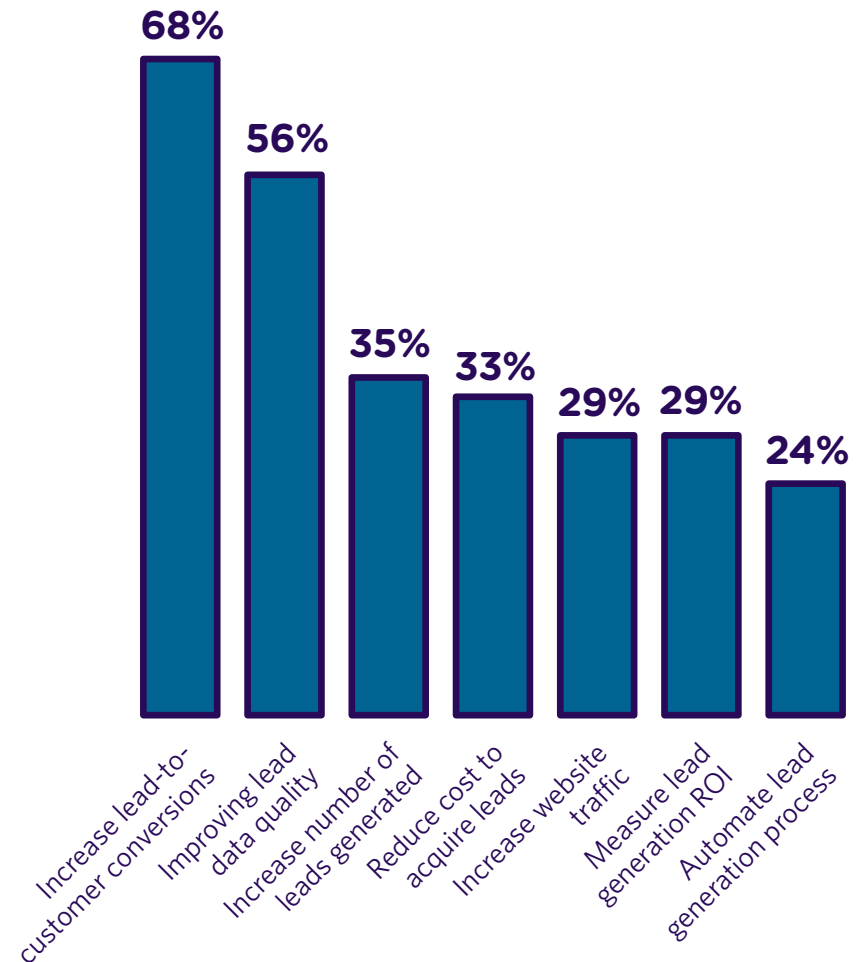
| | |
|----------------------------|-----|
| B2B (Business-to-Business) | 43% |
| B2C (Business-to-Consumer) | 33% |
| B2B and B2C Equally | 24% |



MOST IMPORTANT OBJECTIVES

More than two-thirds (68%) of enterprises consider increasing lead-to-customer conversions a top priority of a lead generation strategy. Achieving this will also require improving lead data quality - an important objective for more than half (56%) of enterprises.

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



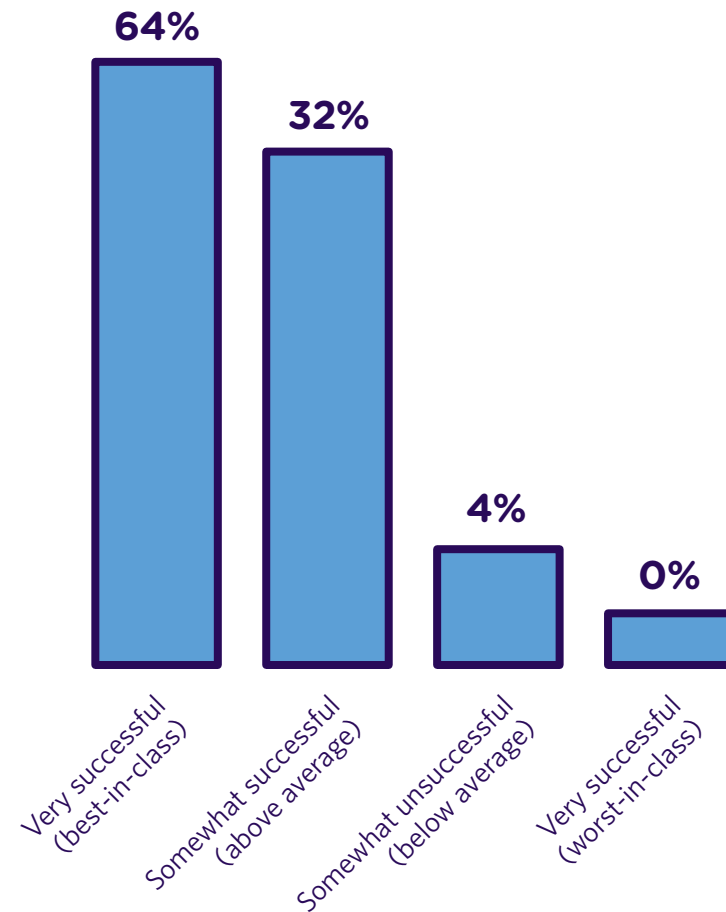
Lead Generation to Increase Conversions Survey.
Vidyard and Ascend2. Published September, 2017.



LEAD GENERATION STRATEGY SUCCESS

64% of enterprise class companies consider their lead generation strategy very successful, describing it as best-in-class, while another 32% consider it somewhat successful. Only 4% have yet to successfully achieve the important objectives of their lead generation strategy.

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



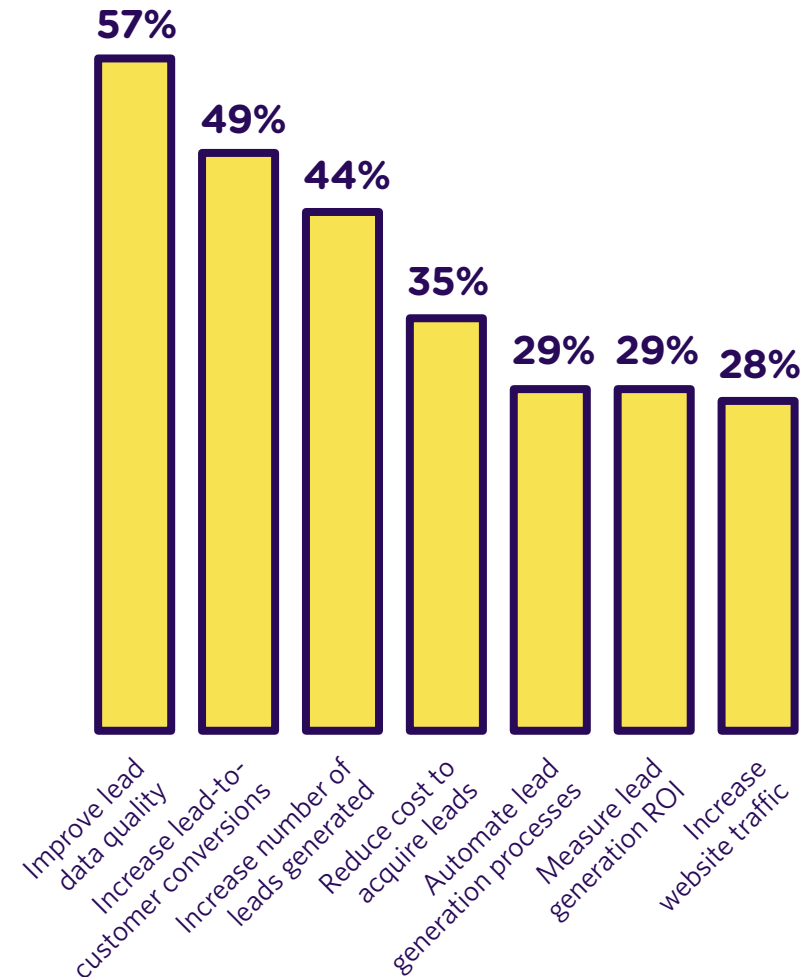
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CRITICAL CHALLENGES TO SUCCESS

A critical challenge to lead generation success for 57% of enterprise marketers is improving the quality of lead data. The next most critical challenge is applying quality data to increase lead-to-customer conversions.

What are the most critical CHALLENGES to lead generation success?



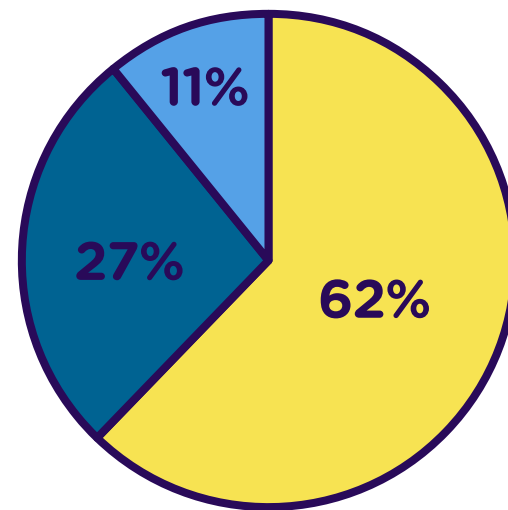
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SALES CYCLE ENCOUNTERED

Regardless of the type of sales cycle encountered most often, developing a strategy that targets the specific complexity, length and number of influencers in the buying process, is key to increasing the lead-to-customer conversion rate.

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



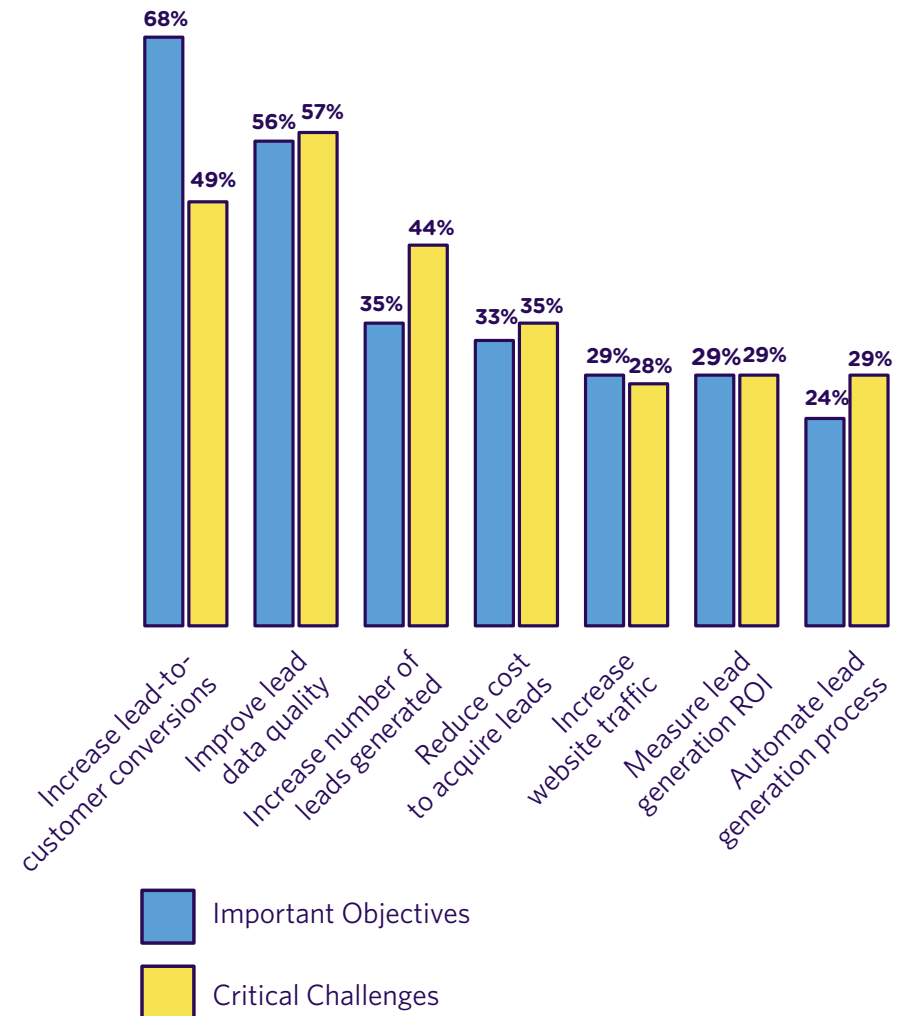
-  Complex sale (long cycle, many influencers)
-  Direct sale (short cycle, few influencers)
-  Complex sale and Direct sale equally



ANALYZING OBJECTIVES & CHALLENGES

Increasing lead-to-customer conversions and improving lead data quality are not only the most important objectives but also the most critical challenges to the success of an enterprise lead generation strategy. These are key considerations in the development of a successful strategy.

Comparing important objectives to critical challenges.



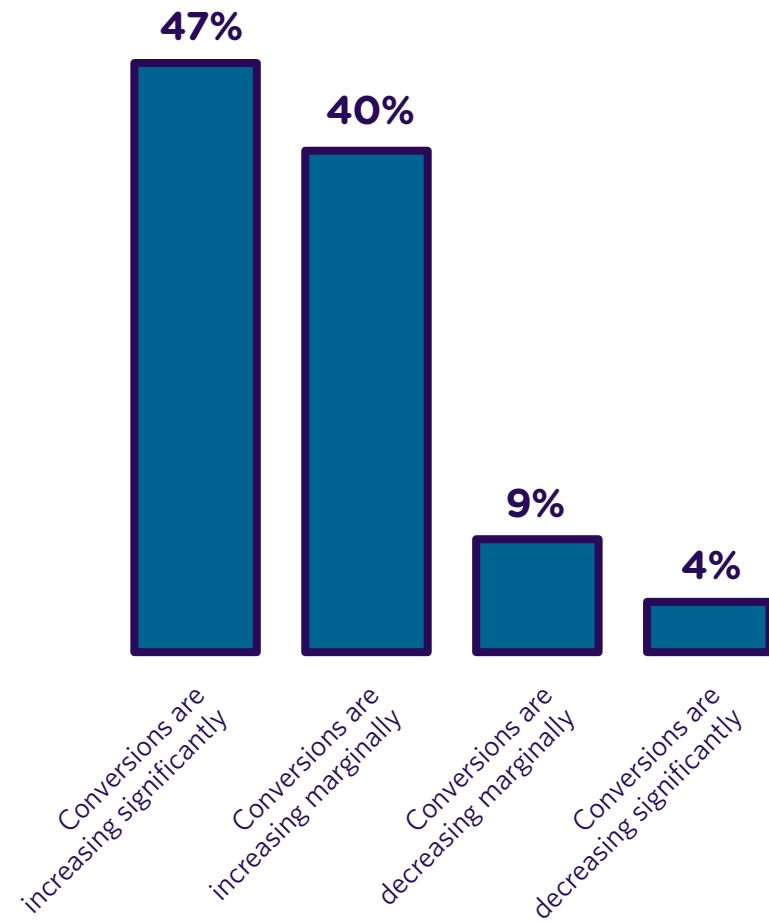
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HOW CONVERSION RATES ARE CHANGING

For the vast majority of enterprise class companies (87%), the lead-to-customer conversion rate is increasing, with 47% describing the increase as significant. For the remaining 13%, conversions are decreasing to some extent.

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



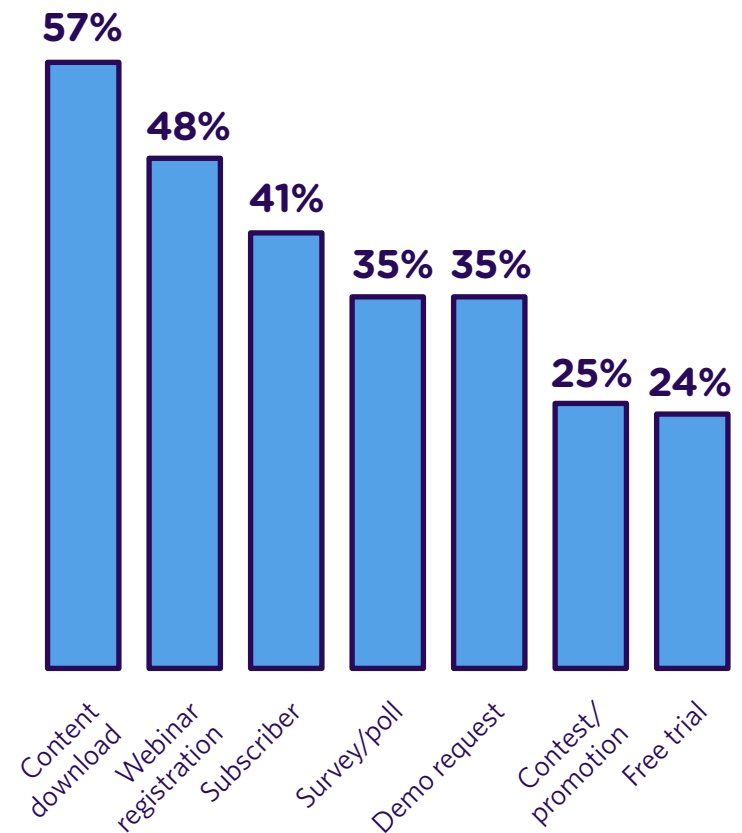
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SOURCE OF THE HIGHEST CONVERSION RATES

For more than half (57%) of enterprises, content download forms generate leads with the highest conversion rate. 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 48% of enterprises.

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



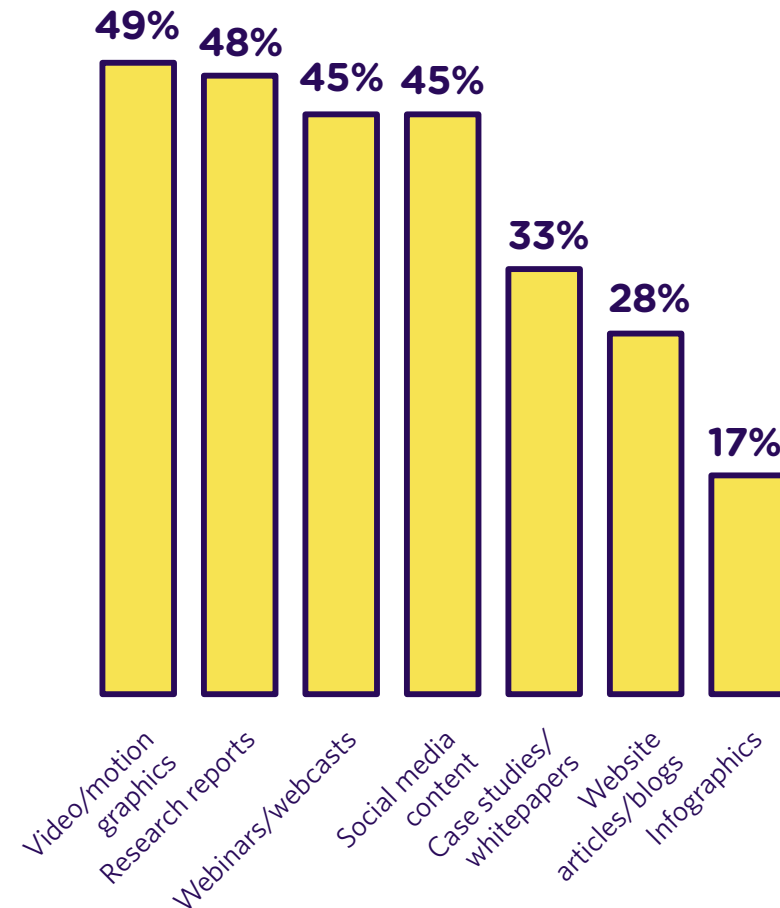
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CONTENT PRODUCING THE MOST CONVERSIONS

Video and research reports are the two types of content generating the highest rate of lead-to-customer conversions for 49% and 48% of enterprise class companies respectively. Webinars or webcasts and social media content are the next most productive for 45%.

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



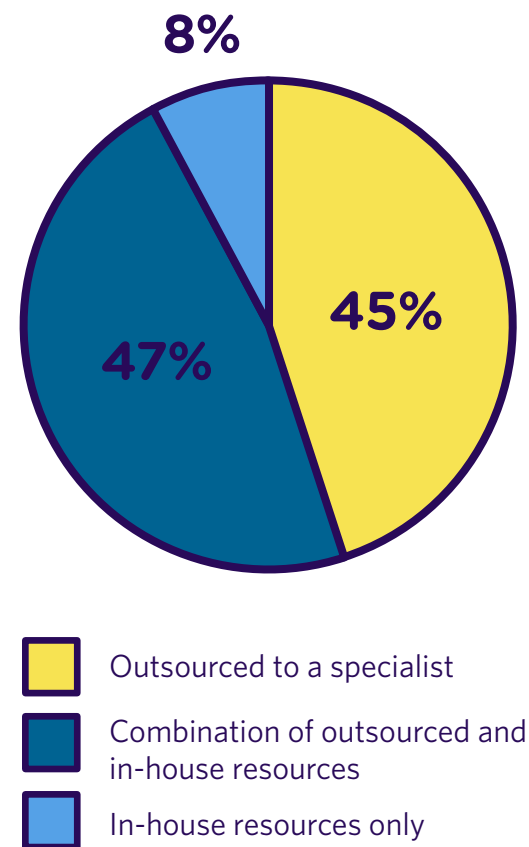
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CONTENT DEVELOPMENT RESOURCES USED

The types of content generating the highest conversion rates often require specialized skills and capabilities not available in-house. That's why 92% of enterprise class companies 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?



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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 MAP and CRM.

Learn more about [Vidyard](#).



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.

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