

# THE SIRIUSDECISIONS B-TO-B MARKETING AUTOMATION STUDY

MARKETING AUTOMATION PLATFORMS ARE CRITICAL TO AN ORGANIZATION'S MISSION. SIRIUSDECISIONS, THE LEADING GLOBAL B-TO-B RESEARCH AND ADVISORY FIRM, HAS IDENTIFIED SEVERAL EMERGING TRENDS IN THE MAP MARKETPLACE AND DETERMINED HOW THOSE TRENDS AFFECT USERS.

## ADOPTION IS GROWING RAPIDLY

B-TO-B COMPANIES ARE FEELING CONFIDENT ABOUT GROWTH:



## WHAT ORGANIZATIONS ARE GETTING THE MOST MAP VALUE?

MID-SIZE COMPANIES HAVE MOST SUCCESSFULLY OVERCOME MANY ISSUES THAT LARGE AND SMALL ORGANIZATIONS STILL FACE.

LESS THAN \$50M

### ADMINISTRATIVE CHALLENGES

TRAINING & SKILL DEVELOPMENT

LIMITED RESOURCES

OVER \$1B

### COMPLEXITY PROBLEMS

MULTIPLE OFFERINGS  
MULTIPLE SEGMENTS  
MULTIPLE REGIONS  
SYSTEMS/DATA

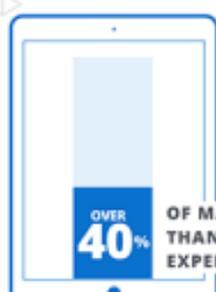
## LIMITED TRAINING AND FEW POWER USERS LIMIT MAP VALUE

MANY ORGANIZATIONS ARE UNDERESTIMATING THE RESOURCES REQUIRED TO DRIVE EFFECTIVE MAP ADOPTION.

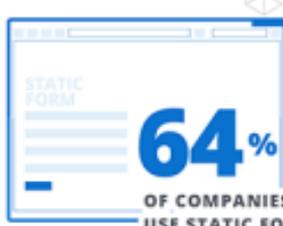
NUMBER OF POWER USERS BY REVENUE BAND

POWER USERS	LESS THAN \$50M	\$51M TO \$250M	\$251M TO \$500M	\$501M TO \$1B	OVER \$5B
0	24%	8%	11%	8%	5%
1	39%	31%	16%	15%	10%
2 to 5	33%	45%	52%	54%	50%
5 to 9	1%	5%	10%	15%	15%
10+	3%	11%	11%	8%	20%

## MARKETING AUTOMATION EXPERIENCE IS STILL SCARCE



FORMS ARE STILL IN THE DARK AGES



## NURTURE TACTICS ARE FINALLY EVOLVING

NURTURE IS EVOLVING BEYOND THE DRIP EMAIL; IT IS MOST EFFECTIVE WHEN ALIGNED TO BUYER NEEDS AND COMMUNICATION PREFERENCES.

### NURTURE DESIGN

45% → ORGANIZED BY TOPIC

30% → ORGANIZED BY INDUSTRY

27% → ORGANIZED BY BUYING STAGE

25% → ORGANIZED BY PERSONA

### NURTURE ENHANCEMENT

OF THESE COMPANIES THAT HAVE MARKETING AUTOMATION PLATFORMS:

23% → INJECT TELE

16% → USE AD TARGETING

10% → INTEGRATE CHAT

10% → DO WEB OPTIMIZATION



NOT MUTUALLY EXCLUSIVE

SiriusDecisions

SIRIUSDECISIONS IS THE LEADING GLOBAL B-TO-B RESEARCH AND ADVISORY FIRM. WE DELIVER THE ACTIONABLE INTELLIGENCE, TRANSFORMATIVE FRAMEWORKS AND EXPERT GUIDANCE THAT EQUIP EXECUTIVES TO MODERNIZE AND ELEVATE SALES, MARKETING AND PRODUCT PERFORMANCE. TO LEARN MORE, VISIT OUR WEB SITE AT [WWW.SIRIUSDECISIONS.COM](http://WWW.SIRIUSDECISIONS.COM).