

2015 SURVEY OF B2B MARKETERS:

Lead Generation Priorities and Predictive Analytics

EXECUTIVE SUMMARY

The survey highlights B2B marketers' continuing struggle to generate high-quality leads for sales. A majority of the marketers surveyed in this report (70%) revealed that they are now measured on the amount of revenue generated from marketing and lead-generation activities.

Just over one-third of the marketers surveyed said they are currently using predictive analytics, but a huge majority have been doing so for less than two years. Of the companies not using predictive analytics, more than half said they were likely to implement a predictive solution in the next 12-36 months.

Finally, marketers cited some of their top expectations for predictive technologies including finding new prospects, personalization and knowing where prospects are in the sales funnel.

ABOUT THIS SURVEY

This study was conducted by a third-party market research firm on behalf of 6sense and collected responses from 321 US-based B2B marketing professionals, 56% of which represent enterprise companies with over \$100 million in annual revenue.

To learn more, visit:
6sense.com/resources/

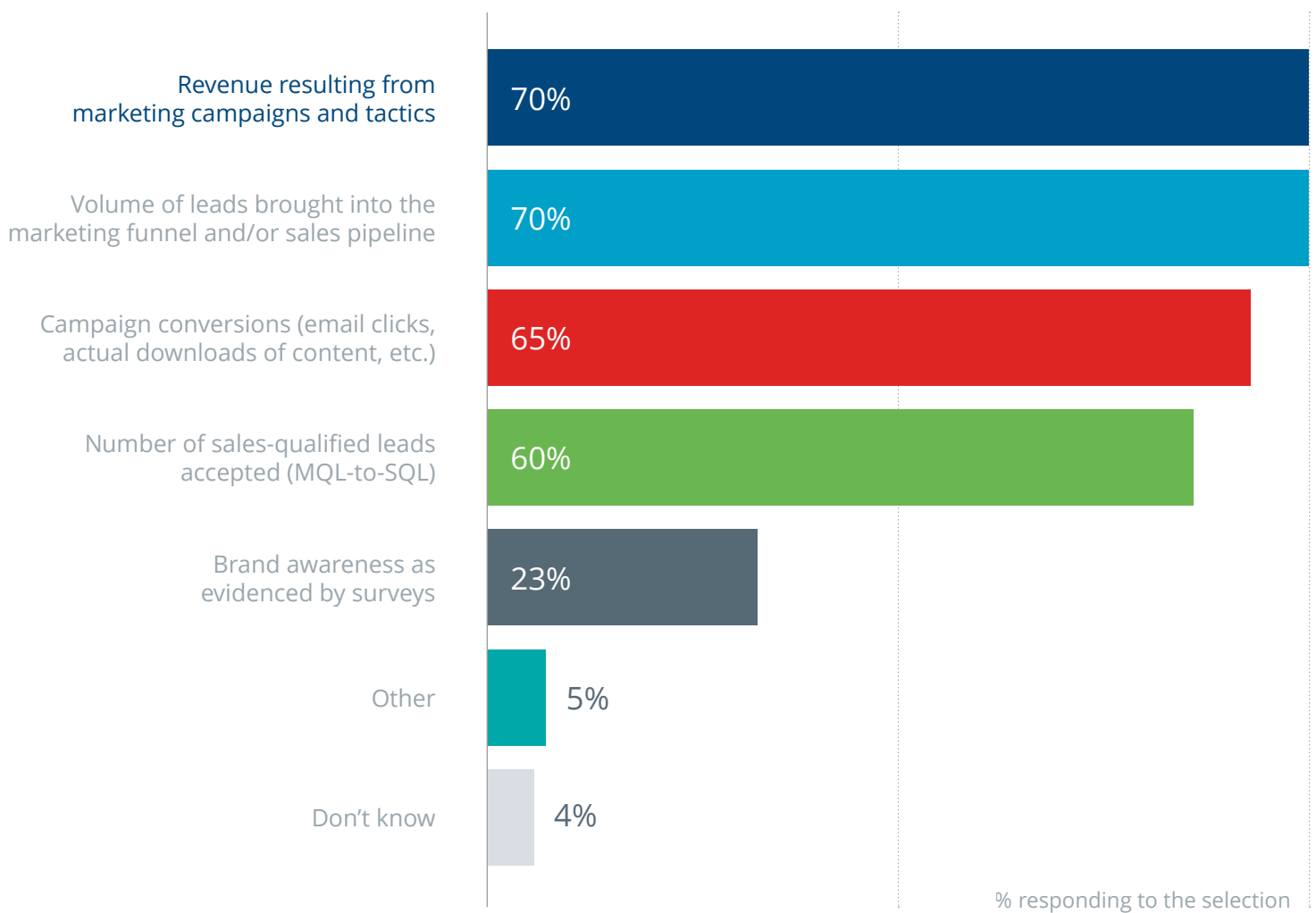


How marketers are measured:

REVENUE CONTRIBUTION AND LEAD VOLUME

QUESTION:

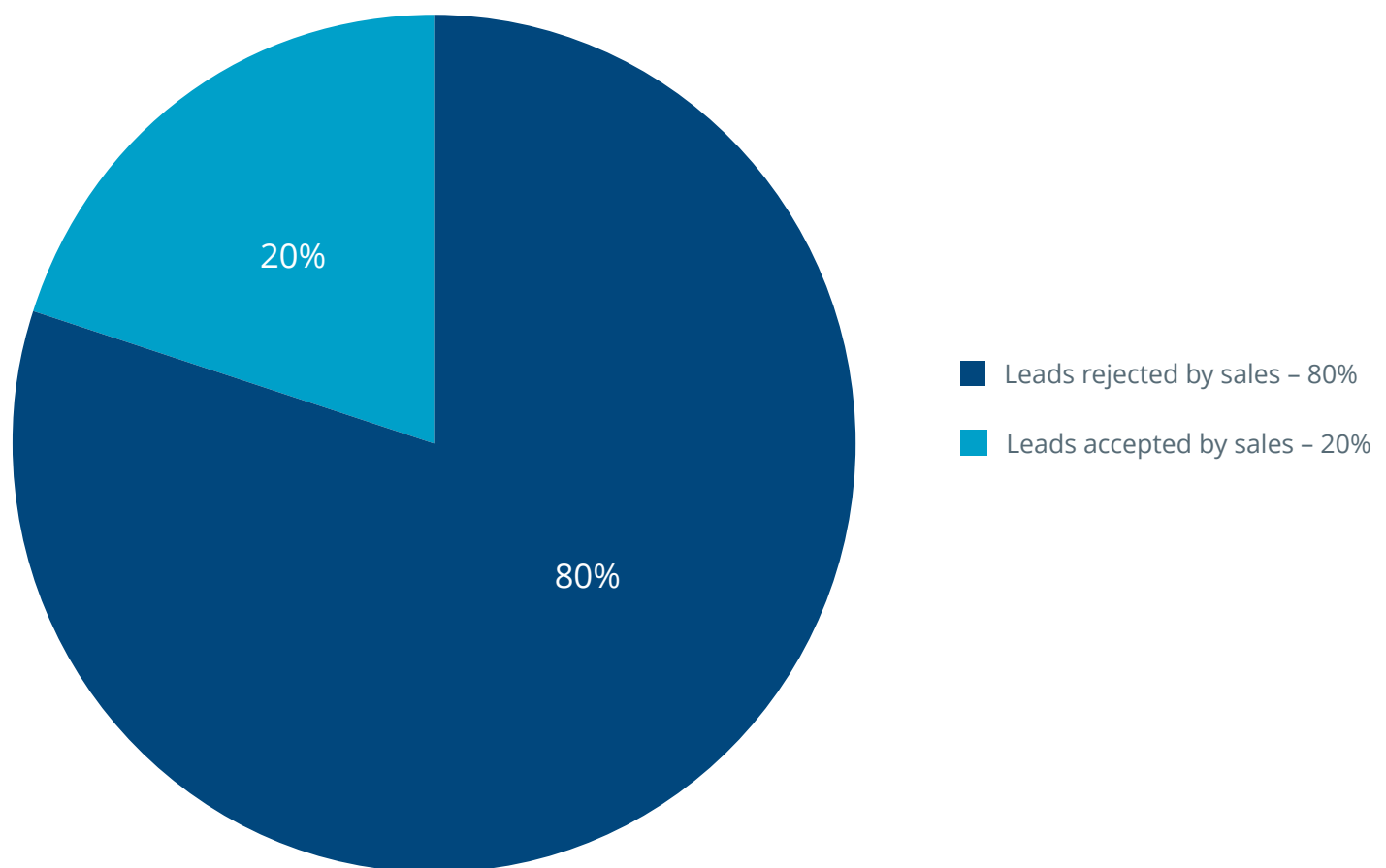
What metrics do you use to measure the success of your marketing strategies and tactics?



SALES REJECTS 80% OF MARKETING-QUALIFIED LEADS

QUESTION:

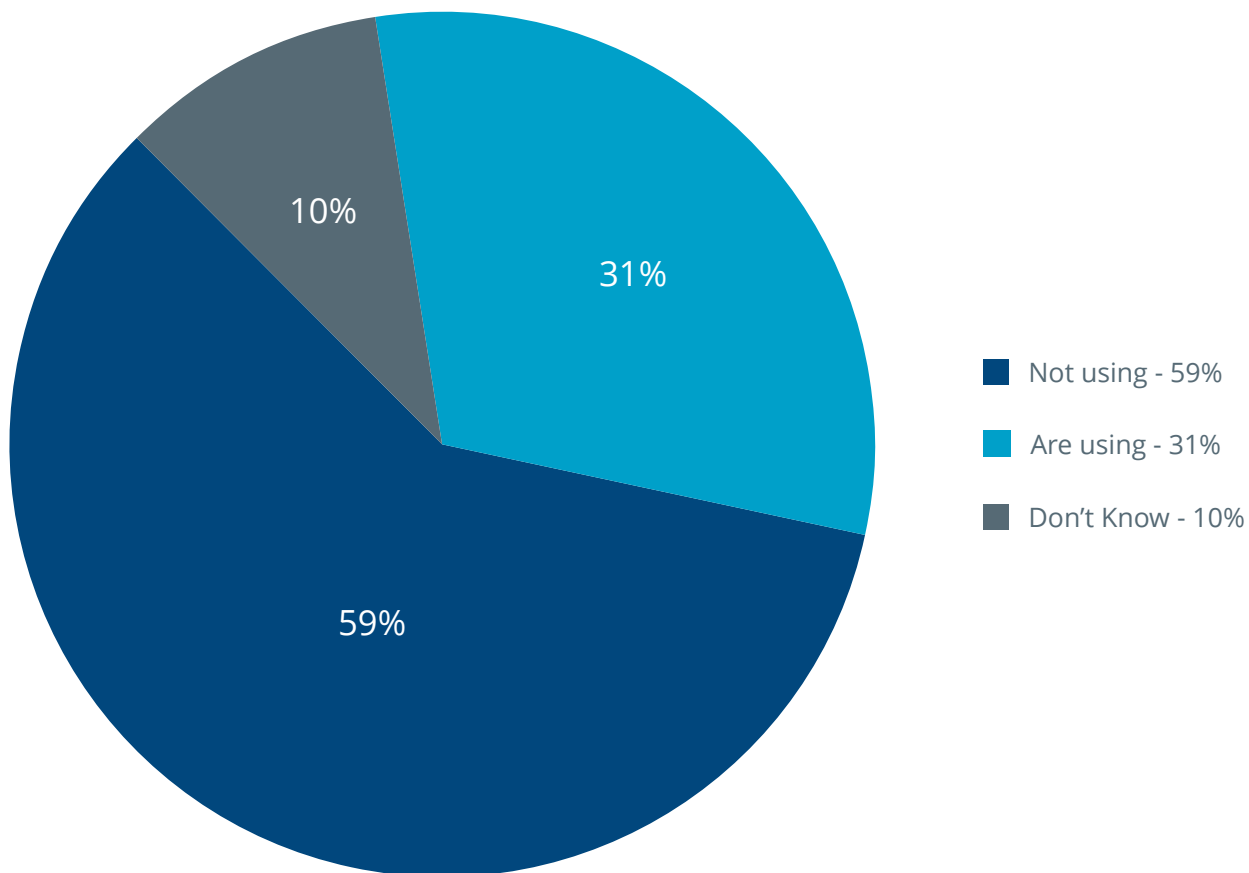
On average, what percent of your marketing-qualified leads convert to sales-qualified leads?



ONE-THIRD OF COMPANIES SURVEYED ARE CURRENTLY USING PREDICTIVE ANALYTICS

QUESTION:

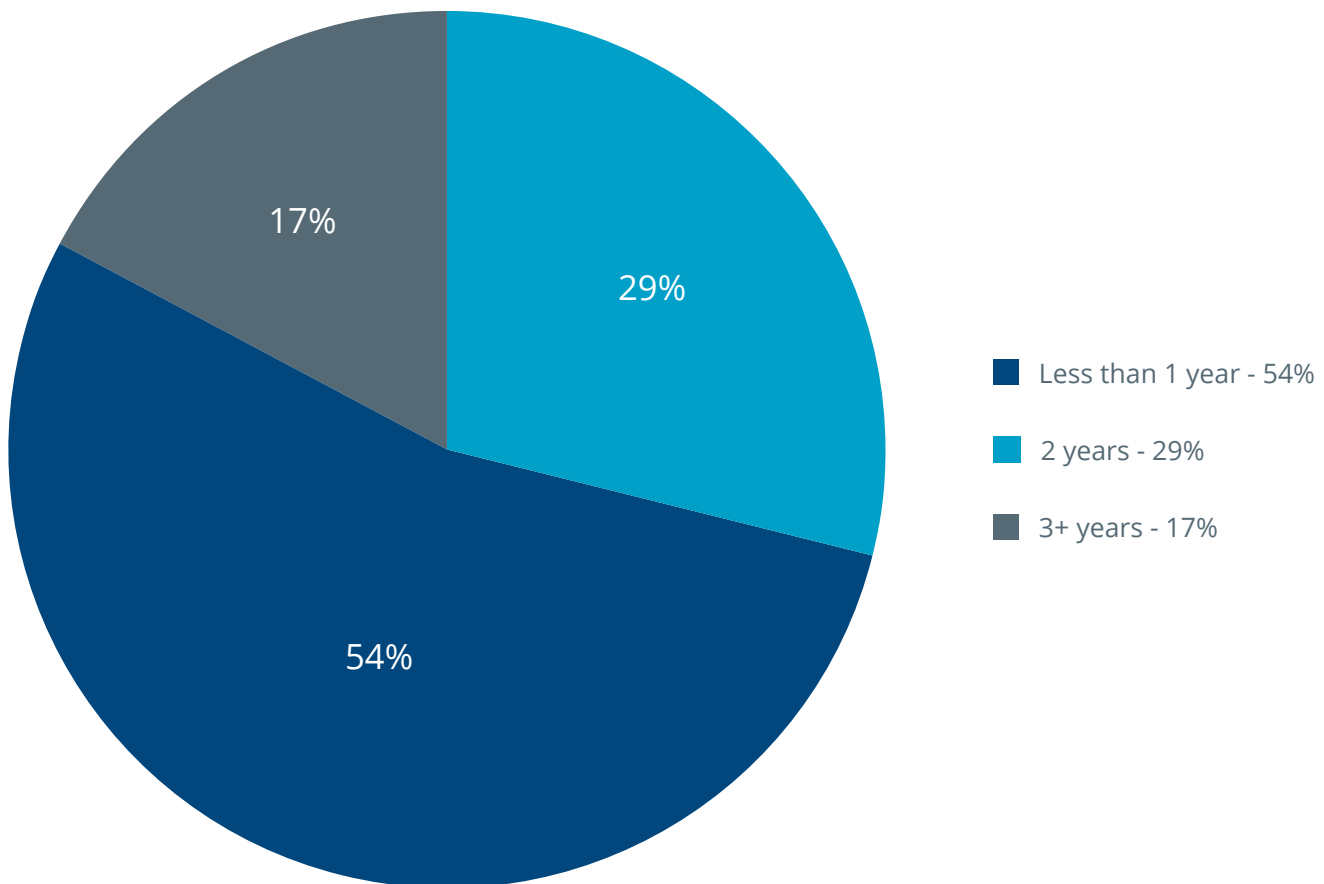
Is your company currently using some type of predictive analytics tool?



OF THE RESPONDENTS USING PREDICTIVE ANALYTICS, 83% HAVE BEEN DOING SO FOR LESS THAN 2 YEARS

QUESTION:

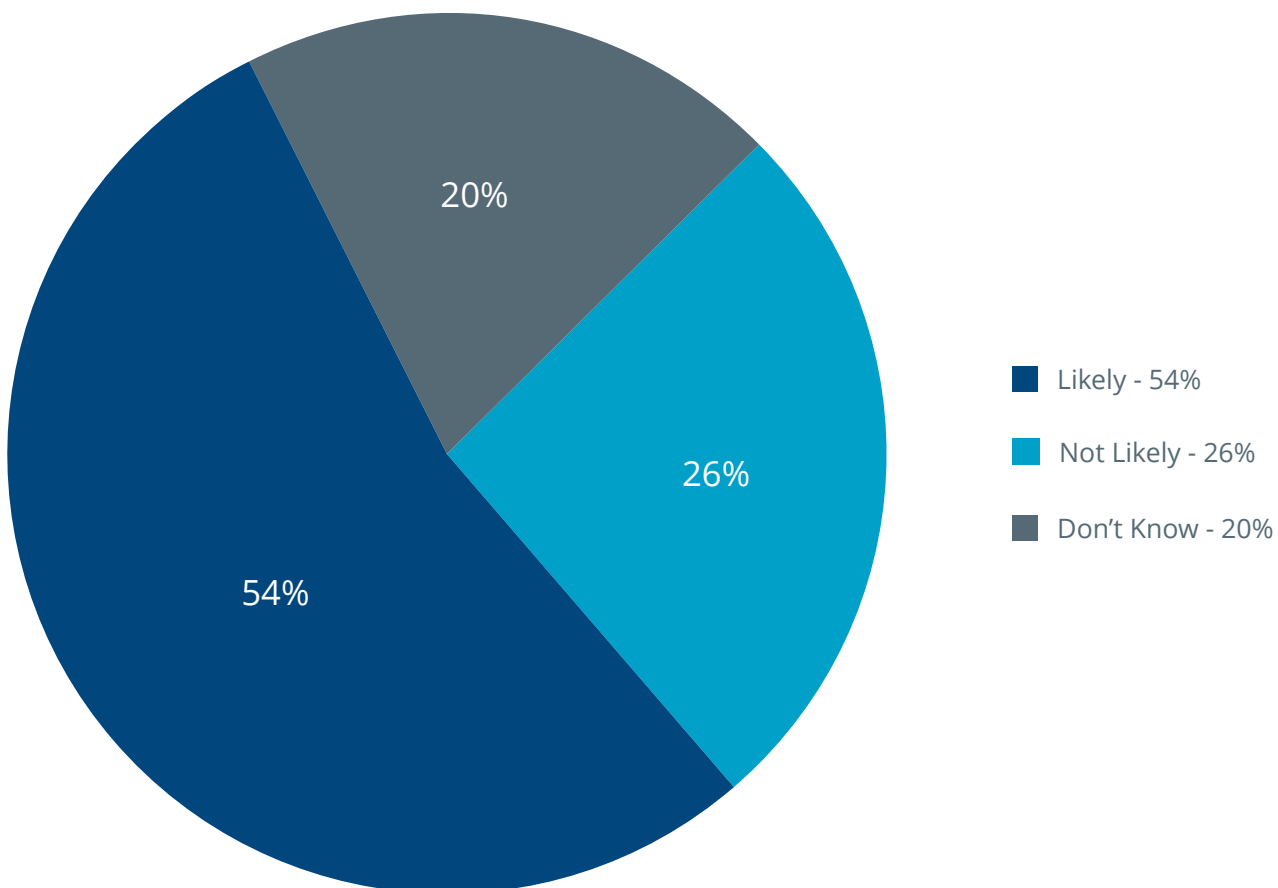
Approximately how long has your company been using predictive analytics?



OF THE COMPANIES NOT USING PREDICTIVE ANALYTICS, MORE THAN HALF ARE LIKELY TO INVEST IN THE NEXT 1-3 YEARS

QUESTION:

How likely is your company to invest predictive analytics in the next 12-36 months?

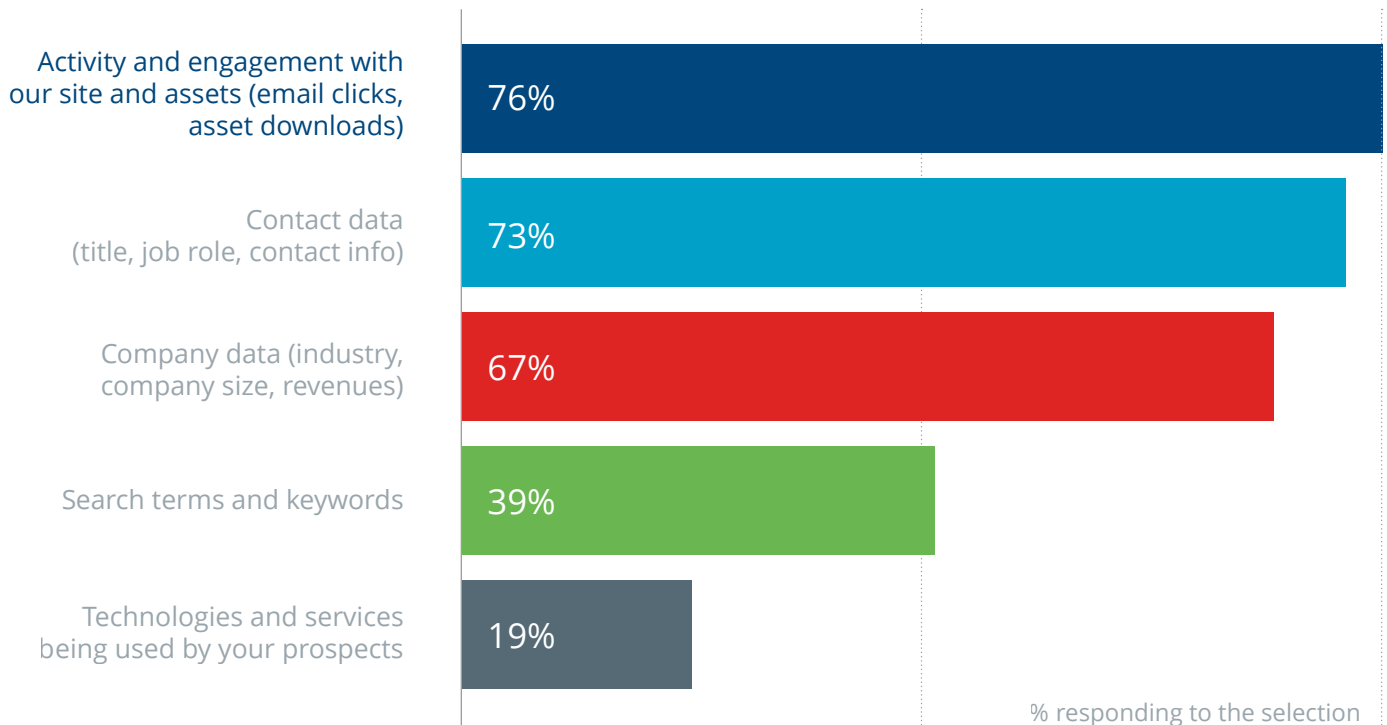


Data used to score prospects:

COMPANY AND CONTACT ATTRIBUTES AND PROSPECT ENGAGEMENT ON WEBSITES AND WITH DIGITAL ASSETS

QUESTION:

What type of data do you use to score prospects?

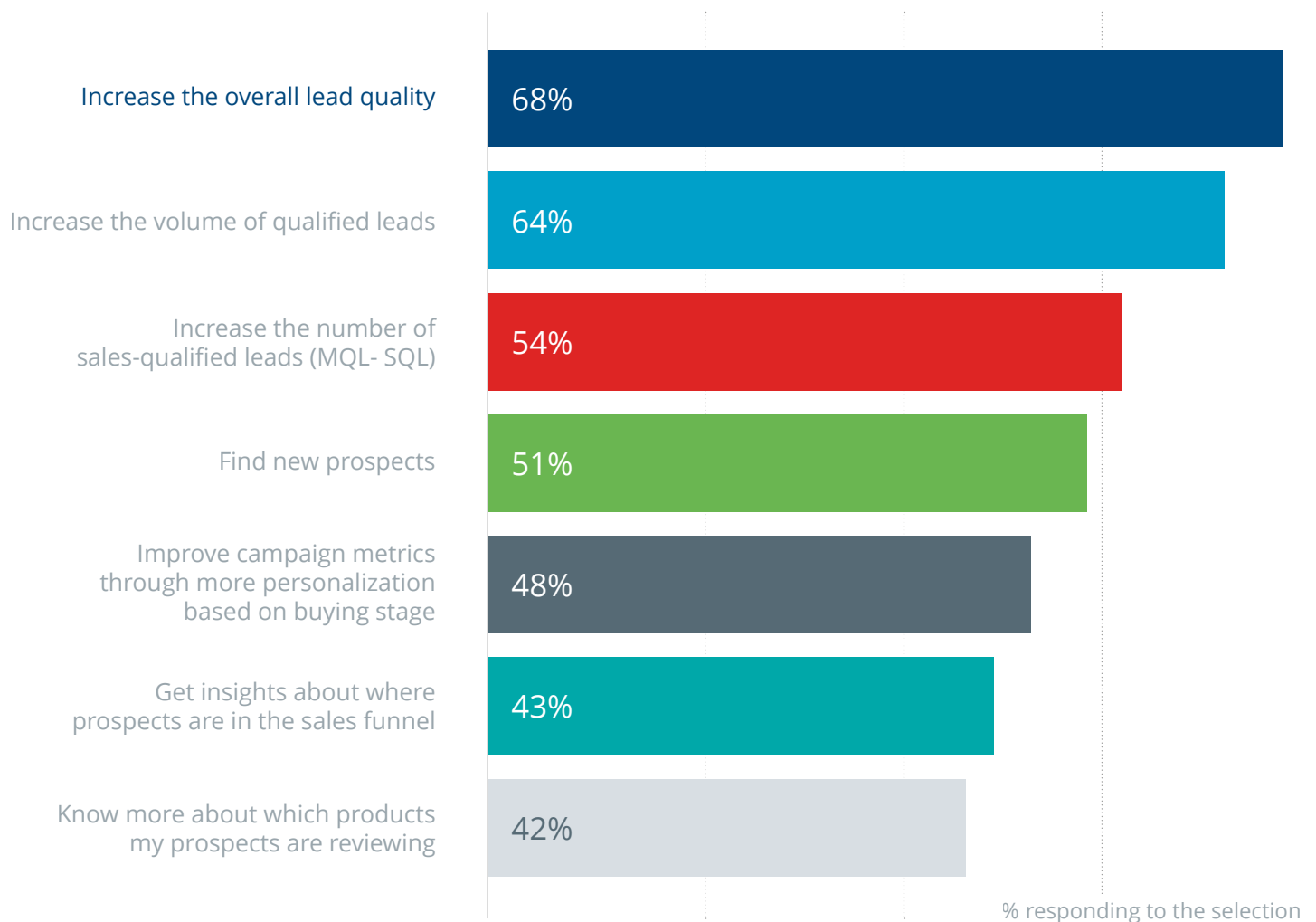


Marketers' primary goals for predictive analytics:

QUALITY, QUANTITY AND DISCOVERY

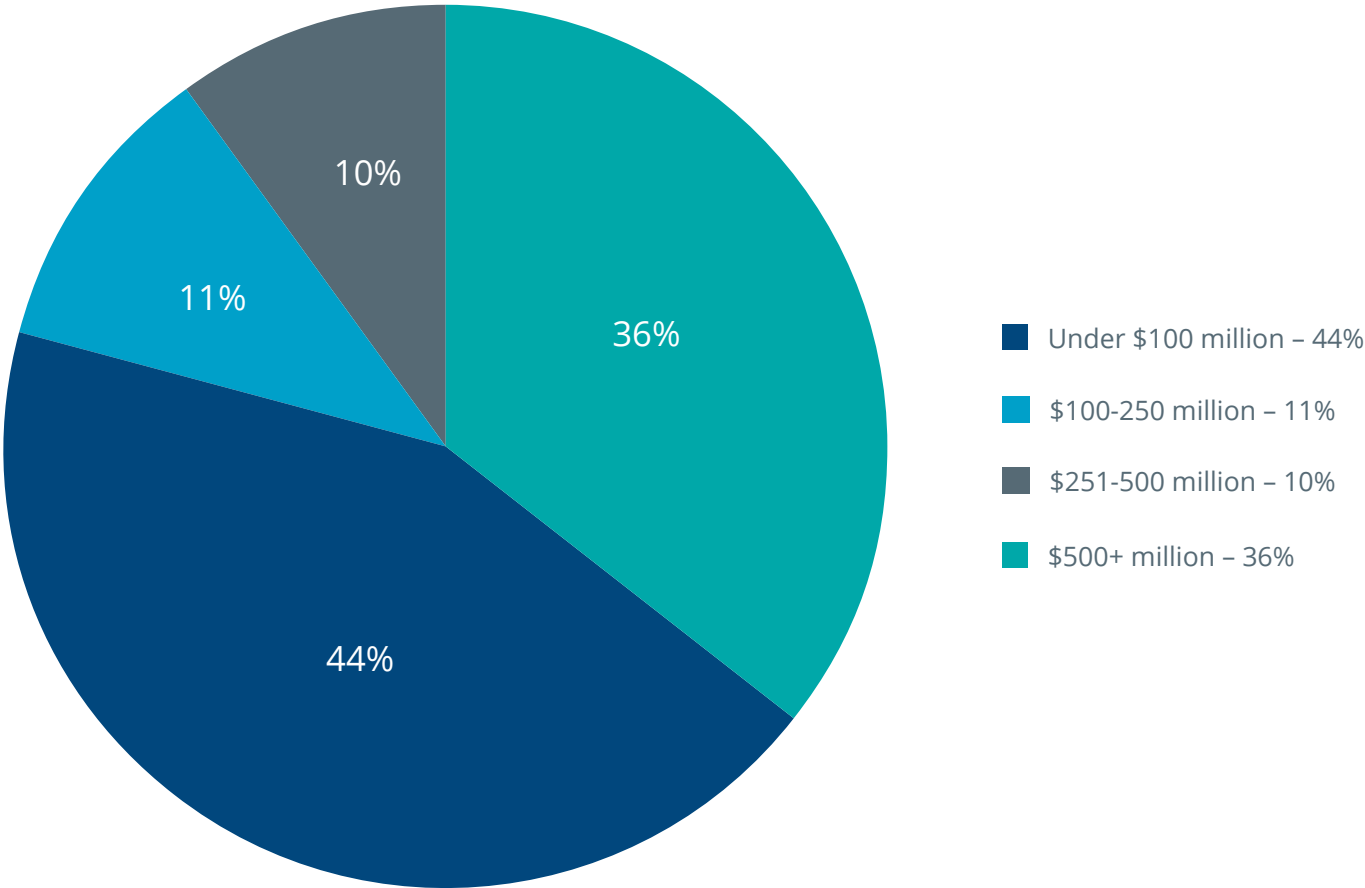
QUESTION:

What are your company's primary goals for predictive analytics?



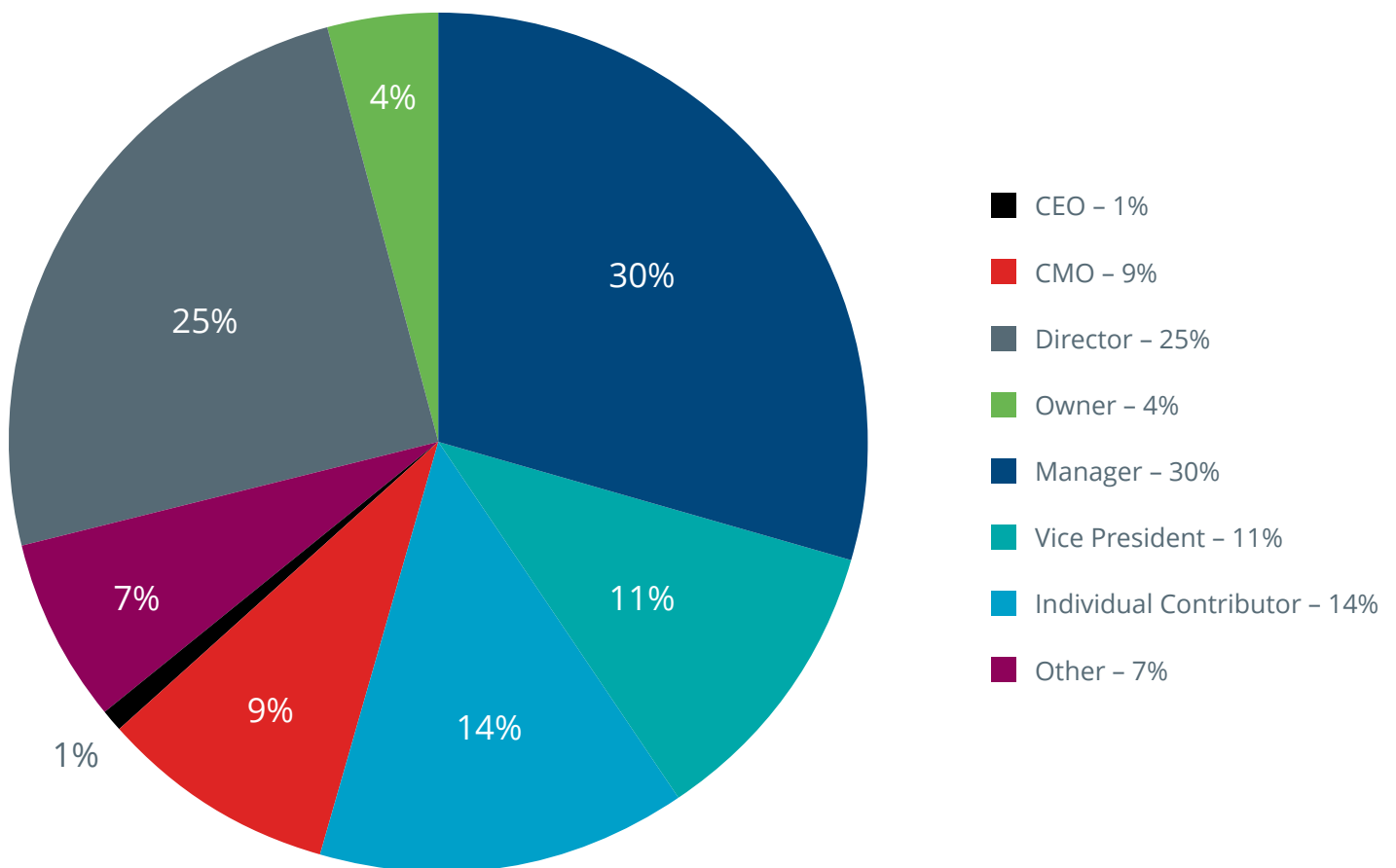
Survey respondent demographics:

ANNUAL REVENUES



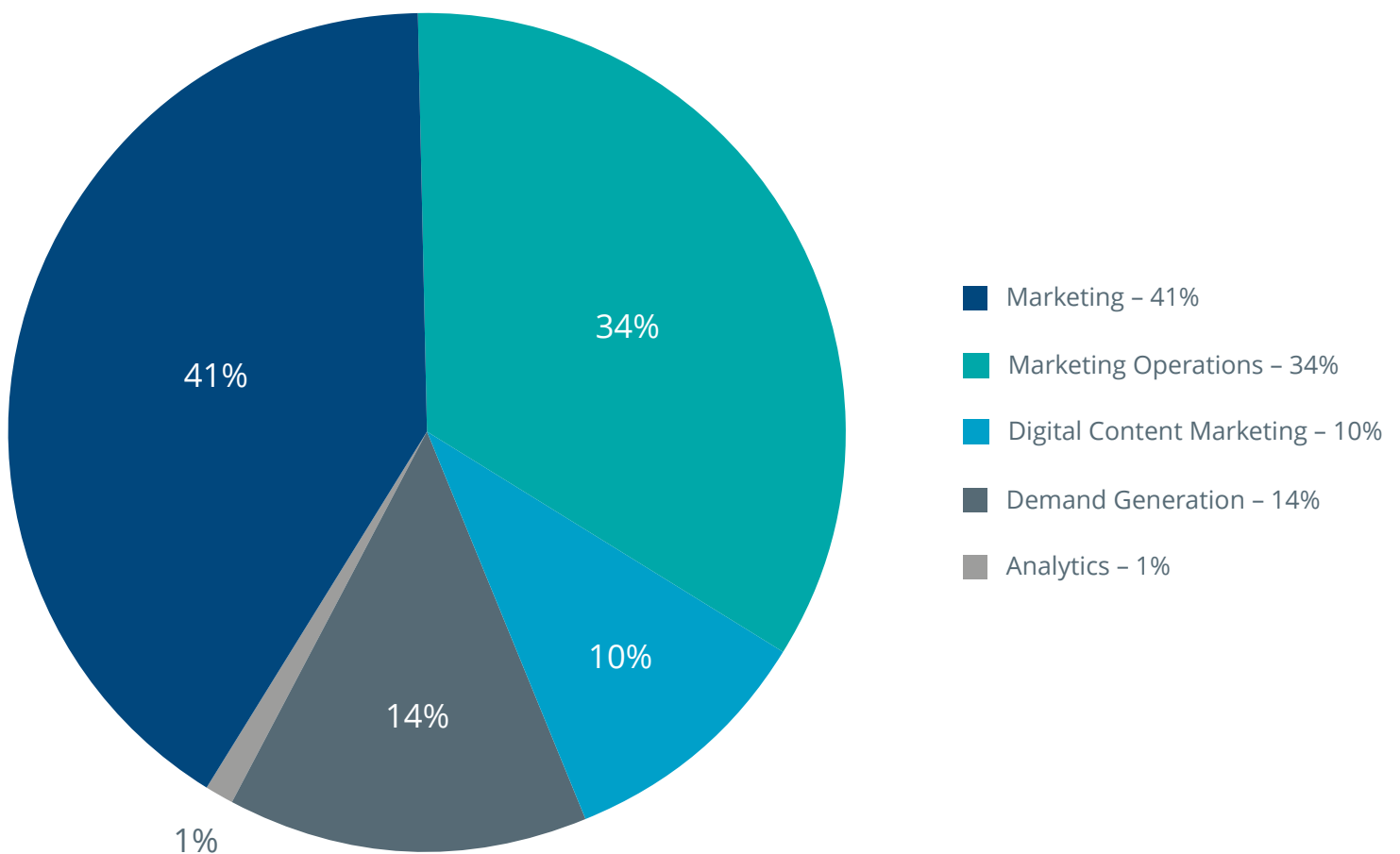
Survey respondent demographics:

JOB TITLES



Survey respondent demographics:

JOB ROLES





6sense's mission is to provide leading companies with 100 percent visibility into buyers, enabling competitive dominance in their markets. 6sense is the central nervous system powering all marketing, sales and business operations teams. 6sense predicts who will buy what products when and where they are in the buyer's journey. The company's predictive intelligence platform helps B2B marketing and sales leaders uncover net-new, in-market prospects based on powerful data science and billions of time-sensitive intent interactions.

