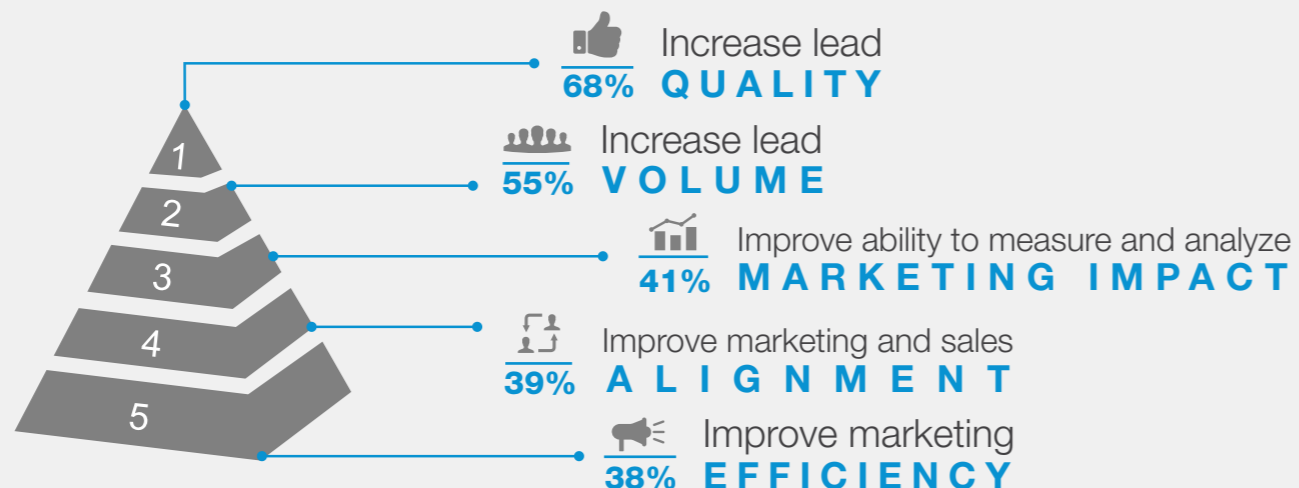


**LEAD GEN PROPERTIES**

Increasing the quality of leads is the top priority for 68% of B2B professionals, followed by increasing lead volume 55%. This reversal points to a bigger trend of quality over quantity.



**LEAD GEN CHALLENGES**

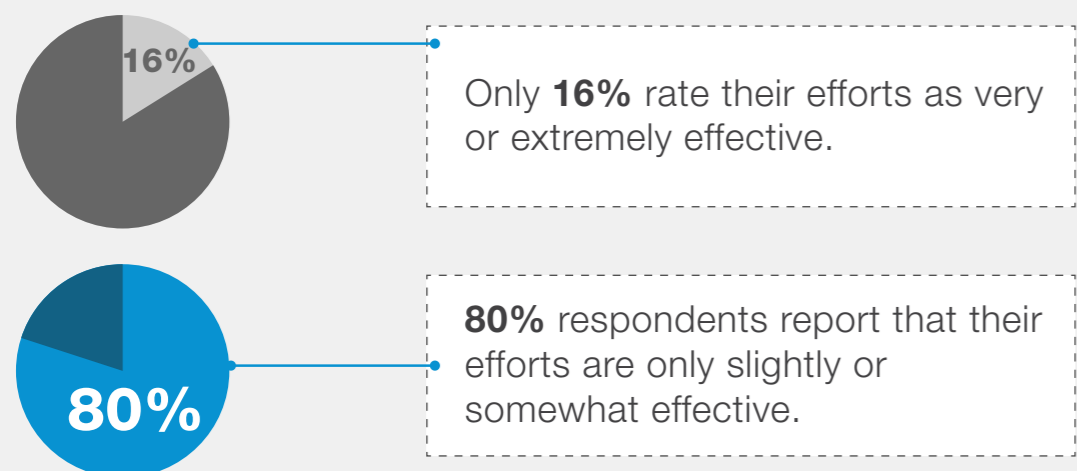
**59% OF RESPONDENTS IDENTIFIED GENERATING HIGH-QUALITY LEADS** TO BE THEIR BIGGEST B2B LEAD GENERATION CHALLENGE WHICH RANKS FAR ABOVE OTHER MARKETING CHALLENGES.



- 59% Generating high-quality leads
- 42% Converting leads into customers
- 37% Delivering effective lead nurturing programs, researching new/expanded audiences, generating a high-volume of leads
- 36% Demonstrating impact on revenue/ROI and creating meaningful content
- 27% Sourcing high-quality data/lists

**LEAD GEN EFFECTIVENESS**

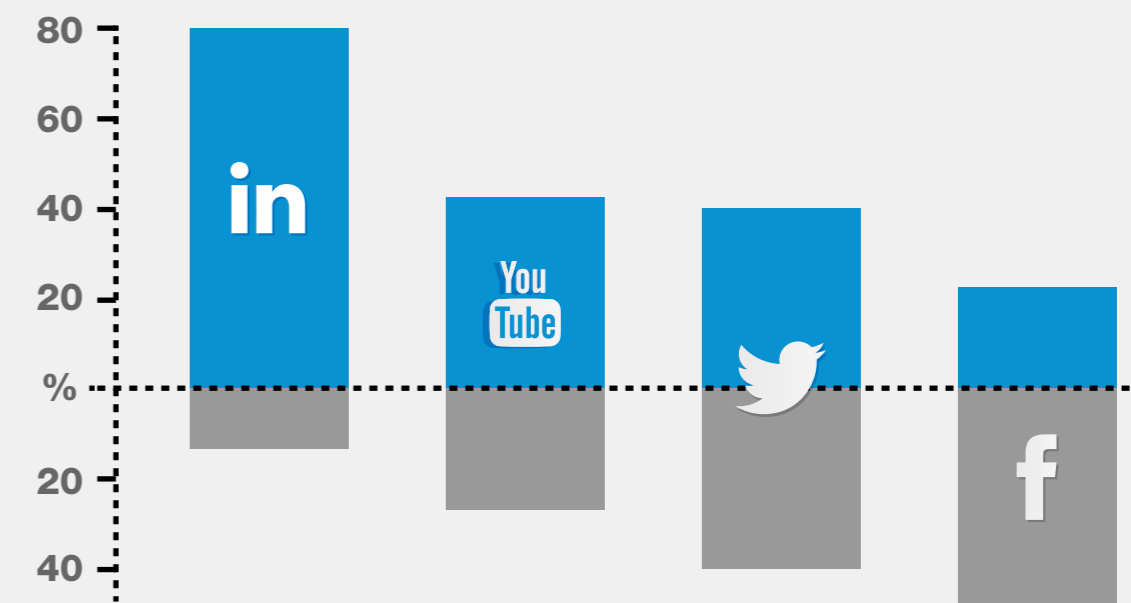
WHEN IT COMES TO GAUGING THE EFFECTIVENESS OF EXISTING LEAD GENERATION PROGRAMS, **MOST MARKETERS ARE NOT SATISFIED**



**LEAD GEN BARRIERS**

- 35% Lack of resources (staff, budget or time)
- 37% Lack of high quality data/lists to drive campaigns
- 38% Lack of sufficient insight on target audience
- 42% Limited ability to develop content
- 61% Lack of alignment between sales and marketing

**SOCIAL LEAD GEN EFFECTIVENESS**



- LinkedIn **in** - **79%** reported as effective - **15%** reported as ineffective
- YouTube **You Tube** - **42%** reported as effective - **29%** reported as ineffective
- Twitter **Twitter** - **40%** reported as effective - **40%** reported as ineffective
- Facebook **f** - **22%** reported as effective - **48%** reported as ineffective

**WHEN MEASURING MARKETING ROI**

**59%**

of marketers still rely on total lead volume as a top metric. Besides, a surprising number of marketers are unable to gauge the conversion success of their lead generation programs.

**ALMOST 1/4 (24%) OF MARKETERS SAID**

**'I Don't Know'**

THE DEGREE TO WHICH THEIR EFFORT RESULT IN CLOSED-WON DEALS