



**demand
spring**

2021 Revenue Marketing B2B Benchmark Report

Welcome to the fourth edition of our Revenue Marketing B2B Benchmark Report.

This year's report comes after a year that was anything but normal. A global pandemic and social unrest resulted in massive disruptions for Marketers and caused unprecedented challenges.

We felt it especially important to ask our peers where they were in terms of their marketing practices to help Marketers go into 2021 as prepared as possible. The resulting report is an in-depth look at the current state of Revenue Marketing.

Despite the chaos of 2020, our survey revealed that Marketers have proven to be resilient and highly adaptable professionals critical to driving revenue in their companies. Marketing will continue to play a pivotal role as organizations transition into our post-pandemic world.

Underpinning this report is our commitment to help Marketers stand taller. To enable them to deliver revenue contributions that enhance their strategic posture within their organizations.

As you plan for the year ahead, this report is here to help you. It will provide you with the metrics to measure marketing's success, the most successful tactics in generating quality leads, and identify what your marketing priorities should be for 2021.

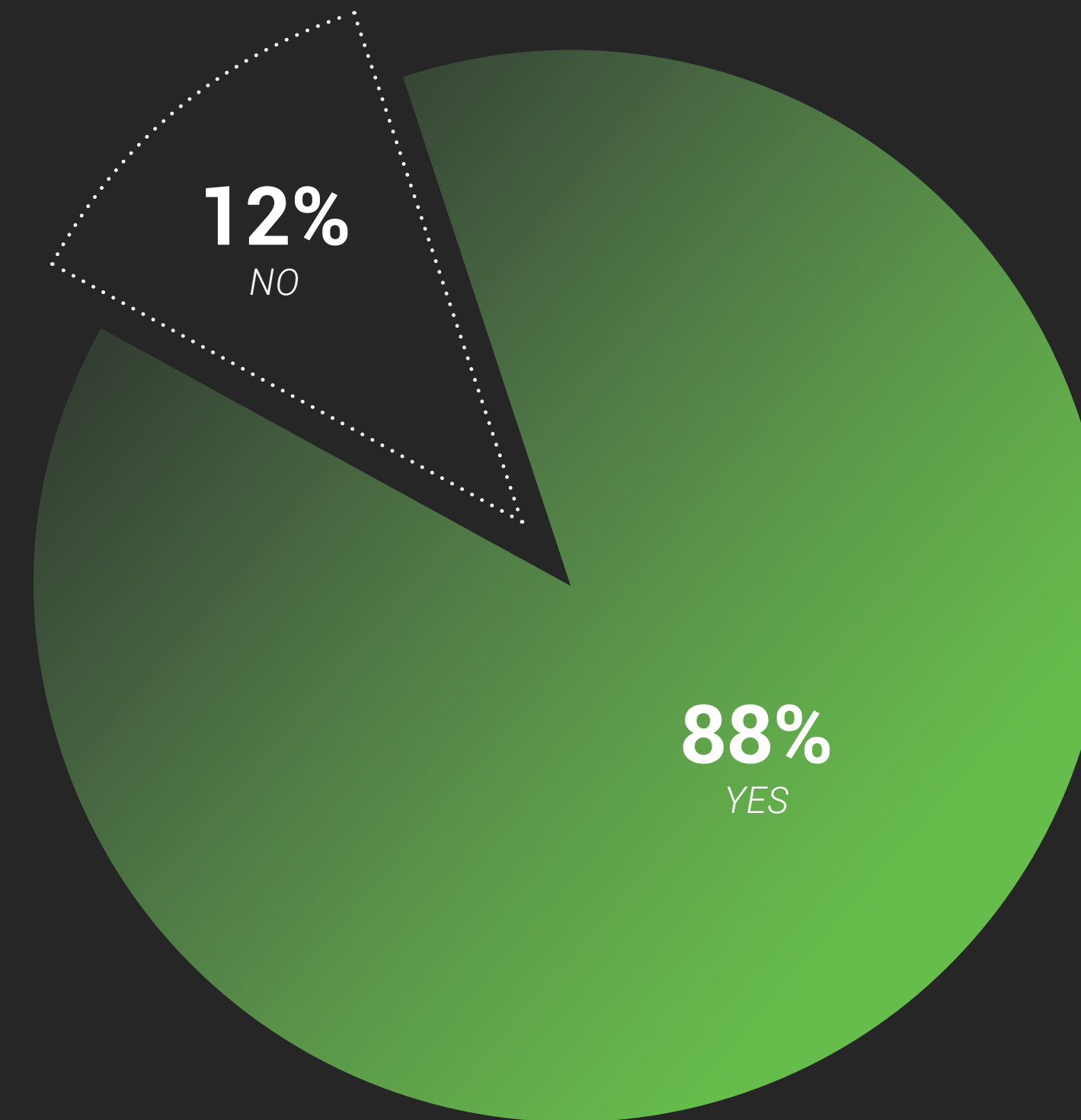
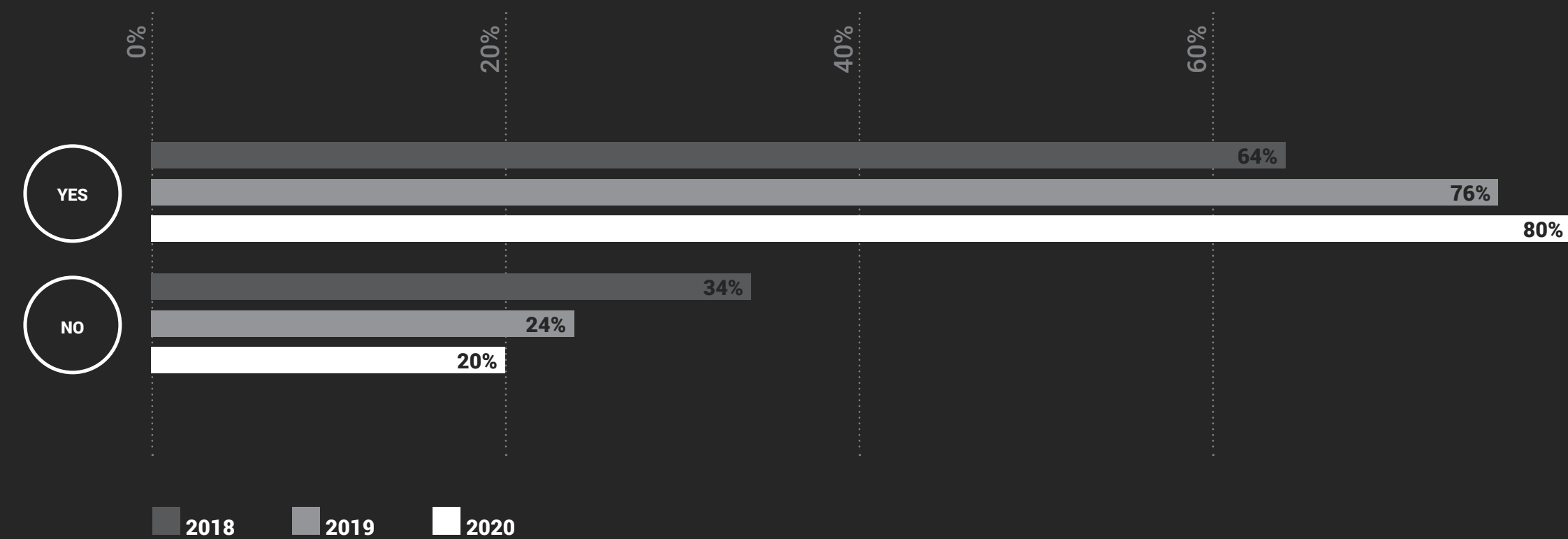
We hope you find value in our report as you plan for the year ahead.

Warm regards,
Mark Emond
Founder & President



Are you familiar with the term Revenue Marketing?

HISTORIC DATA



2021

Awareness of the term Revenue Marketing continues to **grow year over year.**

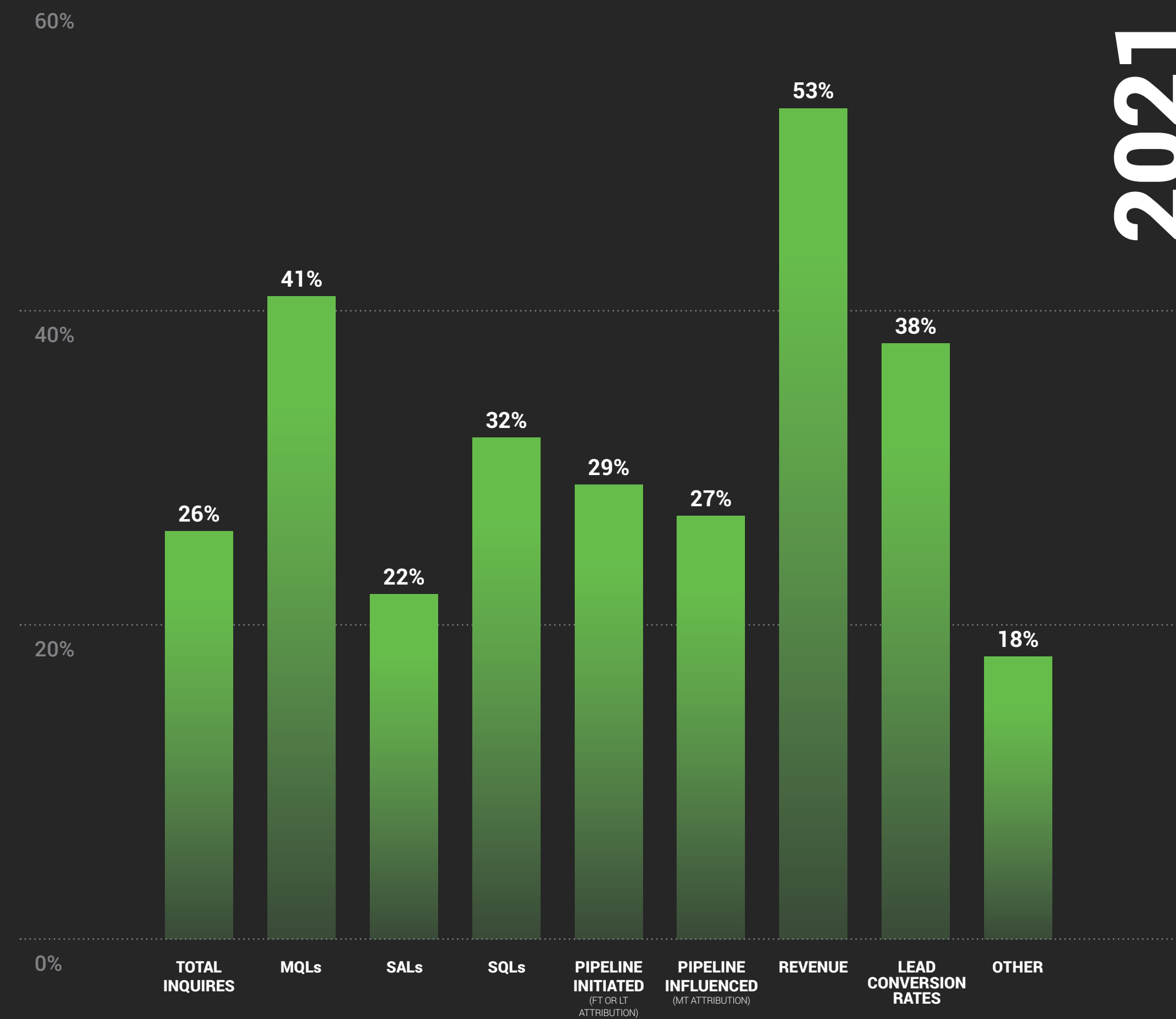
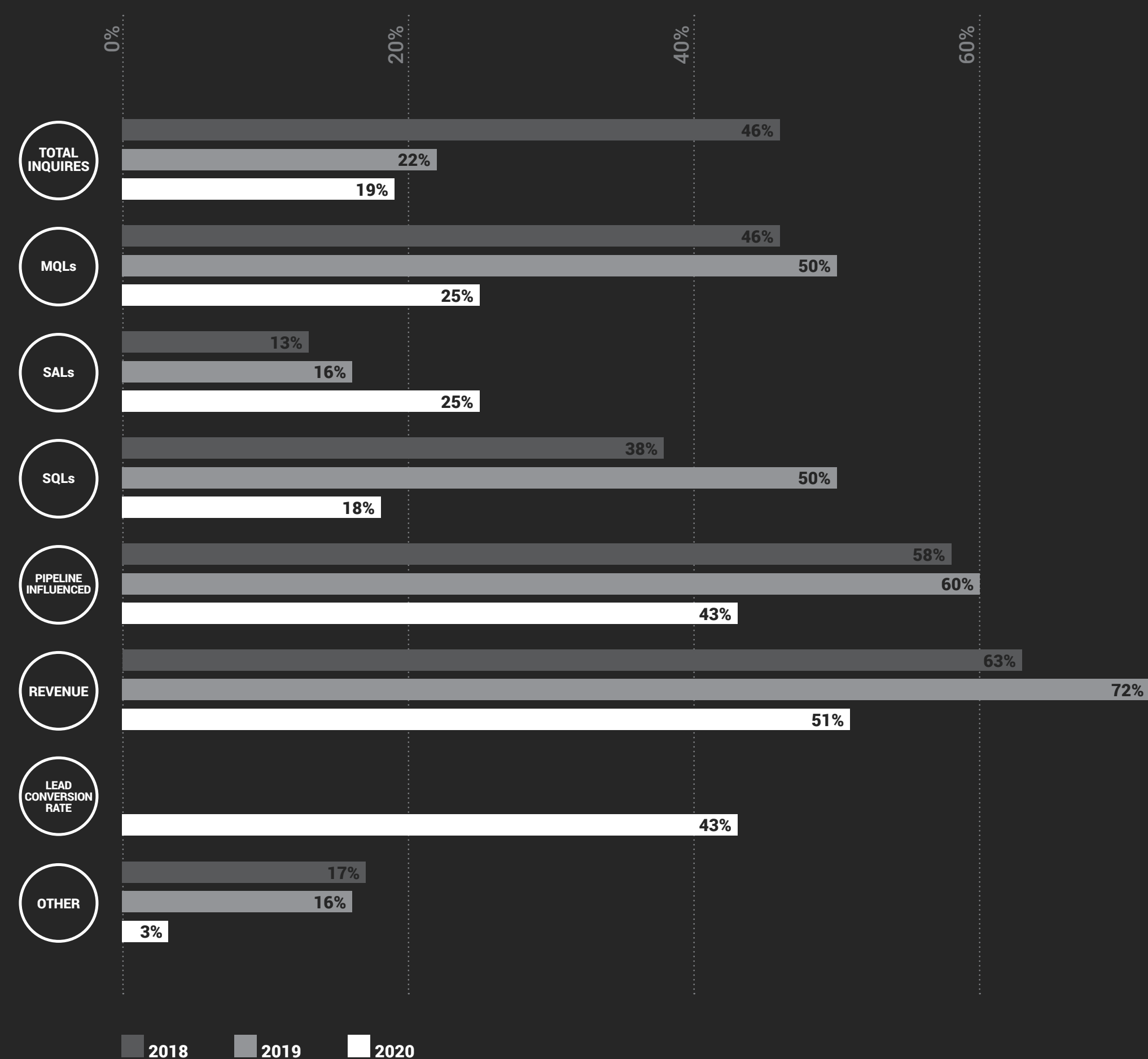
Respondents consistently defined Revenue Marketing in two key ways:

- + Marketing programs that create pipeline and drive revenue
- + Repeatable marketing activities with predictable returns



What are the three primary metrics you are measured on?

HISTORIC DATA



2021

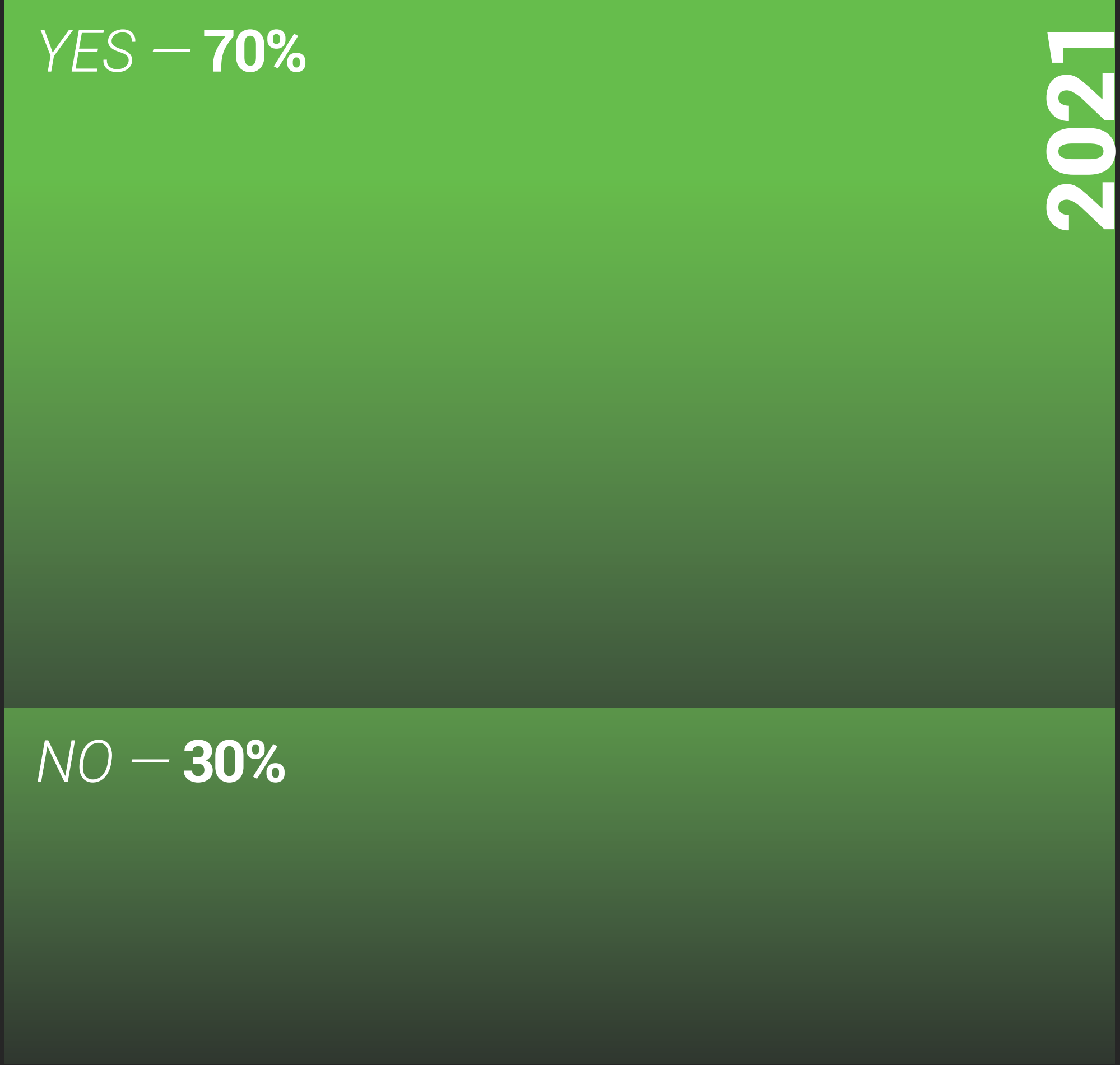
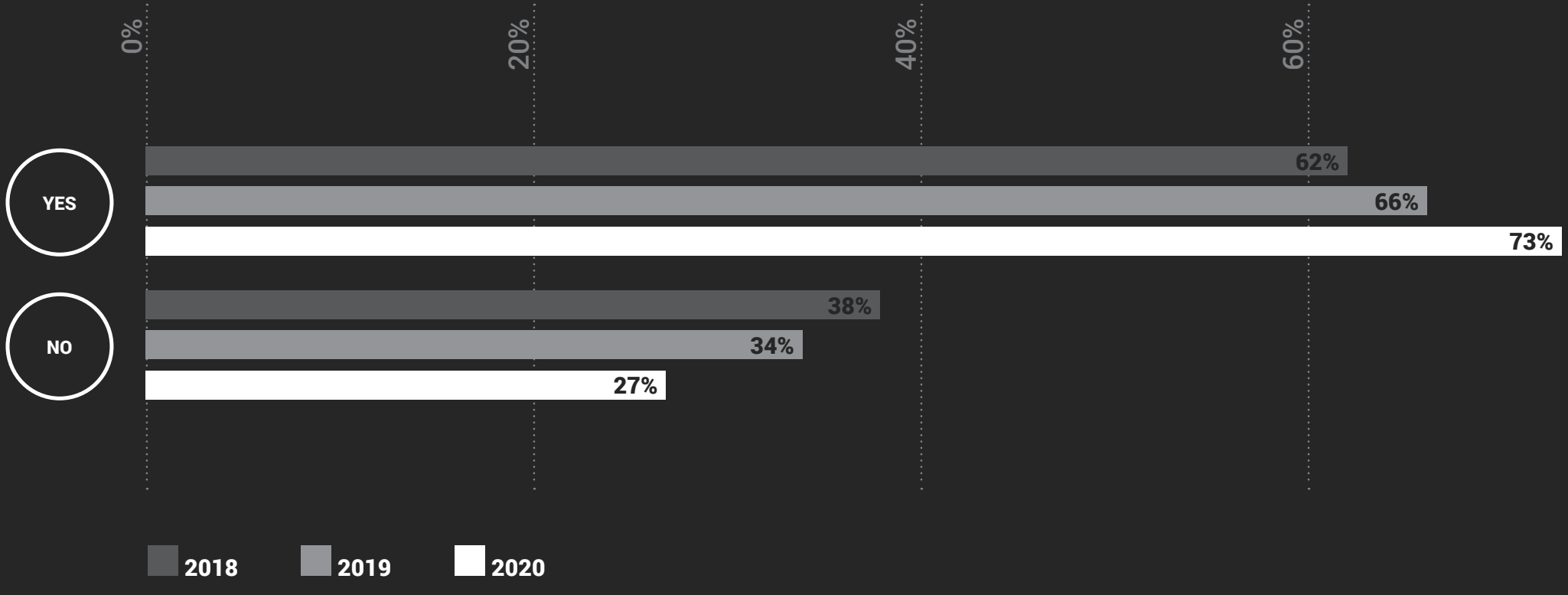
Revenue is the primary metric Marketers are measured on.

We have once again seen a decreased focus on MQLs and an increased focus on metrics associated with revenue. The increasing focus on bottom of funnel metrics such as SQLs and Revenue is encouraging from a sales and marketing alignment perspective.



Is your marketing organization measured by the sales pipeline you initiate?

HISTORIC DATA

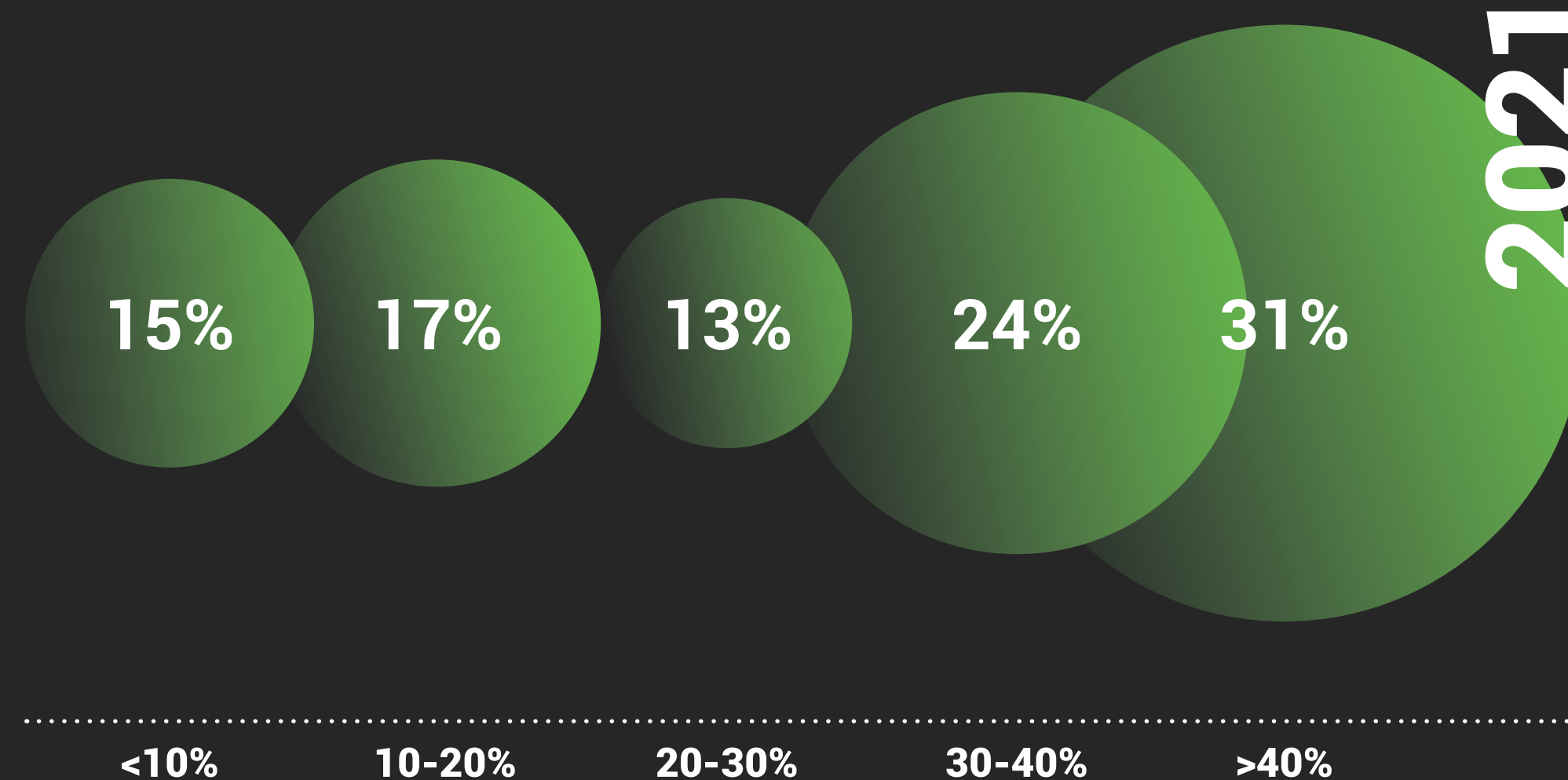
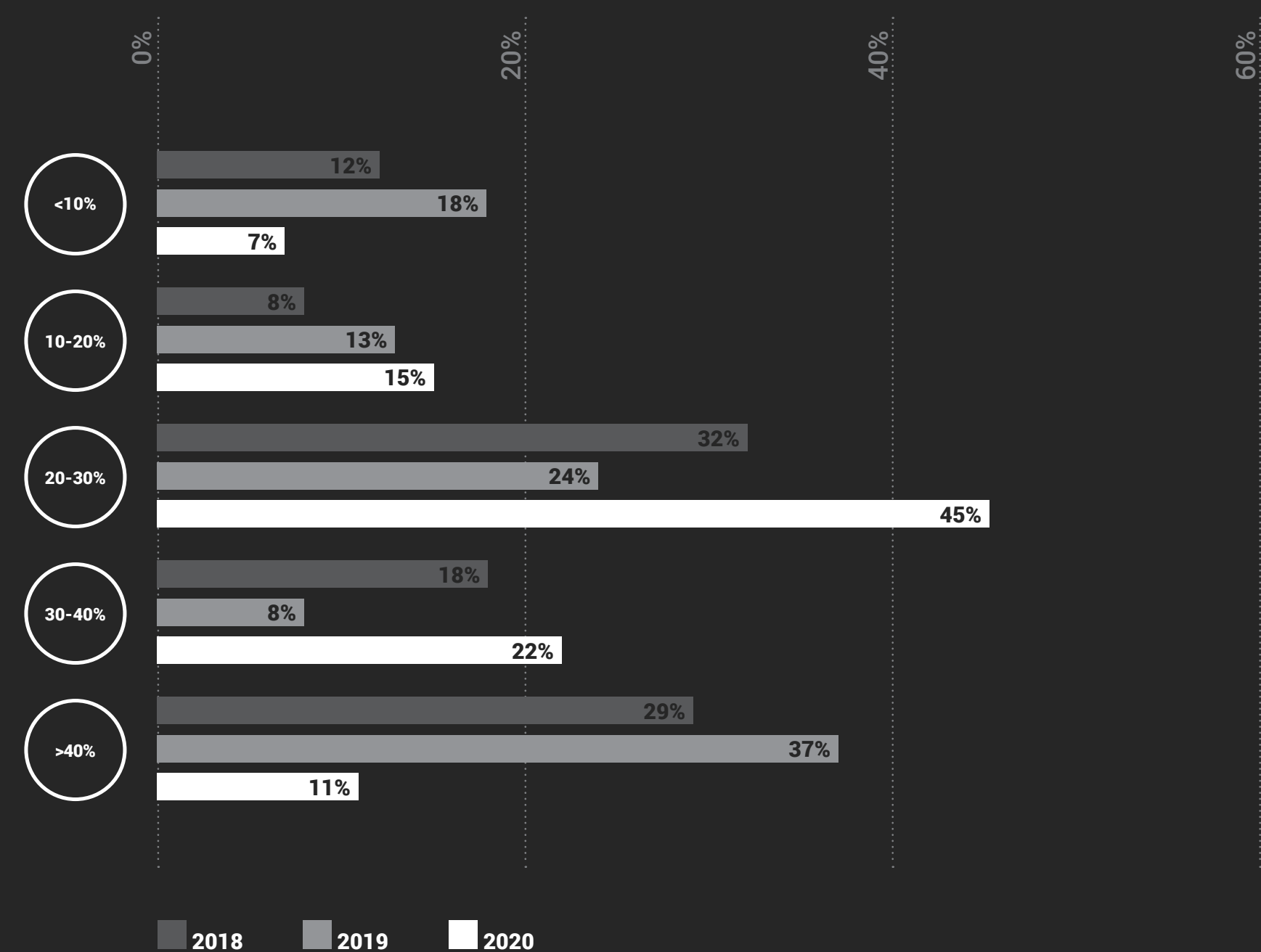


Marketing continues to be predominantly measured on sales pipeline initiated.



If so, what percentage of pipeline are you expected to initiate?

HISTORIC DATA



31% of respondents are responsible for initiating more than 40% of pipeline.

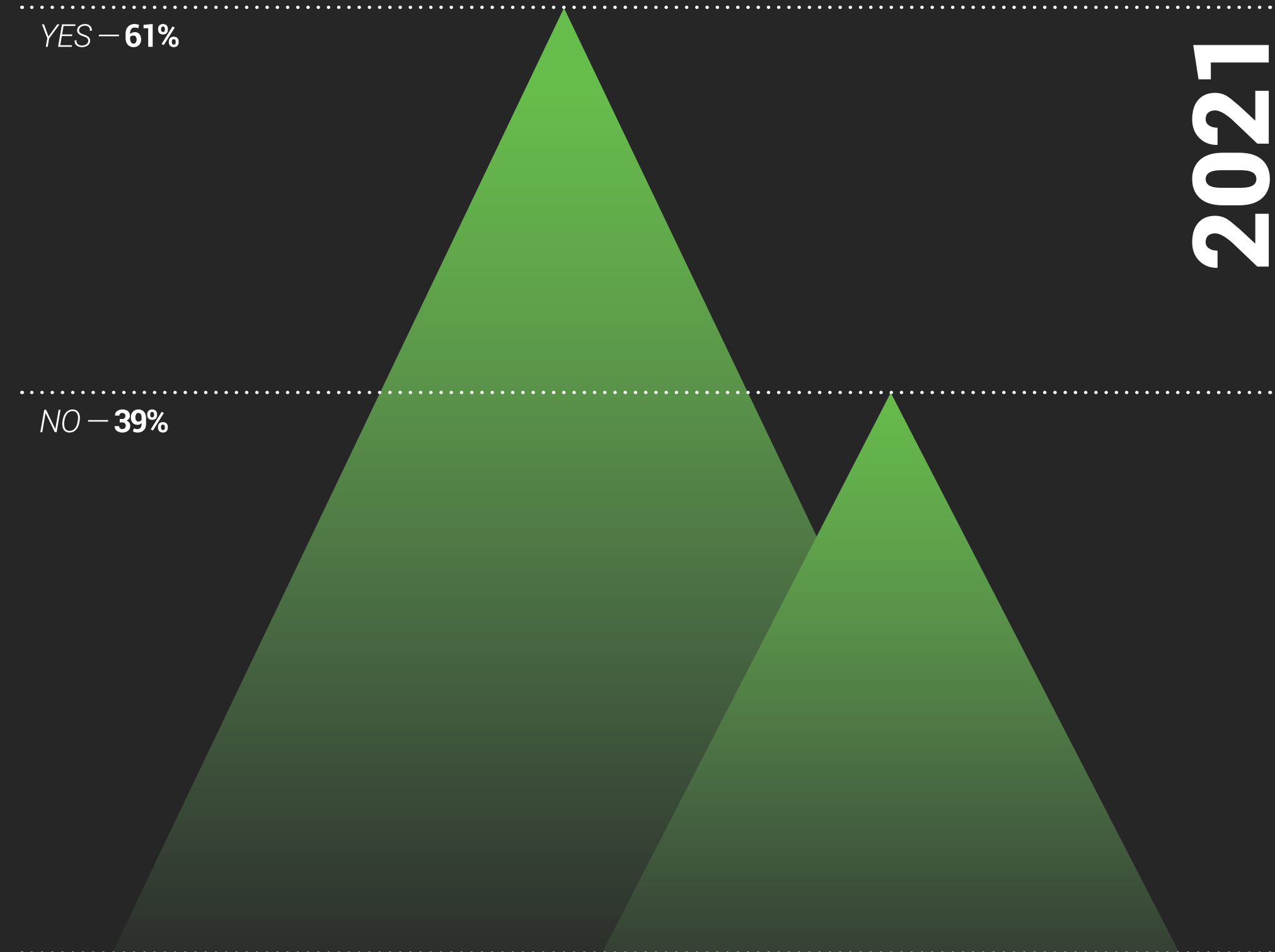
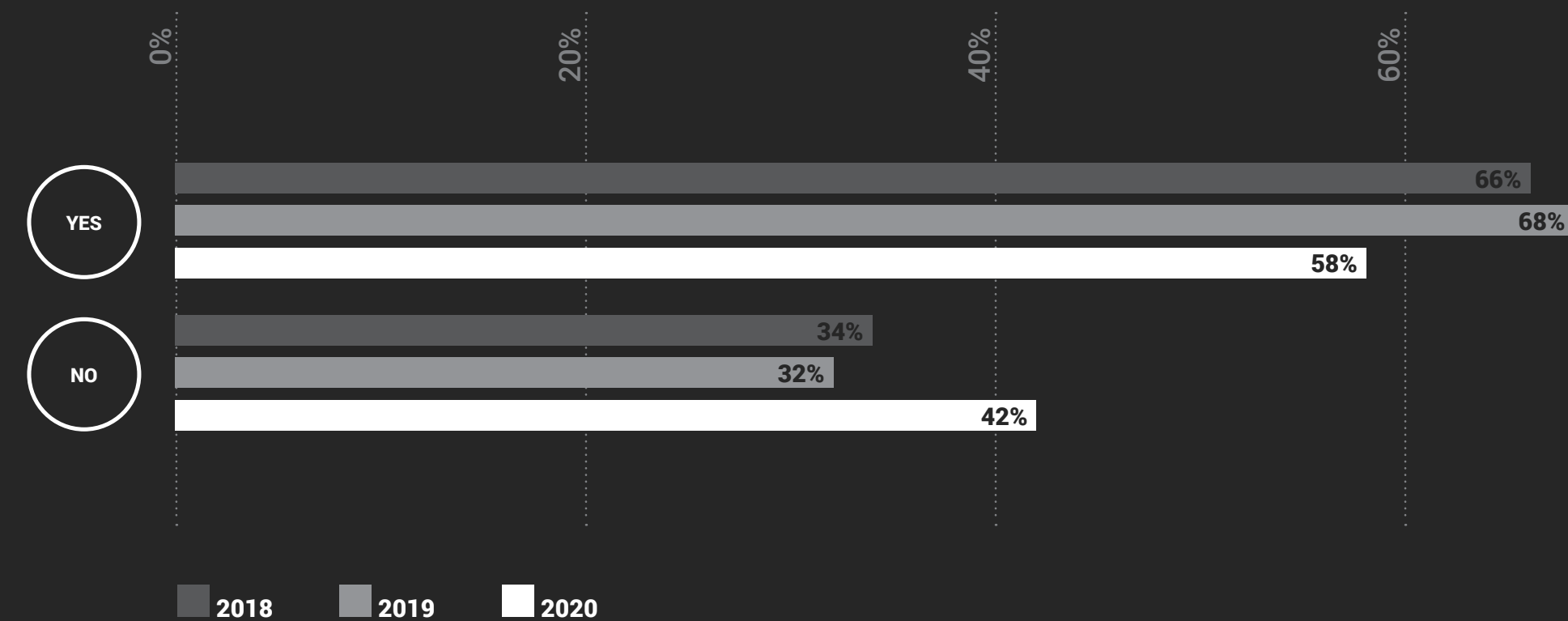
Respondents are expected to initiate more pipeline than they were previously, with over 50% of respondents sharing they are responsible for greater than 30% of pipeline initiated. This shift can be attributed to a number of factors, including:

- + Marketers successfully hitting their targets, resulting in new, higher targets being set
- + More organizations are adapting to the self-directed buyer journey and are relying on marketing to influence that experience
- + Organizations are increasingly focusing on digital tactics such as SEO and SEM, with the pandemic accelerating this trend



Is your marketing organization measured by the sales pipeline you influence?

HISTORIC DATA



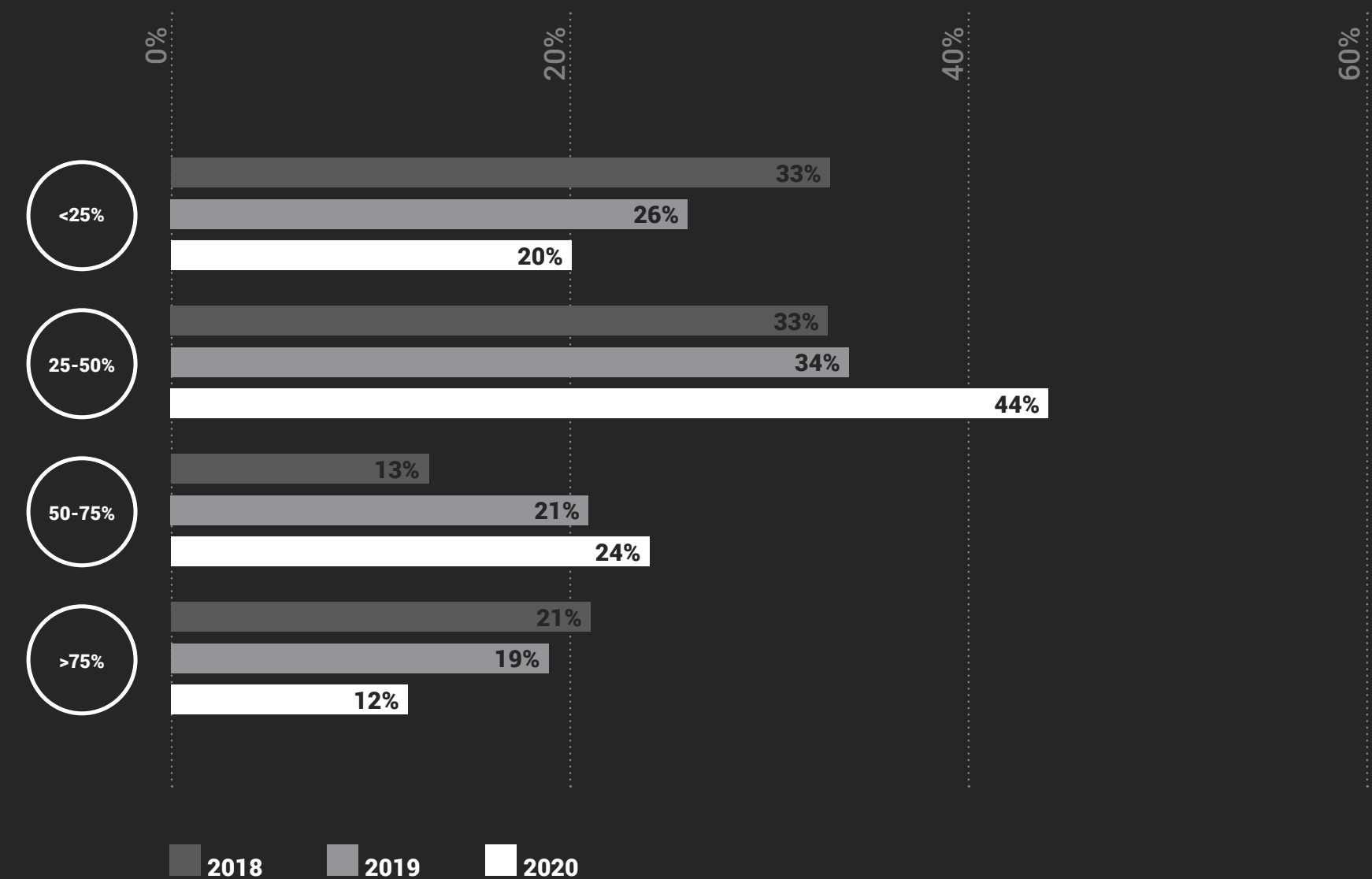
Despite respondents being responsible in some cases for initiating more than 40% of pipeline, only **61% are measured by influenced sales pipeline.**

This is likely the result of organizations inability to account for multi-touch attribution. Many organizations are still taking a more simplistic view of marketing driving lead acquisition rather than holistically nurturing opportunities throughout the buyer journey.

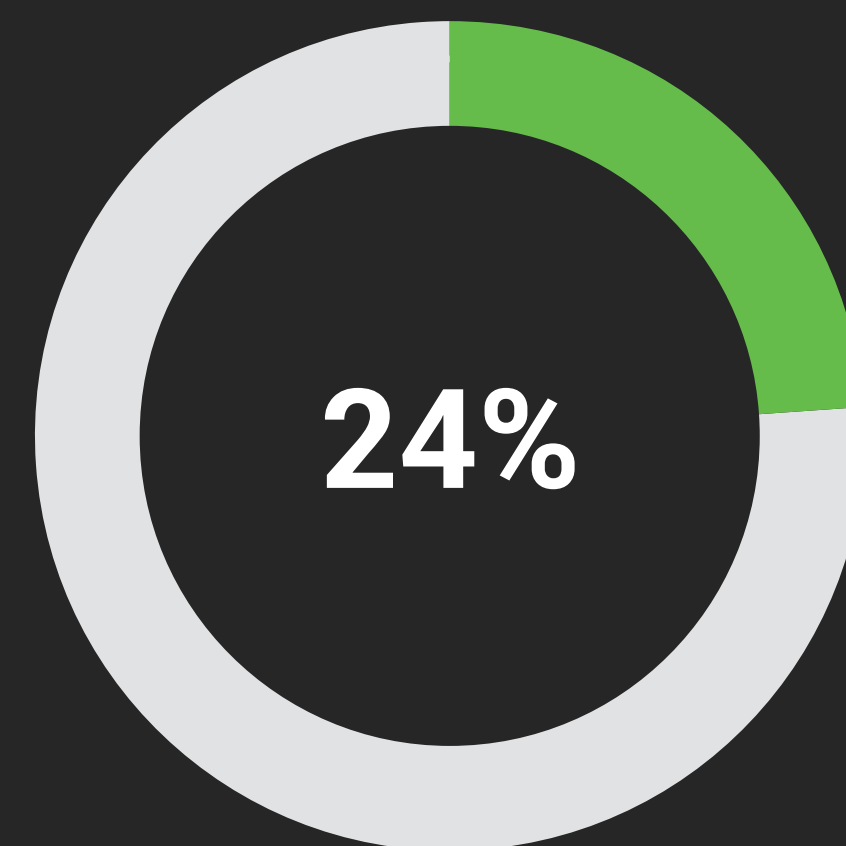


If so, what percentage of pipeline are you expected to influence?

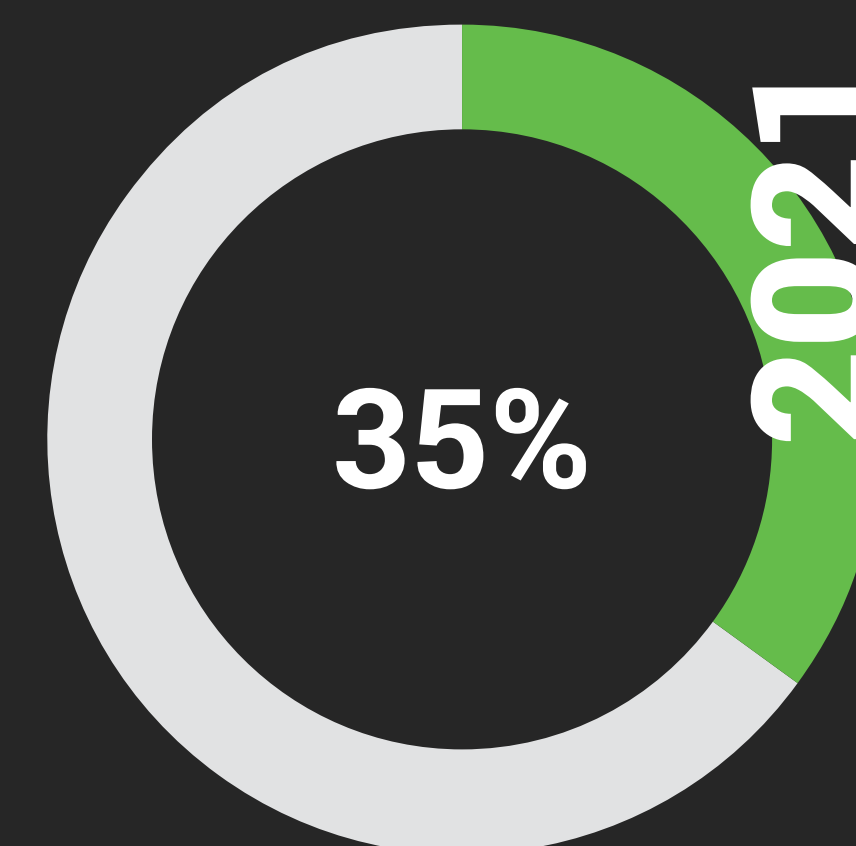
HISTORIC DATA



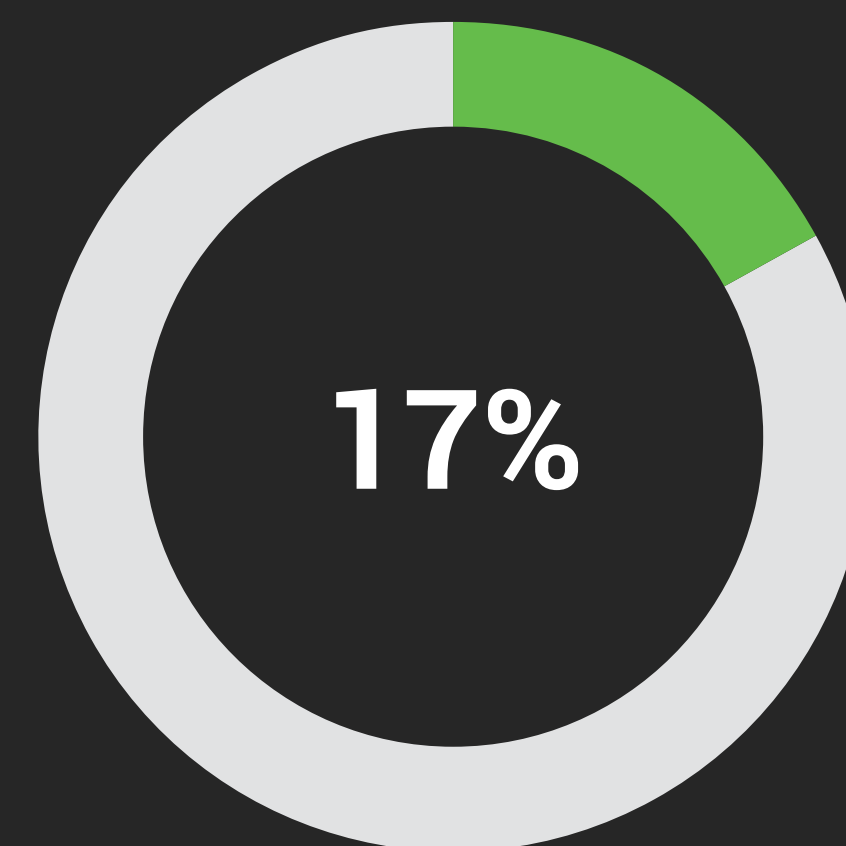
We've seen nice year over year growth in the amount that marketers are expected to influence, with **41% expected to influence more than 50% of pipeline**, compared with 36% last year.



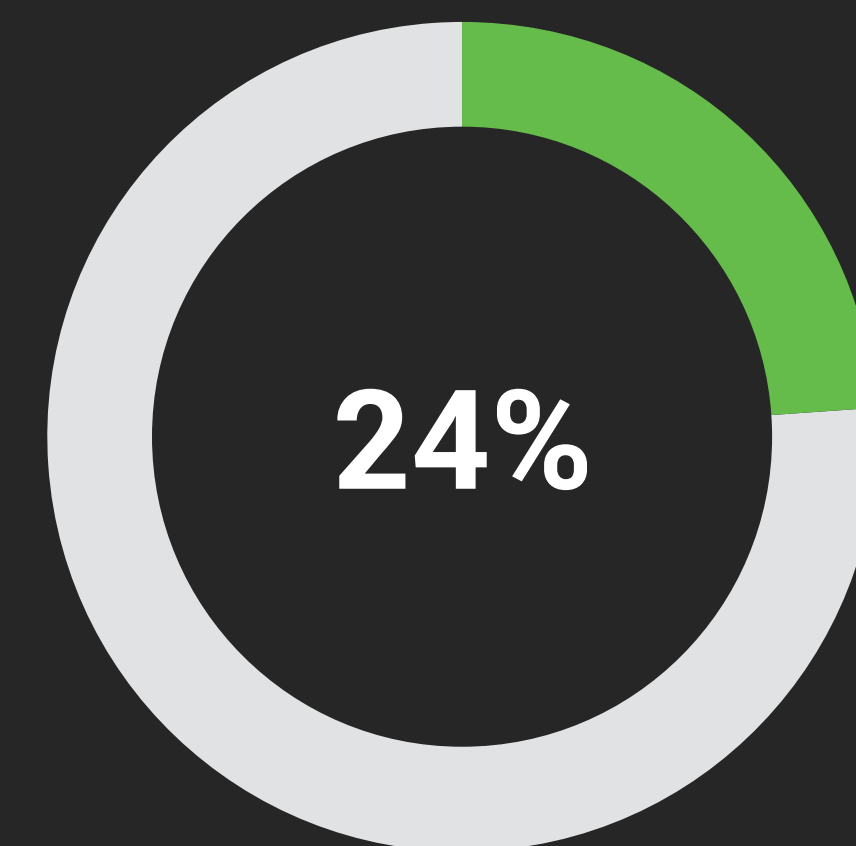
<25%



25-50%



50-75%

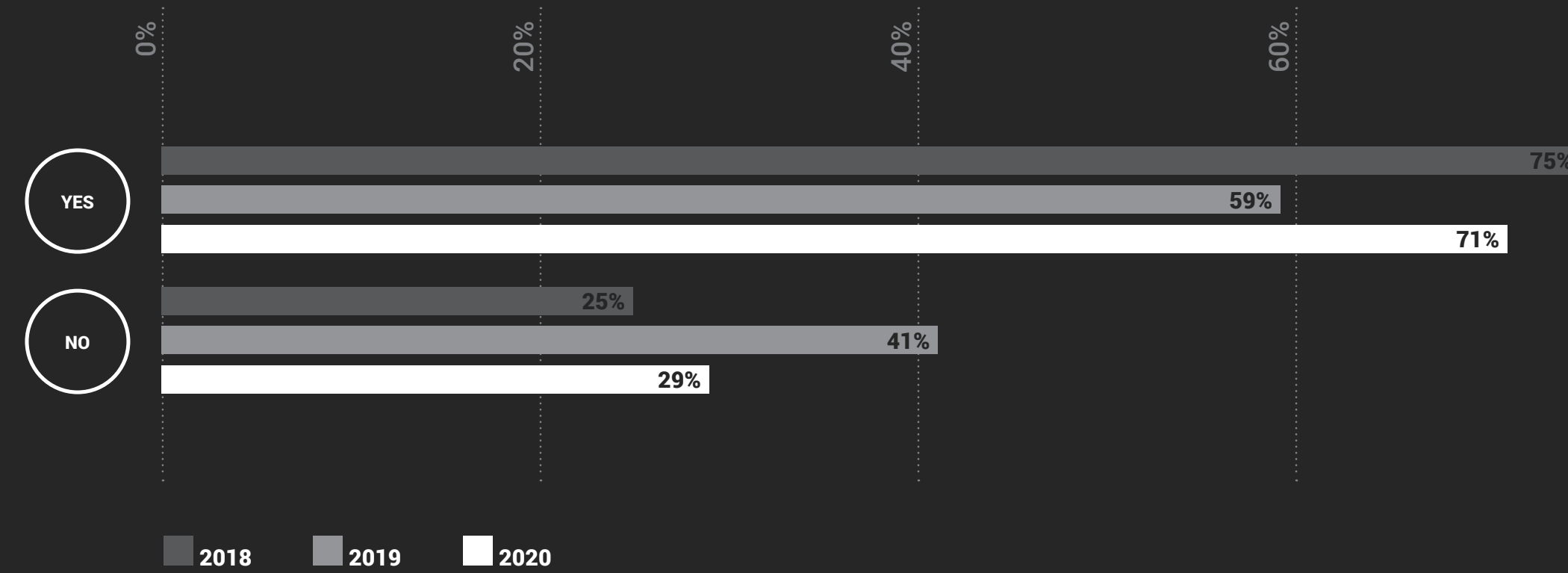


>75%



Is your marketing organization meeting these targets?

HISTORIC DATA



YES — 68%

NO — 32%

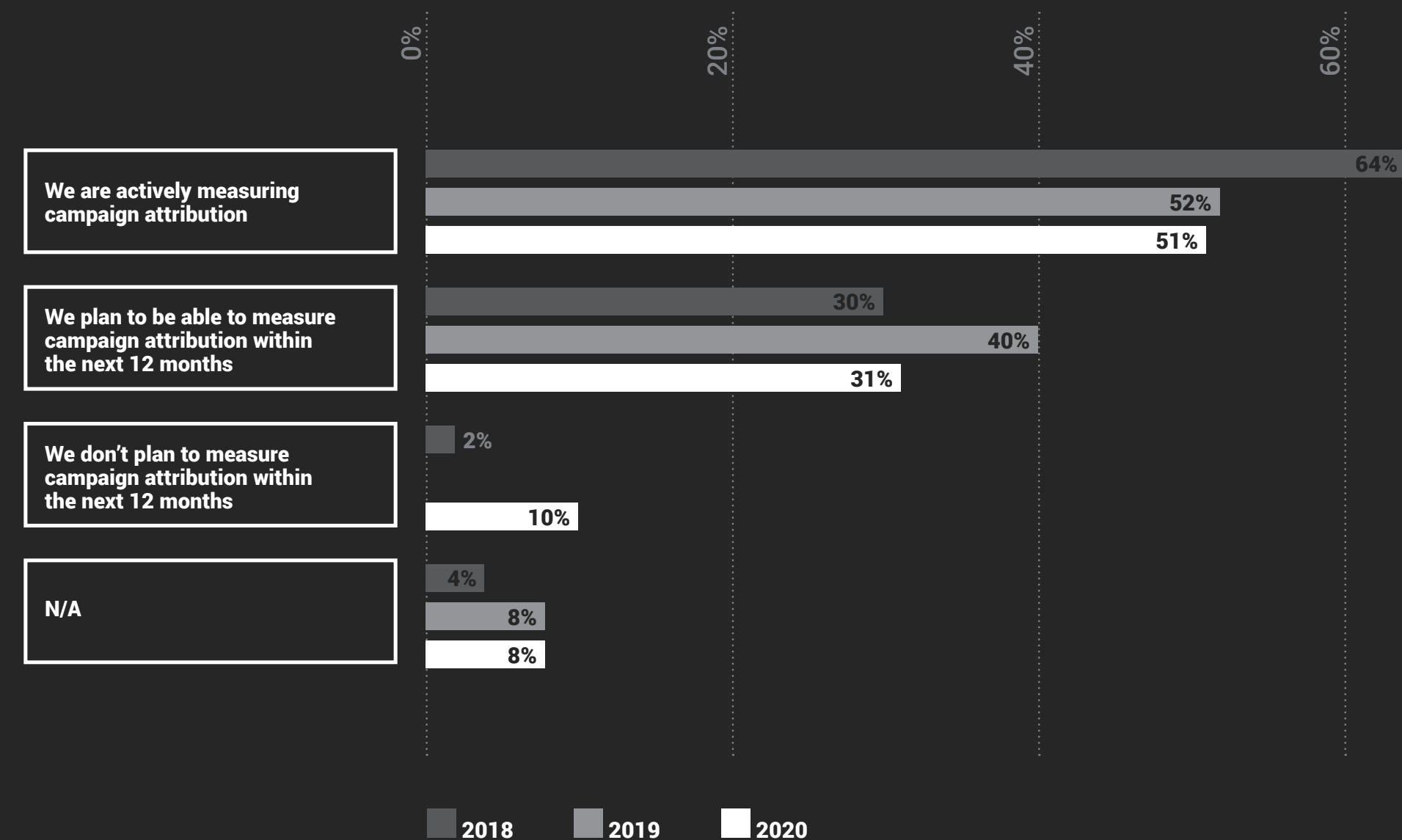
2021

Given the increase in targets identified earlier in this report, coupled with the tumultuous year we've experienced, it is encouraging to see that **the majority of respondents are successfully meeting their targets.**

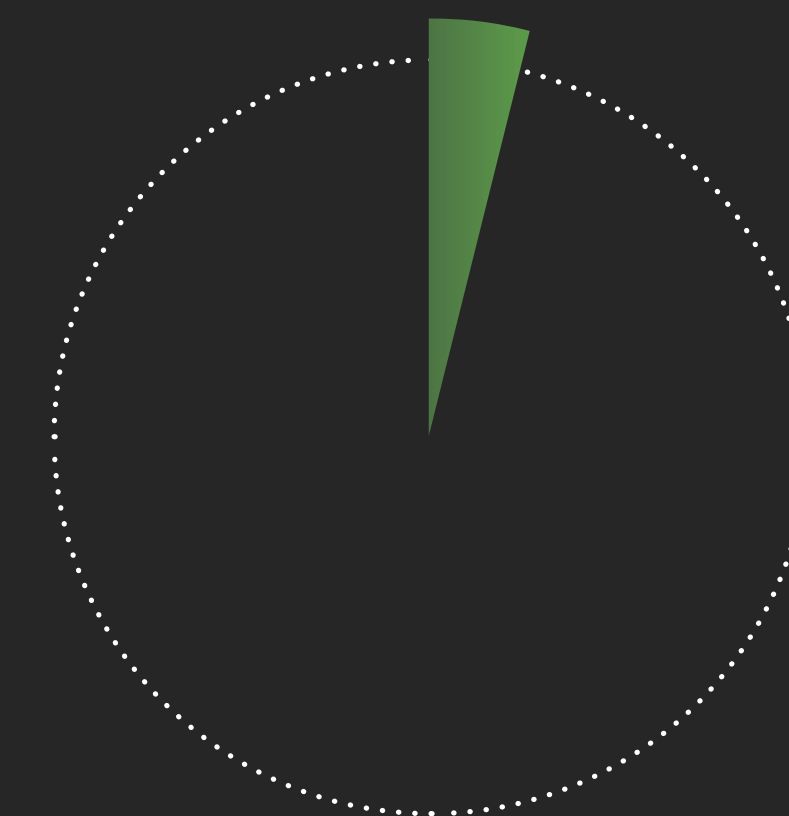
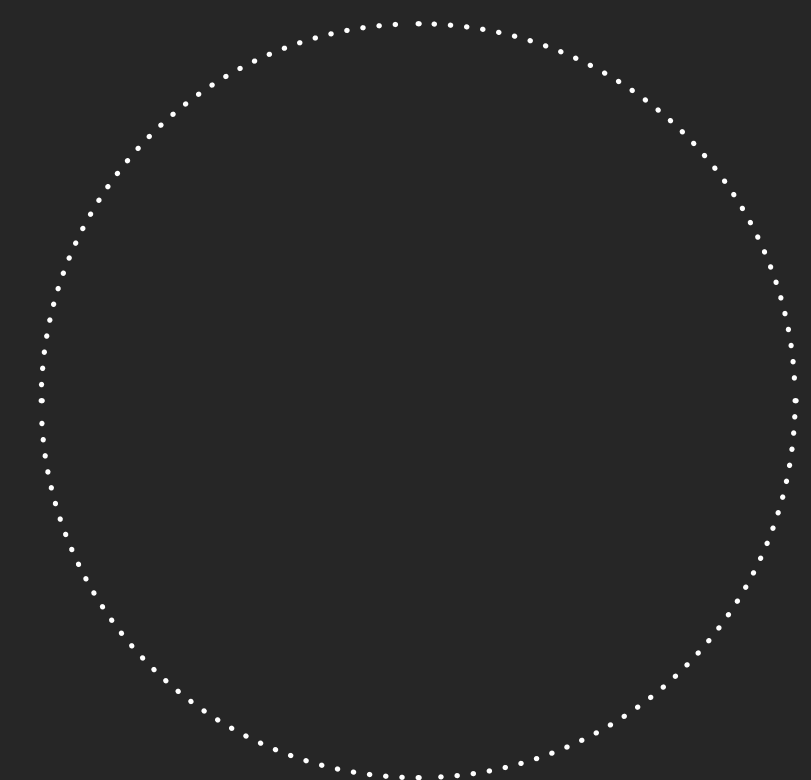
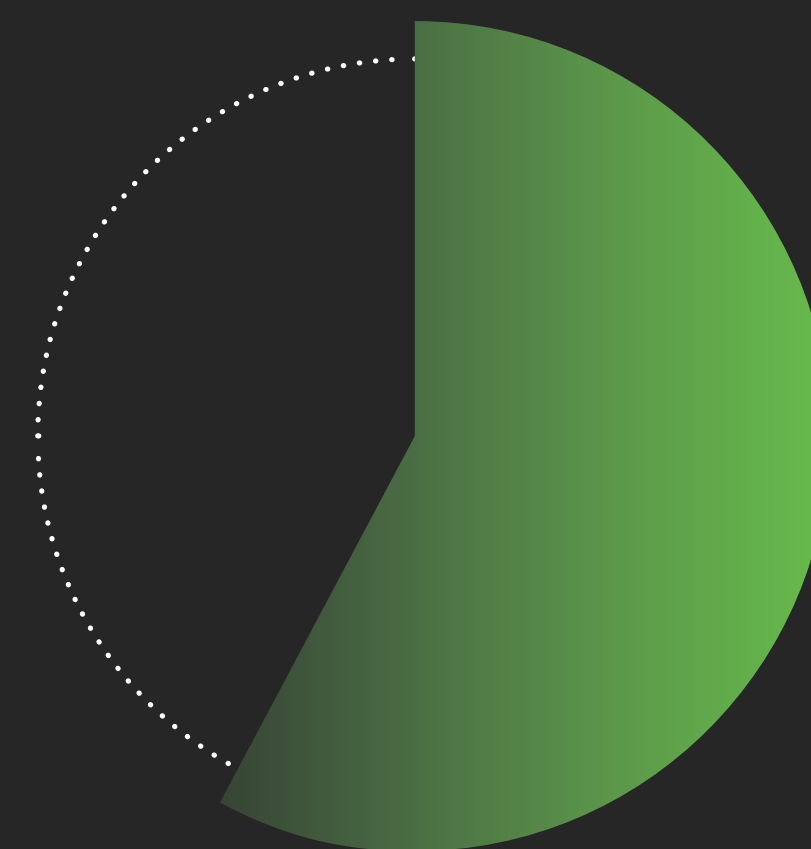


How would you describe your current ability to measure campaign attribution and influence?

HISTORIC DATA



Over half of respondents are **actively measuring campaign attribution**.



If you are currently measuring attribution, which methods do you use?

2021

First Touch – **53%**

Last Touch – **43%**

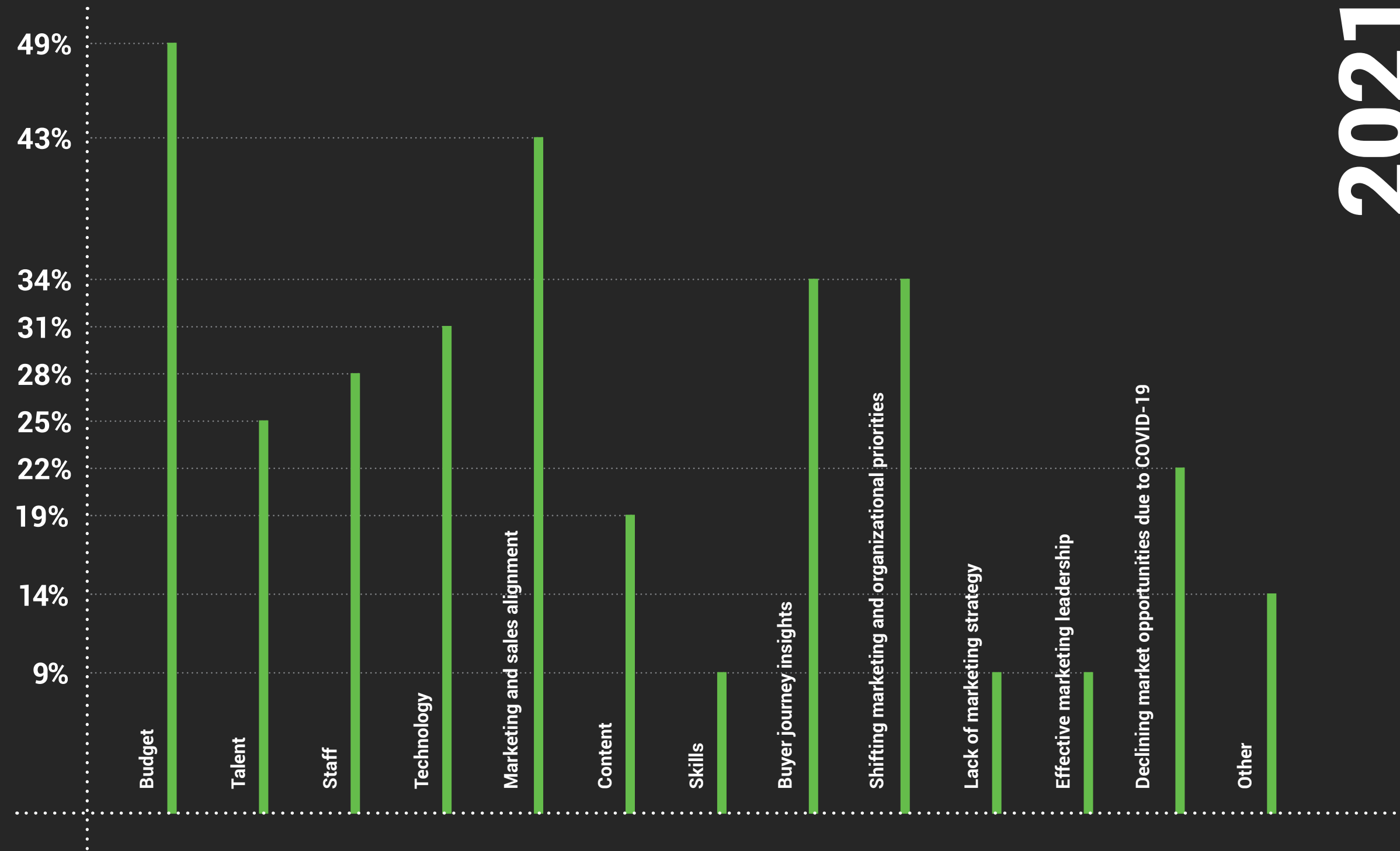
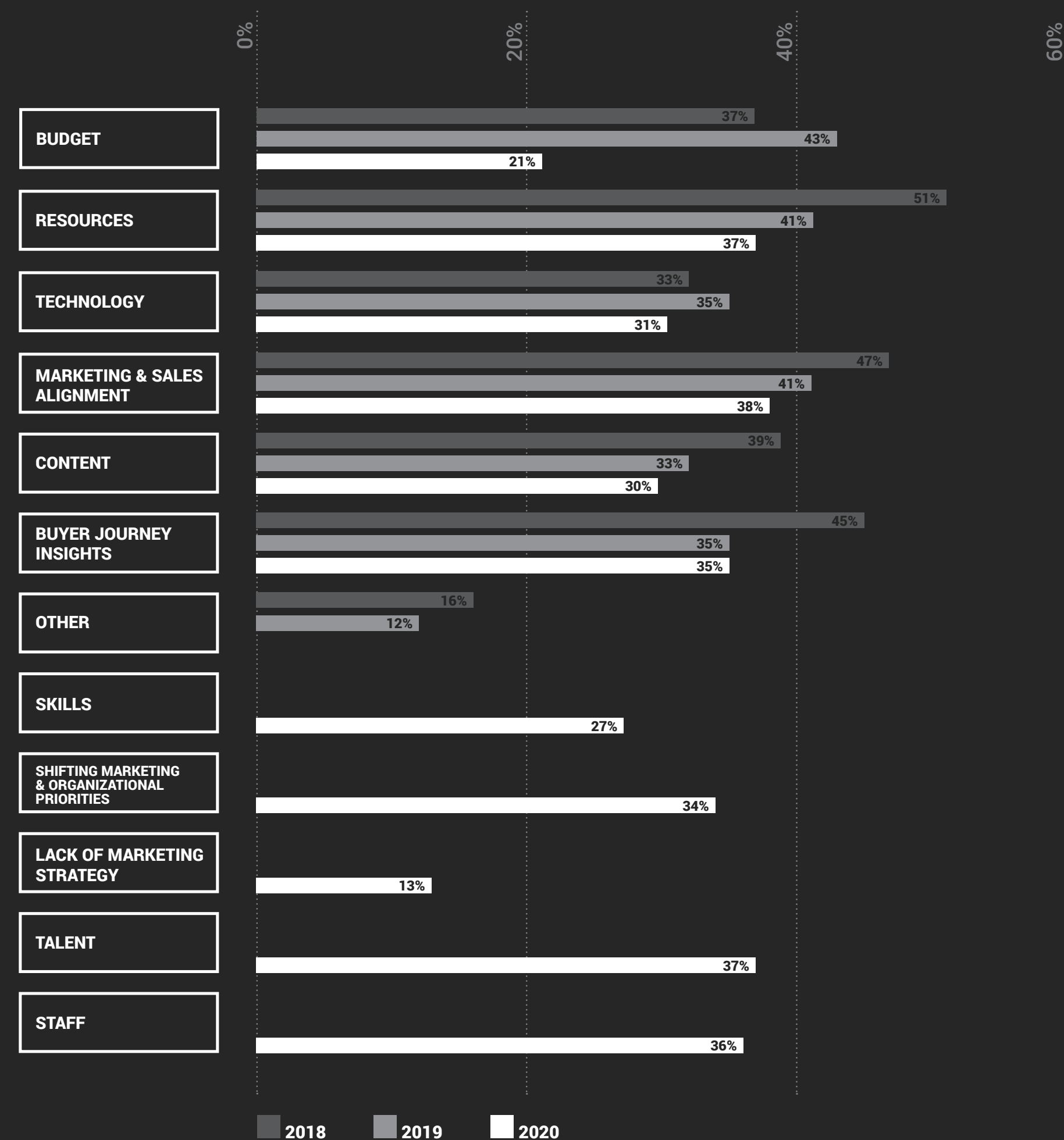
Multi-Touch – **59%**

Responses are a good indicator of the **increasing use of multi-touch attribution tools**, and the **increasing sophistication of marketing's ability to measure and manage pipeline contribution**.



What are your main barriers to driving pipeline and revenue?

HISTORIC DATA



2021

The biggest barrier to driving pipeline and revenue is **budget**.

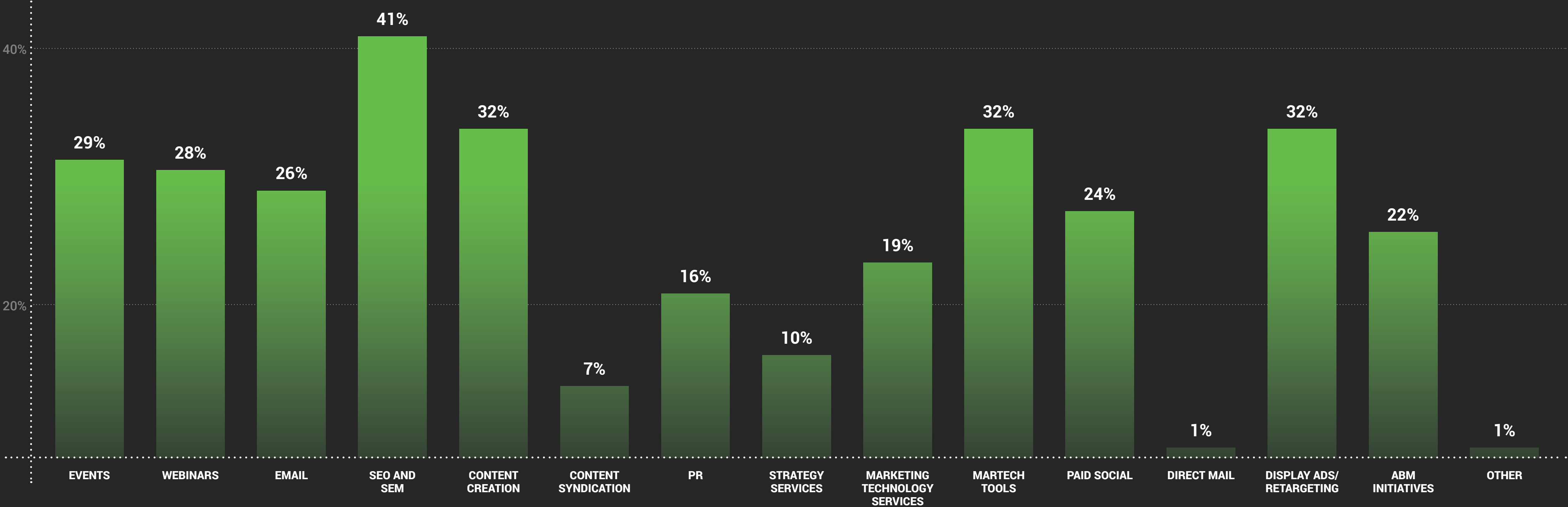
Almost 50% of respondents identified budget as being a barrier to driving pipeline and revenue, an increase of 29 percent from the previous year. This does not come as a surprise given effects the pandemic has had on organizations across all industries. Our [State of MarTech During a Pandemic Report](#) found that 36% of respondents experienced cuts to their budgets.

Marketers identified Marketing and Sales alignment as the second leading barrier to driving pipeline and revenue. We attribute this growing friction to Marketing teams becoming increasingly more accountable for revenue and contributing more than ever to the sales process. Not addressing this issue can be very costly to organizations in a number of ways, including lost revenue and disengaged employees.



What are your top 3 areas of marketing spend today?

2021

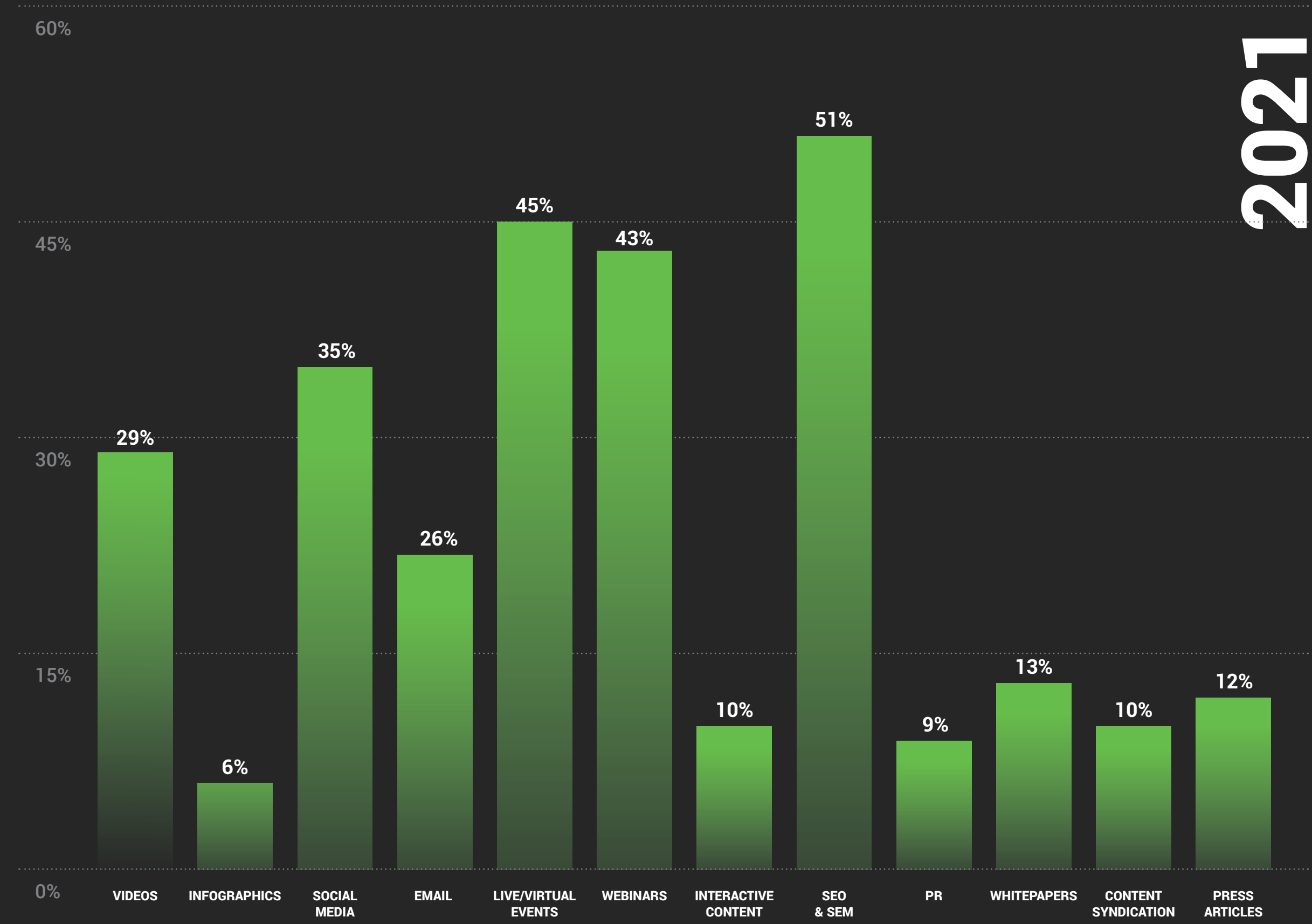
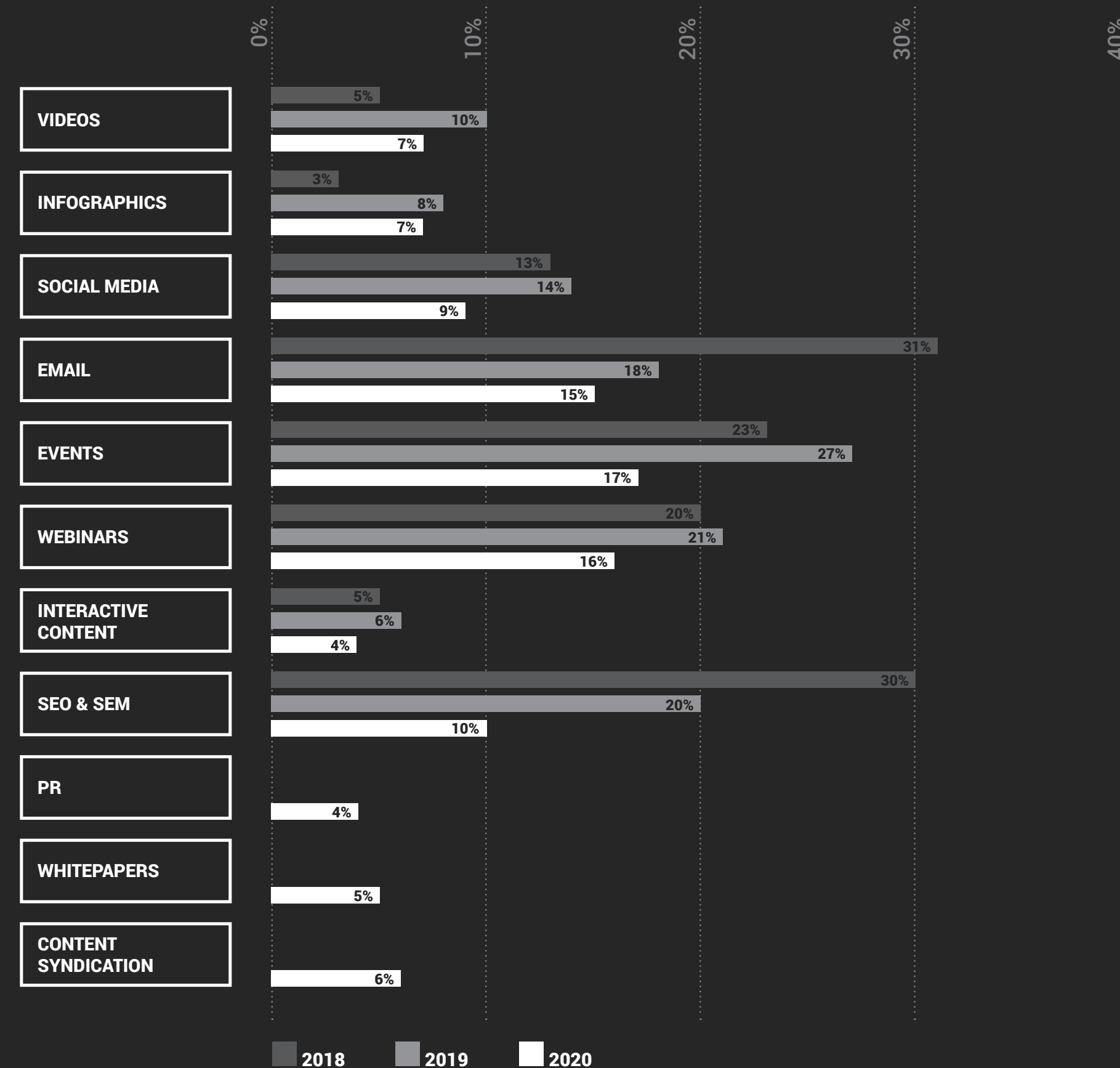


SEO and SEM are the top areas Marketers are investing in, an indicator of the significant focus in customer acquisition amongst B2B marketers.



In the past year, which tactics were most successful for you in terms of generating quality leads at the top of the funnel?

HISTORIC DATA



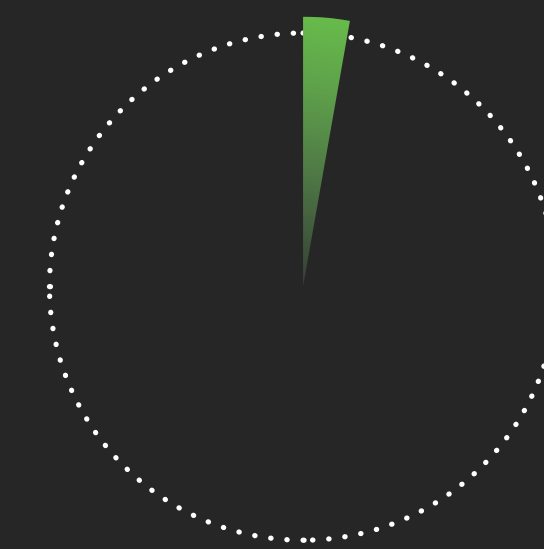
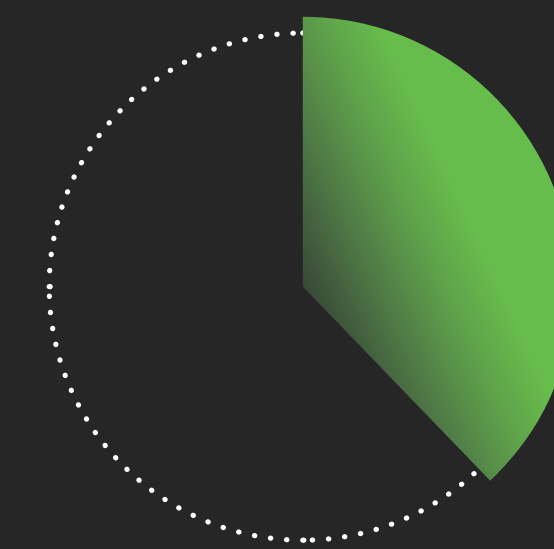
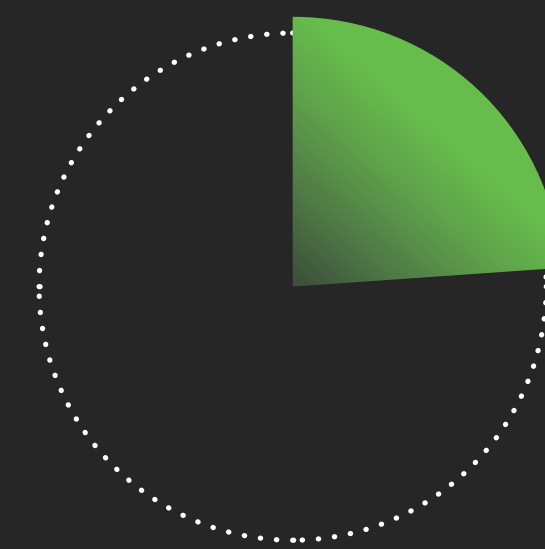
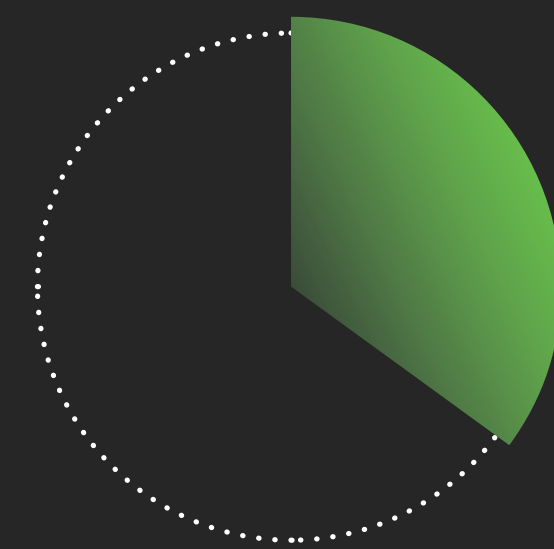
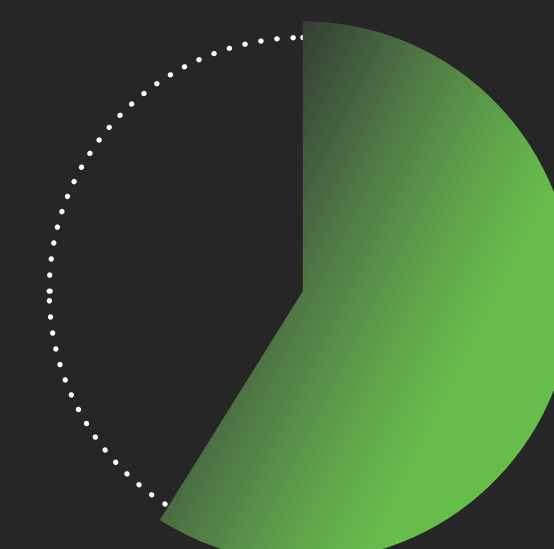
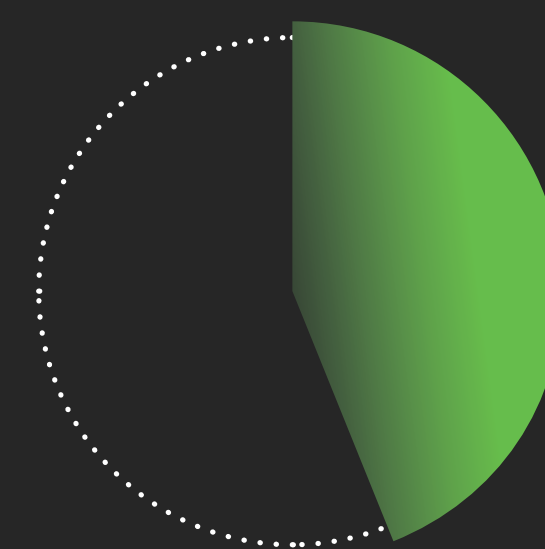
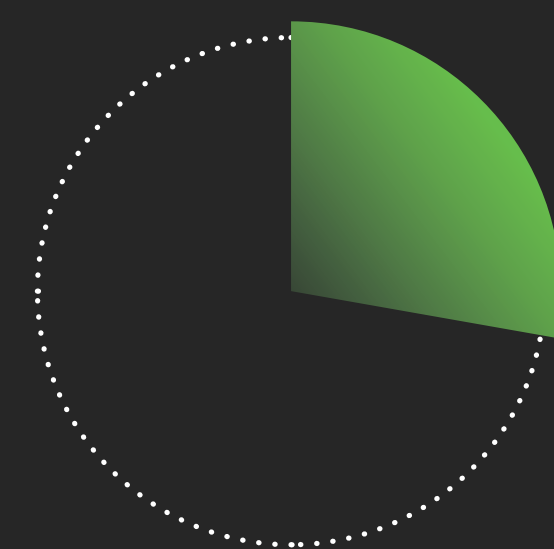
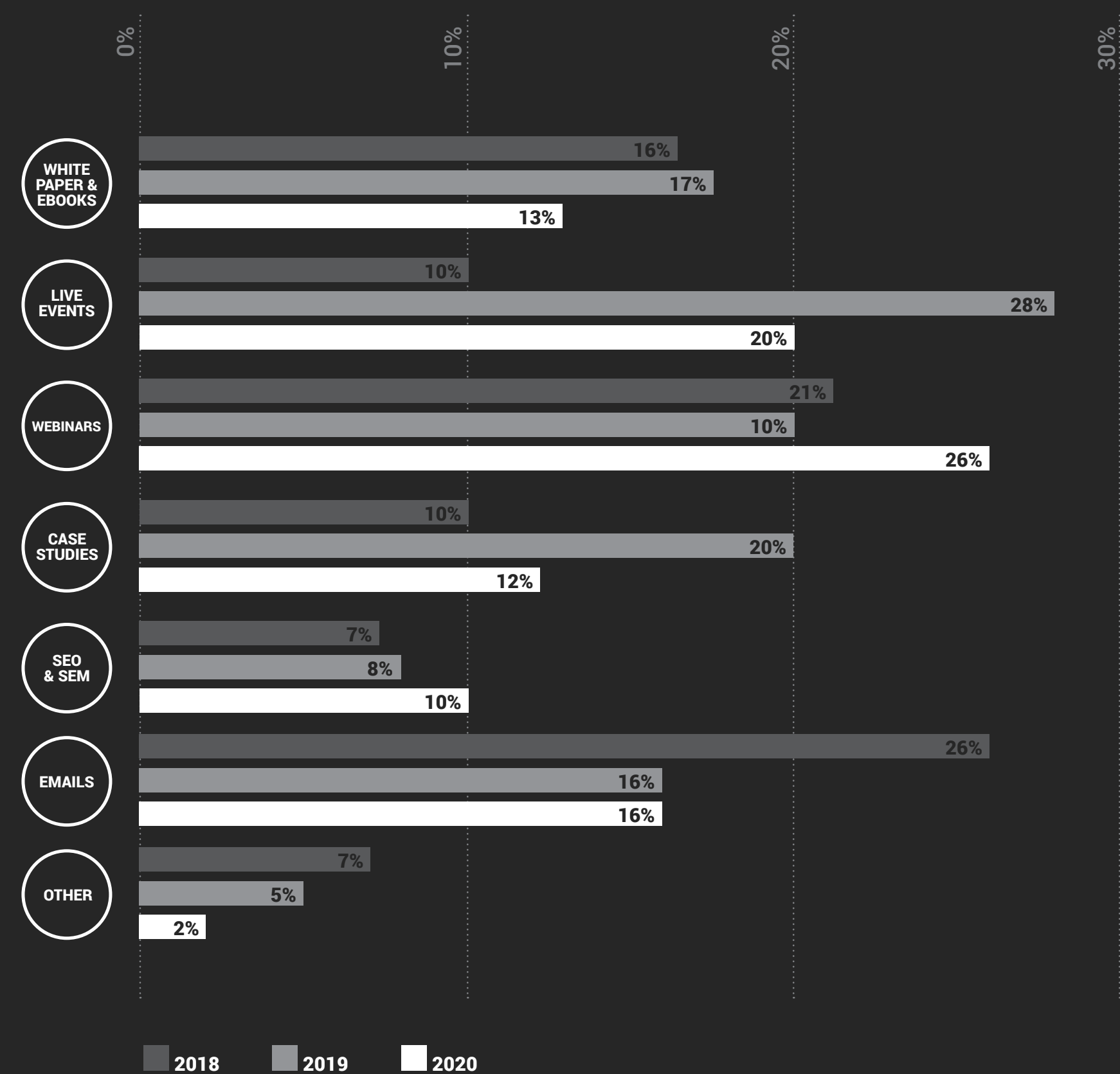
2021

It is no surprise that **digital tactics** popped to the top of the list during 2020.



In the past year, which tactics were most successful for you in terms of generating or progressing leads at the middle of the funnel?

HISTORIC DATA



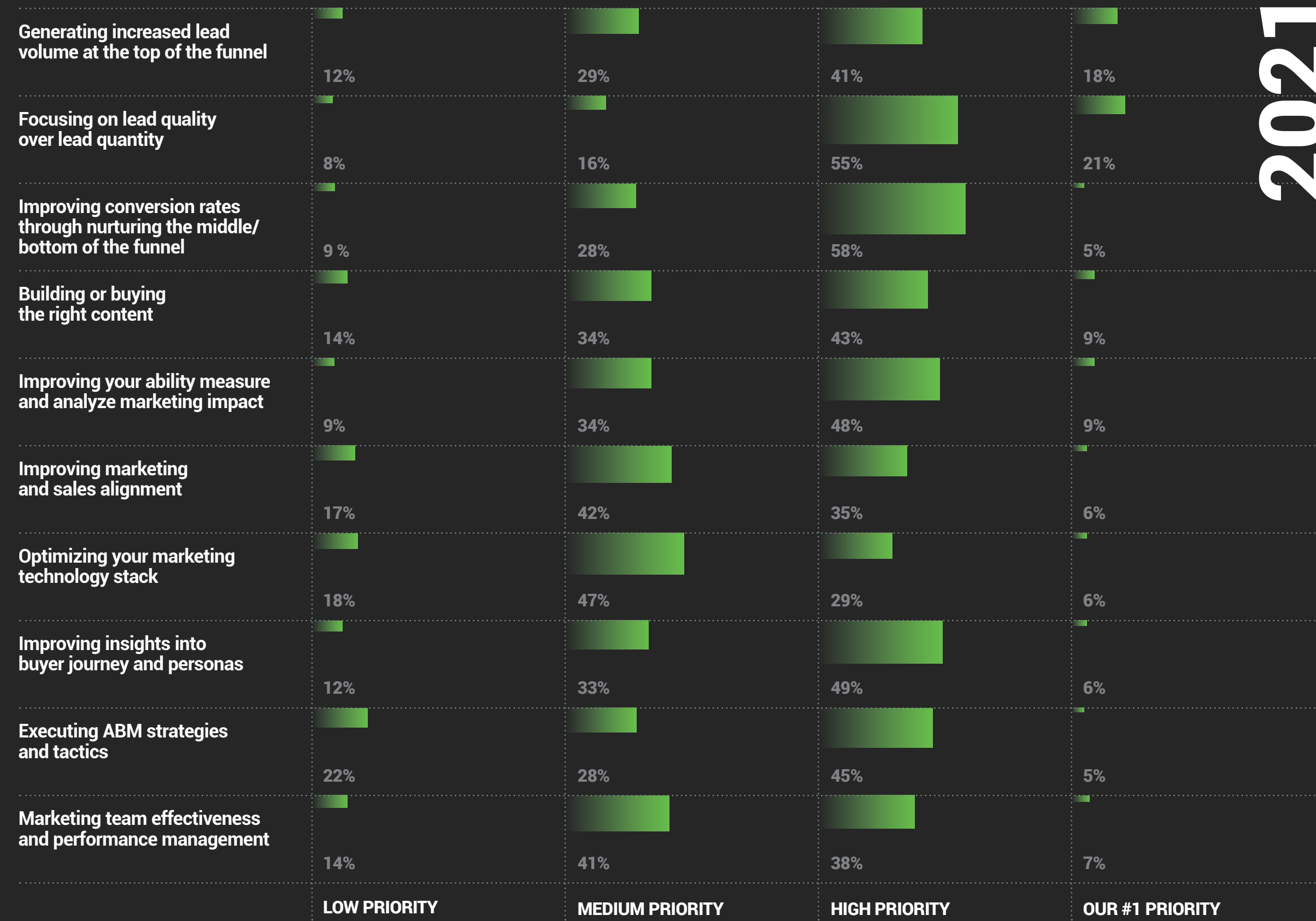
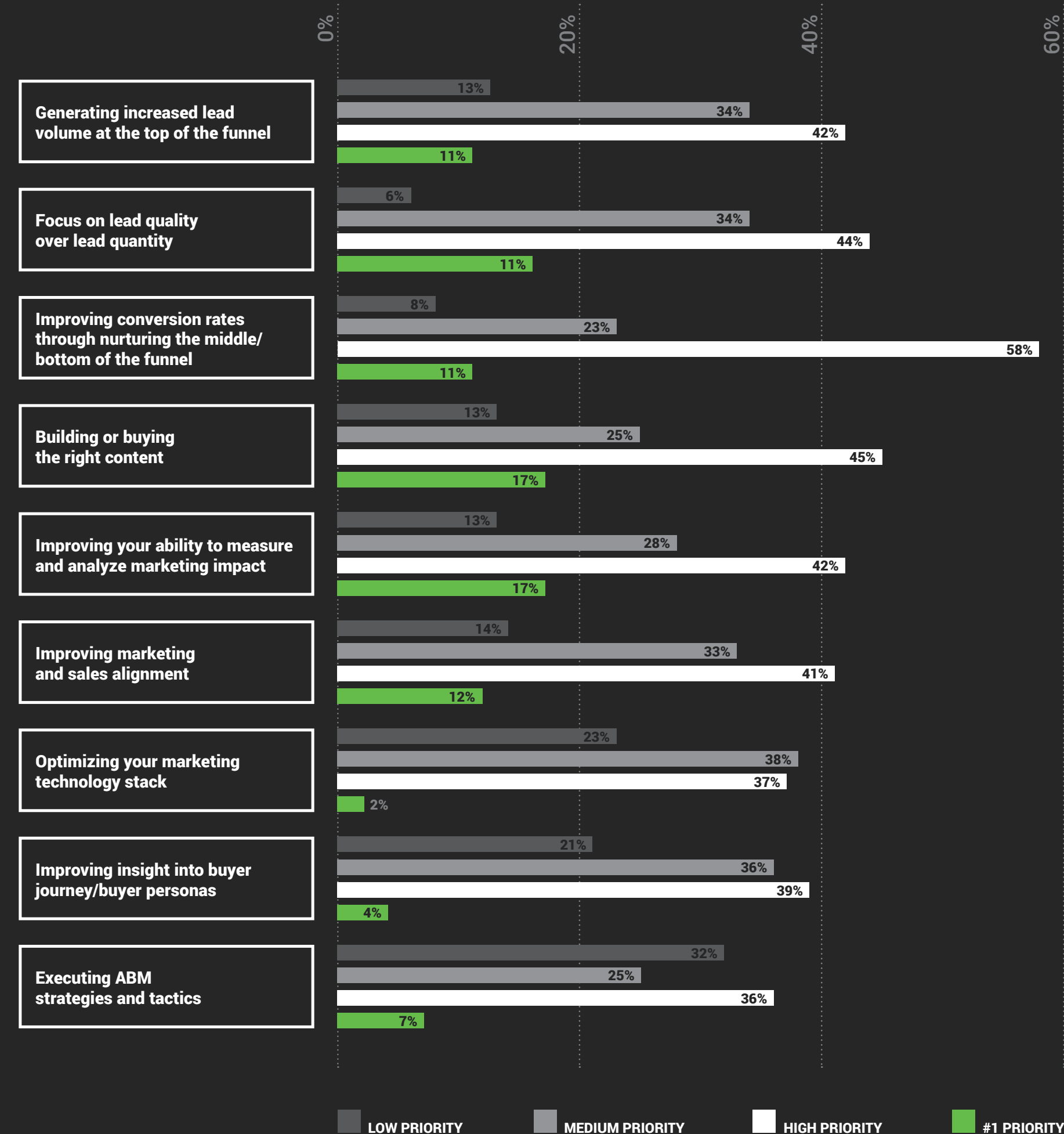
2021

Webinars and events continue to be successful at driving conversions at the middle of the funnel.



Rate your organization's revenue marketing priorities this year:

HISTORIC DATA



2021

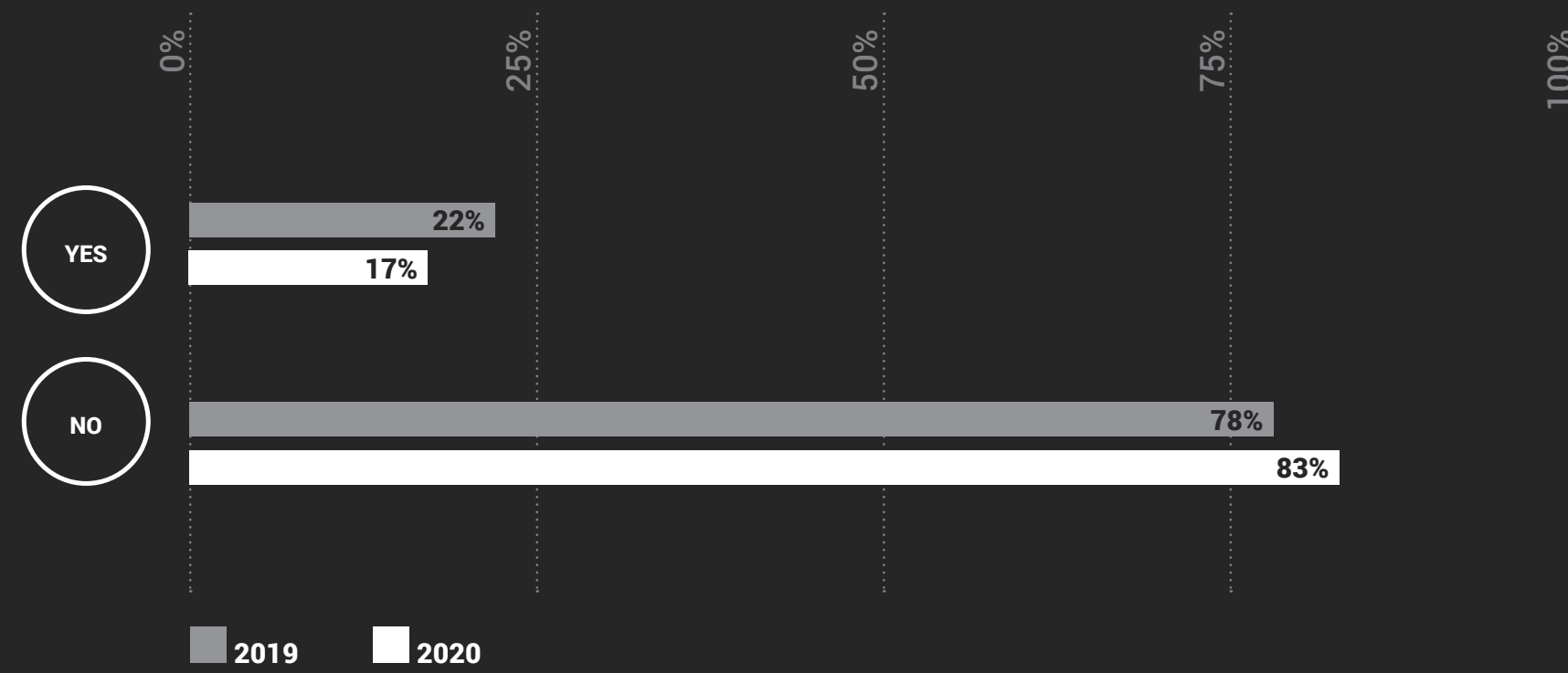
Focusing on lead quality over lead quantity and generating increased lead volume at the top of the funnel are the top priorities for B2B Marketers surveyed.

With new marketing tools and trends constantly emerging, Marketers are doubling down on the basics. An organization can have the best MarTech stack, nurture programs, and website in the B2B world, but without a consistent flow of high-quality leads at the top of the funnel, Marketers will never meet their ever increasing revenue target.



Are you using AI to plan or execute your marketing programs?

HISTORIC DATA



NO — 82%

YES — 18%

2021

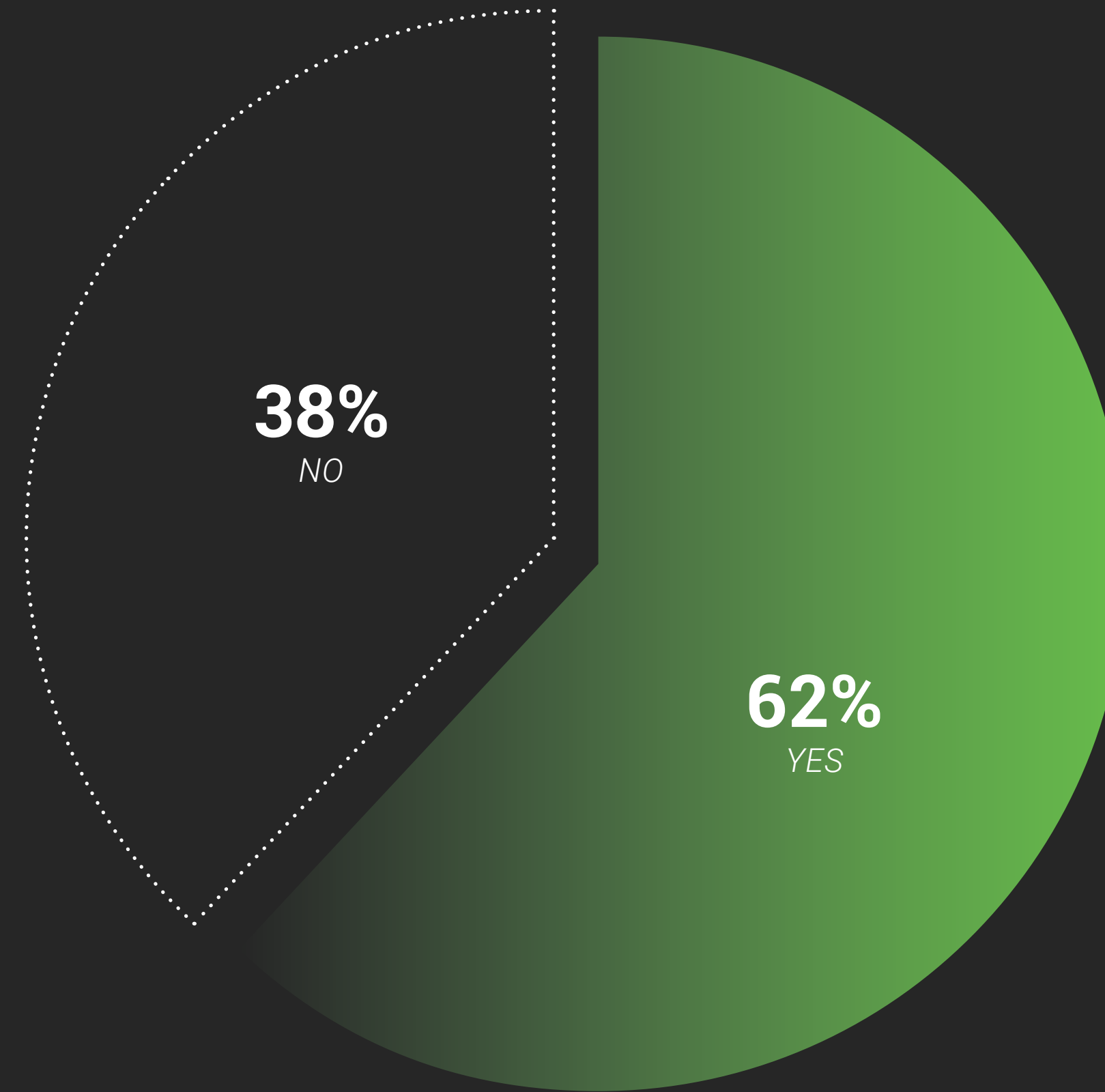
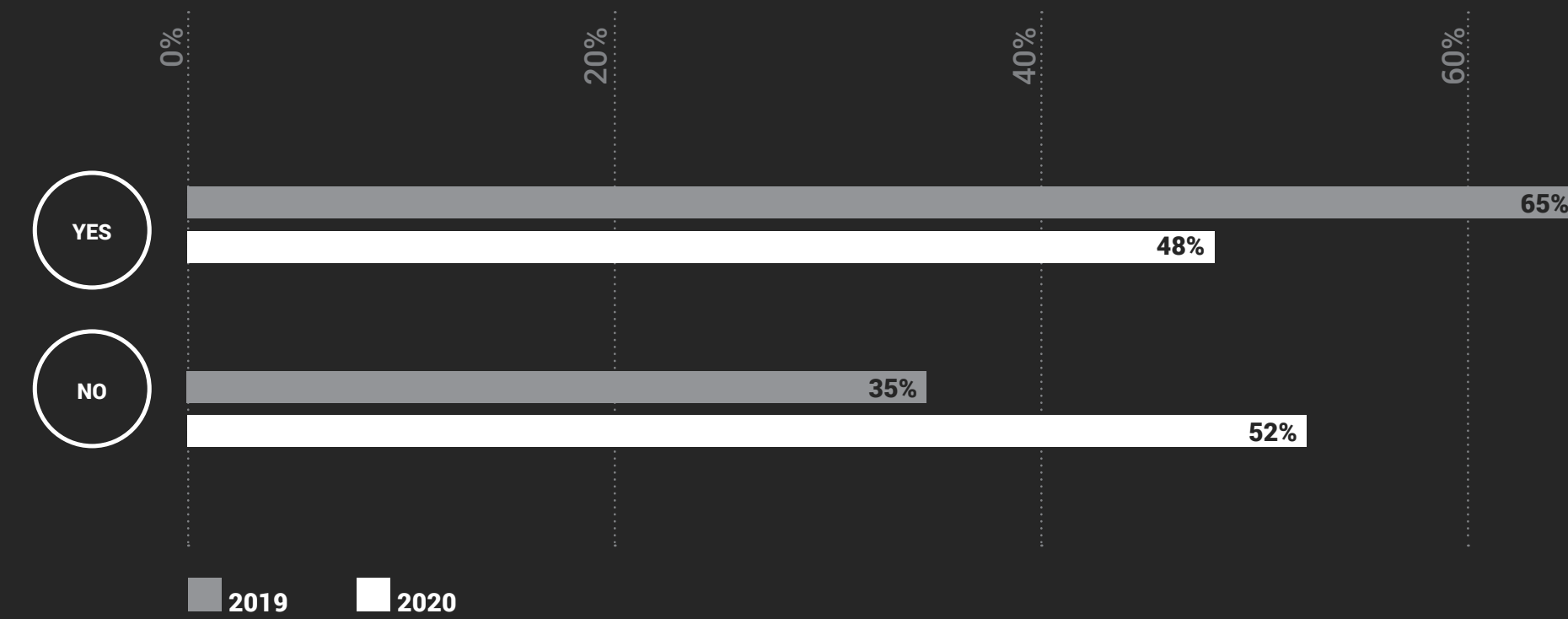
We've seen a **modest increase** in Marketers using AI tools to plan and execute their marketing programs.

With the digital surge and the emergence of leaner Marketing teams as a result of the pandemic, we anticipate seeing wider adoption of AI tools in the years to come.



Are you executing ABM programs?

HISTORIC DATA



2021

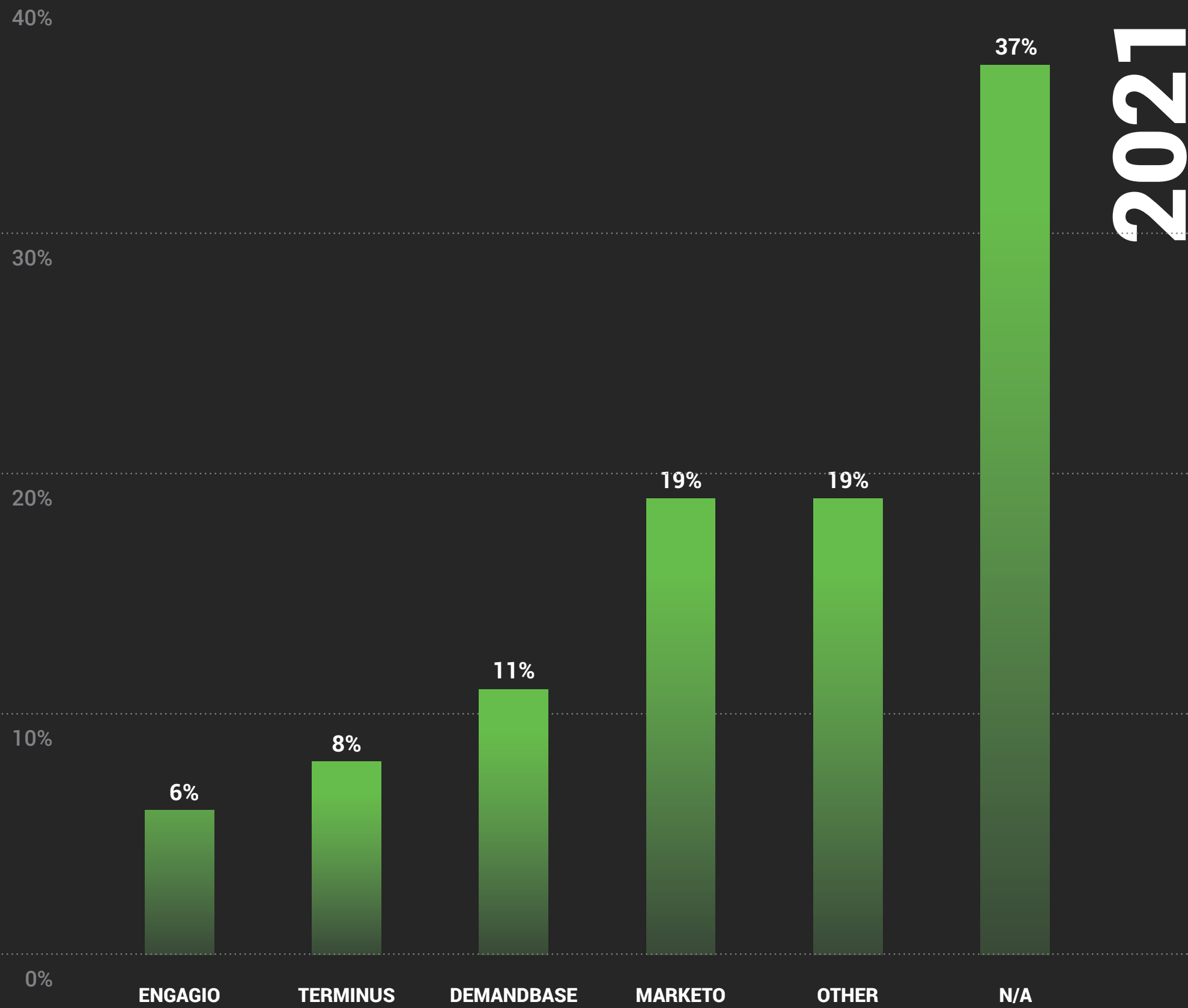
Marketing and Sales are realizing that the buyer is in control and that **they interact with both functions** in a non-linear manner throughout the buyer journey.

It is essential that Marketing and Sales work together in an integrated manner to deliver highly targeted, account-based messages and content.



Which ABM technology are you using?

HISTORIC DATA

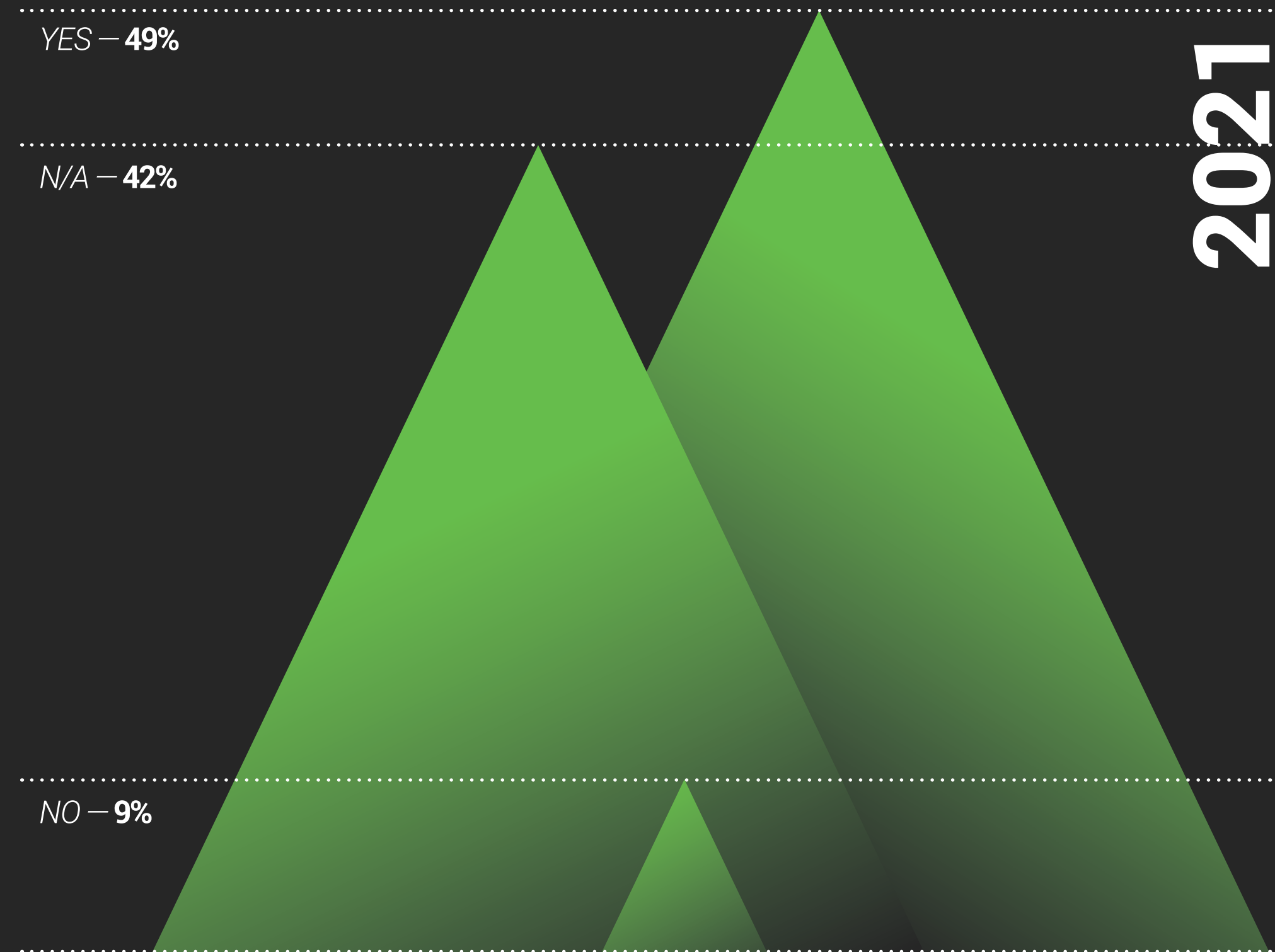
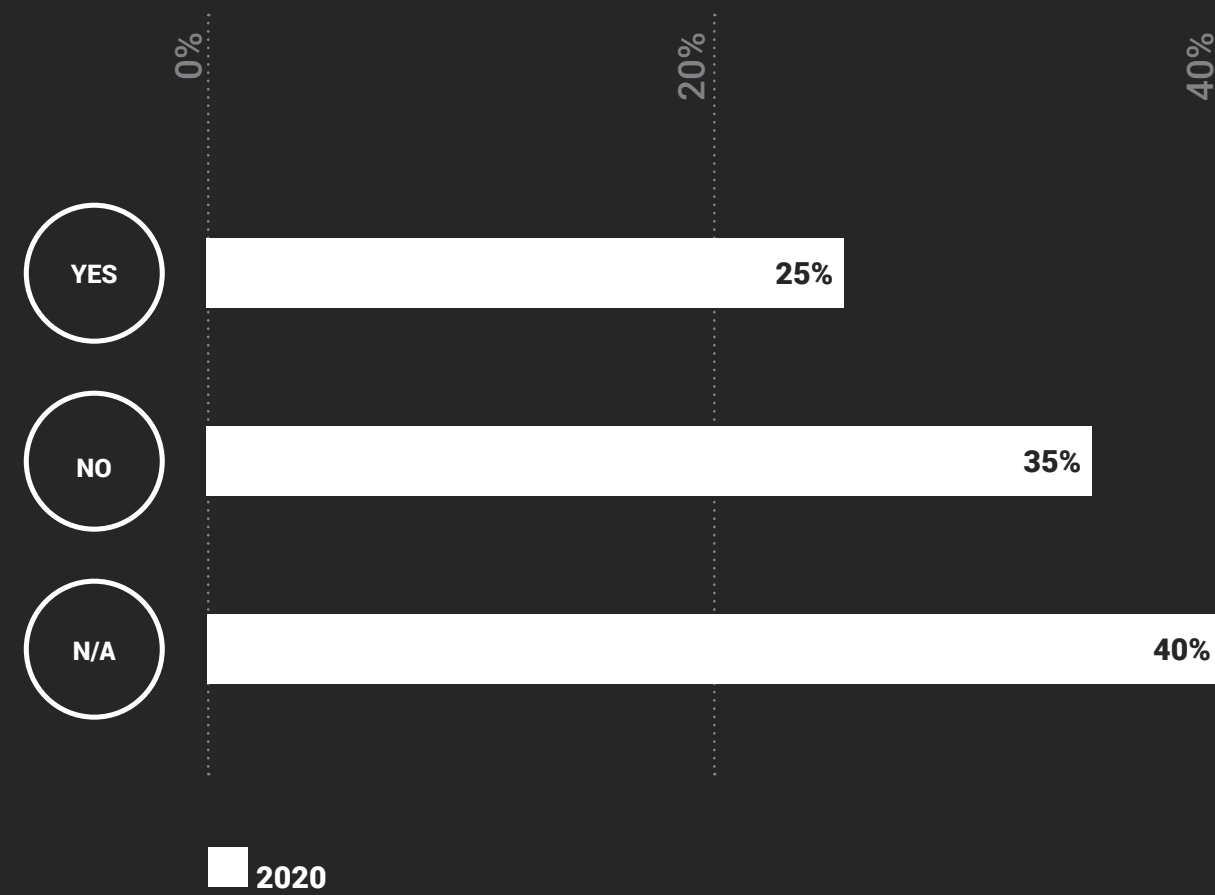


Marketo continues to be the leading platform used by survey respondents for ABM.



Have you seen a positive ROI from your ABM efforts?

HISTORIC DATA



Almost half of respondents have seen **positive ROI results** from their ABM initiatives.

Achieving a positive ROI from ABM means that Marketers have well-orchestrated goals and SLAs with Sales, they know which type of ABM campaign they should be running (1:1, 1:few, 1:many) and they organize their ABM plays around their buying groups. We would love to see this number continue to grow year over year.



Which Marketing Automation Platform are you using?

HISTORIC DATA



Act-on Software – 3%

Active Campaign – 5%

Mautic – 2%

HubSpot – 21%

Marketo – 41%

Other – 6%

Pardot – 11%

Oracle Eloqua – 9%

SF Marketing Cloud – 3%

2021

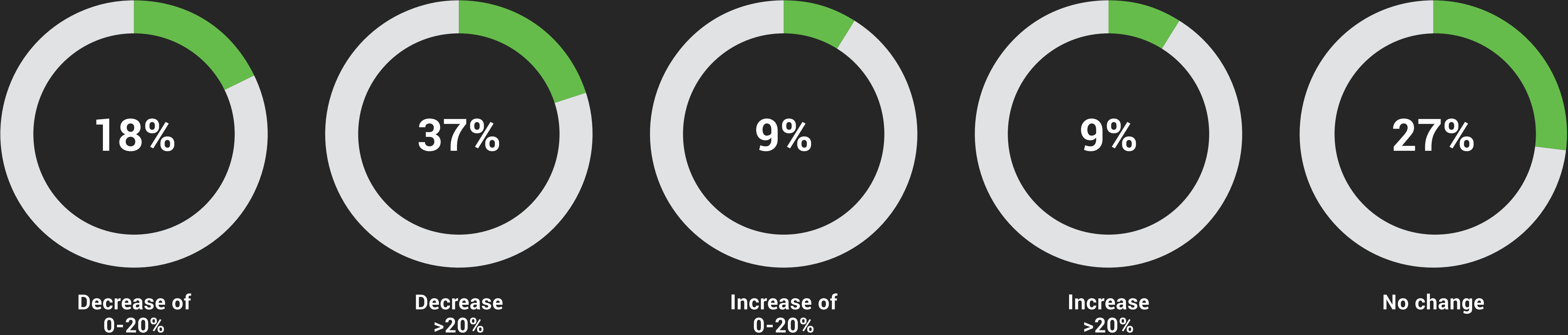
Marketo continues to be the MAP of choice for the majority of B2B marketers surveyed.

Its advanced feature-set, outstanding integration with top CRM providers like Salesforce and Microsoft, and robust API and pre-built connectors for a cloud world make it a clear #1 choice for mid- and large-enterprises.



What was the pandemic's impact on your budget?

2021



37% of respondents have seen a decrease of more than 20% to their budgets.



How has the pandemic impacted marketing-created pipeline?

2021

Increase >20% – **6%**

Decrease of 0-20% – **30%**

Decrease >20% – **28%**

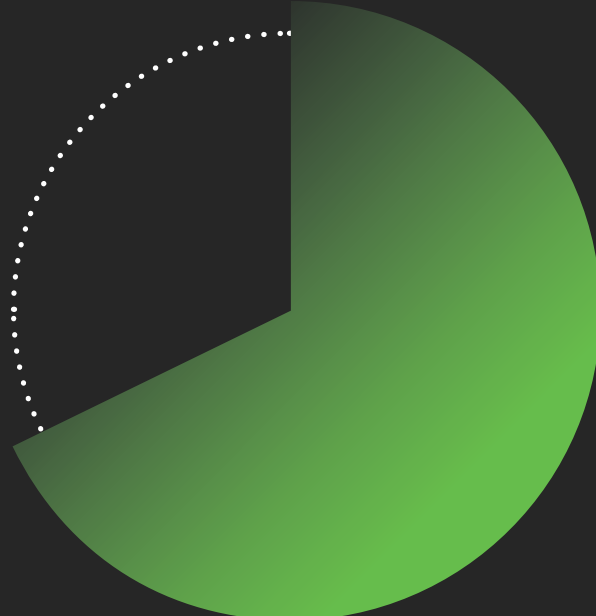
No change – **21%**

Increase of 0-20% – **15%**

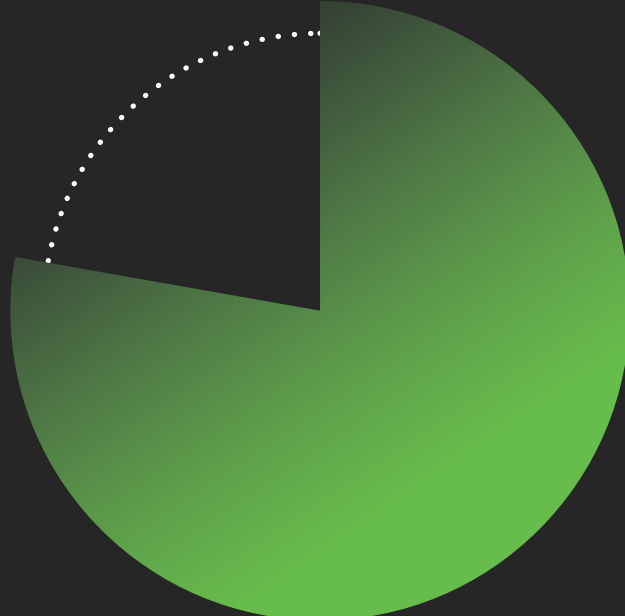


How are you replacing live events?

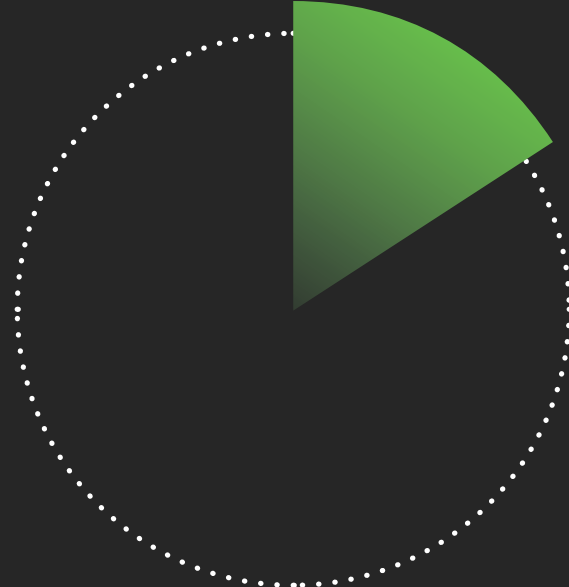
2021



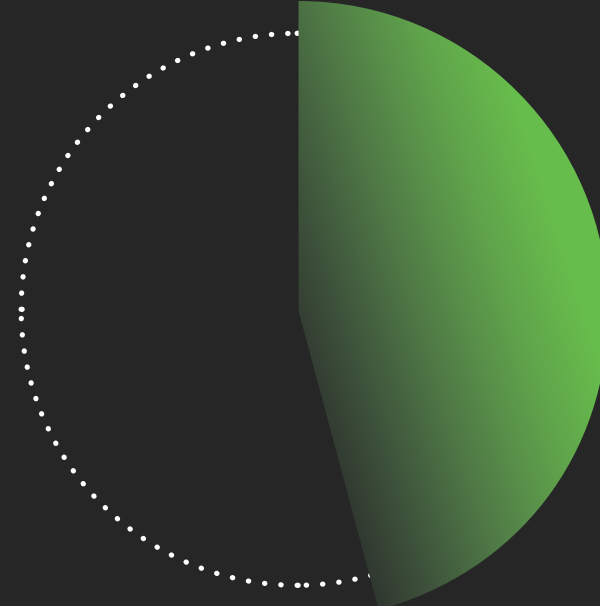
68%
Virtual events



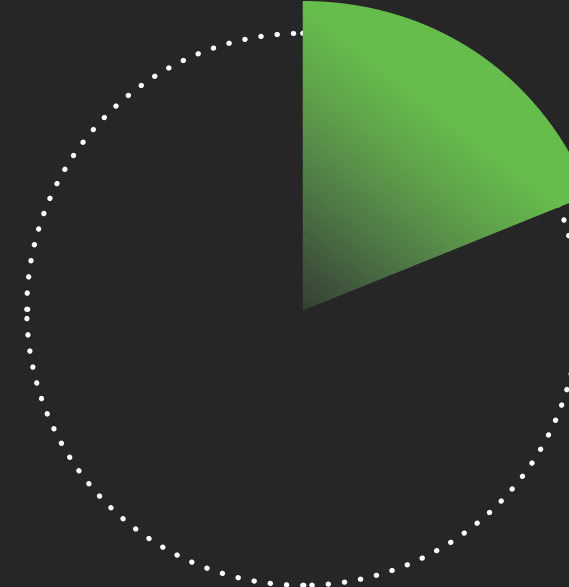
78%
Webinars



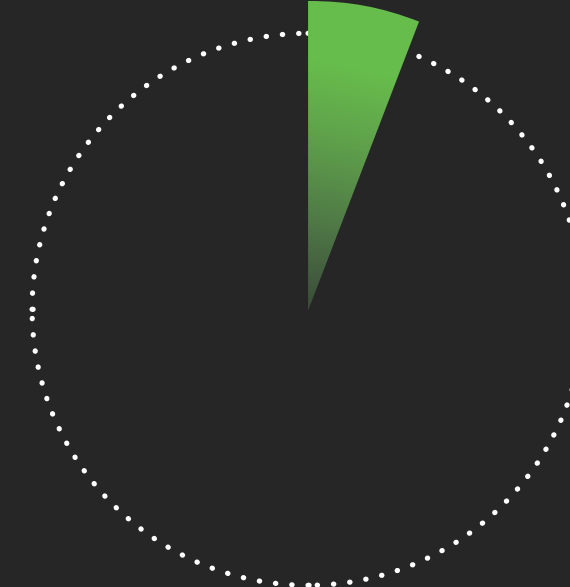
16%
Re-allocating budget to increase email marketing activities



46%
Re-allocating budget to increase digital marketing activities



19%
Re-allocating budget to other activities



6%
N/A

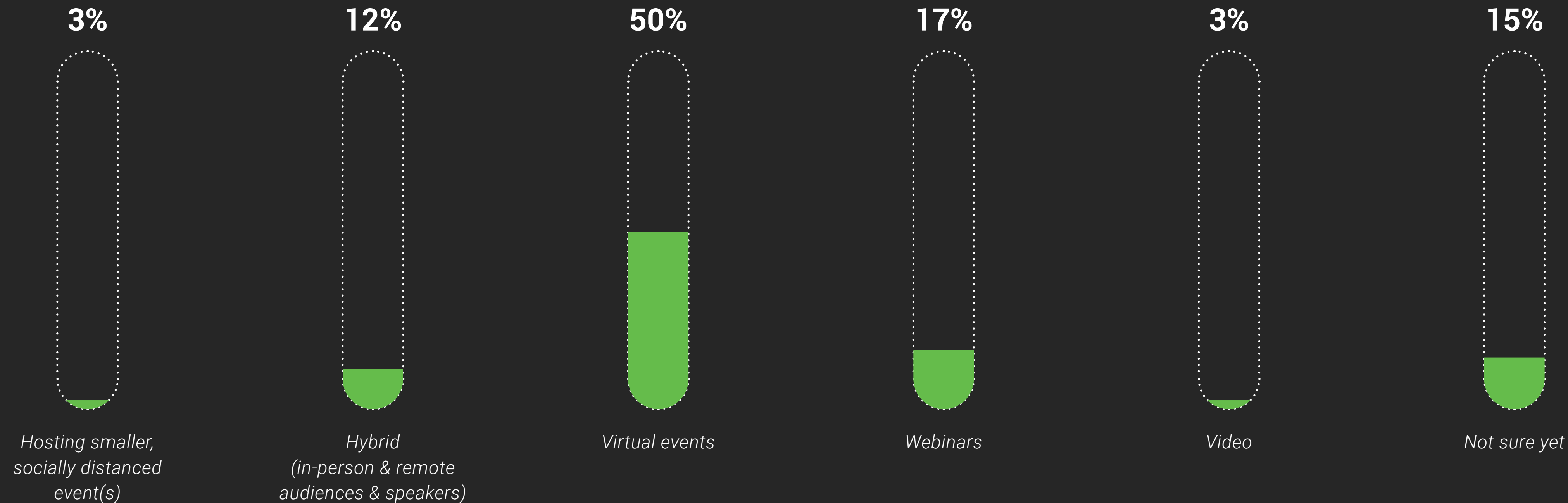
46% of respondents are replacing events with digital marketing activities.

The pandemic has accelerated our digital transformation and with many more people online than pre-pandemic, companies are reallocating their budgets to where the masses are.



How are you planning to host events this year?

2021



With no guarantee that live events will be possible in 2021, it comes as no surprise that **50% of respondents are planning to host virtual events in their place.**





We hope this report provided clarity on the current state of Revenue Marketing and has helped you prioritize your strategies moving forward.

Thank you to all those who contributed to our survey. Without your participation, this report would not be possible.

For more information about our findings, please contact us at

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ABOUT DEMAND SPRING

Demand Spring is a Revenue Marketing consultancy that helps marketing organizations stand taller. Our team of Revenue Marketing Strategists, Content Marketers, and Marketing Technologists help our clients transform their marketing practices, deliver exceptional customer experiences, and drive revenue.