

# LEAD GENERATION

# 23 USEFUL STATISTICS

## Content Marketing

**93%**

of B2B companies say content marketing generates more leads than traditional marketing strategies.

Marketo

Through the success of content marketing, 49% of B2B marketers follow up with quality sales leads for further assessment.

Content Marketing Institute

**83%**

of B2B marketers use content marketing for lead generation.



Content Marketing Institute

**85%**

of B2B marketers say lead generation is their most important content marketing goal in 2016.

## Lead Generation Tactics

**59%**

59% of B2B marketers say email is the most effective channel for generating revenue.

Business Marketing Association

**84%**

84% of companies believe a CRM system to be beneficial to determining the quality of leads.

Direct Marketing News

**68%**

68% of B2B businesses use strategic landing pages to acquire leads.

Marketo

**93%**

of B2B buying processes begin with an online search.

Content Marketing Institute

**76%**

of B2B buyers use three or more channels when researching a potential purchase.

Blue Nile Research

## Lead Costs

**39%** ↑

HubSpot

Outbound leads cost 39% more than inbound leads.

There is a 33% decrease in sales-ready lead cost when leads are nurtured.

**33%** ↓

Forrester Research

The average cost of a B2B sales lead varies by industry =

eMarketer

**\$95** Engineering

**\$65** Health

**\$45** Human Resources

**\$43** Technology

**\$35** Marketing

**53%**

of marketers say half or more of their budget is allocated to lead generation.

LinkedIn B2B Technology Marketing Community

## Lead Generation Challenges

**68%**

68% of B2B companies are struggling with lead generation.

CSO Insights

**61%**

61% of B2B marketers find generating high-quality leads their biggest challenge.

B2B Technology Marketing Community

**55%**

55% of B2B professionals name increasing lead volume as a top priority.

B2B Technology Marketing Community

## Importance of Nurture Marketing

**56%**

of B2B companies verify business leads before passing them to the sales team.

Marketing Sherpa

**80%**

of bad leads in B2B go on to make purchases within two years.

SiriusDecisions

**27%**

of leads forwarded from B2B marketers to sales are immediately qualified.

Marketing Sherpa

**79%**

of marketing leads don't convert into sales, with lack of lead nurturing as the leading cause.

Marketing Sherpa

## Trends in Lead Generation



58% of B2B marketers planned to increase their lead generation budget in 2015.

B2B Technology Marketing Community

36% of marketing professionals say lack of an effective lead generation strategy is their biggest obstacle.

eMarketer

Lead generation outsourcing is 43% more efficient than generating leads in-house because of their expertise.

Fearless Competitor

**70%**

of prospects have come to Movéo looking for lead generation help in 2016. Isn't it time you did, too?

moveo.com