



STATE OF REVOPS

Unleashing The Potential Of Unifying Multiple Teams Through People, Data & Technology

INTRODUCTION

As companies reflect on the challenges behind them and how to position themselves for the future, RevOps is still paving the path forward. Leaders have found themselves focused on sales, marketing and customer experience (CX) as different parts of their go-to-market (GTM) strategy, but formulating a cohesive strategy amongst these teams has proven to increase collaboration, revenue and overall alignment.

"Organizations are trying to pinpoint what areas to scale and grow, and what aspects of the business they can stop under these economic headwinds we're facing," said Arlyn Knox, SVP of Global Marketing for **Blue Yonder**, a digital supply chain and omnichannel commerce fulfillment platform. "They're utilizing RevOps to see where the highest ROI is by channel, type and activity, so they can pinpoint where improvement is needed. The 'wild, wild west' of spending is over, and RevOps is the way for companies to ensure that their marketing spend is driving revenue."

Research shows 21% of companies have seen increases in alignment and productivity across GTM teams after adopting a RevOps function, while organizations with tighter alignment of go-to-market teams saw a **100%-200% increase in ROI** for their digital marketing initiatives.

Throughout this report, we'll discuss the state of and showcase the latest trends in RevOps, as well as the successful strategies and priorities practitioners have implemented throughout 2022. Topics of discussion will include:

- The rise of RevOps jobs and their influence on marketing strategies;
- The new technologies practitioners are implementing to aid RevOps efforts;
- How RevOps tightens the lens on valuable customer insights through all stages of the buyer's journey; and
- Why organizations should rely less on historical data and more on scaling success based on external factors.

STRUCTURE REVOPS TEAMS TO INCREASE EFFICIENCY

It's clear that the power and necessity of RevOps is realized — **41% of companies** now have a RevOps function and **11% plan** to adopt it in the next year. In fact, the experts explained that properly orchestrated RevOps should influence every business decision, such as areas of increased or decreased investment and improved CX.

To that end, "crisp alignment" is needed across all departments, Knox explained. Backing up her claims is research from **SiriusDecisions**, which found that organizations that maintain a focus on alignment achieve up to 19% faster revenue growth.

"The No. 1 component of RevOps is having complete alignment across sales and marketing to take strategies and campaigns to the next level," said Knox. "It comes down to your people: You can spend all day talking about alignment and technology adoption, but if you don't have people that can collaborate and communication with a growth mindset, your RevOps isn't going to go anywhere."

To help fuel that alignment, organizations are relying on regular cadences with all invested parties across the RevOps function. Outside research found that **54% of companies** scheduled regular meetings between sales and marketing leaders to review areas such as pipeline and revenue performance to identify and address challenges and areas of improvement. Additionally, **29% of organizations** meet on an "ad-hoc" basis to review performance and brainstorm on efficiency-boosting ideas.

In terms of who's leading that collaboration, Mark Kelly, CEO of B2B management platform **NewEdge Growth**, pointed to the CRO as "the leader of the revenue world." To properly address those areas, Kelly suggested that the ideal CRO:

- Understands the importance of marketing and sales alignment, which requires a deep understanding of each department's role (and, ideally, experience working in each);
- Is passionate about how they convey their value proposition to a prospect; and
- Knows how technologies work together and data flows through the system.



ENSURE DATA IS RELEVANT, CLEAN & ACCESSIBLE

When it comes to the data fueling RevOps, [Demand Gen Report research](#) found that more than half of respondents (54%) want to collect data on a buyer's timeframe for decision-making, followed by buying intent signals (52%), specific commentary on challenges/pain points (52%) and budget information (40%). However, more than 70% of respondents said one of their biggest database issues is that contact information is either old or outdated.

Knox explained that Blue Yonder is “constantly” looking at its data sources and refreshing as needed. She explained that the reliance on historical data is doing customers a disservice, especially during unpredictable and turbulent times.

“You can’t just look at historical data; you need to account for external factors,” said Knox. “Take the economic environment: There’s a potential recession looming and the job market’s a mess. And then there’s also the need to keep an eye on your competitors, mergers and acquisitions and even weather. What got you here isn’t going to get you there, because we don’t know what the future holds, which brings it back to the importance of a strong team.”

However, that doesn’t mean there isn’t a place for historical data. Instead of relying on it to inform next steps, the experts suggested that practitioners leverage existing information simply as a baseline. With a basic framework established, RevOps teams can then build upon it with timely data into outside events and current buyer trends.

The caveat is ensuring that data is accessible to all team members to help keep all departments up to date on the latest messaging and outreach campaigns to ensure consistent communication. The experts explained that ensuring data is clean, relevant and timely is imperative, and pointed to the use of technology and automation to assist in cleansing.

CURATE TECH STACKS THAT ACCELERATE SUCCESS

The necessity of a strong tech stack is twofold: It must be comprehensive enough to automatically cleanse and update data while also supplying a singular source of truth. The caveat to establishing a central hub of knowledge is ensuring it's accessible to all the departments in an organization.

"Your tech stack is a big part of RevOps, because that's where your employees are day in and day out," said Christina Kay, VP of Marketing at [ResellerRatings](#), a ratings website. "You need to take a step back and look at your current tech stack to make sure it's accomplishing your goals, and part of that is interviewing the key people in each department to ensure needs are met. This helps you see where your money is wasted, per se, in different areas. Additionally, it helps save time and let your systems work and grow for you, versus always having to create new things."

Kay continued that ResellerRatings primarily relies on HubSpot and its suite of features, while Knox explained that Blue Yonder's piece-meal tech stack includes:

- An **ABM platform** that serves as the starting point for all other technology integrations;
- A **sales engagement platform** to create cadences for business development teams to execute follow-up and promote engagement at all levels of outreach;
- A **sales enablement platform** to ensure all employees are sharing the same message at the same point in the customer journey;
- **Data platforms** to refresh and improve data and ensure it is privacy compliant;
- A **revenue analytics platform** to refine marketing attribution and paint a fuller picture of lead management; and
- "Other tool sets that assist with events, meetings, scheduling and more," Knox added.

However, she continued that practitioners should keep an open mind with their tech stack and not become completely dependent on one tool.

"To get what you want out of your data and stay ahead of the competition, you need to utilize cutting edge technologies," said Knox. "This helps you make better decisions and formulate stronger strategies, which then circles back to your people. You can have the best technology out there and tons of great ideas, but if you don't have the people that can collaborate and communicate with a growth mindset, you're not going anywhere."



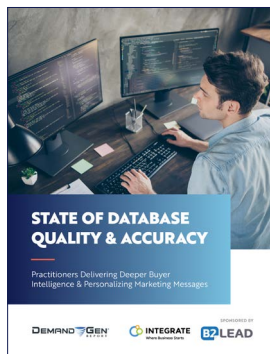
CONCLUSION

RevOps is at an interesting crossroads in its journey to becoming an industry staple, as it serves as the glue that shepherds information across all people and processes. While most companies acknowledge RevOps as a legitimate revenue generating, customer-relationship-enhancing strategy, internal processes are still being shaped to maximize success.

"RevOps allows us to bring the methodology of living and breathing content and strategy throughout the buyer's journey into our tech stacks and teams," said Jen Spencer, CEO of inbound marketing agency [SmartBug Media](#) in her [#B2BMX](#) presentation. "Through all we've experienced with the Covid-19 pandemic and talent departures, it's more important than ever that you keep your people and customers close, because that investment goes a long way."



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Demand Gen Report is a targeted online publication that uncovers the strategies and solutions that help companies better align their sales and marketing organizations, and ultimately, drive growth. A key component of the publication's editorial coverage focuses on the sales and marketing automation tools that enable companies to better measure and manage their multichannel demand generation efforts.

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