



⋮⋮⋮ *Marketing Optimization Strategies*

Summary Results

October 2010

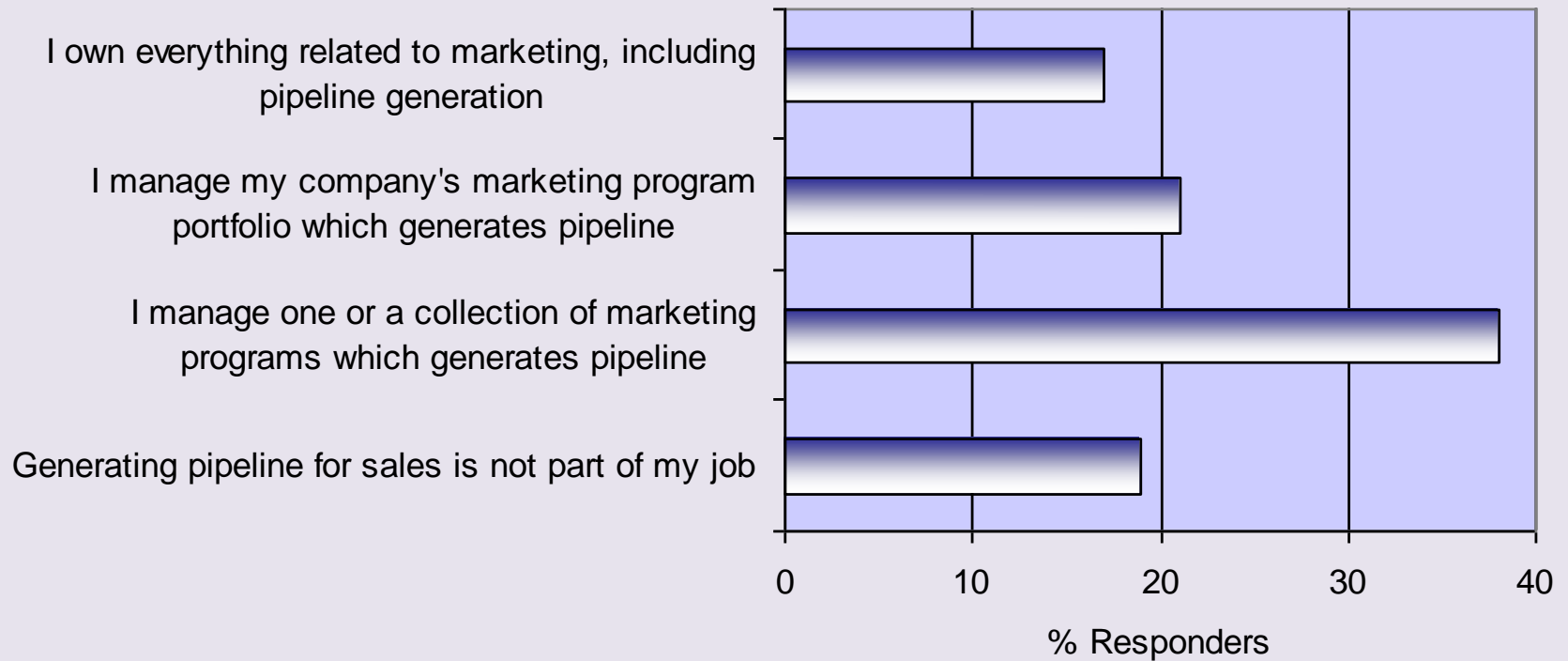
Observations and Conclusions

- ***The market for Marketing Automation Systems is wide open as 73% of responders have yet to incorporate one into their marketing paradigm.***
- ***On average, responders feel that it is most critical to improve their identification of quality leads.***
- ***Responders feel that measurement of marketing's impact on revenue is somewhat limited.***
- ***70% of responders indicate that their marketing tactics and programs are a mix of traditional and some online methods.***
- ***Insufficient evidence of marketing's impact on revenue (34%), resource constraints (33%), and unfocused messages (27%) are key roadblocks to a better marketing contribution to revenue.***

Program Overview

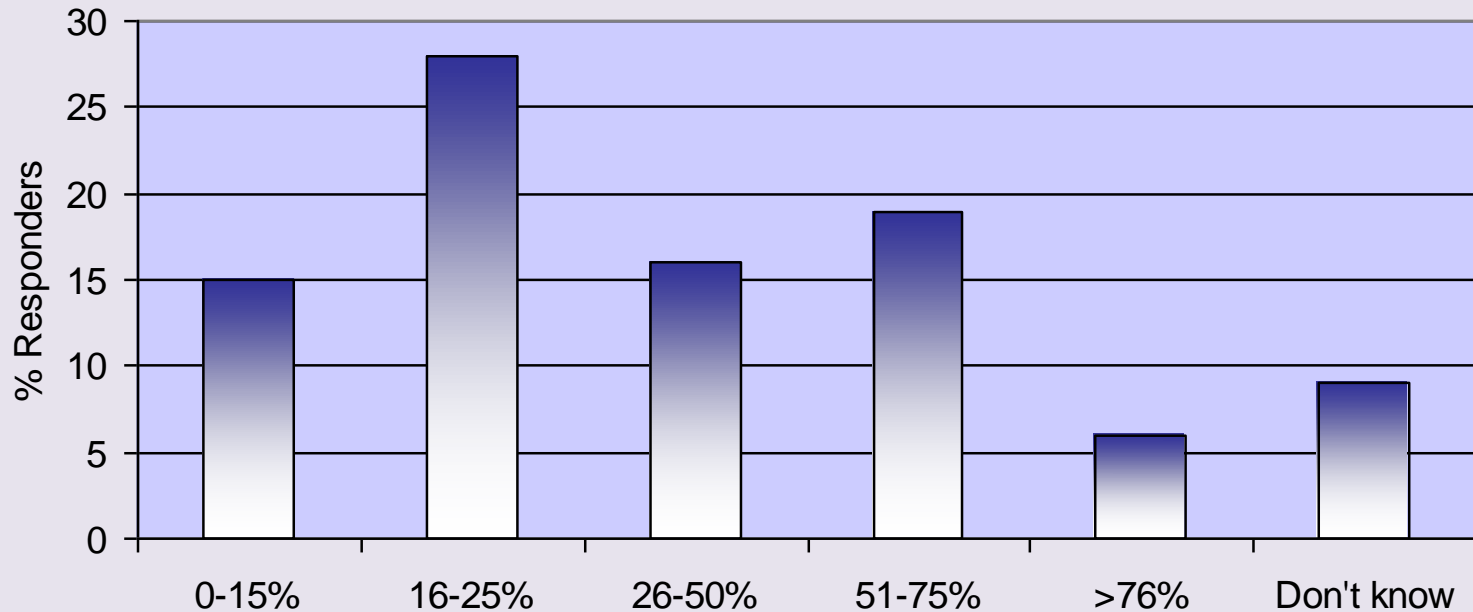
- Between August 17 and October 5, 2010, Gatepoint Research invited 1,026 selected marketing executives to participate in a survey themed **Marketing Optimization Strategies**. Candidates were invited via email to participate in a survey and 97 executives have participated to date.
- 91% of responders are employed at the Director Level or higher: 33% are VPs or CxOs.
- 65% of responders are executives in Fortune 1000 companies.
- 100% of responders participated voluntarily; *none were engaged using telemarketing.*

::: What best describes your role in relation to pipeline generation?



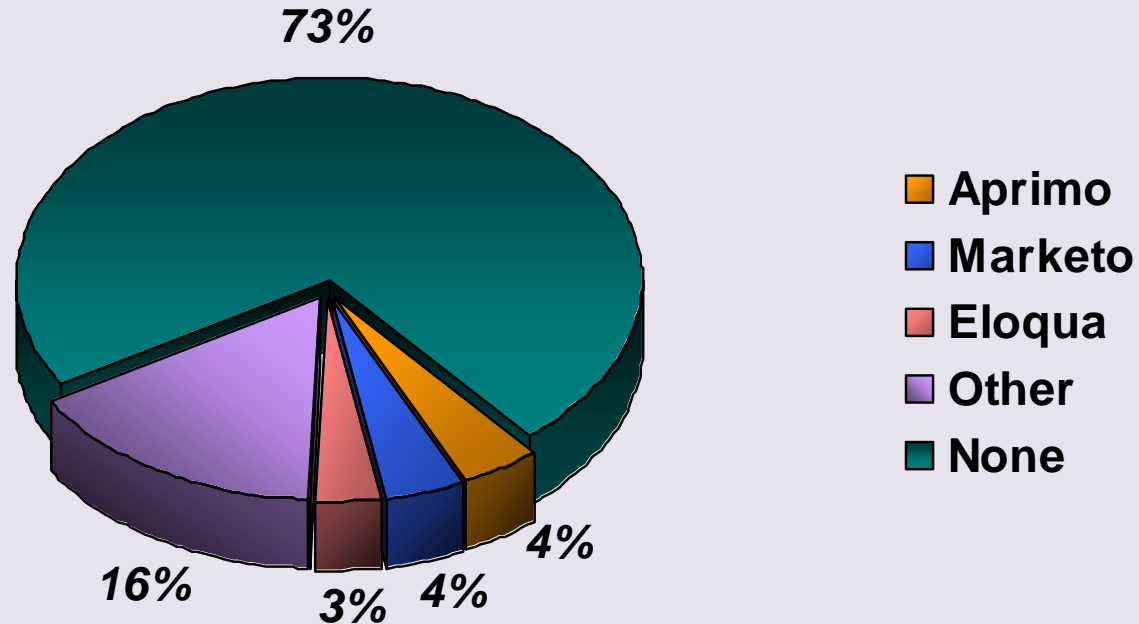
48% of responders are senior executives overseeing their entire marketing portfolios.

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



69% of responders indicate that at least 15% of their sales pipeline is generated by marketing.

::: What Marketing Automation System do you use?



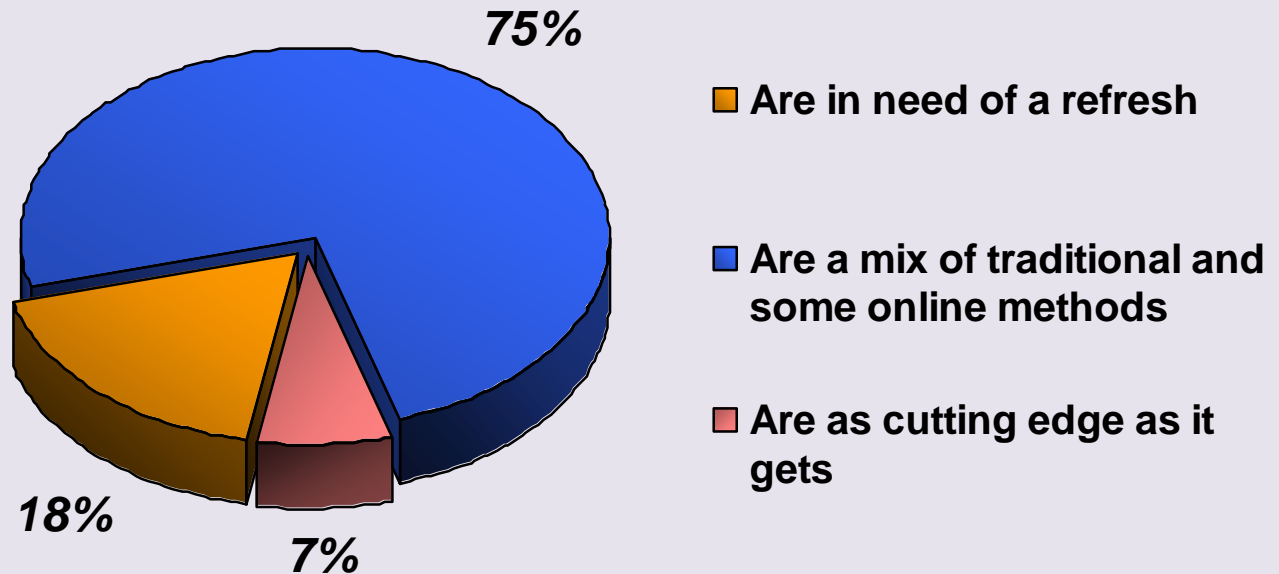
The market for Marketing Automation Systems is wide open as 73% of responders have yet to incorporate one into their marketing paradigm.

∴∴ How important is the improvement of the following:



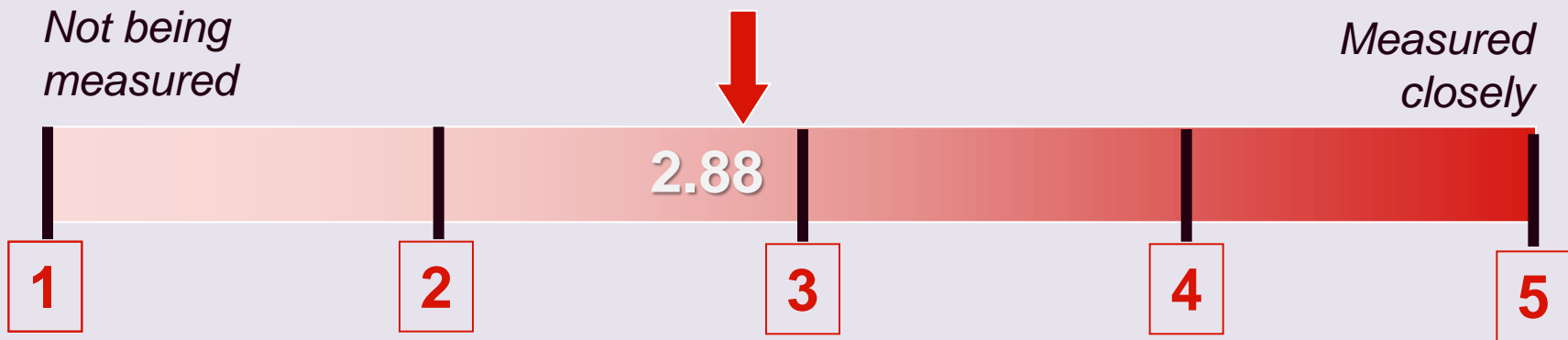
On average, responders feel that it is most critical to improve their identification of quality leads.

::: In your opinion, your marketing tactics and programs:?



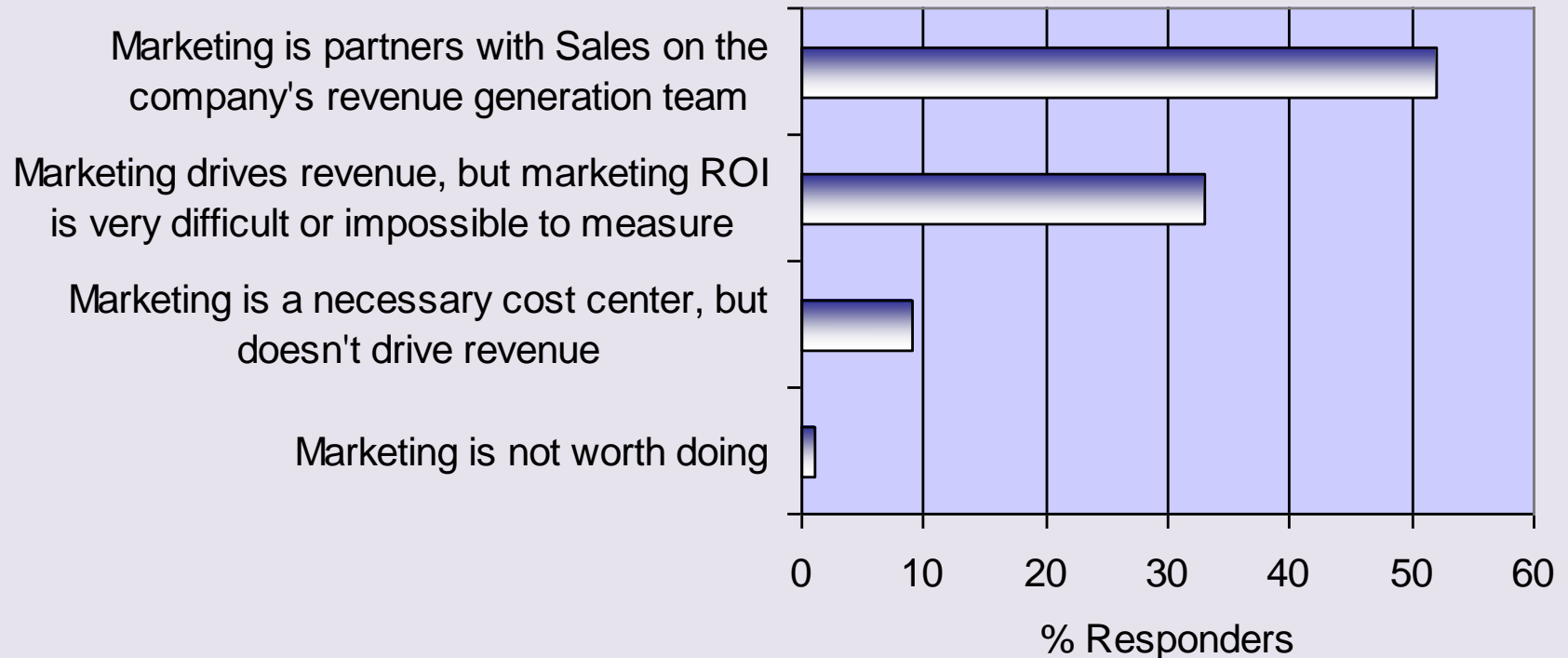
70% of responders indicate that their marketing tactics and programs are a mix of traditional and some online methods.

::: To what extent is your organization measuring marketing's impact on revenue?



On average, measurement of marketing's impact on revenue is somewhat limited.

::: How do you think your CEO and CFO think about marketing?



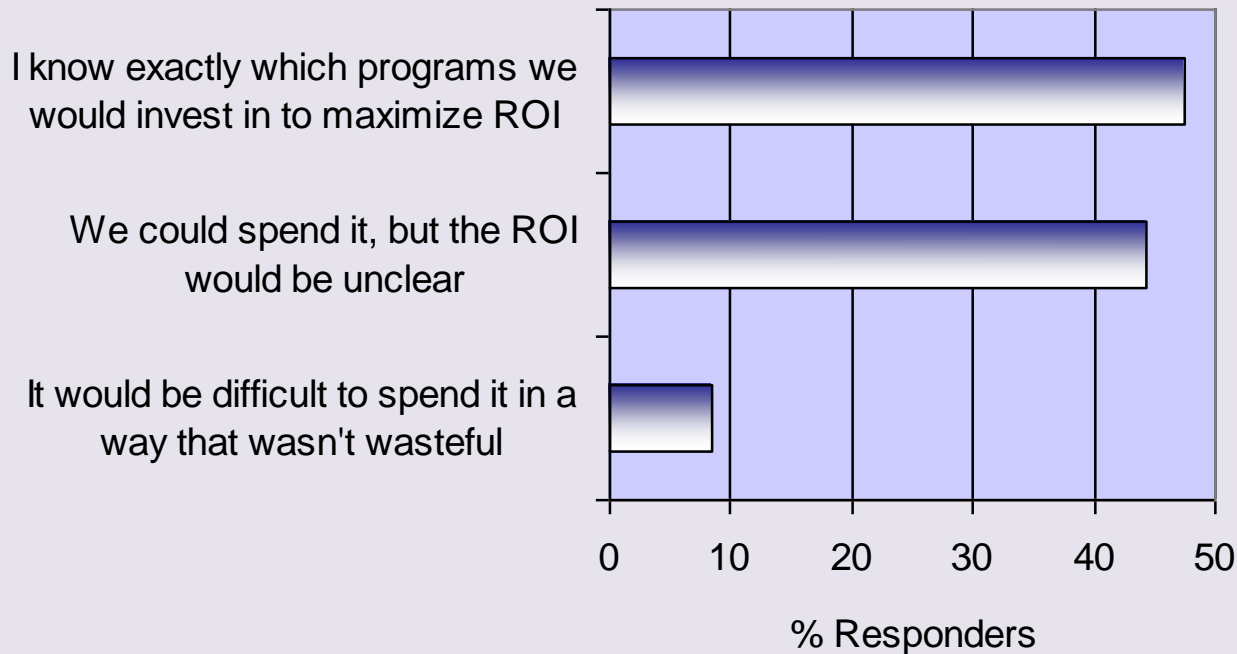
A majority of CEOs and CFOs (52%) consider Marketing and Sales as partners in generating company revenue.

∴∴ What holds marketing back from contributing more to revenue?



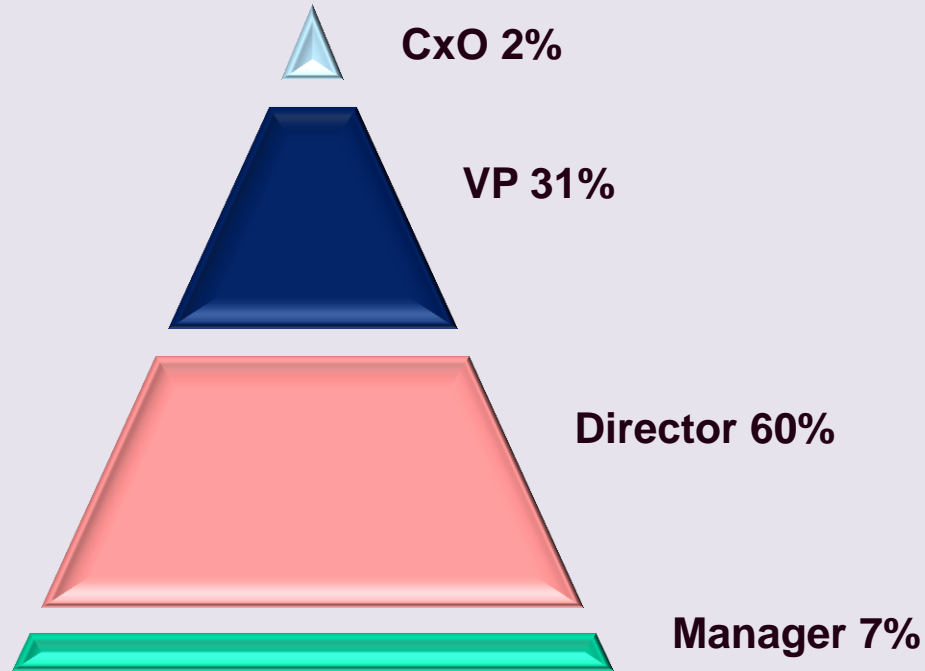
Insufficient evidence of marketing impact on revenue, resource constraints, and unfocused messages are key roadblocks to a better marketing contribution to revenue.

∴∴ If your budget is increased by 20% next month, which of the following would be true?



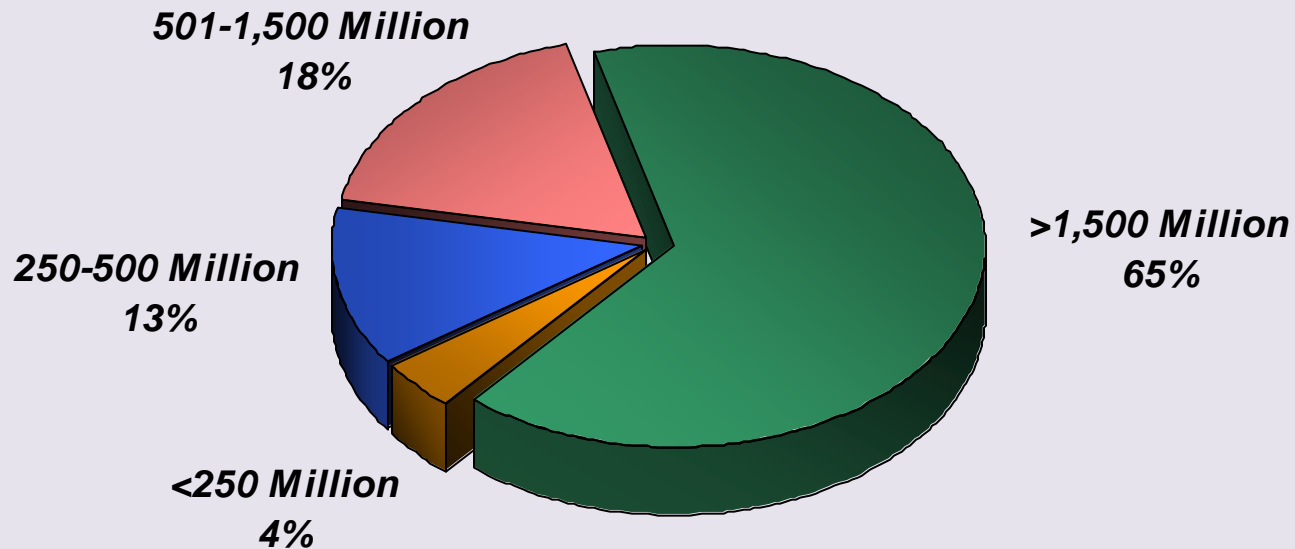
91% of responders could spend a 20% increase in their budget, but half of those responders are unsure of the ROI.

Profile of Responders: Job Level



***93% of responders work at the Director Level or above;
33% are VPs or CxOs.***

Profile of Responders: Company Revenue



65% of responders are employed by companies with annual revenues exceeding \$1.5 billion.



About



Marketo is the global leader in Revenue Performance Management. Marketo's powerful yet easy-to-use marketing automation and sales effectiveness solutions transform how marketing and sales teams of all sizes work — and work together — to drive dramatically increased revenue performance and fuel business growth. The company's proven technology, comprehensive services, and expert guidance are helping corporations around the world to turn marketing from a cost center to a business-building revenue driver.

For more info, www.marketo.com