2022

Revenue Marketing
B2B Benchmark Report

demand spring

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

Greetings Revenue Marketers,

This year's report shows that even after another year of uneasiness, disruptions, and challenges, marketers are still proving that they are highly resilient and adaptable.

In 2018, when we first conducted this survey, only 64% of respondents were familiar with the concept of Revenue Marketing. As this marketing approach becomes more common, we're happy to report that this year the recognition percentage has jumped to 91%.

The 150 responses received this year came from marketers based throughout North America, as well as in the UK. These marketers represent a variety of industries, and work for organizations that run the spectrum from SMBs to large enterprises.

In this year's survey, we continue to see a shift in B2B marketing metrics, including less emphasis on MQLs. Marketing continues to be predominantly measured on revenue and pipeline. We at Demand Spring agree with this shift, and believe that marketing should be measured on its contribution to the top line.

There were some surprises this year. Last year a third (31%) of respondents identified that they were responsible for at least 40% of pipeline initiated. That figure dropped by more than half this year. This number took us by surprise as we are not seeing a lot of reduced targets in the clients we work with. But even though we are not experiencing it, it doesn't mean it's not happening. This is why we continue to do this annual survey; to provide you with insights from your peers.

This report is filled with information to help you identify your marketing priorities, strategies to generate high quality leads, and most importantly provide you with the metrics you will need to be successful.

We continue to see Marketers standing taller than ever, and as you plan for 2022, we hope this report helps you prepare.
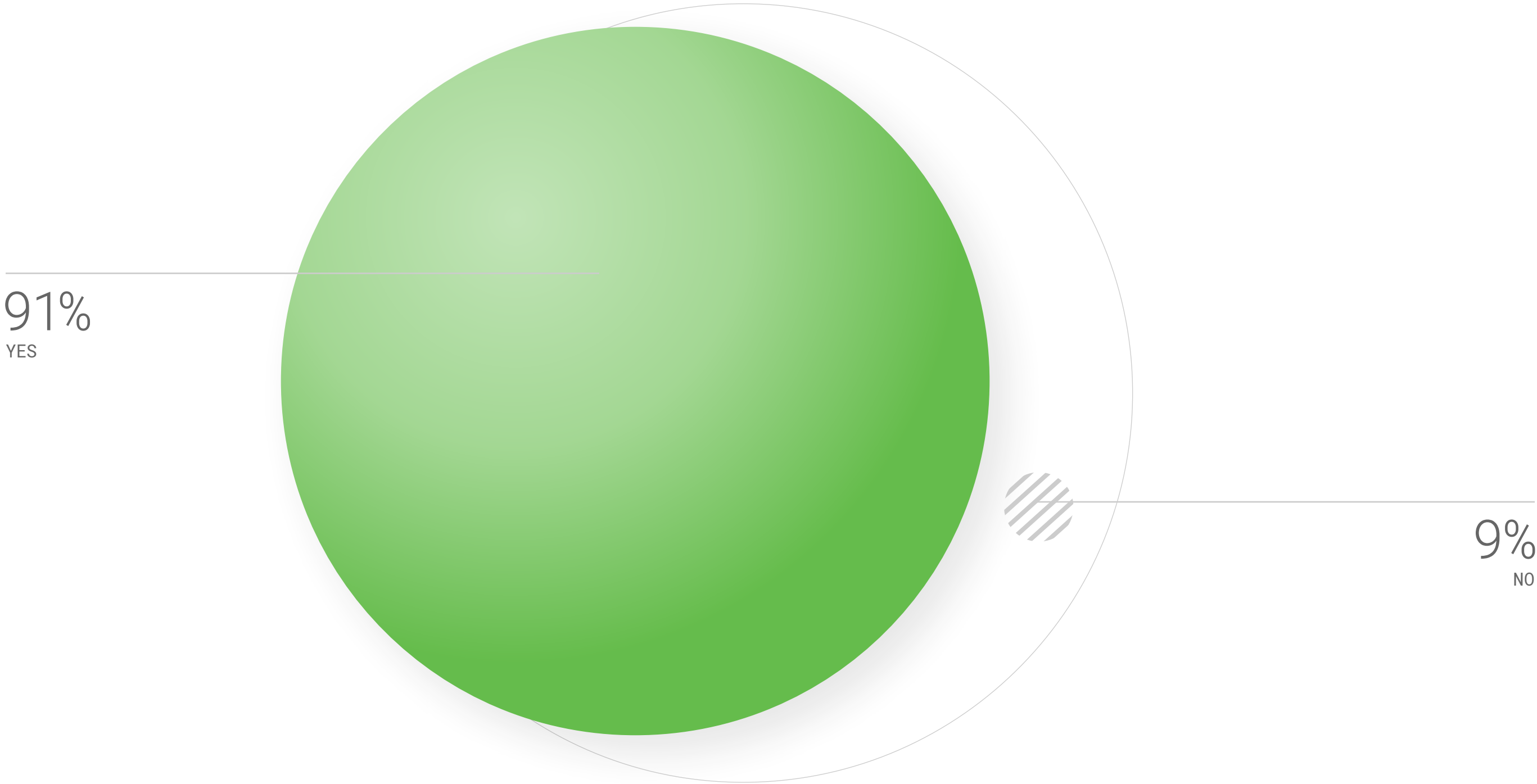
Warm regards,
Mark Emond
FOUNDER & PRESIDENT

Are you familiar with the term Revenue Marketing?

2022

91%
YES

9%
NO

AWARENESS INCREASE SINCE 2018

+27%

Awareness of the term Revenue Marketing has grown 27% since we first released our survey results back in 2018.

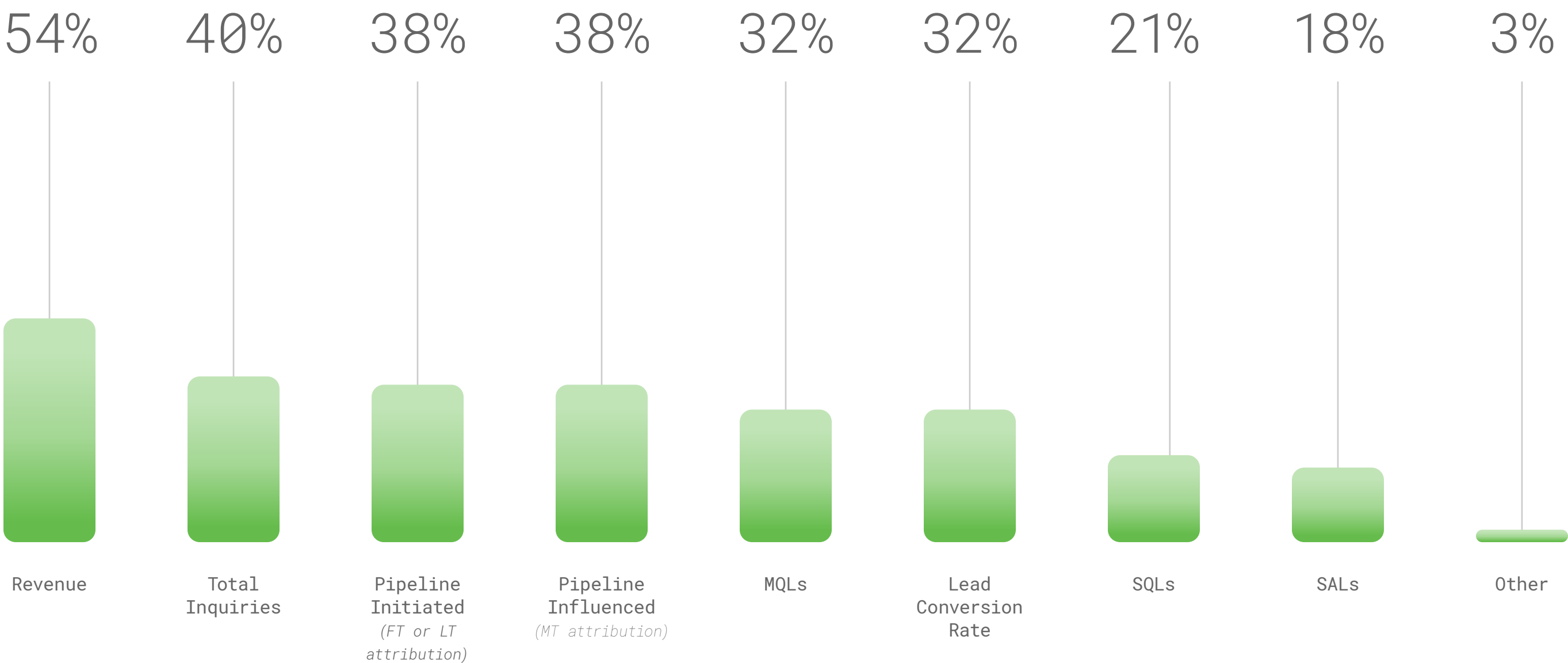Respondents consistently defined Revenue Marketing in two key ways:

01   Marketing and sales aligning for the goal of driving pipeline and revenue growth.

02   Marketing activities tied directly to demand gen and growth.

HISTORIC DATA

	Yes	No
YEAR		
2021	88%	12%
2020	80%	20%
2019	76%	24%
2018	64%	34%

What are the three primary metrics you are measured on?

2022

54%　40%　38%　38%　32%　32%　21%　18%　3%

Revenue　Total Inquiries　Pipeline Initiated *(FT or LT attribution)*　Pipeline Influenced *(MT attribution)*　MQLs　Lead Conversion Rate　SQLs　SALs　Other

2022 PRIMARY METRIC
Revenue

BIGGEST INCREASE FROM 2021
Total Inquiries

Once again, revenue is the primary metric marketers are measured on. This is consistent with our belief that marketing should be measured on its contribution to the top line.

MQLs have continued to decrease in importance, and interestingly, we see a big jump in Total Inquiries by 14% over last year.

HISTORIC DATA

YEAR	Total Inquiries	MQLs	SALs	SQLs	Pipeline Initiated *(FT or LT attribution)*	Pipeline Influenced *(MT attribution)*	Revenue	Lead Conversion Rate	Other
2021	26%	41%	22%	32%	29%	27%	53%	38%	18%
2020	19%	25%	25%	18%	n/a	43%	51%	43%	3%
2019	22%	50%	16%	50%	n/a	60%	72%	n/a	16%
2018	46%	46%	13%	38%	n/a	58%	63%	n/a	17%

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

2022
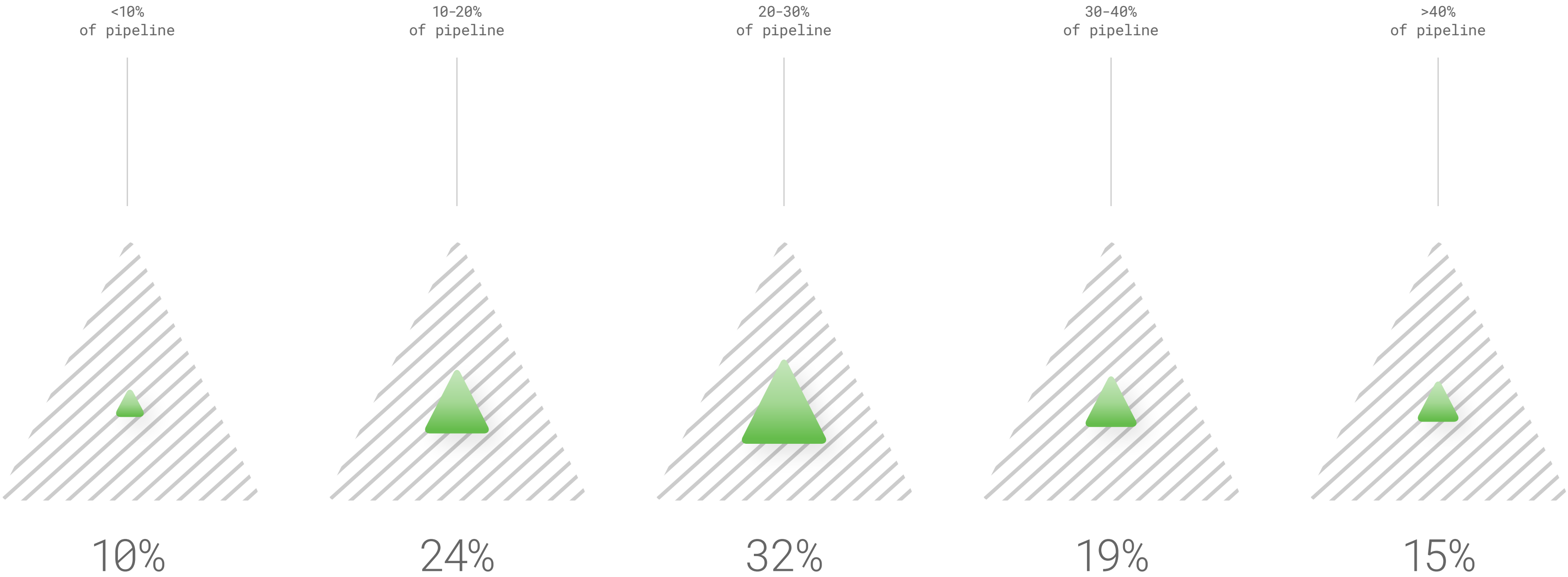
82%
YES

18%
NO

INCREASE FROM 2021
+12%

Marketing continues to be predominantly measured on sales pipeline initiated, which validates marketing's increasing mission of being responsible for revenue performance.

HISTORIC DATA

	Yes	No
YEAR		
2021	70%	30%
2020	73%	27%
2019	66%	34%
2018	62%	38%

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

2022

| | <10% of pipeline | 10-20% of pipeline | 20-30% of pipeline | 30-40% of pipeline | >40% of pipeline |

10%   24%   32%   19%   15%

RESPONSIBLE FOR 20-30% OF PIPELINE

32% of respondents

32% of respondents are responsible for initiating between 20-30% of pipeline.

Last year 31% of respondents identified that they were responsible for at least 40% of pipeline initiated. That figure dropped by more than half this year.

HISTORIC DATA

YEAR	<10% of pipeline	10-20% of pipeline	20-30% of pipeline	30-40% of pipeline	>40% of pipeline
2021	15%	17%	13%	24%	31%
2020	7%	15%	45%	22%	11%
2019	18%	13%	24%	8%	37%
2018	12%	8%	32%	18%	29%

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

2022

78%
YES

22%
NO

INCREASE FROM 2021

+17%

We saw a big jump in this metric in 2022. This percentage is in line with the widely accepted view that marketing has a key role to play in influencing deals today, especially with how the modern B2B buyer interacts with marketing and sales channels throughout the buyer journey.

HISTORIC DATA

YEAR	Yes		No	
2021	61%		39%	
2020	58%		42%	
2019	68%		32%	
2018	66%		34%	

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

2022

	<25% of pipeline	25–50% of pipeline	50–75% of pipeline	>75% of pipeline
	28%	38%	28%	5%
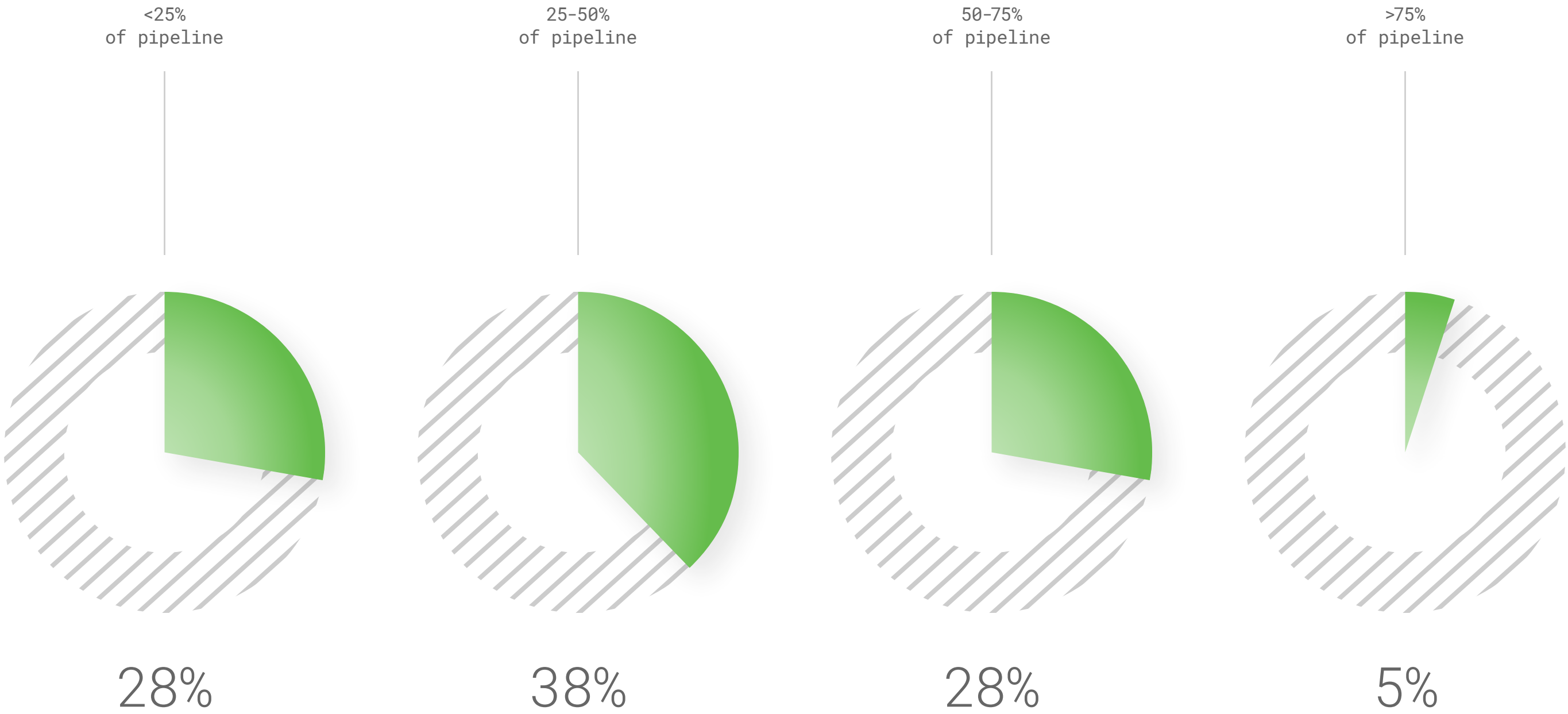
TOP RATIO

38% of marketers are expected to influence 25-50% of pipeline

We have seen a drop this year in the amount marketers are expected to influence, with 33% expected to influence more than 50% of pipeline compared to 41% last year.

HISTORIC DATA

YEAR	<25% of pipeline	25-50% of pipeline	50-75% of pipeline	>75% of pipeline
2021	24%	35%	17%	24%
2020	20%	44%	24%	12%
2019	26%	34%	21%	19%
2018	33%	33%	13%	21%

Is your marketing organization meeting these targets?

2022

79%
YES

21%
NO
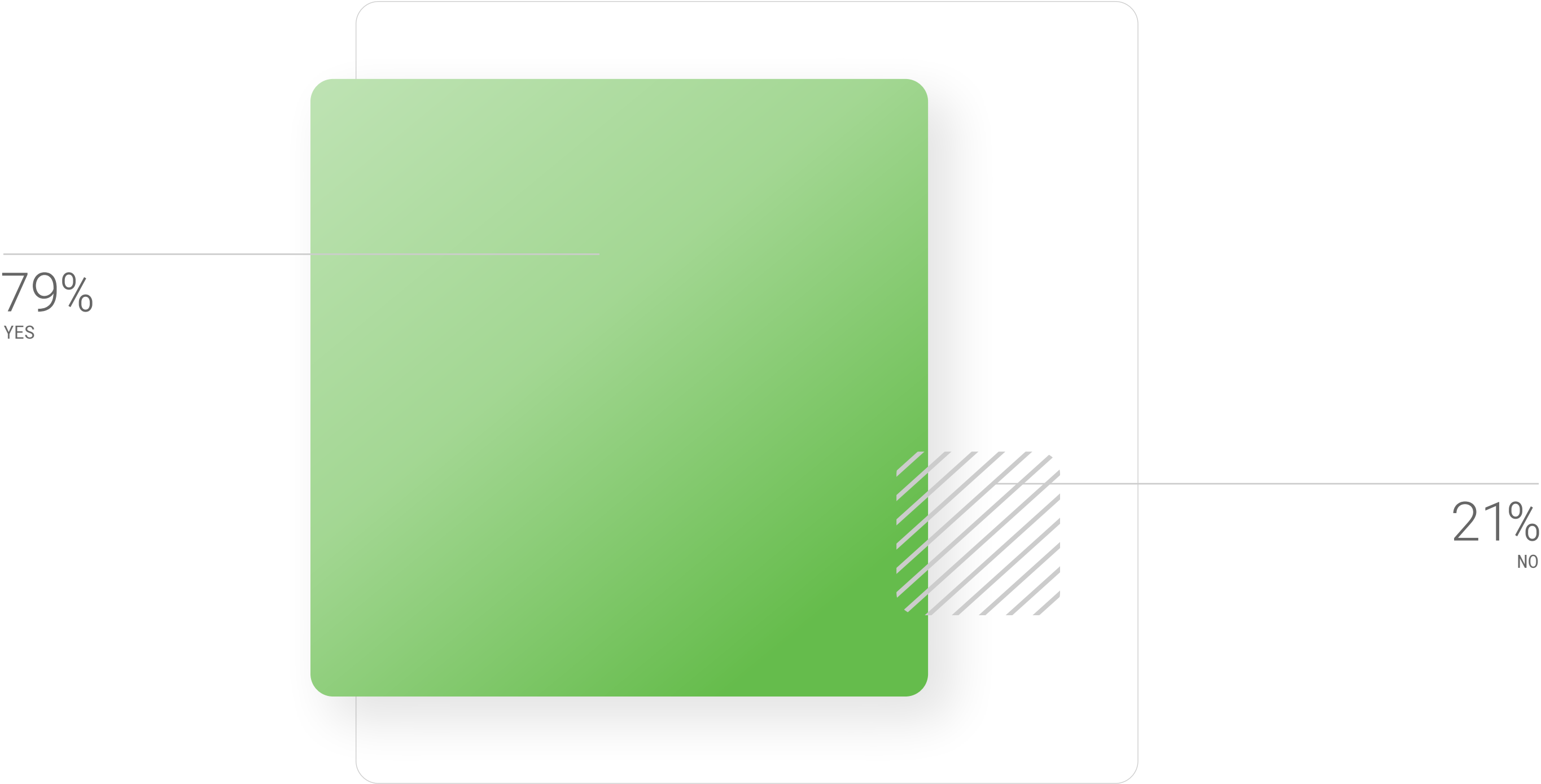
INCREASE FROM 2021

+11%

We have seen an 11% increase in targets met over last year's report, with close to 80% of respondents meeting their targets.

HISTORIC DATA

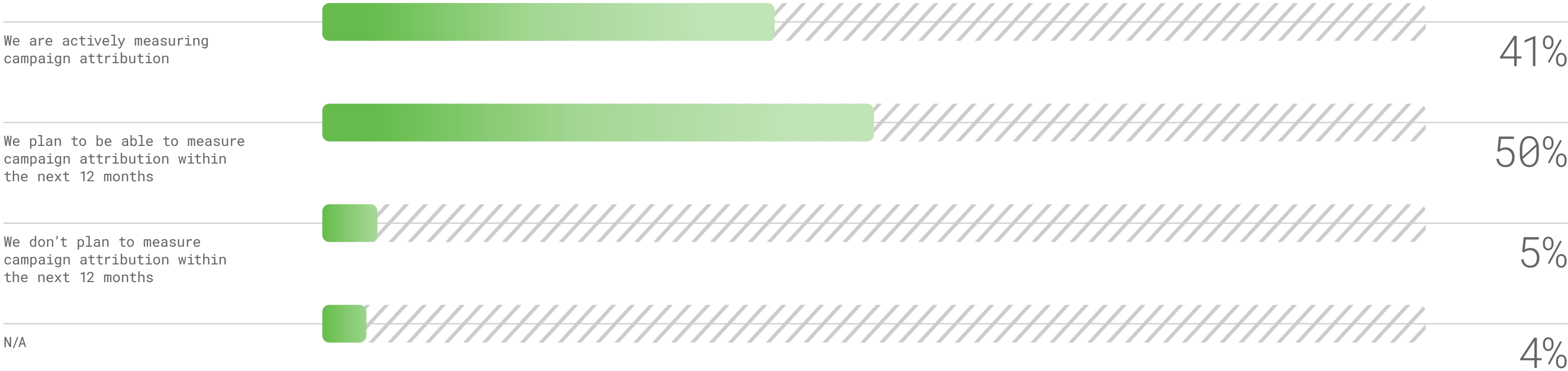|	Yes	No
YEAR		
2021	68%	32%
2020	71%	29%
2019	59%	41%
2018	75%	25%

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

We are actively measuring campaign attribution

41%

We plan to be able to measure campaign attribution within the next 12 months

50%

We don't plan to measure campaign attribution within the next 12 months

5%

N/A

4%

50%

We believe this is a really important area for growth in 2022, especially in light of marketing budgets being cut by over 40% in 2021 according to Gartner. Marketers must prove their contribution to revenue to drive increased budget allocation.

HISTORIC DATA

YEAR	We are actively measuring campaign attribution	We plan to be able to measure campaign attribution within the next 12 months	We don't plan to measure campaign attribution within the next 12 months	N/A
2021	58%	38%	0%	4%
2020	51%	31%	10%	8%
2019	52%	40%	n/a	8%
2018	64%	30%	2%	4%

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

First Touch

Last Touch

Multi-Touch

40%

43%

44%
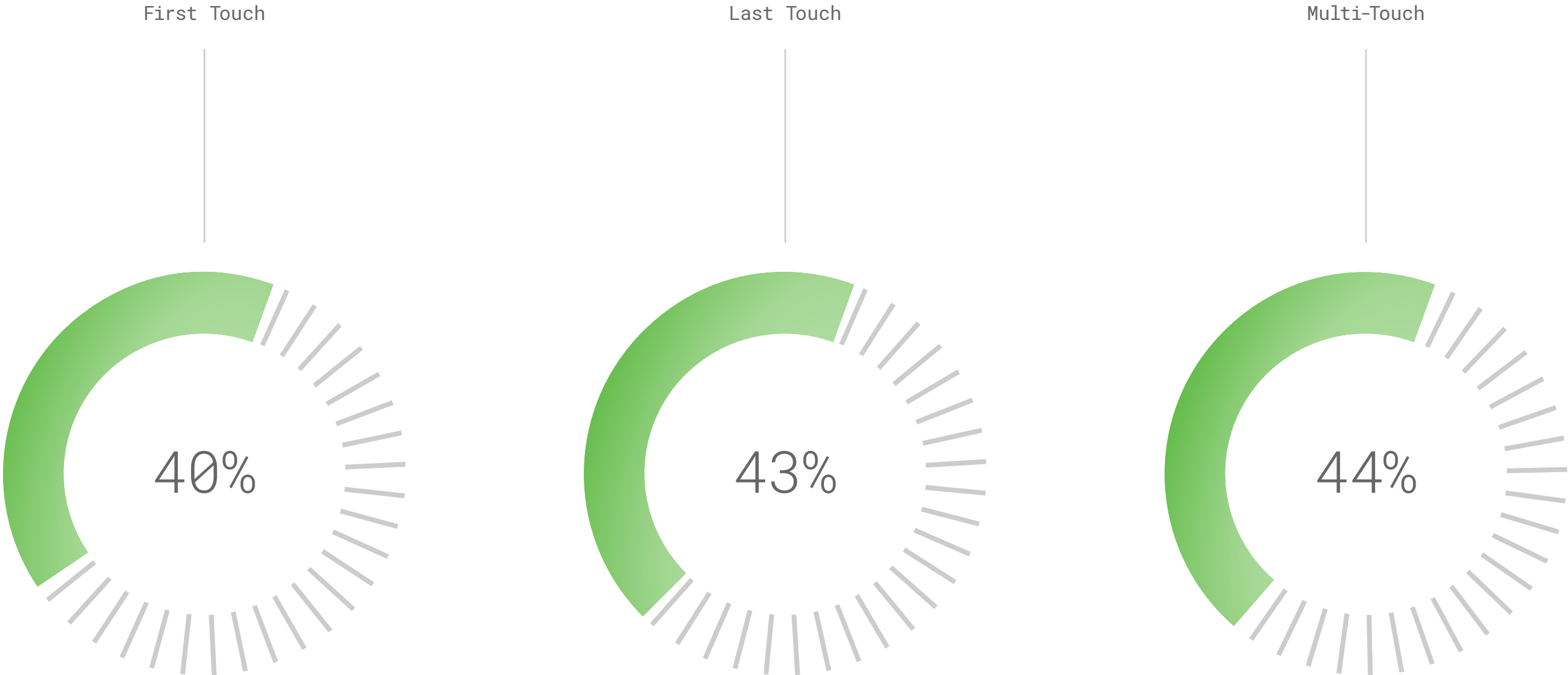
MOST COMMON
Multi-Touch

LEAST COMMON
First Touch

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

HISTORIC DATA

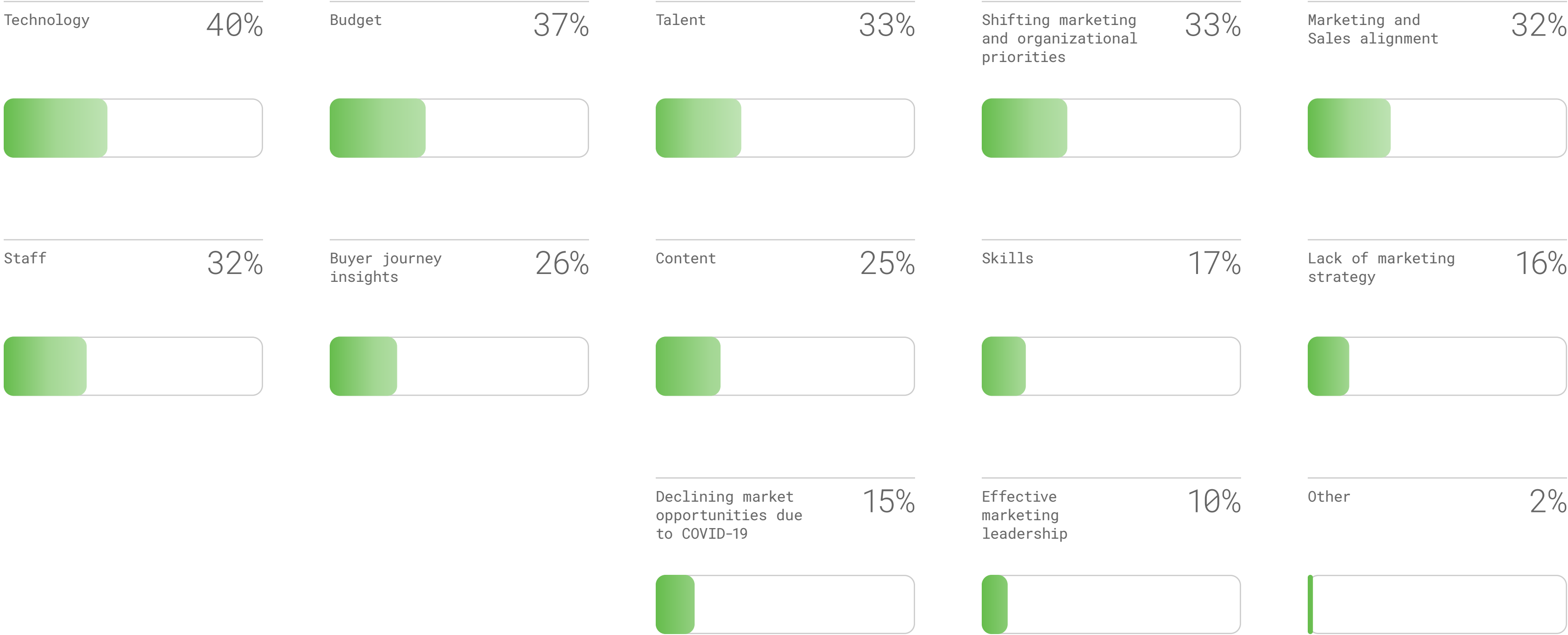| YEAR	First Touch	Last Touch	Multi-Touch
2021	53%	43%	59%

What are your main barriers to driving pipeline and revenue?

| Technology | 40% | Budget | 37% | Talent | 33% | Shifting marketing and organizational priorities | 33% | Marketing and Sales alignment | 32% |

| Staff | 32% | Buyer journey insights | 26% | Content | 25% | Skills | 17% | Lack of marketing strategy | 16% |

| Declining market opportunities due to COVID-19 | 15% | Effective marketing leadership | 10% | Other | 2% |

BIGGEST BARRIER
Technology

SECOND BIGGEST BARRIER
Budget

40% of respondents identified technology as being a barrier to driving pipeline and revenue, an increase of 9% from the previous year. Budget dropped to the second this year - from almost 50% in 2021 to 37% in 2022.

HISTORIC DATA

YEAR	Budget	Talent	Staff	Technology	Marketing and Sales alignment	Content	Skills	Buyer journey insights	Shifting marketing and organizational priorities	Lack of marketing strategy	Effective marketing leadership	Declining market opportunities due to COVID-19	Other
2021	49%	25%	28%	31%	43%	19%	9%	34%	34%	9%	9%	22%	14%
2020	21%	37%	36%	31%	38%	30%	27%	35%	34%	13%	n/a	n/a	n/a
2019	43%	n/a	n/a	35%	41%	33%	n/a	35%	n/a	n/a	n/a	12%	n/a
2018	37%	n/a	n/a	33%	47%	39%	n/a	45%	n/a	n/a	n/a	n/a	16%

What are your top 3 areas of marketing spend today?

2022

Area	%
Content creation	44%
Webinars	37%
SEO and SEM	32%
Marketing technology services	31%
MarTech tools	26%
Events	23%
Email	21%
Content syndication	21%

Area	%
Display ads/ retargeting	20%
Paid social	16%
Strategy services	12%
PR	10%
ABM initiatives	8%
Direct mail	5%
Other	3%

TOP 3 AREAS

01. Content Creation
02. Webinars
03. SEO and SEM

This year content creation jumped 12% to become the top area of marketing spend, with webinars second, and SEO and SEM in third place.

Technology was cited as the #1 barrier to driving pipeline and revenue yet it is only the #4 priority in terms of spending. Conversely, content is the #1 budget priority, yet it is only the 8th biggest barrier to driving pipeline and revenue.

HISTORIC DATA

YEAR	Events	Webinars	Email	SEO and SEM	Content creation	Content syndication	PR	Strategy services	Marketing technology services	MarTech tools	Paid social	Direct mail	Display ads/ retargeting	ABM initiatives	Other
2021	29%	28%	26%	41%	32%	7%	16%	10%	19%	32%	24%	1%	32%	22%	1%

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

2022

42%	35%	35%	31%	30%	23%	17%	13%	10%	9%	6%	1%
Social Media	Email	Live/ Virtual Events	Webinars	SEO and SEM	Videos	Interactive Content	Whitepapers	Infographics	Content Syndication	PR	Press Articles
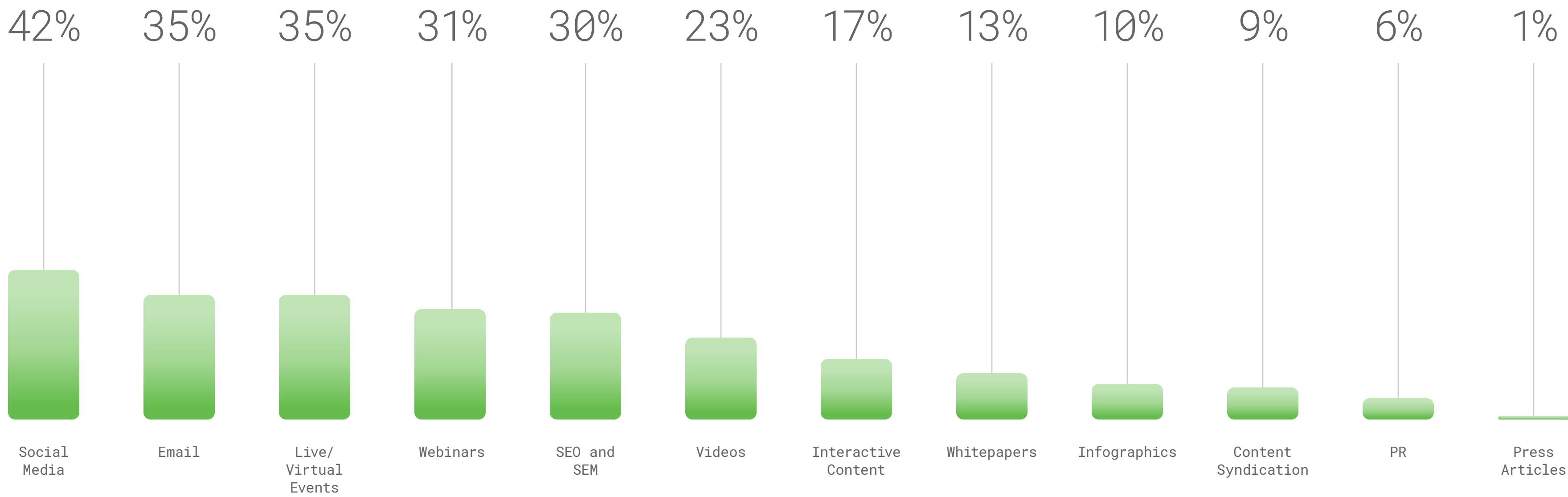
MOST SUCCESSFUL TACTIC — 2022
Social Media

MOST SUCCESSFUL TACTIC — 2021
SEO and SEM

Last year there was an emphasis on SEO and SEM, while this year it dropped by almost 20%. Social media has climbed 7% to be the most successful tactic to generate quality leads at the top of the funnel.

Both webinars and live virtual events were not as successful as last year for top of funnel. This could be due to the fact that webinar fatigue has risen during this pandemic, coupled with the fact that the pandemic has conditioned us to demand information instantly.

HISTORIC DATA

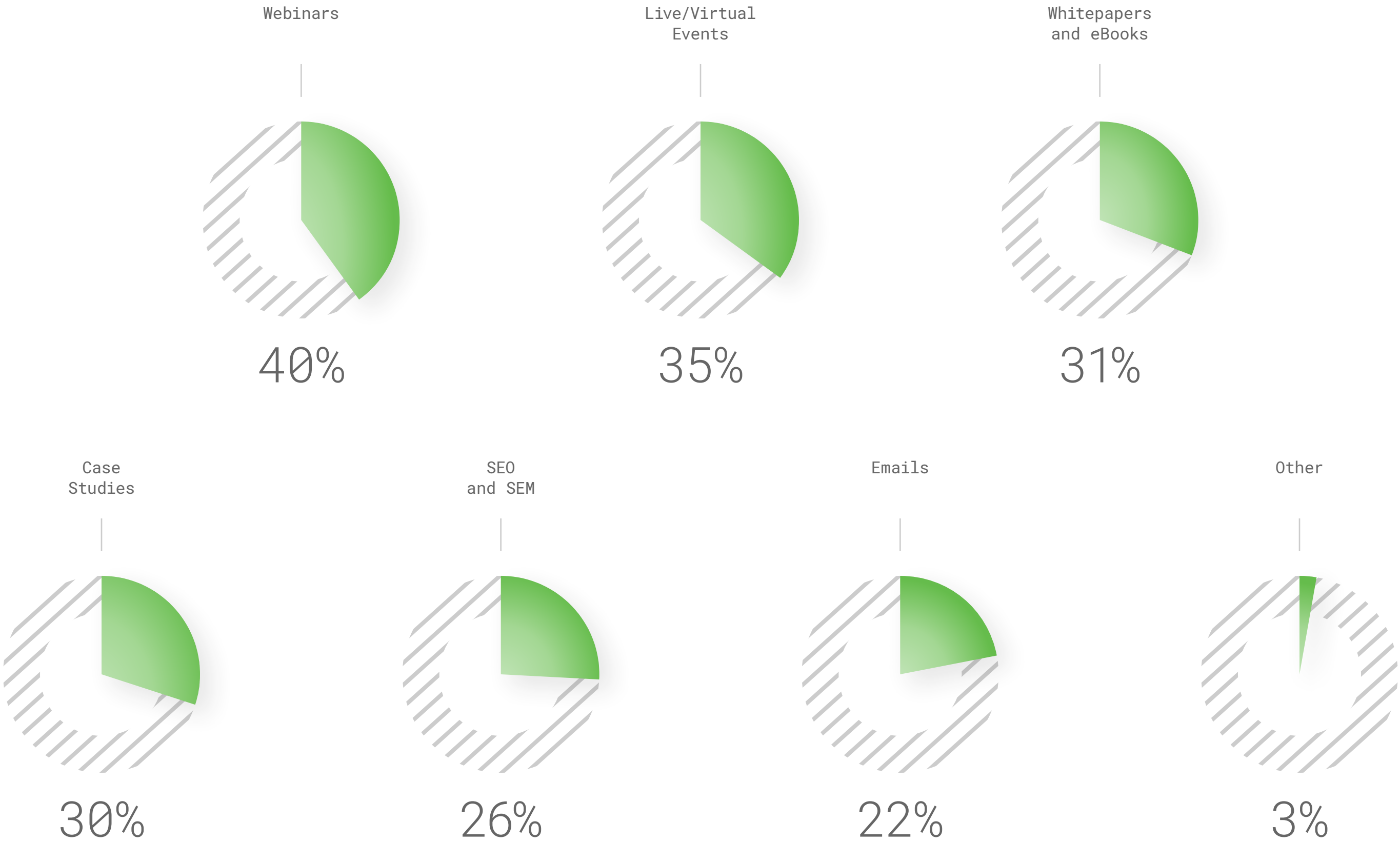| YEAR	Videos	Infographics	Social Media	Email	Live/Virtual Events	Webinars	Interactive Content	SEO and SEM	PR	Whitepapers	Content Syndication	Press Articles
2021	29%	6%	35%	26%	45%	43%	10%	51%	9%	13%	10%	12%
2020	7%	7%	9%	15%	17%	16%	4%	10%	4%	5%	6%	n/a
2019	10%	8%	14%	18%	27%	21%	6%	20%	n/a	n/a	n/a	n/a
2018	5%	3%	13%	31%	23%	20%	5%	30%	n/a	n/a	n/a	n/a

2022

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

Webinars

40%

Live/Virtual Events

35%

Whitepapers and eBooks

31%

Case Studies

30%

SEO and SEM

26%

Emails

22%

Other

3%

MOST SUCCESSFUL
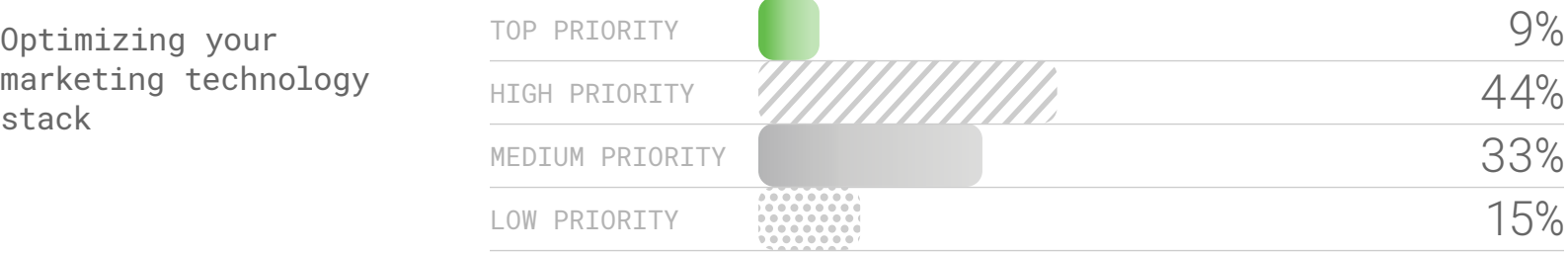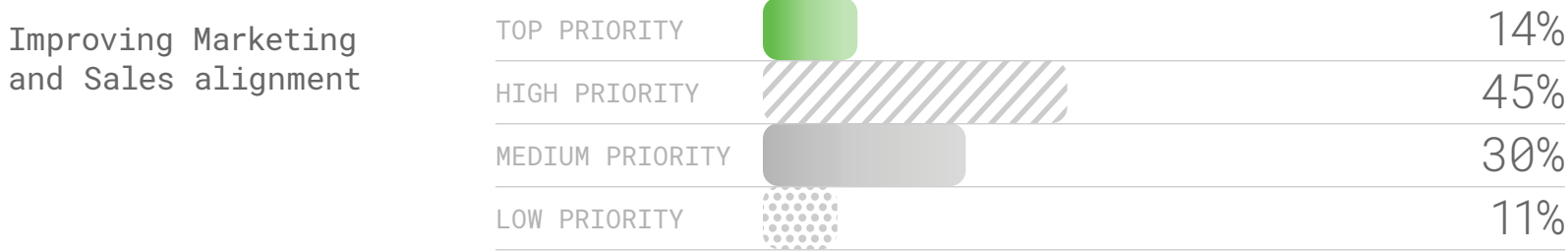Webinars

SECOND MOST SUCCESSFUL
Events

HISTORIC DATA

YEAR	Whitepapers and eBooks	Live/Virtual Events	Webinars	Case Studies	SEO and SEM	Emails	Other
2021	28%	44%	59%	35%	24%	38%	3%
2020	13%	20%	26%	12%	10%	16%	2%
2019	17%	28%	10%	20%	8%	16%	5%
2018	16%	10%	21%	10%	7%	26%	7%

# Rate your organization's revenue marketing priorities this year:

2022

Improving conversion rates through nurturing the middle/bottom of the funnel

TOP PRIORITY	18%
HIGH PRIORITY	40%
MEDIUM PRIORITY	33%
LOW PRIORITY	8%

Generating increased lead volume at the top of the funnel

TOP PRIORITY	17%
HIGH PRIORITY	34%
MEDIUM PRIORITY	43%
LOW PRIORITY	6%

Focus on lead quality over lead quantity

TOP PRIORITY	14%
HIGH PRIORITY	40%
MEDIUM PRIORITY	31%
LOW PRIORITY	7%

Improving Marketing and Sales alignment

TOP PRIORITY	14%
HIGH PRIORITY	45%
MEDIUM PRIORITY	30%
LOW PRIORITY	11%

Marketing team effectiveness and performance management

TOP PRIORITY	14%
HIGH PRIORITY	42%
MEDIUM PRIORITY	32%
LOW PRIORITY	12%

Building or buying the right content

TOP PRIORITY	13%
HIGH PRIORITY	40%
MEDIUM PRIORITY	40%
LOW PRIORITY	6%

Executing ABM strategies and tactics

TOP PRIORITY	13%
HIGH PRIORITY	35%
MEDIUM PRIORITY	38%
LOW PRIORITY	14%

Improving insights into buyer journey/ buyer personas

TOP PRIORITY	13%
HIGH PRIORITY	34%
MEDIUM PRIORITY	42%
LOW PRIORITY	11%

Improving your ability to measure and analyze marketing impact

TOP PRIORITY	12%
HIGH PRIORITY	41%
MEDIUM PRIORITY	28%
LOW PRIORITY	11%

Optimizing your marketing technology stack

TOP PRIORITY	9%
HIGH PRIORITY	44%
MEDIUM PRIORITY	33%
LOW PRIORITY	15%

TOP PRIORITY

Improving conversion rates through nurturing the middle/bottom of the funnel

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HISTORIC DATA

PRIORITIES - 2021

	Generating increased lead volume at the top of the funnel	Focus on lead quality over lead quantity	Improving conversion rates through nurturing the middle/bottom of the funnel	Building or buying the right content	Improving your ability to measure and analyze marketing impact	Improving marketing and sales alignment	Optimizing your marketing technology stack	Improving insights into buyer journey/buyer personas	Executing ABM strategies and tactics	Marketing team effectiveness and performance management
TOP	18%	21%	5%	9%	9%	6%	6%	6%	5%	7%
HIGH	41%	55%	58%	43%	48%	35%	29%	49%	45%	38%
MEDIUM	29%	16%	28%	34%	34%	42%	47%	33%	28%	41%
LOW	12%	8%	9%	14%	9%	17%	18%	12%	22%	14%

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

2022

41%
YES

59%
NO
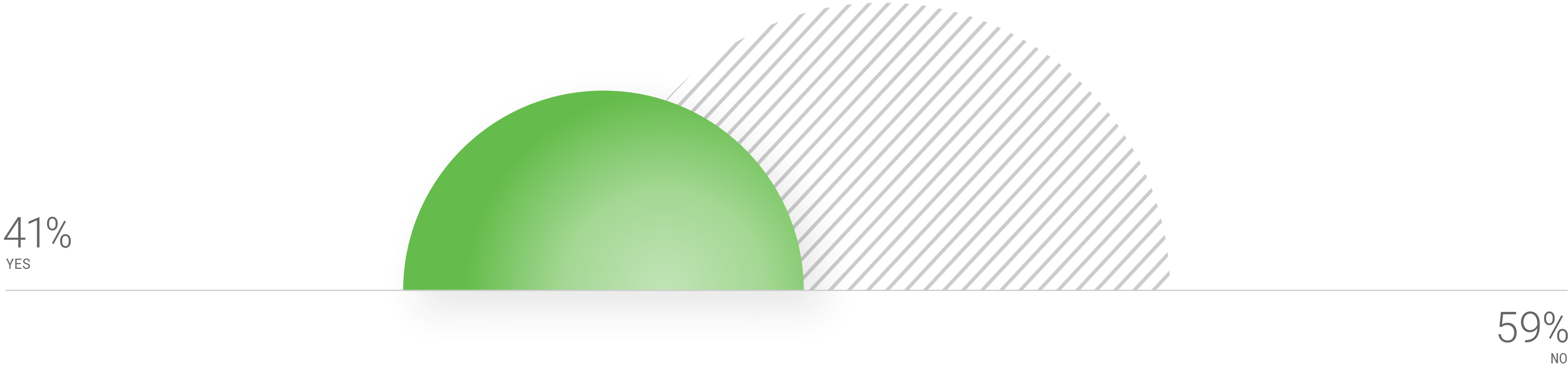
INCREASE FROM 2021

+23%

We've seen a big increase in marketers using AI tools to plan and execute their marketing programs.

As predicted last year, we have already seen a wider adoption of AI tools with the digital surge and the emergence of leaner marketing teams as a result of the pandemic.

HISTORIC DATA

YEAR	Yes		No	
2021	18%		82%	
2020	17%		83%	
2019	22%		78%	

Are you executing ABM programs?

72%
YES

28%
NO

INCREASE FROM 2021

+10%

We saw an increase of 10% over last year in the execution of ABM programs.

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.

HISTORIC DATA

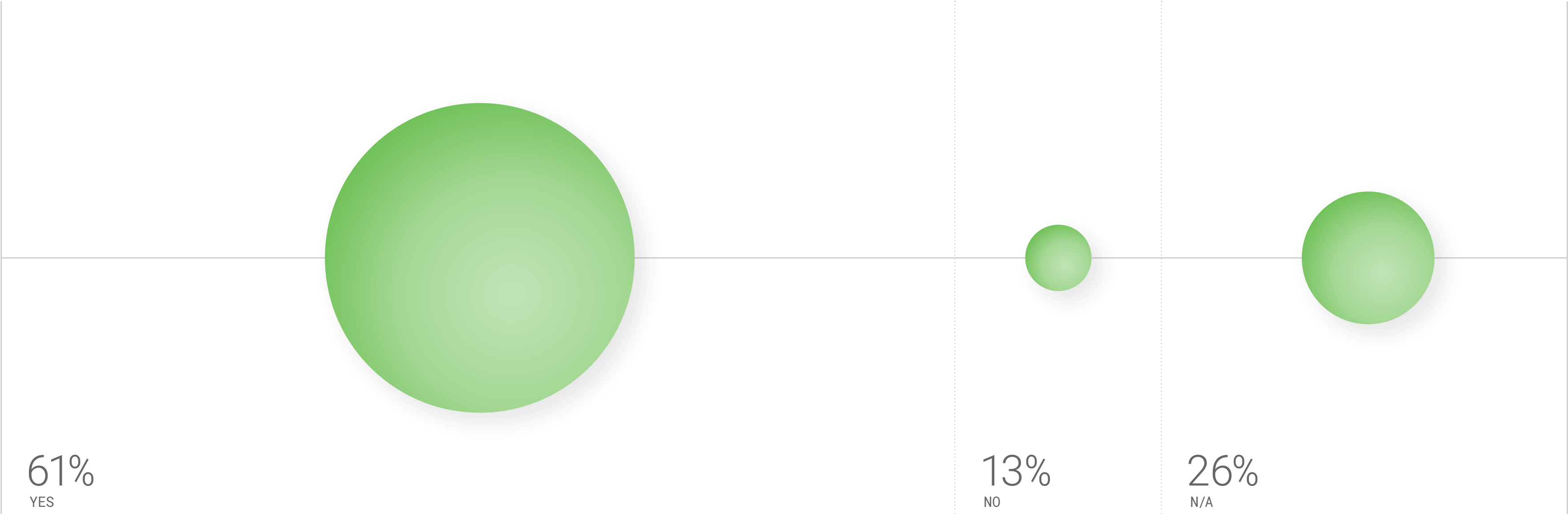|	Yes	No
YEAR		
2021	62%	38%
2020	48%	52%
2019	65%	35%

Which ABM technology are you using?

DemandBase	Engagio	Marketo	Terminus	Other	N/A
18%	12%	16%	23%	19%	12%
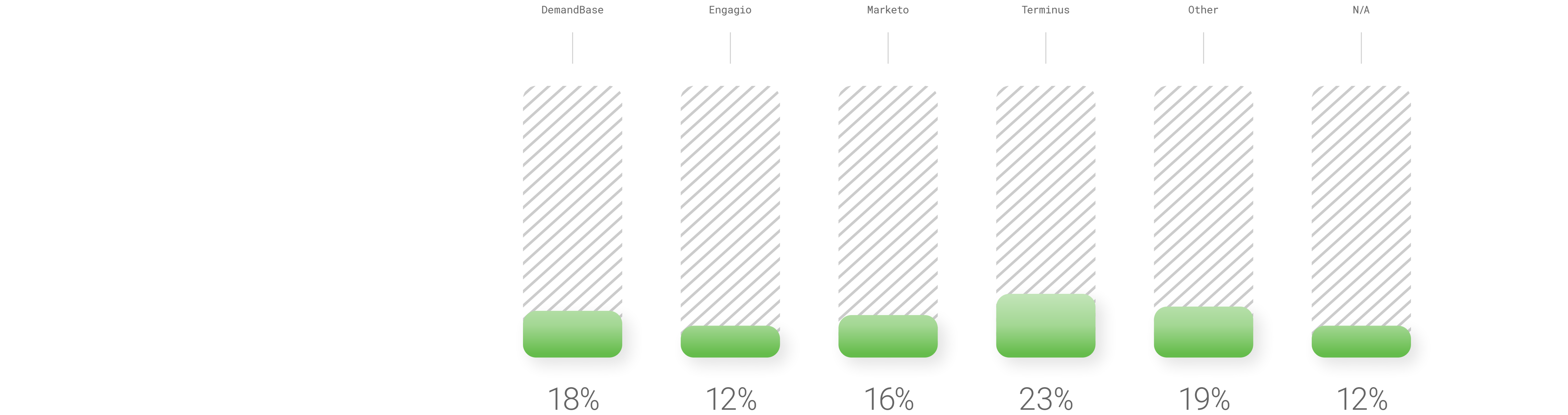
LEADING ABM PLATFORM

Terminus

HISTORIC DATA

YEAR	DemandBase	Engagio	Marketo	Terminus	Other	N/A
2021	11%	6%	19%	8%	19%	37%
2020	4%	10%	15%	7%	10%	39%
2019	9%	7%	29%	0%	24%	31%

Have you seen a positive ROI from your ABM efforts?

61%
YES

13%
NO

26%
N/A

POSITIVE ROI FROM ABM

61%

COMPARED TO 2021

+12%

More than half of respondents (61%) have seen positive ROI results from their ABM initiatives.
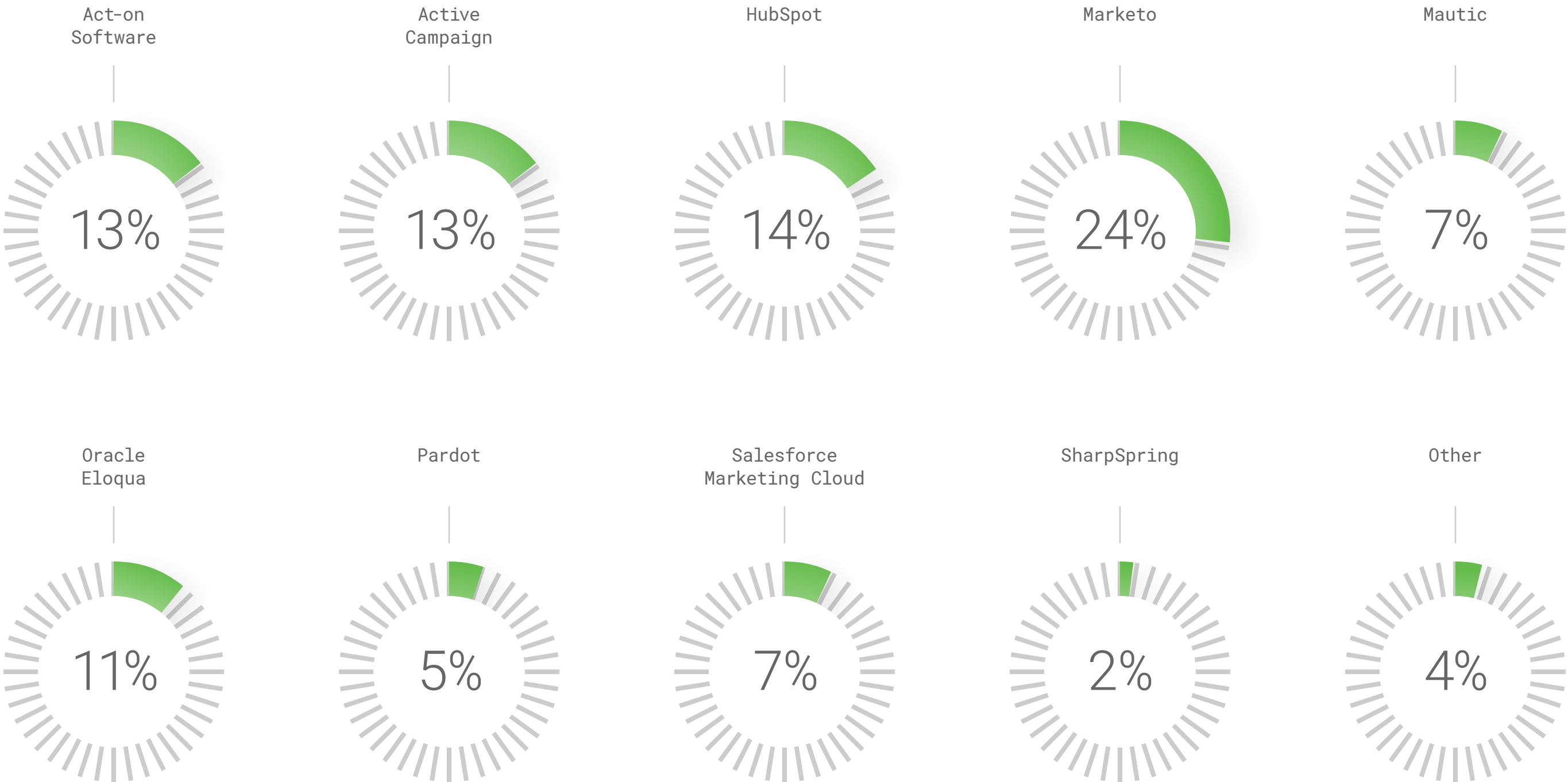
Achieving a positive ROI from ABM means that marketers have well-orchestrated goals and SLAs with sales, they know which type of ABM campaign they should be running (1:1, 1:few, 1:many), and they organize their ABM plays around their buying groups. We would love to see this number continue to grow year over year.

HISTORIC DATA

YEAR	Yes	No	N/A
2021	49%	9%	42%
2020	25%	35%	40%

Which Marketing Automation Platform are you using?

Act-on Software	Active Campaign	HubSpot	Marketo	Mautic
13%	13%	14%	24%	7%

Oracle Eloqua	Pardot	Salesforce Marketing Cloud	SharpSpring	Other
11%	5%	7%	2%	4%

LEADING ABM PLATFORM

Marketo

SECOND HIGHEST LEADING ABM PLATFORM

HubSpot

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.

HISTORIC DATA

YEAR	Act-on Software	Active Campaign	HubSpot	Marketo	Mautic	Oracle Eloqua	Pardot	Salesforce Marketing Cloud	SharpSpring	Other
2021	3%	5%	21%	41%	2%	9%	11%	3%	n/a	6%
2020	n/a	3%	13%	42%	3%	7%	15%	4%	n/a	9%
2019	n/a	n/a	23%	44%	n/a	17%	6%	4%	n/a	6%

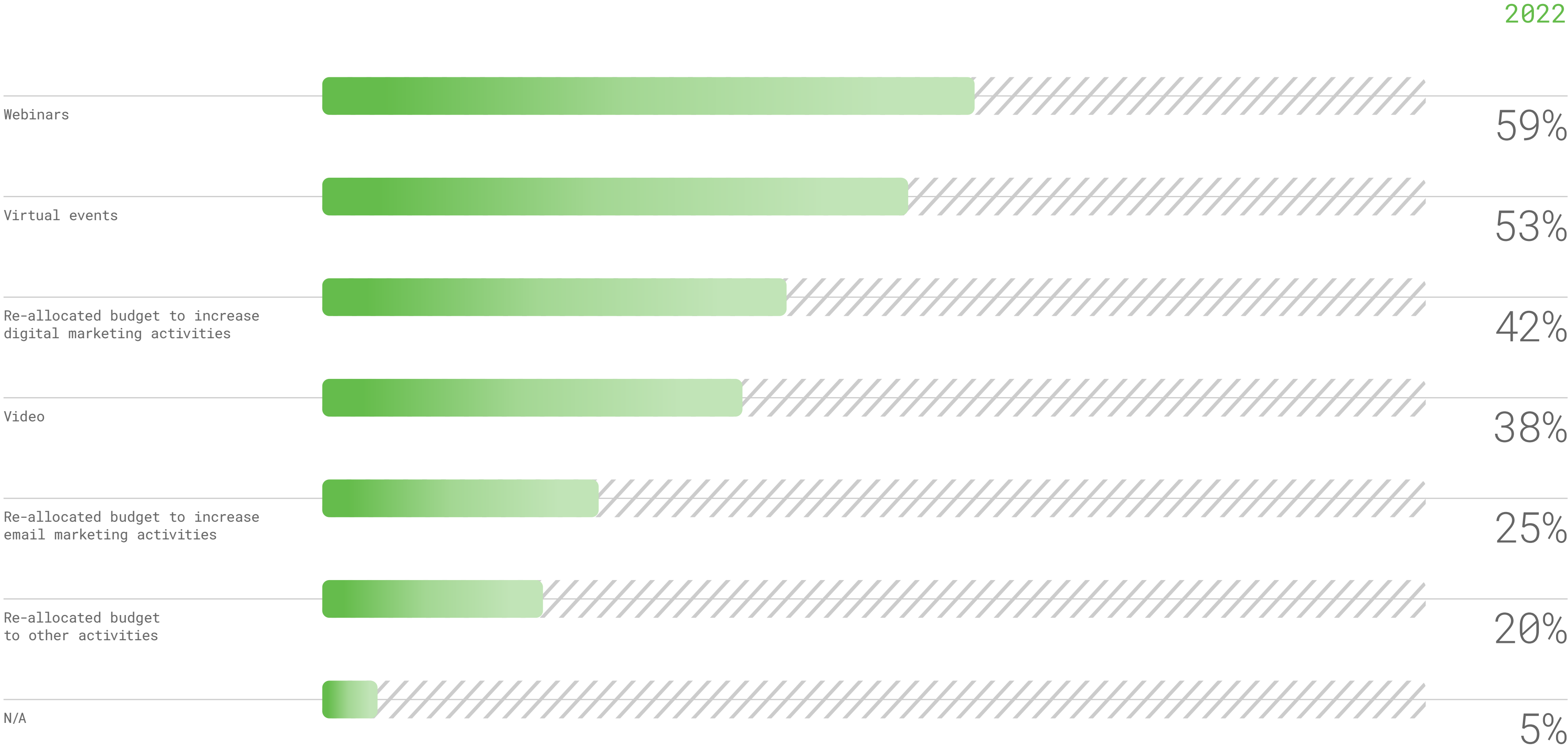# How did you replace your events in 2021?

Respondents were asked to select their top three choices.

2022

Webinars — **59%**

Virtual events — **53%**

Re-allocated budget to increase digital marketing activities — **42%**

Video — **38%**

Re-allocated budget to increase email marketing activities — **25%**

Re-allocated budget to other activities — **20%**

N/A — **5%**

TOP CHOICE
Webinars

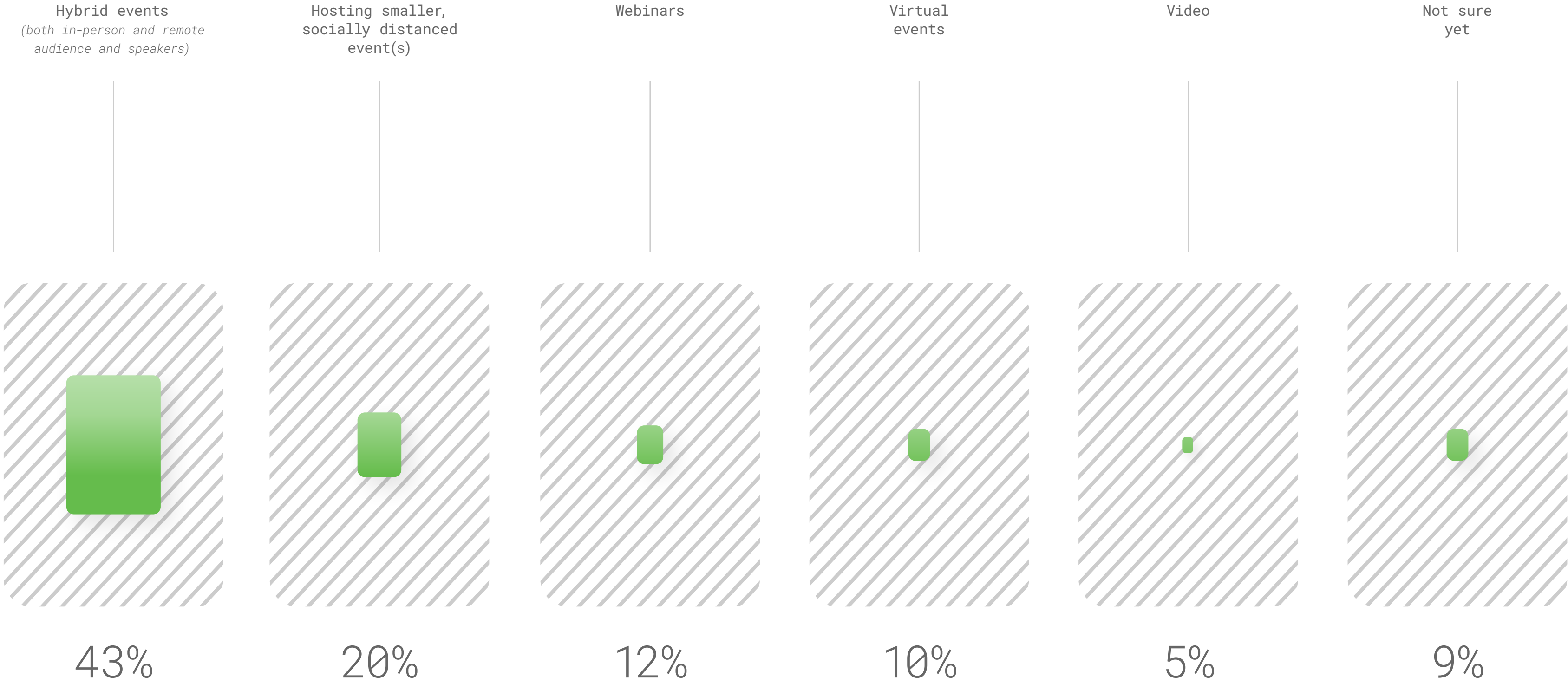SECOND CHOICE
Virtual Events

HISTORIC DATA

YEAR	Virtual events	Webinars	Video	Re-allocated budget to increase email marketing activities	Re-allocated budget to increase digital marketing activities	Re-allocated budget to other activities	N/A
2021	68%	78%	n/a	16%	46%	19%	6%

How are you planning to host events in 2022?

2022

Hybrid events
(both in-person and remote audience and speakers)

Hosting smaller, socially distanced event(s)

Webinars

Virtual events

Video

Not sure yet

43%　　**20%**　　**12%**　　**10%**　　**5%**　　**9%**

TOP CHOICE
Hybrid Events

SECOND CHOICE
Smaller Events

With the pandemic restrictions beginning to ease, it is no surprise that hybrid events is in the number one spot.

HISTORIC DATA

YEAR	Hosting smaller, socially distanced event(s)	Hybrid events *(both in-person and remote audience and speakers)*	Virtual events	Webinars	Video	Not sure yet
2021	3%	12%	50%	17%	3%	15%

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.

ABOUT DEMAND SPRING

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

demand spring