



# Revenue Marketing B2B Benchmark Report 2019

# Welcome



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President and Founder  
Demand Spring

Greetings Revenue Marketers,

Welcome to our second annual *Revenue Marketing B2B Benchmark Report*. Over the past two years we have watched the term Revenue Marketing become more commonly used by marketers as a means of describing their focus. This rise in popularity has paralleled marketing becoming more central to driving engagement, education, inspiration and conversion throughout the customer journey.

In part, this study sought to understand how broadly the term is understood and used. We saw a nice bump in familiarity with the term – 76% of B2B marketers surveyed are familiar with Revenue Marketing (up from 64% last year). The larger objective of the report is to share the Revenue Marketing metrics, practices, processes, barriers, and priorities for 2019.

Marketers today are standing taller than ever before. They are making a more direct, measurable contribution to the top-line of their organization than ever before. B2B buyers are engaging with marketing content and channels in a self-directed manner throughout much of their buyer journey.

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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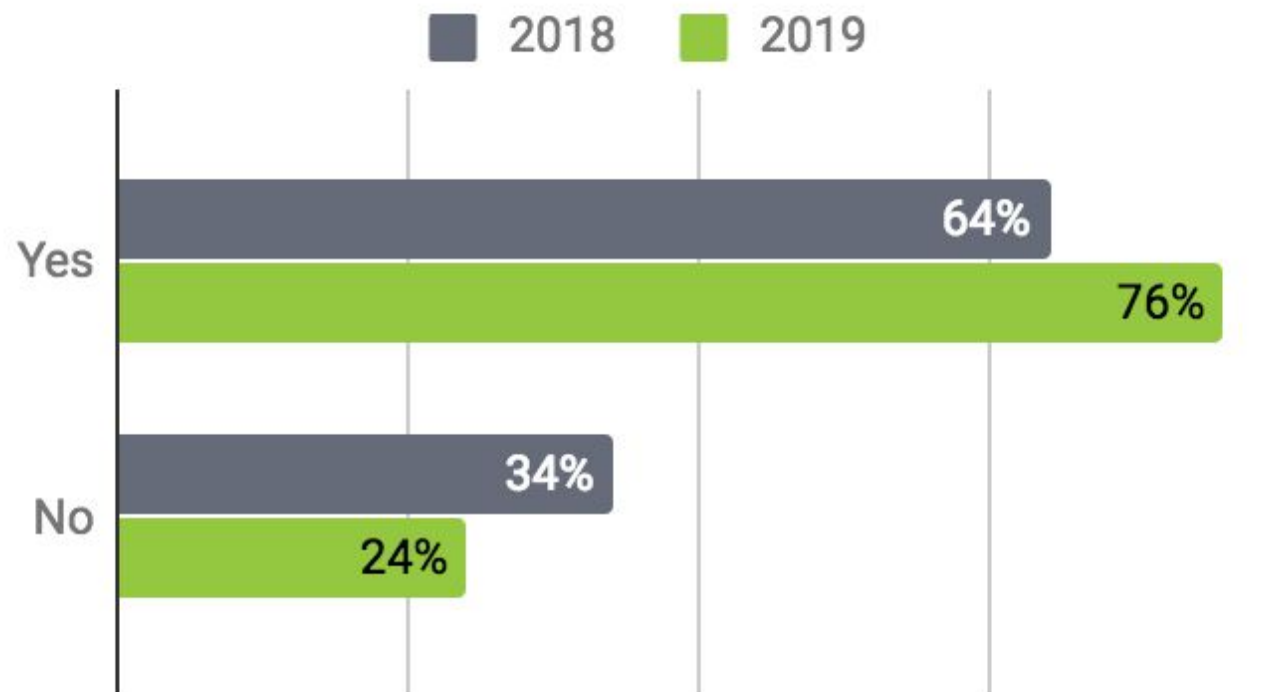
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## Are you familiar with the term revenue marketing?

**76%** say yes

Awareness of the term Revenue Marketing increased 12% over the past year. Respondents defined Revenue Marketing in four key ways:

- 1 Marketing generated revenue
- 2 Pipeline influenced by marketing activities
- 3 Repeatable and predictable marketing programs that drive conversion
- 4 Attributing a dollar value to marketing ROI

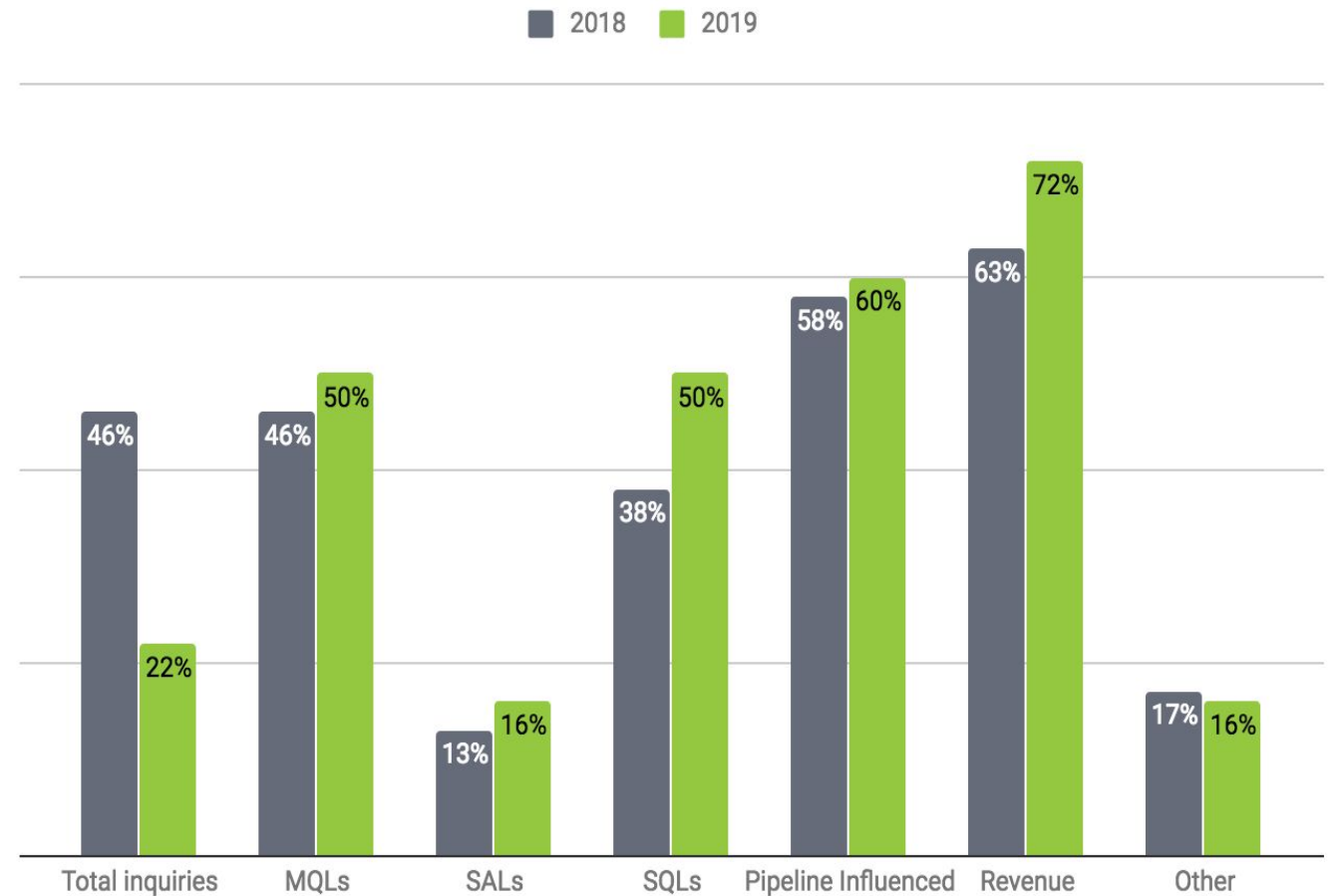


*Taken from our Revenue Marketing Benchmark Report*

What are three primary metrics you are measured on?

**72%** say revenue

Marketers continue to be measured on the top of the funnel and the bottom of the funnel. The responses reflect the impact that Marketing is being asked to deliver throughout the entire buyer journey.

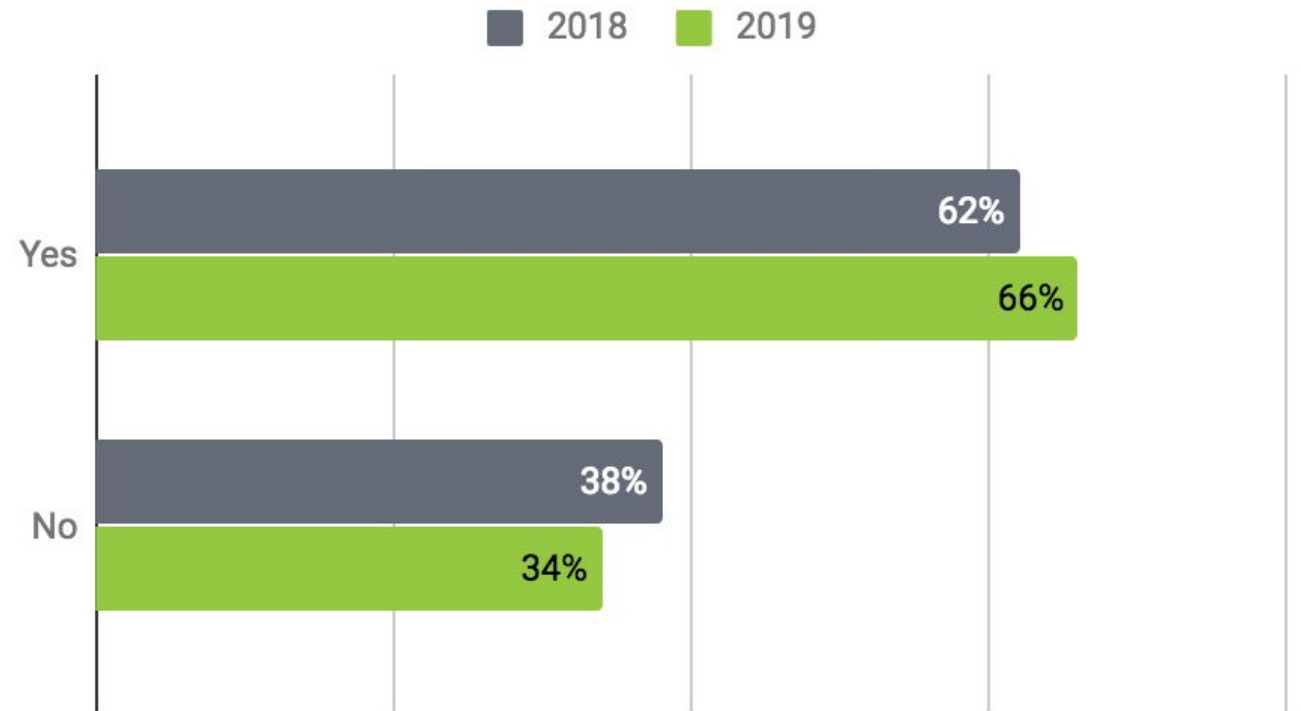


Taken from our Revenue Marketing Benchmark Report

Is your marketing organization  
measured by sales pipeline you  
initiate?

**66%** say yes

Initiating new pipeline increasingly remains a  
primary priority of more than 65% of organizations.

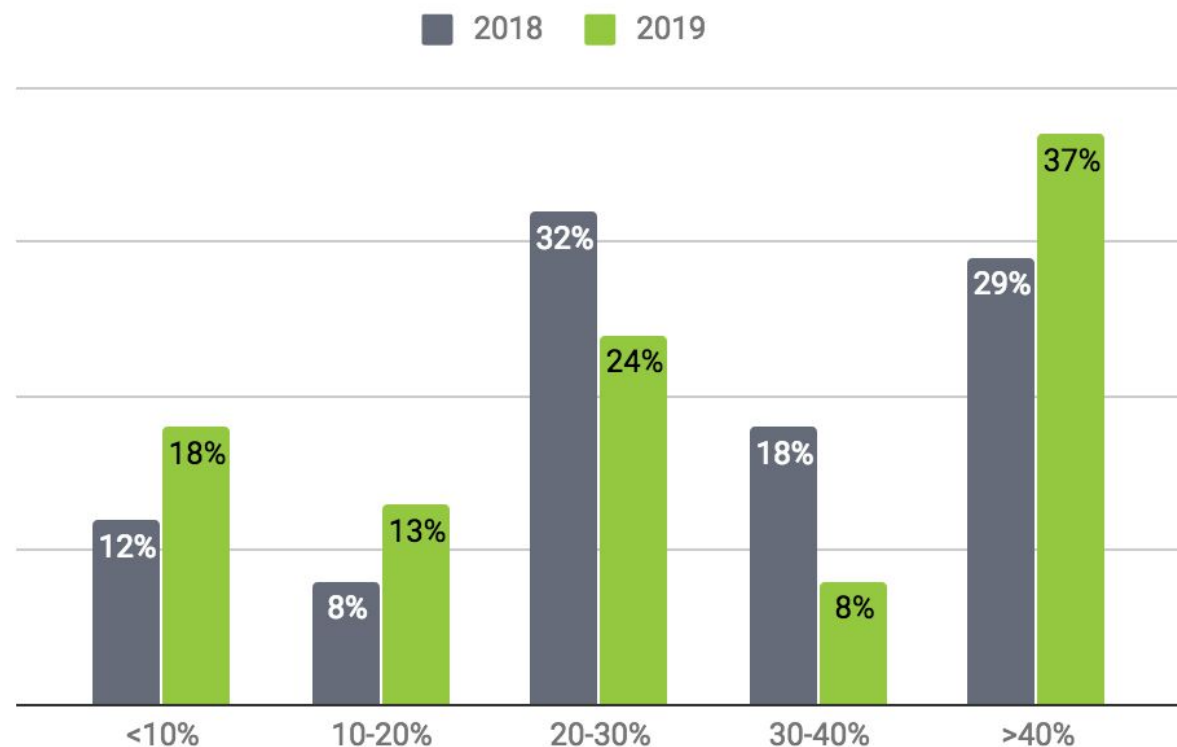


Taken from our Revenue Marketing Benchmark Report

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

**37%** say >40% of pipeline

69% of organizations are being asked to initiate at least 20% of new pipeline. Steadily more organizations are responsible for initiating greater than 40% of pipeline.

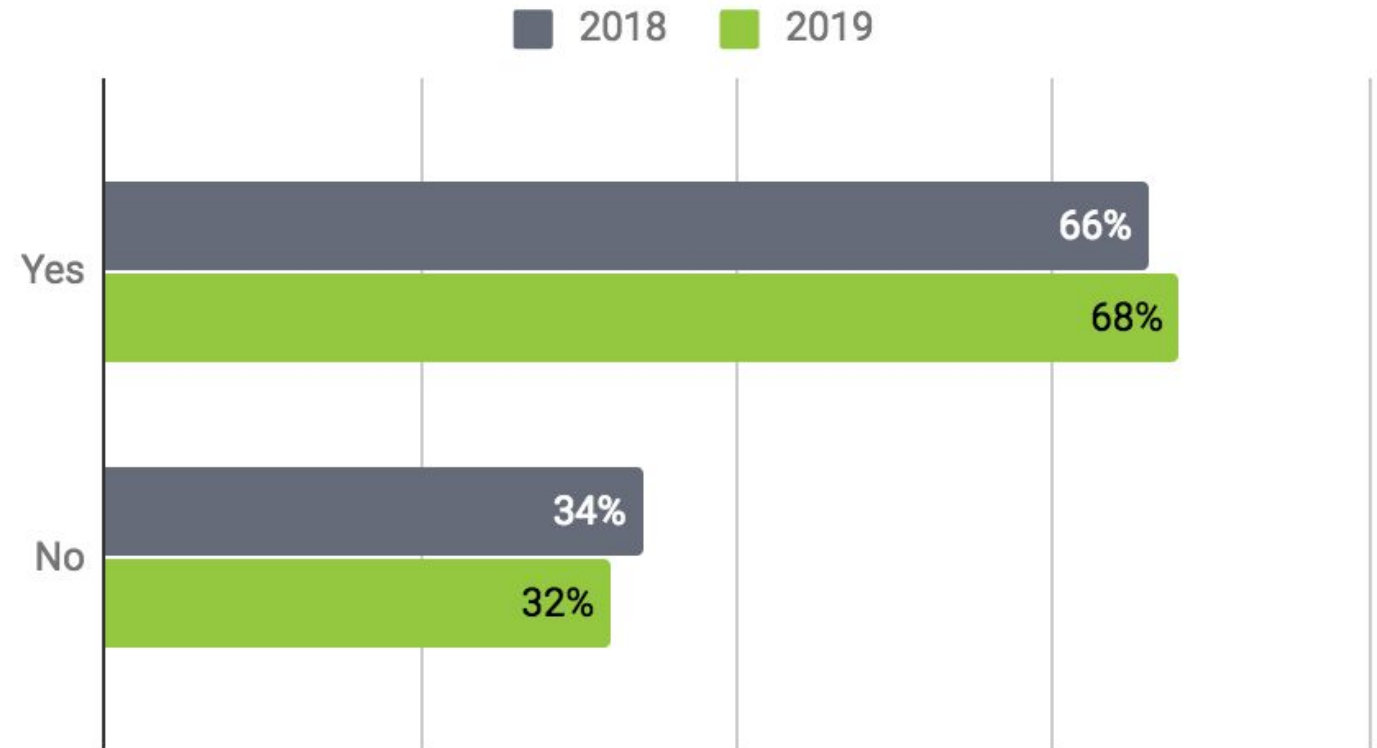


Taken from our Revenue Marketing Benchmark Report

Is your marketing organization  
measured by sales pipeline you  
influence?

**68%** say yes

With 66% of organizations are measured on  
pipeline initiation, only 68% are measured on  
influence. Multi-touch attribution modelling could  
be a gating factor.



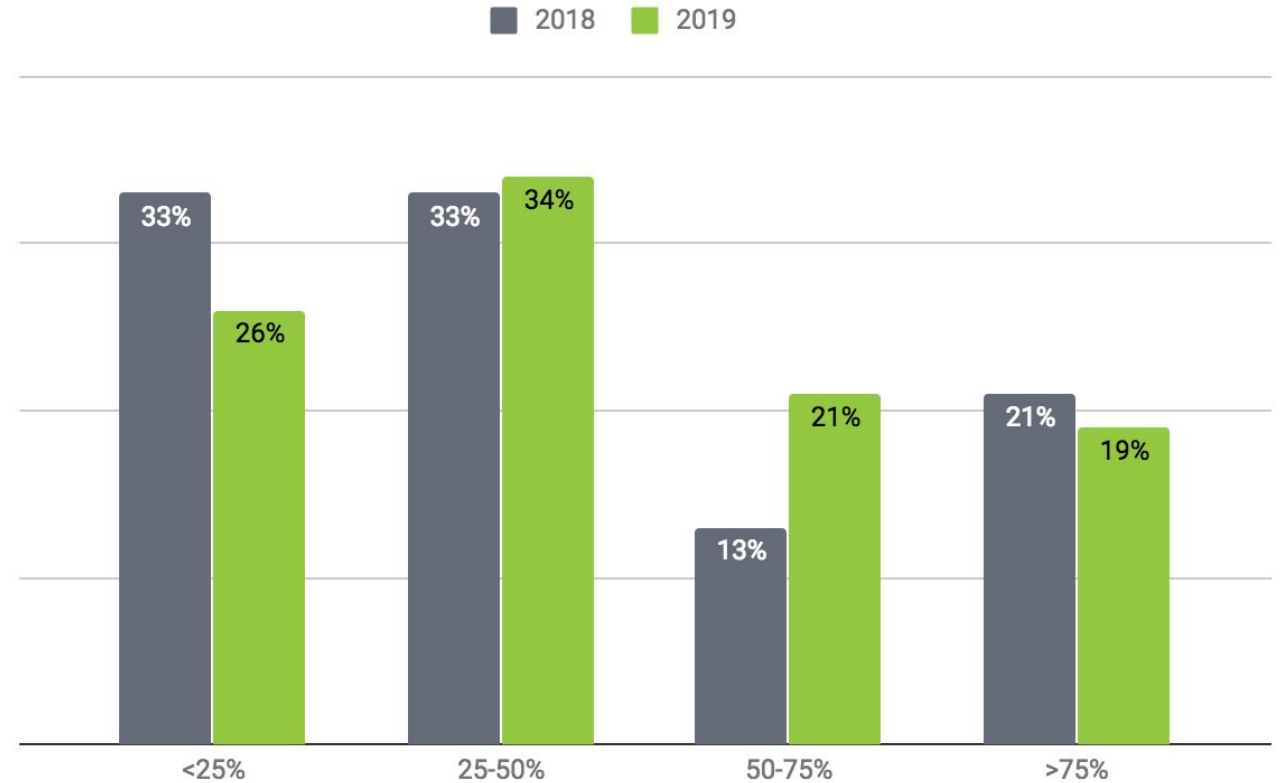
Taken from our Revenue Marketing Benchmark Report



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

**74%** say at least 25% of pipeline

A 7% increase in the past year in organizations responsible for initiating at least 25% of pipeline.

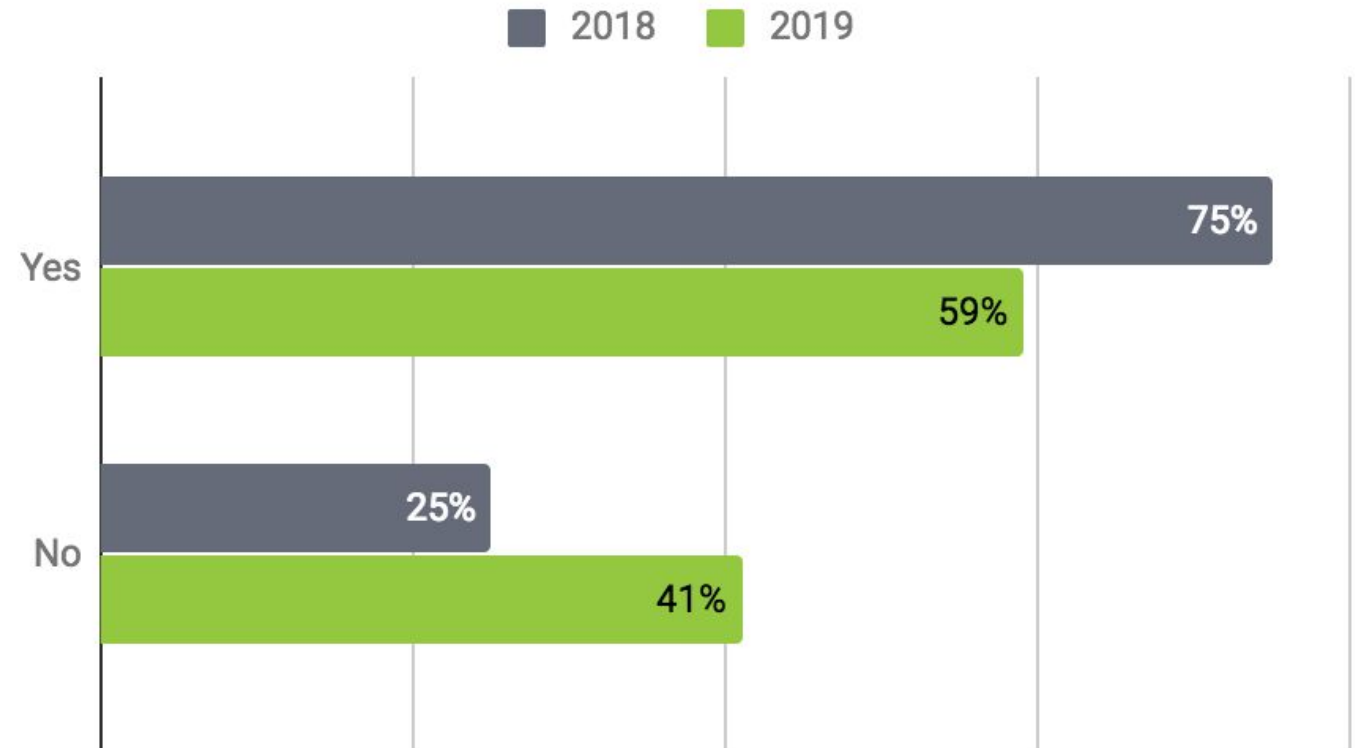


Taken from our Revenue Marketing Benchmark Report

## Is your marketing organization meeting these targets?

**59%** say yes

Over the past year there was a significant decrease in marketing organizations meeting these pipeline targets.

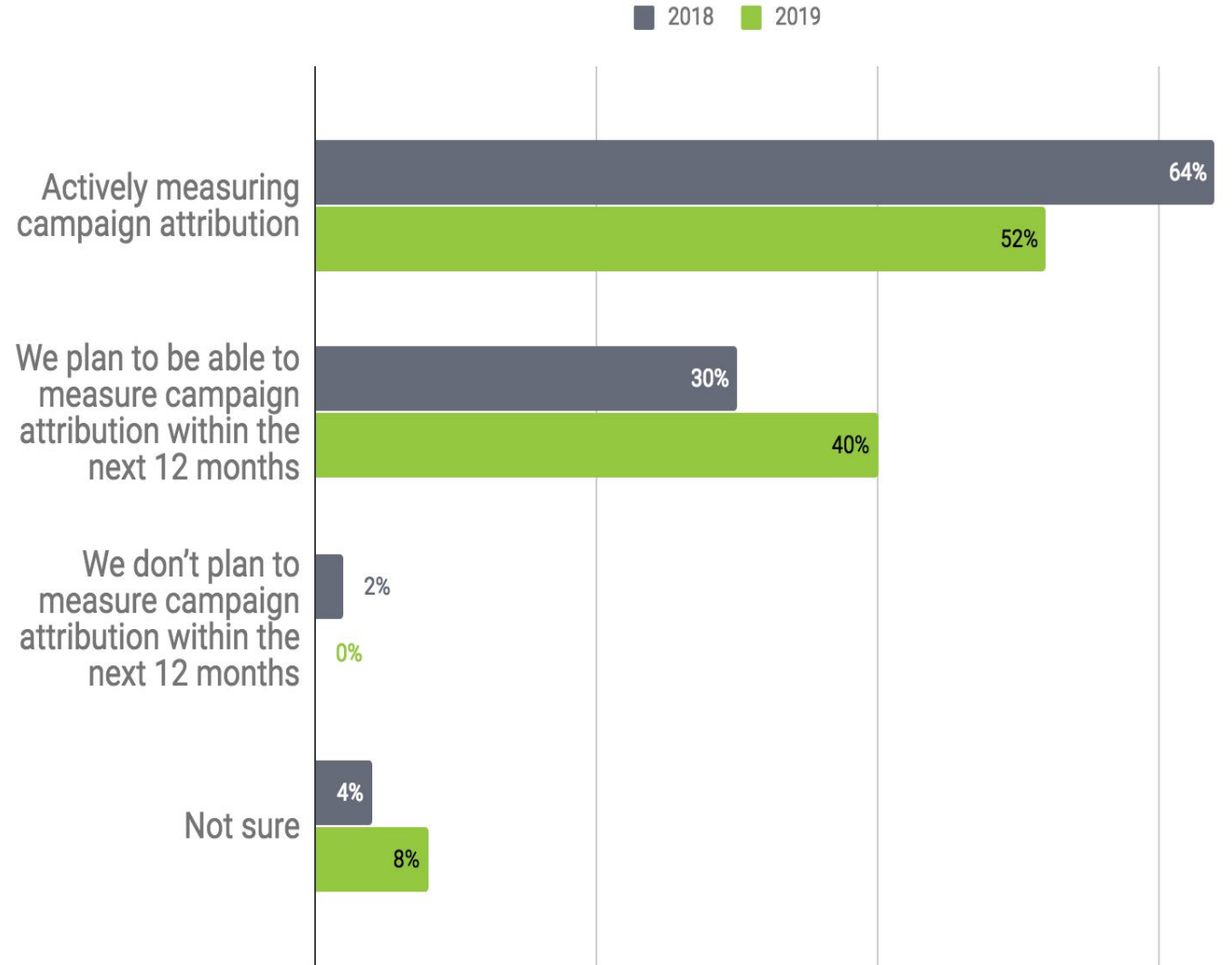


*Taken from our Revenue Marketing Benchmark Report*

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

**52%** are actively measuring

The ability to measure attribution is decreasing as well, with plans to be able measure within the next year increasing.

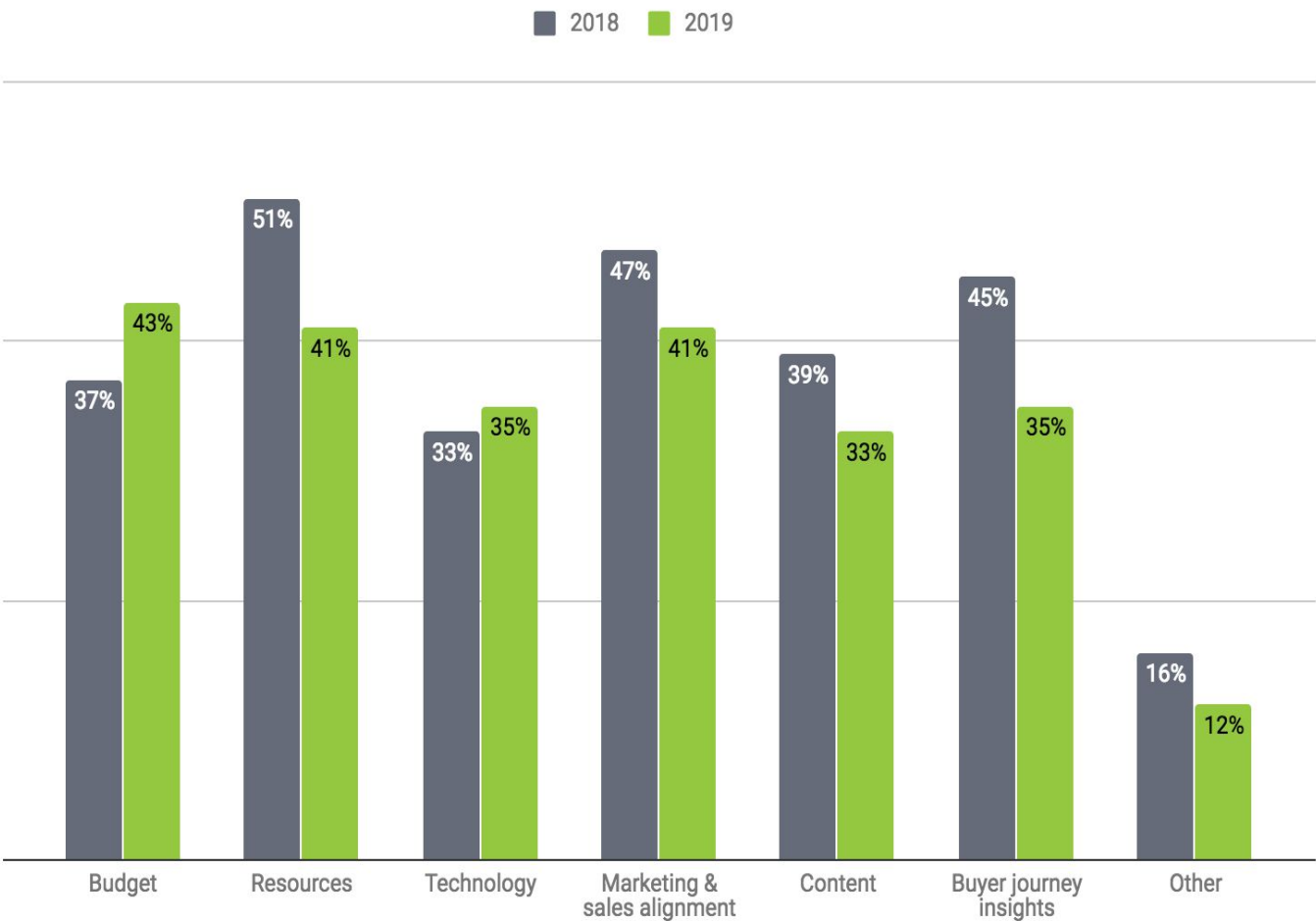


Taken from our Revenue Marketing Benchmark Report

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

43% say budget

With budget, resources and marketing & sales alignment almost equally inhibiting marketing departments to drive pipeline and revenue, it's important to align internally and leverage buyer journey insights to increase efficiency with the existing budget.

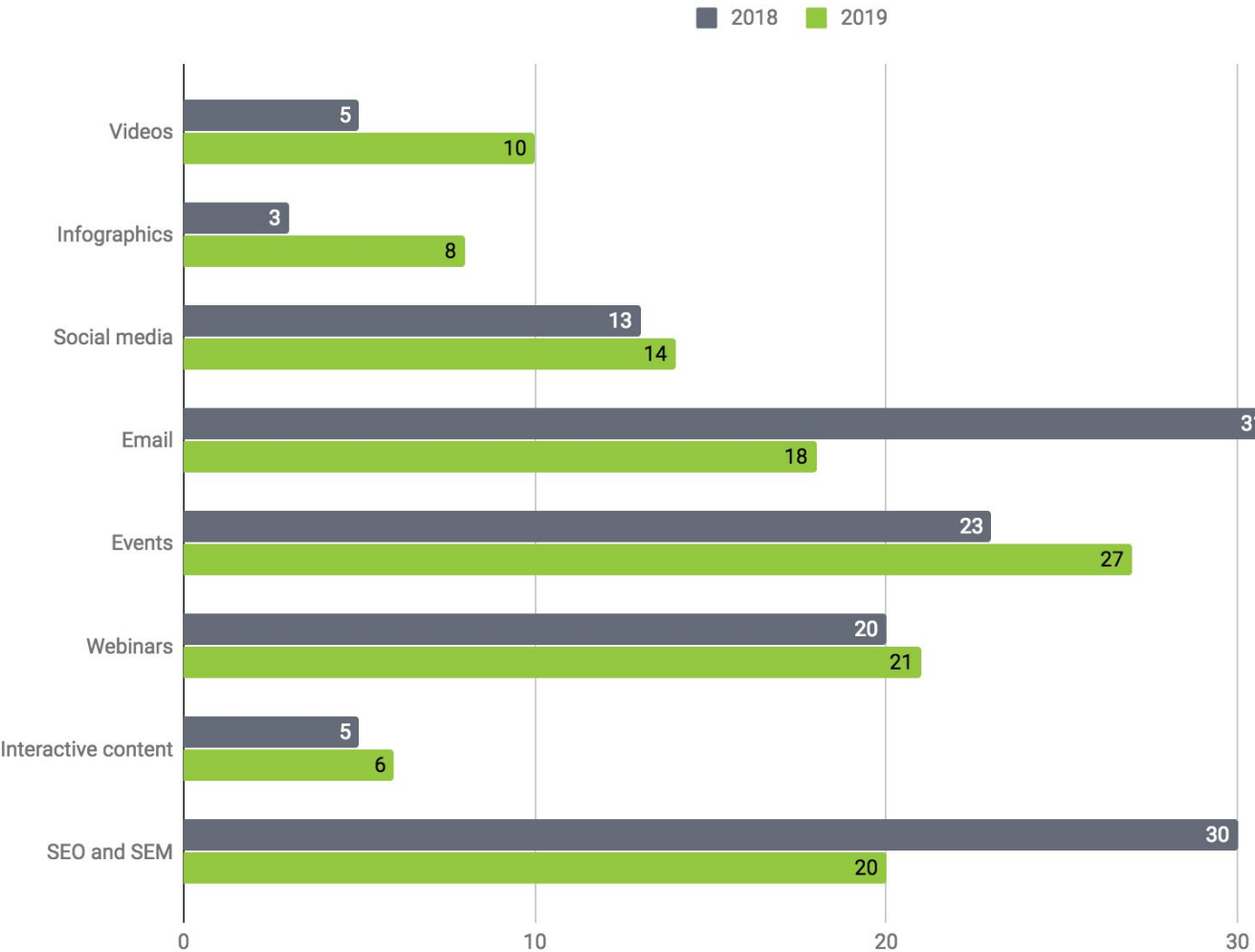


Taken from our Revenue Marketing Benchmark Report

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

27 say events

Events is a top TOFU performer in 2019. Search and email were leaders in 2018.

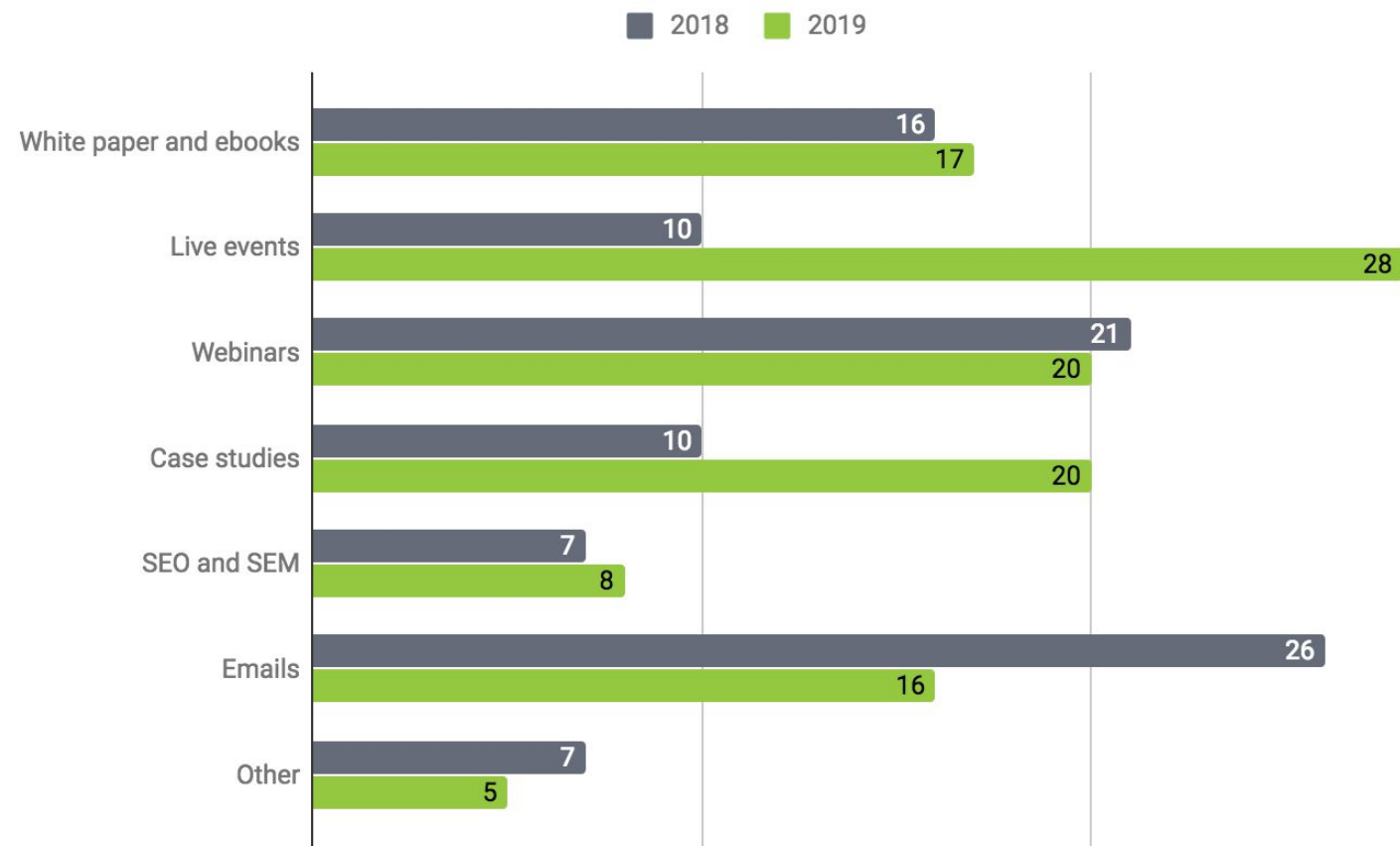


Taken from our Revenue Marketing Benchmark Report

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

28 say events

MOFU results show events as a conversion leader as well.



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

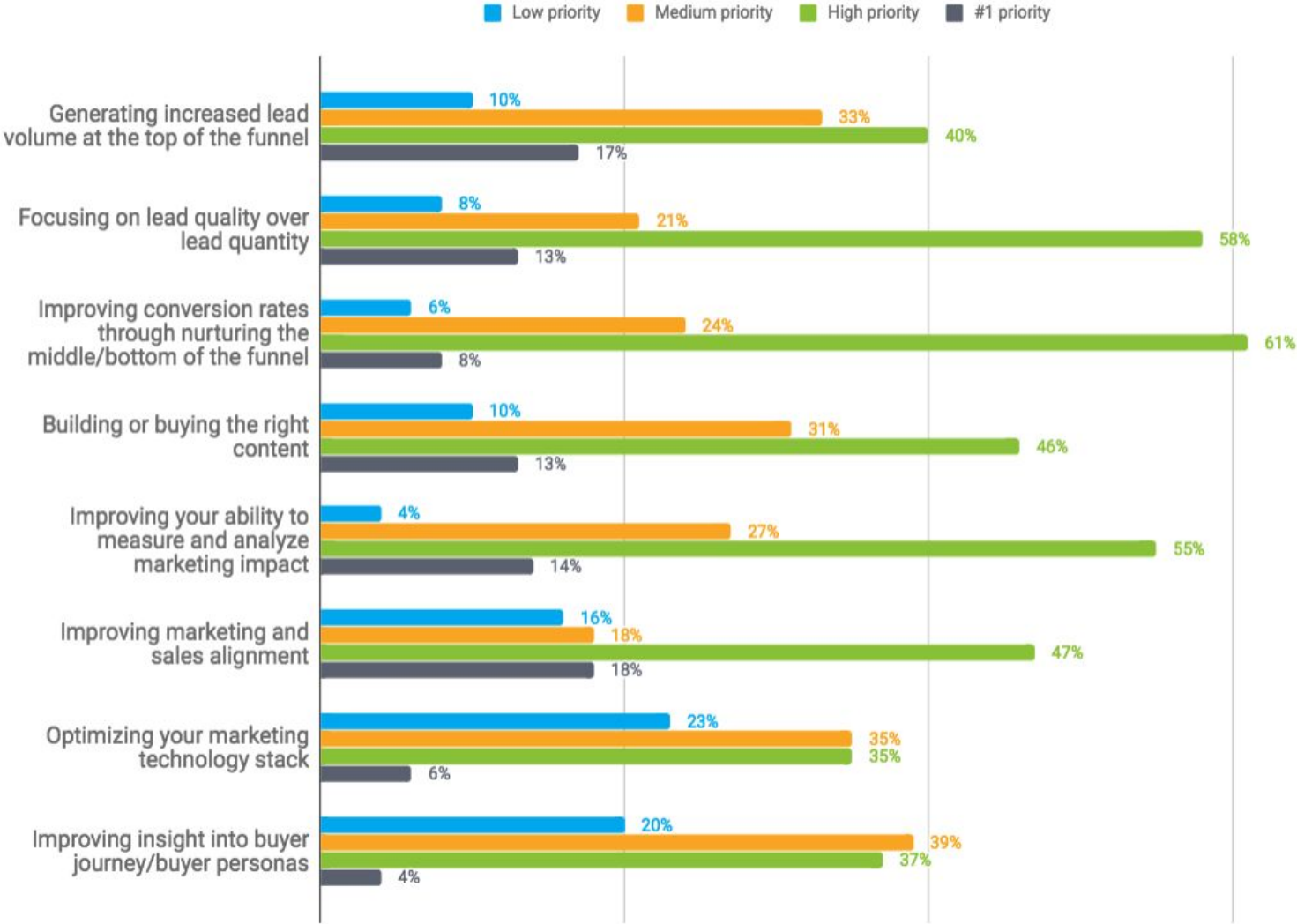
Improving conversion in the middle of the funnel remains the #1 goal of Revenue Marketers in the next year. Lead quality comes in a close second. Measurement is #3. For Marketers in 2019, conversion, quality, and measurement remain top priorities.

- TOP PRIORITY

■ HIGH PRIORITY

■ MEDIUM PRIORITY

■ LOW PRIORITY

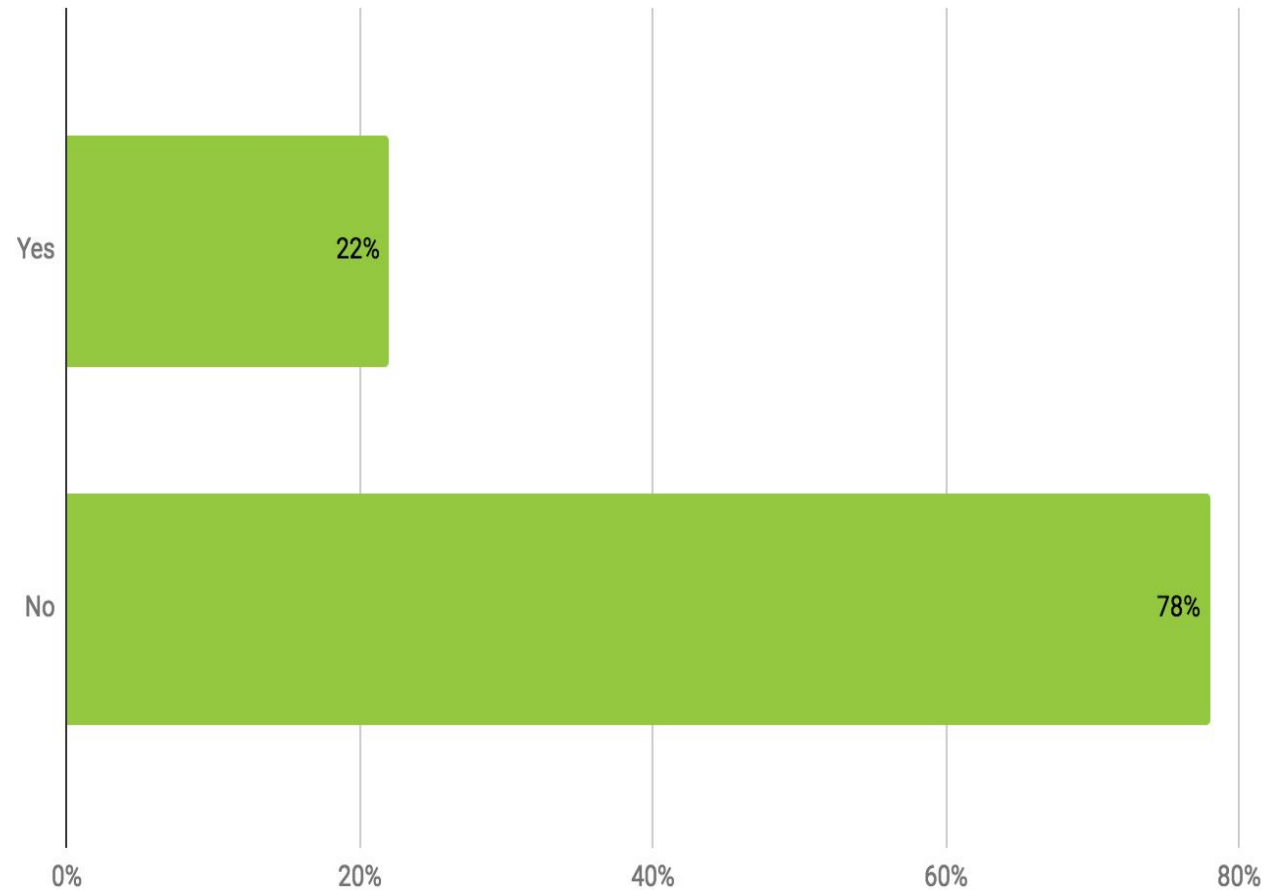


Taken from our Revenue Marketing Benchmark Report

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

**78%** say no

AI technology is reshaping marketing and affecting various aspects of business. Though it does not appear that many marketing organizations are using AI to execute marketing activities, it is expected this number will steadily increase in the coming years.



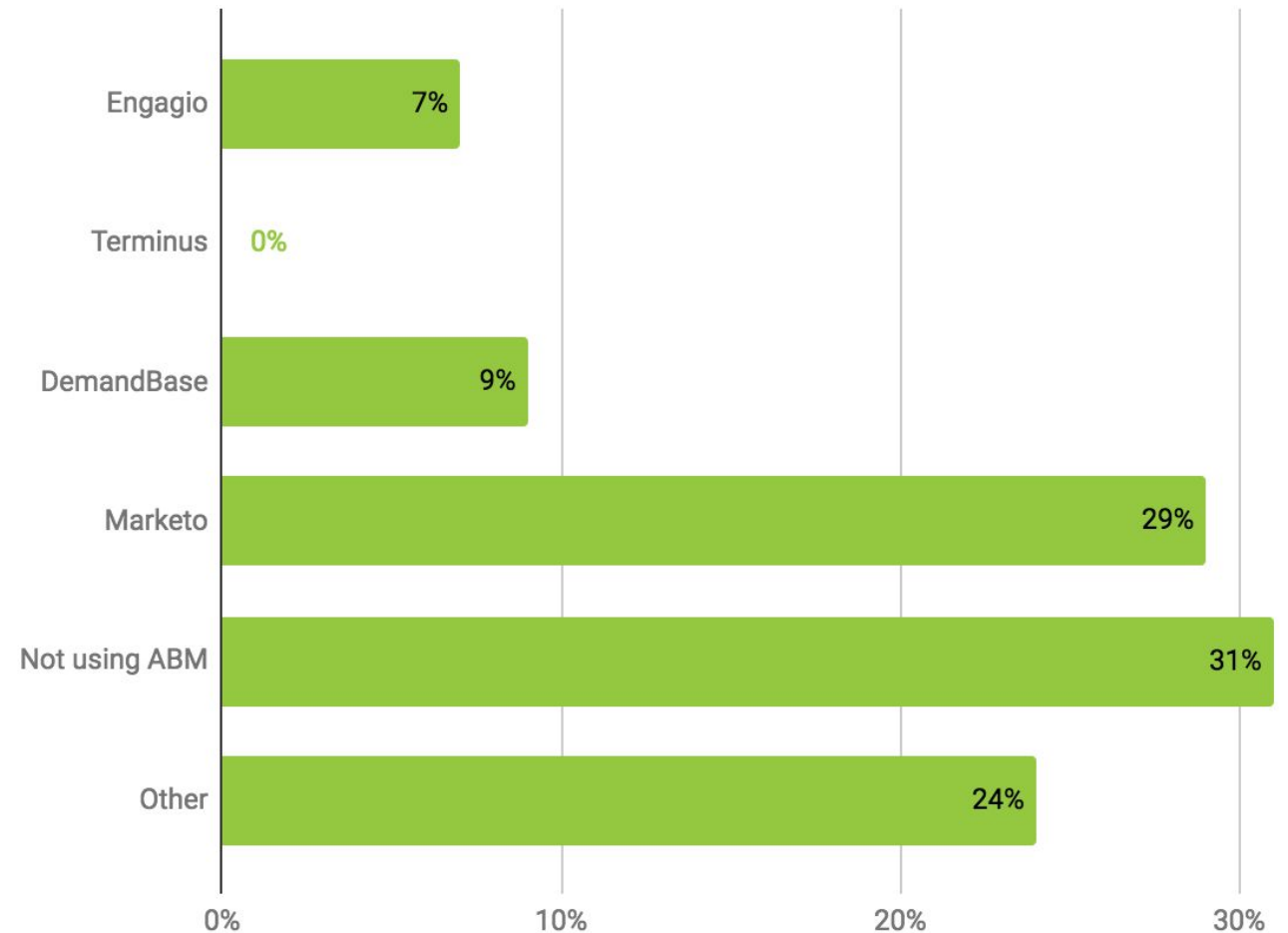
*Taken from our Revenue Marketing Benchmark Report*



## Which ABM technology are you using?

**31%** say not using ABM

Though 31% of respondents said they aren't using ABM, it continues to be a buzzword and hot marketing trend in 2019. Commitment of marketers to ABM can help drive pipeline and reach revenue goals.

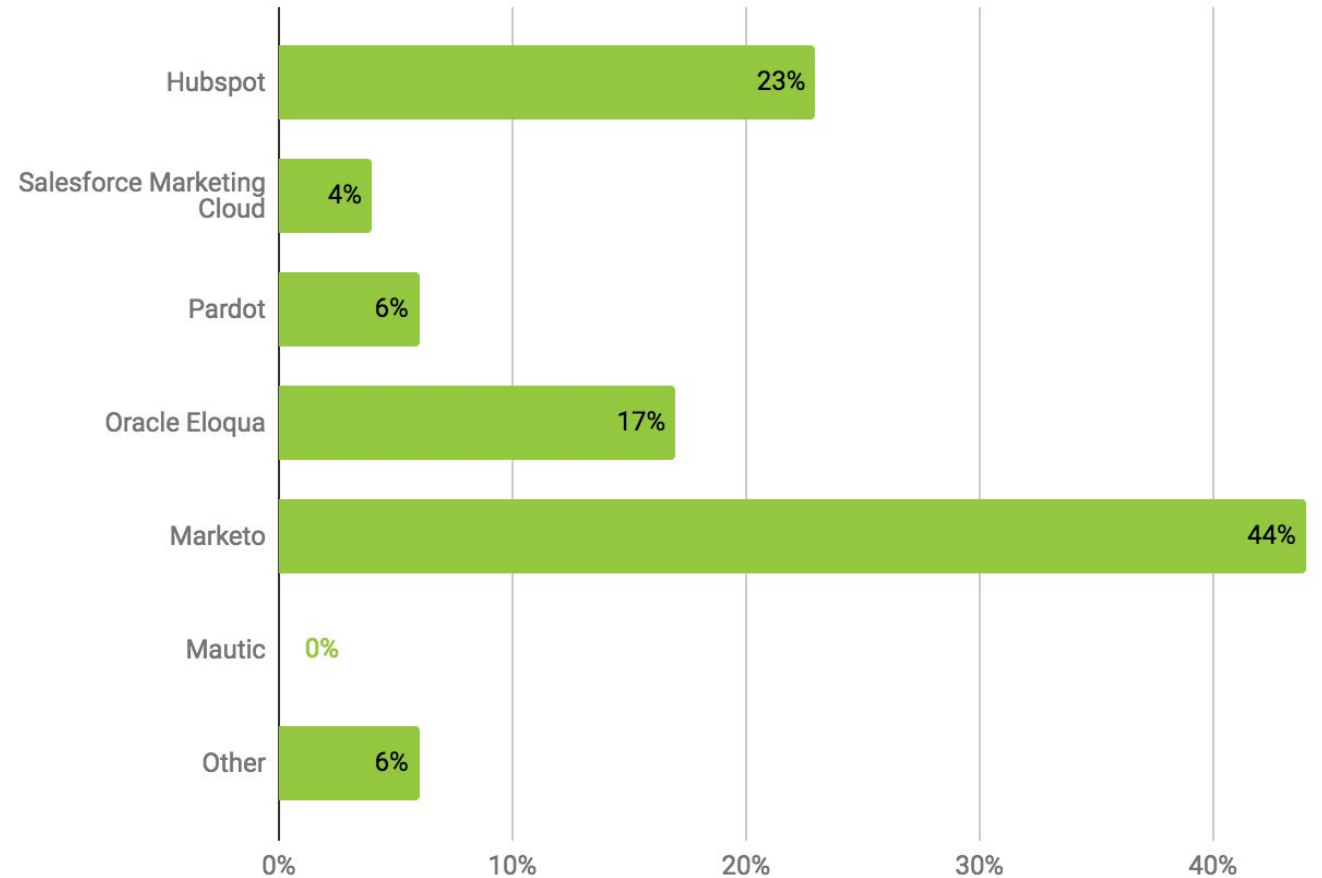


*Taken from our Revenue Marketing Benchmark Report*

## Which MAP are you using?

**44%** say Marketo

Marketo is the MAP of choice for 44% of marketers.



*Taken from our Revenue Marketing Benchmark Report*

# Summary of Findings

- 76% of respondents are familiar with the term “Revenue Marketing”.
- The top two metrics marketers are measured on revenue and pipeline.
- 66% of marketers are measured on pipeline initiated.
- 37% of marketers have a pipeline initiated target > 40% of total pipeline.
- 52% are able to measure campaign attribution today, with 40% planning to be able to within 12 months.
- Budget, resources, and marketing and sales alignment are the top three barriers to driving pipeline & revenue.
- In a digital age, events and webinars were identified as the most successful TOFU and MOFU tactics.
- The top 3 priorities for this year are: increasing marketing and sales alignment, boosting top of funnel lead volume, and measuring attribution.
- 22% of marketers are using AI to plan and execute marketing strategies today.
- Marketo is 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 expect to see awareness of the term Revenue Marketing to continue to increase in the coming years. We also expect to see marketing organizations become more responsible for generating and influencing pipeline as our MarTech stacks develop and we gain a better understanding of tracking and analytics.

Here's to improving our processes and overcoming marketing barriers in 2019.

# Methodology

This year's Revenue Marketing Benchmark Report is based off the input of 50 marketers who completed our Revenue Marketing Survey. The results were collected over a 4 month period from December 2018 to March 2019.

# Thanks

Thank you to our partners who helped promote this survey:

