

# Revenue Marketing B2B Benchmark Report 2020

# Welcome



**Mark Emond**

President and Founder  
Demand Spring

Greetings Revenue Marketers,

Welcome to our third annual Revenue Marketing B2B Benchmark Report. This year's report confirms that marketing is making a more direct, measurable contribution to the top-line of their organization than ever before.

We saw a real shift this year in how B2B marketers are measured. Top of funnel metrics such as MQLs are becoming less important, and being replaced by the top-line metrics that the C-Suite cares about — pipeline and revenue. Seventy-three percent of marketers are measured on sales pipeline initiated, with 78% being asked to drive at least 20% of total pipeline.

So, what's the greatest challenge for B2B marketers in driving revenue contribution? Talent. This deep into an expansionary economic cycle, it's not a great surprise that finding great people is a huge problem.

Read on to understand how your peers think about Revenue Marketing, and more importantly, how they plan to deliver it!

Warm Regards,  
Mark

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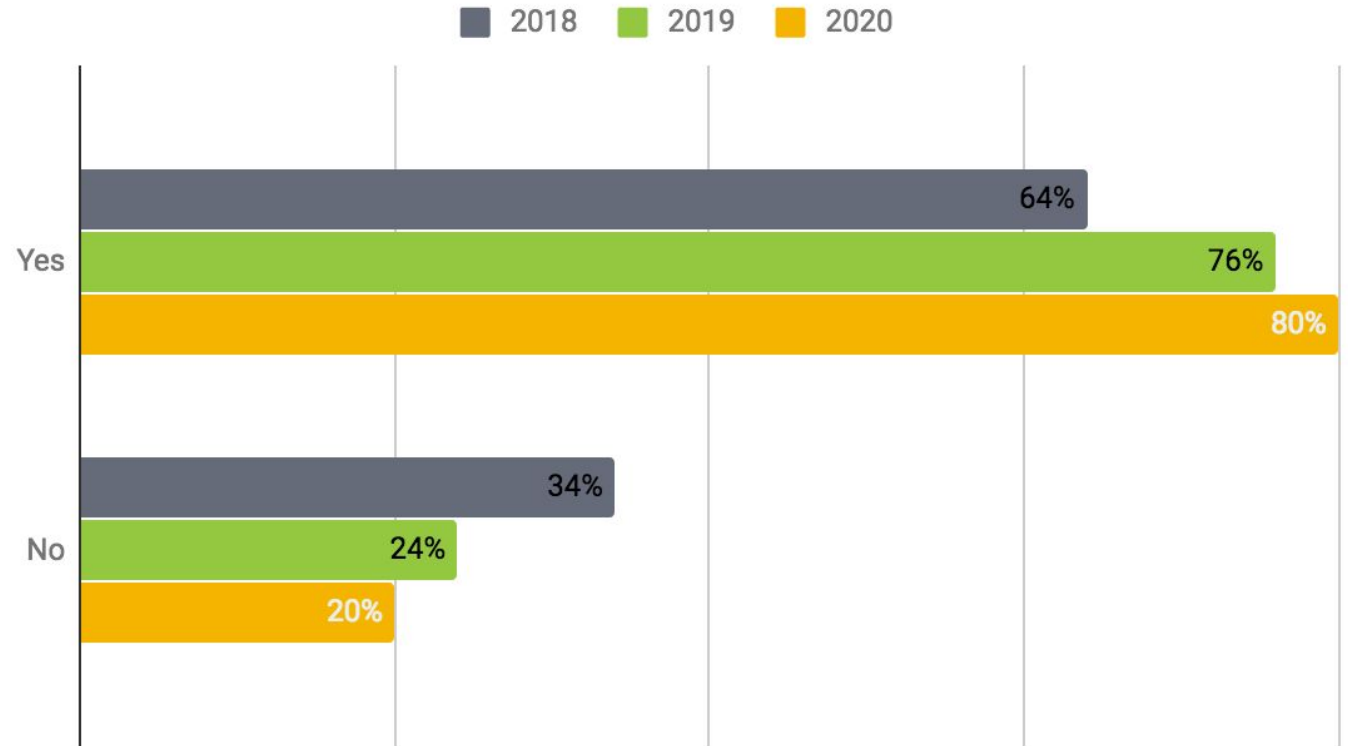
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## Are you familiar with the term revenue marketing?

**80%** say yes

Awareness of the term Revenue Marketing increased 16% over the past two years. Respondents defined Revenue Marketing in four key ways:

- 1 Marketing programs with the goal of creating pipeline and driving revenue
- 2 Repeatable marketing efforts that drive new prospects into the sales funnel
- 3 Measuring marketing based on revenue influence
- 4 Looking at marketing as a revenue generator, not an expense

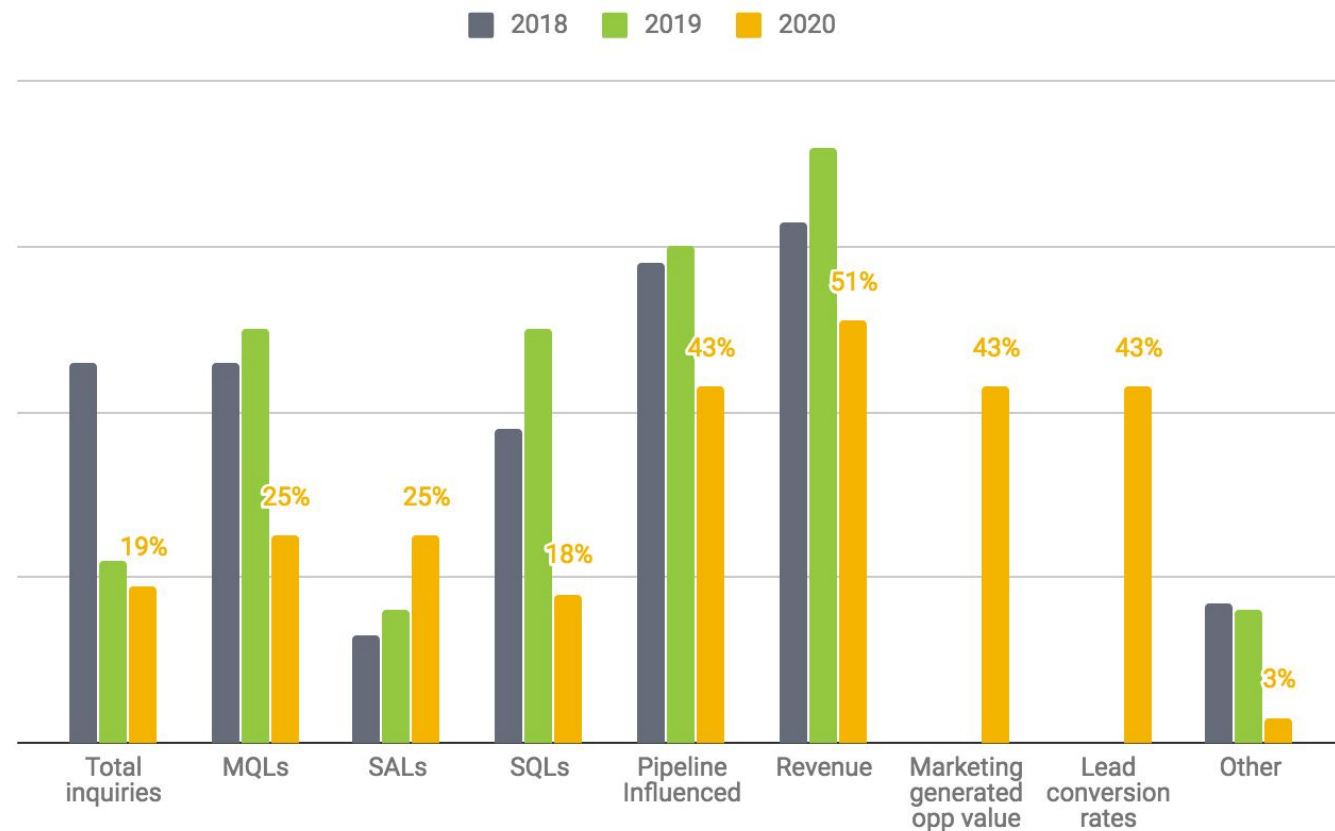


Taken from our Revenue Marketing Benchmark Report

## What are three primary metrics you are measured on?

**51%** say revenue

Marketers continue to be measured on the top of the funnel (TOFU) and the bottom of the funnel (BOFU), with a higher emphasis on BOFU. The responses reflect the expectations for marketing to deliver throughout the entire buyer journey.

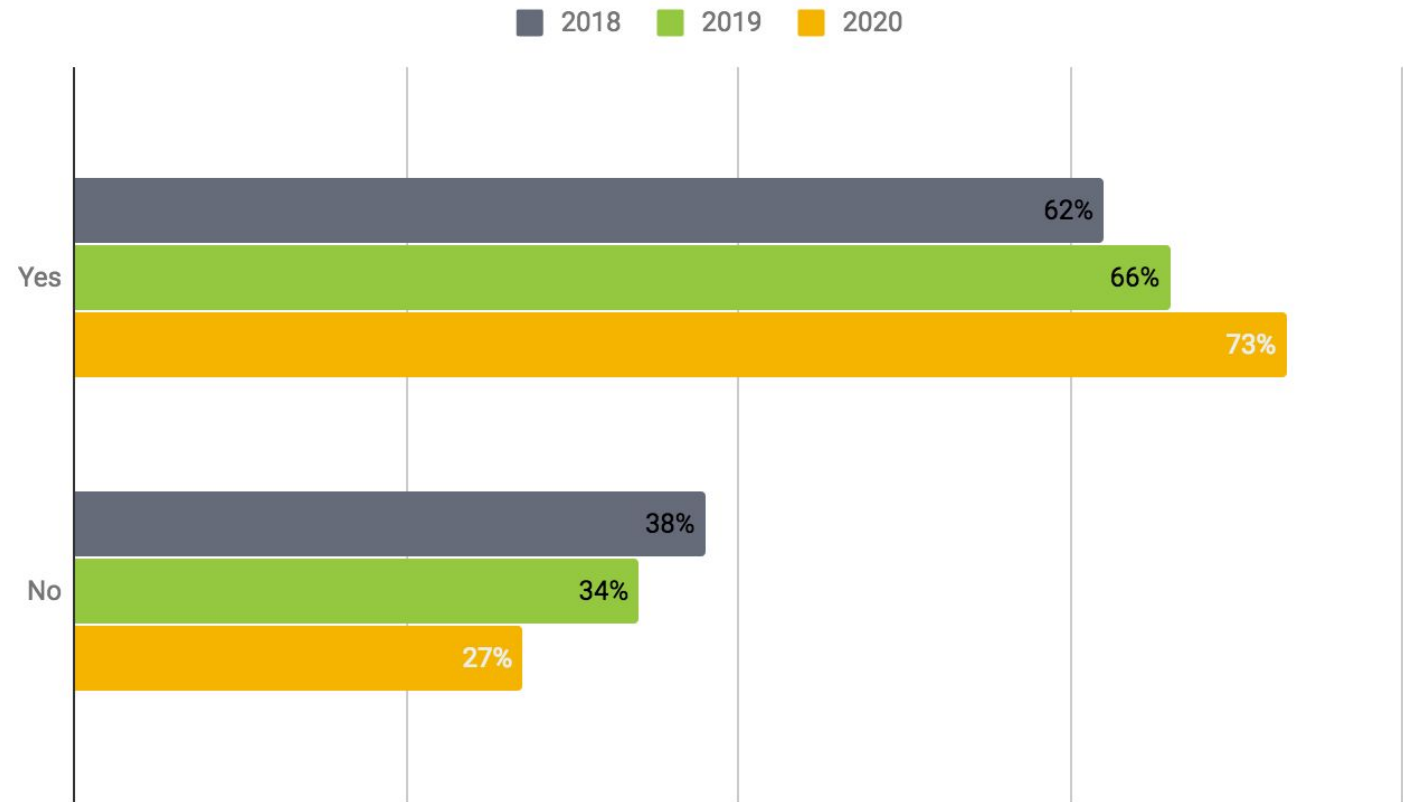


Taken from our Revenue Marketing Benchmark Report

Is your marketing organization  
measured by sales pipeline you  
initiate?

**73%** say yes

Initiating new pipeline increasingly remains a primary priority in 73% of organizations. Expectations of marketing initiating pipeline has increased 11 percentage points over the past two years.

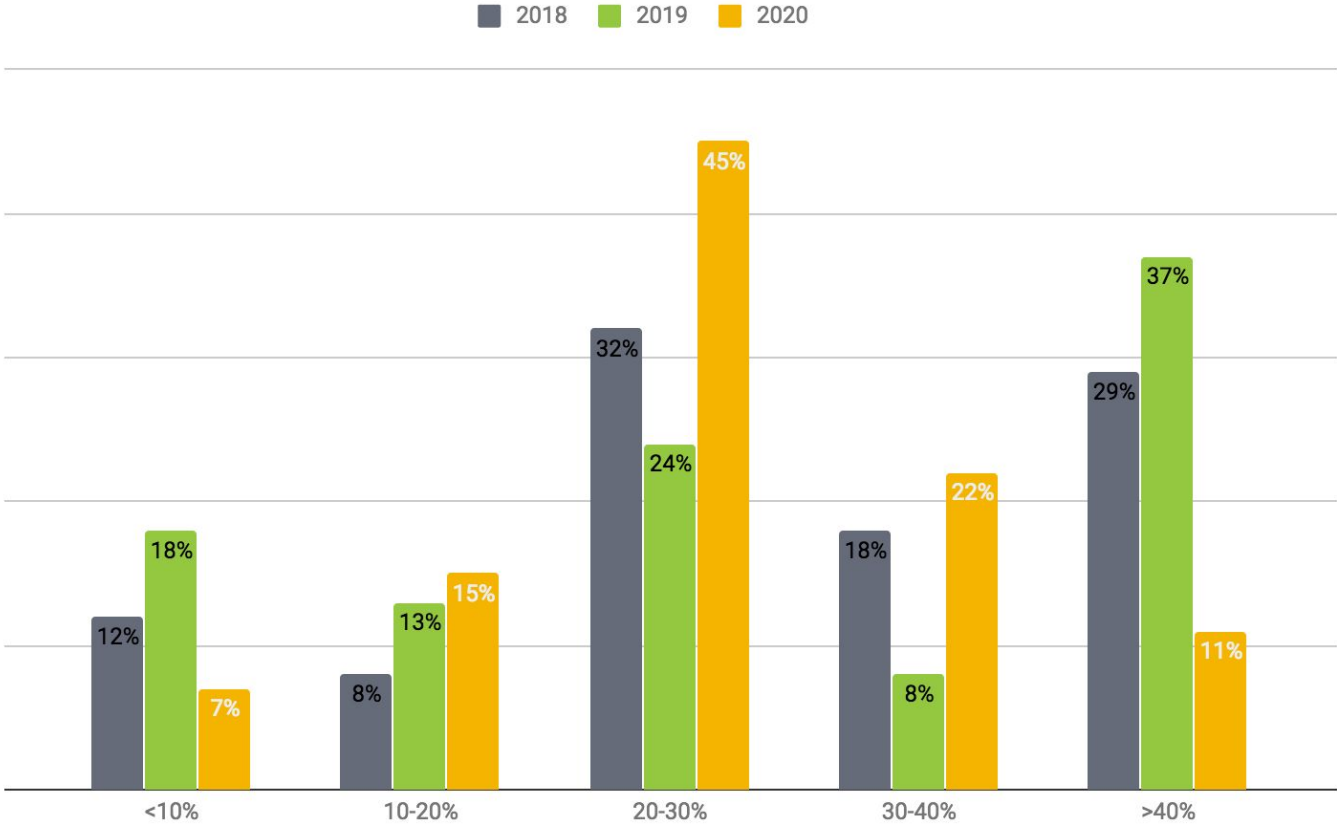


Taken from our Revenue Marketing Benchmark Report

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

**45%** say 20-30% of pipeline

45% of organizations are being asked to initiate at least 20% of pipeline. We've seen an increase in organizations being responsible for 30-40% of pipeline, and a significant decrease of organizations responsible for initiating 40%+. This could be a result of marketing organizations failing to meet these high targets.

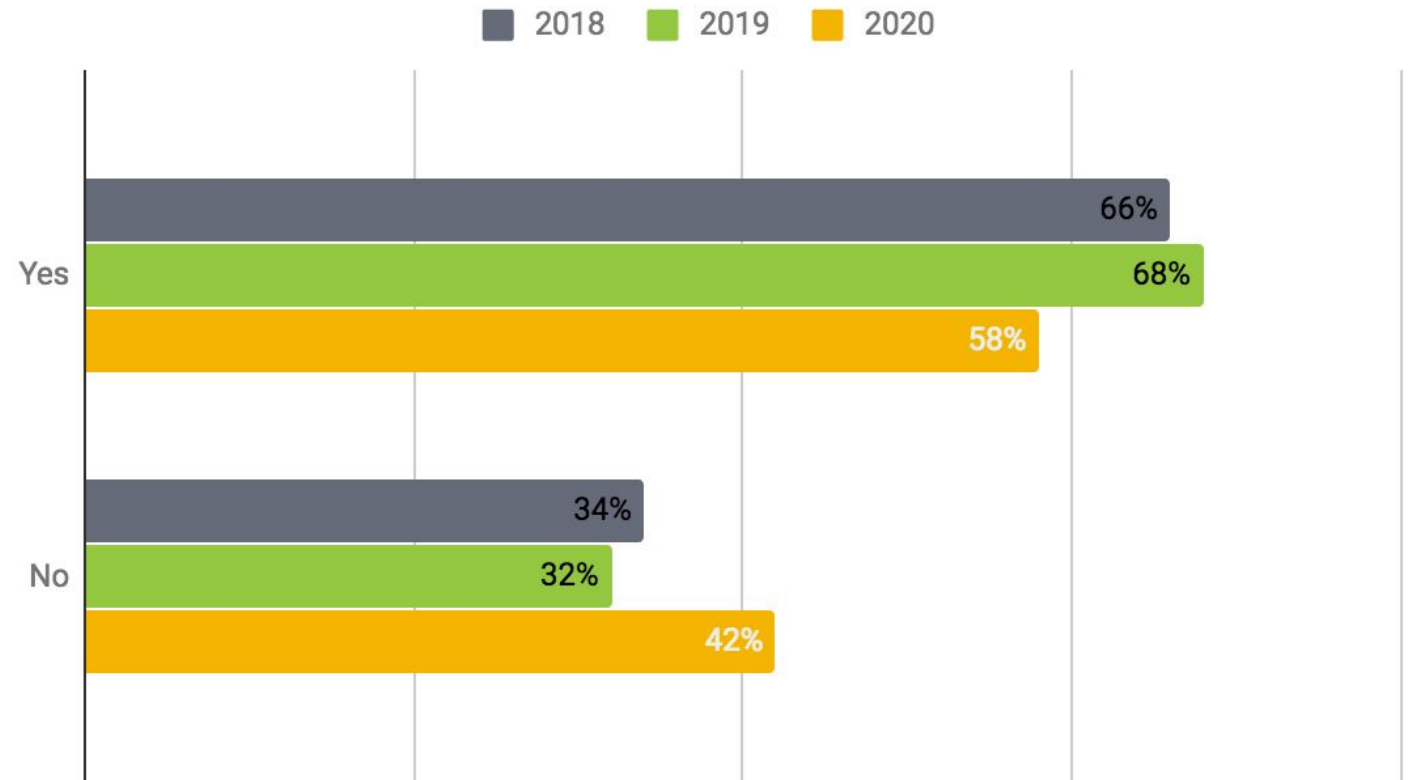


Taken from our Revenue Marketing Benchmark Report

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

**58%** say yes

While 73% of organizations are measured on pipeline initiation, only 58% are measured on influence. The inability of many organizations to account for multi-touch attribution could be a factor here.



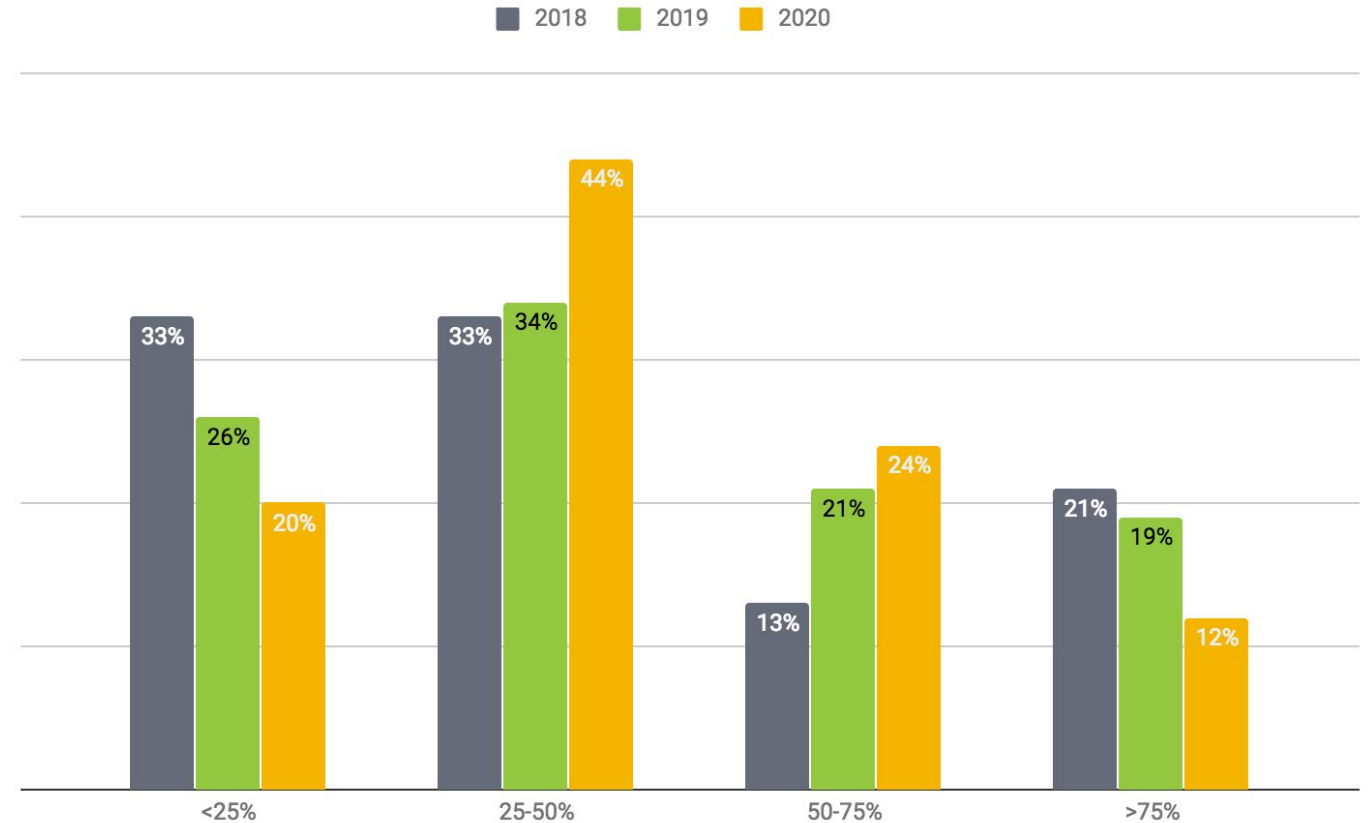
Taken from our Revenue Marketing Benchmark Report



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

**44%** say at least 25% of pipeline

We've seen an 11% increase in the past two years in organizations being responsible for influencing at least 25% of pipeline.

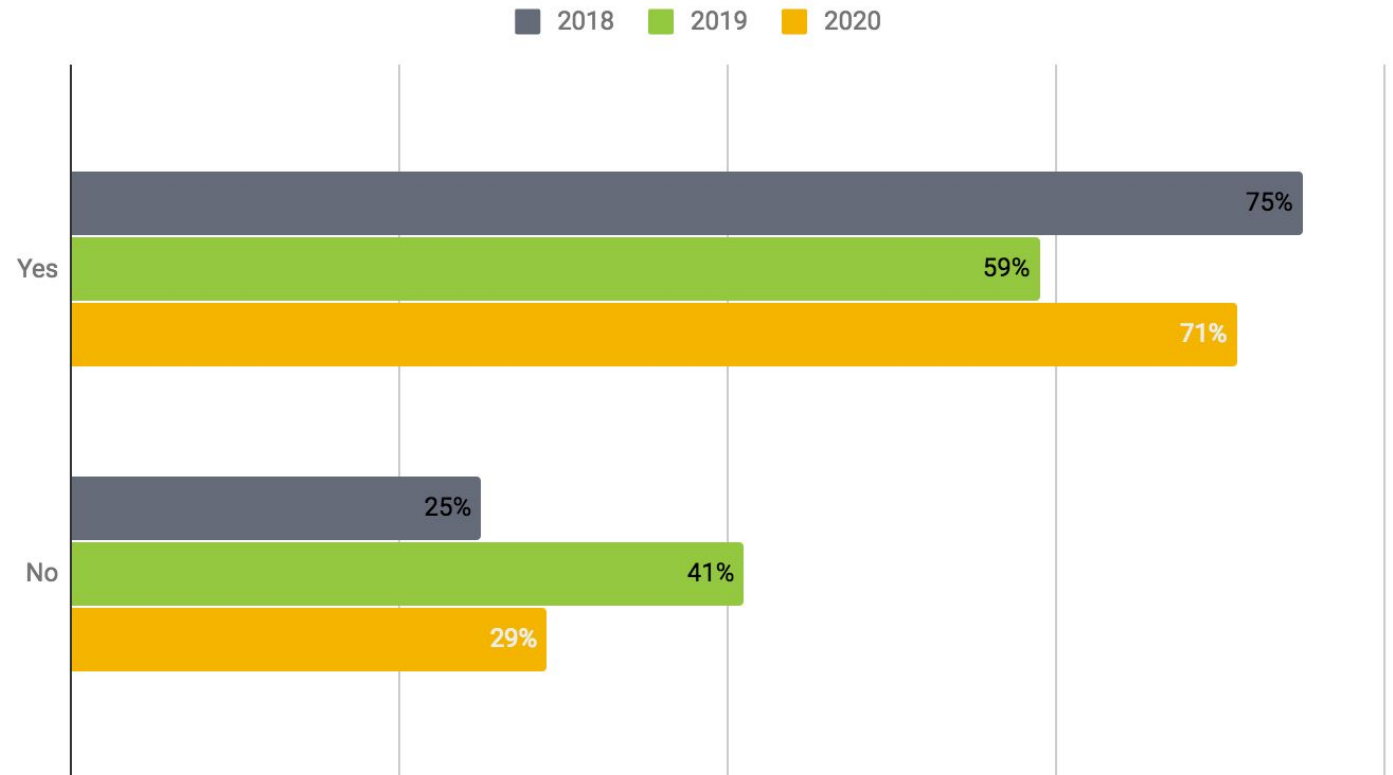


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## Is your marketing organization meeting these targets?

**71%** say yes

Organizations have bounced back significantly when it comes to meeting their pipeline and revenue targets. This can also be a result of the decreased targets per page 7.

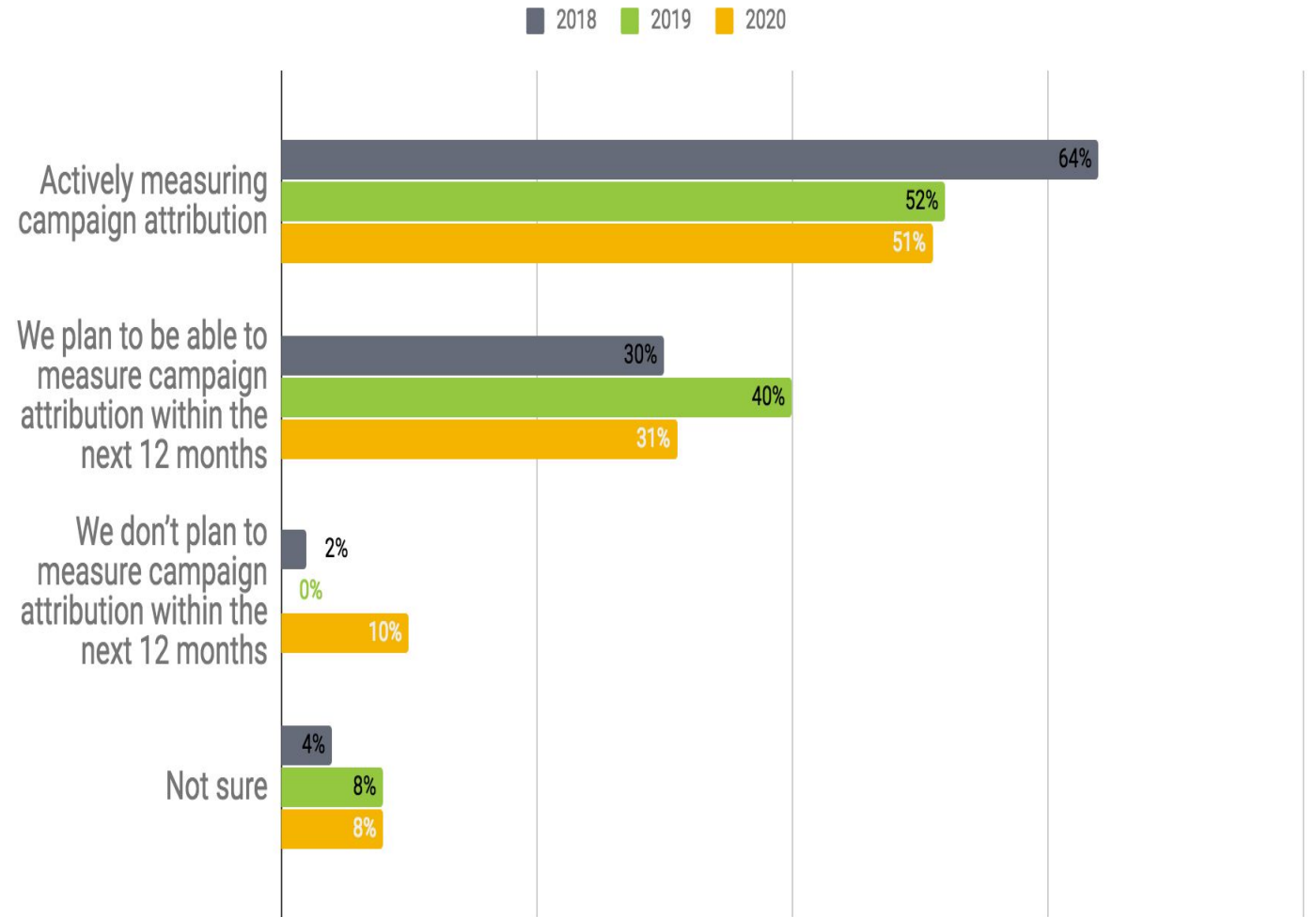


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## How would you describe your current ability to measure campaign attribution and influence?

**51%** are actively measuring

This trend is surprising. Organizations' ability to measure attribution has dropped in the last two years, as have their forward-looking plans to add this capability. This is despite the rising interest we are seeing within our clients of attribution tools such as Bizible by Adobe.

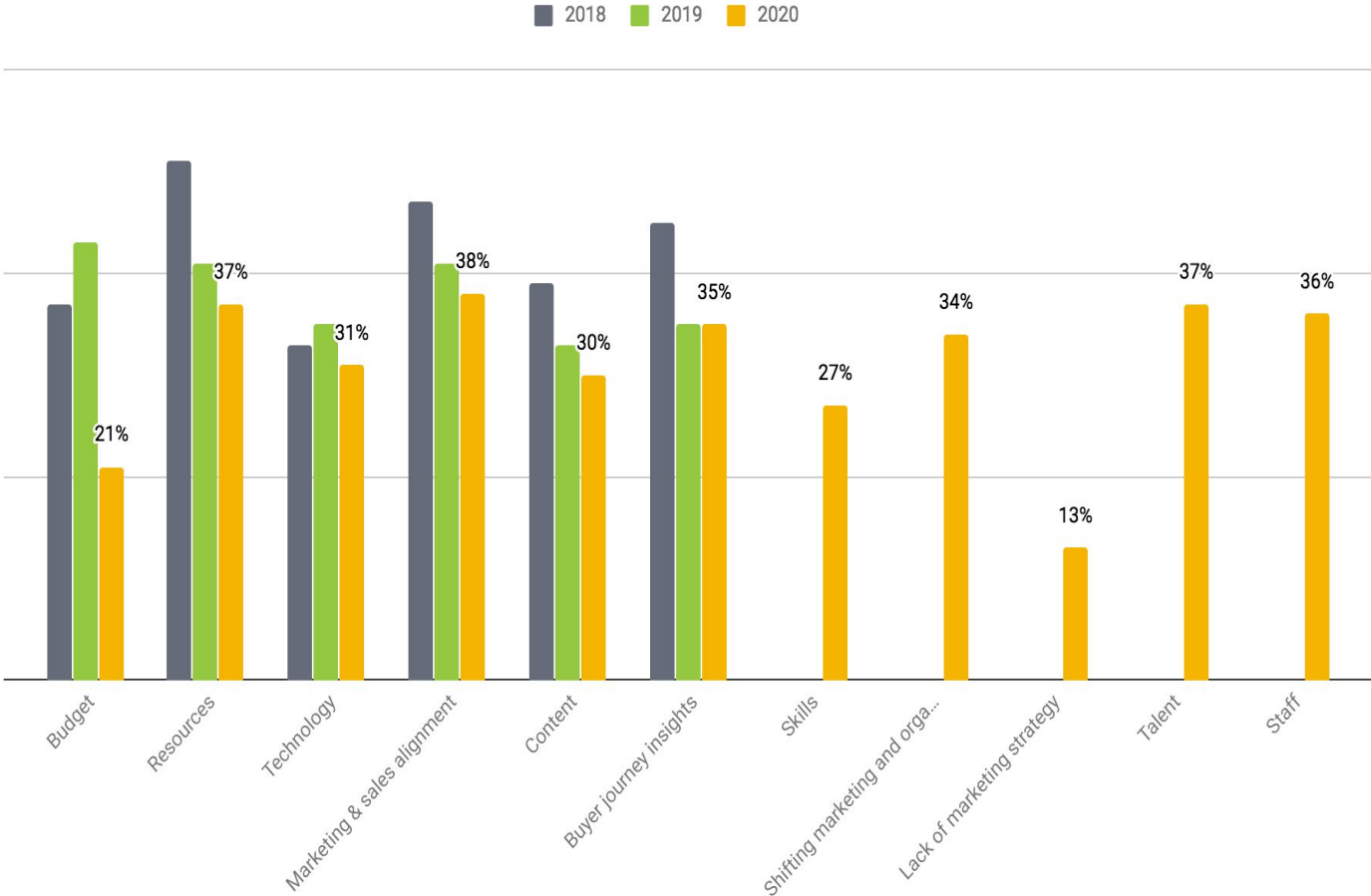


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# What are your main barriers to driving pipeline and revenue?

**38%** say marketing and sales alignment

With resources, talent, staff, and marketing & sales alignment almost equally inhibiting marketing departments to drive pipeline and revenue, it's essential to align internally and optimize your talent to drive success.

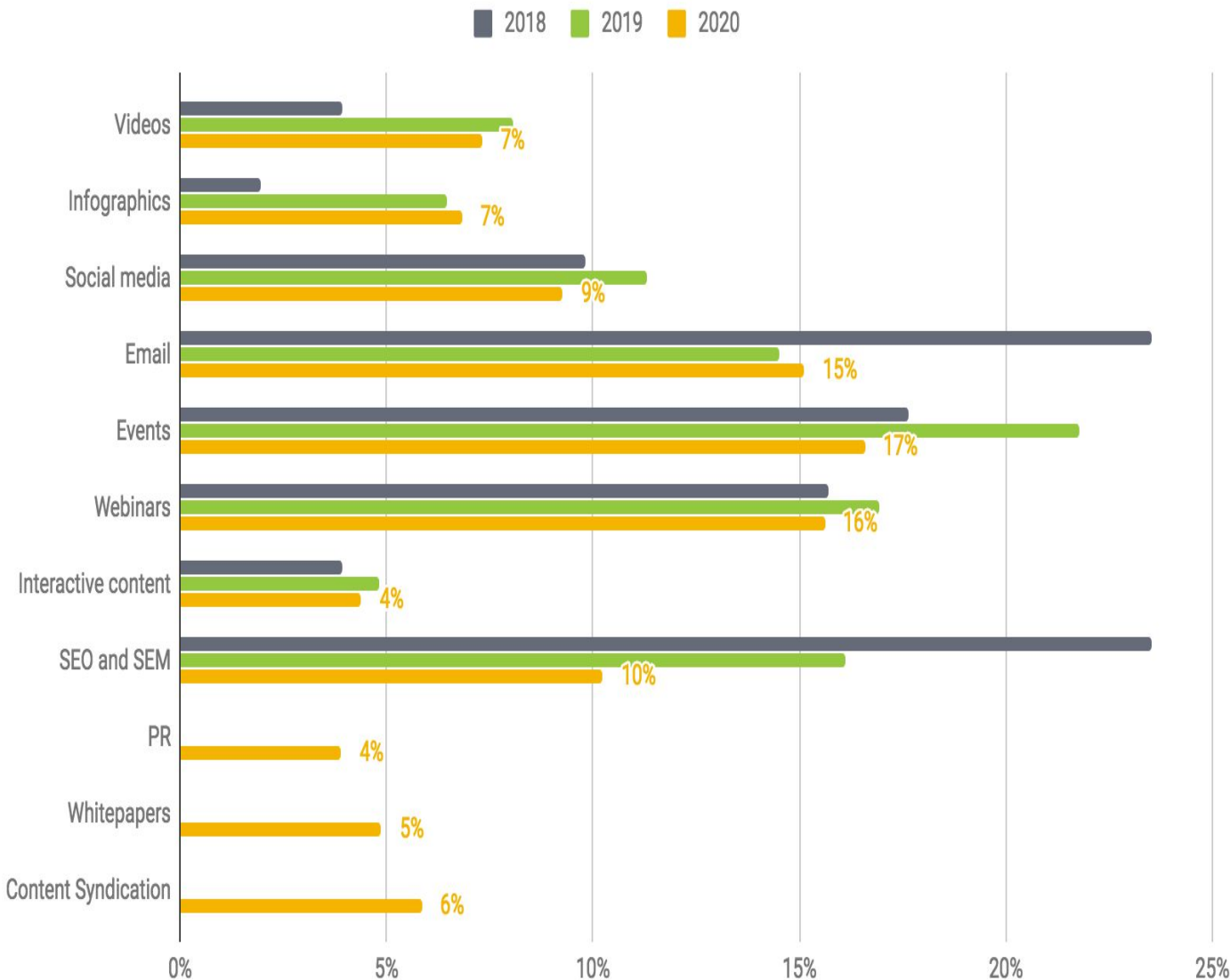


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In the past year, what tactics were most successful for you in terms of generating quality leads at the top of the funnel?

17% say events

Events, webinars, and emails were top TOFU drivers this year. We're seeing a decreasing value on SEO and SEM for driving leads at the top of the funnel.

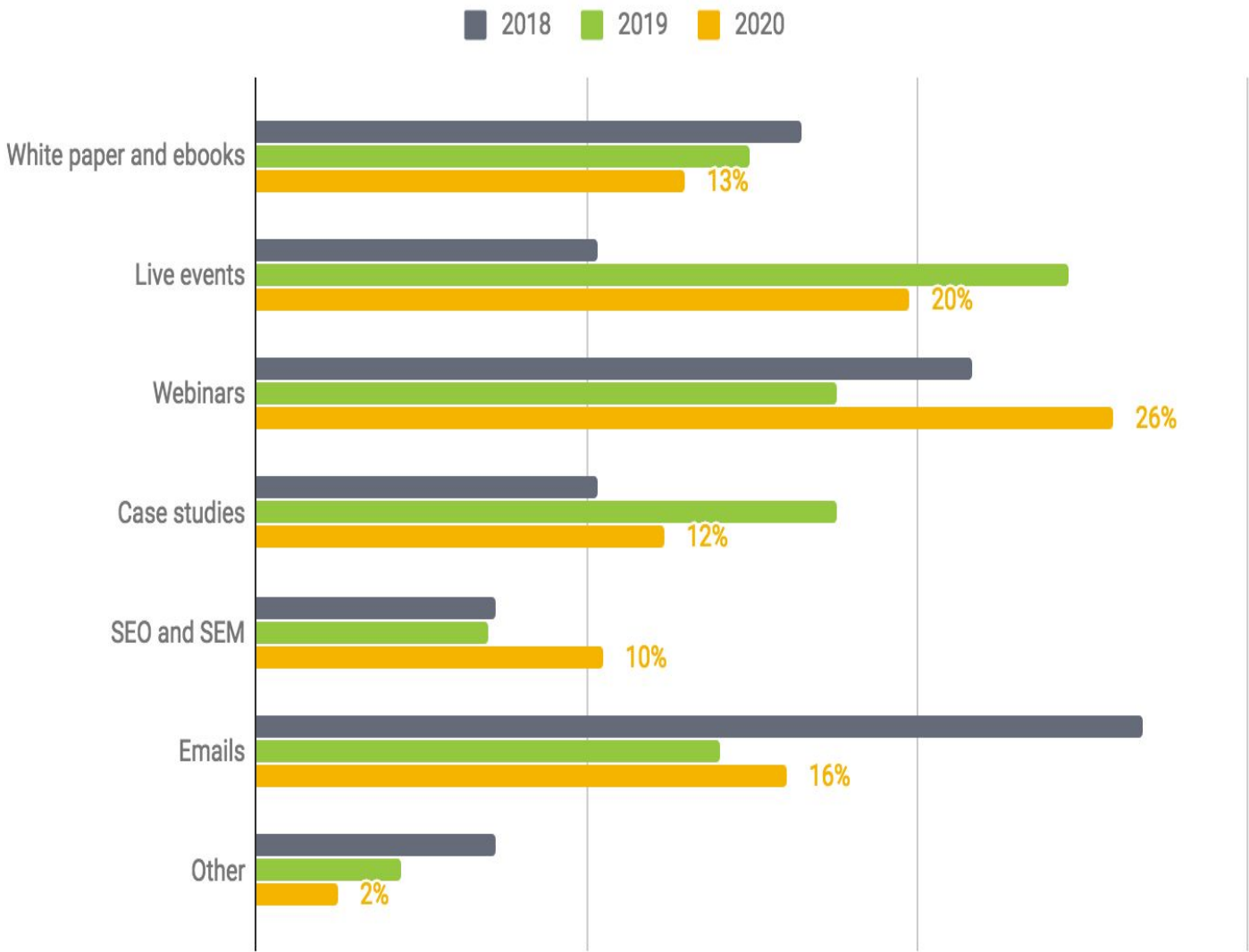


Taken from our Revenue Marketing Benchmark Report

In the past year, what tactics were most successful for you in terms of driving conversion in the middle of the funnel?

26% say webinars

Webinars and Live events prove to be successful efforts for driving conversion at MOFU.



Taken from our Revenue Marketing Benchmark Report

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

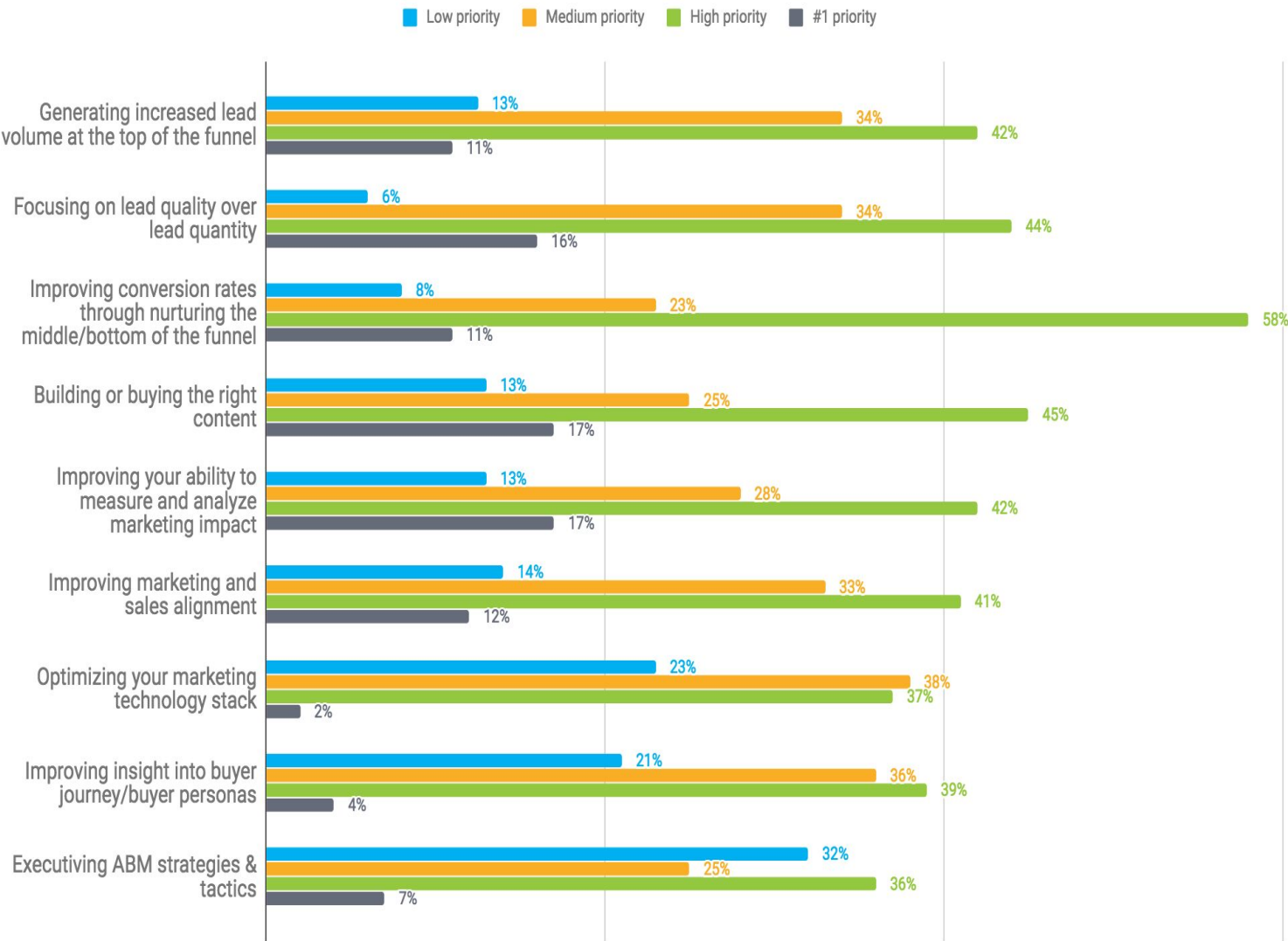
Building and buying the right content and improving the ability to measure and analyze marketing impact are #1 priorities for Revenue Marketers in 2020. With access to endless metrics from campaigns, marketers need to get smarter about which metrics to look at, what they mean, and how to change them. Improving lead quality is also a high priority for marketers this year.

- TOP PRIORITY

■ HIGH PRIORITY

■ MEDIUM PRIORITY

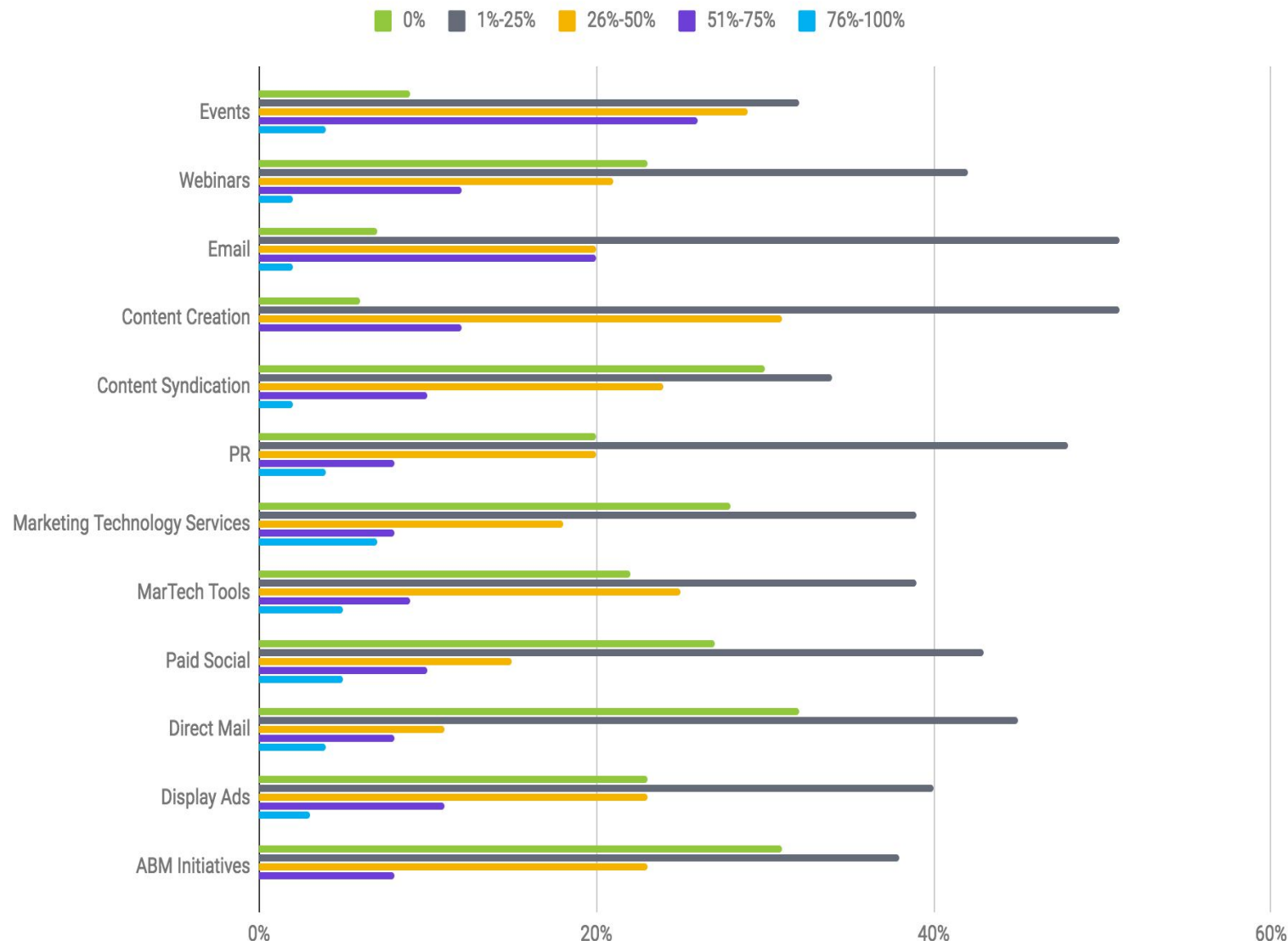
■ LOW PRIORITY



Taken from our Revenue Marketing Benchmark Report

## What percent of your marketing budget are you spending on the following initiatives?

In 2020, many marketers will allocate 50%+ of their budget to events, Marketing technology services, and email. With email decreasingly being an effective lead generator in TOFU and converter in MOFU, it's surprising to see many marketers spending the majority of their budget on this initiative.



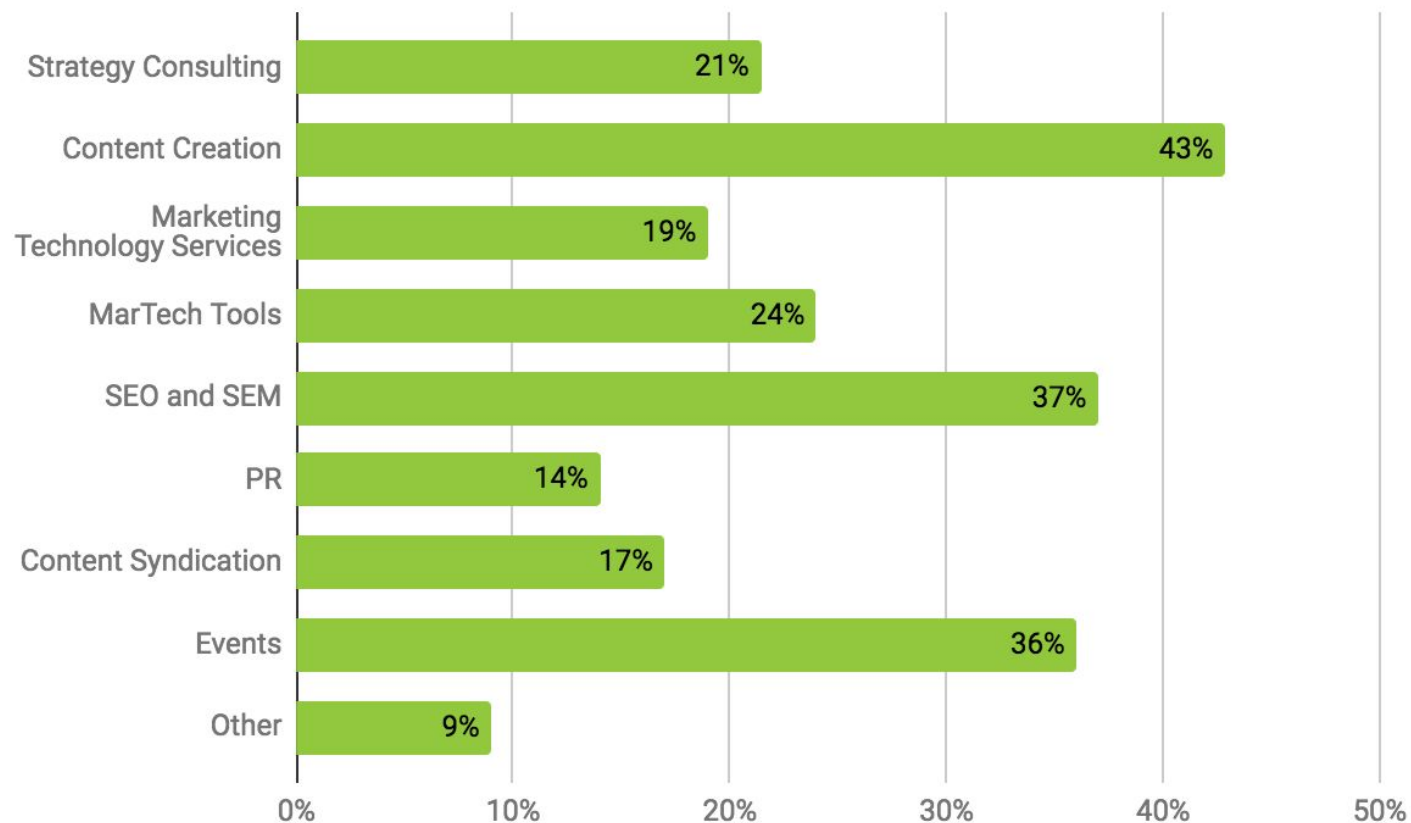
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Where do you anticipate spending the highest percentage of your marketing budget next year?

**43%** say content creation

We're expecting to see marketers spend a high percent of their budget on content creation. With this being a top priority in 2020, it's mandatory to assure that all this new content does not go underused or under-shared. Content experience will be a key differentiator for those who see a positive ROI on these efforts.

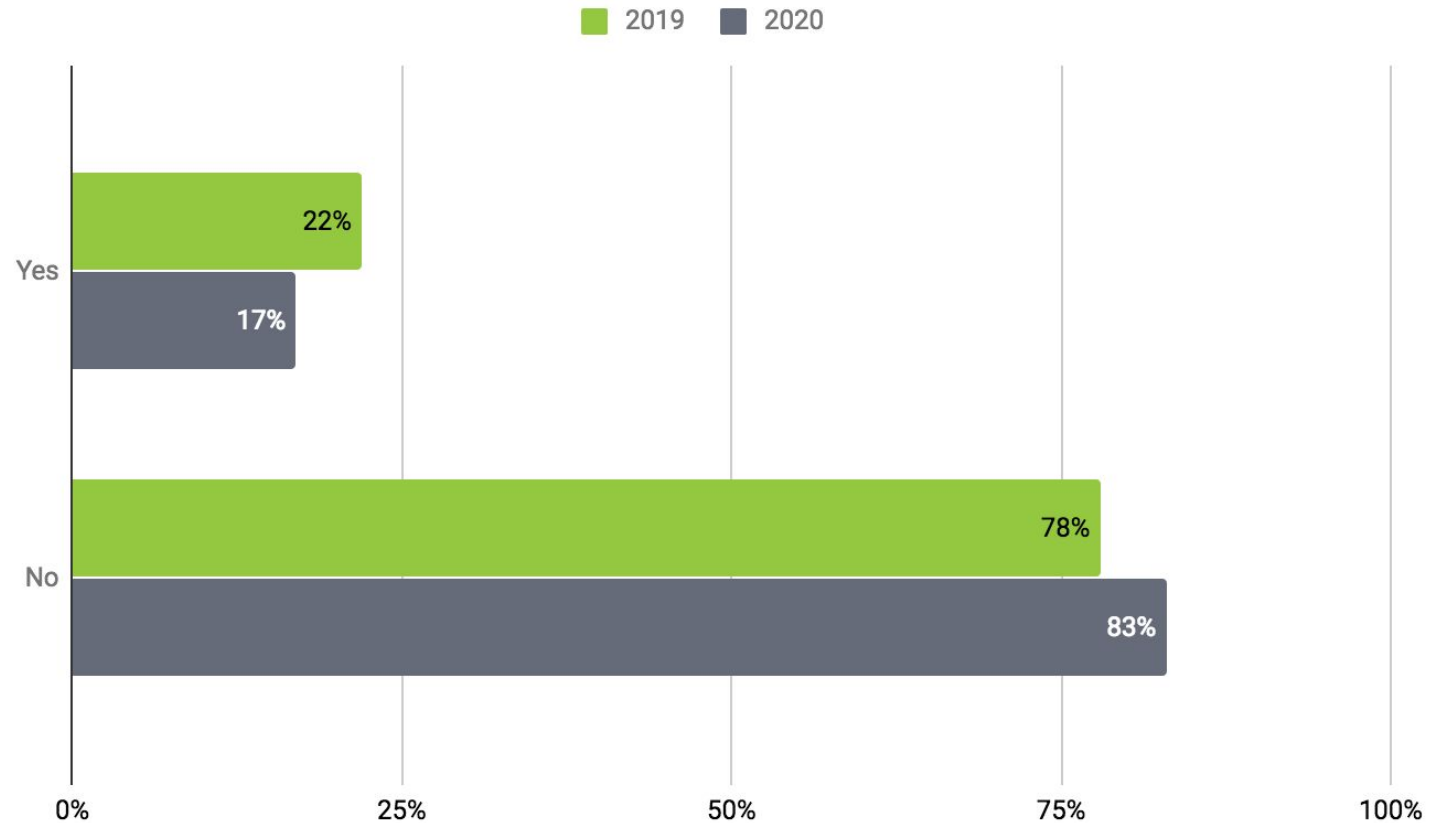


Taken from our Revenue Marketing Benchmark Report

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

**83%** say no

AI technology is reshaping marketing and affecting various aspects of business. It was surprising to us that the percentage of marketers using AI has decreased over the past year -- this could be due to marketers' lack of knowledge or expertise on how to effectively implement and use these tools. We expect to see the number of organizations using AI to increase over the next few years.

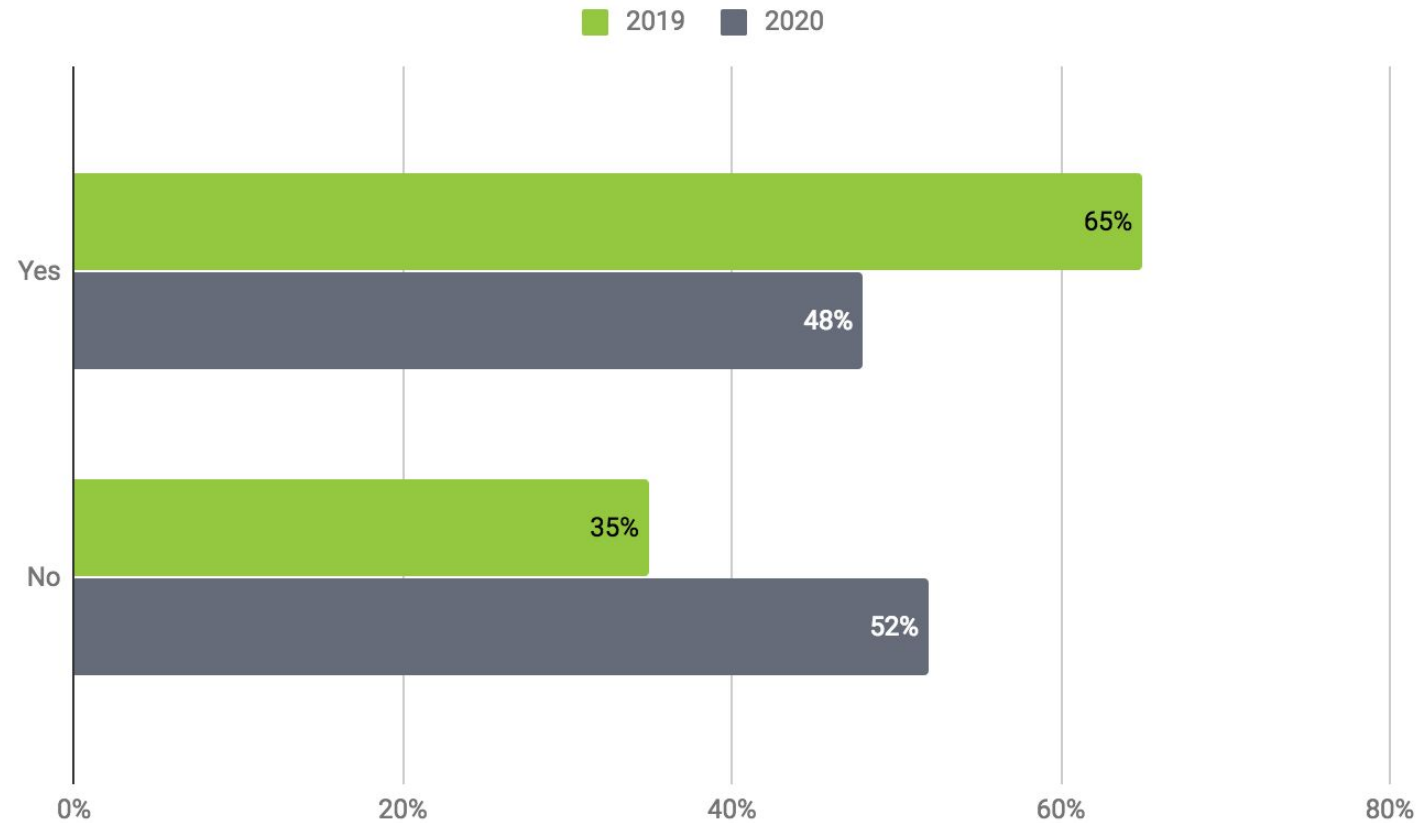


*Taken from our Revenue Marketing Benchmark Report*

# Are you executing ABM programs?

**52%** say no

A significant decrease in ABM program execution leads us to believe that organizations were not seeing a sufficient ROI, resulting in them halting their ABM efforts. Sales and marketing need to be tightly aligned for ABM to be successful, and this remains an area where many organizations struggle.

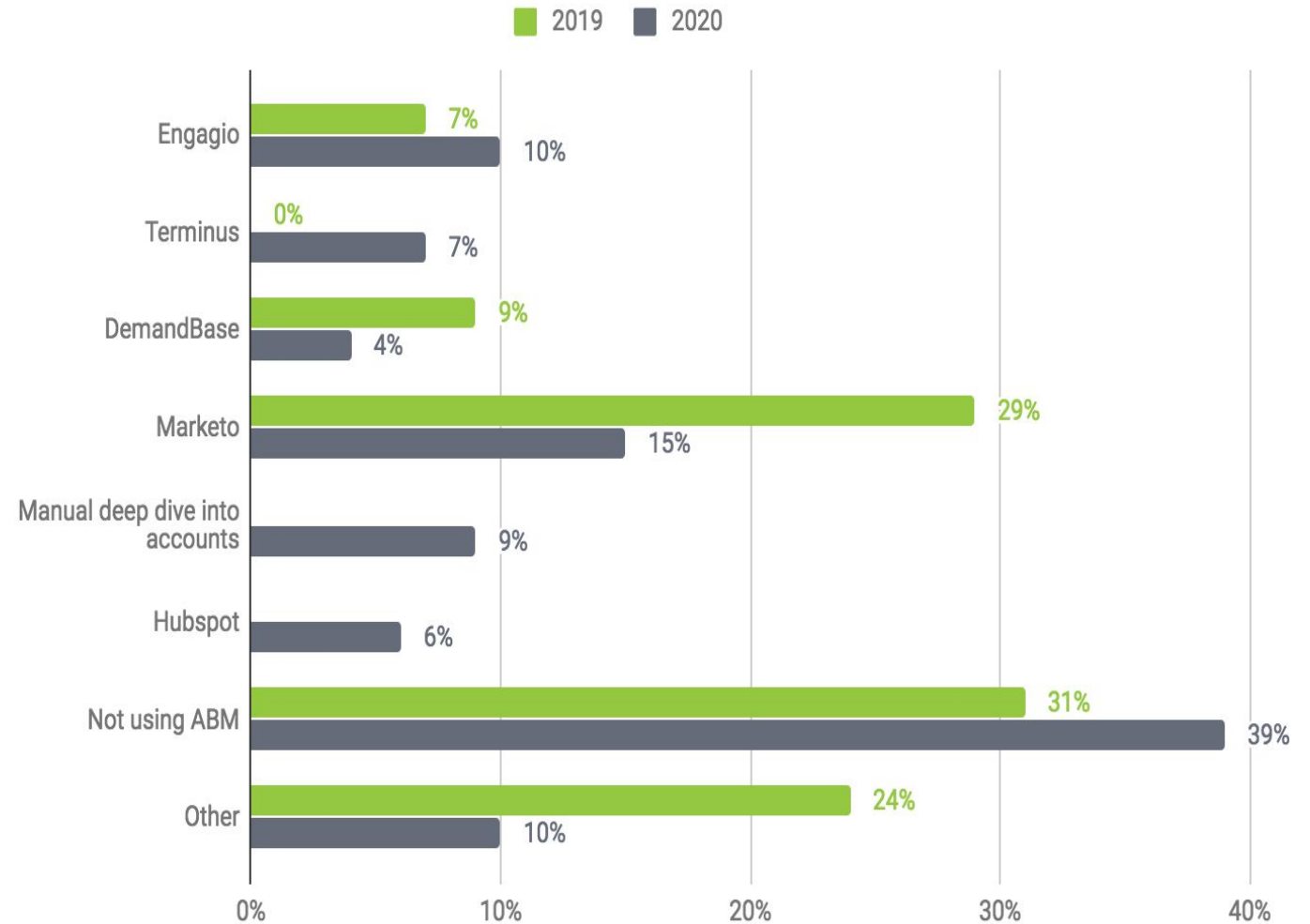


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# Which ABM technology are you using?

**39%** say not using ABM

Though 39% of respondents said they aren't using ABM, it continues to be a buzzword and hot marketing trend in 2020. Commitment of marketers to ABM can help drive pipeline and reach revenue goals.

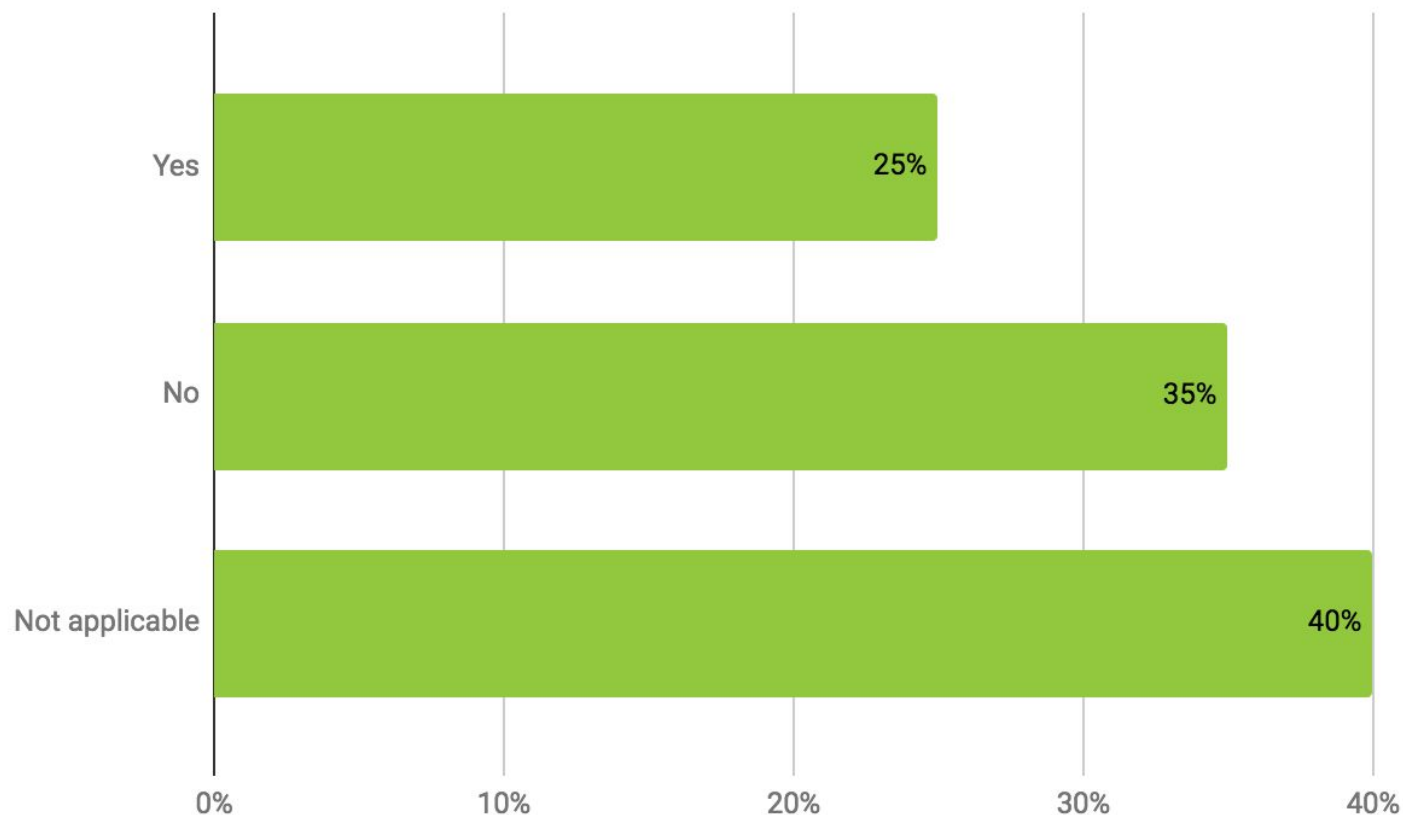


Taken from our Revenue Marketing Benchmark Report

## Have you seen a positive ROI from your ABM efforts?

**35%** say no

35% of marketers say they haven't seen a positive ROI from their ABM efforts. For this to change, marketers need to have well-orchestrated goals and SLAs with sales, they need to understand which type of ABM campaign they are running (1:1, 1:few, 1:many), and they need to organize their ABM plays around their buying groups.

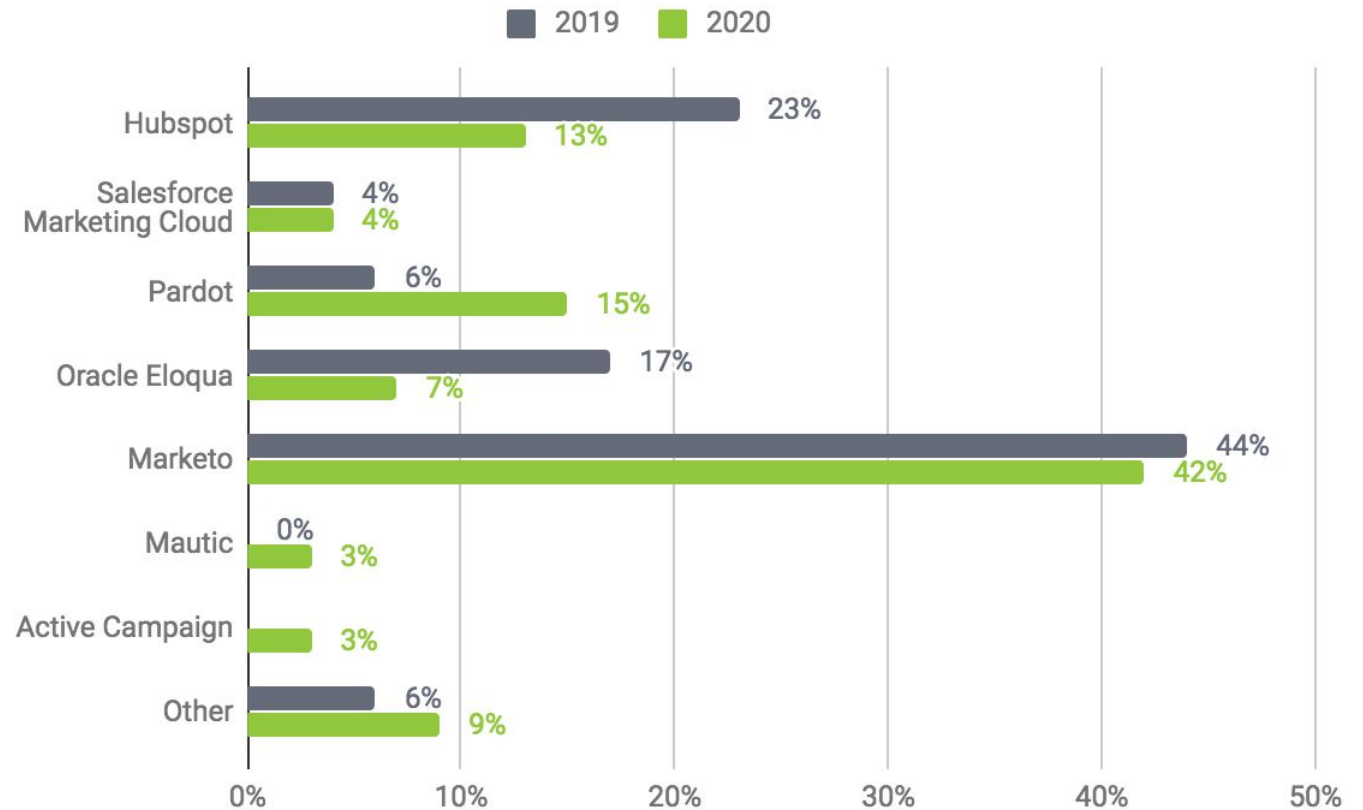


*Taken from our Revenue Marketing Benchmark Report*

## Which MAP are you using?

**44%** say Marketo

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



Taken from our Revenue Marketing Benchmark Report

# Summary of Findings

- 80% of respondents are familiar with the term “Revenue Marketing”.
- The top metrics marketers are measured on are revenue, pipeline, marketing generated opp value, lead conversion rates.
- 73% of marketers are measured on pipeline initiated.
- Only 11% of marketers have a pipeline initiated target > 40% of total pipeline.
- 51% are able to measure campaign attribution today, with 31% planning to be able to within 12 months.
- Resources, talent, staff, and marketing and sales alignment are the top four barriers to driving pipeline & revenue.
- Live events and webinars were identified as the most successful TOFU and MOFU tactics for the second consecutive year.
- The top 3 priorities for this year are: measuring attribution, building the right content, and putting an emphasis on lead quality.
- 17% of marketers are using AI to plan and execute marketing strategies today, a 3% decrease from last year.
- Marketo remains the most used MAP platform and ABM technology being used today by respondents.

# Conclusion

We look forward to gathering Revenue Marketing Insights next year and continue to understand how the term is used among marketers. We've seen awareness of the term increase over the past three years, and expect to see it jump even more in 2020. Marketing & sales alignment and a lack of skilled staff seem to be a large barrier for marketers when it comes to meeting their targets. We expect to see a larger investment into talent and education for marketing staff to help marketing teams achieve their goals. The hot marketing practice of ABM has not yielded as much of a positive ROI as it was expected to. This could be due to marketers diving into ABM efforts head first without much basis of knowledge to execute these program properly. We've seen an upward trend of marketing organizations become more responsible for generating and influencing pipeline, yet many still struggle to measure and report on this attribution. With more reporting and analytics tools at our fingertips than ever before, we hope that more marketers will be able to track and measure their marketing ROI.

Here's to improving our processes and overcoming marketing barriers in 2020.



# Methodology

This year's Revenue Marketing Benchmark Report is based off the input of 72 marketers who completed our Revenue Marketing Survey. The results were collected over a 2 month period from September 2019 to November 2019.

# Thanks

Thank you to our partner who helped promote this survey:

