

Marketing Automation

By Those Who Use It

Part I

Increasing the Quantity & the Quality of Leads

Why We Seek A New World



79% of market leads are not converted into sales

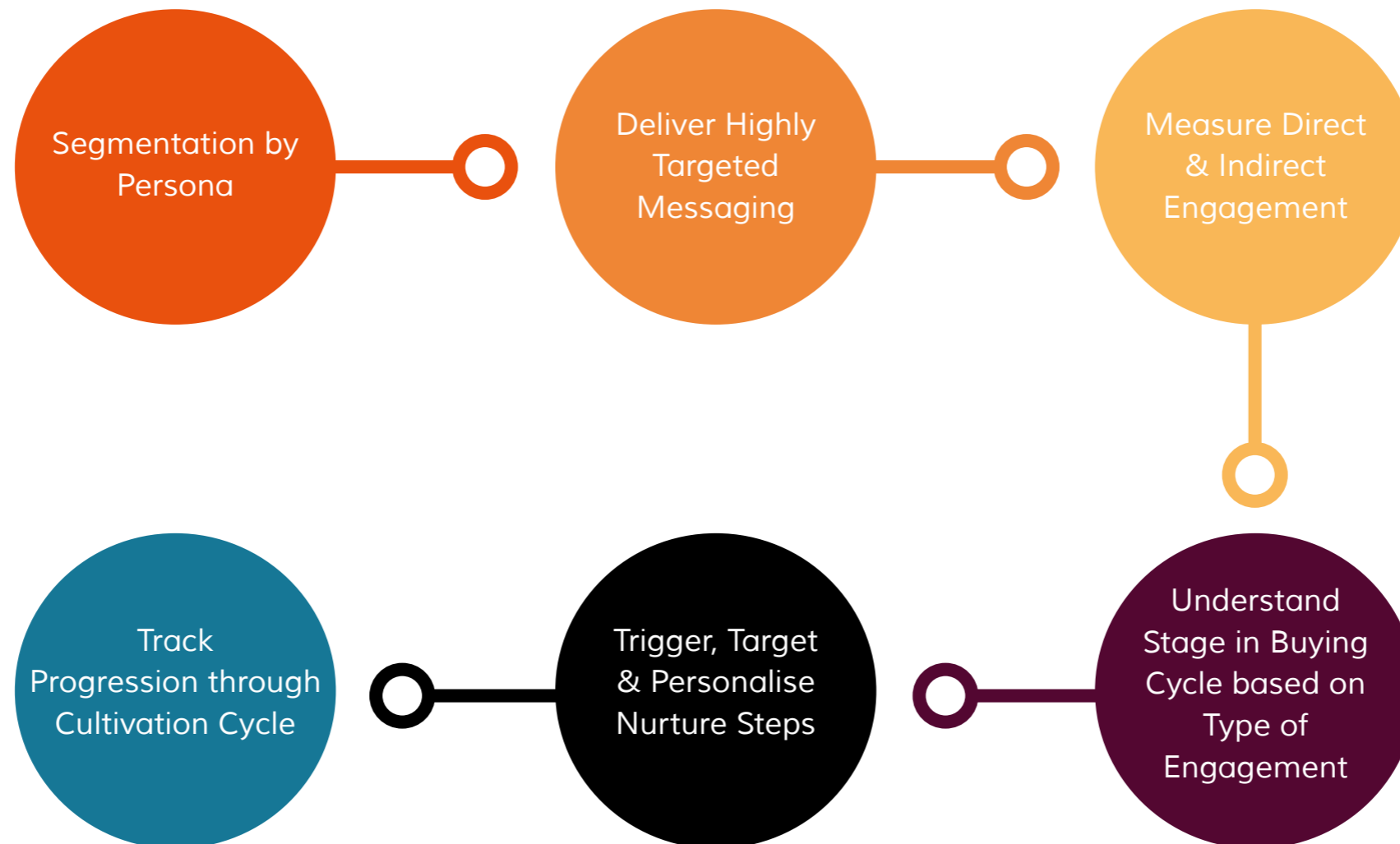


Traditional marketing techniques convert as little as **1** piece of business from **221** prospect engagements



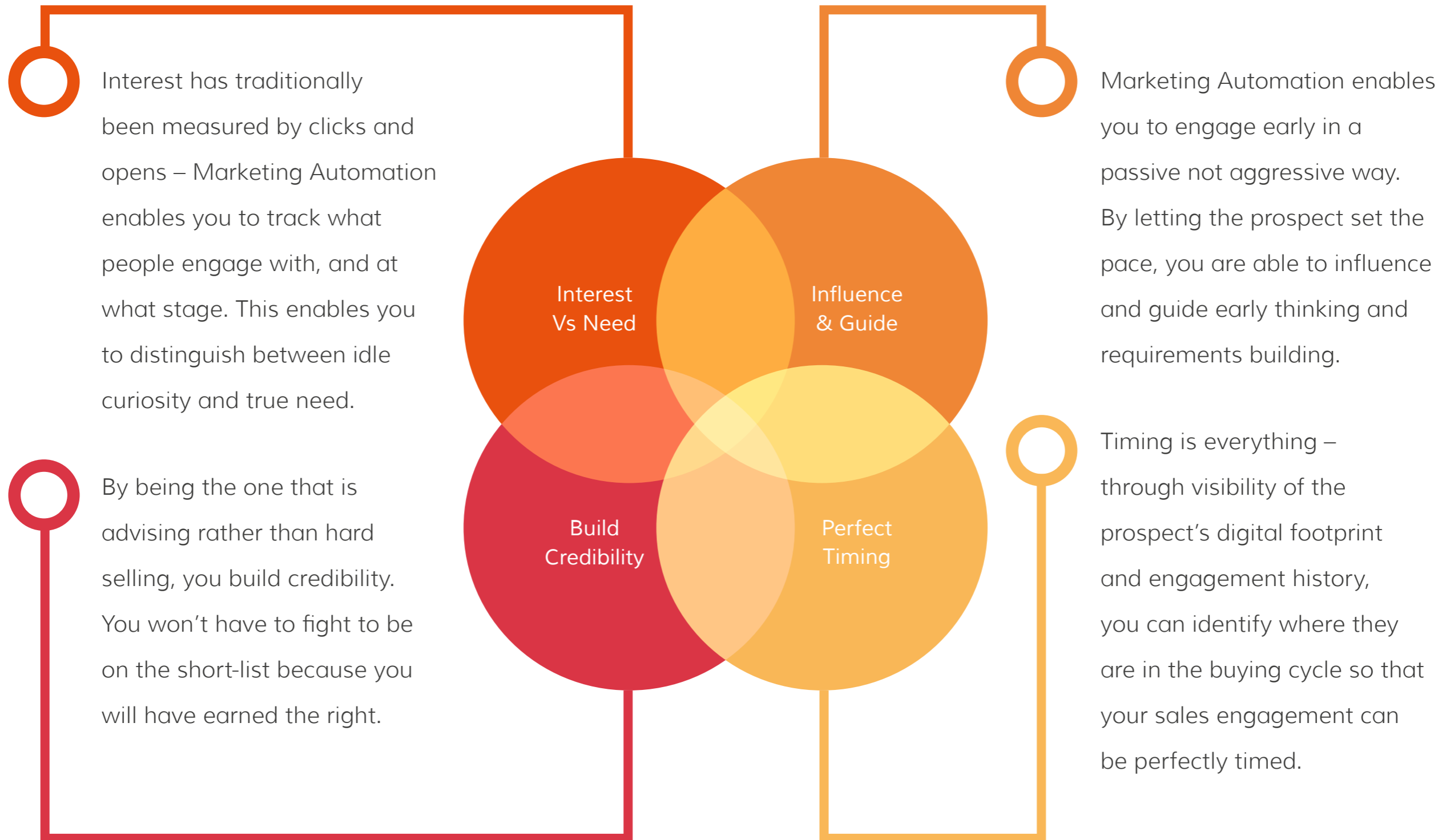
65% of companies do not have a defined lead nurture process

How Marketing Automation Increases Quantity Of Leads



Marketing Automation enables you to be more effective by working hard to secure the first contact and then by working smart to trigger nurture steps that respond to the buyer's behaviour.

How Marketing Automation Increases Lead Quality



The Result



450% Increase in
Qualified Leads

Is one of the figures quoted widely as
the impact of Marketing Automation.
We see a minimum of a 2x increase and
as much as a 4x increase.



Lead Conversion by
Sales Teams improved
from 20% to up to 75%

Gartner assessment of the impact
of Lead Nurture through
Marketing Automation