

State of Pipeline Marketing 2015

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Introduction

As marketers we have access to numerous platforms and channels. We constantly adapt our strategies as technology changes. Pipeline marketing is how we remain focused on the outcome of marketing: revenue.

Pipeline marketing helps us understand the true impact of marketing by providing insights into our customers, our funnel, and our ad spend. That's why we surveyed marketers on how they make the best decisions, use technology, and measure performance by doing attribution.

In the first annual State of Pipeline Marketing Report, you'll find insights on how CMOs and marketers invest in marketing channels, how they measure success and much more.

Learn how B2B marketers are gaining new insights, making smarter decisions, generating revenue and measuring the impact of marketing.

This report is sponsored by PipelineMarketing.com and Bizible.

This report would not be possible without generous support from the pipeline marketing community.

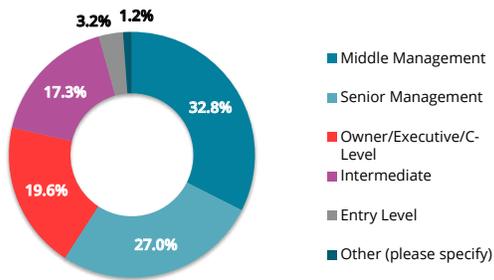
Written and produced by
Lauren Frye & Andrew Nguyen.

Survey Respondents

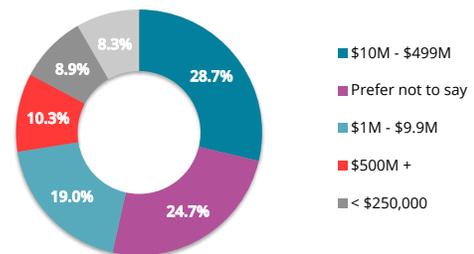
This report offers a unique look into who pipeline marketers are and how they generate business value.

The survey includes responses from 370 marketers, the majority of whom come from the B2B marketing space. They come from large and small companies in a wide variety of industries.

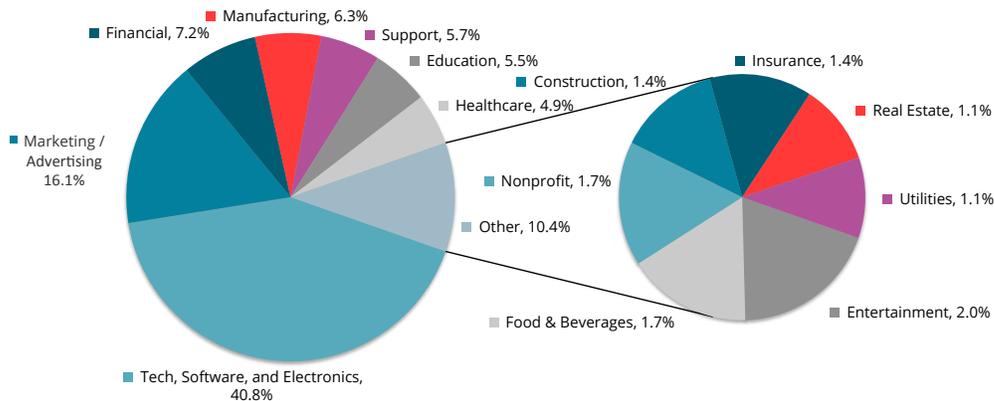
Job Level



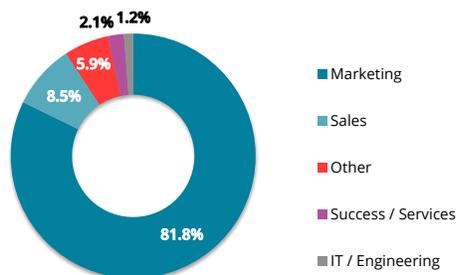
Annual Revenue



Industry



Job Function



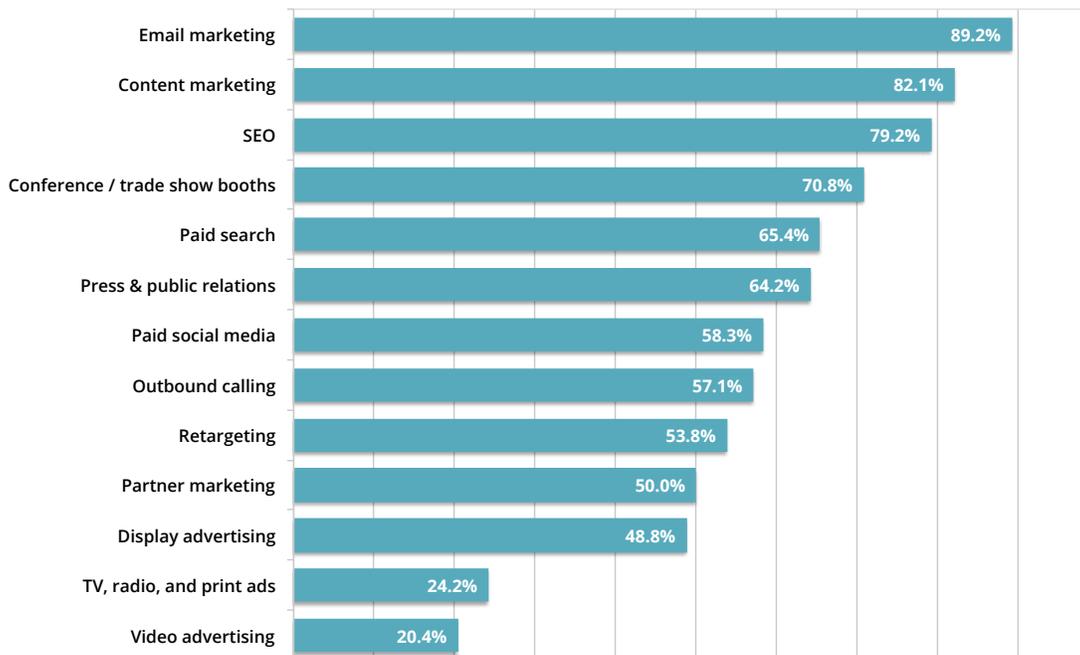
Marketing Spend and Success Measurement

In this section we discuss which marketing channels work, which attribution models are being used, and which marketing activities are being given the most budget. This section explores the priorities, tactics and strategies used by marketers to reach their goals, from lead volume to new revenue.

Marketing Channels And Attribution

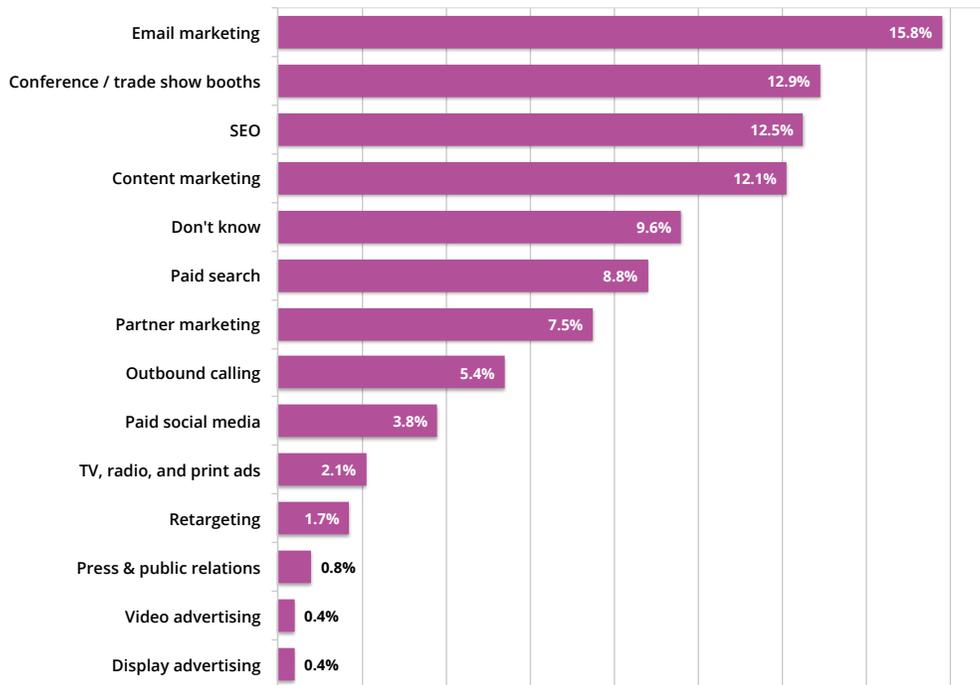
From email marketing to SEO, marketers invest in numerous channels to find and engage with prospective customers.

Marketing Channels Used To Generate Demand



Next, let's look at the marketing channels that have the biggest impact on revenue. We find the top channels that drive revenue are email marketing, content marketing, and conferences and trade shows.

Channel With The Greatest Impact On Revenue



Takeaway

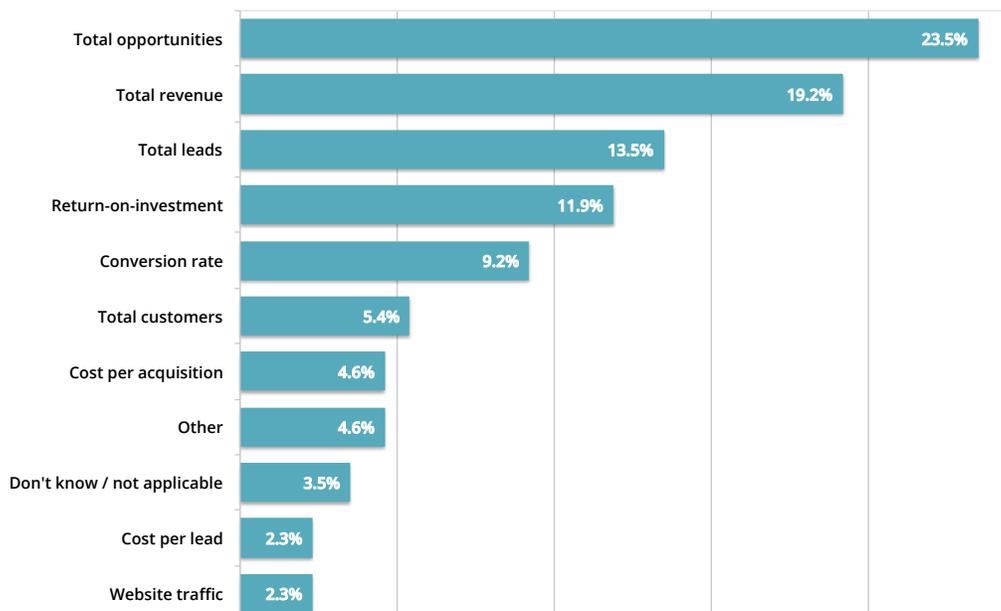
B2B marketers have the greatest success with email, conferences/tradeshows, and SEO.

How Marketers Measure Success

A big principle in pipeline marketing is using the right metrics to measure success. We surveyed marketers to understand the performance metrics they use to measure growth and effectiveness.

We're happy to see that a large percentage of marketers measure success using bottom-funnel, sales metrics like total opportunities, revenue and new customers.

Primary Metric For Success



Takeaway

Total opportunities is the most used metric for measuring success. Down-funnel metrics provide an accurate measure of marketing's true performance.

What Pipeline Marketers Do Differently

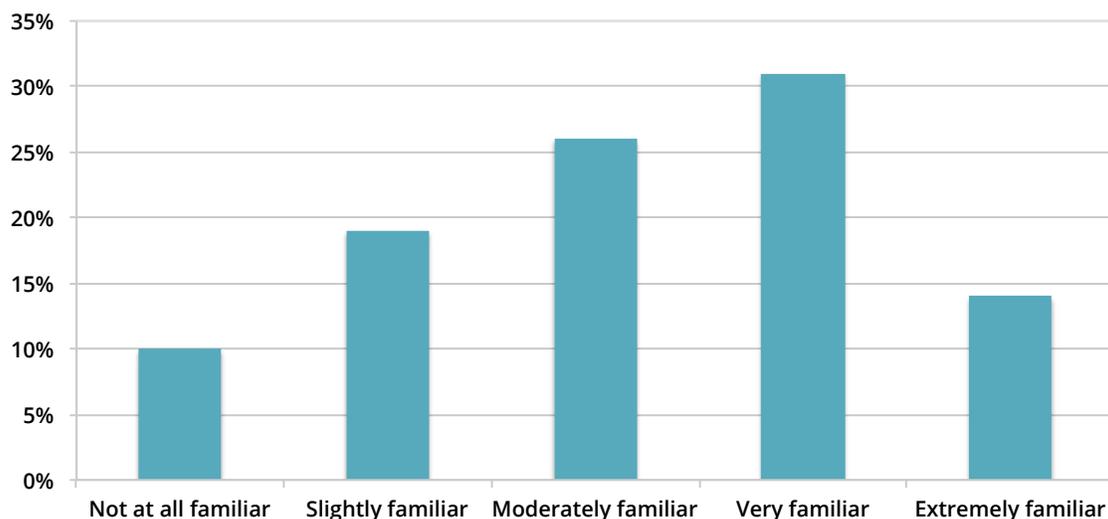
Do pipeline marketers use a distinct set of best practices compared to traditional marketers? To understand what pipeline marketers do differently we compared priorities, tactics and sales/marketing alignment between expert pipeline marketers and marketers unfamiliar with pipeline marketing.

Marketers who are familiar with pipeline marketing are more likely to:

- Focus on generating new customers instead of generating leads
- Measure marketing success based on revenue and opportunities generated
- Be aligned with their sales team

Let's start with understanding survey respondents' knowledge of pipeline marketing. The majority of marketers we surveyed indicate they are very familiar with pipeline marketing.

Familiarity With Pipeline Marketing

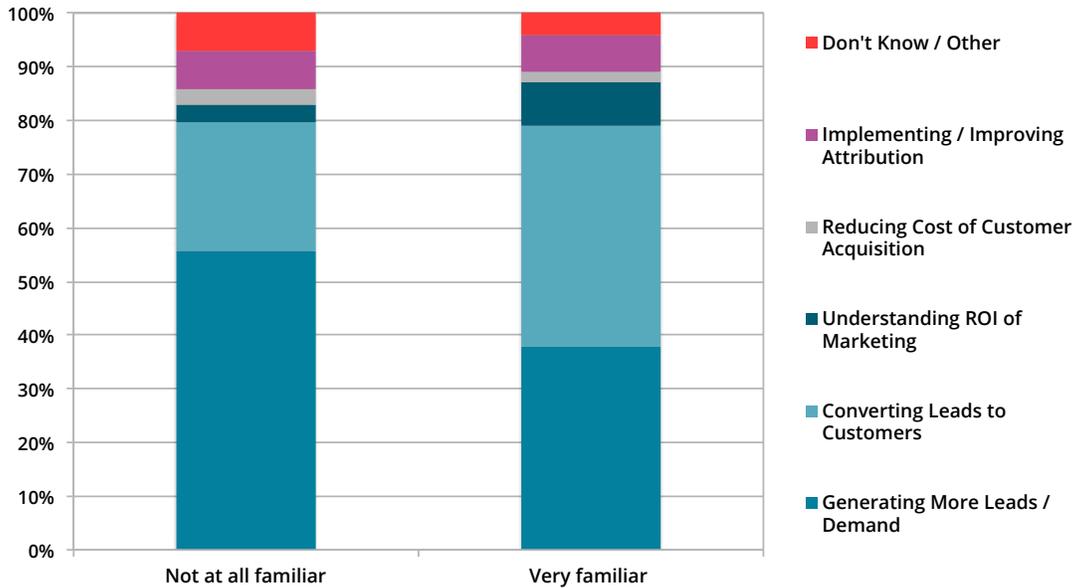


What's even more interesting are the different ways marketers execute on their strategies depending on their pipeline marketing knowledge level.

For instance, we find that marketers who are very familiar with pipeline marketing are more likely to prioritize converting leads into revenue ahead of lead generation.

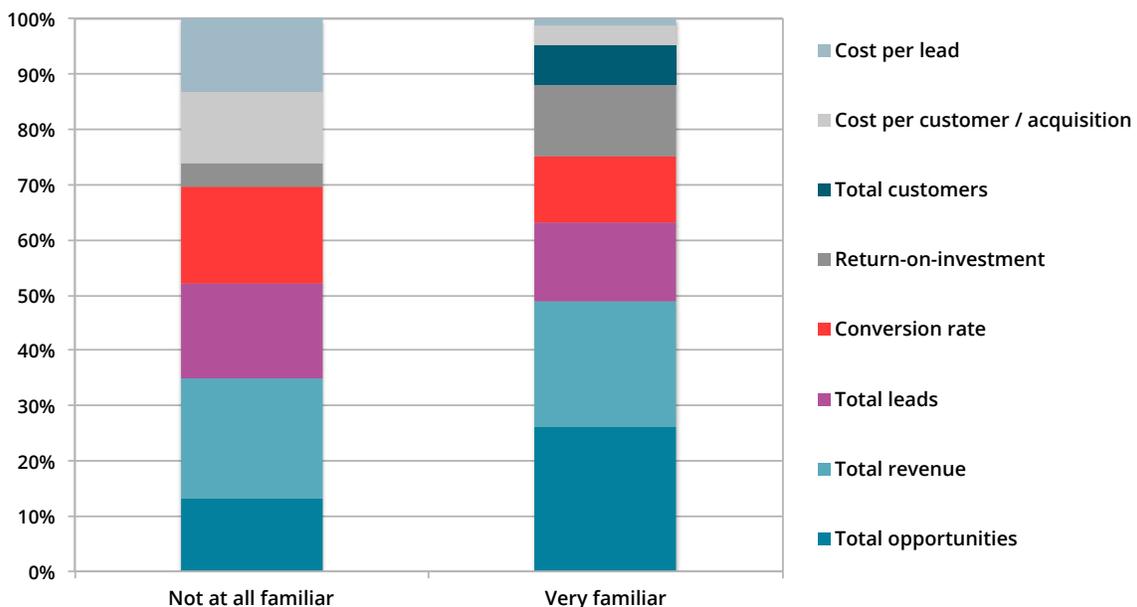
Placing a strong priority on expanding the entire funnel and converting opportunities into revenue, exemplifies pipeline marketing. We're glad to see those who are familiar with pipeline marketing do just that.

Marketing Priorities By Familiarity With Pipeline Marketing



We also find marketers are more likely to use down-funnel metrics like revenue and opportunities to measure performance if they are extremely familiar with pipeline marketing.

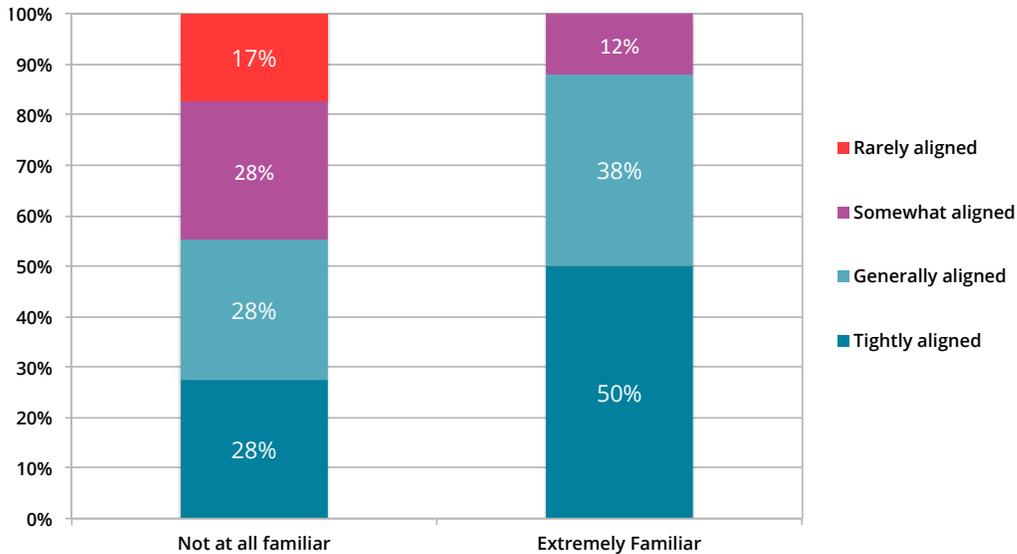
Primary Metric For Success By Pipeline Marketing Familiarity Level



Not only do our survey takers understand pipeline marketing, it affects how they optimize, report and prioritize their marketing activities.

We look at marketing and sales alignment and find that marketers who understand pipeline marketing are more likely to be tightly aligned with their sales team.

Sales Alignment By Pipeline Marketing Familiarity Level



Takeaway

Expertise in pipeline marketing is a common trait among marketers who:

- 1) Are tightly aligned with sales
- 2) Optimize marketing using bottom-funnel sales metrics.

Fifty percent of marketers who are extremely familiar with pipeline marketing are tightly aligned with sales. Of marketers not familiar with pipeline marketing, only 28% are tightly aligned with their sales team.

The performance metrics pipeline marketers use, their sales/marketing alignment, and their priorities show a movement towards measurable and impactful marketing.

For more information, see the [deep dive comparing marketing processes](#) between high ROI achieving marketers and low ROI achieving marketers



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Marketers Who Understand Pipeline Marketing Are 2X More Likely To Be Tightly Aligned With Sales

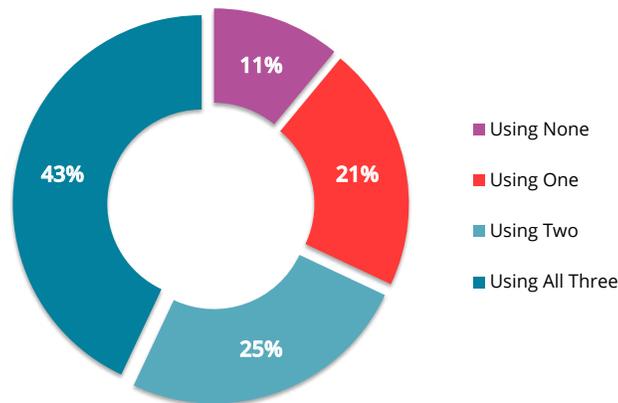


Marketing Technology and ROI

The foundation for an effective marketing strategy is a well designed technology stack. Marketing automation, customer relationship management, and marketing attribution platforms make up the foundation for a strong demand generation program.

We find that 43% of marketers surveyed are using a CRM, marketing automation tool, and an attribution solution to generate demand.

Usage of Marketing Automation, CRM and Attribution Solution



Marketers using marketing automation, a CRM, and a marketing attribution solution enjoy greater ROI from their marketing spend compared to marketers not using these technologies.

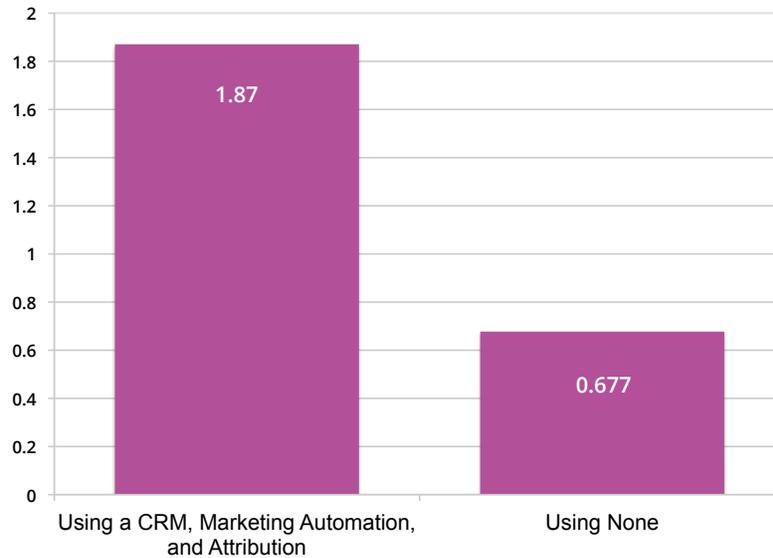


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The Majority Of Marketers Use Total Opportunities As Their Primary Metric For Success



Average ROI By Marketing Technology Used



Takeaway

Marketers who use marketing automation tools, CRMs and attribution solutions enjoy a greater ROI.

Marketing technology is rapidly expanding. More and more tools and solutions will become available for marketers to consider for their marketing stack. As this happens, we can be sure that pipeline marketers will understand the ROI and business value of each one.

For more information on what B2B CMOs say are the most effective marketing channels and where they plan to invest their budgets in 2016, read [Here's What B2B CMOs are Saying about 2016 Budgets and Marketing Channels to Invest In.](#)



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70% Of Marketers Don't Know If They Are Using The Right Attribution Model



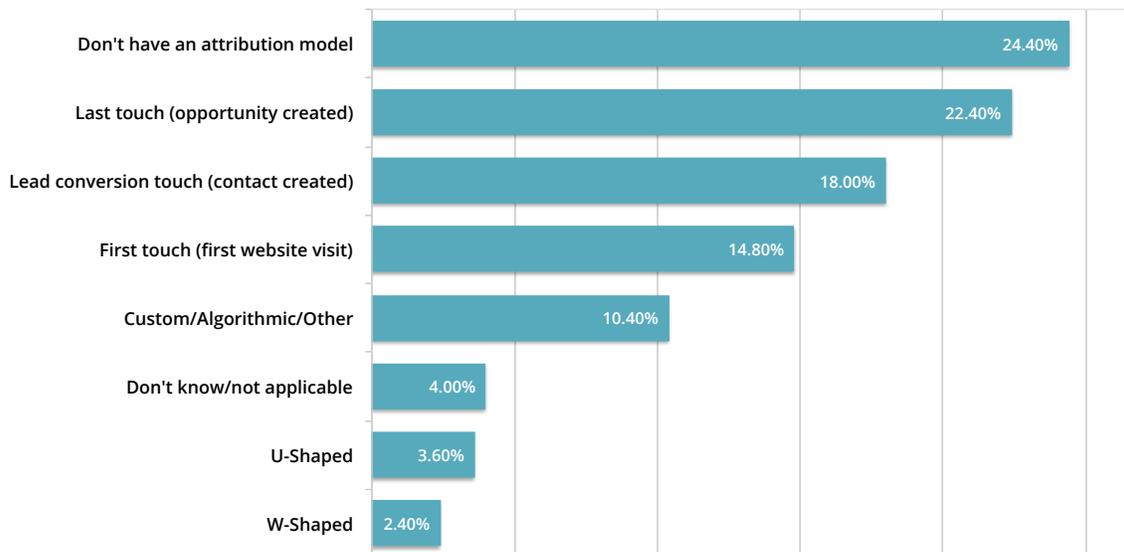
For further reading, we did an analysis comparing the marketing channels with the biggest impact on revenue by industry. Find out which [channels you should be investing in based on your industry.](#)

How Marketers Do Attribution

Pipeline marketers are focused on understanding where leads come from and the path leads take through the funnel.

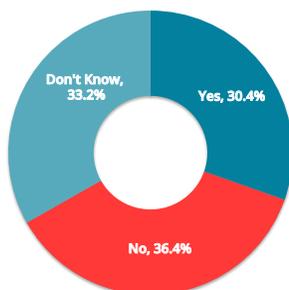
Fifty-five percent of marketers use a single touch attribution model. And surprisingly, 24% of marketers don't have an attribution model in place.

Attribution Model Used

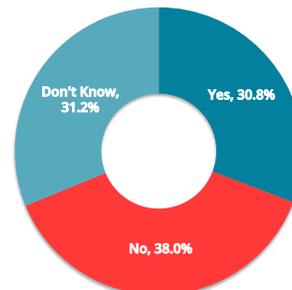


Many marketers are aware of the inaccuracies of single touch models. This may be why only about 30% of marketers believe they are using the right attribution model.

Percentage Of Marketers Who Plan on Changing Their Attribution Model In the Next 6 Months



Percentage Of Marketers Who Believe They Are Using The Right Attribution Model



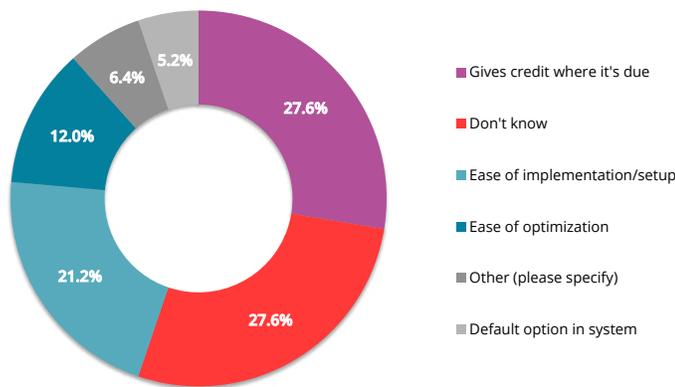
We also find that 30% of marketers plan to change their attribution model in the next 6 months.

Why Marketers Choose The Attribution Model They Use

Marketers are using their current attribution model because it accurately gives credit where it's due. Though surprisingly, 27% of marketers don't know why they are using their current attribution model.

And 33% of marketers choose their attribution model simply because it is easy to implement and easy to use.

Primary Reasons Marketers Use Their Current Attribution Model



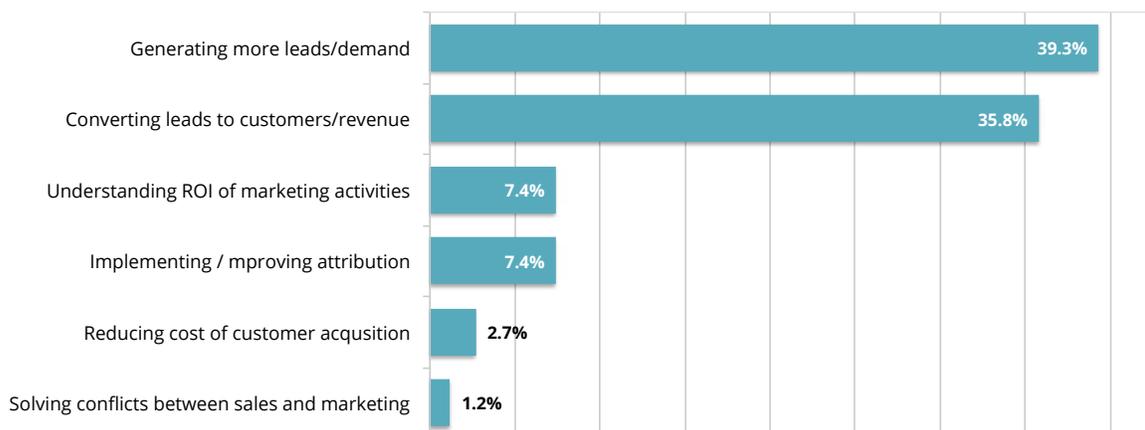
Tip

Most marketers use their current attribution model because it's easy to implement or easy to use. Consider whether the focus should be whether the model is useful and accurate.

Marketing Priorities

The marketer's top priority is generating more leads and converting leads to customers. A smaller fraction of marketers find it a priority to understand the ROI of their marketing activities.

Top Marketing Priority

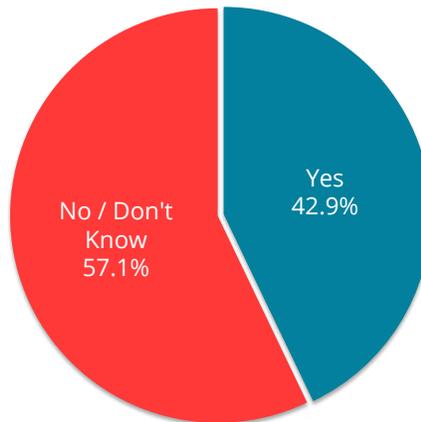


How CMOs Do Pipeline Marketing

Forty-two percent of survey respondents are CMOs or senior level marketers. In this section we report how CMOs measure success and how they use attribution solutions. We also asked CMOs whether they believe they are using the correct attribution model, and whether they plan on changing their model within the next six months.

When asked whether they believe they are using the right attribution model, over 40% of CMOs believe yes. A surprising 57% of CMOs either don't know whether they are using the right attribution model or believe they are using the wrong attribution model.

CMOs Who Believe They Are Using The Right Attribution Model



Why Do CMOs Use Attribution Models?

When considering an attribution model, nearly 33% of CMOs choose the model that gives credit where it's due. However, nearly 40% of CMOs are using an attribution model because it's easy and an astonishing 18% don't know why they are using an attribution model.

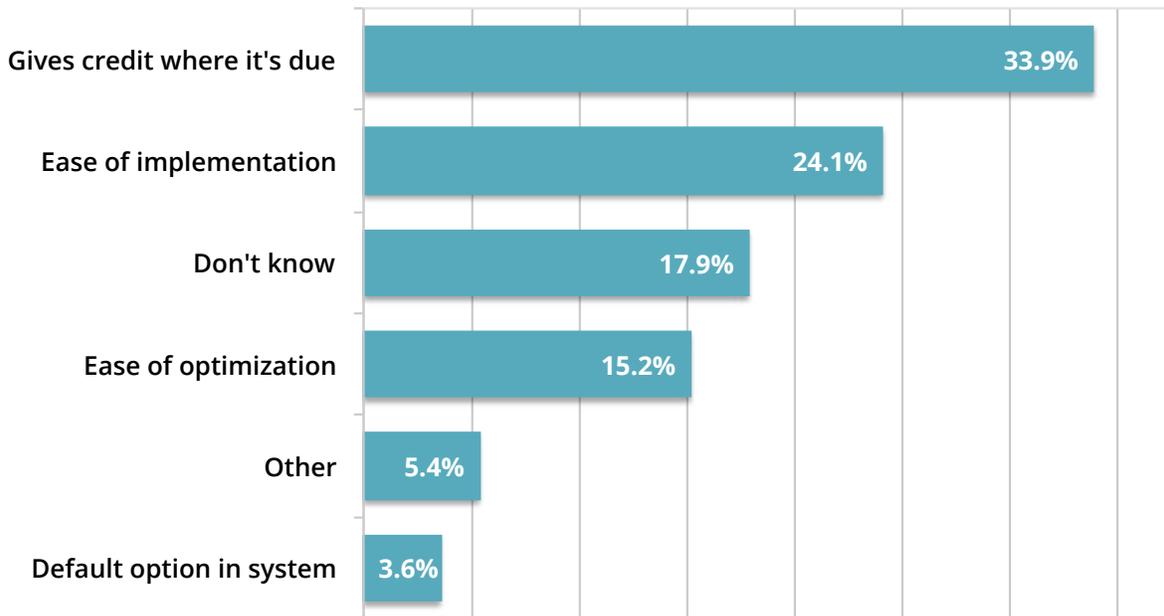


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25% Of Marketers Aren't Using An Attribution Model



Primary Reason CMOs Use Their Current Attribution Model

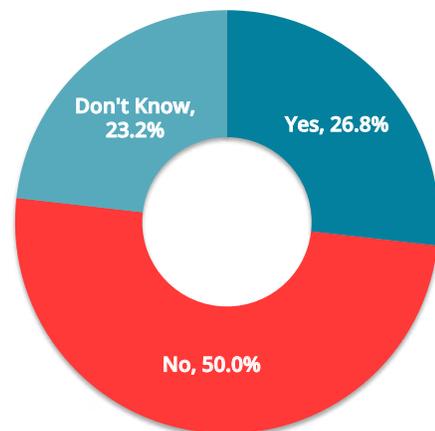


How CMOs Are Measuring Success Today and Tomorrow

This study found nearly 30% of CMOs will change their attribution model in the next six months. And nearly 25% of CMOs are unsure whether they will keep or change their current attribution model.

This isn't surprising given the constantly evolving landscape of marketing technologies. This creates an even greater need to reevaluate whether an organization's current attribution model continues to provide insights on the effectiveness of marketing tech and marketing spend.

CMOs Who Will Change Their Attribution Model in the Next 6 Months



Next, we compare the primary metrics for success used by marketers and CMOs. When asked the number one metric used to measure success, CMOs were more likely to cite bottom of funnel metrics like opportunities and revenue.

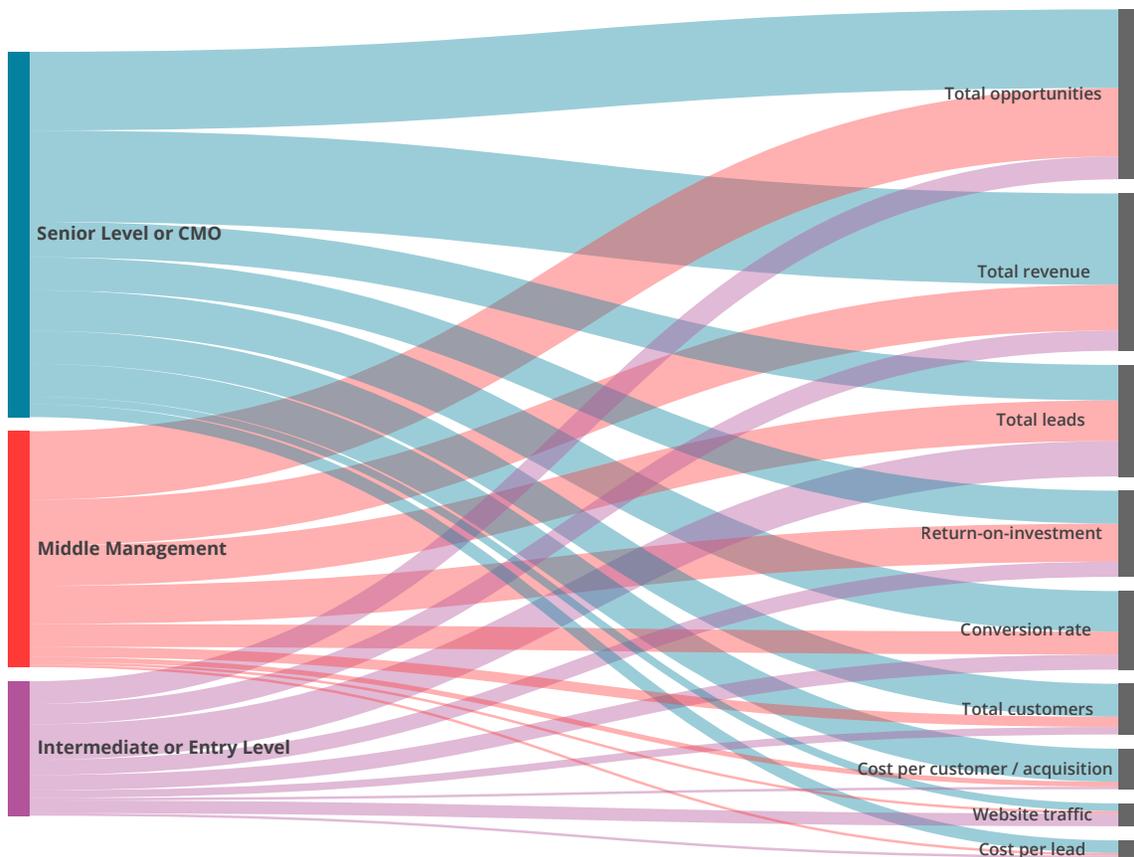
Today's CMOs and pipeline marketers approach performance metrics in a distinct way. As The State of Pipeline Marketing Report shows, down-funnel metrics are used by today's leading marketers as the primary metric for filling in gaps between lead generated and sales closed.

The majority of today's marketers use total opportunities and total revenue instead of lead volume as their primary metric for measuring success.

Comparison: Job Level vs. Primary Metric Used To Measure Success

The chart below shows that a slightly greater percentage of senior level marketers (including CMOs) use revenue as the primary metric for success. Intermediate/entry level marketers use a much more mixed set of metrics as their metric for success.

Primary Metric Used To Measure Marketing Success By Job Level



Conclusion

Pipeline marketing is a mindset and set of practices used by marketers focused on getting real results from their marketing. The State of Pipeline Marketing Report has shown how these marketers prioritize, measure success, and generate revenue differently. From attribution to optimization, pipeline marketing is the current manner and mode for smart B2B marketing.

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