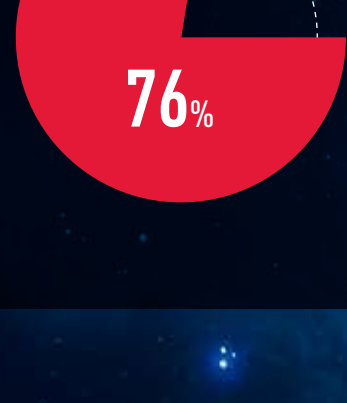


# DOES YOUR B2B MARKETING PAY OFF?



**76% of B2B marketers say: "Ability to track marketing ROI gives marketing more respect." (Forrester Research)**

It's a sad fact that board members and company execs don't always respect or understand the impact made by marketing departments.

## CEOS AREN'T CONVINCED BY MARKETING WITHOUT MEASUREMENT...



(Source: Fournaise Group)

**"IF YOU'RE GOING TO DO [MARKETING] WITHOUT MEASUREMENT, IT'S LIKE RUNNING A MARATHON, IN AN EARTHQUAKE, BLINDFOLDED."**

(David Raab, author of Winning the Marketing Measurement Marathon)

Measurement has to cover the LONG list of marketing channels that B2B marketers use....

### THE AVERAGE ALLOCATION OF B2B MARKETING BUDGETS



Source: Marketing Sherpa 2012

### MEASUREMENT MUST KEEP TRACK OF A LONG SALES CYCLE...

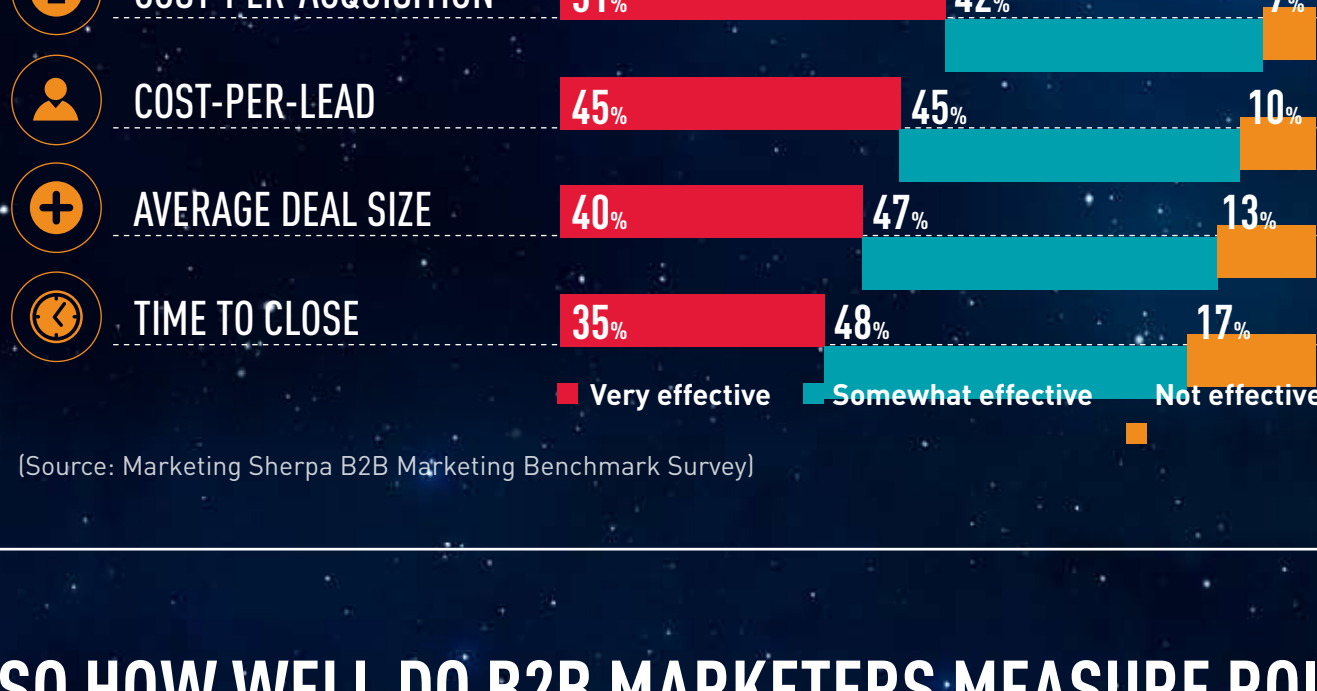


The average B2B sales cycle ranges from 117 to 156 days (Source: Eloqua Grande Guide to B2B Blogging)



The average number of touchpoints a business needs to make with a sales prospect ranges from 10 - 12 (Sources: B2B Marketing Zone, Customer Engagement Study 2012)

## WHICH METRICS ARE MOST EFFECTIVE?



(Source: Marketing Sherpa B2B Marketing Benchmark Survey)

## SO HOW WELL DO B2B MARKETERS MEASURE ROI?



44% OF MARKETERS USE GOOGLE ANALYTICS AS A METRICS TOOL



MOST HAVE SOME ROI MEASUREMENT PROCESS FOR SEARCH ENGINE MARKETING (90%) AND EMAIL (88%)

### BUT ROI MEASUREMENT IN NEW AND INTERACTIVE MEDIA LAGS BEHIND...



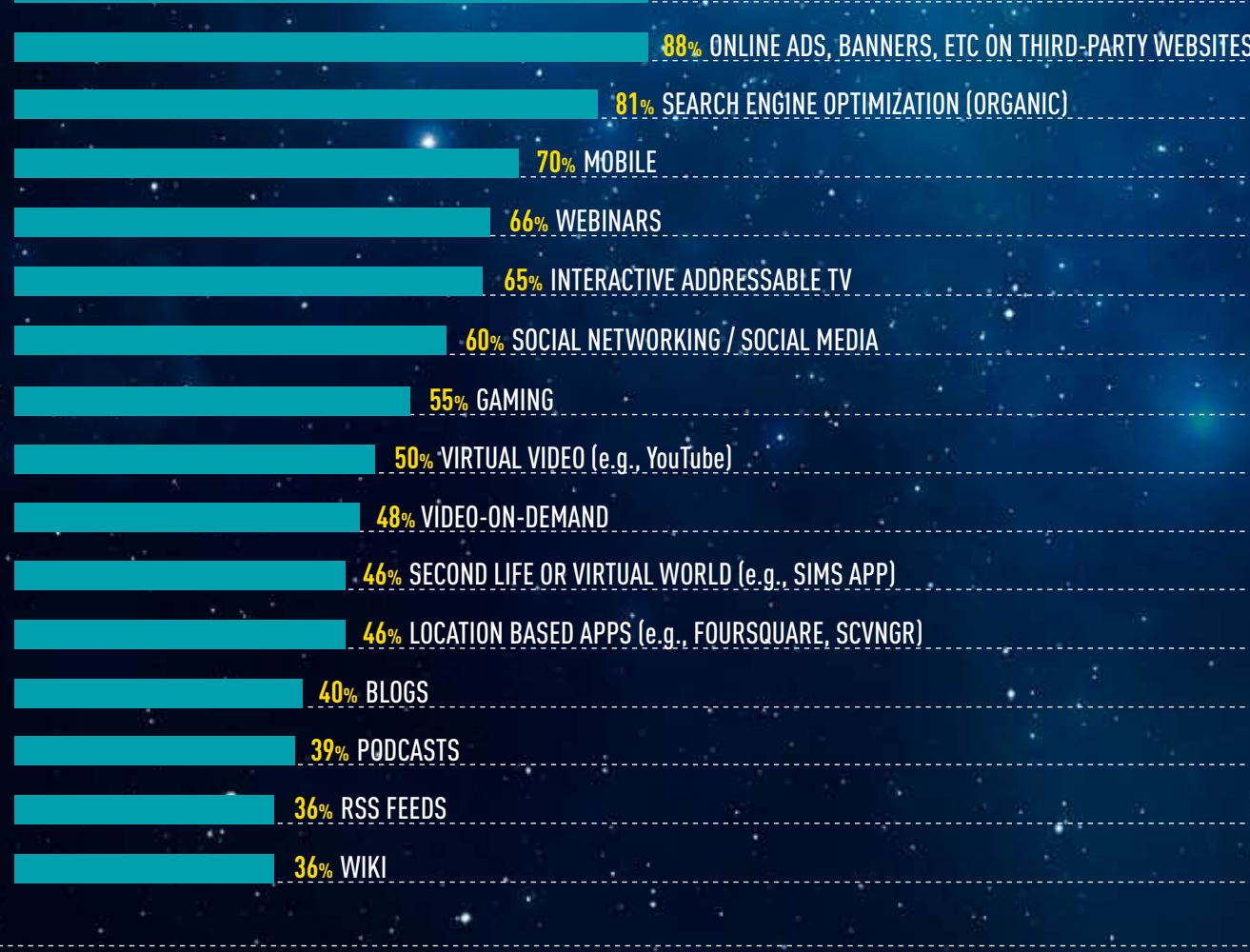
Only 6 in 10 measure ROI for social media marketing



Only 4 in 10 measure the impact from blogs

(Source: ANA Digital Media Survey 2012)

### THE AVERAGE ALLOCATION OF B2B MARKETING BUDGETS



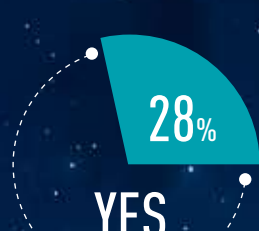
Source: ANA Digital Media Survey 2012



OVERALL, 1 IN 3 B2B COMPANIES DOES NOT CALCULATE ROI ON MARKETING ACTIVITY!

## SO HOW WELL DO B2B MARKETERS MEASURE ROI?

Do you calculate ROI to assess marketing effectiveness?



Source: eMarketer 2011

### HOW CAN MARKETING AUTOMATION SOFTWARE HELP?

- A 360° view of the effects of your campaign
- Command of email, web and social media statistics
- Review metrics as the campaign develops, allowing performance-enhancing adjustments to be made
- Optimise effectiveness by allocating spend where it gives the most return
- The value of marketing campaigns is clearly demonstrated to company decision makers

**THANK YOU FOR READING!**  
CONTINUE THE MISSION  
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