

# The ROI of Marketing Automation

## POPULARITY

THE RAPID GROWTH OF AUTOMATION

The number of companies adopting marketing automation is growing at a rapid rate. More and more companies are discovering the tremendous value that automation has to offer and are investing in the future of their companies. Of the new technology available to marketers, automation is top of its class in the ROI it offers its users. Let's take a look at how the ROI is delivered.



### Most Compelling Reasons For Implementing Marketing Automation



## CONVERSIONS

INCREASING LEAD GENERATION



## NURTURING

BUILDING RELATIONSHIPS



## ALIGNMENT

BRINGING SALES AND MARKETING TOGETHER



### B2B MARKETING AUTOMATION

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