

Multiply Your Returns with the Marketing Automation Effect

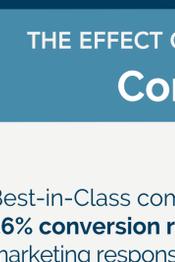
Ever wondered how your sales and marketing programs would look after implementing marketing automation?

Adoption of Marketing Automation

On average, **49%** of companies are currently using marketing automation. With more than half of B2B companies (**55%**) adopting the technology. *(EmailMonday 2016)*



63% of companies that are surpassing their competitors use integrated marketing automation. *(The Lenskold and Pedowitz, 2013)*



79% of top-performing companies have been using marketing automation for more than two years. *(Gleanster, 2013)*



There are nearly **11 times more B2B organizations** using marketing automation now than in 2011. *(Sirius Decisions, 2014)*

THE EFFECT OF MARKETING AUTOMATION ON Conversion Rates

Best-in-Class companies saw a **36% conversion rate** from marketing response (raw lead) to marketing-qualified lead (MQL) versus **18% for all others.** *(Aberdeen Group, 2014)*



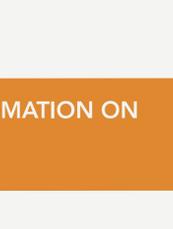
80% of marketing automation adopters saw their number of leads increase, and **77%** saw the number of conversions increase. *(VentureBeat, 2015)*



THE EFFECT OF MARKETING AUTOMATION ON Lead Generation



increases in **qualified** leads for businesses who use marketing automation to nurture prospects. *(Annuitas Group, 2012)*

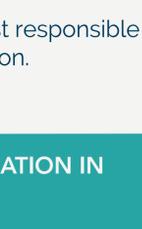


THE EFFECT OF MARKETING AUTOMATION ON Opportunities

Companies that excel in lead nurturing generate **50% more sales-ready leads** at **33% lower cost per lead.** *(Forrester Research, 2014)*



B2B marketers see an average **20% increase in sales opportunities** from nurtured leads versus non-nurtured leads after successfully deploying a lead nurturing program. *(DemandGen, 2013)*



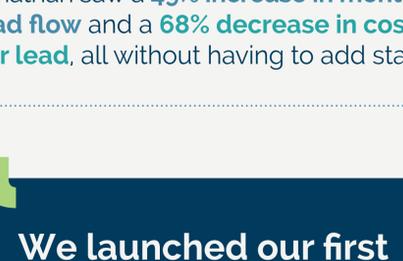
THE EFFECT OF MARKETING AUTOMATION ON Revenue

The average ROI from implementing marketing automation, according to respondents, is **27.8%**. Almost all companies (out of 83) surveyed reported positive ROI. *(RazorSocial & VentureBeat, 2014)*



Average ROI from implementing marketing automation.

THE EFFECT OF MARKETING AUTOMATION ON Your Contribution



4 out of 5 marketers

cite marketing automation systems as most responsible for improving revenue contribution.

THE EFFECT OF MARKETING AUTOMATION IN Action



Increase in monthly lead flow with marketing automation.



Decrease in cost per lead with marketing automation.

A Real-world Success Story

Meet: Jonathan Cordeau

Role: Director of Marketing

Company: Response Mail Express

The Marketing Automation Effect: After adopting Act-On marketing automation, Jonathan saw a **49% increase in monthly lead flow** and a **68% decrease in cost per lead**, all without having to add staff.

We launched our first campaign prior to even completing our first official training, and we were productive in one week.

JONATHAN CORDEAU
Response Mail Express

THE RETURN ON Marketing Automation

75% of companies using marketing automation see ROI within 12 months, **44%** within 6 months. *(Focus Research, 2013)*



THE EFFECT OF MARKETING AUTOMATION ON Customer Churn

Businesses that have implemented marketing automation reduce customer churn by **43%** over businesses that do not automate. *(MathMarketing, 2013)*



Get the Marketing Automation Effect



Best-in-class companies are **67%** more likely to use a marketing automation platform. *(Aberdeen Group, 2014)*

Nearly two-thirds (**63%**) of the "very successful" use their marketing automation systems extensively, while more than a third (**37%**) achieved best-in-class status with limited use. *(Three Deep & Ascend2, 2016)*

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