demand
spring

2023

Revenue Marketing
B2B Benchmark Report

Demand Spring's Revenue Marketing B2B Benchmark Report reaches its 6th year as Revenue Marketing gains momentum.

Greetings Marketers,

Every year that we publish our Revenue Marketing B2B Benchmark Report, the results get more and more interesting. With 6 years of rich data from almost 1,000 marketers, we are able to look back and reflect on trends that have shaped revenue marketing, fads that have waned, and marketing practices that have evolved and endured.

One consistent trend has been notable over the last 6 years: pipeline and revenue expectations continue to grow YOY. This year, twice as many respondents report that marketing is responsible for generating >40% of their organization's revenue targets. With these clear but lofty expectations, marketers must pursue continuous improvement, devising new ways of working and leveraging technology to demonstrate quantifiable returns.

As we face economic uncertainty, it's not a surprise that Revenue Marketing is serving an increasingly important function in marketing. A well-defined measurement strategy backed by trusted data that shows clear ROMI is imperative to the success of marketers and organizations.

This year's report provides a snapshot of our collective outlook on Revenue Marketing in 2023 and is based on 100 responses from marketers across North America. These respondents cover a diverse set of B2B companies across industries and company size and a variety of roles across Revenue Marketing, with nearly 50% of responses coming from marketing executives. This report will provide you with valuable insights as you validate your marketing plans and compare your perspective to that of your peers.

The coming year is sure to prove interesting and filled with opportunities to optimize and thrive. I look forward to sharing our report in 2024, as we continue to see increased demands on revenue marketers to deliver results while navigating new disrupters like AI.
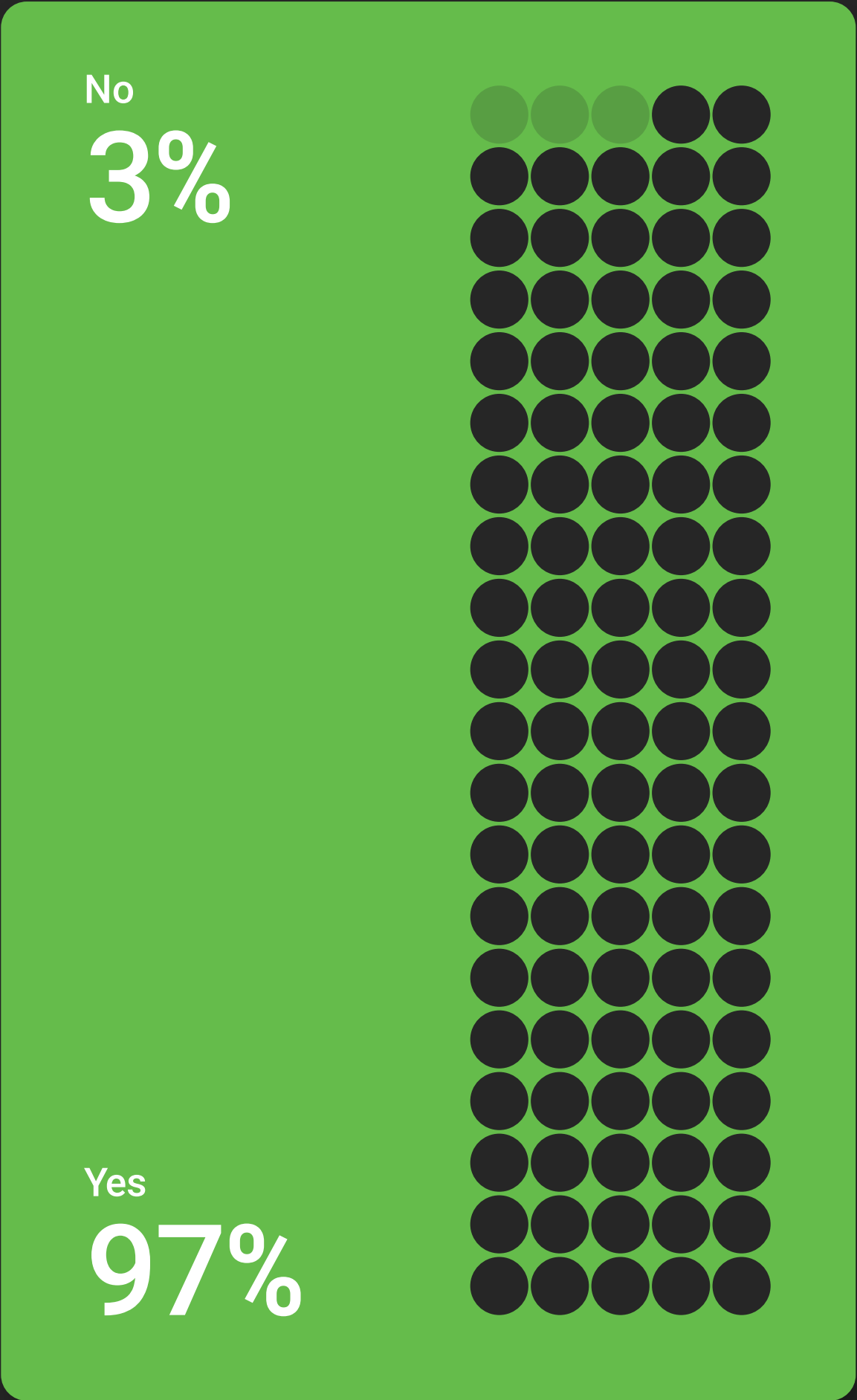
Regards,

Matt Roberts, CEO

Familiarity with the term "Revenue Marketing"

Understanding of the term "Revenue Marketing" has grown by 33% since we launched this survey in 2018.

No
3%

Yes
97%

Respondents defined Revenue Marketing as:

Revenue generation through data-driven marketing

Respondents stressed the importance of using data and analytics to develop targeted campaigns, and measure the impact of marketing efforts on revenue generation.

Alignment of marketing with revenue goals

Respondents associated Revenue Marketing with the strategic approach of aligning marketing activities with revenue generation goals. This involves creating and executing marketing campaigns that are tailored to drive leads, increase customer acquisition, and retain customers.

Integration of sales and marketing

Respondents underscored the importance of collaboration between sales and marketing teams. The objective is to create a predictable, scalable, and repeatable process for generating revenue through coordinated marketing strategies.

Focus on revenue as the ultimate goal

Respondents defined the objective of Revenue Marketing as generating revenue through marketing efforts.

HISTORIC DATA

Yes

Year	Percentage
2022	91%
2021	88%
2020	80%
2019	76%
2018	64%
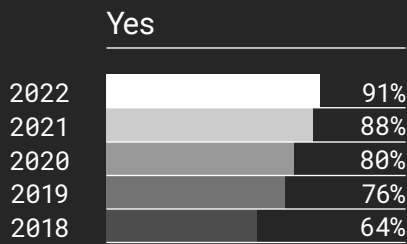
Revenue Marketing maturity

Almost half of the respondents rated their Revenue Marketing maturity as "moderate."

This is a positive sign, as it suggests that organizations have established some level of marketing maturity. However, it also indicates that there is ample opportunity for growth and improvement in developing more advanced Revenue Marketing strategies and tactics.

Moderately mature
46%

Lacking in maturity
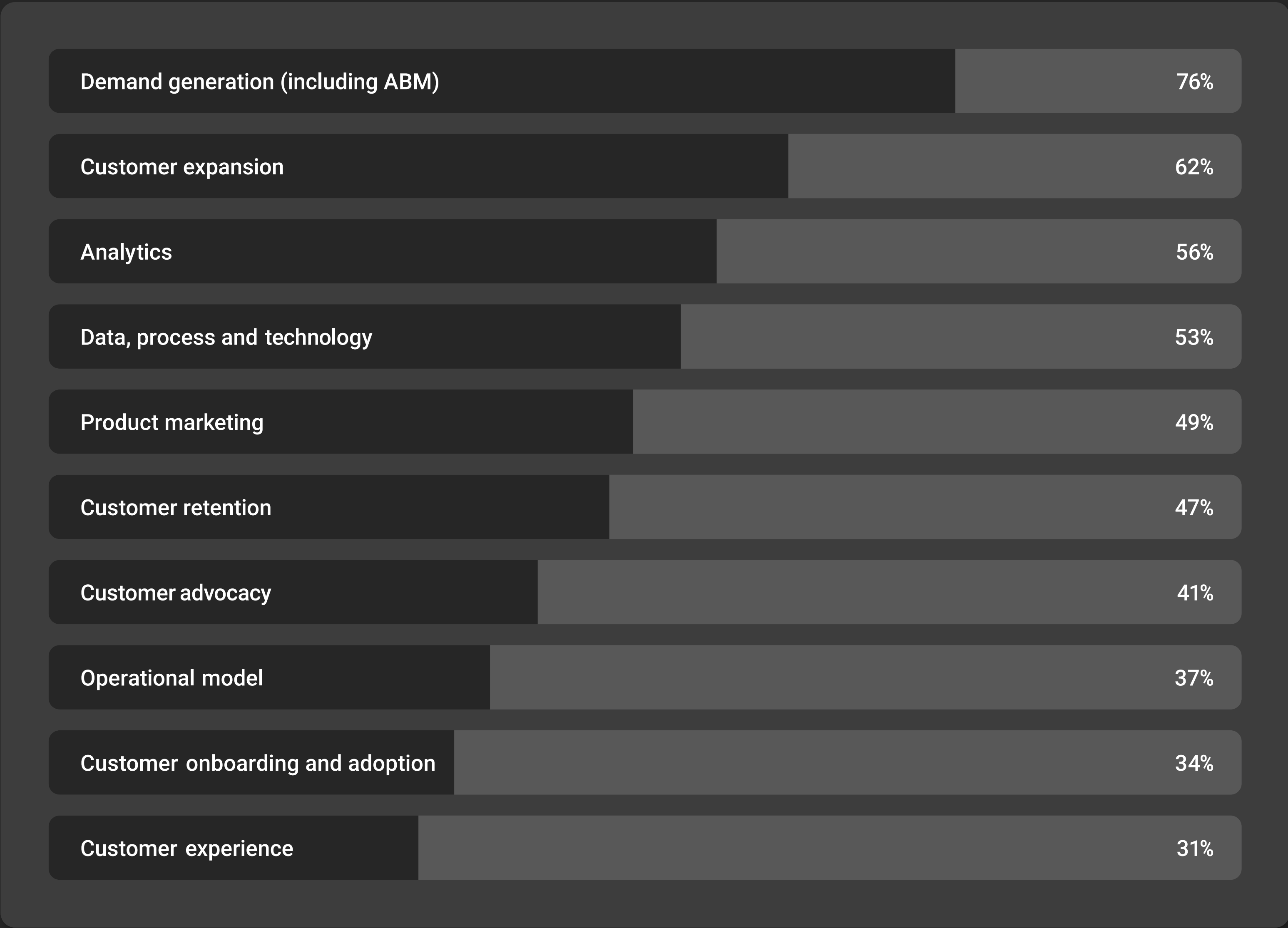**35%**

Very mature
19%

Marketing functions that are the responsibility of Revenue Marketing

Revenue Marketing is primarily responsible for Demand Generation.

Anticipating stricter procurement processes and budget cuts, organizations will likely focus on acquiring new customers to offset the potential loss of existing ones.

Our survey results suggest marketers also recognize the value of customer expansion, which is the second highest area of responsibility for Revenue Marketing. Upselling and cross-selling to existing customers is often more cost-efficient than acquiring new ones, and customer expansion campaigns are more expedient when resources are under heavy scrutiny. Achieving higher ROI as cost-efficiently as possible is a top priority for resource-strapped marketers.

Revenue Marketing's third most important function is analytics. A robust analytics function with the right technology in place provides marketers with actionable insights into customer behavior, preferences, and needs. These insights enable marketers to tailor their strategies and campaigns to better meet those needs. Analytics also demonstrates ROI and the value of marketing efforts, which is critical to protecting marketing budgets in the current economic climate.

Function	%
Demand generation (including ABM)	76%
Customer expansion	62%
Analytics	56%
Data, process and technology	53%
Product marketing	49%
Customer retention	47%
Customer advocacy	41%
Operational model	37%
Customer onboarding and adoption	34%
Customer experience	31%

Aligning Revenue Marketing priorities with organizational goals

The majority of the respondents (85%) believe that their Revenue Marketing priorities are aligned with the short and long-term goals of their business, indicating that these marketers feel confident that their marketing strategies are contributing to the overall success of their business.
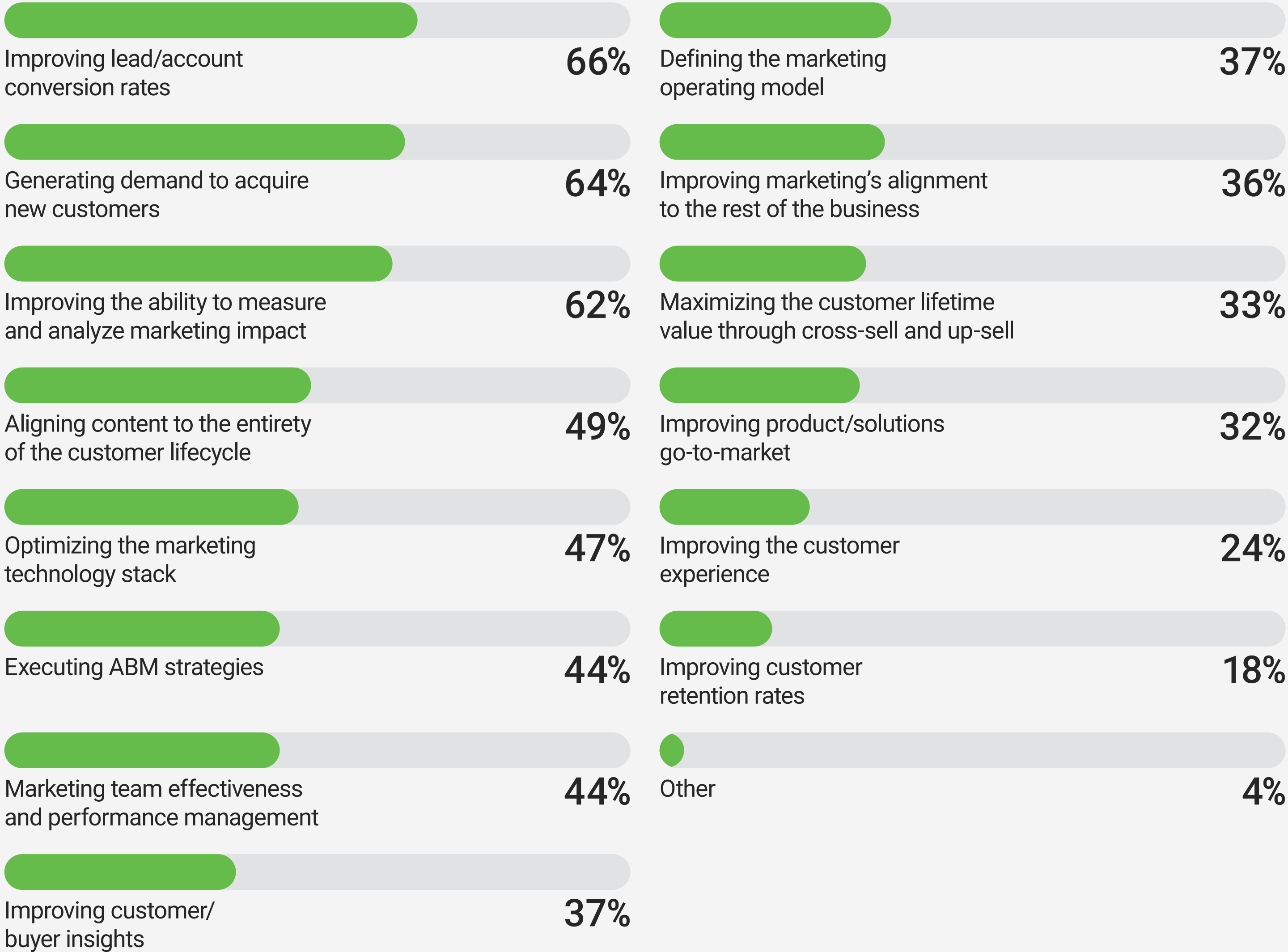
Yes

No

85%

15%
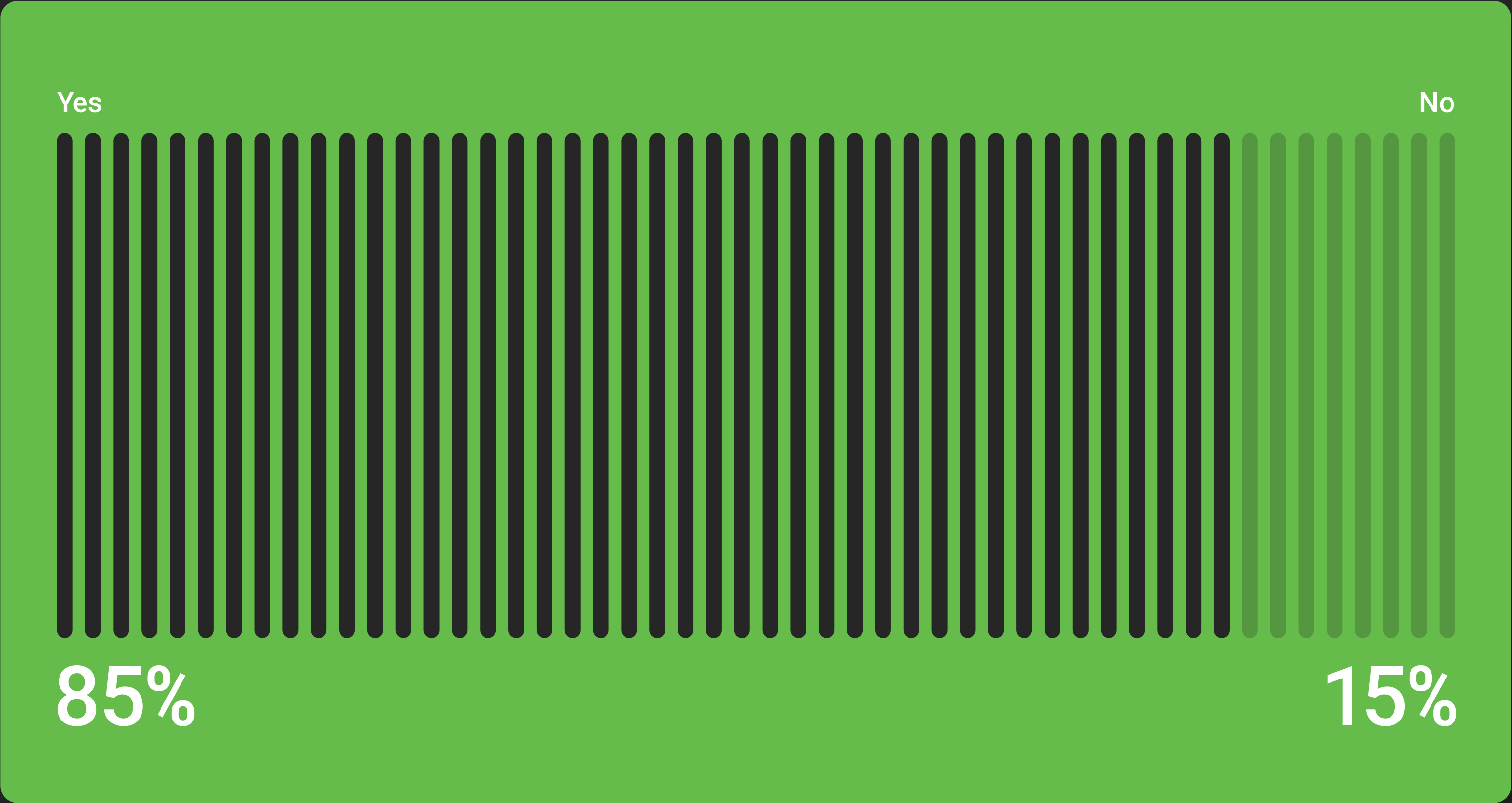
Revenue Marketing priorities

Our survey participants' top priority is to improve lead and account conversion rates.

This supports an earlier finding that demand generation is the top marketing function that Revenue Marketers are responsible for, as the success of demand generation efforts can significantly influence the effectiveness of the conversion stage. A robust demand generation campaign can result in more qualified leads, ultimately leading to more conversions.

Respondents' next priority is "improving the ability to measure and analyze marketing impact," followed closely by "generating demand to acquire new customers".

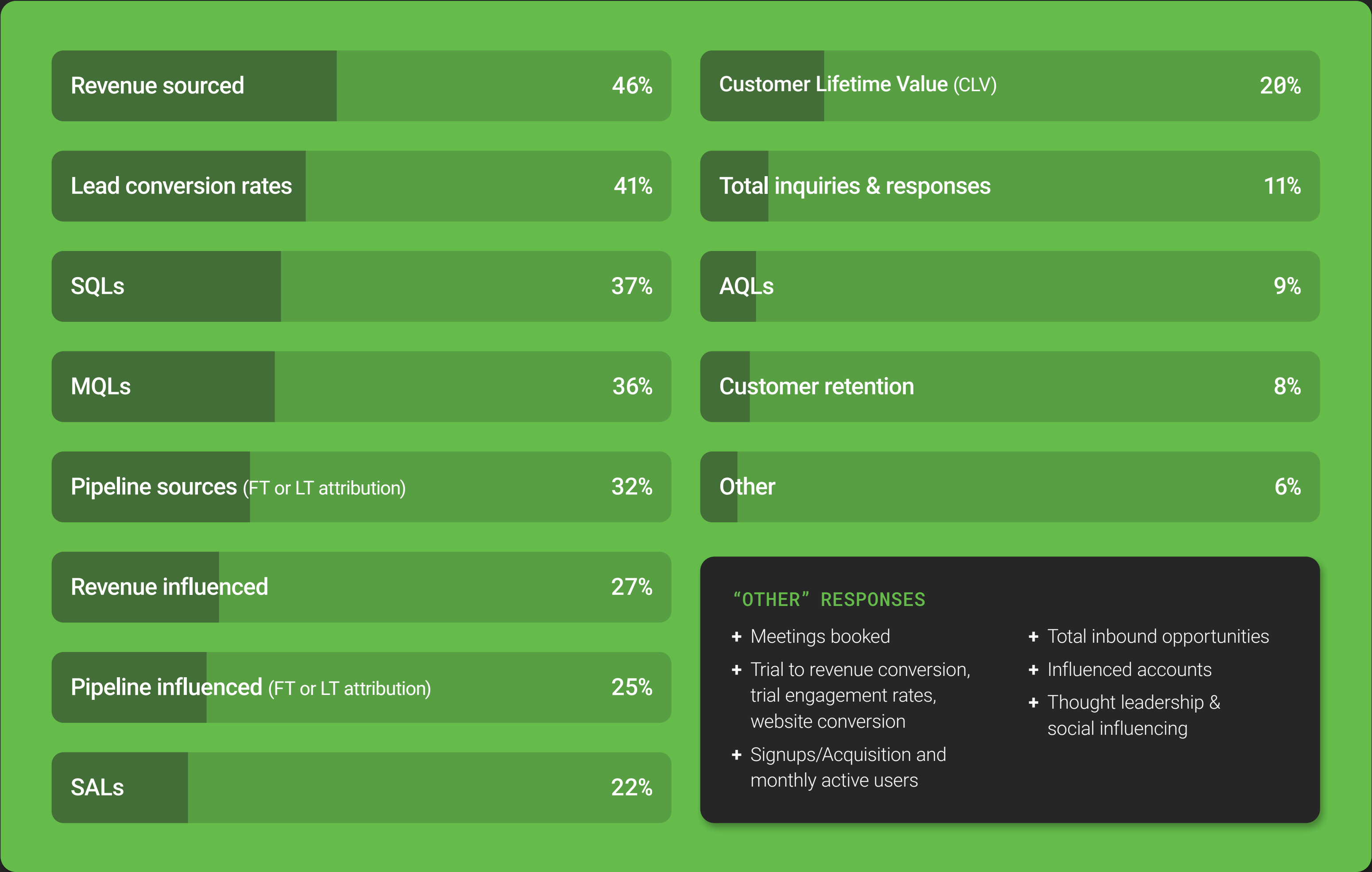| Priority	%
Improving lead/account conversion rates	66%
Generating demand to acquire new customers	64%
Improving the ability to measure and analyze marketing impact	62%
Aligning content to the entirety of the customer lifecycle	49%
Optimizing the marketing technology stack	47%
Executing ABM strategies	44%
Marketing team effectiveness and performance management	44%
Improving customer/ buyer insights	37%
Defining the marketing operating model	37%
Improving marketing's alignment to the rest of the business	36%
Maximizing the customer lifetime value through cross-sell and up-sell	33%
Improving product/solutions go-to-market	32%
Improving the customer experience	24%
Improving customer retention rates	18%
Other	4%

Primary Revenue Marketing metrics

Marketing's role has evolved from a "design and advertise" mission into a strategic, revenue-oriented function within organizations.

Our survey results serve as evidence of this progression, and we are thrilled to see "revenue sourced" as the top metric our respondents use to measure Revenue Marketing success.

The survey also reveals that SQLs and lead conversion rates are important metrics for measuring marketing's success. This indicates that respondents understand the significance of not just generating a high volume of leads, but also ensuring that those leads are of high quality and are more likely to convert.

Overall, these results support our earlier findings that organizations are adopting a data-driven approach to measuring marketing's effectiveness. The preferred metrics of Revenue Marketers are quantifiable and measurable, underscoring the importance of tracking and analyzing data to make informed decisions and improve marketing effectiveness.

Metric	%
Revenue sourced	46%
Lead conversion rates	41%
SQLs	37%
MQLs	36%
Pipeline sources (FT or LT attribution)	32%
Revenue influenced	27%
Pipeline influenced (FT or LT attribution)	25%
SALs	22%

Metric	%
Customer Lifetime Value (CLV)	20%
Total inquiries & responses	11%
AQLs	9%
Customer retention	8%
Other	6%

"OTHER" RESPONSES

+ Meetings booked
+ Trial to revenue conversion, trial engagement rates, website conversion
+ Signups/Acquisition and monthly active users
+ Total inbound opportunities
+ Influenced accounts
+ Thought leadership & social influencing

HISTORIC DATA

	Total inquiries	MQLs	SALs	SQLs	Pipeline initiated (FT or LT attribution)	Pipeline influenced (MT attribution)	Revenue	Lead conversion rate	SQLs
2022	40%	32%	18%	21%	38%	38%	54%	32%	3%
2021	26%	41%	22%	32%	29%	27%	53%	38%	18%
2020	19%	25%	25%	18%	–%	43%	51%	43%	3%
2019	22%	50%	16%	50%	–%	60%	72%	–%	16%
2018	46%	46%	13%	38%	–%	58%	65%	–%	17%

Top obstacles to Revenue Marketing success

Respondents cited a lack of marketing and sales alignment as the primary obstacle to Revenue Marketing success.

Marketing and sales teams often struggle to forge a productive, synergistic partnership. Making revenue and growth targets a shared responsibility for both teams can improve performance and create a more productive culture. Shared accountability for these targets leads to more effective collaboration and communication, and ultimately to higher conversions and improved customer experience.

Respondents also identified "poor data limiting marketing effectiveness" as the second obstacle to achieving Revenue Marketing success. Data-driven insights are essential for marketers to gain valuable information about customer behavior, preferences, and demographics, which can help them create targeted and contextually relevant campaigns. Inaccurate, incomplete, or outdated data can lead to misaligned campaigns reducing marketing efficacy and hindering success.

Obstacle	Percentage
Marketing and sales alignment	30%
Poor data limiting marketing	29%
Talent	27%
Budget	26%
Lack of a Revenue Marketing strategy	24%
Shifting marketing & org priorities	24%
Staff	23%
Technology	20%
Lack of skills	20%
Buyer insights	20%
Lack of customer-centric content	19%
Effective marketing leadership	19%
Marketing is not aligned with goals	4%
Other	8%

Marketers responsible for marketing-initiated pipeline

This year, the number of respondents who reported being responsible for initiating pipeline has reached an all-time high, further validating the recognition of marketing as a growth and revenue function within organizations.
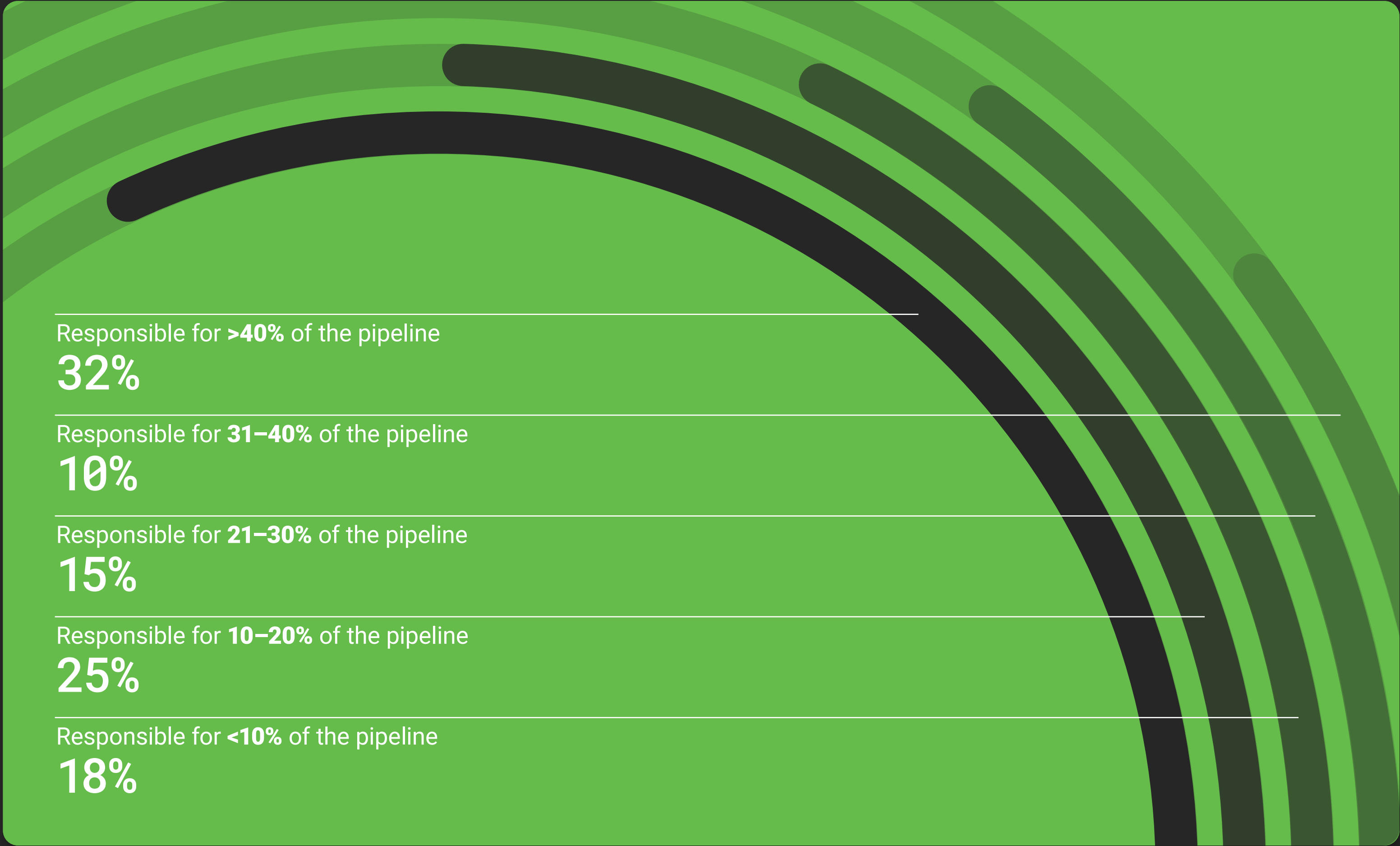
Yes
75%

No
25%
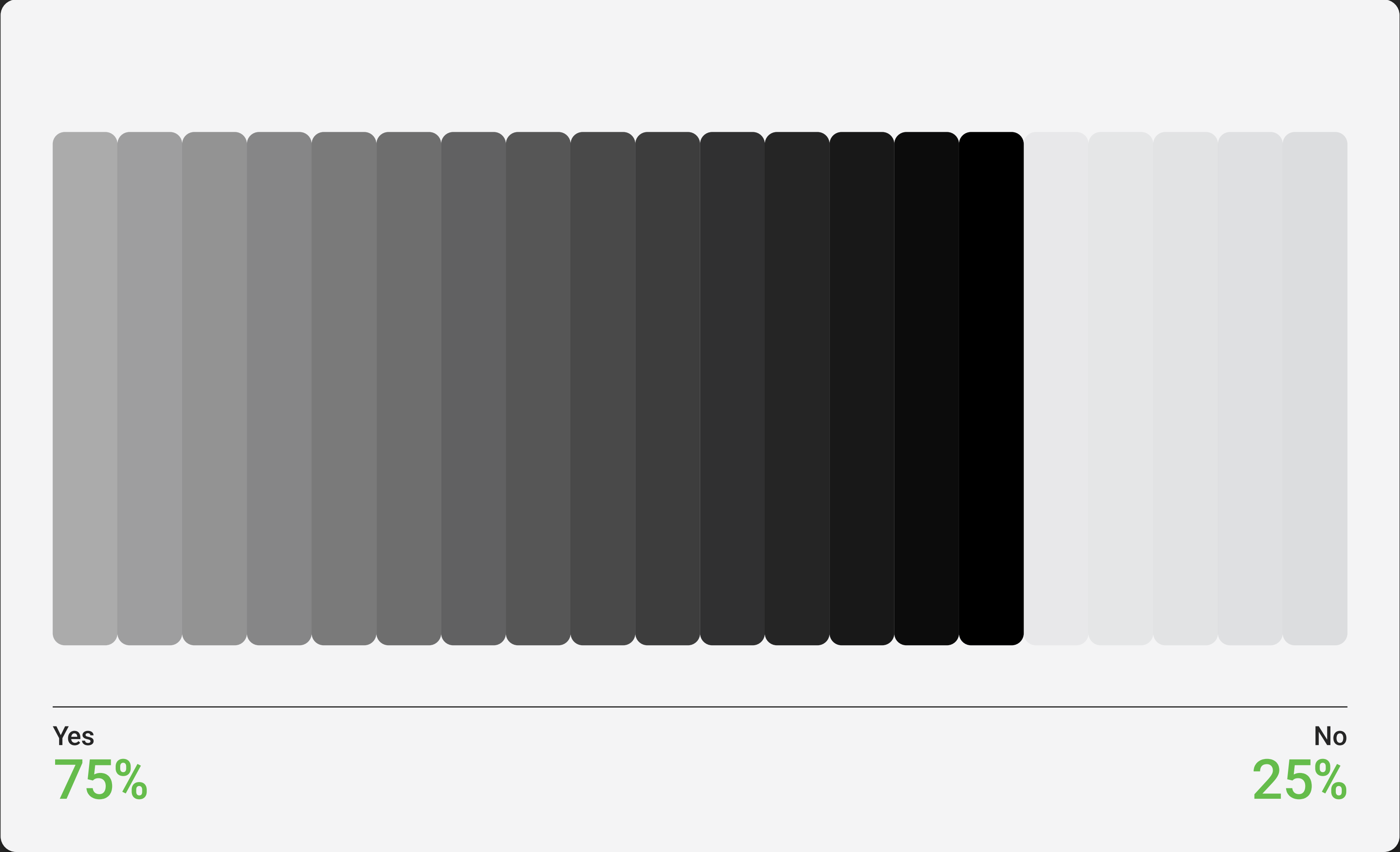
HISTORIC DATA

	Yes	No
2022	82%	18%
2021	70%	30%
2020	73%	27%
2019	66%	34%
2018	62%	38%

Marketing-initiated pipeline targets

Since last year's survey, the percentage of respondents who are responsible for 40% or more of pipeline has more than doubled, with 32% now falling into this cohort.

Responsible for **>40%** of the pipeline
32%

Responsible for **31–40%** of the pipeline
10%

Responsible for **21–30%** of the pipeline
15%

Responsible for **10–20%** of the pipeline
25%

Responsible for **<10%** of the pipeline
18%

HISTORIC DATA

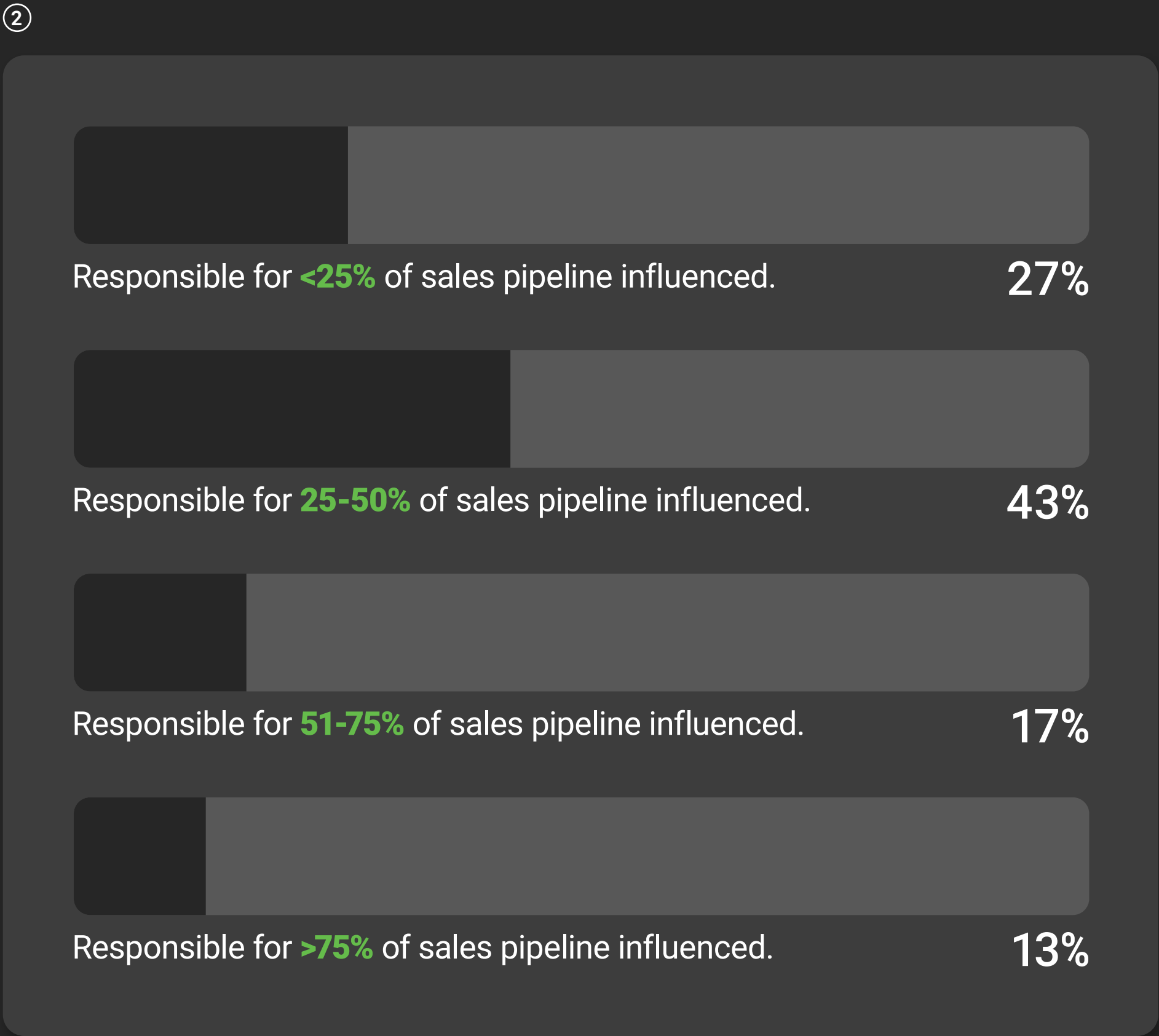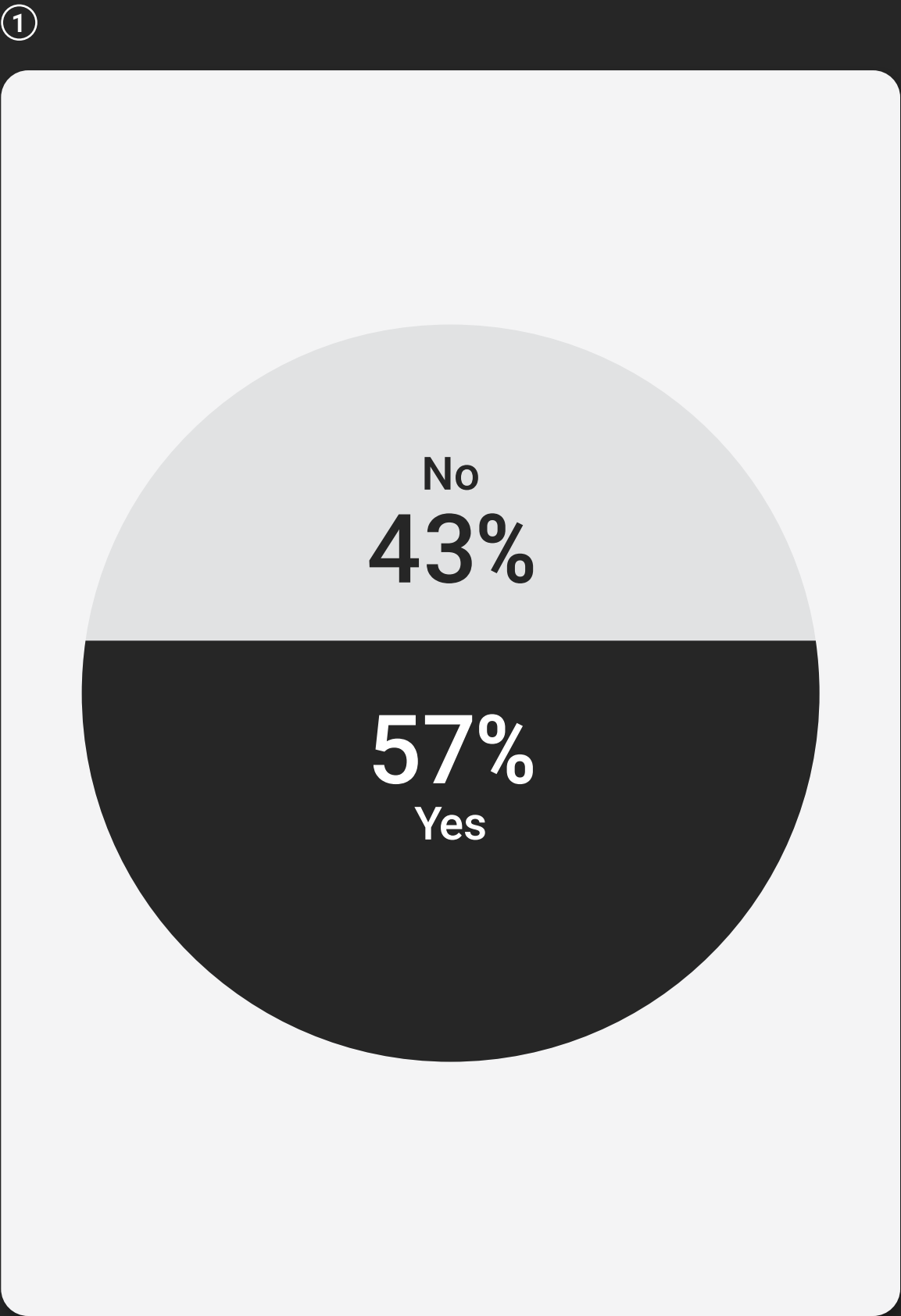|	<10%	10-20%	20-30%	30-40%	>40%
2022	10%	24%	32%	19%	5%
2021	15%	17%	13%	24%	31%
2020	7%	15%	45%	22%	11%
2019	18%	13%	24%	8%	37%
2018	12%	8%	32%	18%	29%

①
Marketers responsible for sales pipeline influenced

We saw a slight dip in the number of respondents who measure success by sales pipeline influenced.

Measuring marketing's influence on the sales pipeline as part of a broader set of metrics can be especially helpful in organizations with long sales cycles involving multiple decision-makers. However, the more complex the sales process is, the more challenging it can be to attribute pipeline influence to specific marketing activities, leading to inaccurate reporting |and misaligned incentives. Careful consideration is needed when deciding to measure this specific metric.

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Marketing's sales pipeline influenced targets

The range of 25-50% remains the most frequently reported target for marketers in terms of influenced sales pipeline.

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No
43%

57%
Yes

②

Responsible for **<25%** of sales pipeline influenced. **27%**

Responsible for **25-50%** of sales pipeline influenced. **43%**

Responsible for **51-75%** of sales pipeline influenced. **17%**

Responsible for **>75%** of sales pipeline influenced. **13%**

HISTORIC DATA

①	Yes		No	
2022		78%		22%
2021		61%		39%
2020		58%		42%
2019		68%		32%
2018		66%		34%

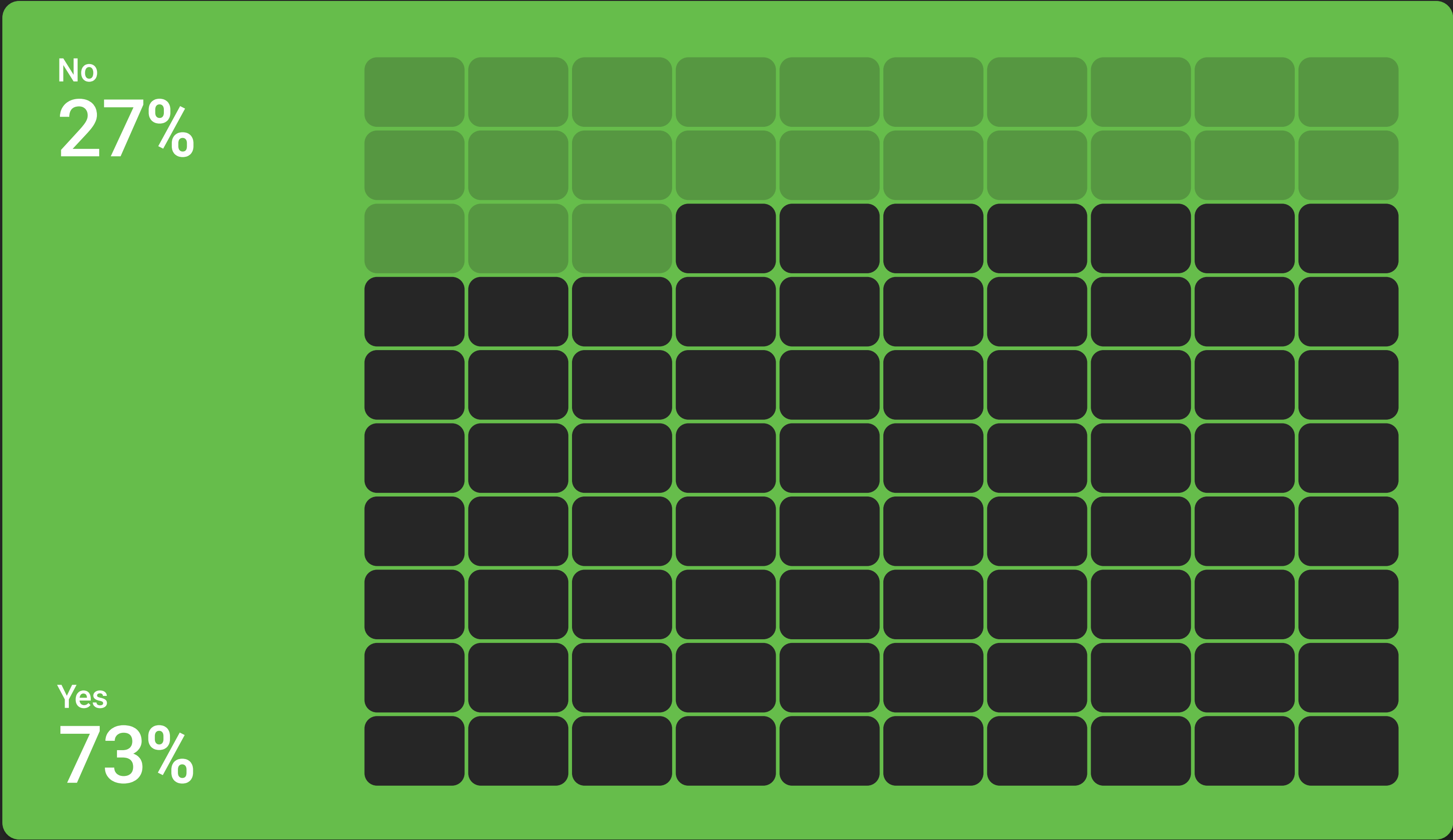| ②	<25%		25-50%		51-75%		>75%	
2022		27%		43%		17%		13%
2021		24%		35%		17%		24%
2020		20%		44%		24%		12%
2019		26%		34%		21%		19%
2018		33%		33%		13%		21%

Achieving marketing targets

Although there was a slight decrease in the number of respondents who reported meeting their targets (from 79% to 73%), this is still a strong response.

The fact that 73% of respondents reported meeting their targets is a testament to the effectiveness of marketing even during challenging times.

No
27%

Yes
73%

HISTORIC DATA

	Yes		No	
2022		79%		21%
2021		68%		32%
2020		71%		29%
2019		59%		41%
2018		75%		25%
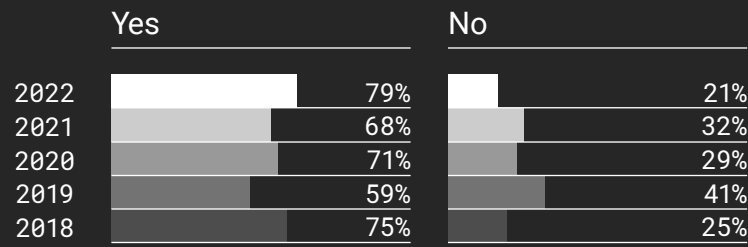
Measuring campaign attribution to pipeline and revenue

Half of the survey respondents (52%) reported being able to demonstrate marketing's contribution to pipeline and revenue for some of their Revenue Marketing investments.

Unfortunately, investments without demonstrable ROI are likely to be cut from the budget, making the 34% who can't demonstrate contribution vulnerable to diminishing marketing spend. Setting up a basic attribution model will establish proof of value and could secure future funding.

Hats off to the 12% of respondents able to measure its contribution to pipeline and revenue across all of its Revenue Marketing investments. In addition to being able to prove the ROI of their marketing efforts, they will also be in a position to share valuable insights that will help drive future growth for their organizations.

Marketing is able to demonstrate its contribution to pipeline and revenue across some of its Revenue Marketing investments. **52%**

Marketing is planning to be able to demonstrate its contribution to pipeline and revenue across some of its Revenue Marketing investments in the next 12 months. **20%**

Marketing is not able to demonstrate its contribution to pipeline and revenue across its Revenue Marketing investments. **14%**

Marketing is able to demonstrate its contribution to pipeline and revenue across all of its Revenue Marketing investments. **12%**

Not sure. **2%**

We don't plan to measure campaign attribution within the next 12-months. **0%**

Attribution methods

"First-touch" is the leading attribution method amongst our respondents.

This method is useful in identifying which marketing channels are most effective at driving awareness and generating leads, but it may not provide a complete picture of the customer journey and can undervalue the impact of touch-points further down the funnel. We advise, when possible, using a multi-touch attribution approach for a more holistic view of the customer's interactions and the impact of each touchpoint on conversion.

Ultimately, the choice of attribution model will depend on the specific goals and objectives of the marketing campaign, as well as the business goals of the organization.

44%
First Touch

42%
Last Touch

41%
Multi-touch
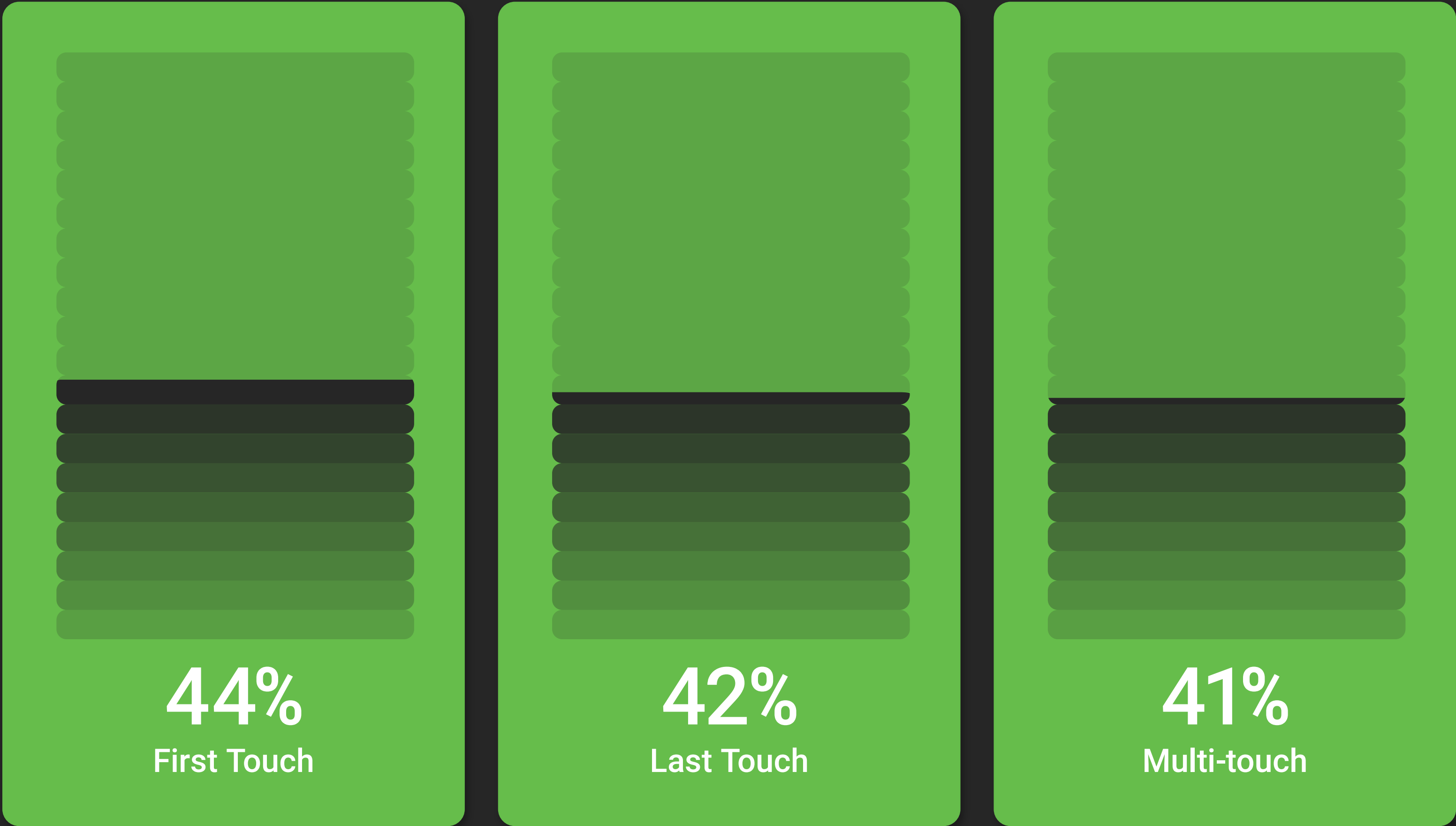
HISTORIC DATA

|	First touch	Last touch	Multi-touch
2022	40%	43%	44%
2021	53%	43%	59%

Operating Model

Only 5% of respondents described their organizations as operational and optimizing strategically, which implies there is plenty of opportunity for improvement in this area for most.

Respondents reported that their Revenue Marketing organizations operate collaboratively (45%) or in an integrated manner with cross-functional teams (33%), indicating a focus on aligning with broader business objectives.
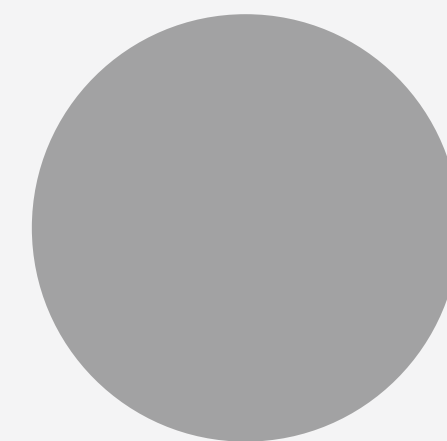
Our Revenue Marketing organization is:

45%
Collaborative with teams, sometimes executing together.
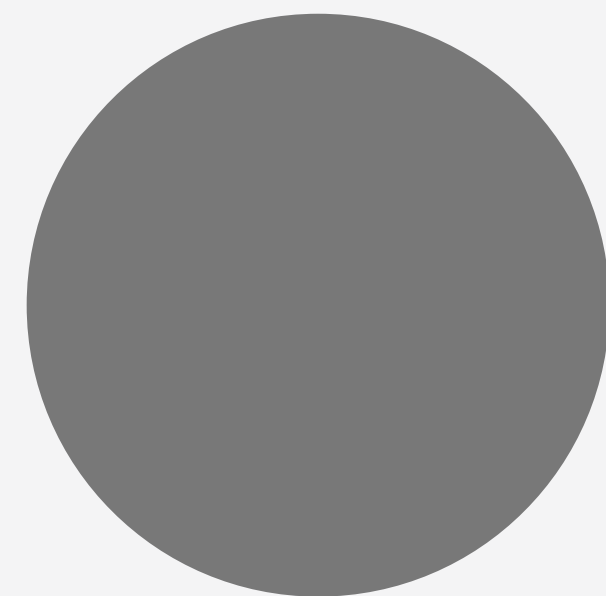
33%
Integrated with cross-functional teams focused on driving forward business objectives.

17%
Siloed, with functions executing independently.

5%
Operational and optimizing strategically.

Data

More than one third of survey respondents identified themselves as "data-proficient," having started to track KPIs and question the quality of their data.

These marketers understand the importance of accurate data in making informed decisions. To take their efforts to the next level, they will need to invest in tools and processes that enable them to collect and store clean, accurate data.

Just under one third of respondents self-describe as "data-savvy" and use data to make crucial decisions. These marketers recognize the value of data-driven insights and don't rely solely on their intuition or assumptions. However, being "data-savvy" requires more than just access to data; it also requires the ability to interpret and act on that data in a meaningful way. As the importance of data in marketing continues to grow, marketers will need to invest in their own data literacy to keep up with industry demands.

Currently, none of the survey respondents are utilizing predictive analytics, but we hope that this category will show growth in our next survey.

Data-proficient: marketing has begun to track KPIs and question its data's quality.

37%

Data-savvy: marketing uses data to make crucial decisions.

28%

Data-driven: marketing has advanced analytics reporting embedded across all apps and data sources.

18%

Data-aware: marketing takes a manual approach to compile non-standardized reports from various systems.

11%

Data-predictive: marketing leverages machine learning and predictive capabilities to predict actions, answer business questions, and optimize operations at scale.

0%

We do not have effective analytics reporting.

6%

Buyer engagement

Half of the respondents indicated that their buyer engagement strategy is dedicated to repeatable personalized and automated campaigns focused on annual goals and objectives executed through cross-functional team alignment.

While this shows a structured, organized, and aligned approach to buyer engagement, to increase operational efficiency and effectiveness, marketers should take a comprehensive and integrated approach to customer engagement that includes a multi-year roadmap and cross-company alignment across the organization. This involves developing a customer segmentation and targeting strategy, investing in more advanced marketing automation and analytics tools, and aligning marketing and sales teams around common goals and objectives.

36%
Sporadic, one-channel campaigns focused on short-term goals and objectives executed through ad-hoc processes.

11%
Scalable and strategic buyer engagement focused on multi-year objectives with alignment across multiple business units.

50%
Repeatable personalized and automated campaigns focused on annual goals and objectives executed through cross-functional team alignment.

3%
Customer lifecycle engagement across multiple channels driving company-wide, multi-year objectives with global alignment.

Content marketing

The content strategies of the majority of our survey respondents appear to be relatively immature.

Slightly over one third of them mentioned that marketing has a managed editorial calendar, while 23% stated that marketing creates content sporadically.

Although it is promising that 31% of respondents describe their content as persona-relevant, marketers will truly unlock the full potential of their content when they personalize and contextualize it throughout the customer lifecycle.

Looking ahead, we predict that as third-party data becomes less prominent, organizations will heavily invest in content as part of their first-party data strategies.

As a result, we anticipate a significant increase in the maturity of content strategies in future surveys.

32% Marketing has a managed editorial calendar.

31% Marketing develops persona-relevant content.

31% Marketing creates content sporadically.

8% Marketing develops personalized and contextual content across the customer lifecycle.

6% Marketing develops personalized account-based content.

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Number of tools in tech stacks

Almost half of respondents have four to six tools as part of their tech stack, with only 17% using seven or more tools.

This lean use of marketing technology tools demonstrates a conservative approach to the tech stack, ensuring cost effective use of fewer tools and reducing the chance of redundancies. With a lean tech stack, however, it is important to be aware of functional gaps and the advances in technology that could address those gaps.
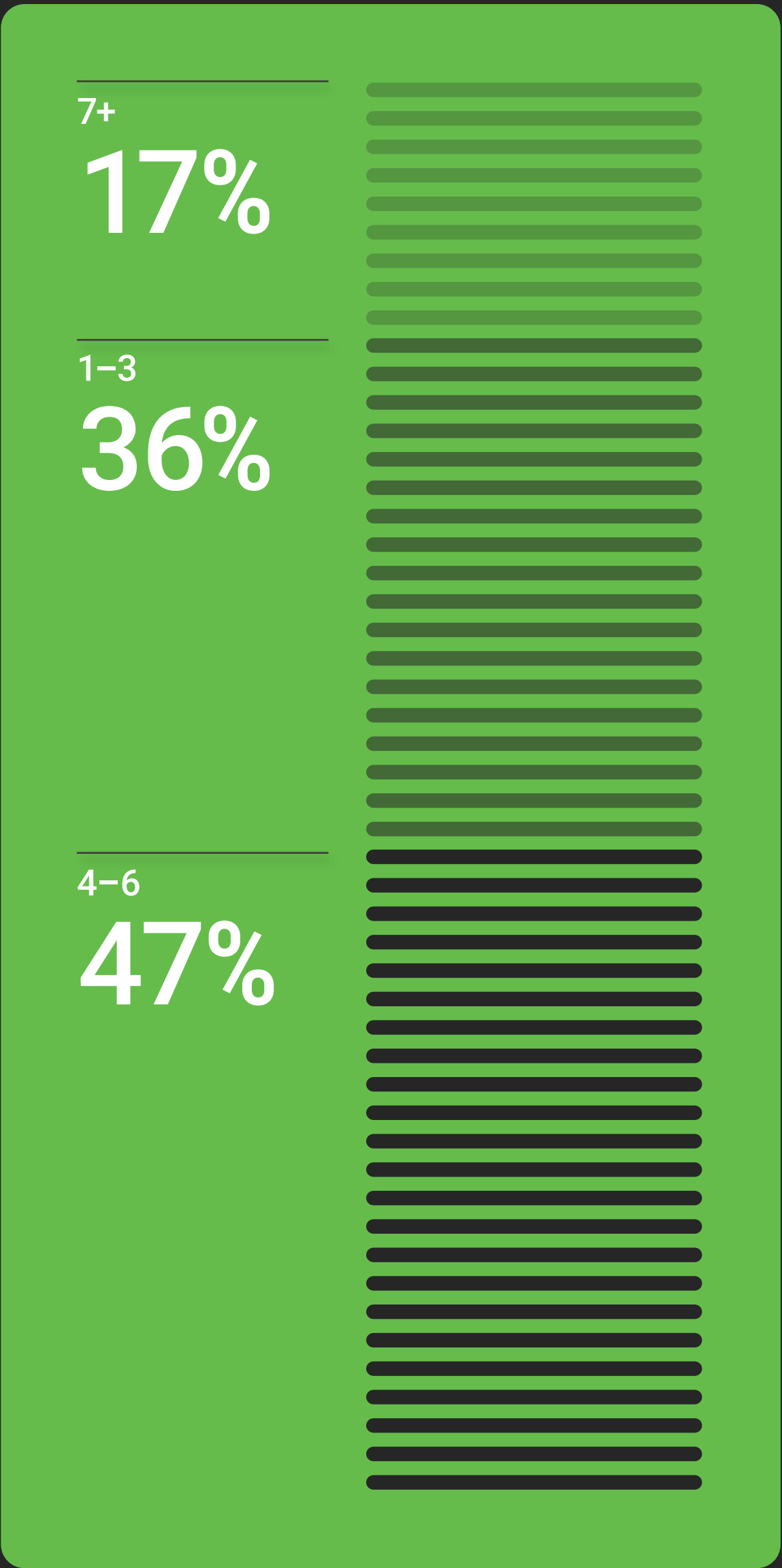
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Marketing automation platforms

There has been a significant shift in the results of our survey, marking the first time in six years that Marketo is not the most commonly used MAP among our respondents.
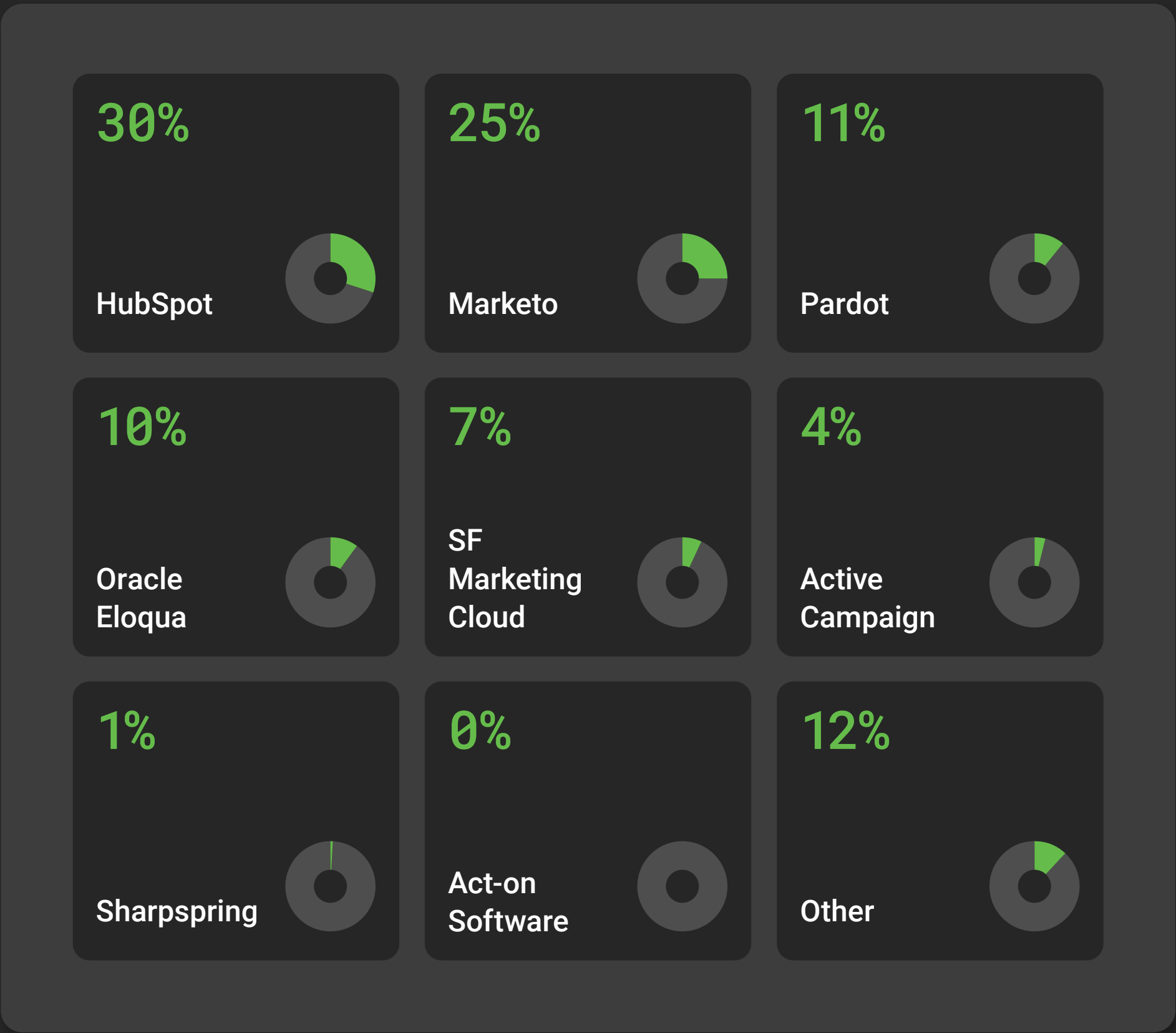
HubSpot has taken the top spot this year. There are several reasons behind HubSpot's growing popularity, including its ability to serve as a comprehensive solution for both CRM and marketing automation needs. Its user-friendly interface offers a seamless experience and makes it easier for organizations to adopt and utilize the tool effectively.

Another factor that could be contributing to HubSpot's growing popularity is its more inclusive pricing, which might have influenced organizations to switch from Marketo to HubSpot, particularly for cost savings. This is especially relevant for those organizations that were not fully utilizing the more robust features of their previous MAP.

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7+
17%

1–3
36%

4–6
47%

②

30% HubSpot	**25%** Marketo	**11%** Pardot
10% Oracle Eloqua	**7%** SF Marketing Cloud	**4%** Active Campaign
1% Sharpspring	**0%** Act-on Software	**12%** Other

HISTORIC DATA

	Act-On Software	Active Campaign	HubSpot	Marketo	Mautic
2022	13%	13%	14%	24%	7%
2021	3%	5%	21%	41%	2%
2020	%	3%	13%	42%	3%
2019	%	%	23%	44%	%

	Oracle Eloqua	Pardot	SF Marketing Cloud	Sharpspring	Other
2022	11%	5%	7%	2%	4%
2021	8%	11%	3%	%	6%
2020	7%	15%	4%	%	9%
2019	17%	6%	4%	%	6%

Marketing automation platform capabilities used

Lead source and campaign tracking has emerged as the most widely employed MAP capability among the surveyed respondents.

Lead source tracking plays a pivotal role in assessing the effectiveness of lead generation channels, ensuring a robust sales funnel, and informing investment decisions by identifying high-performing campaigns.

Following closely in second place is a tie between lead scoring and lead nurturing. Organizations striving to optimize their effectiveness and efficiency can achieve this through lead scoring. It enhances sales productivity by prioritizing leads based on their quality and conversion potential, leading to improved outcomes. The combination of lead nurturing and scoring helps improve conversion rates, a top priority for our respondents, by building engagement and trust, and accelerating the sales cycle.

55%
Lead source & campaign tracking

30%
Ad retargeting

54%
Lead scoring

26%
Subscription management

54%
Lead nurturing

21%
Sales analytics

45%
Personalization & segmentation

2%
Haven't implemented / Aren't using

31%
Lead lifecycle management

0%
Other

31%
Account-Based Marketing

①

Marketers leveraging AI

The number of respondents leveraging AI for marketing has increased by only one point from last year.

Over the past year, we've witnessed the profound impact of AI on the marketing industry, leaving no doubt about its transformative role moving forward. To be best positioned to reap the benefits of AI, marketing organizations need to take a coordinated, pragmatic approach to embedding AI throughout their tools and processes.
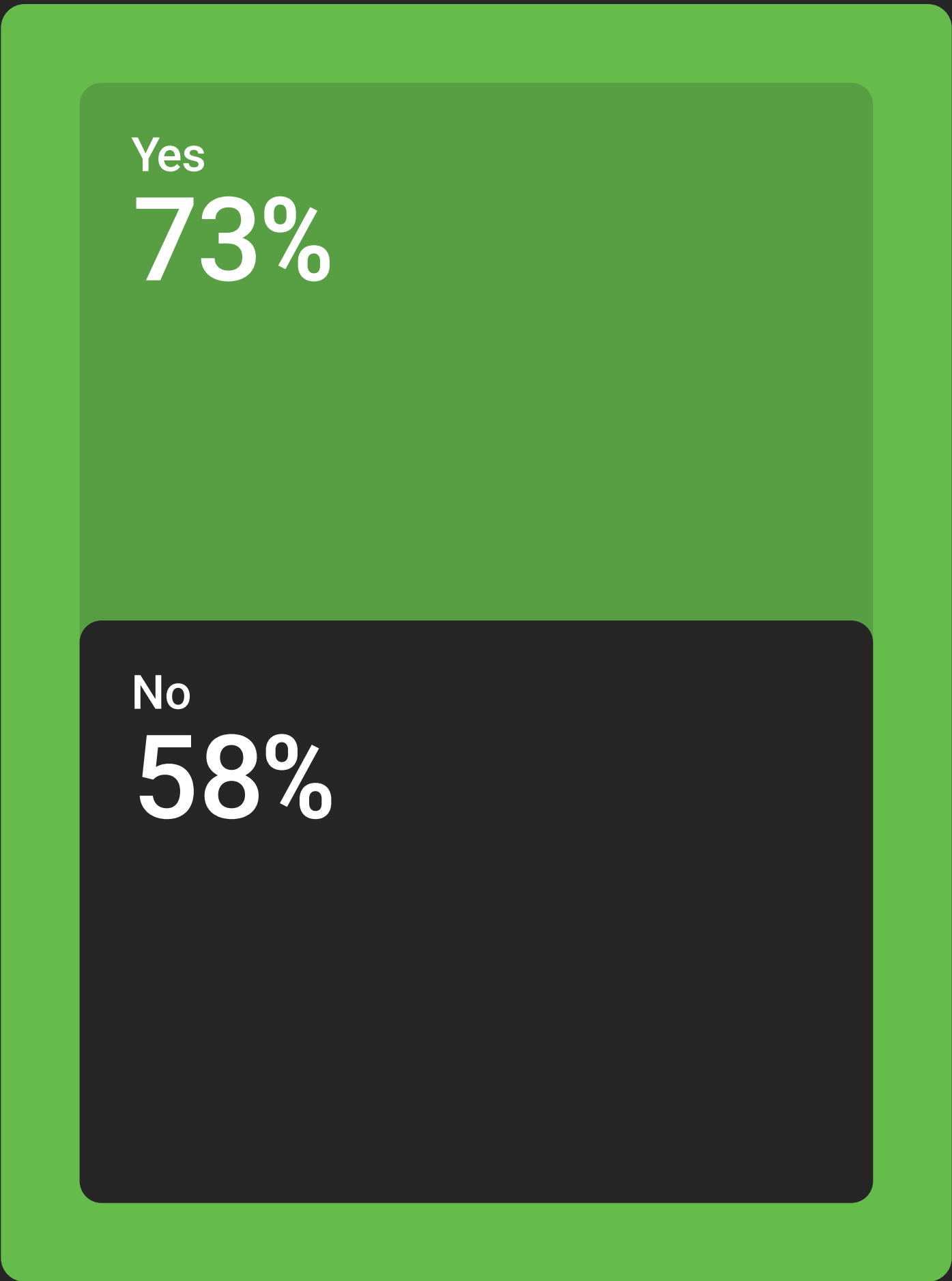
②

Marketers' use of AI

Predictive modeling is the most widely adopted use of AI for our respondents, accounting for 33%.

Predictive modeling has been around for decades (long before ChatGPT) and has become even more prevalent in marketing due to the availability of vast amounts of data and advancements in tech.

①

Yes
73%

No
58%

HISTORIC DATA

	Yes		No	
2022		41%		59%
2021		18%		82%
2020		17%		83%
2019		22%		78%

②

Predictive modeling — 33%

Content curation & creation — 31%

Conversational marketing — 30%

Data intelligence — 30%

Real-time personalization — 16%

Other — 17%

①

Marketers executing ABM

There's been a slight decline in the percentage of respondents implementing Account-Based Marketing (ABM) programs, dropping from 72% to 66%.

Demand Spring's State of Account-based Marketing Report revealed that 26% of respondents struggled to accurately measure the ROI of their ABM initiatives. Marketers unable to prove the effectiveness of their marketing efforts run the risk of losing their budgets for future programs. This could be a contributing factor to the observed decline in ABM programs.

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Approaches to ABM

The most popular approach to ABM for respondents was one-to-few, with 64% of the survey results.

A company's priorities and resources will dictate their approach to ABM. The most popular approach to ABM for respondents was one-to-few, allowing them to benefit from enhanced personalization, efficient resource allocation, and deeper relationships at scale. Very few companies can afford to do a true one-to-one ABM for all of their individual accounts.
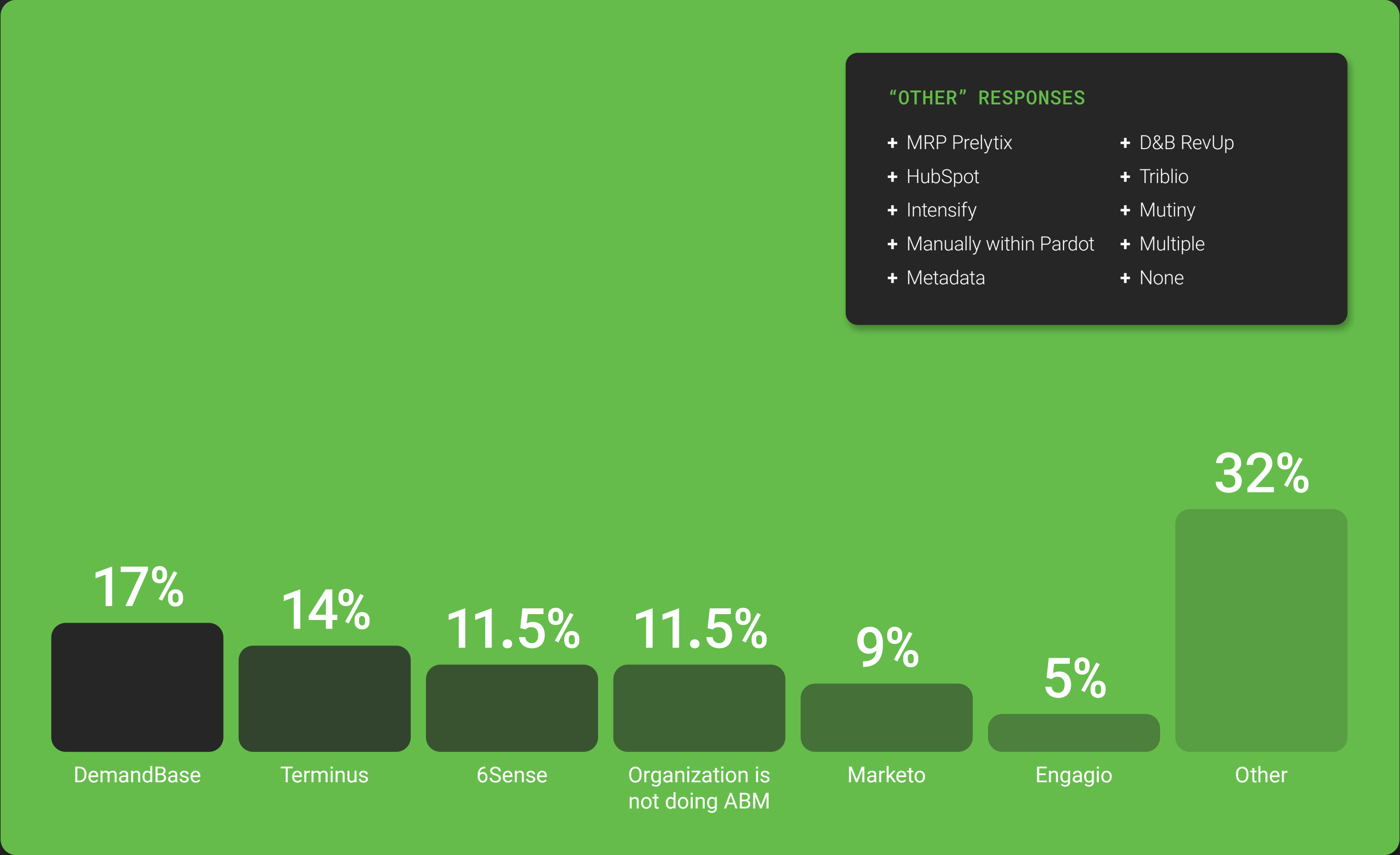
①

Yes
66%

No
34%
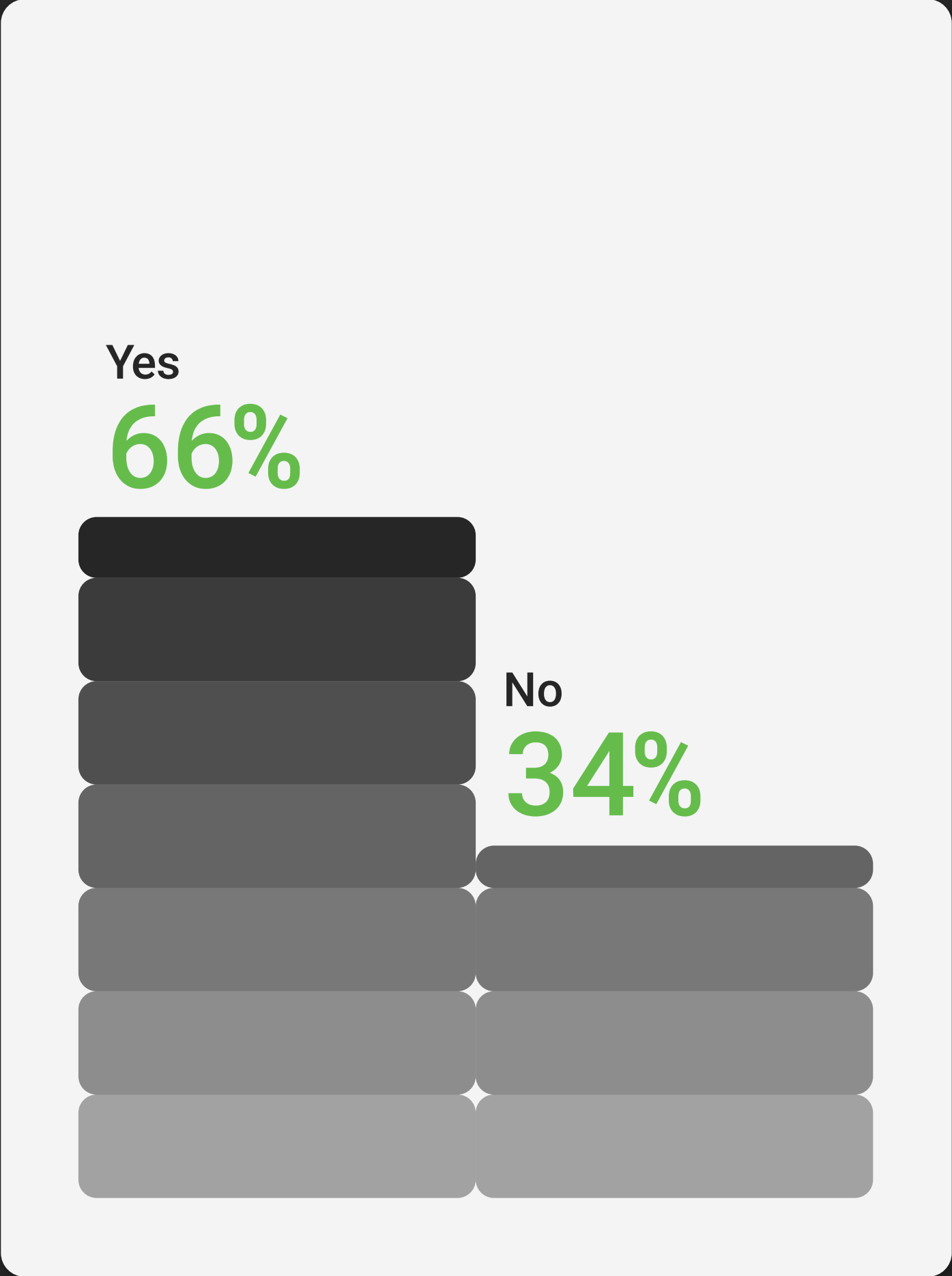
HISTORIC DATA

	Yes		No	
2022		72%		28%
2021		62%		38%
2020		48%		52%
2019		65%		35%

②

One-to-Few ABM
64%

One-to-Many ABM
39%

One-to-One ABM
34%

ABM Technology

Respondents are leveraging a diverse range of ABM technology platforms beyond the traditional key players to execute and measure their ABM programs. This reflects the growing adoption of innovative and cost efficient ABM solutions amongst our respondents.

"OTHER" RESPONSES

+ MRP Prelytix   + D&B RevUp
+ HubSpot   + Triblio
+ Intensify   + Mutiny
+ Manually within Pardot + Multiple
+ Metadata   + None

17%	**14%**	**11.5%**	**11.5%**	**9%**	**5%**	**32%**
DemandBase	Terminus	6Sense	Organization is not doing ABM	Marketo	Engagio	Other

HISTORIC DATA

	Engagio	Terminus	DemandBase	Marketo	Other	N/A
2022	12%	23%	18%	16%	19%	12%
2021	6%	8%	11%	19%	19%	37%
2020	10%	7%	4%	15%	10%	39%
2019	7%	0%	9%	29%	24%	31%

Realizing ROI
from ABM efforts

Yes
67%

No
33%
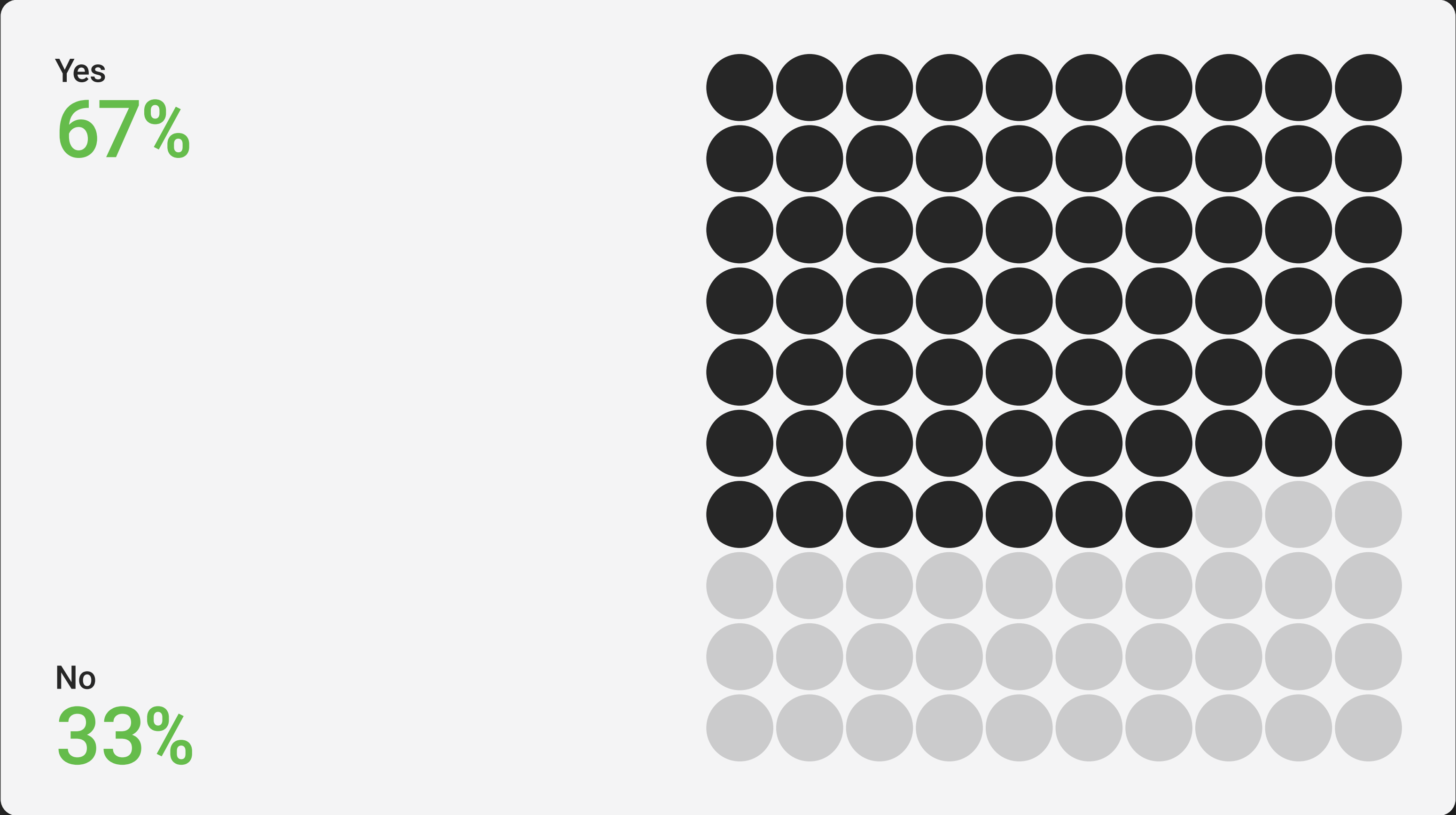
HISTORIC DATA

	Yes			No			N/A	
2022			61%			13%			26%
2021			49%			9%			42%
2020			25%			35%			40%
2019			%			%			%

Top metrics to measure ABM success

Pipeline generated and/or influenced is the top metric used to demonstrate ABM success. Ultimately, the goal of marketing is to generate revenue and contribute to the company's overall profitability.

53%
Pipeline generated and/or influenced

37%
Number of appointments

34%
Revenue generated and/or influenced

31%
Account conversions

17%
Lead to account matching

10%
Other
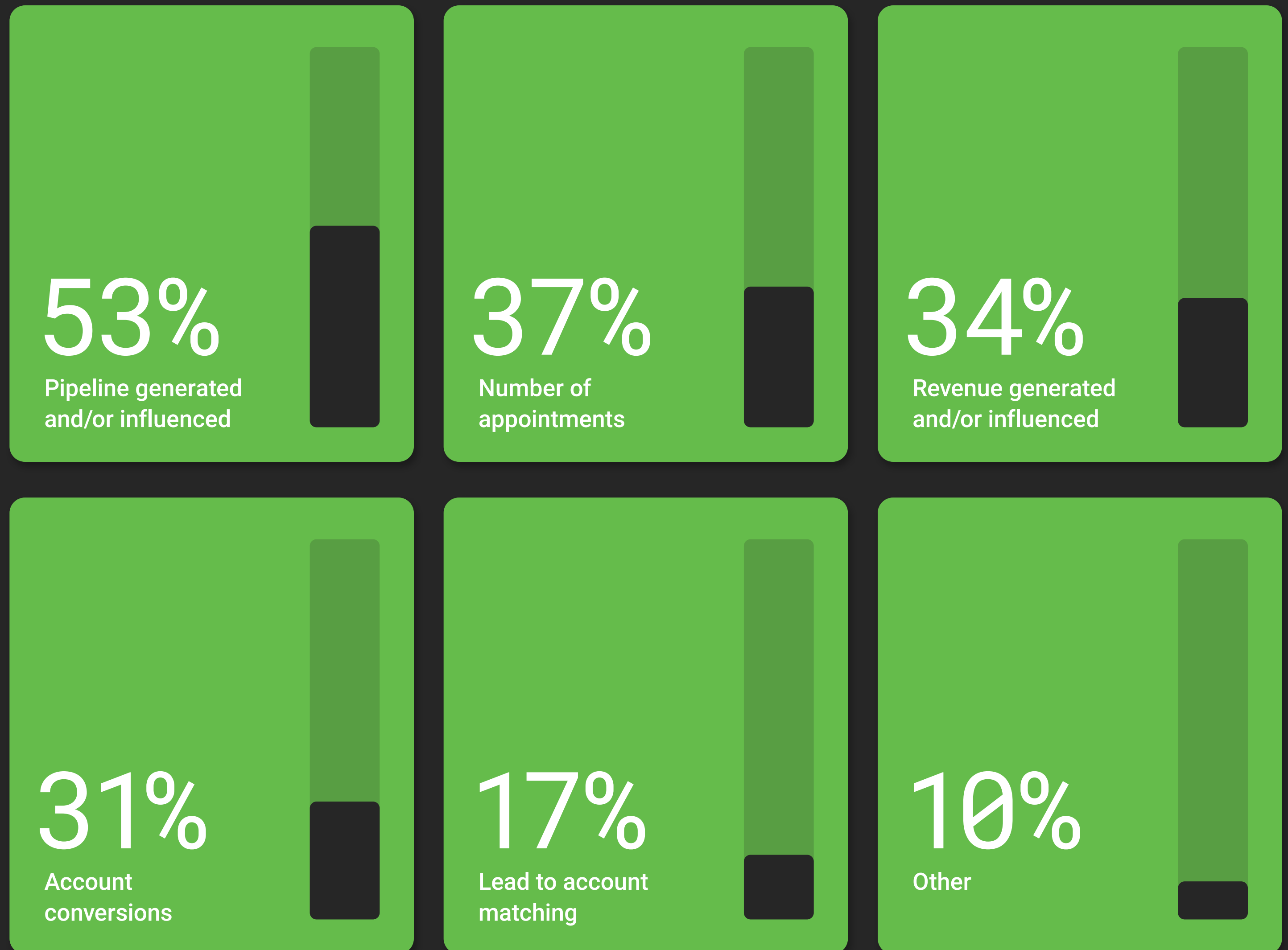
What's next for Revenue Marketing

Respondents shared the following predictions about future Revenue Marketing trends:

PERSONALIZATION 01

The growing importance of personalization in Revenue Marketing, with AI as a key driver of this trend.

TECHNOLOGY 02

The use of new technologies to create more effective and personalized marketing strategies. Responses mentioned AI, machine learning, blockchain, IoT, and real-time content recommendations as potential disruptors.

DATA & PRIVACY 03

The growing importance of data privacy and protection will lead to further changes in data regulations and require marketers to prioritize transparency and consent when collecting and using customer data.

CUSTOMER EXPERIENCE 04

There will be a move toward a more customer-centric approach, with a bigger need to shift from lead generation to demand generation, curation of demand through surgical targeting, and better customer onboarding communications and retention.

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We hope this report offered valuable insights on the state of Revenue Marketing in 2023.

Thank you to all the marketers who contributed to the survey. This report would not be possible without your participation.

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.

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