

# 2016 STATE OF LEAD GENERATION

## Survey Summary Report



Monthly Research Series Conducted in Partnership with Leading Marketing Solution Providers

# TABLE OF CONTENTS

2016 State of Lead Generation	3
Most important lead generation goals	4
Success of strategies	5
Significant barriers to success	6
Impact of sales cycle	7
Goals versus barriers	8
Most effective lead generation tactics	9
How effectiveness is changing	10
Tactical degree of difficulty	11
Executing lead generation tactics	12
Effectiveness versus difficulty	13
Research-Based Demand Generation	14
About Ascend2	15

## Survey Summary Report

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# 2016 STATE OF LEAD GENERATION

Lead generation continues to drive new business in 2016.

**But how are marketers improving the quality – while increasing the quantity – of leads generated?**

To find out, Ascend2 and our Research Partners fielded the 2016 State of Lead Generation Survey. We thank the participants of this survey for sharing their valuable insights on this important marketing topic with us, and you.

The data in this edition of the study titled the *2016 State of Lead Generation Survey Summary Report* represent the average of all market segments responding to the survey. Specific segments from the survey are reported on separately and exclusively by our participating Research Partners.

This research has been produced for your use. Put it to work in your own marketing strategy. Clip the charts and write about them in your blog or post them on social media. Please share this research credited as published.

Enjoy!

## Methodology

Ascend2 benchmarks the performance of popular digital marketing technologies and strategies using a standardized questionnaire and proprietary 3-Minute Survey format.

This survey was fielded to a panel of marketing influencers during the week of August 1, 2016. The 244 respondents are representative of the following:

### Number of Employees

More than 500	36%
50 to 500	40%
Fewer than 50	24%

### Role in the Company

Owner / Partner / CXO	49%
VP / Director / Manager	43%
Non-Management	8%

### Primary Marketing Channel

B2B	49%
B2C	25%
B2B and B2C Equally	26%

# MOST IMPORTANT LEAD GEN GOALS

Improving the quality of leads generated is a top priority for 77% of marketing influencers. The quality of leads handed-off to sales significantly impacts an organization's ability to achieve the next most important goal of acquiring new customers.

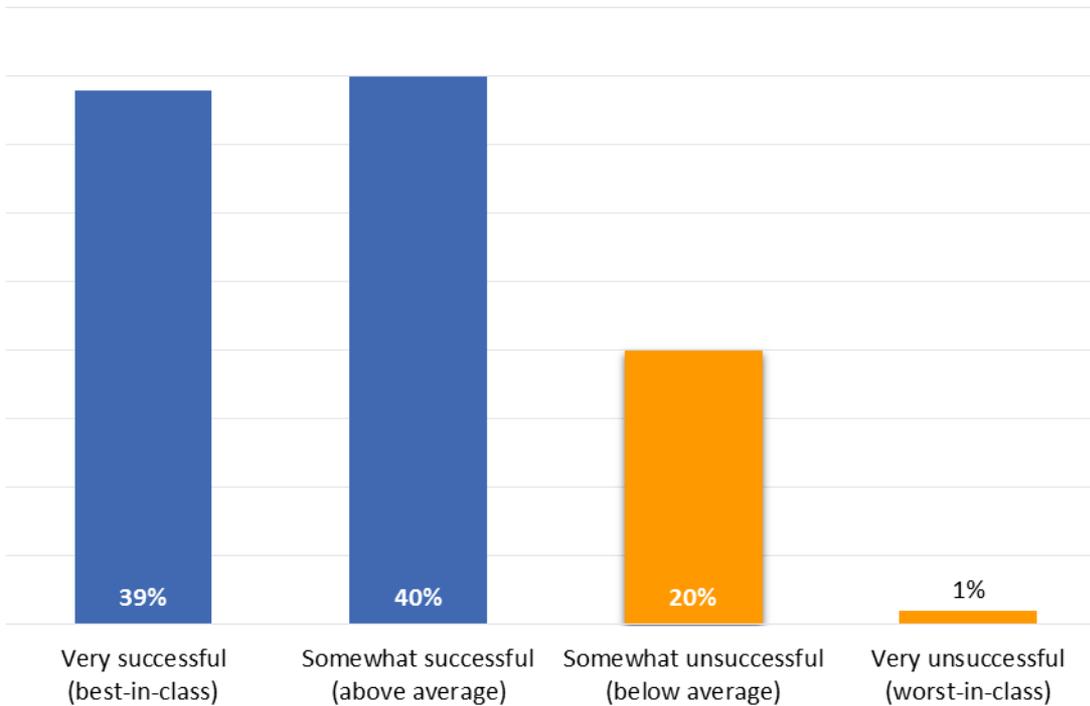
What are the MOST IMPORTANT GOALS of a lead generation strategy?



# SUCCESS OF STRATEGIES

39% of marketing influencers describe their organization's lead generation strategy as best-in-class. Another 21% consider it comparatively unsuccessful at achieving important goals.

Which best describes the SUCCESS of your lead generation strategy compared to competitors?



# SIGNIFICANT BARRIERS TO SUCCESS

There are many barriers to achieving lead generation success. The most significant – and difficult for marketers to overcome – is improving the quality of leads that the sales organization is responsible for converting to customers.

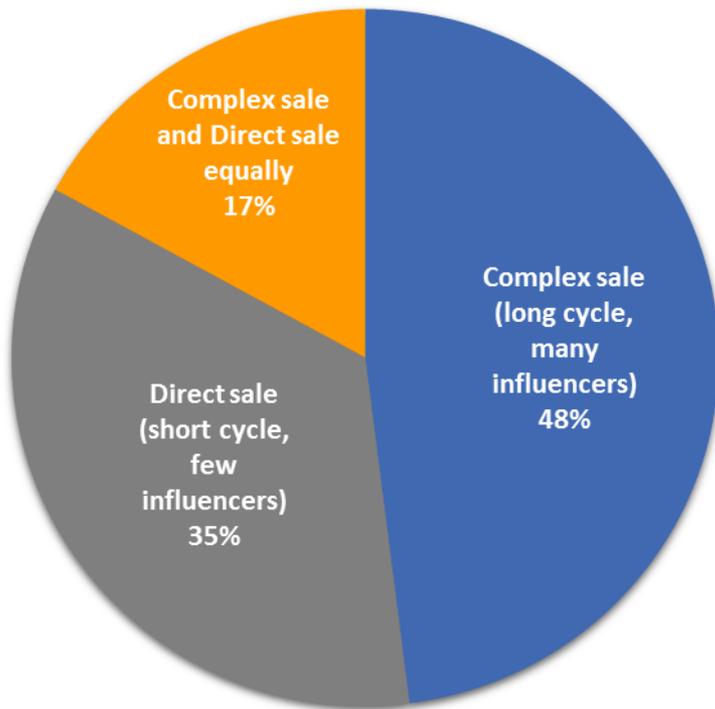
What are the MOST SIGNIFICANT BARRIERS to achieving lead generation success?



# IMPACT OF SALES CYCLE

Improving the quality of leads varies with the type of sales cycle an organization faces. Leads obtained in a complex sale process – which involves a long cycle with numerous influencers – require significantly more nurturing than leads addressed in a direct sale.

Which best describes the type of SALES CYCLE your organization most often encounters?



# GOALS VERSUS BARRIERS

The most important goal for lead generation – improving the quality of leads – is also the most significant barrier to success. This confirms that the development of an effective lead generation strategy must focus on this critical issue.

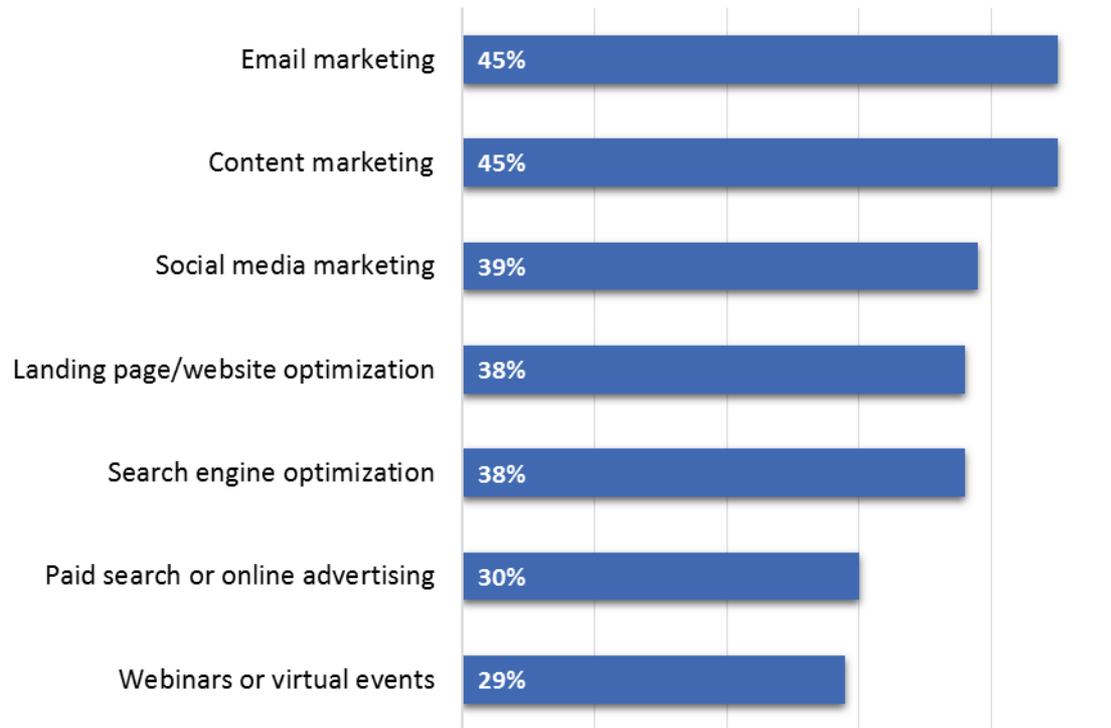
Comparing goals and barriers for strategic purposes.



# MOST EFFECTIVE LEAD GEN TACTICS

Creating content and marketing it via the email channel are the most effective tactics used to generate better quality leads. Content is a common denominator to other effective marketing channels such as social media and websites as well.

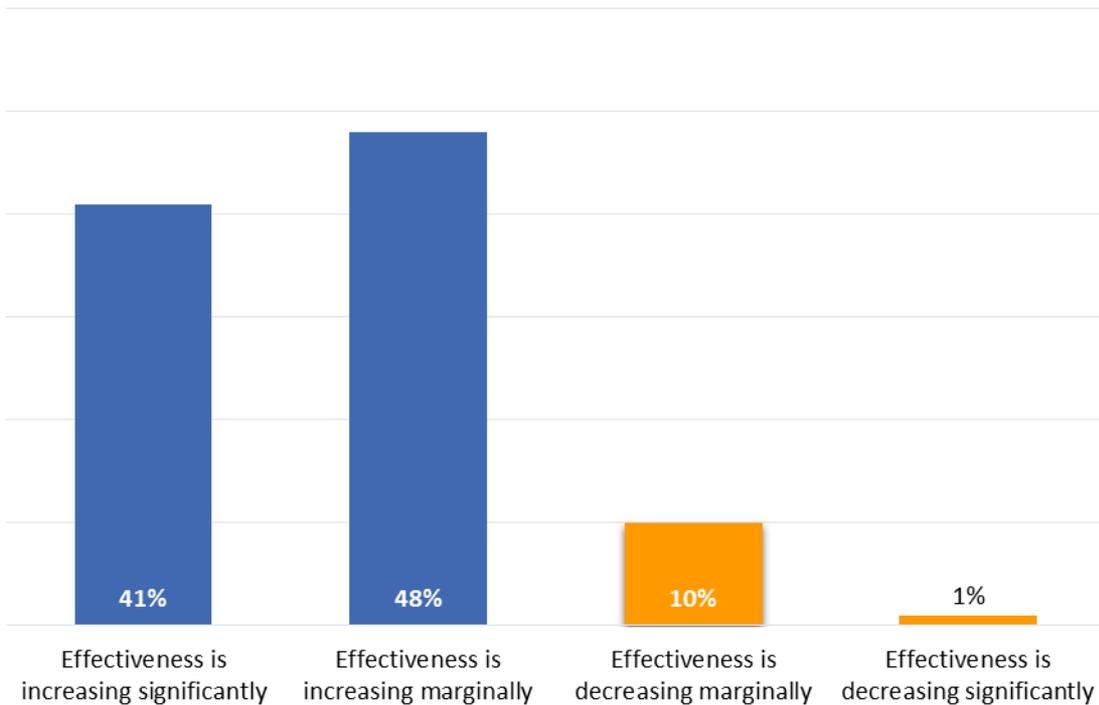
What are the MOST EFFECTIVE online tactics used for lead generation?



# HOW EFFECTIVENESS IS CHANGING

A whopping 89% majority believe the effectiveness of lead generation is increasing, while the remaining 11% continue to struggle with lead generation effectiveness.

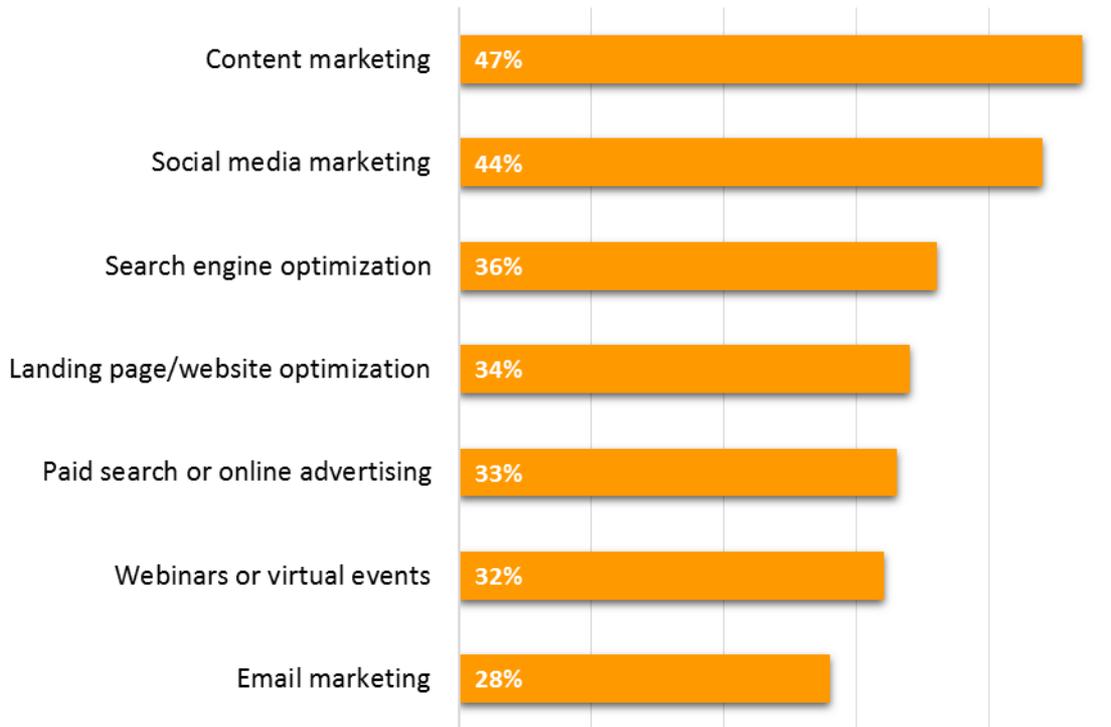
To what extent is lead generation EFFECTIVENESS CHANGING?



# TACTICAL DEGREE OF DIFFICULTY

Marketing content and managing social media channels are the most difficult tactics to execute for lead generation purposes, and are also two of the most time and resource intensive tactics.

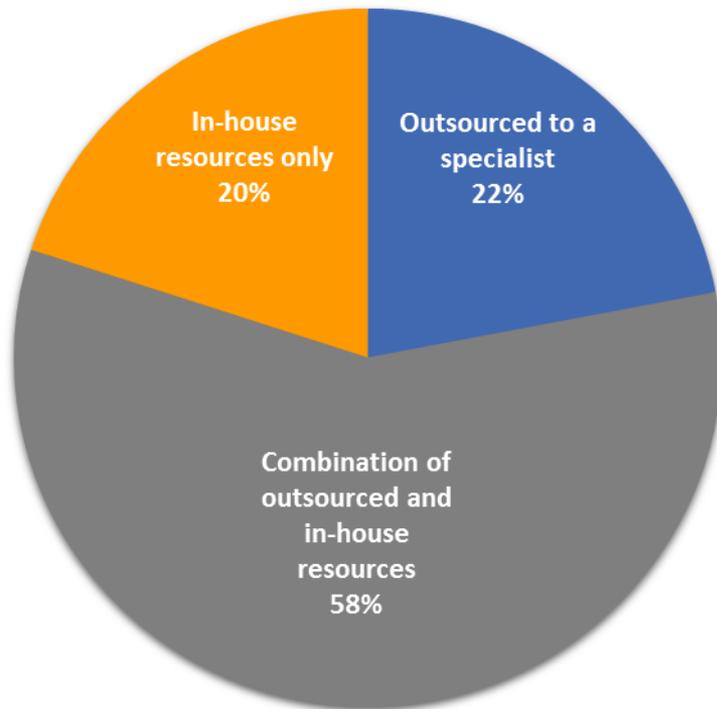
What are the MOST DIFFICULT online tactics to execute for lead generation?



# EXECUTING LEAD GEN TACTICS

80% of organizations outsource all or part of their lead generation tactics. The more time and resource intensive a tactic is – such as social media and content marketing – the more likely an organization is to require outside assistance.

Which best describes the RESOURCES USED to execute lead generation tactics?



# EFFECTIVENESS VERSUS DIFFICULTY

When prioritizing tactics for an effective lead generation strategy, a balance must be struck between tactical effectiveness and executional difficulty. A tactic will succeed only if resources are available to execute it effectively.

Comparing tactical effectiveness and executional difficulty.



# RESEARCH-BASED DEMAND GENERATION

Research Partner Programs rapidly deliver research-based content and a guaranteed number of leads in two simple steps:

1. **Choose marketing topics of interest to your target market.**
2. **Choose an exclusive data segment for each marketing topic.**
  - Successful Strategy Benchmarks
  - Leadership Benchmarks
  - B2B Benchmarks
  - B2C Benchmarks
  - Enterprise Benchmarks
  - SMB Benchmarks
  - Agency Benchmarks
  - Complex Sale Benchmarks
  - And more!

As a marketing software or data company, or digital marketing agency, your prospective customers are marketing influencers with an interest in the facts about improving marketing performance; and facts are what our research provides.

According to a CMO Council study, research is the most influential type of content marketers use. Research-Based Demand Generation is a process we developed to generate leads using research content of interest to your target customers, and nurture those leads to marketing-qualified status in the name of your brand.

Our unique process enables us to provide the quick-win turnkey programs and longer term demand generation needed to achieve your goals.

# ABOUT ASCEND2

## Research-Based Demand Generation for Marketing Solution Providers

Marketing software and data companies, and digital marketing agencies, partner with Ascend2 to reliably generate demand and supplement marketing content for their firms. Our Research Partner Programs are transparent – focusing entirely on your brand and the interests of your market.

Below are just a few of the leading marketing solution providers that Partner with us for research-based demand generation.

Learn more about us at [Ascend2.com](http://Ascend2.com)



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A monthly research series conducted in partnership with marketing solution providers.



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