

NEW RESEARCH SHOWS B2B MARKETERS
STRUGGLING WITH METRICS, BUT
Striving For Specific Insights
ON INVESTMENTS BY
CHANNEL & IMPACT BY STAGE



58%
SAID THAT THEIR
CURRENT ABILITY
TO MEASURE
AND ANALYZE
MARKETING
PERFORMANCE
“NEEDS
IMPROVEMENT”
OR WORSE.

INTRODUCTION

Effective marketing measurement and attribution continues to be a top priority, as well as an ongoing challenge for B2B marketers. Findings from *Demand Gen Report's 2018 Marketing Measurement and Attribution Benchmark Survey* show that the majority (87%) of respondents said that marketing measurement and reporting are a growing priority for their organization.

However, B2B organizations continue to struggle with measuring and demonstrating their marketing impact. More than half (58%) of respondents said that their current ability to measure and analyze marketing performance “needs improvement” or worse. This is an increase of almost 10% compared to last year.

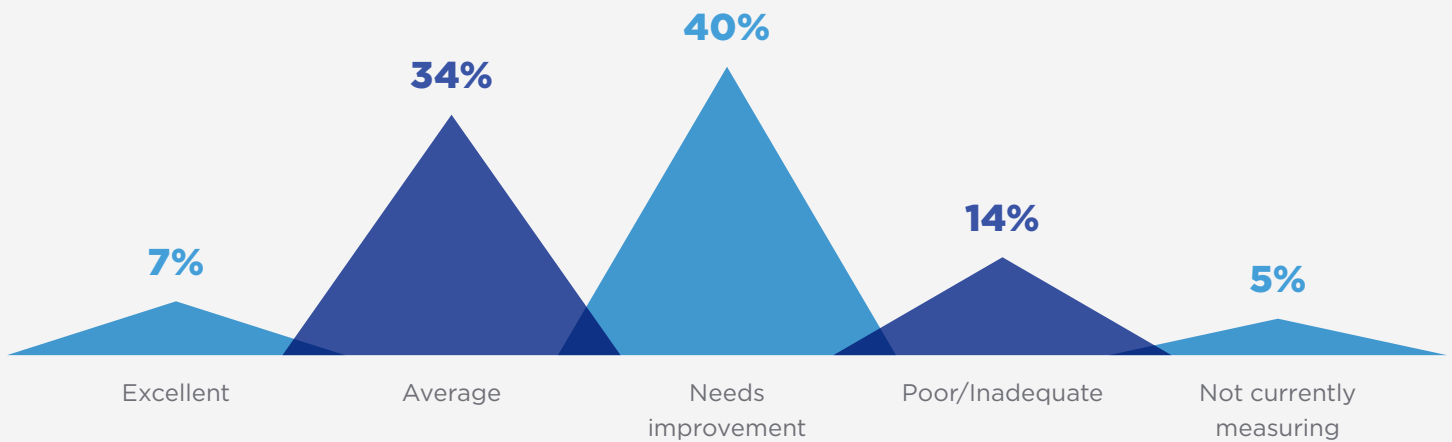
Specifically:

- **40%** said their measurement skills need improvement;
- **34%** consider their measurement capabilities average;
- **14%** said their measurement efforts are poor or inadequate, close to double the percentage that said their capabilities were poor last year;
- **Only 7%** said their measurement efforts were excellent, a 6% drop from 2017; and
- **5%** said they are not measuring their marketing efforts.

While measurement efforts are still limited, the survey did show positive signs as B2B marketing teams are setting the foundation to expand their capabilities.



HOW WOULD YOU RATE YOUR COMPANY'S CURRENT ABILITY TO MEASURE AND ANALYZE MARKETING PERFORMANCE AND IMPACT?



87%
SAID MARKETING
MEASUREMENT
AND REPORTING
ARE A GROWING
PRIORITY.

Signs of measurement growth in more granular areas of marketing initiatives are also taking shape, with respondents noting that they are actively measuring:

- Marketing-influenced opportunities (**44%**);
- Pipeline influence (**33%**);
- Cost per acquisition (**27%**); and
- Accounts engaged (**22%**).

In the following report, we will provide an in-depth analysis into the survey findings, including the challenges that continue to plague marketing measurement efforts, where respondents are currently focusing efforts to alleviate those pain points and their goals for better measurement and attribution in the next 12 to 18 months.

70%
SAID DESIRE
TO SHOW
MARKETING'S
IMPACT ON
PIPELINE AND
REVENUE IS MAIN
DRIVER.

THE DRIVE TOWARDS DEEPER METRICS

The push for deeper metrics and reporting on marketing's impact continues to be driven by the need for tighter alignment with sales around the shared revenue funnel. Measurement and attribution are a top priority for 87% of the marketers surveyed, highlighting how the next generation of B2B marketing will revolve around deep insights to better segment and engage prospective customers.

Respondents said that the main drivers for enhancing their measurement capabilities are the desire to show marketing's impact on pipeline and revenue (70%), as well as a push to show ROI from all marketing investments (67%).

In a significant increase from last year's study, the research showed a push to improve marketing and sales alignment. More than a third (38%) said it was an important driver for better measurement, compared to 26% that said it was a driver in 2017. One respondent even elaborated, stating that a "failure to understand how the leads are converting that [the team] hands off to sales because they're not forced to use the CRM" is their main driver.

Other factors fueling the push for deeper metrics include:

- Getting actionable insights on buyer interests **(27%)**;
- Need to track specific investments by channel **(25%)**;
- Need to track specific impact of content marketing spend **(21%)**;
- Need to track specific stage of the funnel **(21%)**; and
- Need to track velocity by funnel stage **(20%)**.

WHAT ARE SOME OF THE DRIVERS INCREASING YOUR FOCUS ON OR NEED FOR DEEPER METRICS?

70% Desire to show marketing's impact on pipeline and revenue

67% Push to show ROI from all marketing investments

38% Improving marketing & sales alignment

27% Getting actionable insights on buyer interests

48%
SAID THEY ARE
CHALLENGED
WITH TRACKING
ACTIVITY
BETWEEN BUYER
STAGES, WHILE
47% SAID THEY
STRUGGLE WITH
MEASURING
ACROSS
CHANNELS AND
CAMPAIGNS.

CROSS-CHANNEL, BUYER STAGE MEASUREMENT CONTINUES TO CHALLENGE B2B MARKETERS

The inability to measure and track activity between buyer stages, and across channels and campaigns, continues to be the main challenges for B2B marketers today. Forty-eight percent of respondents said they are challenged with tracking activity between buyer stages, while 47% said they struggle with measuring across channels and campaigns.

Other challenges marketers continue to struggle with include::

- Not enough resources **(41%)**;
- Messy data **(34%)**;
- Lack of reporting **(26%)**; and
- Not sure what to track, or lack clear KPIs **(18%)**.

WHAT ARE YOUR BIGGEST CHALLENGES TO MEASURING AND DEMONSTRATING MARKETING PERFORMANCE AND IMPACT?

48% Inability to measure and track activity between specific buyer stages



47% Inability to measure impact across channels/campaigns



41% Not enough resources



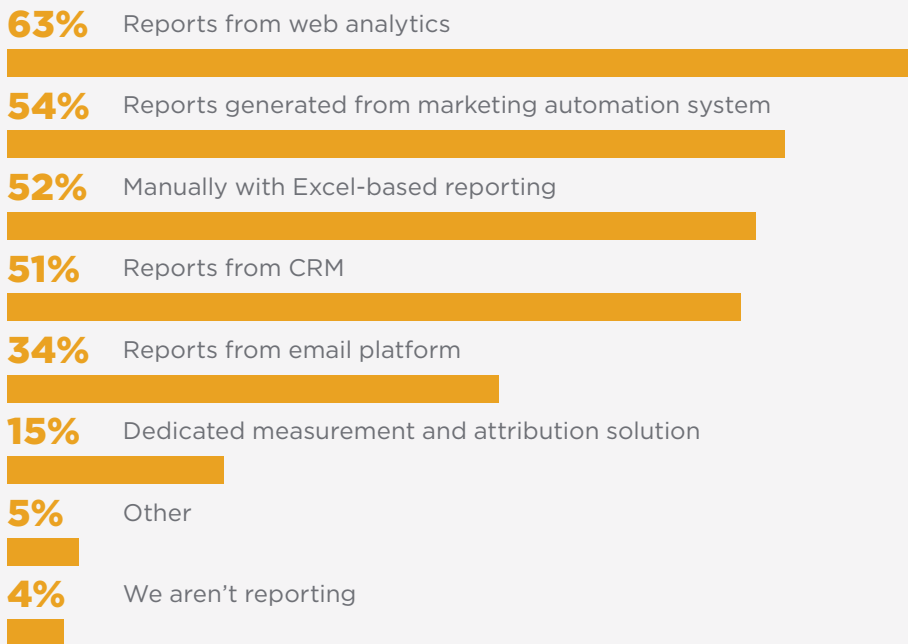
34% Data is a mess



26% Lack of reporting



HOW ARE YOU CURRENTLY REPORTING ON YOUR MARKETING RESULTS WITHIN YOUR ORGANIZATION?



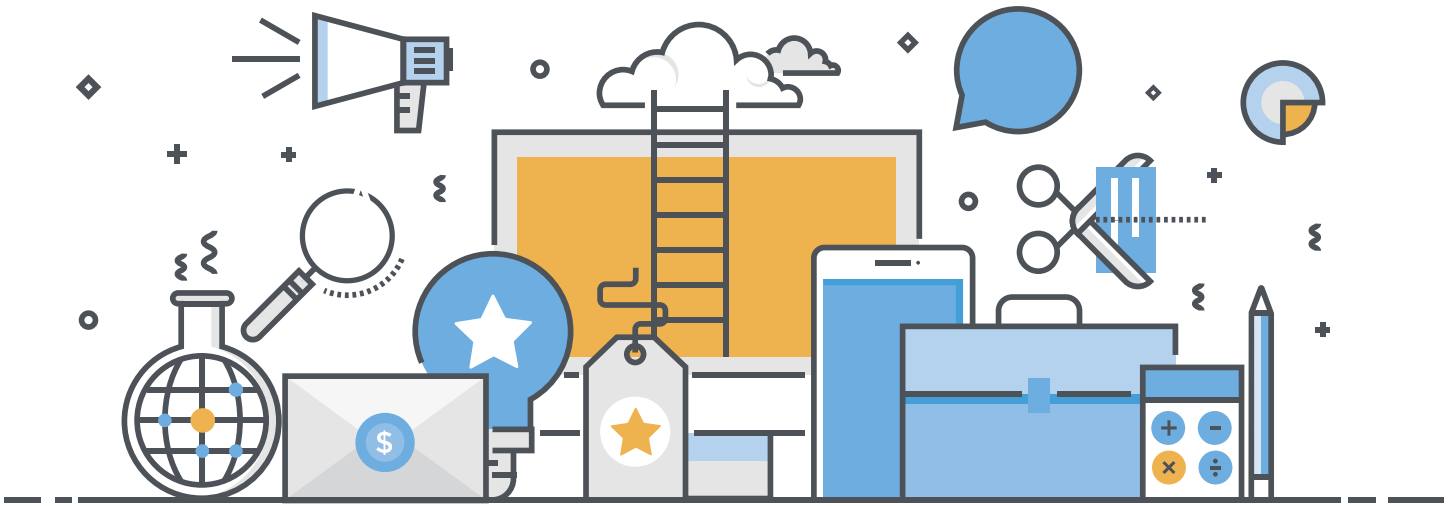
52%
SAID THEY
CURRENTLY
REPORT ON
MARKETING
RESULTS
MANUALLY VIA
EXCEL.

Surprisingly, in a digital age with more than 6,000 different types of technology at B2B marketers' fingertips, manual measurement via Excel spreadsheets continues to be a common practice. More than half (52%) of respondents said they currently report on marketing results manually via Excel. Only 15% of respondents said that they use a dedicated measurement and attribution solution to report on marketing results.

Other forms of reporting being leveraged by respondents include:

- Reports from Web analytics **(63%)**;
- Reports generated from their marketing automation system **(54%)**;
- Reports from their CRM **(51%)**; and
- Results from their email platform **(34%)**.

Some respondents also wrote in specific tools they are using, such as Tableau, Domo and Google Data Studio, to report on and track marketing initiatives.



CLOSED/WON DEALS (48%) IS THE SECOND MOST-MEASURED METRIC BY MARKETING TEAMS.

One positive sign in the survey data was a notable decrease in the number of respondents who believe their database is inaccurate and incomplete. A little over one-third (34%) said that their data is a mess, which is down from the 42% that said the same thing last year. This may hint that marketers are seeing success setting a strong footing for their overall database strategies.

When it comes to what is being measured for campaigns, marketers are still relying heavily on MQLs and SQLs, which are being measured by 61% and 47% of the respondents, respectively.

Closed/won deals (48%) is the second most-measured metric by marketing teams, highlighting the shift in mindset to focus on how campaigns are impacting revenue. This aligns directly with how sales teams measure marketing impact, with 55% saying that sales measures marketing efforts based on closed/won deals.

Compared to the measurement methods highlighted above, it's understandable that marketers are struggling to focus on deeper reporting metrics, such as:

- Pipeline opportunity **(40%)**;
- Deal size **(17%)**;
- Pipeline velocity **(13%)**;
- Profit margin **(13%)**.

This also applies to marketing attribution as a practice. Roughly 70% respondents said that they are not currently doing any attribution analysis in their marketing measurement efforts. Of the 30% who are, roughly half (51%) are doing multi-touch attribution, while 14% measure by the last touch and 12% measure by the first touch. Another 11% are practicing "full account analysis," in which they analyze multi-touch attribution and deal velocity to better understand how a target account is engaging with their brands.

45%
SAID THAT
THEY ARE NOT
MEASURING
MARKETING
INITIATIVES IN THE
MIDDLE OF THE
FUNNEL AT ALL.

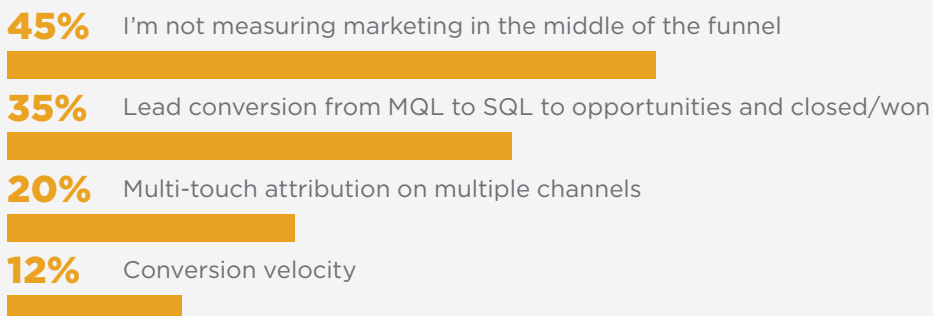
MARKETING NOT MEASURING MID- AND LATE-STAGE CAMPAIGN EFFORTS

With respondents highlighting the inability to measure activity between buyer stages as one of their top challenges, it would be expected that marketing teams would look to alleviate this pain point at the earliest opportunity. However, the research shows this is not the case. Close to half (45%) of respondents said that they are not measuring marketing initiatives in the middle of the funnel at all.

For the remaining organizations, 35% said they measure lead conversions from MQL to SQL, then to opportunities and closed/won. Only 20% of respondents are practicing multi-touch attribution across multiple channels for the middle of the funnel. Only 12% of respondents have been able to measure conversion velocity, positioning their teams to show senior leadership just how fast they are accelerating deals for the sales team.

When asked how they are measuring marketing campaigns at the bottom of the funnel, 53% of respondents noted that they can tie opportunities to closed/won deals. A surprising 34% said they are not measuring campaigns in the later funnel stages. One respondent noted that it is "very hard to [measure late-stage campaigns] with their indirect sales model," highlighting that a disconnect between businesses and their external sales partners can have a diminished impact on understanding how marketing is impacting those deals.

HOW ARE YOU MEASURING MARKETING CAMPAIGNS AT THE MIDDLE OF THE FUNNEL THAT ARE DESIGNED TO ACCELERATE LEADS?



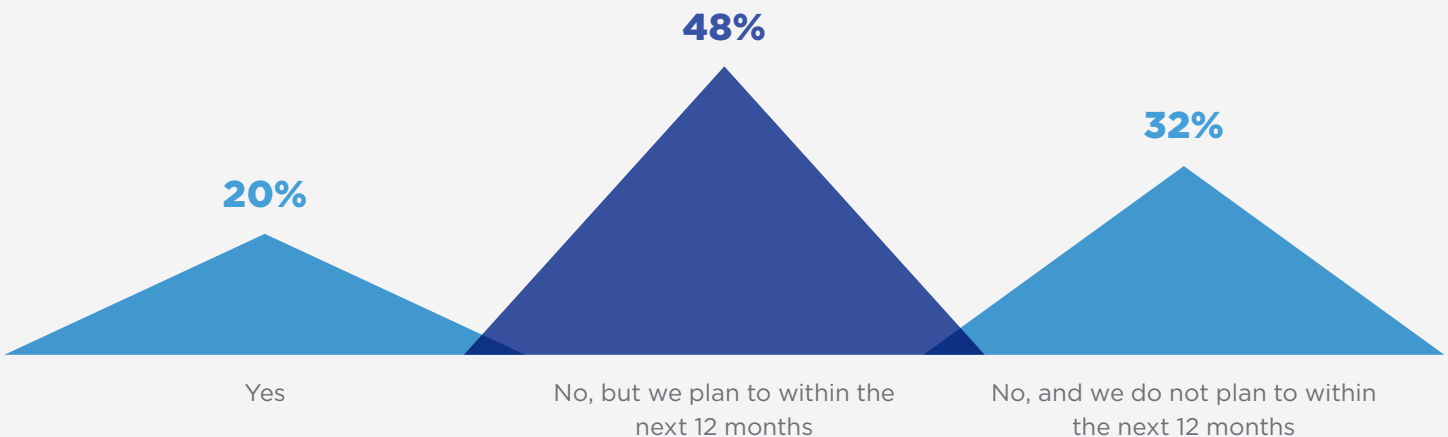
48%
PLAN TO HAVE
MEASUREMENT
AND ATTRIBUTION
PROTOCOLS
FOR THEIR ABM
PROGRAMS
WITHIN THE NEXT
YEAR.

ACCOUNT-BASED MEASUREMENT BECOMING A TOP PRIORITY

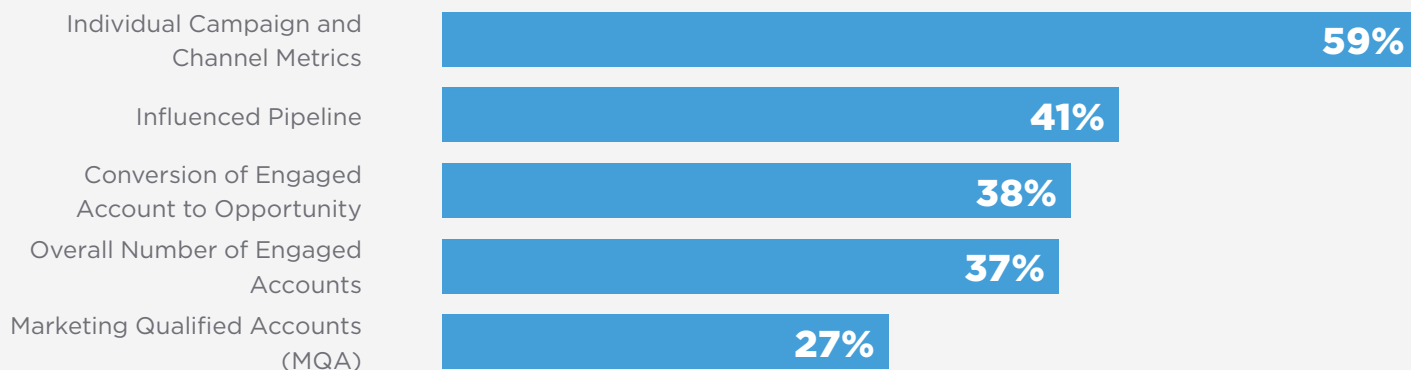
As account-based marketing (ABM) becomes a mainstay in the B2B marketplace, respondents noted that they are pivoting their measurement and attribution capabilities to better understand the impact of their ABM programs. Close to half (48%) said that they don't currently have measurement or attribution protocols for their ABM programs, but plan to within the next 12 months. One-fifth (20%) of respondents said they are currently measuring their ABM programs and attributing them to their company's bottom line.

When asked what their primary metrics were for measuring ABM, 59% said that they measure individual campaign and channel metrics. However, influenced pipeline (41%), conversion rates of engaged accounts to opportunities (38%) and overall number of engaged accounts (37%) also topped the list.

ARE YOU DOING SEPARATE MEASUREMENT AND ATTRIBUTION FOR ACCOUNT-BASED MARKETING PROGRAMS?



WHAT ARE YOUR PRIMARY METRICS FOR MEASURING ACCOUNT-BASED MARKETING?



50%
ARE "NOT SURE"
IF THEY ARE
MEASURING
INBOUND FUNNEL
METRICS ALONG
WITH MEASURING
ABM EFFORTS.

Other metrics noted by respondents that also tie into this new focus on driving revenue from targeted investment in key accounts included:

- Incremental sales within existing customers (33%);
- Acquisition costs (27%);
- Marketing-qualified accounts (27%);
- Customer lifetime value (21%); and
- Velocity of engaged accounts from opportunity creation to revenue (17%).

In a new question, respondents were asked if they also still look at traditional inbound funnel metrics if they are measuring ABM. Half (50%) said they were "not sure," highlighting a disconnect between tying inbound campaigns to ongoing ABM campaigns – one of the primary challenges identified by respondents. Forty percent noted that they do measure both ABM and inbound funnel metrics, while 10% said they now measure ABM efforts exclusively.

**B2B MARKETERS
HAVE THEIR
SIGHTS ON
GAINING MORE
ACUTE ANALYSIS
OF SPECIFIC
INVESTMENTS AND
SPECIFIC STAGES
OF THE BUYING
JOURNEY.**

CONCLUSION

Looking forward, B2B marketers have their sights set on gaining more acute analysis of specific investments and specific stages of the buying journey. When asked which metrics they would like to leverage within the next 12 to 18 months, 61% of respondents said that they would want to be able to measure ROI by channel. Closed/won deal analysis (48%) was the second most sought-after metric, highlighting how marketers are looking to better understand what exactly from campaigns and messaging led to a final purchase decision.

Third on the list of desired metrics to leverage in the coming months were deeper ABM metrics, with 42% of respondents saying they would like to leverage more account-focused metrics within the next year.

Other metrics respondents highlighted include:

- Customer lifetime value (39%);
- Cross-channel engagement (39%); and
- Cost per customer acquisition (38%).

One respondent noted that their team is "being asked for metrics tied to specific growth initiatives," signifying that there is value in communicating inter-departmentally to align measurement expectations with sales and company goals.

Ultimately, for B2B organizations to find value in emerging trends and tactics, such as AI, ABM and more, marketing teams must focus deeply on ironing out their measurement and attribution capabilities to better understand campaign performance and prove their efforts are driving ROI.

WHICH METRICS WOULD YOU LIKE TO USE IN THE NEXT 12-18 MONTHS?



ABOUT THE SURVEY

The 2018 Marketing Measurement and Attribution Benchmark Survey analyzed responses from 283 B2B marketing executives, with most of the companies (99%) being based in the United States.

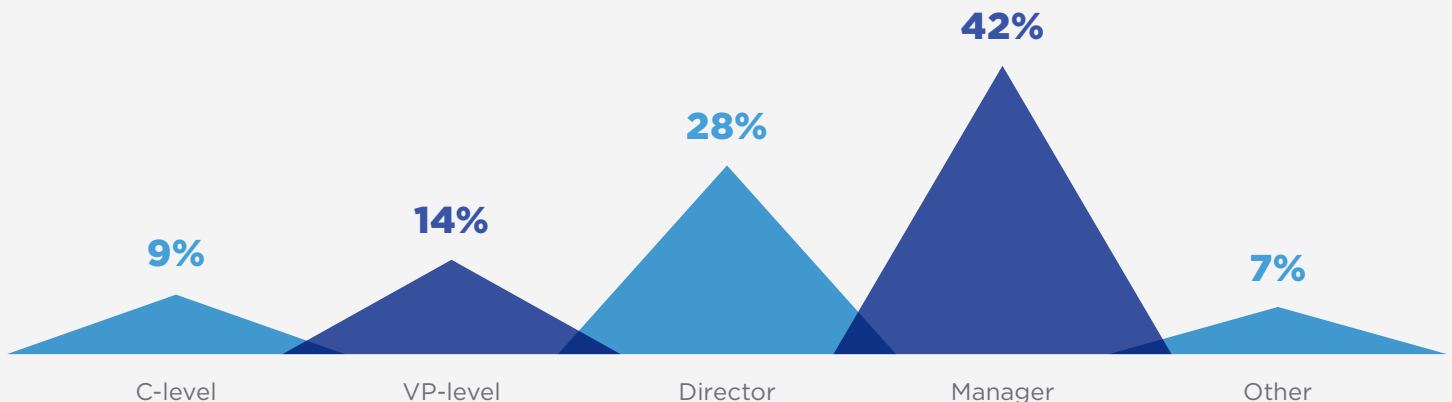
The respondent base was made up of a mix of roles and job levels:

- **42%** were manager-level;
- **28%** were director-level;
- **14%** were VP-level; and
- **9%** were C-level.

The respondent base also consisted of a mix of industries varying in size and annual revenue, with:

- **24%** making less than \$10 million;
- **18%** making between \$10-\$50 million;
- **24%** making between \$50-\$500 million;
- **9%** making between \$500 million and \$1 billion; and
- **25%** making more than \$1 billion.

WHAT IS YOUR JOB LEVEL?



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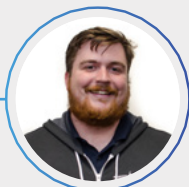
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Avid B2B journalist with a knack for all things trendy in the demand generation, account-based marketing, artificial intelligence and database management space.