

## B2B MARKETING BENCHMARKS

### 7.1 Overview

Conducted by Duke University's Fuqua School of Business ([www.fuqua.duke.edu](http://www.fuqua.duke.edu)) and sponsored by the American Marketing Association ([www.marketingpower.com](http://www.marketingpower.com)) and McKinsey & Company ([www.mckinsey.com](http://www.mckinsey.com)), *The CMO Survey* ([www.cmosurvey.org](http://www.cmosurvey.org)) is a semi-annual poll of chief marketing officers (CMOs) from B2B and B2C companies.

### 7.2 B2B CMO Survey

The following are responses by CMOs for the February 2022 survey:

<b>Change in Company Performance, Prior 12 Months</b>	<b>B2B Products</b>	<b>B2B Services</b>
• Sales revenue:	14.8%	15.6%
• Profit:	9.7%	14.3%
• Customer acquisition:	11.5%	15.4%
• Customer retention:	12.7%	8.2%
• Brand value:	12.7%	12.9%
<b>Marketing Spending As Percentage of Revenue</b>		
• B2B Products:	9.4%	
• B2B Services:	10.0%	
<b>Marketing Spending As Percentage of Overall Budget</b>		
• B2B Products:	8.8%	
• B2B Services:	10.7%	
<b>Change in Marketing Budget, Prior 12 Months</b>		
• B2B Products:	6.0%	
• B2B Services:	13.8%	
<b>Change in Marketing Budget, Next 12 Months</b>		
• B2B Products:	9.2%	
• B2B Services:	17.7%	

### **Role Of Marketing Increased in Past Year**

- B2B Products: 73.8%
- B2B Services: 65.5%

### **Change In Size Of Marketing Team in Past Year**

- B2B Products: 13.5%
- B2B Services: 12.8%

### **Expected Change in Marketing Hires, Next 12 Months**

- B2B Products: 10.2%
- B2B Services: 11.8%

### **Percentage Of Marketing Budget Spent On Digital**

- B2B Products: 53.2%
- B2B Services: 60.1%

### **Percentage Of Digital Marketing Performed By External Parties**

- B2B Products: 29.9%
- B2B Services: 26.6%

### **Percentage of Marketing Budget Related To Customer Experience**

- B2B Products: 11.6%
- B2B Services: 17.9%

### **Percentage Of Marketing Budget Spent On Mobile**

- |                               | <b>B2B Products</b> | <b>B2B Services</b> |
|-------------------------------|---------------------|---------------------|
| • Current:                    | 7.4%                | 11.8%               |
| • Next five years - expected: | 10.9%               | 16.8%               |

### **Mobile Marketing Contribution To Performance (1 = not at all, 7 = very highly)**

- B2B Products: 2.3
- B2B Services: 3.2

### **Our Company Uses An App**

- B2B Products: 19.8%
- B2B Services: 21.8%

### **Our App Generates 15% Or More Of Revenue**

- B2B Products: 20.0%
- B2B Services: 10.5%

### **Percentage Of Marketing Budget Spent On Social Media**

- |                               | <b>B2B Products</b> | <b>B2B Services</b> |
|-------------------------------|---------------------|---------------------|
| • Current:                    | 11.6%               | 13.7%               |
| • Next five years - expected: | 14.8%               | 16.9%               |

**Social Media Contribution To Performance** (1 = not at all, 7 = very highly)

- B2B Products: 3.1
- B2B Services: 3.7

**Percentage Of Marketing Budget Involving Use Of Influencer Strategy**

- B2B Products: 3.8%
- B2B Services: 5.4%

**Actions In Wake Of Changes To Use Of 3<sup>rd</sup> Party Data**

	B2B Products	B2B Services
• Stronger data strategy to capture better information	57.4%	55.7%
• Innovations to engage with customers directly:	61.8%	50.0%

**Change in Marketing Spending for DE&I (Diversity, Equality & Inclusion)  
In Past Year**

- B2B Products: 8.6%
- B2B Services: 9.2%

**Our Company Has Explicit Goals Related To Its Impact On Climate Change**

- B2B Products: 26.8%
- B2B Services: 34.3%

**7.3 Market Resources**

Duke University, Fuqua School of Business, 100 Fuqua Drive, Box 90120, Durham, NC 27708. ([www.fuqua.duke.edu](http://www.fuqua.duke.edu))

## B2B MARKETING RESOURCE EFFECTIVENESS

### **8.1 Overview**

*Marketing Resource Effectiveness*, a survey of marketing and sales professionals by Ascend2 ([www.ascend2.com](http://www.ascend2.com)), assessed tactics used for B2B marketing. This chapter presents the findings of the survey.

### **8.2 Objectives**

The following are the most important and most challenging objectives of B2B marketing strategy (percentage of respondents):

	<b>Most Important</b>	<b>Most Challenging</b>
• Increasing leads/sales prospects:	64%	48%
• Improving brand awareness:	61%	44%
• Increasing customer acquisition:	61%	53%
• Improving engagement/nurturing:	34%	32%
• Improving user experience:	20%	30%
• Increasing marketing technology:	15%	25%
• Improving multi-channel analytics:	15%	28%

### **8.3 Marketing Tactics**

B2B marketing professionals consider the following to be the most effective and most challenging marketing tactics (percentage of respondents):

	<b>Most Effective</b>	<b>Most Challenging</b>
• Social media campaigns:	53%	28%
• Content marketing campaigns:	48%	38%
• Search engine optimization:	47%	33%
• Email marketing campaigns:	39%	21%
• Marketing automation campaigns:	28%	32%
• Data and AI-driven marketing:	25%	49%
• Programmatic advertising:	18%	34%

### **8.4 Market Resources**

Ascend2, 36 Links Lane, Marstons Mills, MA 02648. (800) 762-1595.  
([www.ascend2.com](http://www.ascend2.com))

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## EMAIL

### **18.1 Overview**

Among all B2B digital marketing channels, email is generally considered #1 in return on investment (ROI).

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**“In terms of ROI, the Direct Marketing Association found that email marketing delivers a \$40 return for every \$1 spent. No other marketing channel comes even close. While email has been around since the early 1970s, it shows no signs of slowing down, especially in B2B marketing. In fact, 87% of B2B marketers use email marketing to generate new leads, while 31% of B2B marketers cite email marketing as the channel that makes the biggest impact on revenue.”**

SuperOffice, 2/22

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One of the most appealing aspects of email marketing is that sending an email is free – marketing costs are essentially related to campaign administration.

According to Winterberry Group ([www.winterberrygroup.com](http://www.winterberrygroup.com)), annual email marketing spending is \$3.4 billion.

### **18.2 B2B Use Of Email**

According to *The 2021 B2B Marketing Mix Report*, by Sagefrog Marketing Group ([www.sagefrog.com](http://www.sagefrog.com)), email is the most-used marketing tactic by B2B brands, with 84% of companies using email marketing.

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**“The pandemic is pushing B2B marketers away from face-to-face contact and more toward email.”**

Business2Community, 1/28/21

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Salesforce ([www.salesforce.com](http://www.salesforce.com)) reported that 73% of B2B marketers say email marketing is core to their business. For those who find email a core marketing tactic, primary reasons are as follows (percentage of respondents):

- Email is a critical enabler of our products and services: 59%
- Email indirectly impacts our business performance: 21%
- Our business primary revenue source is directly linked to email: 20%

A study by Yesmail Interactive ([www.yesmail.com](http://www.yesmail.com)), based on five billion marketing emails sent by the company, reported the following metrics for the B2B sector:

- Delivery rate: 86.7%
- Open rate: 17.3%
- Bounce rate: 13.3%
- Click-to-open rate: 9.0%
- Total click rate: 2.6%
- Unique click rate: 1.6%
- Unsubscribe rate: 0.4%

### **18.3 Effectiveness**

Salesforce reported usage rates of email campaigns and their effectiveness as follows:

	Use	Very Effective/ Effective	Somewhat Effective	Not Very Effective
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• Browse retargeting:	22%	70%	22%	5%
• Mobile opt-in:	22%	76%	17%	5%
• Anniversary:	21%	72%	20%	6%
• Abandoned cart:	20%	71%	19%	7%
• Birthday:	20%	76%	15%	7%

The importance and effectiveness of email features are as follows (percentage of respondents):

	Very Effective/ Effective	Somewhat Effective	Not Very Effective
• Email content and design:	64%	26%	9%
• Contact management:	55%	30%	14%
• Campaign management:	54%	31%	13%
• Data and analysis:	51%	31%	16%
• Quality control:	56%	30%	13%
• Device friendliness:	49%	29%	18%
• Responsive design:	50%	29%	18%
• Integration:	47%	32%	17%
• Templates:	56%	29%	13%
• Support:	49%	32%	14%

According to *Email Marketing 2021 Benchmark Report*, by Validity ([www.validity.com](http://www.validity.com)) and Demand Metric ([www.demandmetric.com](http://www.demandmetric.com)), only 8% of B2B marketers say their email effectiveness has greatly improved in the last year. Issues that challenge email effectiveness are as follows (percentage of respondents):

• Competition for attention in the inbox:	42%
• Poor email engagement:	35%
• Staffing/resource constraints:	33%
• Email deliverability:	30%
• Lack of data but don't know how to use it effectively:	25%
• Low visibility into email performance:	25%
• Poorly defined metrics:	24%
• Lack of tools to optimize or personalize email:	22%
• Limitations of email service provider:	16%
• Lack of executive buy-in:	11%

#### **18.4 State Of B2B Email Marketing**

The following is a summary of *State of Email Marketing*, a 2021 survey by Ascend2 ([www.ascend2.com](http://www.ascend2.com)) of B2B marketing and sales professionals (percentage of respondents):

##### **Most Effective Types Of B2B Emails**

• Personalized messaging:	62%
• Single topic/dedicated email:	57%

- Multiple topic/e-newsletter: 35%
- Automated/lead nurturing: 28%
- Transactional/e-commerce: 27%
- Plain text email: 17%

### **Greatest Challenges To Success Of Email Marketing Programs**

- Increasing engagement: 55%
- Creating overall strategy: 31%
- Measuring performance/ROI: 29%
- Integrating email data with other data: 28%
- Improving deliverability: 24%
- Allocating sufficient budget: 22%
- Improving accessibility: 19%
- Allocating adequate resources: 15%
- Complying with regulatory requirements: 10%

### **Critical Elements To Improve In Order To Increase Email Engagement**

- Content quality: 61%
- Personalization: 56%
- Calls-to-action: 34%
- Subject lines: 31%
- Responsive design: 28%
- Social sharing options: 22%

### **Forms Of Dynamic Content Used In Promotional Emails\***

- Images/visuals: 44%
- Text in email body: 39%
- Text In subject lines: 34%
- Special offers: 29%
- Product/content recommendations: 24%

\* Fifty-eight percent (58%) of B2B marketers use dynamic content in emails. This survey question was presented only to those that do so.

### **Most Effective Performance Measure To Gauge Success Of Email Campaigns**

- Click-through-rate: 36%
- Conversion rate: 36%
- Return-on-investment: 36%
- Open rate: 28%
- Click-to-open rate: 26%
- List growth rate: 23%
- Sharing/forwarding rate: 19%
- Unsubscribe rate: 15%



## **18.5 Email Marketing Services**

Email marketing services provide campaign management, database management, analytics, reporting, and tracking.

The following is a list of major email marketing services providers:

- Acxiom Corp. ([www.acxiom.com](http://www.acxiom.com))
- Applied Information Group ([www.appliedinfogroup.com](http://www.appliedinfogroup.com))
- AWeber Communications ([www.aweber.com](http://www.aweber.com))
- Boomerang ([www.boomerang.com](http://www.boomerang.com))
- Bridgeline Digital ([www.bridgeline.com](http://www.bridgeline.com))
- Concep ([www.concep.com](http://www.concep.com))
- Constant Contact ([www.constantcontact.com](http://www.constantcontact.com))
- Data Axle ([www.data-axle.com](http://www.data-axle.com))
- EchoMail Inc. ([www.echomail.com](http://www.echomail.com))
- Epsilon ([www.epsilon.com](http://www.epsilon.com))
- Experian CheetahMail ([www.experian.com/marketing-services/cheetahmail.html](http://www.experian.com/marketing-services/cheetahmail.html))
- FreshAddress ([www.freshaddress.com](http://www.freshaddress.com))
- GetResponse ([www.getresponse.com](http://www.getresponse.com))
- Global IntelliSystems ([www.gliq.com](http://www.gliq.com))
- GreenRope ([www.greenrope.com](http://www.greenrope.com))
- Higher Logic ([www.higherlogic.com](http://www.higherlogic.com))
- iContact ([www.icontact.com](http://www.icontact.com))
- IMN Inc. ([www.imninc.com](http://www.imninc.com))
- Listrak Inc. ([www.listrak.com](http://www.listrak.com))
- Mapp ([www.mapp.com](http://www.mapp.com))
- MailChimp (<http://mailchimp.com>)
- Net Atlantic ([www.netatlantic.com](http://www.netatlantic.com))
- PulsePoint ([www.pulsepoint.com](http://www.pulsepoint.com))
- Puresend ([www.puresend.com](http://www.puresend.com))
- Savicom ([www.savicom.net](http://www.savicom.net))
- Socket Labs ([www.socketlabs.com](http://www.socketlabs.com))
- SparkPost ([www.sparkpost.com](http://www.sparkpost.com))
- TailoredMail ([www.tailoredmail.com](http://www.tailoredmail.com))
- WhatCounts ([www.whatcounts.com](http://www.whatcounts.com))
- Xtenit (<http://xtenit.com>)