

# MARKETING AUTOMATION INFOGRAPHIC

## 12 Stats You Need to Know

#1



THERE ARE **211** DIFFERENT MARKETING AUTOMATION SOLUTIONS ON THE MARKET TODAY

#2



**79% OF TOP-PERFORMING COMPANIES** HAVE BEEN USING MARKETING AUTOMATION FOR MORE THAN TWO YEARS

#3



**91%** OF BUYERS IN 2013 WERE EVALUATING MARKETING AUTOMATION FOR THE FIRST TIME

#4



BY 2015, THE ADOPTION OF MARKETING AUTOMATION TECHNOLOGY IS EXPECTED TO **INCREASE 50%**

#5



**75%** OF COMPANIES USING MARKETING AUTOMATION SEE ROI WITHIN 12 MONTHS

#6



B2B MARKETERS WHO IMPLEMENT MARKETING AUTOMATION **INCREASE THEIR SALES-PIPELINE CONTRIBUTION BY**

**10%**

#7



B2B MARKETERS CITE THE **NO. 1 BENEFIT** OF MARKETING AUTOMATION AS THE ABILITY TO GENERATE **BETTER LEADS**

#8



**78% OF HIGH-PERFORMING MARKETERS** SAY THAT MARKETING AUTOMATION SOFTWARE IS RESPONSIBLE FOR IMPROVING REVENUE CONTRIBUTION

#9



**26%** OF B2B MARKETING AUTOMATION USERS HAVE FULLY ADOPTED THEIR SYSTEM.

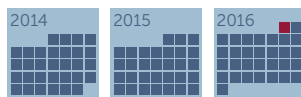
**54%** OF MARKETERS WHO HAVE NOT YET IMPLEMENTED MARKETING AUTOMATION CITE LACK OF BUDGET AS A MAJOR OBSTACLE PREVENTING IMPLEMENTATION

#10



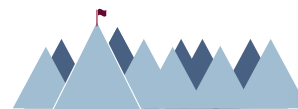
**76%** OF CMOs LIST HIGH-END LEAD GENERATION AS THEIR BIGGEST MARKETING AUTOMATION CHALLENGE

#11



**31%** OF CURRENT MARKETING AUTOMATION USERS ANTICIPATE CHANGING THEIR SYSTEM WITHIN THE NEXT TWO YEARS, PRIMARILY BECAUSE THEY **WANT BETTER OR DIFFERENT CAPABILITIES**

#12



**48%** OF B2B MARKETERS CITE **LACK OF DATA EXPERTISE AS THE BIGGEST CHALLENGE** IN USING THEIR MARKETING AUTOMATION SYSTEM