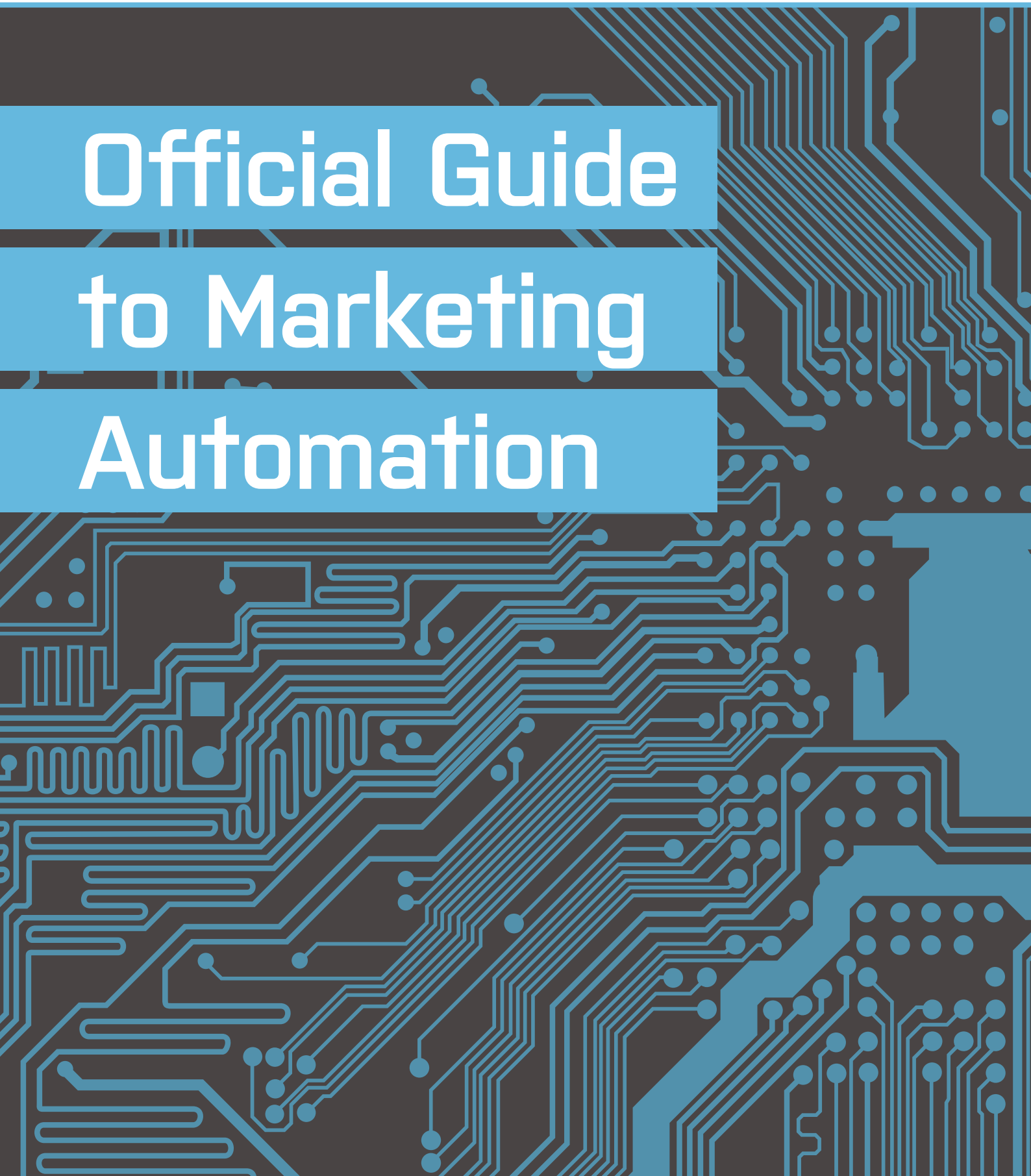
A B2B Marketing Guide

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B2B Marketing

Official Guide to Marketing Automation



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About this report

B2B Marketing's *Official Guide to Marketing Automation* is a comprehensive examination of marketing automation vendors. It's an indispensible resource for B2B marketers seeking to evaluate and purchase marketing automation software. It provides an introduction to the marketing automation landscape, a comparison of vendor product features, and a number of thought leadership articles on the technology. It also enables prospective clients to assess a select number of vendors in detail.

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Introduction

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An introduction to marketing automation

BY DAVE HOWELL

In an ideal world an enterprise would be able to develop its marketing campaigns and roll these out across each appropriate channel with little direct effort. Think about the channels your business uses to reach clients. From email to social media, managing what can be highly complex marketing messages across multiple assets is challenging to say the least. This level of integration and streamlining is now possible with marketing automation systems.

Today, it is feasible to completely manage a complex marketing campaign with several customer touchpoints using a single marketing application. Marketing automation systems enable any business to leverage its communications to deliver positive and improved ROI.

What marketing automation offers all B2B marketers is the ability to expand the customer touchpoints they may have been using for decades. In the B2B realm email has reigned supreme. However, B2B marketers now need to evolve how they develop and, more importantly, nurture their sales leads.

Email, the web, inbound marketing and social media are no longer siloed channels, but must be integrated together across all marketing campaigns. Marketing automation seeks to deliver a new toolset that speaks to these marketing channels not as separate entities, but different facets of the same message.

The new generation of marketing automation platforms react to the profound changes that have taken place in how businesses reach their customers. B2B organisations that have seen how these systems have helped brands become marketing leaders in the B2C sector can now use similar tactics across their markets. Ultimately, B2B organisations without a completely integrated marketing automation platform will find it increasingly difficult to remain competitive.

History

Before the advent of marketing automation platforms, B2B enterprises had to manually create each marketing campaign along with all the related collateral for every channel that would be used. This invariably meant email, but few businesses also had the resources to create even a new landing page on their websites – missing out on potentially lucrative opportunities. The management of multiple sales channels handicapped many businesses in the B2B sector. They tended to focus on one marketing channel (usually email) simply because this was cost-effective and manageable.

Marketing automation has rapidly increased in popularity, especially since 2008 at the start of the recession. B2B organisations looking to rationalise their marketing activity, which invariably meant a cut in marketing budgets, resulted in more use of marketing automation to reduce costs. More importantly, these systems bought sales and marketing departments closer together to create newly empowered sales professionals that now had the tools and analytics digital channels were providing. Together with SaaS platforms and the burgeoning cloud environments, a perfect storm was created that spawned the marketing automation systems we see now.

These channels have joined the marketing arsenals of enterprises, that have quickly realised they need to automate these processes to not only improve their efficiency, but also to raise the conversion rates these channels receive. Also, with the arrival of the cloud and its ability to deliver flexible systems that include

analytics, marketing automation became possible right across the B2B environment.

In their report into the use of marketing automation, BtoB Intelligence Center (now part of AdAge) states: 'When marketers look at marketing from just five or 10 years ago, most companies were niche-focused, and with plenty of individual tools but little ability to get a complete picture of their market and campaign performance. Today, marketing demands that the modern marketer be thoroughly creative as always, but also tech and financially savvy. Marketers have to know strategy combined with a thorough understanding of marketing technology, allowing them to derive a strong return on marketing spend, and to drive increased revenue.'

All B2B enterprises wanting to ensure their marketing activity reaches their target customers must use marketing automation. Ignoring what these platforms can offer will put an organisation at a serious commercial disadvantage. With B2B and B2C marketing moving closer together, marketing automation systems deliver the platforms all B2B enterprises need to build the commercial relationships that will stretch far into the future.

Also, many B2B organisations have been using CRM systems for several years. Considered from a functional perspective, marketing automation platforms offer a new level of interaction with customers and commercial partners. Marketing automation systems add a whole new layer of functionality that is more intimate and work-flow driven to deliver not simply potential sales leads, but to actively communicate and nurture those opportunities.

Benefits

The marketing automation systems available include a plethora of features, such as CRM integration, predictive scoring, campaign management and of course social media marketing. With only around 20 per cent of leads being sales ready at their first point of contact, marketing automation also enables high levels of nurturing to take place. Moreover, once a customer is established, marketing automation enables these relationships to be extended enabling up and cross selling to take place. The 360-degree view of a customer is now possible thanks to marketing automation.

Marketing automation provider Marketo says: 'Marketing automation goes beyond process automation to help marketing executives get much-needed insight into which marketing programmes are working and which aren't. It gives CMOs the metrics they need to speak confidently to the C-suite about marketing's revenue impact.'

The business case for marketing automation has come into sharp focus for many enterprises in the B2B sector. With the movement through the sales funnel accelerating, automating as many marketing tasks as possible has become a commercial imperative.

'To be effective, marketers must be creative, targeted, aligned with sales goals, and have a greater visibility into buyer attributes and behaviours,' says Third Door Media in its market intelligence report. 'Marketing automation platforms can help to achieve these goals, and streamline a number of time-consuming tasks, including landing page, forms development, email marketing campaign execution, capturing, scoring and nurturing leads, tracking website visitors, integrating multichannel campaigns, and analysing and reporting results.'

It is the level of insight marketing automation gives that is driving its use across B2B. High levels of engagement are now possible, which translate into conversion rates that have not been seen before. Marketing automation is also able to scale these relationships and provide metrics that inform future communications strategies. This granular insight is at the core of all marketing automation systems.

Another key benefit of adopting marketing automation platforms is that they enable a company to become more agile. Indeed, according to MIT, agile companies grow by nearly 40 per cent more than non-agile businesses. For B2B organisations managing multiple sales channels has always been challenging. The solution is to automate as many of these processes as possible.

One of the most powerful aspects of marketing automation is the ability to better manage social media. What began as a B2C communications channel has now become a focus for the B2B sector. According to research conducted by AdAge, 80 per cent of B2B marketers will increase their digital marketing budgets this year, with a similar number focusing on the use of content marketing.

Also, in its *Uncovering B2B social media* report, PwC concluded: 'Companies like American Express, Dell and Thomson Reuters have all demonstrated that social media can become central planks of B2B customer engagement strategies, driving real benefits for both customers and the organisation. These organisations have learned from the B2C models and successfully extended the application of social media into the B2B domain.'

Marketing automation also enables B2B organisations to not only extend their reach, but also understand how their marketing messages are being received and acted upon. Event marketing is a classic platform B2B enterprises have used for decades. What marketing automation offers is the ability to take the connections made an event and nurture them over extended periods of time to deliver brand awareness and ultimately multiple conversions.

Challenges

One of the key marketing challenges that all B2B enterprises now face is making sense of the masses of data they now collect. Marketers often point to the need to become more agile and have a deeper understanding of their customers, but few have a plan of action to achieve these goals. With decades of marketing experience using legacy systems often based on CRM platforms, the new breed of marketing automation applications can seem like a brave new world that few B2B enterprises feel confident to adopt.

Gerry Brown, author of the Ovum report *Industry Adoption of Marketing Automation in Europe*, summed up the issue many B2B organisations face succinctly: 'Marketing automation decision-making and procurements can be complex, involving many different internal stakeholders and in-depth evaluations of vendors, their products and services. Marketing automation products are still evolving fast, and it is essential to take a forward-thinking strategic view that will intercept future market developments, rather than conduct a short-term 'features and functions' evaluation that may result in a sub-optimal solution in the medium and long term.'

When asked about the barriers to more marketing automation adoption, many in the B2B sector point to continued budget constraints, poor integration between marketing and sales departments, and a lack of IT infrastructure to implement and then manage a marketing automation platform. Clearly some of these obstacles can be overcome more easily than others.

The lack of IT infrastructure has become less of an issue as the cloud has taken hold. Now with hosted marketing automation systems, any B2B enterprise can begin to leverage these platforms. Also, with moves to create hybrid IT platforms that consist of existing servers, public and private cloud services, companies in the B2B sector are developing hybrid approaches to their IT needs that lend themselves perfectly to supporting marketing automation.

One area that can be the Achilles heel of marketing automation implementation is the lack of integration across sales and marketing teams within a business. No marketing automation platform will bring these teams together without a proactive plan of education and training. Sales and marketing teams must feel empowered by the marketing automation platform they are using. Where different elements of a CRM may have become second nature to them, marketing automation offers a unified platform that delivers customer insight for all that cross-pollinates their activities.

A key challenge when implementing marketing automation systems is to avoid simply duplicating familiar features. Marketing automation now offers a whole new set of features; none more so than the reporting, analytics and metrics that can be leveraged. Here the masses of data that organisations have been collecting – most notably from social media networks – can be made sense of and form the basis of highly successful marketing campaigns. The challenge then, is to break free of legacy systems and embrace what the new breed of marketing automation platforms can deliver.

Another major challenge is to understand how marketing automation systems deliver new levels of insight and understanding into the customer lifecycle. B2B marketers need to intimately understand their customers to ensure their marketing automation is geared towards their needs.

It can be easy to become blinkered by social media, but this is only one component of a successful marketing campaign that marketing automation systems can help a business realise. Increasingly, inbound marketing is taking centre stage, first across the B2C landscape, and now within the B2B environment. The principles of SoLoMo (social, local, mobile) and the burgeoning mobile channels should all be fully supported by a marketing automation platform, but it's the integration of these threads a business needs to thoroughly understand if they are to gain the most from the marketing automation system they purchase.

As marketing automation delivers a window into customer segmentation, the use of predictive analytics and the ability to make personal connections with customers is now possible. B2B marketers have used email for instance to make connections with clients, customers and commercial partners, leveraging marketing automation to make even more personal connections is the challenge for businesses.

Marketing automation can deliver a number of new features to B2B marketers, including improved web traffic and conversion rates, lead generation, behaviour nurturing, multichannel tracking and analytics, plus the cultivation of high levels of brand advocacy and positive sentiment that is vocalised across the leading social media networks. For B2B organisations, embracing these new possibilities is a challenge. But one that can transform a business' relationship with its customers, clients and commercial partners.

Vendor comments

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Six tips to maximise marketing automation

SYLVIA JENSEN
DIRECTOR OF MARKETING
ORACLE MARKETING CLOUD



Already raking in $3.2 billion by 2010, the marketing automation industry is expected to grow to $4.8 billion in 2015. Whether you're plugged into the benefits or looking to factor technology into your strategy, here are some tips on how you should be using it to your advantage.

1. **Improve targeting to engage more meaningfully.** Targeting select groups of buyers with the right messages increases likelihood of purchase. But don't limit yourself to simple demographics like age or job title; you also can target leads according to how they responded to your campaigns in the past, or what they do when they visit your website. Jupiter Research compared untargeted campaigns with campaigns based on clickstream data, finding conversion rates can be up to 400 per cent higher for the latter.

2. **Enhance your email marketing impact.** A one-size-fits-all approach will leave your marketing efforts DOA. You run the risk of alienating potential and existing customers by not segmenting your email communication. A study by the Direct Marketing Association found that triggered messages have a click rate 119 per cent higher than other messages. That means marketers should be programming specific messages to be sent in response to visitor actions, such as purchase confirmation, anniversary or shopping cart abandonment.

3. **Nurture relationships even when prospects aren't ready to buy.** You know that most visitors to your website are just browsing – they're not ready to buy. But down the line, many will be. As long as you can capture their details, with a piece of gated content for example, marketing automation enables you to set up a series of communications designed to take them through the buying process. Based on their behaviour, you can score prospects from 'cold' to 'warm' so your salespeople can allocate their time where it's most likely to be fruitful.

4. **Keep building relevant relationships.** The right strategic measures can support communication throughout the buyer's journey. You can initiate different marketing campaigns based on their engagement and/or interest level (welcome, awareness, evaluation, and justification). You can also keep communications running to optimise initiatives such as webinars, renewal/upsell campaigns and customer marketing campaigns.

5. **Support customer advocacy.** Marketing automation does not turn your communications into a dehumanised process. On the contrary, having access to a high level of information about individual behaviour, needs, and interests makes it easier to personalise communications and service. By providing best practice advice, training, or offering enhanced features your customers can get more out of their investment with your products or services. This improves the value of your brand, and supports customer satisfaction and retention.

6. **Enable your organisation's overall initiatives.** Marketing automation helps you optimise components such as lists, collateral, emails, and landing pages with forms, all into a streamlined programme that can be scheduled in advance to launch at the appropriate local time delivery. This means a UK-based marketing team, for instance, can help drive business for our sales teams across the world, even while we are on holiday.

Making the case for inbound marketing automation

KIERAN FLANAGAN
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HUBSPOT



There is no doubt marketing automation can be a valuable part of a marketer's toolkit. It allows companies to buy and sell like Amazon and nurture prospects with highly personalised, useful content that helps them convert into customers. When implemented correctly, marketing automation can typically generate significant new revenue for companies, providing an excellent return on the investment required.

Why does it fall short? The problem a lot of marketers have is they invest in marketing automation too early. Too many marketers spend their time figuring out how to take the tiny fraction of the market they already have in their database and squeeze more out of them. Without a strategy to grow the funnel with new leads, the value you get from marketing automation is significantly reduced. Unfortunately, leads have an expiration date – they go stale. Once you've processed them all and some have been turned into customers, there is little more you can do. While you're spending time doing that, the competition is figuring out how to get more of the 99.99 per cent of the market that's still out there. You'll quickly find your marketshare has been eroded.

Traditional marketing automation also results in a narrow strategy. It revolves around trigger-based emails, on time delays, or actions like clicks on links and email opens. But customers aren't sitting at their desk waiting for your next email. Instead, they are educating themselves by searching on Google, browsing your site, or asking questions on social. By only communicating with these people through email, you miss out on opportunities to reach them via multiple channels during various parts of the decision making process.

Inbound marketing automation is centred on the person. Instead of segmenting users into groups based on what email they clicked on, it focuses on different personas and what lifecycle stage they're at. It incorporates their goals, needs and challenges, and accounts for all the different channels they will use to engage with your company. Two different personas have very different needs, goals and challenges – at each stage of the buying cycle make sure they're receiving the most relevant content for their needs at that point in time.

Good marketing automation should take into account the evolving needs of your leads and the behaviours and interactions across all of your marketing channels, not just email. It should take behavioural inputs from multiple channels, such as social clicks, viewing a pricing page, or the content they consume on your site. Great marketing automation doesn't just collect data from multiple channels; it actually uses those channels to send marketing messages – messages that are personalised for that individual based upon what we know about them.

To be successful at marketing automation you must first be generating a steady flow of new, organic leads. If you're considering purchasing marketing automation here are some good questions to ask yourself:

- Do you generate a steady flow of new and qualified leads?
- Is your sales team overwhelmed with the number of quality leads you're passing along to them?
- Do you have an efficient content strategy mapped to your buyer's journey?
- Do you have a proven lead nurturing strategy you want to scale?

These are all good signs that marketing automation (when done right) could work for your business. Remember, marketing automation is not going to do marketing for you, but it can help scale your already successful efforts.

The marketing automation selection conundrum

ANDREW FREEMAN
CEO
CRM TECHNOLOGIES



Investing in marketing automation is a serious commitment, both in terms of budget and resource, over a long period of time. There are a broad range of vendors on the market now, offering a wide variety of functionality and price tags, and so it pays to evaluate your options using a structured process that considers both short-term requirements, in terms of budget and usability, and also the big picture of where you want to get to with your marketing automation in the longer term.

Marketing automation platform vendors have become pretty good at selling their products, as you might expect. In the early stages of selection, don't be seduced by the sales messages. Understanding the real differences between the systems at first glance can be truly difficult. Take some time to peel away the layers and you will begin to understand the differences between enterprise class systems and those with perhaps lesser functionality more suited to the SMB market. In the early stages, it makes sense to compare a checklist of functionality and then sit through vendor demonstrations to get to your top five or six tools to include in a more formal request for proposal (RFP) process.

In terms of preparing for an RFP, it makes sense to engage a third-party specialist. Their market knowledge and independent viewpoint can be invaluable in the selection process. When creating your RFP, many companies will write a long checklist but in our experience sometimes ask the wrong questions, focusing primarily on the functionality that will often solicit a positive response in a check list scenario. It pays to think beyond the basic information and look carefully at the actual execution of the functionality, in particular evaluating 'use case scenarios' that explore how you might use the tool in your business specifically. The RFP is your chance to filter down to the most relevant tools for your organisation so it pays to take the time to create a tailored document from the outset. Ask for information on some of the 'softer' issues, such as which companies in your industry or of your size are using the product. What communities are available for discussion and help? How do they approach training and support? Reporting in particular is one area where platforms can differ significantly. It is worth asking for demonstrations of typical reports you might like to run within your organisation. Often there is an assumption that the reporting function will cover all areas, but make a point of asking specific questions here or run the risk of missing out on important reporting functionality.

Once you have completed your initial RFP process and read the responses, you will most likely be down to your top three choices and it is at this stage you need to explore more specific use case scenarios. The functionality you need may exist within the software, but often it is when exploring how this will be executed in terms of your own company's scenarios that exposes the differences between the platforms. Of particular focus should be how the system integrates with your CRM system and how the two systems can then support an integrated lead management process and automation of your buyers journey.

In the final stages, it pays to have formal, agreed criteria among the RFP selection team so everyone can complete an independent score card, which can be weighted according to areas of importance. In the final stages, when requesting references, ask to speak to companies within your sector or of a similar size to gain a real feel for what it will be like once you are up and running.

Once you have made the final decision, all that remains is to get under way with your chosen platform. Take a moment to set expectations – it is unlikely you will be up and running within a week. Beginning your marketing automation journey requires careful planning and an eye on the longer term to deliver true success.

Delivering a personalised customer experience

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Just as recently as a few years ago, inbound marketing was much more straightforward – a company's website was the central point of demand generation and marketers cast a wide net of emails to the database to drive more web traffic, boost engagement and increase revenue.

Fast forward to 2014 and smartphones, tablets and social have completely transformed the buyer landscape and the way marketers need to reach their customers and prospects. Fortunately, sophisticated marketing automation technologies have made this easier for marketing departments of all sizes. However, just like with any other tool, marketing automation is only as good as the individual using it.

With all of the advances made in technology, it can be overwhelming to figure out where to start. But, you should be ramping up your capabilities to communicate with your customers in a true one-to-one conversation. To fully maximise your marketing technology, break your plan into three pieces: vision, skills and data.

Marketing automation is virtually useless if you don't have a strategic vision and a set of goals around how the technology will work with and affect your overall marketing strategy. When discussing your approach, make sure you have executive buy-in. To do this, start at the top – include your marketing leader, and brief them so they understand that using marketing automation and data to change web and email content is not only possible, but will greatly improve the customer and prospect experience.

Remember, in conversations with the C-suite, numbers speak volumes, so be sure to have information available on how these changes will positively affect your company's bottom line.

You'll also want to evaluate the way you currently manage leads, including scoring and nurturing approaches. Remember to put the customer first, thinking of how you can tailor your messages to deliver what benefits them most. Don't forget to determine how you'll measure your success. Establish key metrics and benchmarks you want to achieve, and make sure your marketing objectives are in line with the overall company goals.

More savvy buyers and advances in marketing technology have both changed how marketing departments are configured and how the group interacts with other departments within the company. In this new marketing department, you'll want a team of creative thinkers and systems experts who together can leverage technology to drive marketing efficiency and ROI. Consider having teams with the following responsibilities: demand generation, product marketing, marketing communications and marketing operations. Also consider how more sophisticated marketing technology will affect other departments, including sales, product development and IT. Don't forget to keep an open and honest dialogue with these other teams – alignment requires buy-in from everyone in the company.

Marketing automation helps you drive incredibly relevant and targeted content, but only if the data you have on your contacts is strong. If you don't have great data on your customers and prospects, you become much more limited in how you'll be able to deploy automation technology. Consider every way your customers interact with you – whether it's on the web, on a social channel, within an email, or even offline – and how you can capture and integrate these behaviours into your marketing efforts. In some cases, a third party might be able to help you augment your databases and fast track your way to more comprehensive information on your targets.

The importance of inbound and outbound

NICK WASHBOURNE
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FORCE24



The marketing sector is often accused of forever chasing after the latest shiny object, and falling head-over-heels for the next big thing.

For the last year or so, one of the things that caused a lot of excitement in our sector has been inbound marketing.

It's hardly surprising really – it sounds like the answer to many marketers' dreams. Customers will find their way to you and all you need to do is harness their interest and part them from their money.

There are also lots of breath-takingly impressive ROI stats surrounding inbound marketing. A recent blog post on HubSpot claimed 93 per cent of companies using inbound marketing have seen an increase in their lead generation. In addition, sales conversion rates increased by 50 per cent.

These are impressive looking stats, and in an industry where data and numbers are becoming increasingly important, it would be hard not to find yourself a little seduced by the promise of those kinds of outcomes. Especially if you compare them with the kind of click-through numbers most people get for their email marketing efforts.

Much of the appeal of inbound marketing is built on the perception that rather than doing interruption marketing in the traditional sense, the key to success is purely to wait for contact from your prospects and trigger automated campaigns to harness engagement. 'If you build it, he will come.' Sadly, this is no Field of Dreams.

Of course it's easier to prove high ROI where inbound marketing is concerned, as much of this segment of customers were about to buy anyway.

The challenge still remains as to how you get people, in sufficient numbers, aware of your proposition; nurture their interest and transform them, over time, into loyal repeat customers.

So, in our haste to stay on-trend with the next big thing, let's not forget one important small thing – we must still cast the net wide to increase awareness and opportunistically capture prospects. Prospects who might not have shown any signs of engagement with you may already be considering a competitor's proposition. The key to marketing automation success is to feed the inbound with the outbound.

The 2014 *Marketing Automation Trends Report,* from B2B Technology Marketing Community, noted that alongside poor quality data, the biggest reason for ineffective campaign execution is a huge gap in focus from strategy to execution. According to the report, organisations are finding success by partnering with companies that offer operational expertise, technical experience and marketing acumen to ensure effective campaign design, timescales and customer journey.

Bringing marketing automation software inhouse encourages marketeers to in-source. It is not in the DNA of a marketing team to run successful automated campaigns inhouse, and is not yet fully established within any business we've encountered.

You would be better served by outsourcing your marketing automation platform to specialist companies that understand this discipline and are running fully automated campaigns every day.

Specialist companies can design impactful campaigns through multichannel campaign planning, design and execution, while optimising budgets for consistently improved ROI.

Marketing automation: The reality

DAVID GODDEN
MANAGING DIRECTOR
ETRIGUE



There is no doubt marketing automation is here to stay. But it's been a stumbling start in many businesses, with the promise of simple tools, instant quality leads and marketing and sales departments working as one simply never really materialising. So what's been the problem?

As with all software tools, they are just that – tools. You still need to create unique compelling content, develop drip campaigns, tie in campaign cadence with other companywide activities, ensure sales teams are involved, integrate your CRM, review reports, optimise and make improvements based on success. As a result, too much emphasis has been placed on the buttons, not the brains.

Clearly stating from the outset that marketing automation takes more than just a login and a couple of training sessions may seem obvious, but unfortunately this seems to happen too often. Worse still is the situation where a pan automation solution has been purchased on the promise that 'it's easy', only for the users to find it isn't. So the solution is either used as an over-functioning email marketing tool or, worse, gathers dust in the corner of the marketing department with disgruntled management wondering why they spent the money.

Marketing automation really can make a difference to your bottom line, it just needs 'buy-in' and proper guidance by the automation vendor to ensure the set-up, implementation and use is achieved quickly.

It's up to the experts to be honest about what it takes to be successful at marketing automation and not to pretend a 'set it and forget it notion is going to generate quality leads. Here are some pointers to help you get started:

1. Work with the sales team. Marketing may generate the content, set up the campaigns and manage the database but it's ultimately a tool for driving sales. So when considering an automation solution, get the sales team involved.

2. Set up and implement correctly. Get your solution set up correctly, everyone comfortable with the functionality, CRM integrated properly and training for all users. Sounds simple, but many implementations lack this basic process.

3. Have a plan. Keep it simple to start with. Maybe just two or three emails and a landing page where a visitor can download your prize content. Post-click activity is incredibly valuable information for your sales team.

4. Make it personal. Keep asking yourself if your content is interesting, relevant and worth downloading. By asking yourself these questions, you won't be too far from gauging the needs of your audience.

5. Content. Write blogs, thought-provoking pieces, industry insights etc to kick things off. They don't need to be long, but enough to engage the interest of your audience. You may be able to repurpose and update content that you don't yet have online.

6. Watch, learn and optimise. It's imperative to see what's working (replicate) and what's not (ditch or edit), and see what your competitors are doing. Marketing automation tools come with great reporting dashboards, so read and interpret results and then optimise future activities.

7. Start small, but start. Begin with a basic drip campaign and apply simple lead scoring. Add a short form on a landing page to start to gather information from visitors before they download content.

There are many other aspects to getting your marketing automation off to a flying start. It needs planning and ongoing attention if you are to realise its full potential. But it's certainly an effort worth making.

The definitive guide to marketing automation

LIZ SMYTH
MARKETING DIRECTOR EMEA
MARKETO



Technology and innovation continue to move at a rapid pace. While still a relatively new area, marketing automation technology is making leaps and bounds in bringing marketing (and marketers) into the 21st century, and getting marketers and sales into the same room. In essence, marketing automation is the technology that allows companies to streamline, automate, and measure marketing tasks and workflows so they can increase operational efficiency and grow revenue faster.

As this industry becomes more crowded and competitive, innovation and functionality will become richer. That's why it's important to understand what marketing automation is (and isn't), and what it can do for your organisation and revenue targets.

The *Definitive Guide to Marketing Automation* from Marketo is a comprehensive eBook that explains what marketing automation is, why it is becoming a 'must-have technology,' and offers expert advice, tips, and worksheets for how companies of all sizes can align their people, processes, and content to achieve maximum success.

Beyond the time-saving and efficiency benefits of automation, the technology enables modern business processes that are essential to any modern marketing department. For B2B companies, this includes lead nurturing, lead scoring and lead lifecycle management. For B2C companies, it includes cross-sell, up-sell and retention. And for all companies, it includes marketing ROI analytics.

According to SiriusDecisions, on average, only 20 per cent of leads are sales-ready when they first come in. This means you need a disciplined process – known as lead nurturing – to develop qualified leads until they are sales-ready. Done well, nurturing can result in 50 per cent more sales leads at 33 per cent lower cost-per-lead.

Buyers today are using the abundance of online and offline information available to seize control of the purchasing process. This requires companies to fundamentally change how they engage with prospects and customers, nurturing relationships with each one over time. This is simply not possible at scale without technology, and that's why marketing automation is becoming a 'must-have' for companies of all sizes. .

In a blog post, Lori Wizdo, principal analyst at Forrester Research, explained the value of the technology, as well as the process and operation challenges companies must face to use it well. Widzo wrote: "Marketing automation can transform a company's marketing operations. These solutions deliver scalability, root out excess cost, improve marketing execution, and provide the basis for continuous incremental process improvement. Still, many marketing execs hold back on investing in marketing automation. They fear the concurrent assimilation of new tactics, processes and automation will unduly stress their marketing organisation. But the transformation is necessary and the stress unavoidable. Marketing execs need to proactively address the 'people part' of their lead-to-revenue transformation."

Our guide is designed to assuage these fears. It answers the question 'what is marketing automation?', shows companies how to build a business case and select the right system, and explains what investments and organisational changes are required for success.

Taking the guesswork out of marketing automation

CHRISTIAN NAHAS
CEO
SALESFUSION



Marketing automation has come a long way since it started life with mail merge systems for direct mail, automated fax systems and email marketing. These systems paved the way for lead scoring, segmentation, tracking and engagement tools. In the hands of the right operator, today's tools are incredibly powerful. And therein lies the rub – in the hands of the right operator.

Two weeks ago, I got an email pitch from a staffing agency with the subject line: 'Overcoming the shortage of marketing automation talent.' The email went onto say: 'When it comes to marketing automation, the talent shortage is dramatic...' My interest piqued, I read on.

The second paragraph laid out just how they plan to address this shortage of talent – take a proven marketer (logical start) and pair them with a database/technical expert to create a duo able to deliver complete marketing automation solutions.

What? It takes a technical degree from one of the leading engineering schools in the nation to run a marketing automation tool? When did that happen? How did that happen?

Like many technologies before it, marketing automation started simply and got complicated over time. There was no grand plan, other than to be robust. The result was, as marketing industry analyst David Raab reported in a blog in January 2013, marketing automation and lead nurturing are the only two inbound marketing tactics where the difficulty score was significantly higher than the effectiveness score. It doesn't have to be that way. Robust and complex are not synonymous, and simple and powerful are not mutually exclusive. We have the technology and we can do better. We can deliver robust, powerful, simple solutions to marketers that don't require an engineering degree to run.

The next wave of marketing automation will be smart. Complex manual tasks like lead scoring will become automated for the marketer. The marketing automation solution will actually tell the marketer and the sales person exactly who the hottest leads are. This information is based on each lead's profile and how that profile matches every lead the company has won and lost over time.

Automated lead scoring will revolutionise marketing automation software as complex systems give way to powerful tools that deliver simple, actionable solutions to marketers and salespeople. Marketers will rightfully expect smart solutions that learn the buying behaviours of a company's most profitable customers and constantly score each new lead against those behaviours.

Automated lead scoring is just the beginning of smart marketing automation. There are prescriptive nurture designs that offer campaign suggestions based on what is working rather than a marketer's best guess. Also, smart social nurturing functionality that separates the social signal from the mountains of social noise and nurtures those signals into leads directly in the platform where they were found.

Each of these concepts shares a common theme – they take the guesswork out of marketing automation. They take complex concepts and deliver powerful solutions simply. They learn and get smarter over time and, ultimately, they remove barriers to widespread adoption of marketing automation tools.

We have the ability to deliver solutions that learn what the marketer needs instead of asking a marketer to learn what the solution needs (or hire an engineer to run it). Not only do we have the ability, these concepts are becoming a reality and they are the basis for what will be the future of marketing – smart marketing automation.

Relationship to revenue

DAVID BRADY
CEO
VUTURE



People will continue to buy from people and value relationships as an essential component of the sales process. This is particularly true of companies offering high-value, bespoke, intellectual property. When it comes to marketing automation, focusing on building high value relationships will drive engagement and lead to substantially higher commercial performance.

To achieve this, a relationship owner is central to the automation process. Marketing's responsibility is to support this relationship owner by helping to move prospects and clients through the buying cycle, creating personalised marketing experiences, and delivering intelligence to help anticipate the business development potential throughout the process. Marketing automation can help in these ways:

Delivering your relevant content across a variety of channels including email, web, surveys, events, alumni campaigns and so on. Doing this through a single platform provides the analytics and insight in one place.

Integrating the platform with your CRM is an essential ingredient in the automation process as it will allow you to keep data fresh, manage preferences effectively and to segment based on engagement across channels.

Scoring engagement is an iterative process built on a deep-rooted understanding of the importance and relevance of interactions with content across different channels. Scores assigned to a particular interaction, an automation sequence can be triggered to provide insight into whether the communication is working or not.

The relationship to revenue cycle works by understanding the client journey, what the information means to them, at what time, delivered in the most appropriate way. This is a process of 'mapping' and is an essential ingredient to automation success in a high touch relationship driven buying cycle:

1. Define the end-to-end relationship to revenue process and identify the links between marketing, business development and the relationship owners. What are the stages that need to be tracked and scored and who is responsible for next step actions that do not form part of an automation sequence?

2. Develop a relevant content plan. This cannot be underestimated in any mapping context. Content needs to be planned for and delivered in advance to drive the automation process otherwise the engine itself will stall.

3. Monitor critical drivers for success such as conversion rates from new relationships, marketing contribution to an opportunity pipe, engagement scores following specific campaigns or speed of a conversion cycle. Understanding the critical drivers of a relationship will help your organisation invest marketing spend in the areas of engagement that matter the most to effective relationship development.

Through the marketing automation mapping process, marketing creates the intelligence and the pathway for the relationship owner to have the right conversation, at the right time, through the right channel. Part of this is a collaboration process with marketing and the relationship owner to develop highly tailored content and experiences to nurture the opportunity into a buying position. This can be through thought leadership, triggered collateral, or using intelligence prior to an event or meeting in order to have a more relevant conversation.

The point is that developing a personal commercial relationship requires more than automation. It is the combination of good data, relevant content and instinct that provides the fuel to drive the buying cycle. Automation of some marketing operations can help underpin the relationship in motion, but it is the intangible of instinct that drives it across the finish line converting relationship to revenue.

Getting more from marketing automation



ATRI CHATTERJEE
CMO
ACT-ON

Buyers today make different journeys than they used to. They plot their paths more carefully now, they work hard to educate themselves, read reviews, sit in on webinars, follow conversations on social media, visit websites, and even download whitepapers – all before making contact with salespeople. In short, they control more of the purchasing process, and require focused, more personalised communications as a result. This is where a tool like marketing automation proves most useful.

Marketing automation consolidates and integrates the disparate parts of a company's marketing operations, and helps improve visibility into the sales funnel. A typical marketing automation platform provides for a company's marketing database, activities across web, email and social media (with automated programmes for lead scoring, drip marketing, lead nurturing and reporting), and CRM connectors. But where it does its best work is in fostering trust between buyers and sellers.

A marketing automation platform can bring structure, scale and precision to campaigns for nurturing and engagement. It can also tailor outreach to individual customers. Users of this technology would definitely do well to capitalise on its nurturing functionalities, drip campaigns and lead scoring.

Drip campaigns help keep businesses and products at the very top of prospects' minds, up until the time they decide to buy, and require thought, creativity and a process. Marketers should proceed slowly and steadily, and avoid making a hard sell. Rather, they should try to address the problem a prospect faces, educate the prospect on best practices, let them consider a full range of solutions, and finally solicit their feedback so they feel heard and respected. In doing all this, they offer support throughout the buying cycle, and personalise the purchasing experience.

These types of campaigns pair especially well with lead scoring, another capability enabled by marketing automation. Lead scoring is the tactic of applying points to a customer's demographic, firmographic and online behaviors. It increases sales efficiency and effectiveness by prioritising leads further along in the buying process, and creates stronger alignment between sales and marketing teams. It is also a strategy that has implications well beyond the top of the sales funnel.

As an example of how these functionalities work together, let's consider steps taken by (hypothetical) senior marketing manager Pat Smith. Smith's current company is slowing in growth and she's on the lookout for new ways to expand marketshare. She's been hearing good buzz about a product called the Virtual Billboard, and she's eager to see if it could help her company. Unbeknown to her, Virtual Billboard (VB) has a marketing automation platform in place and assigns her actions scores at every step.

1. To start, Smith sees a campaign VB has run on its social channels. Intrigued, she clicks on a link to a custom landing page offering educational content (a webinar). [10 points for visiting a high-value page.]
2. She likes what she reads, and registers for the webinar. [20 points for registration, another 10 for having purchasing authority.]
3. Smith immediately receives a message of thanks from Lee at VB. Lee sends her another reminder the week of the webinar.
4. She attends the webinar [20 points], is entered into a nurturing database, and offered a demo.

There are more steps to this process, and you can read them here: http://www.marketingprofs.com/articles/2014/24623/guide-the-new-buyers-journey-with-marketing-automation, but the lesson is simple: marketing automation keeps customers engaged and informed across multiple channels. It is as good for upselling and retention as it is for lead generation and closing and more of its users ought to take advantage of its nurturing and engagement capabilities.

Data is the centrepiece of marketing automation



JEREMY VIAULT
PRODUCT MARKETING MANAGER
ADOBE

'Do I really need a marketing automation system? I already have a great customer service system and a great sales automation tool…' is a question I am often faced with in the B2B space.

To cut a long story short, customer service, sales and marketing are different job functions, and 'one-size-fits-all' solutions are not the best options as all three departments need to interact with customers in a different way.

Although integration of these systems seems a big challenge, when they are properly assimilated, everyone benefits from having a real 360-degree customer view. What's lately been dubbed the 'integrated customer profile' gives an explicit view of any interaction a customer, prospect or company has with your brand. When implemented correctly, there's no more powerful resource in a marketer's arsenal.

Marketing solutions are evolving faster than organisations can adapt. The last couple of years have seen the explosion of new channels (social media, mobile web, mobile apps) adopted by marketers faster than by any other part of the organisation. For marketers, the challenge is to integrate emerging channels as well as making them an integral part of your contact and data strategy.

Data is the centrepiece of marketing automation. You need data to personalise your marketing efforts, and marketing automation can help you collect a lot of information which is useful for all departments.

From demographic data (first name, last name, company, function, budget) to behavioural data (clicks on emails, website visits, documents downloaded), it should be an obsession that you leverage every opportunity to collect and use data that is useful for each new channel – Twitter handles, LinkedIn Groups and in-app activity to name a few.

The most common advice I've heard lately – but yet too often seen neglected – is to think of your marketing campaigns as mobile, even for B2B. As predicted, figures show the majority of B2B targets are now reading their emails on a mobile device rather than a desktop. Your emails need to render properly on a phone, or they will never be read. The same advice applies to your landing pages, as the expectation of an end-to-end mobile web experience is ever more prolific.

Without landing pages that display well on a mobile device, the customer journey is likely to come to an abrupt end, whether it's in a B2C quick-buy environment, or a B2B event registration, for example. That said, responsive design often means having to make some compromise on your desktop website; B2B organisations are less likely to have frequent mobile visitors, so it's worth looking at your automation technology's capabilities for building bespoke microsites and landing pages that will serve the purposes of click through end-to-end campaigns.

If you use marketing automation alongside scoring, for more effective lead management, focus your time on fully auditing your selling process to come up with a scoring system that will truly help your sales team to close deals faster. The most sophisticated scoring systems can map every interaction and, depending on their nature, use automation techniques to push it back up or down the sales pipeline.

A whitepaper download or an event subscription gives the contact a high score, whereas inactivity for three months means they'll be pushed back into the nurture path. In conclusion, the best practices in marketing automation are the same as in marketing across the board, only housed under one roof, if you get it right.

Contributors' biographies

David Godden

Managing director, eTrigue



David Godden is managing director at eTrigue Europe, based in London. He is an expert in the marketing automation and email marketing sectors and has used his vast industry knowledge to successfully set up and grow US companies in Europe, including e2Communications, ExactTarget, Baynote and Pardot. In 2009, David co-founded Keynet to help US-based high-end sales and marketing SaaS organisations establish a beachhead presence in Europe by creating a hybrid subsidiary that markets, sells and supports their clients' solutions. Keynet has assisted Pardot, DocuSign and Baynote with international growth. Before setting up Keynet, David was a founding partner with London-based consultancy Keymail. ExactTarget wholly acquired Keymail in 2009 as the launch pad for its international expansion.

For more information visit: etrigue.com

Sylvia Jensen

Director of marketing, Oracle Marketing Cloud



Sylvia Jensen is currently the director of marketing for Oracle Marketing Cloud in Europe. Over the last 15 years Sylvia has held various marketing roles for technology companies such as Oracle, WebEx, Palm, and Coremetrics. She thoroughly enjoys the art and science of promoting technology that helps marketers do their jobs better every day.

For more information visit: eloqua.com

Elizabeth Smyth

EMEA marketing director, Marketo



Elizabeth joined Marketo in July 2011, and is responsible for driving all aspects of the company's demand generation, corporate communications, brand awareness, and go-to-market strategy across the EMEA region. She has more than 15 years' international experience in B2B marketing, gained in Europe, Asia Pacific and North America. She has previously held diverse marketing roles at mega growth organisations, including Salesforce, Oracle and PeopleSoft. She has an in-depth understanding of the challenges and non-traditional methods of effectively engaging with the C-suite.

For more information visit: marketo.co.uk

Nick Washbourne

Business development director, Force24



Nick Washbourne is director at Force24. He is most passionate about pushing forward the marketing automation industry. His expertise lies in making sure clients get significant and quick return on investment. He believes data is a key component in successful automation strategies, but feeding in great content and getting the customer journey strategy right is paramount.

For more information visit: force24.co.uk

David Brady

CEO, Vuture



With extensive experience of innovation in B2B marketing and professional services business development, David has worked across multiple sectors in agency, consultancy and client-side roles. With a global range, David has worked with some of the world's largest and smartest companies often focusing on business development and marketing strategy but always driven by revenue creation. At Vuture, David works with a highly experienced and talented team focused on solving business problems through software innovation. Through the application of innovation, flexibility and a healthy disregard for convention, Vuture has been rewarded with a range of industry accolades.

For more information visit: vutu.re

Jeremy Viault

Product marketing manager, Adobe

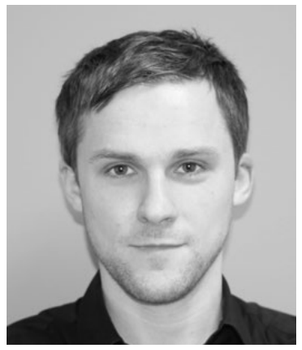


With more than six years' experience in the IT industry, Jeremy Viault has occupied several positions at market research companies and software vendors. As product marketing manager at Adobe, he is responsible for product marketing and go-to-market strategy. Curious about marketing, Jeremy has been working closely with B2B and B2C companies to drive their adoption of marketing automation technology. A tough leader on B2B marketing one-to-one strategies and email marketing, Jeremy is a frequent speaker across Europe.

For more information visit: adobe.com

Kieran Flanagan

Marketing director (EMEA), HubSpot



Kieran Flanagan is marketing director (EMEA) at HubSpot, a marketing software company, where he leads the brand's marketing strategy in EMEA. Kieran is an experienced inbound marketer, having previously worked for large brands in both B2C and B2B across EMEA. He has helped create inbound marketing campaigns that have had a global impact, launching in countries like UK, Germany, France and Japan.

For more information visit: hubspot.com

Christian Nahas

CEO, Salesfusion



Christian Nahas has 16 years' experience as a hands-on technology professional. He has built a career on a foundation of hard work and persistence and is known for his passion and drive to help businesses connect with their customers. He is currently the CEO of Salesfusion, a marketing automation company in Atlanta that empowers marketers to more effectively attract new opportunities, convert them into customers and nurture them into lifetime relationships.

For more information visit: salesfusion.com

Andrew Freeman

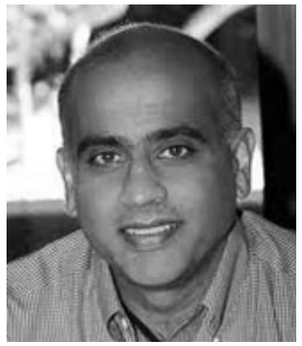
CEO, CRM Technologies



Andrew Freeman is CEO of CRM Technologies, an award-winning specialist operations agency focused on demand creation and support. With over 20 years' experience within the IT industry, Andrew has built on his technical knowledge, gained through his development background and senior IT roles, with a move into sales and marketing rising to board level. Andrew co-founded CRM Technologies in 2000 and has grown the business to a successful concern, helping many global organisations to develop and deliver demand generation frameworks and systems that feed their revenue pipeline. Andrew is passionate about aligning sales and marketing processes and the practical application of technology to help businesses drive revenue.

For more information visit: crmtechnologies.com

Atri Chatterjee
CMO, Act-On Software



Atri Chatterjee, CMO of Act-On Software, is responsible for all things marketing at the company. His previous experience includes senior roles at Symantec, VeriSign, McAfee and Secure Computing. He was also a member of the founding team at Responsys, and an early employee at Netscape. Atri holds BS and MS degrees in computer science from Washington State University, and an MBA from the Wharton School of Business at the University of Pennsylvania.

For more information visit: act-on.com

Ellen Valentine
Product evangelist, Silverpop



Ellen Valentine has more than 20 years' experience as VP of Marketing/CMO for a number of technology companies. She has expertise in launching new products, evaluating product and market positions, designing go-to-market strategy, and managing all digital marketing initiatives. She believes that great people, and effective technology are foundations for success, but great execution is the ultimate differentiator. In her role at Silverpop, she is focused on coaching and mentoring clients to adapt and thrive in the changing role of marketing. She is also a sought out speaker at industry conferences and events.

For more information visit: silverpop.com

Vendor production features

3

b2bmarketing.net SECTION 3 Vendor product features

	Act-On Software	Adobe	Communigator	Oracle Eloqua	eTrigue	Force24	HubSpot	Marketo	Salesfusion	Silverpop	Target360	Teradata	Vuture
PLATFORM STRUCTURE													
Website hosting	No	No	Yes	No	Yes	No	Yes	Yes	No	No	No	No	Yes
CRM integration	Salesforce, Microsoft Dynamics, NetSuite, Sugar, Saleslogix	Salesforce, Microsoft, Oracle	Major and smaller CRM providers, custom integration and open API	Salesforce, Oracle Sales Cloud, Microsoft, Oracle On Demand, REST, Bult, SOAP API, SFTP	Yes	Yes, compatible with all CRMs through API development	Yes	Salesforce, MS Dynamics 2011/2013 On-Demand/On-Premise, SAP Sales Cloud	Microsoft, Saleslogix, Sugar, Salesforce	Salesforce, Microsoft Dynamics, NetSuite and others	Microsoft Dynamics	API integrations	LexisNexis InterAction, Salesforce, MS Dynamics, ContactEase
White label offering	Yes	No	Yes	No	Yes	Yes	No	No	No	Yes	No	Yes	Yes
Email service provider	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
PLATFORM FUNCTIONALITY													
A/B testing	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes
Behavioural targeting	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes
Triggered campaigns	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Web forms	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Sales process alignment	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Multichannel marketing	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Social media programme tools	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	No
Dynamic content management	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes
Search engine marketing	Yes	Yes	No	No	Yes	No	Yes	Yes	No	No	No	Yes	No
Internal social publishing	Yes	Yes	Yes	No	Yes	Yes	Yes	No	Yes	Yes	No	Yes	No
Integration with client website	Yes	Yes	n/a	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Facebook landing pages	No	Yes	No	Yes	Yes	No	Yes	Yes	No	No	No	Yes	No
Adword management	Yes	Yes	Yes	No	Yes	No	No	Yes	Yes	No	No	Yes	No
DATA MANAGEMENT													
List management	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Lead nurturing	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Lead scoring	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Data cleansing	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Profile building	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
CUSTOMER SUPPORT													
Fully managed service	No	No	Yes	No	Yes	Yes	Yes	No	No	Yes	Yes	Yes	Yes
Product engineering and support	Cloud-based software, no fees for upgrades, initial pricing includes latest version/updates	Available on request	Yes	Full enterprise support teams, international support (24/7)	Included in license fee	Unlimited support available	Phone/web-based technical support	Monthly product updates included with subscription	n/a	Pricing on request	Standard product support via phone or email	Available on request	Tailored for client. Contact for further information
Consultant day rate	Starts at £1250 per day	Available on request	Available on request	Available on request	£400-£1000 (dependant on requirements)	£750 per day	n/a	Available on request	n/a	Pricing on request	£750	Available on request	Available on request
Dedicated account management	Yes for the lifetime of the account at no additional cost	Available on request	Yes	Yes	Included in license fee	Yes, all cliients have access to an account director	All customers (with the exception of certain agency partners)	Included in standard subscription. See marketo.co.uk/support for more info	Yes	Pricing on request	Yes	Self-service support to fully managed options	Yes
Telephone support desk	Yes	Yes	Yes (as well as live chat)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Free support	Yes, no limit for reasonable phone support time	Available upon request	Unlimited for product queries and system usage	Included in licence	Lifetime	Unlimited	Unlimited	Customer community, support portal, phone support, product updates, on-demand training	Yes	24/7 global support	10 hours	Dependent on the type of support	Contact for further information
TYPES OF REPORTING													
Web analytics	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Graphical campaign modelling	Yes	Yes	No	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes
Performance management	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
ROI mapping	Yes	Yes	No	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes
Dashboard	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
PRICING													
Pricing model	Based on active contract model, starting at £370 PM for 1000 active contacts	Available on request	Three tiers over four volume brackets. Alternatively you can take each individual product we offer to slowly build up to full use	Three tiers: basic, standard, enterprise	Annual license	Charges apply for system rental/account management. Send costs and artwork (per hour)	Varies by product type and database size	Spark: from £640 PM Standard:: from £1596 PM Select: from £2556 PM Dialog: from £2396 PM	salesfusion.com/salesfusion-pricing	Based on database size/number of email transactions	Starts at £695	Available on request	Annual license, implementation professional services, training, support
Database size pricing	Charges based on number of active contacts engaged PM	Available on request	Starts at £380 PM	Based on banded contact sizing	Starts at £600 PM	Unlimited (based on send costs)	See hubspot.com/pricing	eu.marketo.com/pricing	salesfusion.com/salesfusion-pricing	Based on database size/number of email transactions	10,000 emails £695 PM 50,000 emails £1195 PM 100,000 emails £1595 PM Custom P.O.A	Available on request	n/a

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Vendors in detail

4

4.1 Act-On Software

Name	Act-On Software
Date founded	2008
HQ address	8300 SW Creekside Place, Suite 250, Beaverton, Oregon 97008
Website	act-on.com
Telephone number	1 (503) 530 1555
Contact email address	paige@act-on.com
Blog address	blog.act-on.com
Twitter	@ActOnSoftware

Personnel

Number of permanent staff 2014	250

Key personnel

CEO	Raghu Raghavan
CRO	Shawn Naggiar
CMO	Atri Chatterjee
CFO	Paul Nadeau

Clients

Number of clients 2014	2200
Clients	LearnPad, TES Foundation, TomTom, Knowledge Universe

Client testimonials

"Creating a campaign used to mean needing webmasters and email marketers and database analysts to pull all the pieces together. It's much easier and much faster with Act-On; I did three campaigns today in about 15 minutes." Cody Ward at LearnPad

"Having a tool like Act-On enables our sales team to view the prospect's history, score, and timeline. This makes the sales rep fully aware of each step along the way so they can be targeted and timely with their sales process." Angie Anderson at Starshot

"We wanted immediate action and Act-On delivered. We are on track with our U.S. goals, enjoying good lead flow and deal flow on the customer side. Act-On has been instrumental in achieving this." Virginie Dupin at Cameleon Software

Performance

Turnover	Less than 10 per cent
Sector specialisation	Technology, manufacturing, financial services, education
2012-2013 YOY growth %	115 per cent



4.2 Adobe

Name	Adobe
Date founded	December 1982
HQ address	Market House, 34-38 Market Street, Maidenhead, SL6 8AD
Website	adobe.com/marketing
Telephone number	+44 (0) 1628 590 300
Contact email address	demand@adobesystemsinc.com
Blog address	blogs.adobe.com/digitaleurope
Twitter	@AdobeMktgCloud

Personnel

Number of permanent staff 2014	Over 11,000 worldwide, 500 UK&I

Key personnel

President and CEO	Shantanu Narayen
Senior VP, general counsel and corporate secretary	Michael Dillon
Executive VP and CFO	Mark Garrett
Senior VP, print & publishing solutions business unit, MD India R&D	Naresh Gupta
Senior VP, corporate development	Bryan Lamkin
Senior VP and CMO	Ann Lewnes
Senior VP and CIO	Gerri Martin-Flickinger
Senior VP of people resources	Donna Morris
Senior VP and general manager, digital marketing	Brad Rencher
Executive VP, worldwide field operations	Matt Thompson
Senior VP and general manager, digital media	David Wadhwani

Clients

Clients

Chelsea FC, M&S, Ticketmaster, Sky, Lakeland, Barclays, B&Q, John Lewis, New Look, IG Group, Asos, Home Retail Group, Euromoney, Channel 4, Universal Music, Paddy Power, TUI Travel, Rocco Forte, Adidas, Audi, Skybet, Dixons, William Hill, Ladbrokes, Telefonia O2, Sony Computer Entertainment

Client testimonials

"Thanks to our enhanced customer knowledge and Adobe Campaign's recommendation engine, we have created and executed consistent cross-channel campaigns via email, text messaging, the web, direct mail, and the call center." Cyrille Giraudat, director of marketing at PMU

Performance

Turnover	$4.403 billion (fiscal year ended 30 Nov 2012)
Sector specialisation	Digital media and digital marketing solutions
2012-2013 YOY growth %	38 per cent
Partners	SAP, Deloitte, CapGemini, Sapient, CACI, Acceleration, dbg, RAPP

Neolane and its 400 customers have recently joined the Adobe family to deliver the most comprehensive and integrated digital marketing solution.

Adobe® Marketing Cloud

The Neolane solution becomes

Adobe® Campaign

Effective Cross-Channel Campaign Management

Integrated Customer Profile

World Class email Execution

@AdobeCampaignUK

Adobe

4.3 CRM Technologies

Name	CRM Technologies
Date founded	2000
HQ address	Grove House, Lutyens Close, Chineham Court, Basingstoke, RG24 8AG
Website	crmtechnologies.com
Telephone number	+44 (0) 1256 399 800
Contact email address	info@crmtechnologies.com
Blog address	crmtechnologies.com/blog
Twitter	@crmtechnologies

Personnel

Number of permanent staff 2014	25

Key personnel

CEO	Andrew Freeman
CTO	Tony Sprague
Client services and marketing director	Alison Saunders
Senior operations manager	Judy Watson

Clients

Number of clients 2014	20
Clients	Canon Europe, F5, Google, McAfee Inc (Intel Security), Manhattan Associates, Schroders Investments, TalkTalk, Telecity, Vitec

Client testimonials

"CRM Technologies has become an extension of the F5 team. In EMEA, it is my second marketing ops person to offload to when we need to deliver campaigns. In the longer term, CRM Technologies has helped to create a roadmap for our marketing automation journey, helping us to evolve as our knowledge increases and our business requirements change." Kristen Petersen, director, demand center & marketing operations at F5

Performance

Sector specialisation	Marketing and sales alignment, marketing and sales operations, marketing automation, sales automation, data processing
2012-2013 YOY growth %	20 per cent
Partners	Oracle Gold Partner, Eloqua (gold level 1 certified), Salesforce, Allocadia, Demandbase, Microsoft, Vidyard, Lattice, Sirius Decisions client, DMA member and accredited Data Processor.

crm
Revenue Performance Delivered

YOUR ROAD TO
MARKETING AUTOMATION SUCCESS

True Personalisation
Right Content, Right Person, Right Time

One to One
Behaviour Driven

Segmented
Customer Driven

Batch and Blast
Product Driven

Few organisations are using their **marketing automation** platform to its full potential. Through expert technical knowledge of a wide range of marketing and sales automation platforms and associated marketing cloud technologies, CRM Technologies can review where you are in your marketing automation journey and work with you to develop a roadmap for achieving success.

Download chapter one of 'Marketing Automation Success – a roadmap' white paper using this QR code.

WWW.CRMTECHNOLOGIES.COM/ROADMAP

4.4 eTrigue

Name	eTrigue
Date founded	2005
HQ address	6399 San Ignacio Avenue, San Jose, CA 95119, USA
Website	etrigue.com
Telephone number	+1 408 490 2900 (US) +44 (0) 20 7182 4041 (UK)
Contact email address	david.godden@etrigue.co.uk
Blog address	etrigue.com/blog
Twitter	@etrigue

Personnel

Number of permanent staff 2014	35

Key personnel

CEO	Jeff Holmes
VP & GM	Jim Meyer
CMO	Tony Tissot
Director, EMEA	David Godden
Director, EMEA	Jeff Barnes

Clients

Number of clients 2014	500+
Clients	Skype, Fujitsu, Cisco, CompuCom, SuccessFactors, Softmart, Radware, Docassist

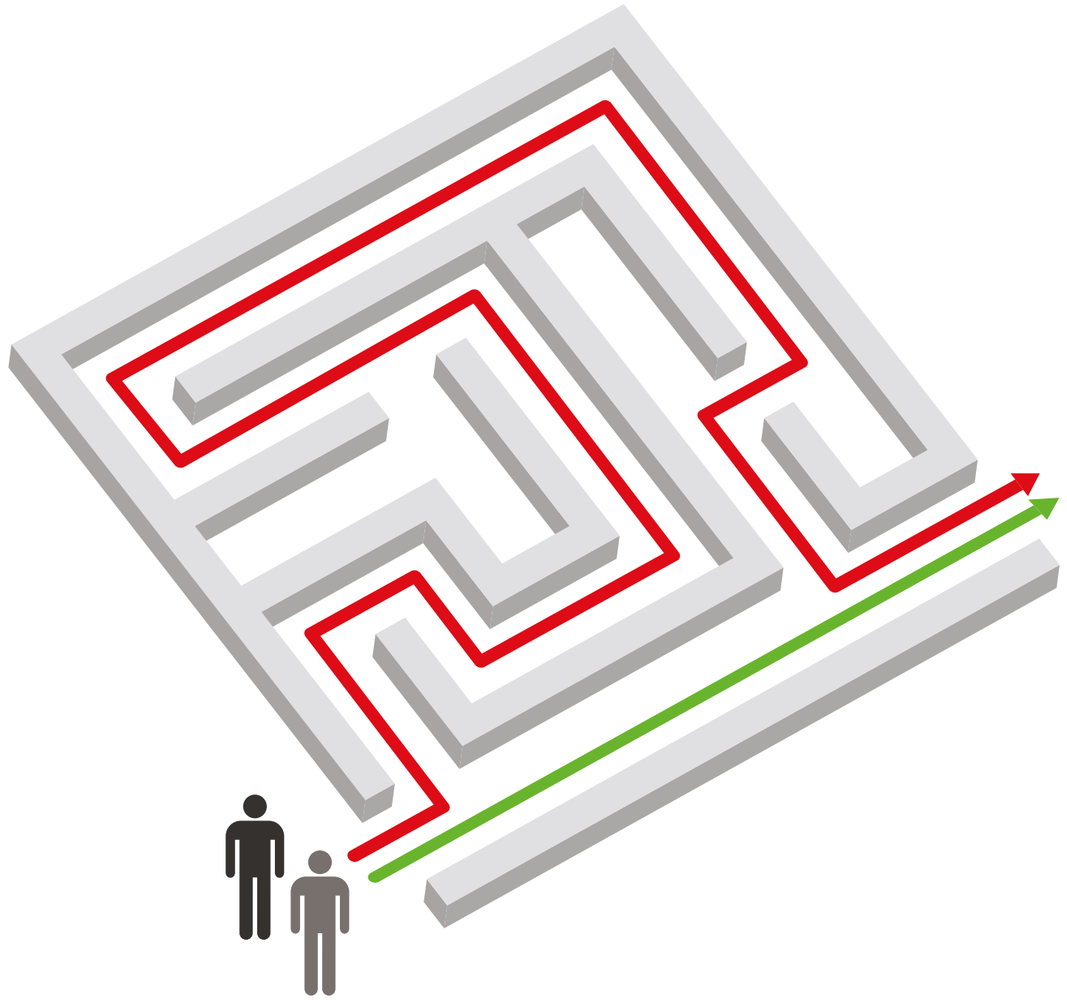
Client testimonials

"The results from eTrigue's DemandCenter were spectacular; with 17 per cent open rates and an 8.4 per cent visit rate to Vigilix's website. Visits resulted in conversions that became tracked leads for further follow-up by the sales force." Bob Vogel, CMO at B2 Marketing

"Our marketing automation programmes through eTrigue's DemandCenter help us communicate the right information to our audience, at the appropriate time." Craig Zabojnik, marketing manager at DPT

Performance

Turnover	Confidential
Sector specialisation	All sectors are catered for
2012-2013 YOY growth %	Confidential
Partners	Marketing success partners: Ascendant Communications, NTT Centerstance, Clarity Quest Marketing, Corporate Growth Partners, Crimson Consulting Group, Data Marketing, Engage Marketing, Exafort, Footstep Marketing, Gabriel Sales, NuSpark Marketing, Opine Consulting, Strategic Communications Group, 3marketeers Advertising and Toltec Global Services Technology partners: Cisco WebEx, Citrix GoToWebinar, Microsoft Dynamics, Salesforce and KiteDesk



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4.5 Force24

Name	Force24
Date founded	September 2009
HQ address	3 Madison Court, George Mann Road Leeds, LS10 1DX
Website	force24.co.uk
Telephone number	+44 (0) 8452 725 990
Contact email address	nick.washbourne@force24.co.uk
Blog address	force24.co.uk/features/blog
Twitter	@Force24uk

Personnel

Number of permanent staff 2014	22

Key personnel

Managing director	Adam Oldfield
Director	Nick Washbourne

Clients

Clients	PurHealth, Worldpay, Npower, PHS Group, Travis Perkins, JML, Parkdean

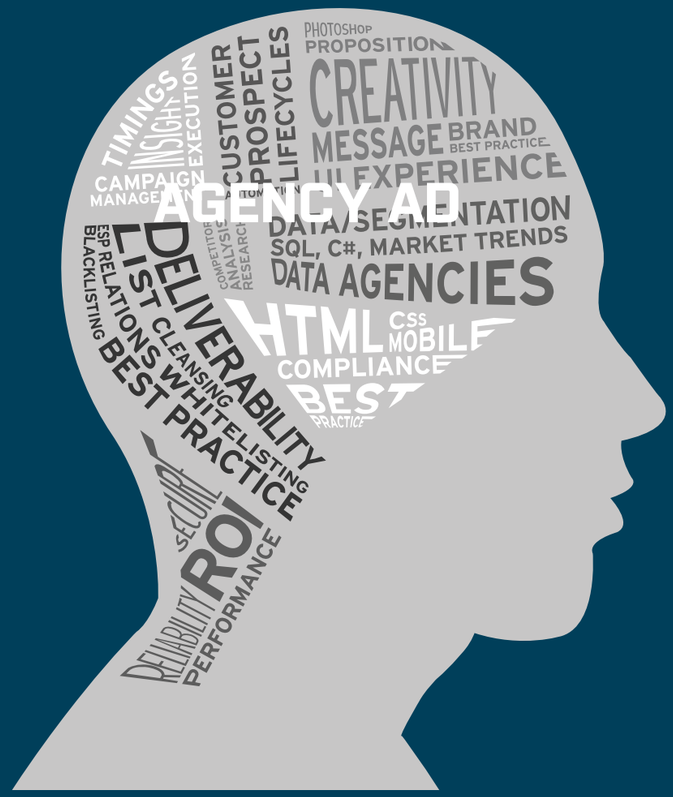
Client testimonials

"As a marketer there are a lot of choices when presented with marketing automation platform options, but they all share one common trait; a huge dependency on the inhouse team to have the capability and capacity to extract the maximum value. Force24 is different as it didn't just provide me with a marketing automation capability, they also drove the whole campaigns, from data, to creative backed by analytics to optimise every campaign it delivered. Force24 is worth considering if your current platform has become a glorified email engine." Tony Larks, managing director at Worldpay.

Performance

Turnover	£1 million
Sector specialisation	B2B and B2C
2012-2013 YOY growth %	30 per cent

The perfect marketing automation partner



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force24 marketing automation

4.6 HubSpot

Name	HubSpot
Date founded	2006
HQ address	25 First Street, Cambridge MA, 02215, USA
Website	hubspot.com
Telephone number	00353 1 518 7500
Contact email address	kflanagan@hubspot.com
Blog address	blog.hubspot.com
Twitter	@hubspot

Personnel

Number of permanent staff 2014	668

Key personnel

CEO and co-founder	Brian Halligan
CTO and co-founder	Dharmesh Shah
COO	JD Sherman
CMO	Mike Volpe
CRO, inbound sales	Mark Roberge
CFO	John Kinzer
Chief product officer	David Cancel
General counsel	John Kelleher
VP of operations	Elizabeth Graham
VP of services	Frank Auger
Managing director, international	Jeetu Mahtani

Clients

Number of clients 2014	10,000+ customer subscriptions
Clients	Range from agency partners to B2B and B2C companies

Client testimonials

"What makes HubSpot so appealing is its all-in-oneness. The fewer tools I have to use, the better off I am. It's easier to get people trained. I'm less likely to have to jerry rig things together to make them happen." Michael Freeman, senior manager of search & analytics at ShoreTel.

"[HubSpot] has helped us to establish credentials in inbound marketing which enable the generation of recurring revenues, which has enabled us to plan and grow." Johnny Mone, director and VP of business development at Brightfire.

"We use HubSpot because it helps us to improve our entire lead process from increasing acquisition, to enabling segmentation, to sending them off to our sales organisation in a more qualified state than we were able to do before." Dawn Augiar, senior manager of digital marketing, at Mimio.

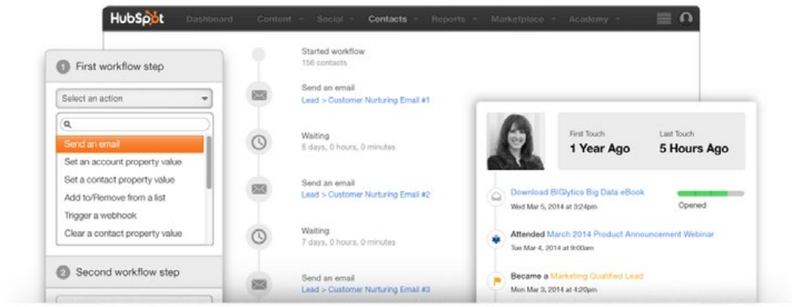
Performance

Turnover	Confidential
Sector specialisation	Primarily global B2B companies
2012-2013 YOY growth %	50 per cent
Partners	1500 global partner agencies

HubSpot

HubSpot Workflows

Automation Beyond Email



Marketing automation is a powerful tool, but it's only one part of your marketing machine. With HubSpot's interconnected tools, you can build a pipeline of new, engaged contacts, nurture them with quality content at exactly the right time and place, empowering your sales team to act when its most relevant.

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HubSpot.com/demo

Start a Trial

Test drive the software, free for 30 days.

HubSpot.com/free-trial

4.7 Marketo

Name	Marketo
Date founded	2007
HQ address	Cairn House, South Country Business Park, Leopardstown, Dublin 18, Ireland
Website	marketo.co.uk
Telephone number	+353 1 242 3000
Contact email address	info@marketo.com
Blog address	blog.marketo.com
Twitter	@marketo

Personnel

Number of permanent staff 2014	450+

Key personnel

Chairman and CEO	Phil Fernandez
VP product marketing	Jon Miller
Managing director, Marketo international	Fergus Gloster
Marketing director, EMEA	Liz Smyth
Regional VP, customer success	Frank McCracken
Manager, international customer support	Damien Barry

Clients

Number of clients 2014	3000+
Clients	Canon, Capgemini, Citrix, Curves, Harvard Business School, Intel, Misys, Orange, NewVoiceMedia, Panasonic, Sony, Workday. See more at: marketo.com/customers

Client testimonials

"Marketo has brought significantly greater clarity, insight and agility to our sales and marketing strategy, and helped us close more business more quickly." Holly Donahue, senior marketing manager, Economist Intelligence unit

"The day I signed the cheque for Marketo was a fantastic day. Marketo delivered a complete return on investment in the first quarter of use." Billy Boyle, co-founder, Owlstone

Performance

Turnover	$95.5 million (USD)
Sector specialisation	All sectors are catered for
2012-2013 YOY growth %	64 per cent
Partners	200 ecosystem partners. View list of partners at: marketo.com/partners

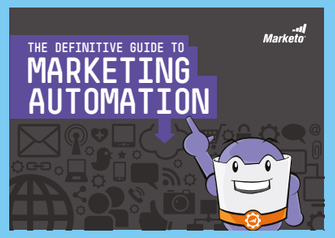
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4.8 Oracle Eloqua

Name	Oracle Eloqua
Date founded	1999
HQ address	Oracle Corporation, Redwood Shores, CA 94065
Website	eloqua.com
Telephone number	+44 (0) 20 3608 1304
Contact email address	marketingcloud_emea_grp@oracle.com
Blog address	blog.eloqua.com
Twitter	@Eloqua

Personnel

Number of permanent staff 2014	1000+

Key personnel

General manager and SVP	Kevin Akeroyd
Vice president, marketing	Andrea Ward
Vice president product management	John Stetic
Director EMEA marketing	Sylvia Jensen

Clients

Number of clients 2014	1000+
Clients	

Client testimonials

"Everybody from online, CRM and data, channel management, communications, and content had to pull together to deliver one campaign and Eloqua was the glue that held it all together." Paul Higgins, marketing director, TalkTalk Business

"The ROI that we have achieved in terms of lead quality and conversion rate is testament to the ability of Eloqua's programmes to deliver the value-added insights that are so crucial to bringing customers over the line in today's increasingly competitive market." Alexandre Papillaud, director, global demand center, McAfee

"The new, shared insight into our lead managment funnel provides a clearer picture of the quality and quantity of leads needed to achieve revenue targets, enabling marketing to develop lead generation and nurturing strategies to engage the right prospects, in the right way, at the right time." Mike Thompson, vice president, global marketing intellectual property & science, Thomson Reuters

Performance

Turnover	See: investor.oracle.com/overview/highlights/default.aspx
Sector specialisation	See: eloqua.com/industry-solutions.html
2012-2013 YOY growth %	See: investor.oracle.com/overview/highlights/default.aspx
Partners:	See: eloqua.com/partners.html



4.9 Salesfusion

Name	Salesfusion
Date founded	2006
HQ address	1 Concourse Parkway, Atlanta, GA, 30328
Website	salesfusion.com
Telephone number	+44 (0) 20 3397 8441
Contact email address	mark.woodbridge@salesfusion.com
Blog address	salesfusion.com/marketing-blog
Twitter	@Salesfusion

Personnel

Number of permanent staff 2014	Confidential

Key personnel

CEO	Christian Nahas
CTO	Chad Ruff
EVP of sales	Eran Gil
VP of product marketing	Robert Pease
Director of marketing	Leigh Chesley

Clients

Number of clients 2014	Confidential
Clients	Confidential

Client testimonials

"We worked with an experienced SalesFusion partner, Flipping Marketing, to get us using the most relevant parts of SalesFusion from day one. Now, four months down the line, we are continuing to work with them to benefit from other functionality. We love the visibility we get from our customers' activity on our website and other digital media, which allows us to segment them and send details about specific tours that are likely to be of interest." Michael Rhodes, Leger Holidays

Performance

Turnover	Confidential
Sector specialisation	All sectors are catered for
2012-2013 YOY growth %	Confidential

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youtube.com/user/salesfusionmarketing

4.10 Silverpop

Name	Silverpop
Date founded	1999
HQ address	200 Galleria Pkwy Suite 1000, Atlanta, Georgia, USA 30339 (corporate HQ) Suite 119, Business Design Centre, 52 Upper Street, London N1 0QH (EMEA/APAC HQ)
Website	silverpop.com
Telephone number	+44 (0)20 7288 343
Contact email address	contactsales@silverpop.com
Blog address	silverpop.com/blog
Twitter	@silverpop

Personnel

Number of permanent staff 2014	500

Key personnel

CEO	Bill Nussey
Executive VP and CFO	Jim McCormick
Senior VP of product development	Jeff Browning
Senior VP of sales	Todd McCormick
MD and senior VP of international business development	Will Schnabel

Clients

Number of clients 2014	2350
Clients	24option.com, Hightail (formerly YouSendIt), Markco Media, Vuetec

Client testimonials

"BalticMiles out competed against not only the industry, but most importantly, ourselves, tallying impressive open and entry rates. Our results show open rates up to 48 per cent and a 22 per cent entry rate. It's a great beginning for future BalticMiles crowdsourcing successes." Janis Zeps, digital marketing manager, BalticMiles

"Using Silverpop to manage and automate the programme gave us time to focus on the bigger picture and plan ahead while utilising minimum resources. As well, we've been able to manage multiple messages to multiple audiences, tailoring our content based on the insight gathered. We are now only speaking with qualified prospects, which is a huge advantage and gives us more time to research and profile those people with whom we do speak." Laura Nolan, business development director, Marketing Options International.

Performance

Turnover	Confidential
Sector specialisation	Retail, media, business and financial services, high tech, travel and non-profit
2012-2013 YOY growth %	Confidential
Partners	Over 200 partners representing technology, consulting and agency partners

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4.11 Vuture

Name	Vuture
Date founded	2006
HQ address	5-13 Great Suffolk Street, London, SE1 0NS
Website	vuturegroup.com
Telephone number	+44 (0)20 7928 6250
Contact email address	info@vuturegroup.com
Twitter	@vuture

Personnel

Number of permanent staff 2014	Confidential

Key personnel

CEO	David Brady
CTO	Tufan Unal
Product development director	Robin Stephens
Account director	Paul McAsey

Clients

Clients	Deloitte, Clifford Chance, Freshfields Bruckhaus Deringer, Knight Frank, Norton Rose Fulbright, Sidley Austin, Herbert Smith Freehills, Savills, Aon Benfield, CBRE

Client testimonials

"The goal at Savills is to communicate with clients and prospects globally. To do this we need everyone on board and the ability to use technology that helps us be constantly relevant and up-to-date. Vuture has helped us do this." Savills

"We know all communications going out through Vuture are on-message and on-brand 100 per cent of the time." Freshfields Bruckhaus Deringer

"I regard Vuture as the best system on the market for marketing. Other systems are either inflexible, or not designed for business development professionals." Lawrence Graham

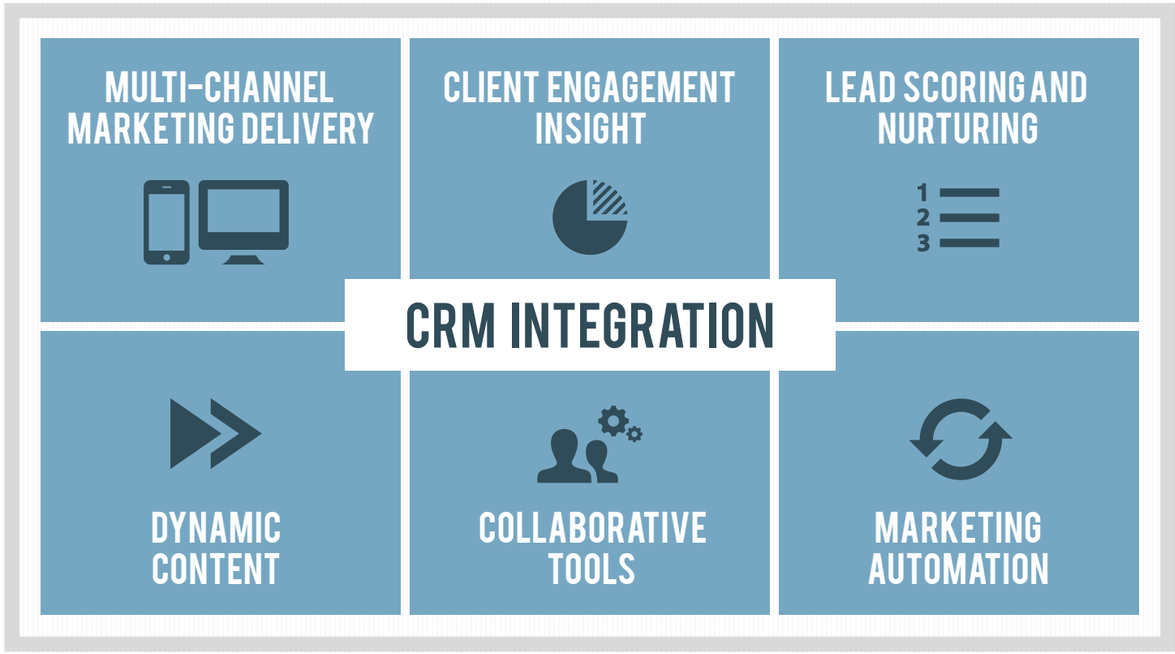
Performance

Turnover	Confidential
Sector specialisation	Professional services and larger global service orientated businesses where developing long sustainable relationships with a focused client base is key.
2012-2013 YOY growth %	55 per cent

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B2B Marketing is the comprehensive information resource for B2B marketers. Its mission is to provide practitioners with the information they need to perform better and achieve more, whatever sector of the B2B space they are operating in.

Launched in 2004 as *B2B Marketing* magazine, it has since evolved into a multi-faceted resource, delivering a broad range of content in a variety of different forms and formats.

Its key products are:

Magazine: The essential monthly guide to B2B marketing, with a key focus on best practice guidance, plus monthly features looking at current trends, regular research and profiles.

Awards: The showpiece event for brands and practitioners, attracting over 700 people. Former winners include a host of top-tier B2B brands, including Amex, Barclays, Cisco, Dell, Fujitsu, IBM, KPMG, Nokia, O2, Oracle, Orange, SAP, Thomson Reuters, Vauxhall UK, and many more.

Research and reports: A library housing the best in B2B practice, in-depth practical guidance and research into specific channels or industry issues.

Training: Comprehensive, integrated and flexible training programme enabling client side and agency marketers to boost their skillsets and confidence, improve their effectiveness and increase impact on their brand.

Events: Quarterly headline events providing essential learning and networking opportunities, including the B2B Summit, the annual B2B Conference, and the B2B Leaders Forum.

Membership: Become a member and receive all research and reports for free. You will also receive exclusive invites to members-only networking events, get discounts on training seminars, workshops and conferences and receive a subscription to the monthly magazine. There are different levels of membership available.

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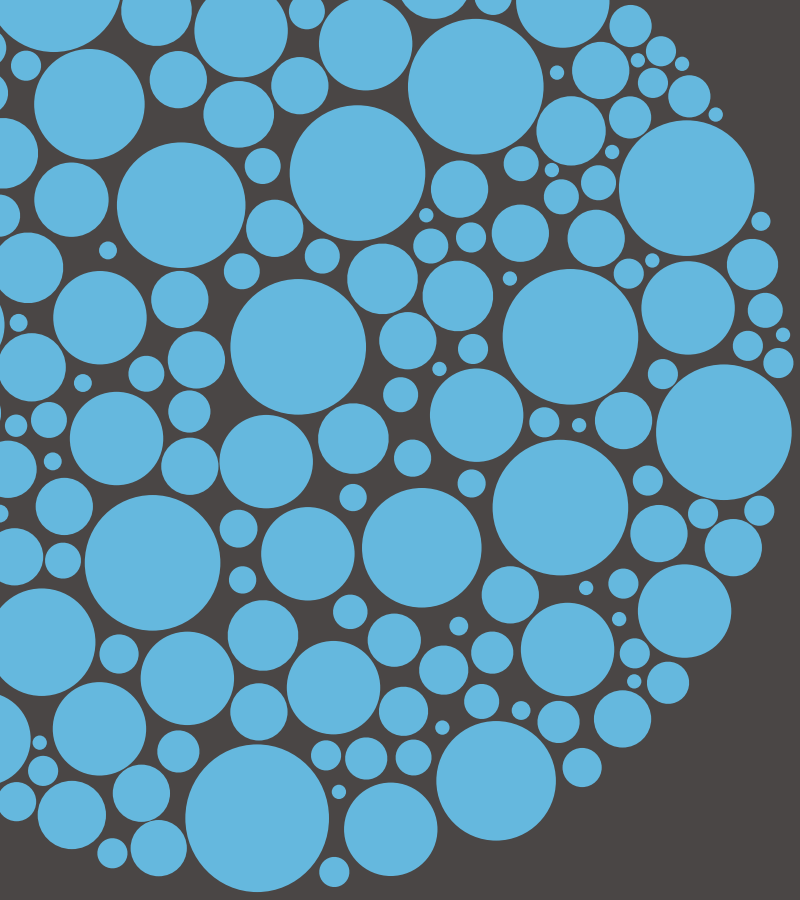
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