

WHY HAVE A MARKETING AUTOMATION STRATEGY?

51%

THE **MOST SIGNIFICANT** BARRIER TO MARKETING AUTOMATION SUCCESS IS THE LACK OF AN EFFECTIVE STRATEGY

ASCEND2 "MARKETING AUTOMATION TRENDS SURVEY" (2016)

59%

OF COMPANIES **DO NOT** FULLY USE THE TECHNOLOGY THEY HAVE AVAILABLE.

ASCEND2 "MARKETING TECHNOLOGY STRATEGY" (AUGUST 2015)

85%

ASCEND2 "MARKETING TECHNOLOGY STRATEGY" (AUGUST 2015)

OF B2B MARKETERS USING MARKETING AUTOMATION PLATFORMS FEEL THAT **THEY'RE NOT USING THEM TO THEIR FULL POTENTIAL.**

SIRIUSDECISIONS "INCREASING ADOPTION OF MARKETING AUTOMATION PLATFORMS" (2014)

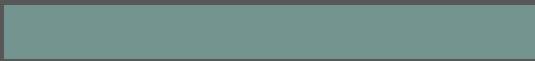
CHALLENGES TO MEET MARKETING OBJECTIVES

53%



INEFFICIENT PROCESSES

60%



COLLECT WRONG DATA

73%



INTERNAL EXPERTISE

ACT-ON AND GLEANSTER RESEARCH "RETHINKING THE ROLE OF MARKETING" (2015)



MARKETING AUTOMATION USERS SAW

80%

INCREASE IN NUMBER OF LEADS



VB INSIGHT "MARKETING AUTOMATION, HOW TO MAKE THE RIGHT BUYING DECISION" (2015)

SET UP A MARKETING AUTOMATION CONSULT AT WWW.ENGAGEMENTMARKETING.CA/CONTACT

ENGAGEMENT
MARKETING