THE STATE OF DEMAND GENERATION

New research on data, technology & omnichannel execution.

Research Conducted in Partnership with Ascend2

HIPB2B

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EXECUTIVE SUMMARY

Omnichannel's promise is to unify data on all of a customer's or prospect's actions in multiple channels and then bring that data to bear in the form of targeted, timely offers for a positive user experience.

Imagine being able to engage a prospect or customer in their first channel of choice and then amplify your message strategically through one or more other channels. What do you believe the business outcomes would be?

The insightful research on the use of omnichannel in marketing and demand which follows is based on both your, and your peers', feedback.

Regarding its conclusions, this one sticks with me most: **Those with the most successful demand generation programs are twice as likely (49% vs 25%) to be utilizing an omnichannel approach.**

As you dive in, remember this important note: While some marketers think of their multichannel marketing initiatives as omnichannel, it's important to distinguish between the two. Multichannel lacks the cross-channel optimization of actions and messages built on omnichannel's integrated data model.

I hope you enjoy the report!

Bret Smith
CEO at HIPB2B

KEY HIGHLIGHTS

- **Omnichannel users must be doing something right...** 99% of omnichannel users report experiencing moderate to extreme success from their demand generation programs.

- **We want MORE.** 60% of those surveyed report seeing an increase in the number of leads generated in the past year, but *41% say that the number of leads generated needs to increase by 10% or more in the coming year* in order to achieve goals.

- **Out with the old and in with the new.** Marketers reporting the most success are more likely to replace components of their tech stack due to the inability to integrate data compared to those who reported less successful demand generation programs.

- **It's time to integrate.** Nearly two-thirds of marketing leaders agree that their organization has missed opportunities for revenue due to a lack of data integration.

PARTICIPANTS & METHODOLOGY

N = 183 B2B Marketing Professionals

Number of Employees

|	
More than 1000	41%
500 to 1000	16%
50 to 500	43%

Role in company

Owner / Partner / C-Level	25%
Vice President / Director / Manager	45%
Non-Management Professional	30%

METHODOLOGY

Ascend2 benchmarks the performance of business strategies, and the tactics and technology that drives them. With a custom online questionnaire, this survey was fielded to a panel of 183 marketing professionals operating in the business-to-business (B2B) space from November 1, 2021 - November 12, 2021.
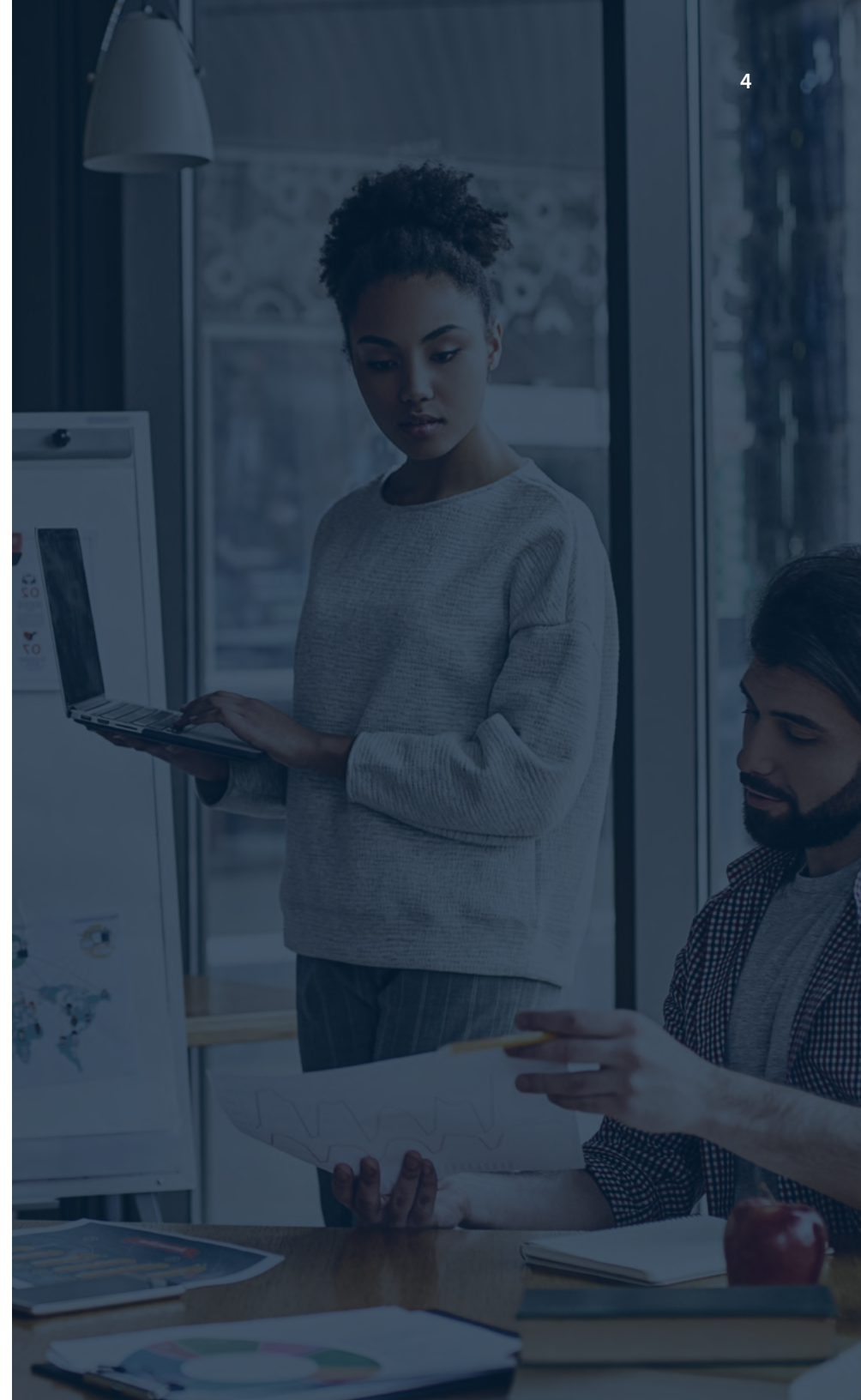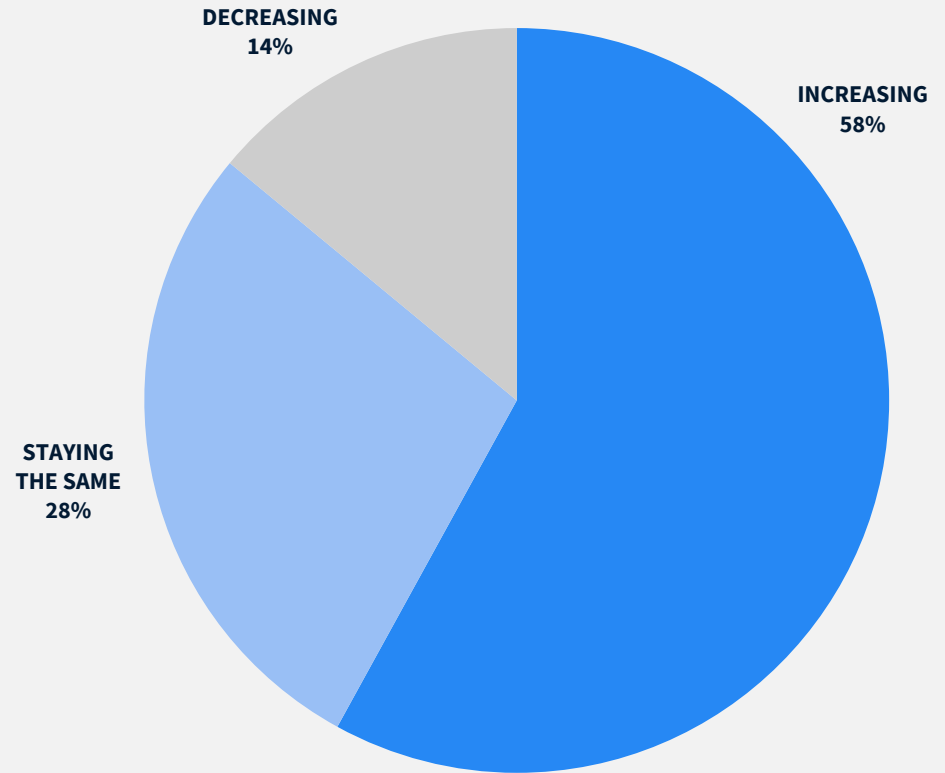
1.0 INTRODUCTION
The State of Demand Generation

According to the research that follows, 58% of B2B marketers say that demand generation budgets will be increasing in the year ahead. Organizations recognize that now more than ever, it is critical to dedicate resources to generating demand so their brand doesn't get lost in the sea of competitors.

So how can marketers best utilize data and technology to generate more demand for their business?

To help answer this question, Ascend2 in partnership with HIPB2B, fielded the State of Demand Generation survey during the month of November 2021. The report that follows represents the opinions of 183 B2B marketing professionals who responded to the survey.

HOW IS YOUR DEMAND GENERATION BUDGET CHANGING IN THE YEAR AHEAD?

DECREASING 14%

INCREASING 58%

STAYING THE SAME 28%

1.1 INTRODUCTION
A need for some fine-tuning.

The business-to-business (B2B) space has seen major shifts in the last two years that impact how marketers execute on their demand generation goals. Methods of data collection and use, marketing technology needs, and the expectations of customers are all in need of attention in the year ahead in order to optimize and adapt to change. But do marketers feel that their current demand generation programs are helping them to acheive strategic goals? While the majority of B2B marketers report some success from their demand generation efforts, less than one-quarter of those surveyed consider their programs to be "extremely successful" indicating that there is room for improvement in this area.

THE KEY TO SUCCESS

The insight gathered from this group of "best-in-class" marketers is incredibly valuable and shows us which strategies and tactics are behind the most successful demand generation programs. You will see data derived from this group referenced throughout this report.
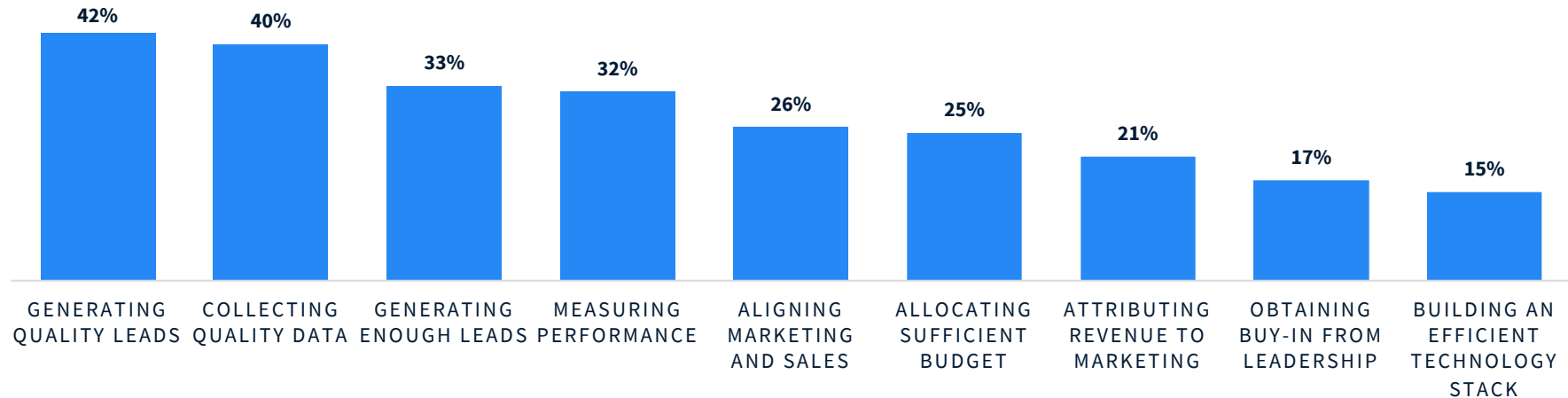
WHICH BEST DESCRIBES THE SUCCESS OF YOUR DEMAND GENERATION PROGRAM AT ACHIEVING GOALS SET FOR IT?

EXTREMELY SUCCESSFUL	24%
SOMEWHAT SUCCESSFUL	61%
SOMEWHAT UNSUCCESSFUL	11%
EXTREMELY UNSUCCESSFUL	4%
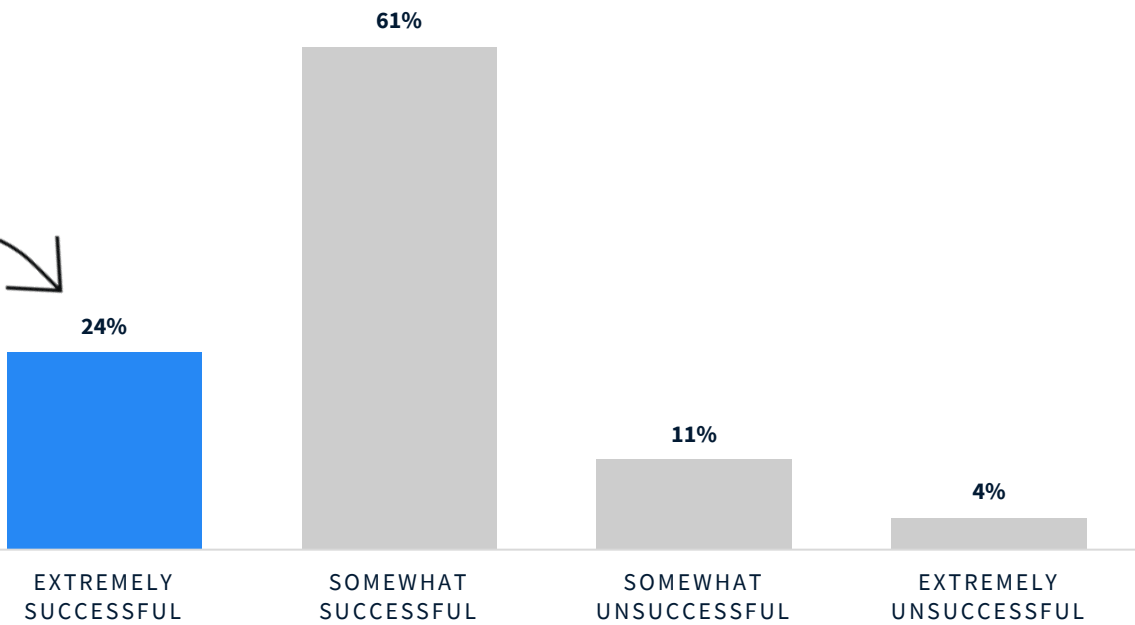
2.0 DEMAND GENERATION CHALLENGES

Lead generation issues including the quality as well as the quantity of leads generated are top challenges for the B2B marketer.

WHAT ARE THE GREATEST CHALLENGES TO THE SUCCESS OF YOUR DEMAND GENERATION PROGRAM?

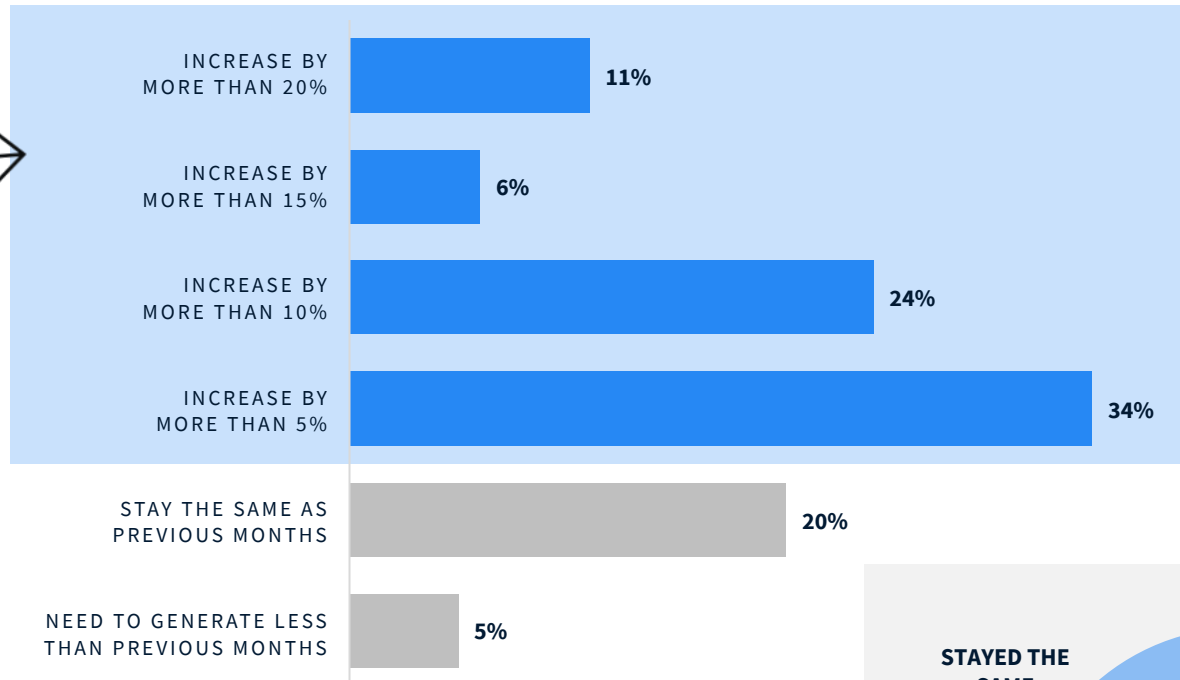| Challenge	Percentage
GENERATING QUALITY LEADS	42%
COLLECTING QUALITY DATA	40%
GENERATING ENOUGH LEADS	33%
MEASURING PERFORMANCE	32%
ALIGNING MARKETING AND SALES	26%
ALLOCATING SUFFICIENT BUDGET	25%
ATTRIBUTING REVENUE TO MARKETING	21%
OBTAINING BUY-IN FROM LEADERSHIP	17%
BUILDING AN EFFICIENT TECHNOLOGY STACK	15%

WHAT ARE QUALITY LEADS?

Quality leads are a subset of your overall leads. Lead quality is a calculated index or score that allows you to determine how likely your prospects are to convert to a customer. The more you know about a prospect, the more data you have to calculate an index or score to determine the quality of a lead.

At the center of determining the quality of your leads is data that you gather from all your marketing channels (email, website, landing pages, webinars, social media, ads, etc.). But it is more than gathering the data, it is having the data unified, so you have a complete understanding of the prospect, so you can calculate the quality of the lead. This omnichannel approach provides the foundation to overcome the #1 challenge for B2B marketers, generating quality leads. Learn more.

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Omnichannel Demand Generation
Conducted by HIPB2B and Ascend2
Published February 2022

2.1 DEMAND GENERATION CHALLENGES

## One-third of marketers report that generating enough leads is a major struggle.

HOW DOES THE NUMBER OF LEADS THAT YOU ARE CURRENTLY GENERATING NEED TO CHANGE IN THE NEXT 12 MONTHS TO ACHIEVE GOALS?

INCREASE BY MORE THAN 20% — 11%

INCREASE BY MORE THAN 15% — 6%

INCREASE BY MORE THAN 10% — 24%

INCREASE BY MORE THAN 5% — 34%

STAY THE SAME AS PREVIOUS MONTHS — 20%

NEED TO GENERATE LESS THAN PREVIOUS MONTHS — 5%

75% of B2Bs need to generate more leads in the coming year in order to achieve goals.

60% of B2Bs saw an increase in leads generated last year.

Not only is *lead quality* a top issue for B2Bs, but one-third of marketers report that *lead quantity* is also a major struggle. Despite 60% of those surveyed saying that they saw an increase in the number of leads generated in the last 12 months, 75% say they will need to *generate more leads* in the coming year in order to achieve goals.

STAYED THE SAME 27%

DECREASED 13%

INCREASED 60%

HOW HAS THE NUMBER OF LEADS GENERATED CHANGED IN THE LAST 12 MONTHS?
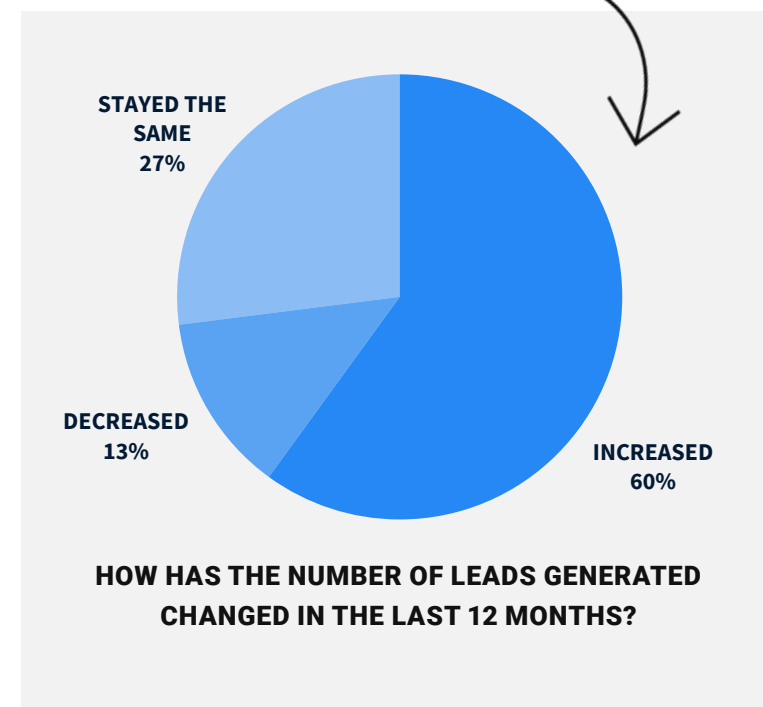
2.2 DEMAND GENERATION CHALLENGES

Collecting quality data is a top challenge to successful demand generation for 40% of B2B marketers.

To create relevant and enjoyable experiences that are worth coming back to, delivering personalized content is absolutely critical for demand marketers to master.

If the data relied upon for delivering these experiences is inaccurate or out-of-date, the modern client will likely be turned off completely.

But for 40% of B2B marketers surveyed, data integrity is an issue that isn't easily solved despite it being a crucial piece of the demand generation puzzle.

Even the most advanced marketing technology systems are only as effective as the data that populates them.

IMPROVING DATA QUALITY

Timing. Time is the enemy of all data. Perfectly good, valid data goes bad over time, and it does so at a surprising rate. There are three primary sources of data: user-provided data, collected data, and purchased data. In the special report, Is Data Quality Destroying Your Lead Pipeline, get insight on how to overcome data quality issues.

Where is data coming from?

FROM WHICH OF THE FOLLOWING CHANNELS ARE YOU CURRENTLY CAPTURING CUSTOMER DATA?

72% EMAIL

65% SOCIAL MEDIA

61% OWNED WEBSITES

37% 3RD PARTY WEBSITES

22% VOICE CHANNELS & CHAT

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3.0 THE CURRENT SITUATION
What do strategies look like?

In order to understand what makes up a successful B2B demand generation program, we must first understand which elements are considered most critical to success. It turns out, they look quite similar to the top challenges reported by B2Bs.

COMPONENTS MOST CRITICAL TO THE SUCCESS OF A DEMAND GENERATION PROGRAM.
(BEST-IN-CLASS SEGMENT)

> GENERATING QUALITY LEADS
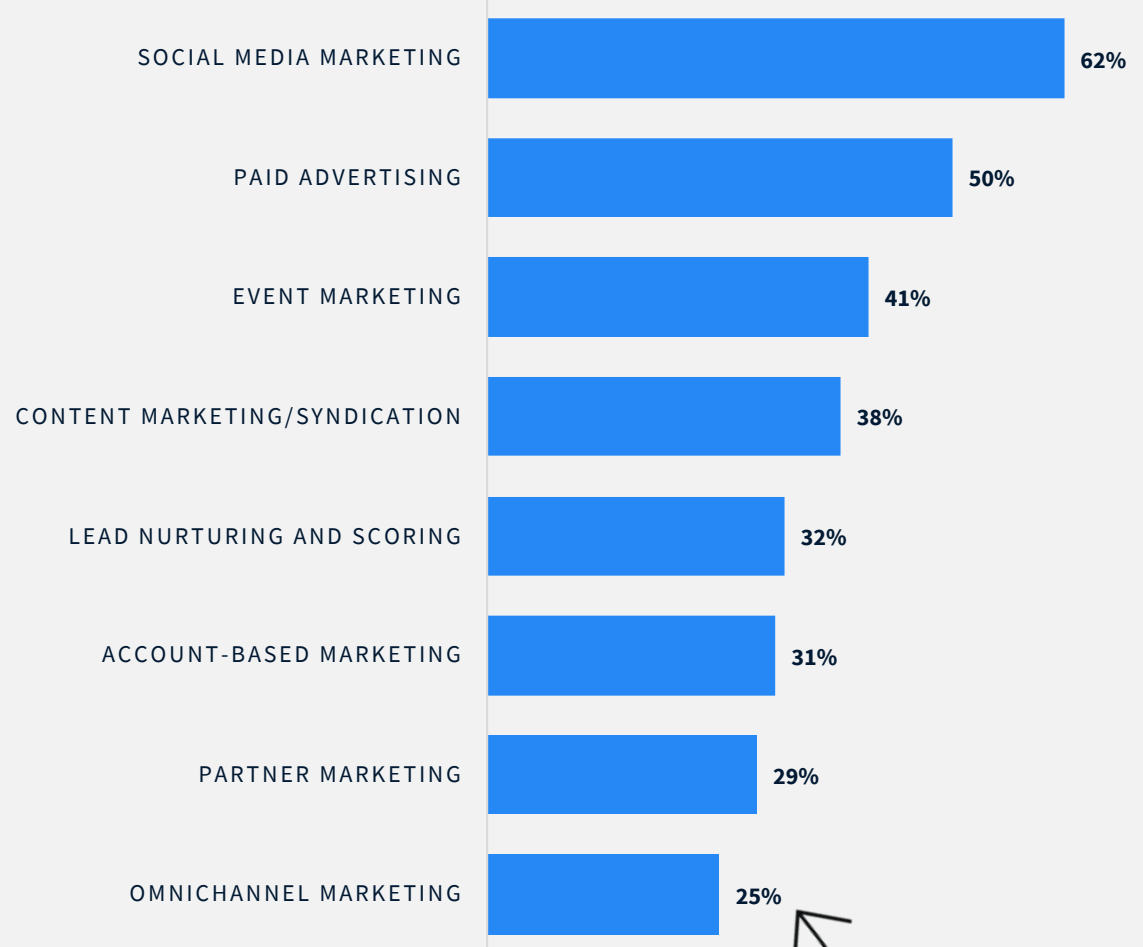> ALIGNING MARKETING AND SALES
> MEASURING PERFORMANCE
> COLLECTING QUALITY DATA

What is currently included in demand generation strategies? Nearly two-thirds (62%) of marketers have social media in their mix and half of those surveyed are using some form of paid advertising. Noteably, the most successful marketers are significantly more likely to be utilizing omnichannel marketing as a part of their strategy. Nearly half (49%) of best-in-class marketers surveyed report using omnichannel.

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WHICH OF THE FOLLOWING STRATEGIC ELEMENTS ARE YOU CURRENTLY EXECUTING?
(ALL SEGMENTS)

SOCIAL MEDIA MARKETING	62%
PAID ADVERTISING	50%
EVENT MARKETING	41%
CONTENT MARKETING/SYNDICATION	38%
LEAD NURTURING AND SCORING	32%
ACCOUNT-BASED MARKETING	31%
PARTNER MARKETING	29%
OMNICHANNEL MARKETING	25%

Those with the most successful demand generation programs are

TWICE AS LIKELY

(49% vs 25%) to be utilizing an omnichannel approach.

3.1 CURRENT SITUATION
Channels currently being utilized.

Demand generation is a multi-layered strategy that involves a range of channels to speak to audiences at various times in a variety of ways. Over two-thirds of marketers are utilizing email to engage their audience. This tried-and-true channel isn't going anywhere, but major changes on the horizon will impact how marketers measure performance and execute campaigns. Learn more.

WHAT WOULD YOU CONSIDER TO BE YOUR PRIMARY & SECONDARY CHANNEL USED FOR DEMAND GENERATION?

MOST UTILIZED CHANNELS FOR DEMAND GENERATION PURPOSES:
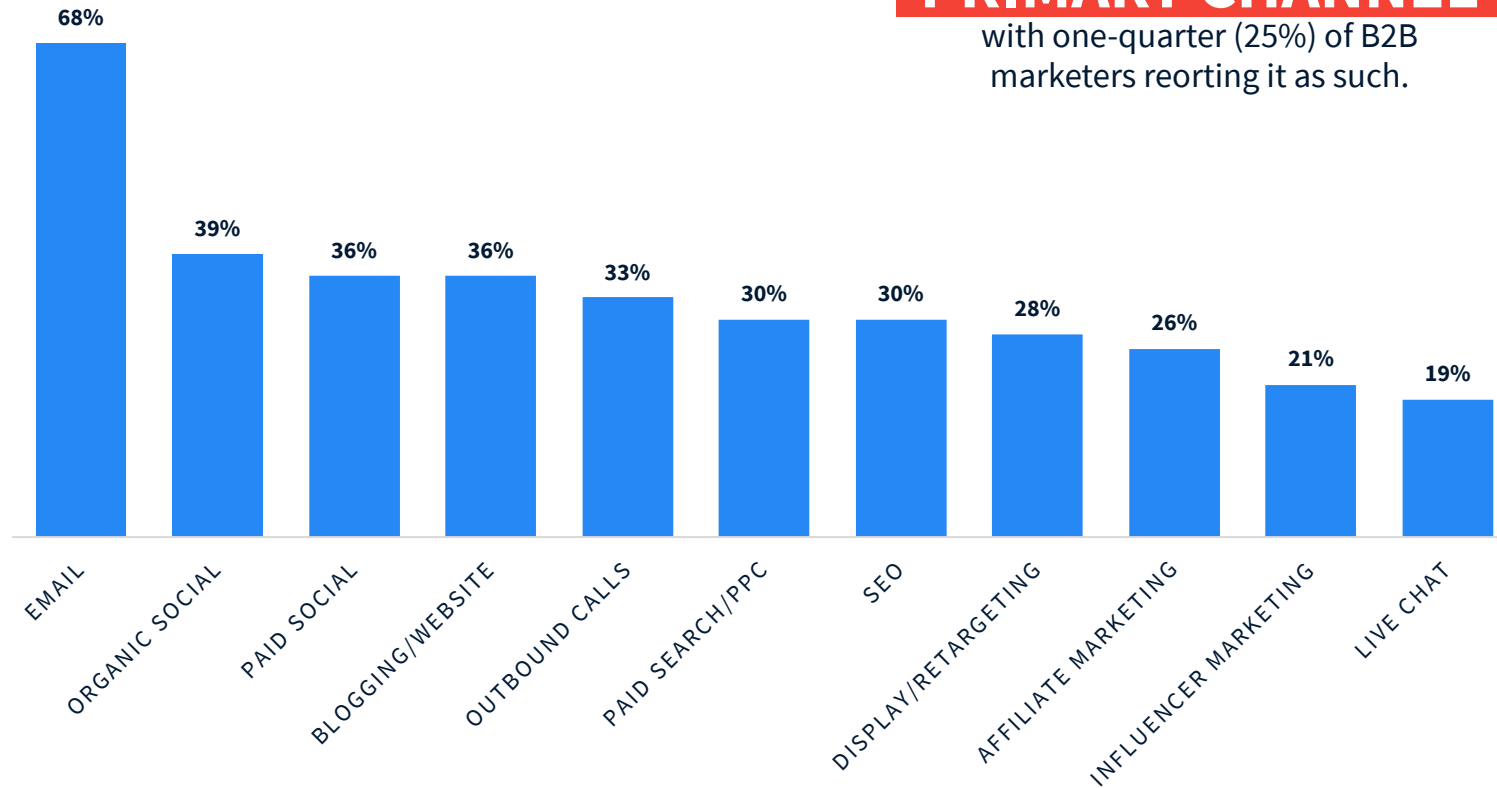
Email is the most commonly used **PRIMARY CHANNEL** with one-quarter (25%) of B2B marketers reorting it as such.

Channel	%
EMAIL	68%
ORGANIC SOCIAL	39%
PAID SOCIAL	36%
BLOGGING/WEBSITE	36%
OUTBOUND CALLS	33%
PAID SEARCH/PPC	30%
SEO	30%
DISPLAY/RETARGETING	28%
AFFILIATE MARKETING	26%
INFLUENCER MARKETING	21%
LIVE CHAT	19%

TOP **PRIMARY** CHANNELS:
1. Email
2. Outbound calls
3. Paid social
4. Blogging/ website

TOP **SECONDARY** CHANNELS:
1. Email
2. Paid social
3. Organic Social
4. Blogging/ website

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3.2 THE CURRENT SITUATION
What's working for B2B social?

A total of 75% of B2Bs are using organic social, paid social or both to execute their demand generation strategy. But which channels do marketers find most effective? Over half of those surveyed report that Facebook is the leader in effective social channels but LinkedIn isn't far behind with 44% of B2B marketers listing it as a most effective social channel for demand generation.

WHICH SOCIAL CHANNELS ARE THE MOST EFFECTIVE FOR DEMAND GENERATION?		
	55%	FACEBOOK
	44%	LINKEDIN
	29%	YOUTUBE
	28%	INSTAGRAM
	21%	TWITTER
	7%	REDDIT
	3%	TIK TOK
	1%	SLIDESHARE

THE POWER OF LINKEDIN FOR B2B MARKETING
Three Areas of Focus for your LinkedIn Strategy.

Get Personal
People don't want to buy things from businesses, they want to buy things from people. Use personal accounts to connect with people and build your network as the first step to ensure your business marketing is successful on LinkedIn. Here is how to start:

1. Update your details.
2. Engage with others, including current clients, coworkers, friends, peers in the field, etc.
3. Send out your best content through private messages.

Tap into the Power of Influencers
Influencers are great for keeping up with trends and hot topics that your target audience is talking about.

1. Follow them.
2. Engage with them.
3. Mention them.

Utilize your Company Page
Don't forget your company page as a source to drive traffic and host a multitude of links back to your content.

1. Post a blend of content.
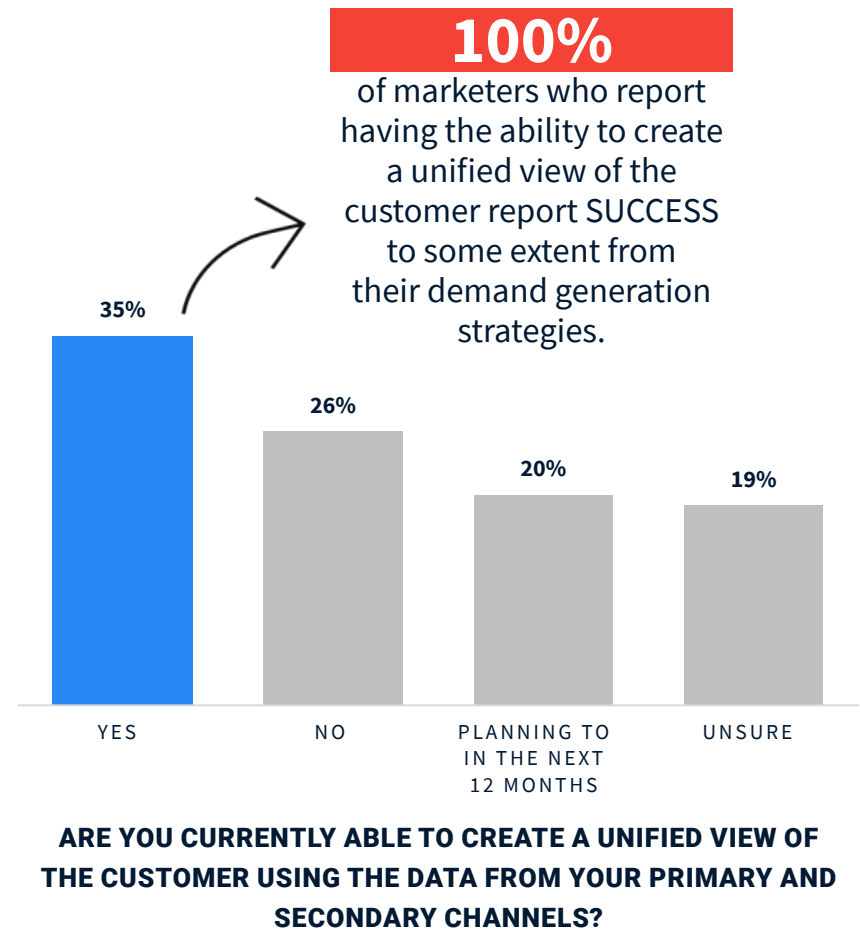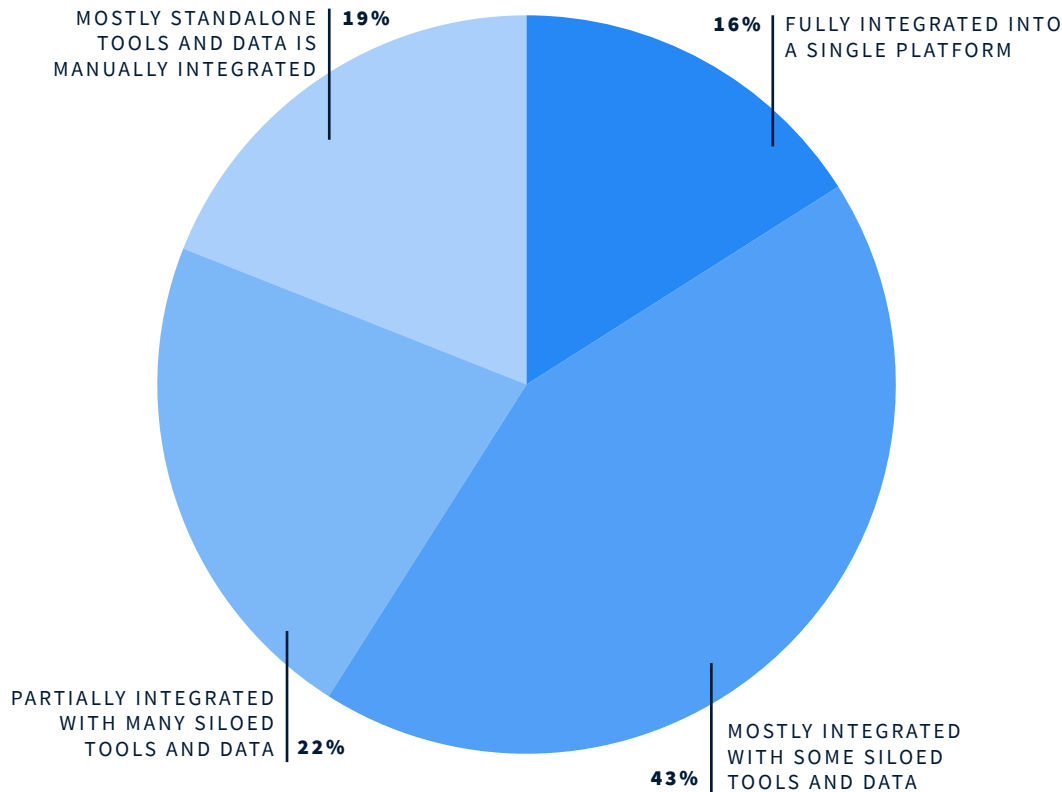2. Create CTA's to follow It.
3. Create Showcase Pages.

It takes time and effort to complete all of these steps but that investment will result in building your brand, driving traffic to your website, and leads that convert.

3.3 THE CURRENT SITUATION

2/3 of marketers feel that their company has missed opportunities for revenue due to lack of data integration.

A martech stack that not only facilitates the demand generation needs of the present but can readily connect to new technologies as they become available is critical to scalable success. This means integrated technologies allowing for unified data, but only 16% of marketers report having their tech stacks fully integrated.

CURRENT SITUATION OF MARKETING TECHNOLOGY STACKS:

MOSTLY STANDALONE TOOLS AND DATA IS MANUALLY INTEGRATED — **19%**

16% — FULLY INTEGRATED INTO A SINGLE PLATFORM

PARTIALLY INTEGRATED WITH MANY SILOED TOOLS AND DATA — **22%**

43% — MOSTLY INTEGRATED WITH SOME SILOED TOOLS AND DATA

100%

of marketers who report having the ability to create a unified view of the customer report SUCCESS to some extent from their demand generation strategies.

35%

26%

20%

19%

YES

NO

PLANNING TO IN THE NEXT 12 MONTHS

UNSURE

ARE YOU CURRENTLY ABLE TO CREATE A UNIFIED VIEW OF THE CUSTOMER USING THE DATA FROM YOUR PRIMARY AND SECONDARY CHANNELS?
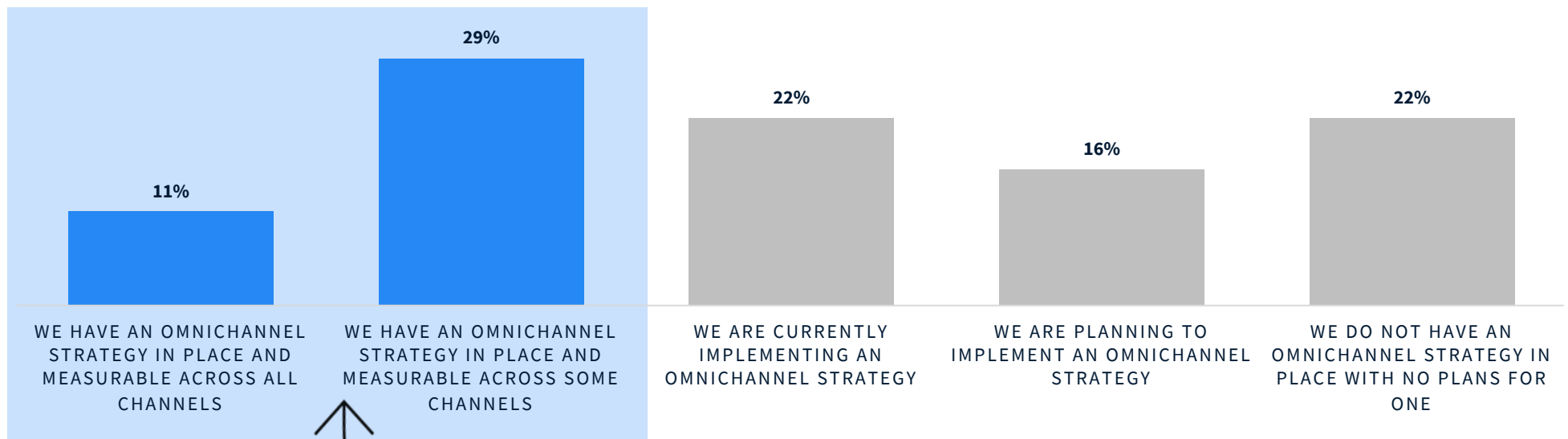
4.0 THE POWER OF OMNICHANNEL
Next-level demand generation

Integrating data into a unified tech stack is only as effective as how marketers choose to utilize that data. Enter: Omnichannel Marketing. Omnichannel is a strategy to ensure that a brand is accessible across any and all channels, providing a seamless experience for all customers and prospects no matter the channel. While only 11% of those surveyed report having an omnichannel strategy in place across all channels, another 29% say they have some channels activated and nearly one-quarter (22%) are currently implementing their omnichannel strategy.

WHICH BEST DESCRIBES YOUR CURRENT SITUATION AS IT PERTAINS TO EXECUTING AN OMNICHANNEL PROGRAM?
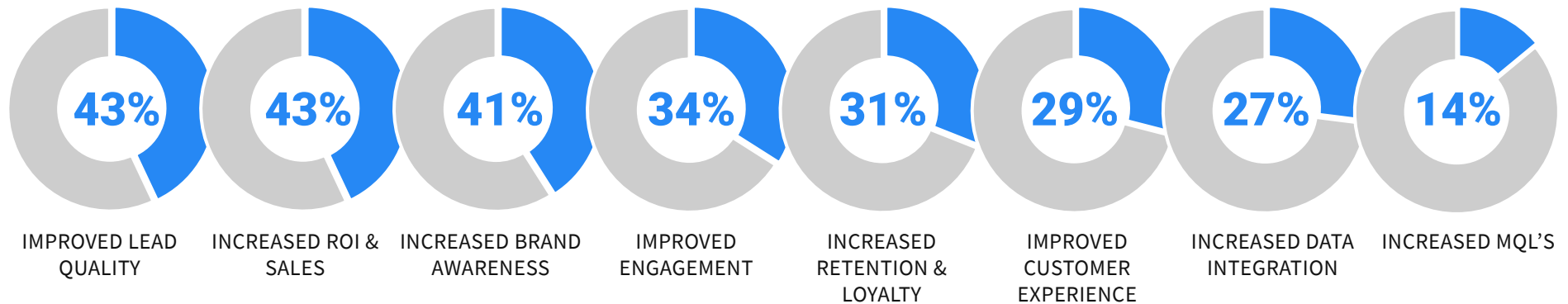
11%	29%	22%	16%	22%
WE HAVE AN OMNICHANNEL STRATEGY IN PLACE AND MEASURABLE ACROSS ALL CHANNELS	WE HAVE AN OMNICHANNEL STRATEGY IN PLACE AND MEASURABLE ACROSS SOME CHANNELS	WE ARE CURRENTLY IMPLEMENTING AN OMNICHANNEL STRATEGY	WE ARE PLANNING TO IMPLEMENT AN OMNICHANNEL STRATEGY	WE DO NOT HAVE AN OMNICHANNEL STRATEGY IN PLACE WITH NO PLANS FOR ONE

99% OF OMNICHANNEL USERS report some extent of success from their demand generation programs!

4.1 THE POWER OF OMNICHANNEL
Benefits of successful omnichannel demand generation

Not only do omnichannel users report significantly more success than non-users, they also saw more increase in leads generated in the past year (77% of omnichannel users saw an increase to some extent in leads generated vs only 48% of non-users). Marketers who have an omnichannel strategy in place and measurable are also seeing improved lead quality and an increase in ROI and sales.

WHAT ARE THE MOST SIGNIFICANT BENEFITS OF A SUCCESSFUL OMNICHANNEL DEMAND GENERATION PROGRAM?

43%	43%	41%	34%	31%	29%	27%	14%
IMPROVED LEAD QUALITY	INCREASED ROI & SALES	INCREASED BRAND AWARENESS	IMPROVED ENGAGEMENT	INCREASED RETENTION & LOYALTY	IMPROVED CUSTOMER EXPERIENCE	INCREASED DATA INTEGRATION	INCREASED MQL'S

REACH YOUR PROSPECTS WHERE THEY ARE

Omnichannel demand generation focuses on delivering a consistent prospect experience across 2 or more digital channels (email, web, display ad, mobile app, etc.). The better marketers can provide customers a consistent experience, the better it is for their business in terms of revenue, engagement, loyalty, and inventory control.

Omnichannel differs significantly from its predecessor, multichannel marketing, which typically entails reaching out on several channels with the same message to reach as many prospects as possible. Customer engagements are siloed, resulting in inconsistencies between channels, information gaps from one channel to the next, or customers frustrated by the need to use multiple channels if that's not their preferred approach.

4.2 THE POWER OF OMNICHANNEL
Overcoming B2B Challenges

Omnichannel provides an answer to each of the top challenges B2B marketers report facing with their demand generation programs.

✓ IMPROVING LEAD QUALITY
Enhancing business card data with LinkedIn behavior/URLs results in richer contact records and enables BDRs to reach out to nurtured prospects through multiple means.

✓ IMPROVING DATA QUALITY
Richer contact data is a given, but the quality implications for all contact data extends from mitigating datsabase decay to more easily appended updates to newly selectable segments for improved targeting.

✓ INCREASING LEAD QUANTITY
Orchestrating a campaign across two or more channels results in added demand capture. In this case, "the whole exceeds the sum of the parts."

✓ MEASURING PERFORMANCE
The unification of campaign data from multiple channels means readily being able to analyze, visualize and act upon.

Where is budget coming from?

WHERE IS THE BUDGET TO EXECUTE OMNICHANNEL PROGRAM ALLOCATED FROM?

47%   PRODUCT MARKETING BUDGET

41%   AD BUDGET

33%   DEMAND GENERATION BUDGET

30%   IT/TECHNOLOGY BUDGET

29%   CONTENT BUDGET

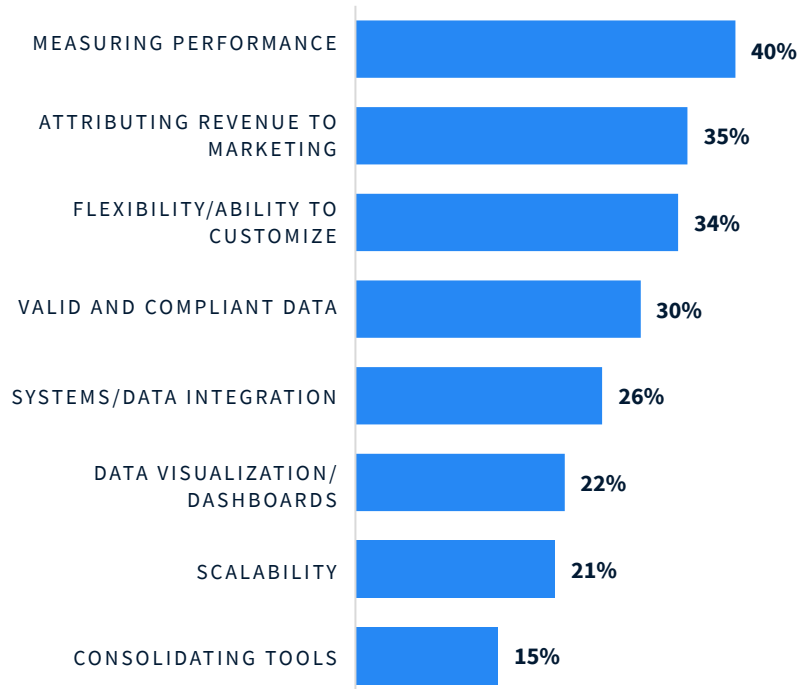**20%   OMNICHANNEL-SPECIFIC BUDGET**

5.0 MEASURING PERFORMANCE

Only 31% of marketers have a unified analytics system for measuring performance.

A cohesive view of data sources from multiple channels gives marketers the ability to reference a Single Source of Truth (SSOT) during analysis, reducing the margin for discrepency. For B2B marketers to meet their objectives in the year ahead, measuring performance is reportedly the area most in need of improvement. This comes at no surprise considering only 31% of marketers have unified analytics.

IN ORDER TO BETTER MEET OBJECTIVES IN THE YEAR AHEAD, IN WHICH AREAS DOES YOUR MARTECH STACK NEED TO MOST IMPROVE?

Area	Percentage
MEASURING PERFORMANCE	40%
ATTRIBUTING REVENUE TO MARKETING	35%
FLEXIBILITY/ABILITY TO CUSTOMIZE	34%
VALID AND COMPLIANT DATA	30%
SYSTEMS/DATA INTEGRATION	26%
DATA VISUALIZATION/DASHBOARDS	22%
SCALABILITY	21%
CONSOLIDATING TOOLS	15%

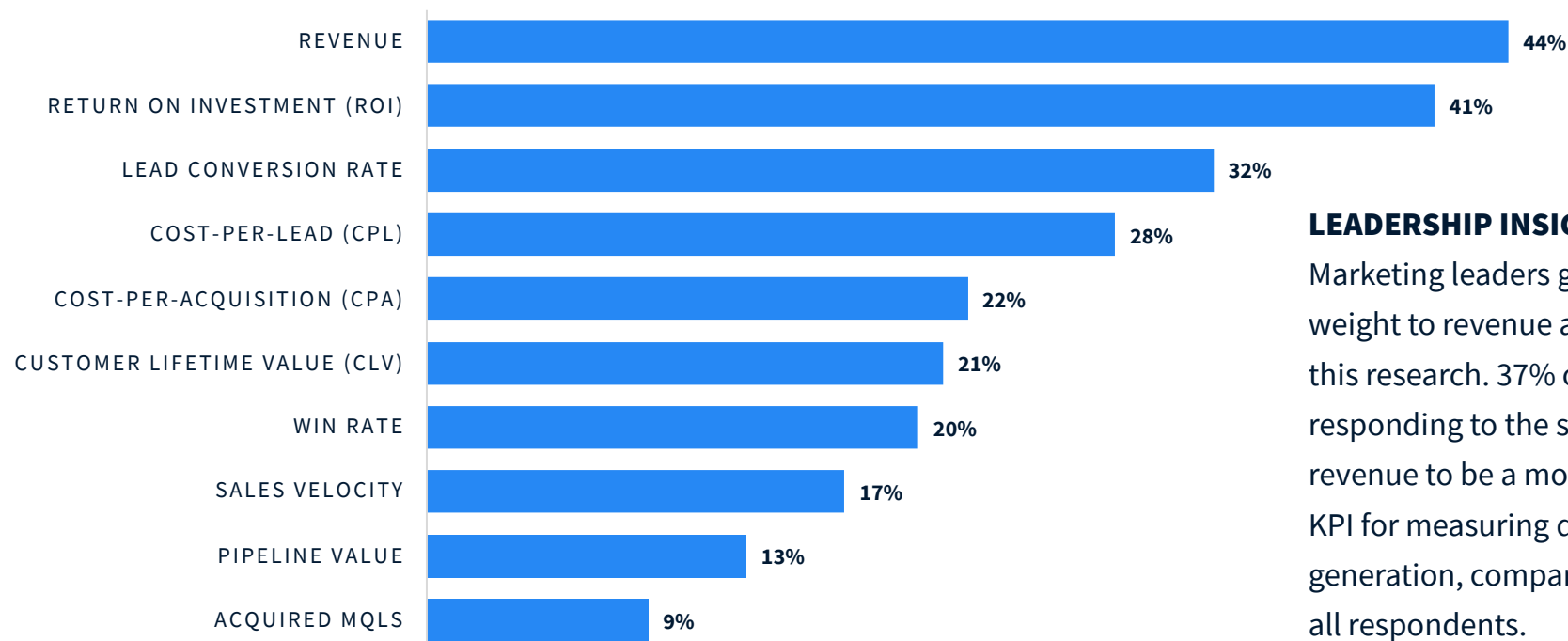## DOES HAVING UNIFIED ANALYTICS IMPACT OVERALL SUCCESS?

The marketers with the most successful demand generation strategies are significantly more likely to have a good grip on their analytics. 64% of the "best-in-class" group reports having a unified analytics system in place that delivers accurate and timely views of campaign performance, compared to only 21% of those reporting less success.

5.1 MEASURING PERFORMANCE
Most effective KPIs for measuring demand generation.

With measuring performance reported as the martech area most in need of improvement in order for B2Bs to meet their goals in the coming year, it is important to evaluate which KPIs marketers consider to be most effective at measuring demand generation.

MOST EFFECTIVE KPIS FOR MEASURING DEMAND GENERATION.

KPI	%
REVENUE	44%
RETURN ON INVESTMENT (ROI)	41%
LEAD CONVERSION RATE	32%
COST-PER-LEAD (CPL)	28%
COST-PER-ACQUISITION (CPA)	22%
CUSTOMER LIFETIME VALUE (CLV)	21%
WIN RATE	20%
SALES VELOCITY	17%
PIPELINE VALUE	13%
ACQUIRED MQLS	9%

LEADERSHIP INSIGHT
Marketing leaders give less weight to revenue according to this research. 37% of executives responding to the survey report revenue to be a most effective KPI for measuring demand generation, compared to 44% of all respondents.

BIG PICTURE LOOK AT REVENUE

It is shortsighted to emphasize the KPI of revenue without considering customer lifetime value (CLV). CLV includes retention, upsells and cross-sells, and customer referrals. A well-planned omnichannel demand generation campaign helps to drive CLV upward long after an omnichannel demand generation program has concluded.

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6.0 ABOUT THE RESEARCH PARTNERS

HIPB2B

HIPB2B is a leading demand generation solution provider. We utilize content, historical engagement, behavior data, social and outbound marketing to drive high-value outcomes for marketing and technology clients.

At HIPB2B, our secret sauce is made up of one part contact database, one part targeting options, and one part channel selections. We filter these ingredients through our exemplary lead quality standards and, finally, mix together to deliver at impressive fulfillment speeds.

Learn more about HIPB2B.

Ascend2
RESEARCH-BASED MARKETING

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.