



*Marketing Automation Systems—  
Optimization Strategies*

Summary Results August 2011

***Confidential***

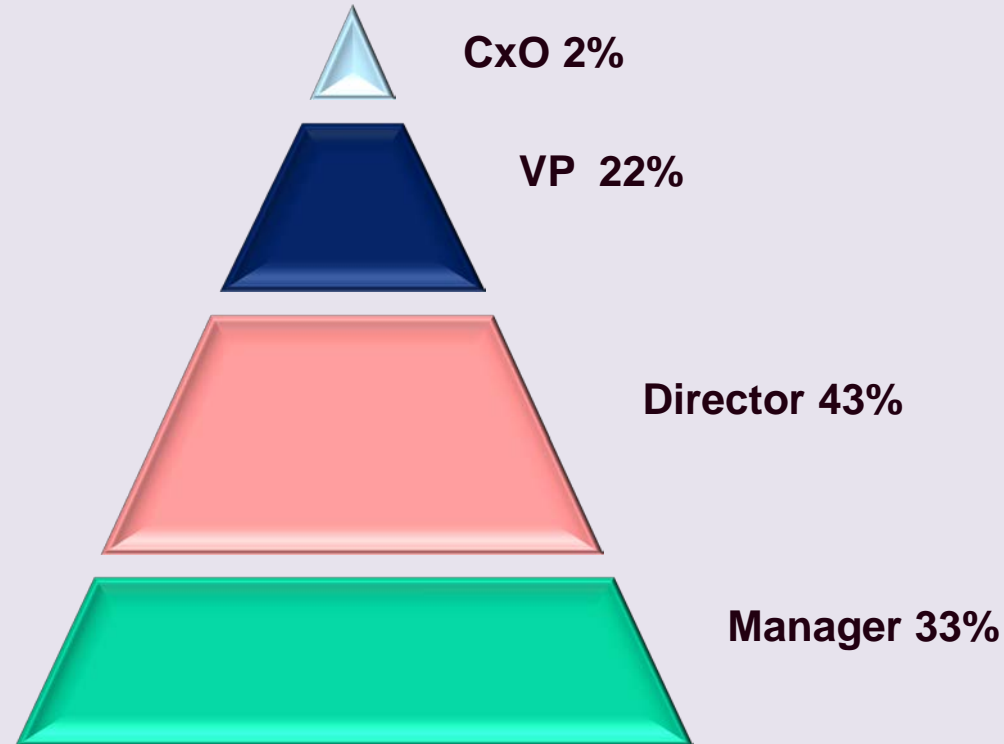
# Observations and Conclusions

- ***Marketing staff feel constant pressure to maintain a high level of marketing performance.***
- ***Just under half of the respondents (48%) indicate that marketing could boost lead conversion performance by better alignment with sales.***
- ***Most give mixed reviews of their marketing database, with some dissatisfaction with its market coverage, data quality, and record completeness. 64% of those surveyed maintain marketing lists with at least 50,000 contacts.***
- ***Partners/alliances and events are the most effective at generating demand, closely followed by website SEO/SEM.***
- ***Over half of the responders plan to initiate website makeovers (51%) within the next year.***

# Program Overview

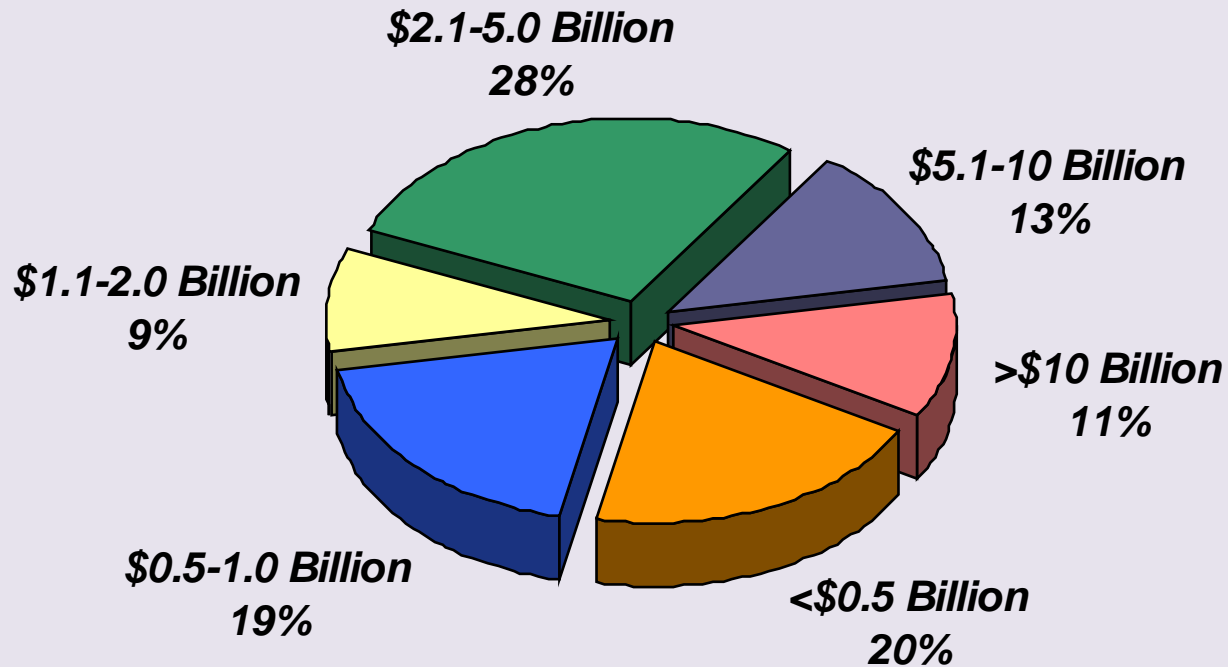
- Between May 10 and July 29, 2011, Gatepoint Research invited 1,836 marketers from to participate in a survey themed ***Marketing Automation Systems— Optimization Strategies***. Candidates were invited via email and 175 marketers have participated to date.
- 67% of responders are at the Director Level or above; 24% are at the VP and CxO level.
- 66% of responders are executives working within the Fortune 1000.
- 100% of responders participated voluntarily; *none were engaged using telemarketing.*

# Profile of Responders: Job Level



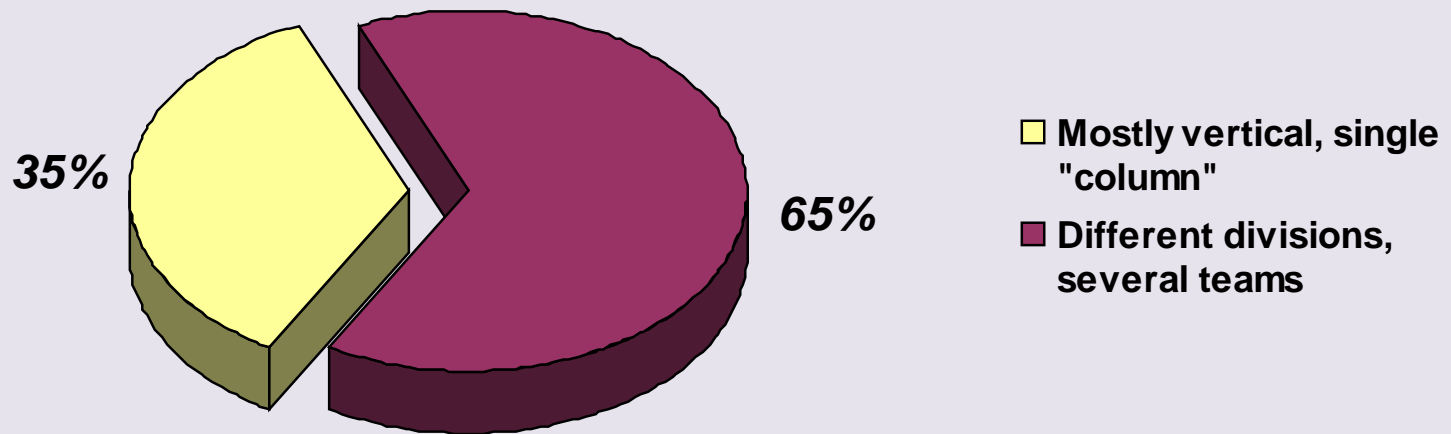
***67% of responders work at the Director Level or above.***

# Profile of Responders: Company Revenue



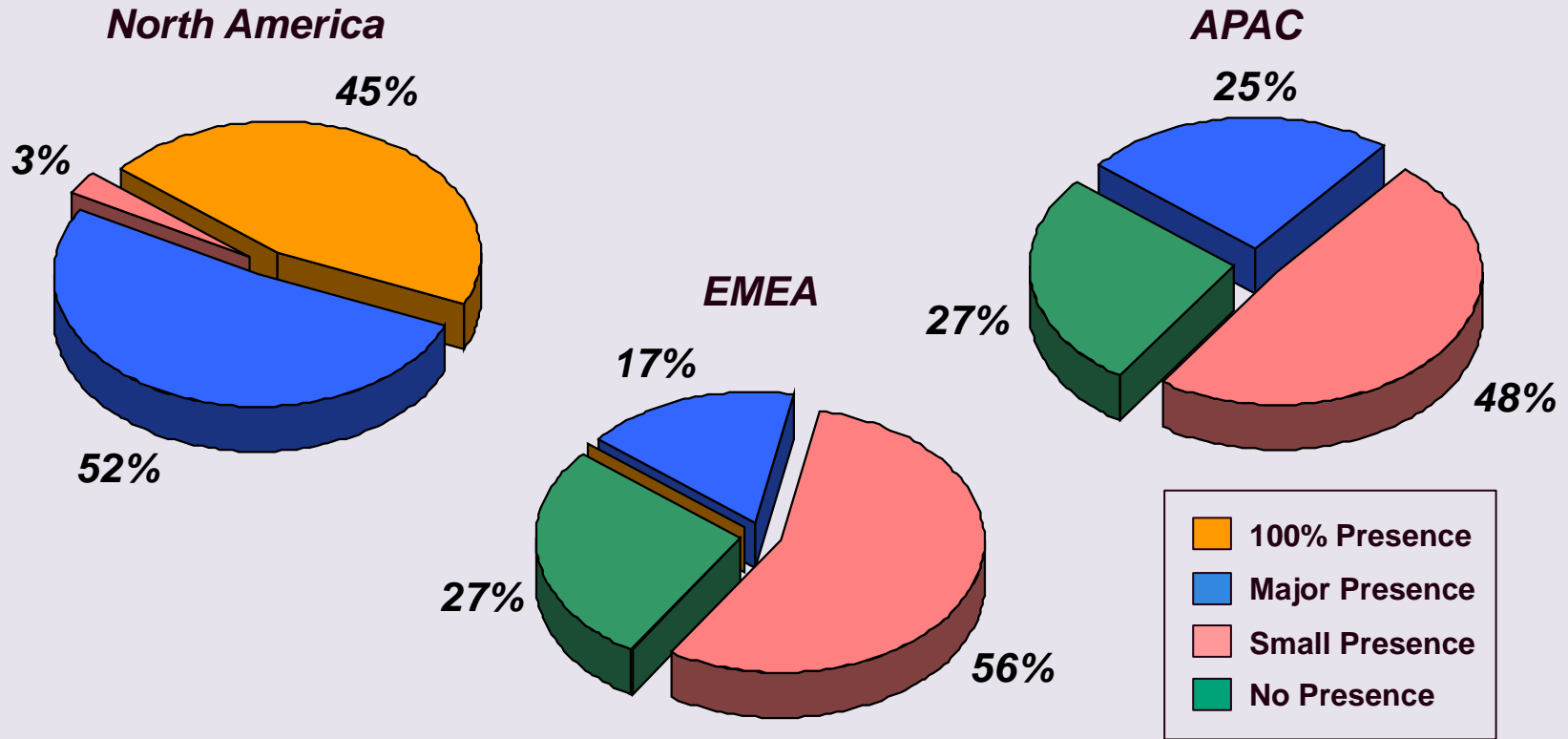
**66% of responders are employed by companies with annual revenues exceeding \$1 billion.**

# How is your marketing team structured?



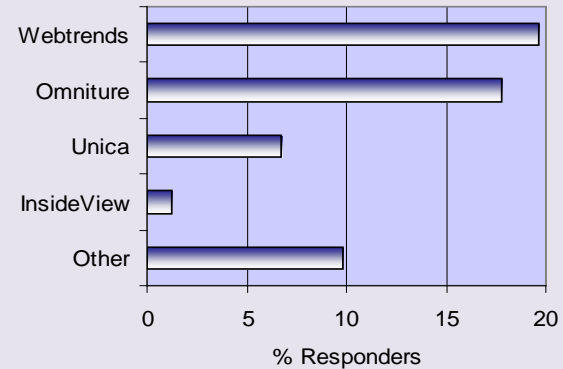
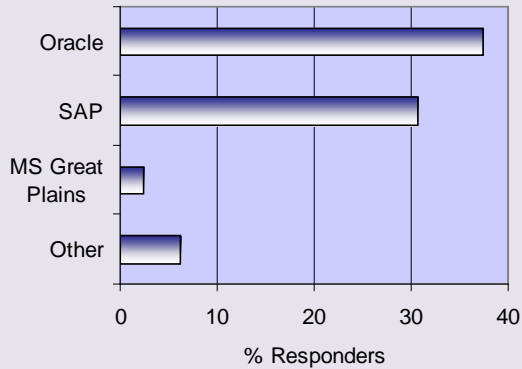
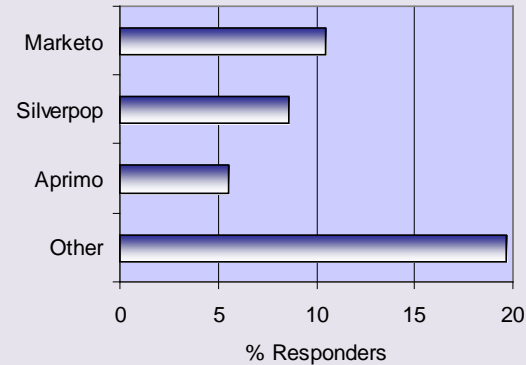
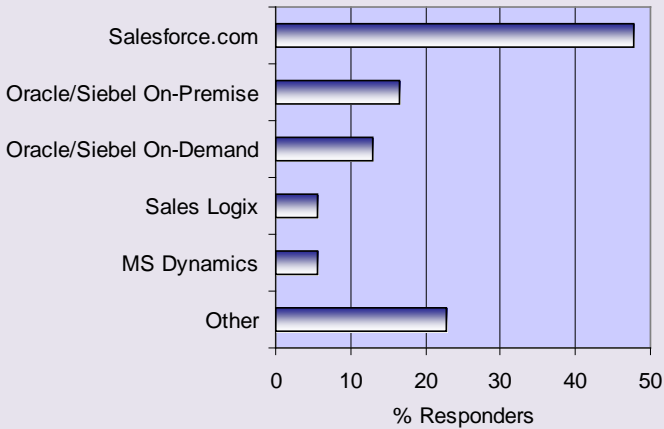
***65% of responders' marketing teams are structured in different divisions with several teams.***

# Where are your marketing teams located?



**97% of responders have a dominating presence in North America, and many have an emerging presence in EMEA and APAC.**

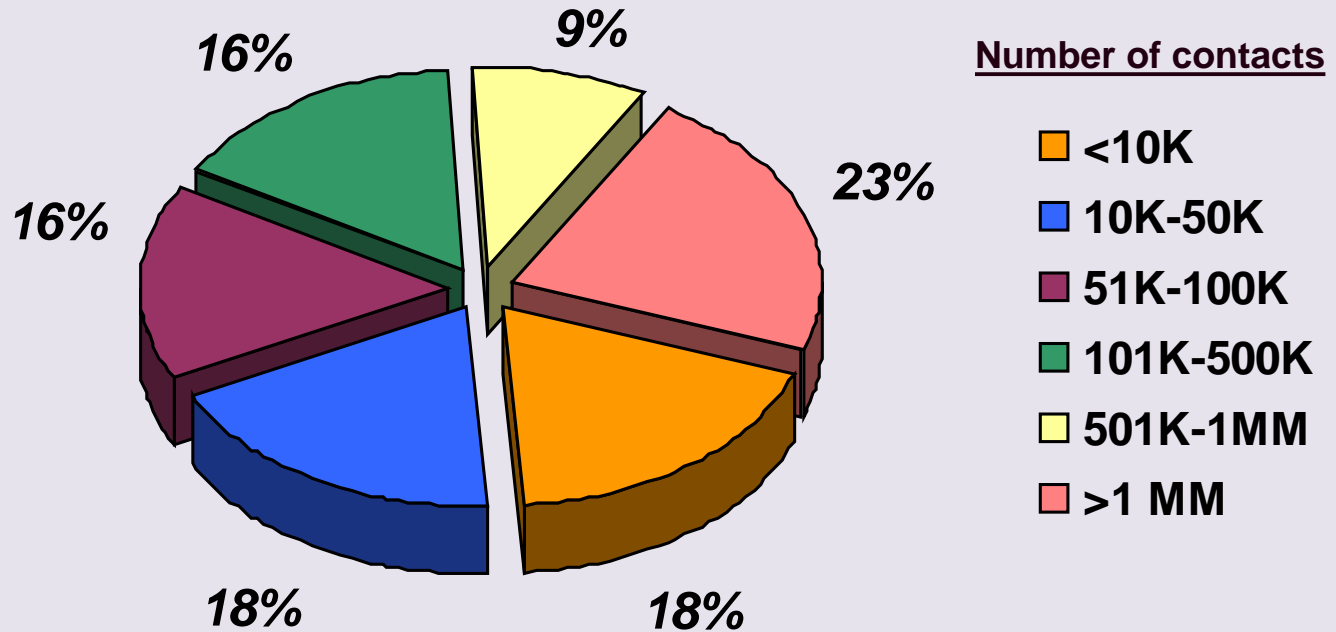
# What systems support marketing?



**Various systems support marketing;  
CRM/SFA and ERP systems are the most popular.**

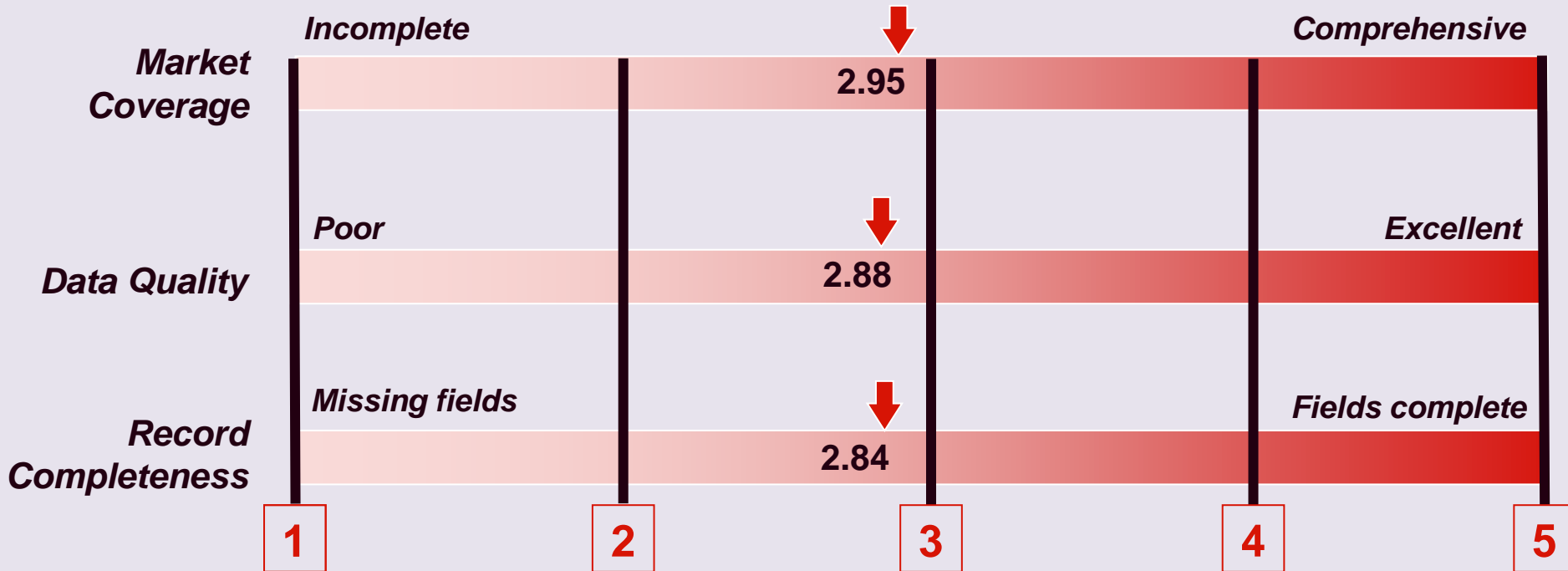


# What is the size of your contact list?



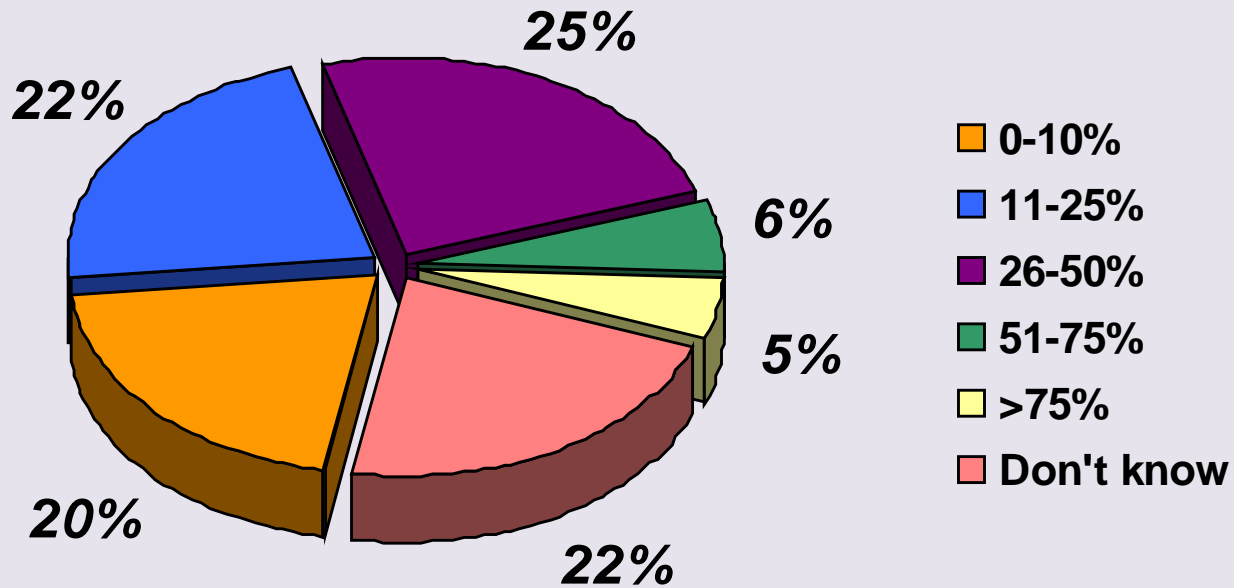
***64% of responders have lists of at least 50,000 contacts.***

# What is the state of your marketing database?



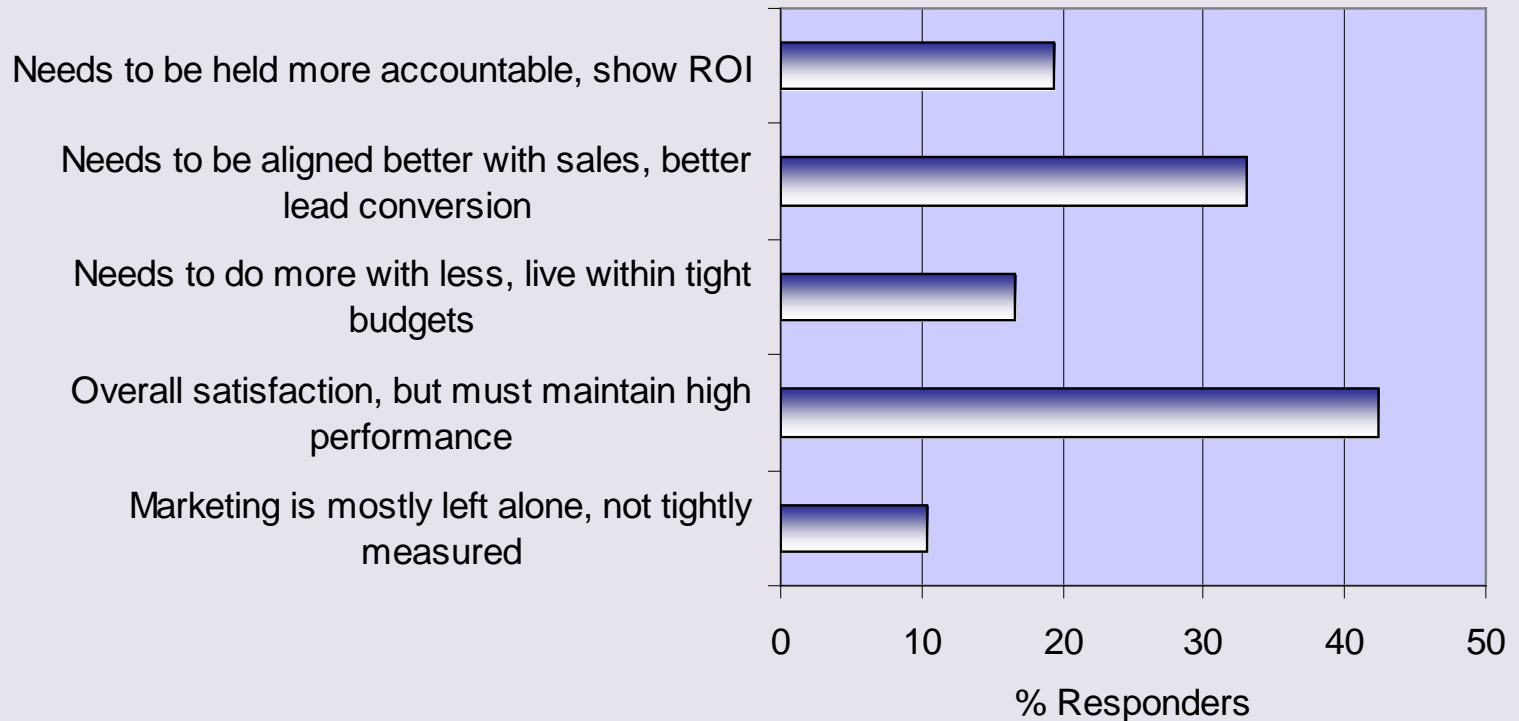
*The state of current marketing databases is mixed at best.*

# ::: What percentage of your sales pipeline is generated by marketing?



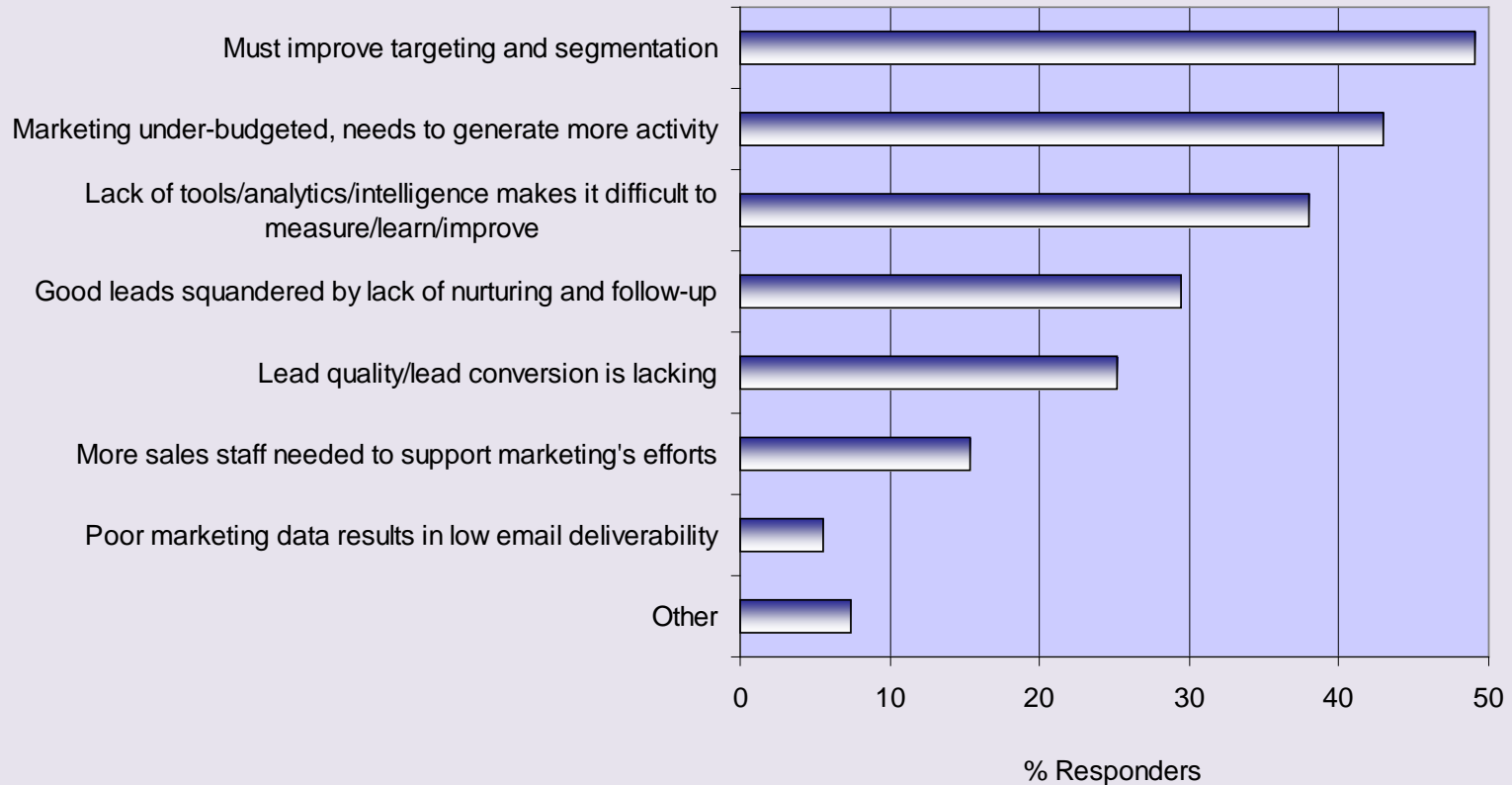
***58% of responders generate at least 10% of their sales pipeline through marketing.***

# How does your senior management rate marketing's performance?



***48% of responders indicate that marketing's performance could improve, especially by better aligning with sales and converting leads.***

# What holds back marketing from contributing more to revenue?



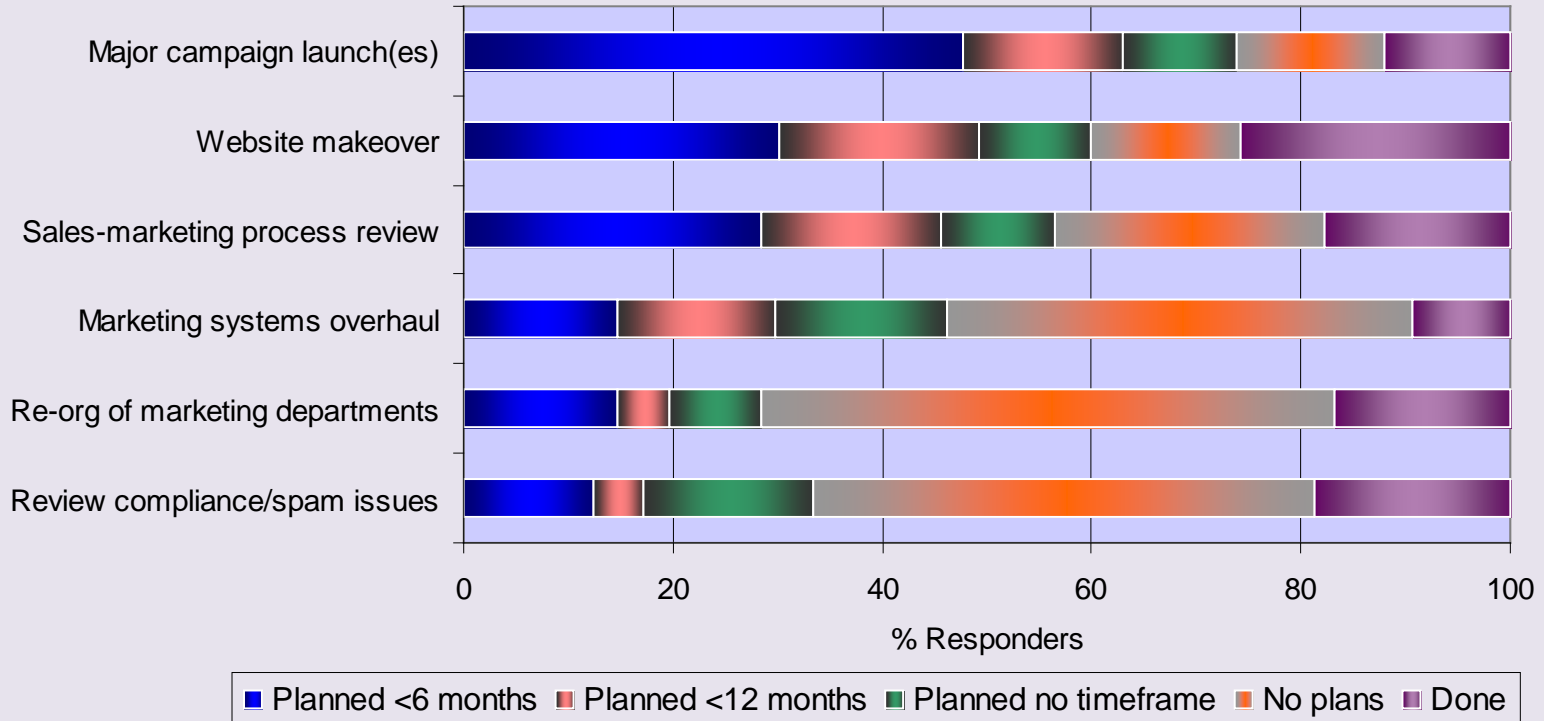
***Insufficient targeting and segmentation (49%) is a major drawback to increasing marketing's contribution to revenue.***

# Which are best at generating demand?



**Partners/alliances and events are most effective at generating demand, closely followed by events.**

# ::: What is the status of the following marketing initiatives?



***About 30% of responders are planning a marketing systems overhaul within 12 months***



# About **ELOQUA**

*Eloqua provides powerful business insight to inform marketing and sales decisions today that drive revenue growth tomorrow. The company's mission is to make its customers the fastest growing companies on Earth. Thousands of sales and marketing professionals rely on the marketing automation power of Eloqua to improve demand generation and lead management while driving more qualified leads.*

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