

B2B MARKETING STATISTICS

B2B companies have discovered that email marketing stands out as their most significant ROI generator. Yet, B2B marketing often faces the challenge of being less engaging for email recipients.

HOW B2B CONTENT IS DISTRIBUTED?



UTILIZE THE EMAIL CHANNEL FOR CONTENT DISTRIBUTION

(MARKETING CHARTS)

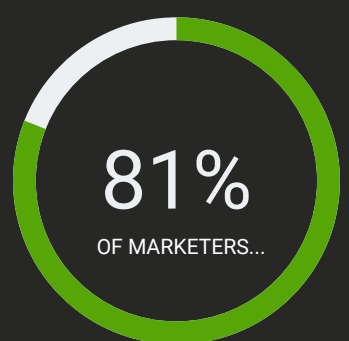
BEST WAY TO NURTURE TO YOUR AUDIENCE?



BELIEVE THAT EMAIL NEWSLETTERS STAND AS THE TOP CHANNEL FOR LEAD GENERATION

(SNOV.IO)

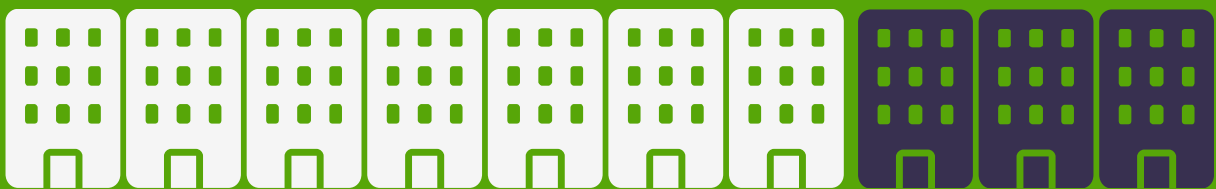
WHAT IS THE MOST USED CONTENT TYPE?



SAY NEWSLETTERS IN A CONTENT STRATEGY

(HUBSPOT)

ACCORDING TO INFLUENCER MARKETING HUB **75 % OF COMPANIES** USE MARKETING AUTOMATION TOOLS



Oracle's research shows a remarkable **451% increase** in qualified leads for marketing automation software users

SENT



ON AVERAGE 1 EMAIL MARKETING CAMPAIGN IS SENT **EVERY 25 DAYS**

(INDUSTRY SELECT)

CLICK



ACCORDING TO DREAMDATA **OVER 40% OF CLOSED WON DEALS** CLICKED ON ANY EMAIL DURING JOURNEY

ENGAGEMENT



BUYERS READ **13 PIECES OF CONTENT** BEFORE MAKING A DECISION

(PATHFACTORY)

CONVERSION



64% OF PEOPLE SAY THEIR EMAIL MARKETING STRATEGIES ARE CRUCIAL

(HUBSPOT RESEARCH)

69%

of B2B companies believe that Marketing Automation tools have helped them to improve targeting and meeting recipients' needs.

(BLOGGINGWIZARD)