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40 Must-See Charts for Modern Marketers

Design by JESS3

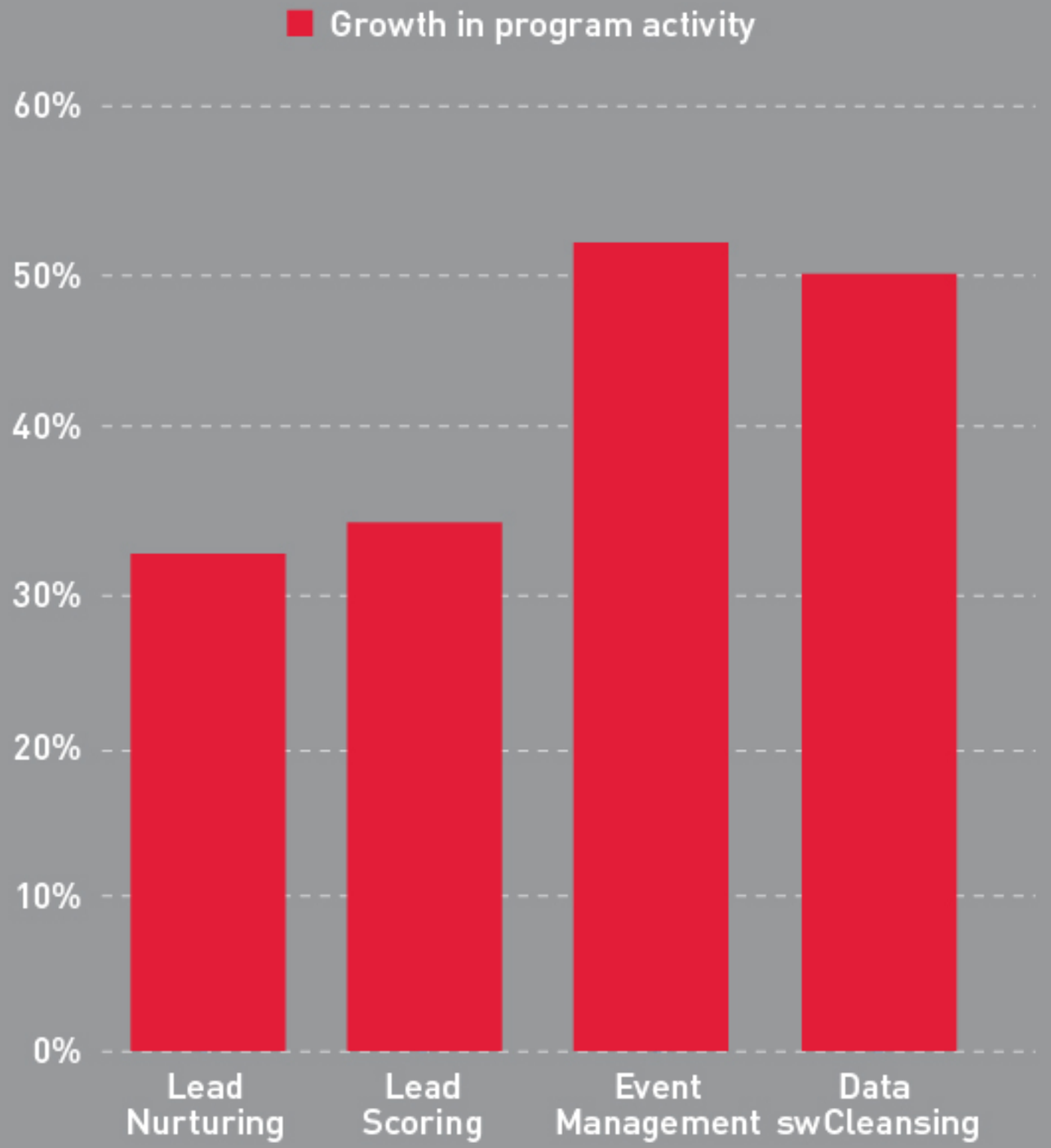
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Dirty Data = Lost Revenue

Event management and data cleansing rising more sharply than all other automated marketing practices

Increase in Automated Marketing Practice

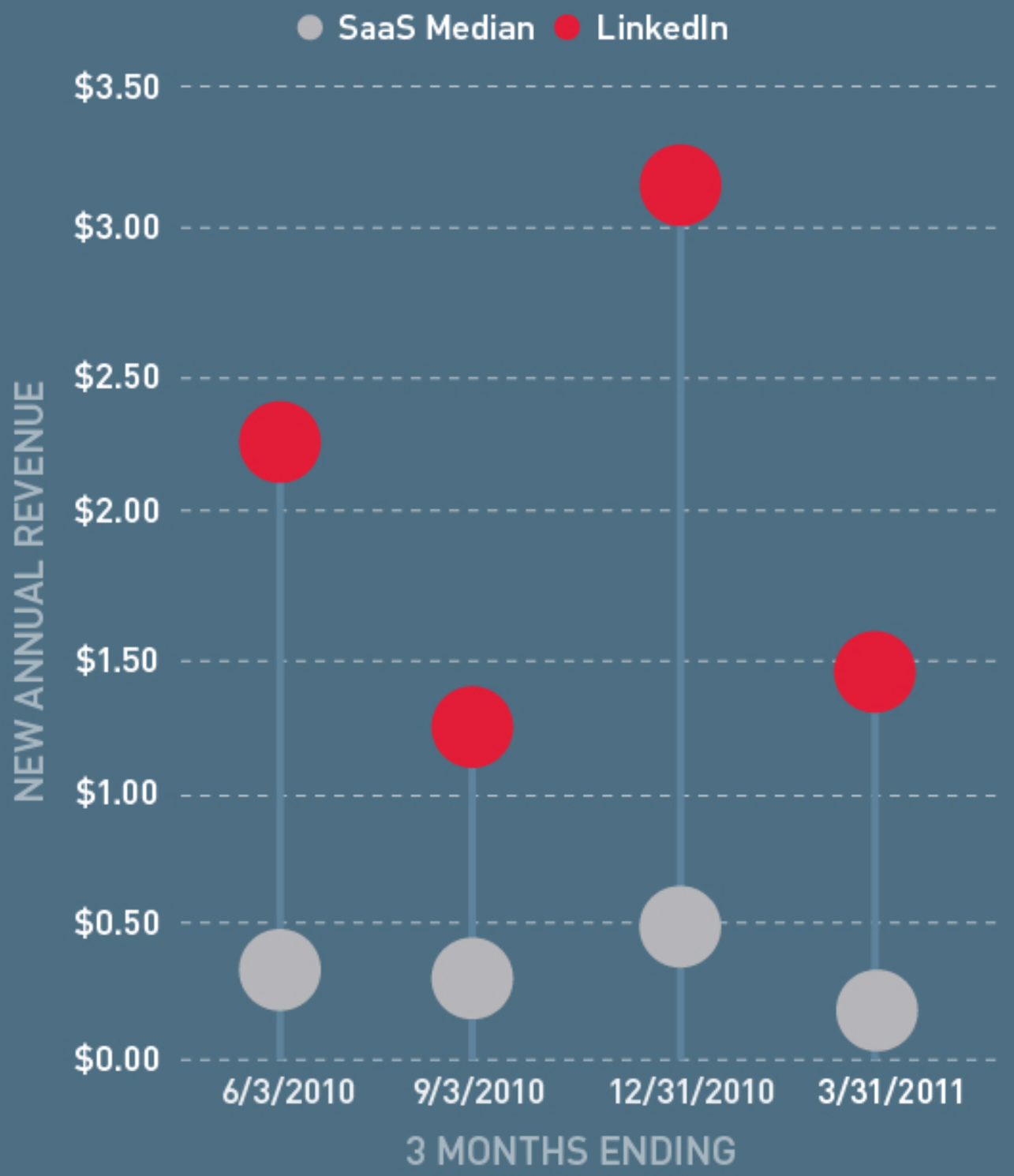
Same quarter 2010 to 2012



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LinkedIn IPOs on Back of Massive Marketing ROI

LinkedIn's marketing ROI dwarfs benchmark, contributing to successful IPO

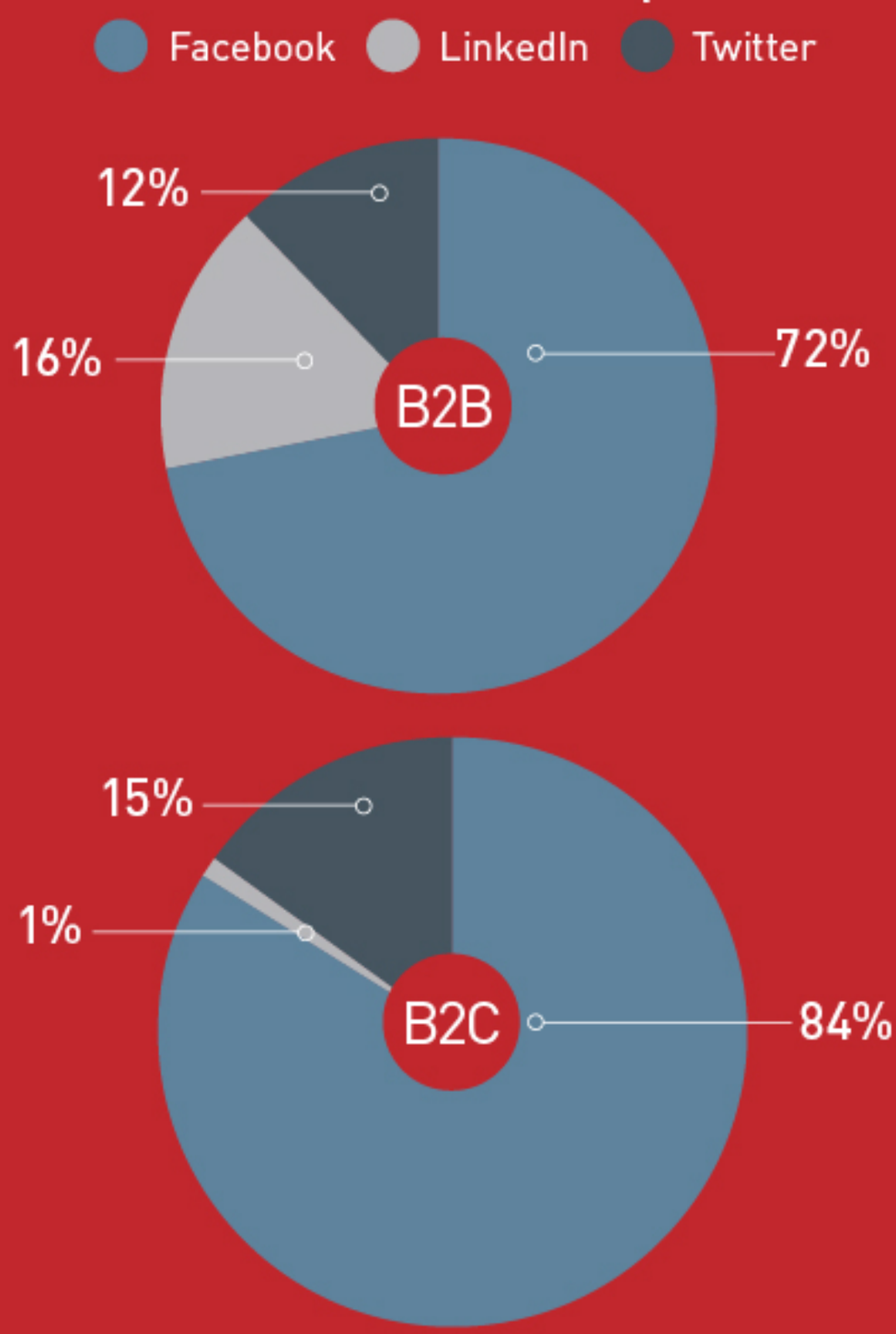


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Social Media Referral Traffic: **B2B vs. B2C**

LinkedIn referral traffic is 16x higher for B2B Companies

Social Traffic Sources for B2B and B2C Companies



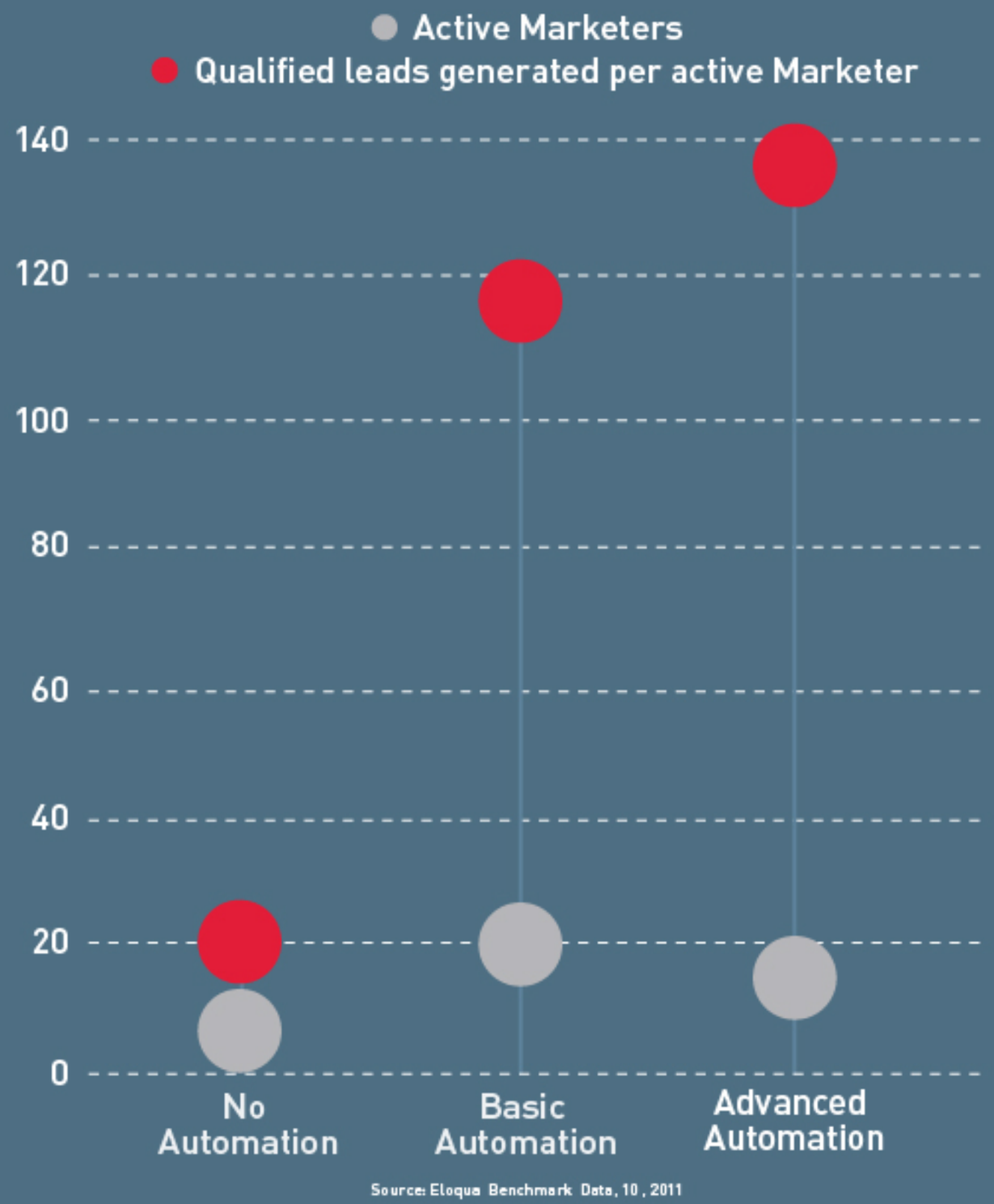
Source: Eloqua Benchmark Data, 2010 Fullyear

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Leads/Marketer Increase with Marketing Automation Sophistication

Automation frees marketers to create better campaigns, increasing their lead/marketer ratio

Marketers and Productivity by Level of Automation



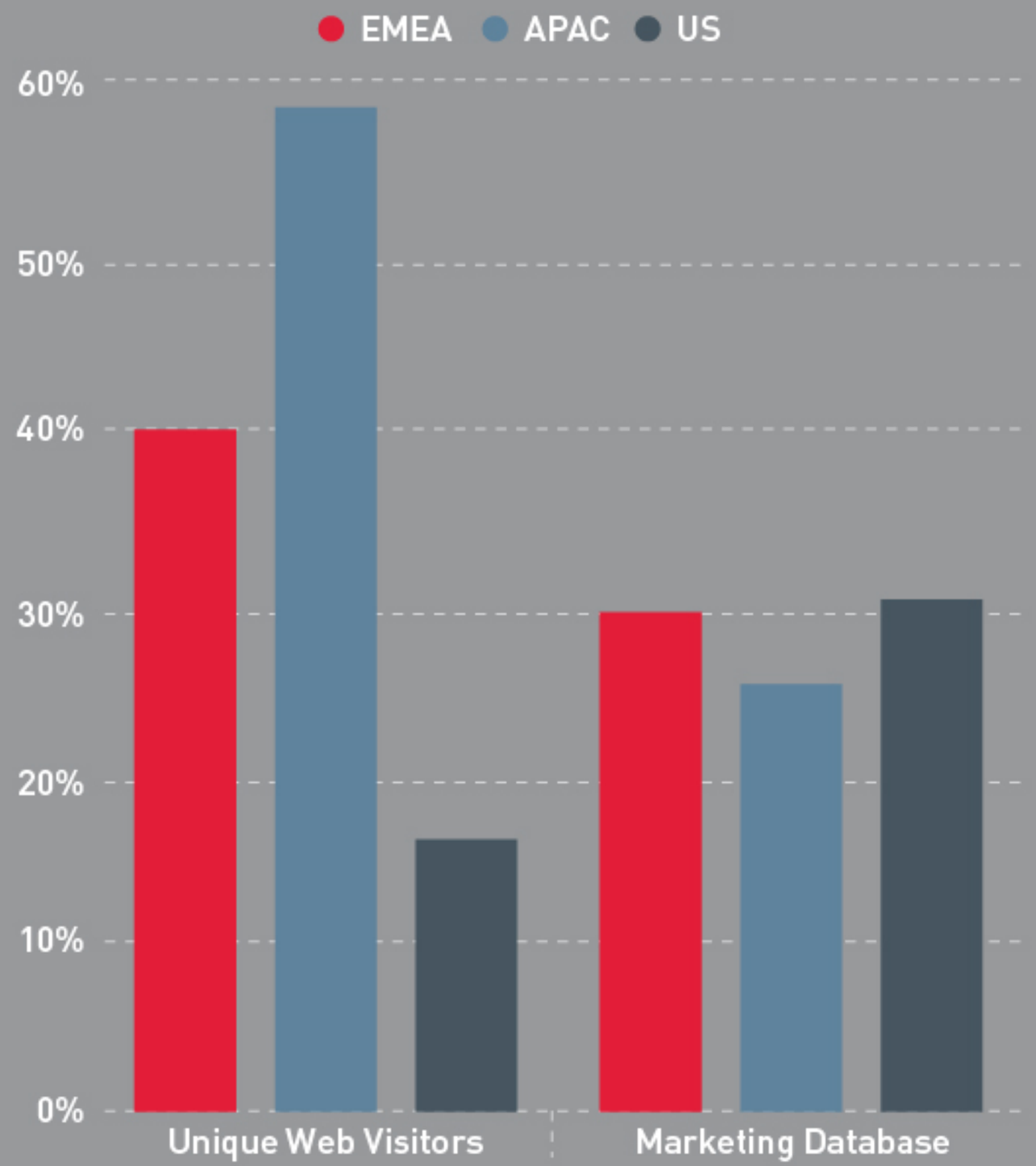
Source: Eloqua Benchmark Data, 10, 2011

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APAC & EMEA Companies Outpacing US in Web Visitors, Trailing in Conversion

EMEA and APAC markets may be "leaving revenue on the table" by not converting web visitors into marketing contacts

Growth in Marketing Reach By Region

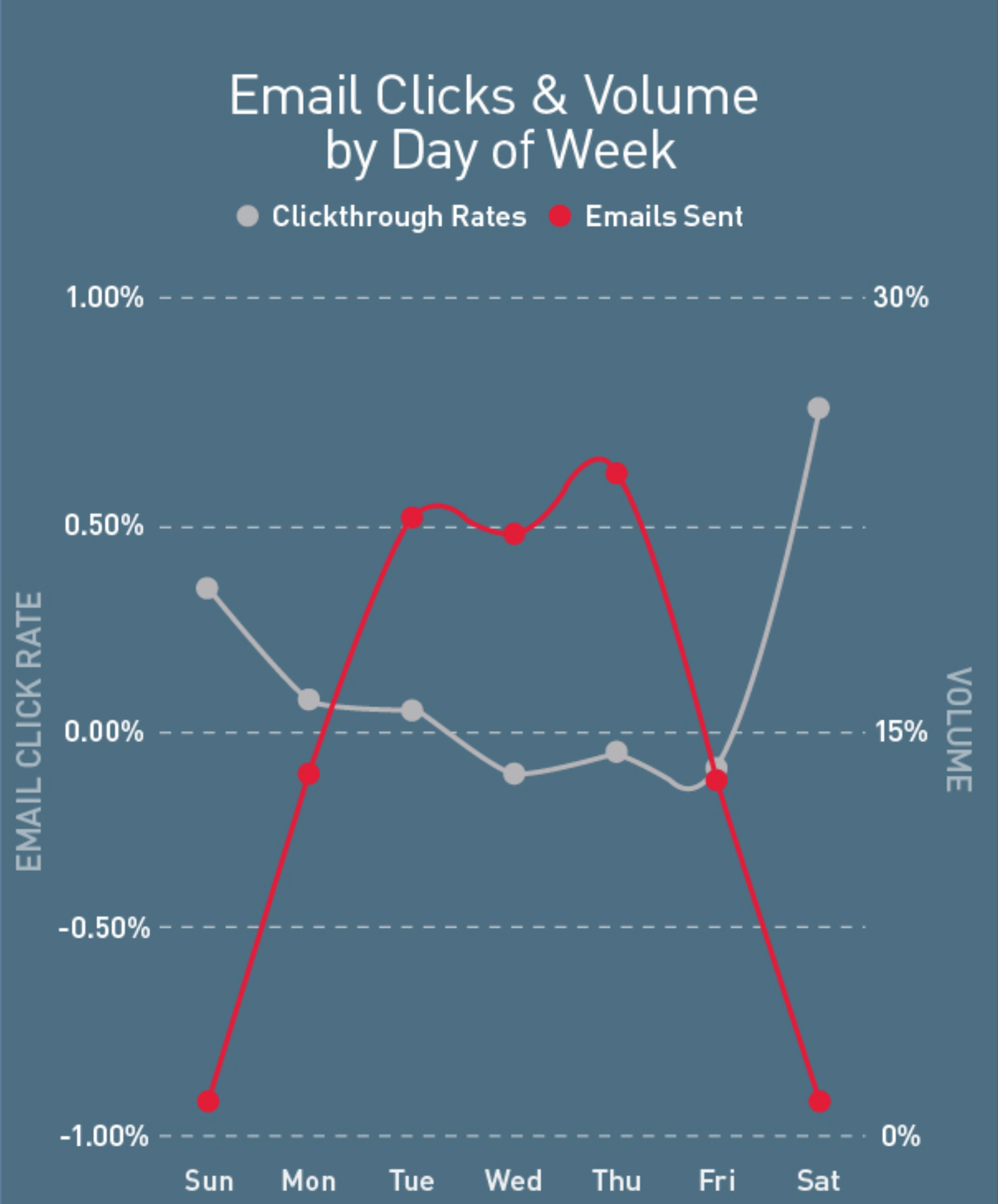


Source: Eloqua benchmark data Apr 2010 to Mar 2011

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1.5 Billion Emails Can't Be Wrong: **Weekends Are the Best Time to Send Email**

For the highest clickthrough rate, Marketers should send emails on weekends



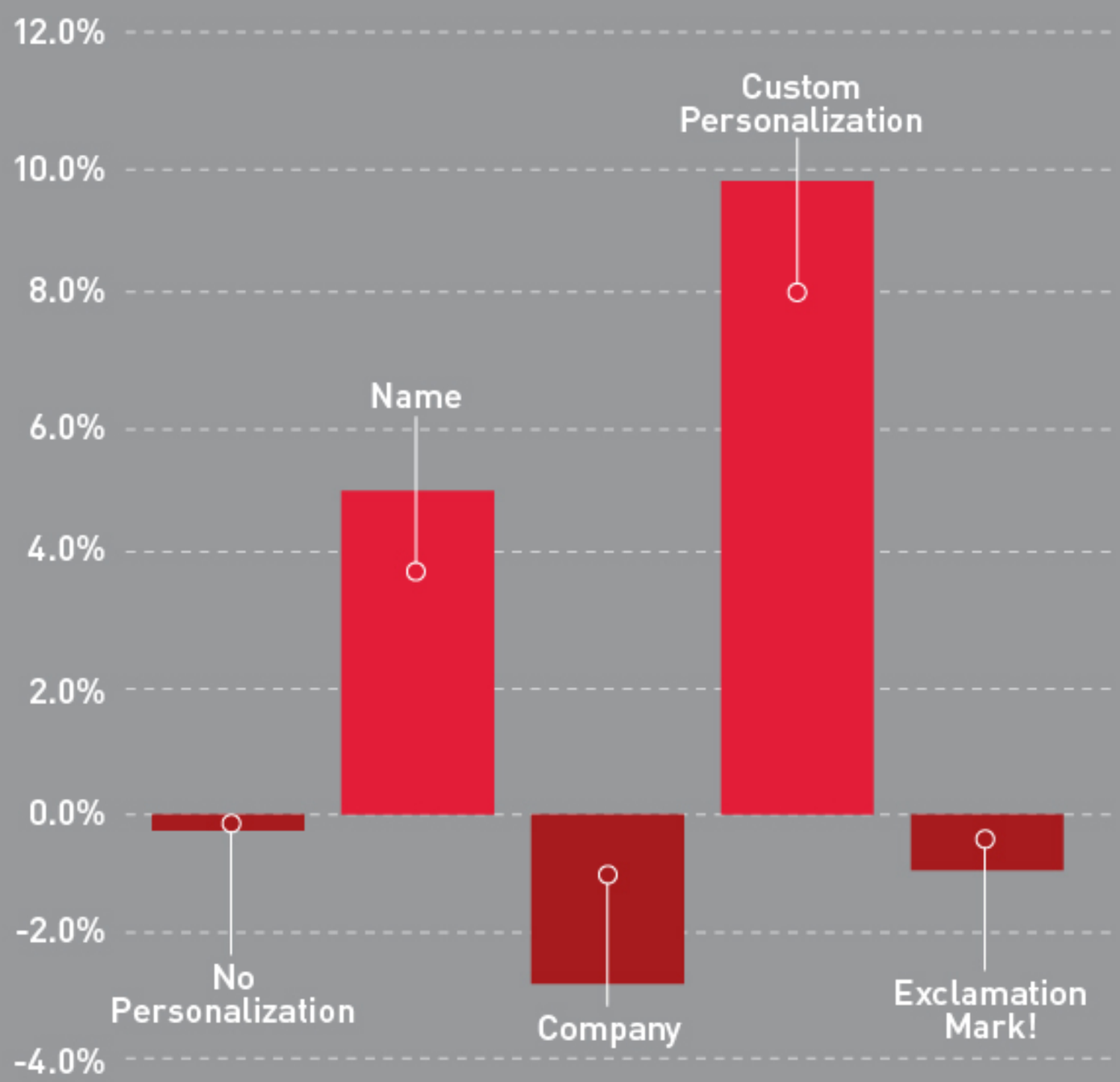
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Personalized Subject Lines Key to Email Open Rates

The best-performing emails include subject lines personalized with the recipient's name and an additional data point, like location

Personalized Email Subjects and Open Rate

Based on a sample of 200M+ emails

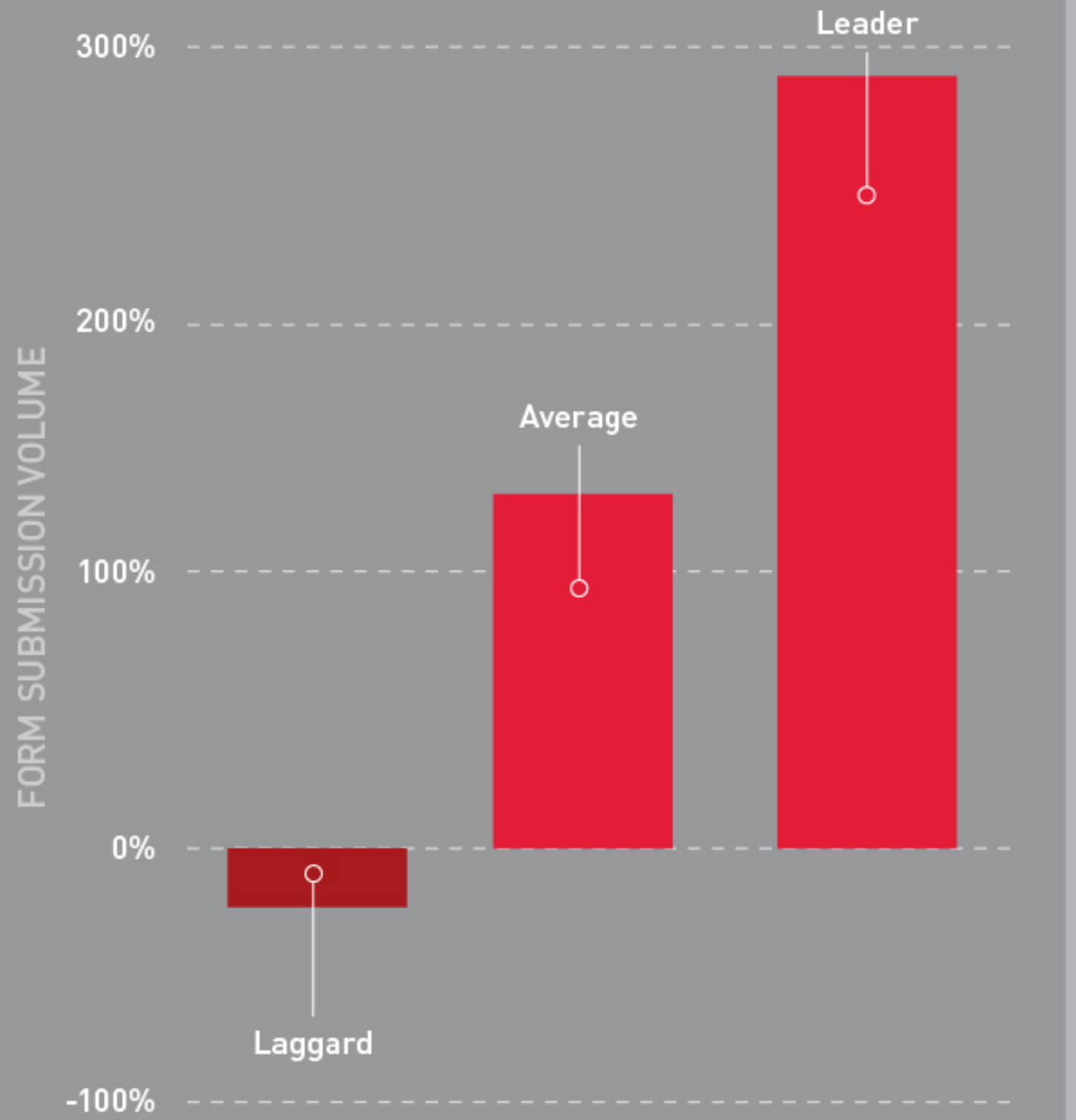


Source: Eloqua Benchmark Data, January 2011

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Marketing Automation Leaders Generate More Form Completions

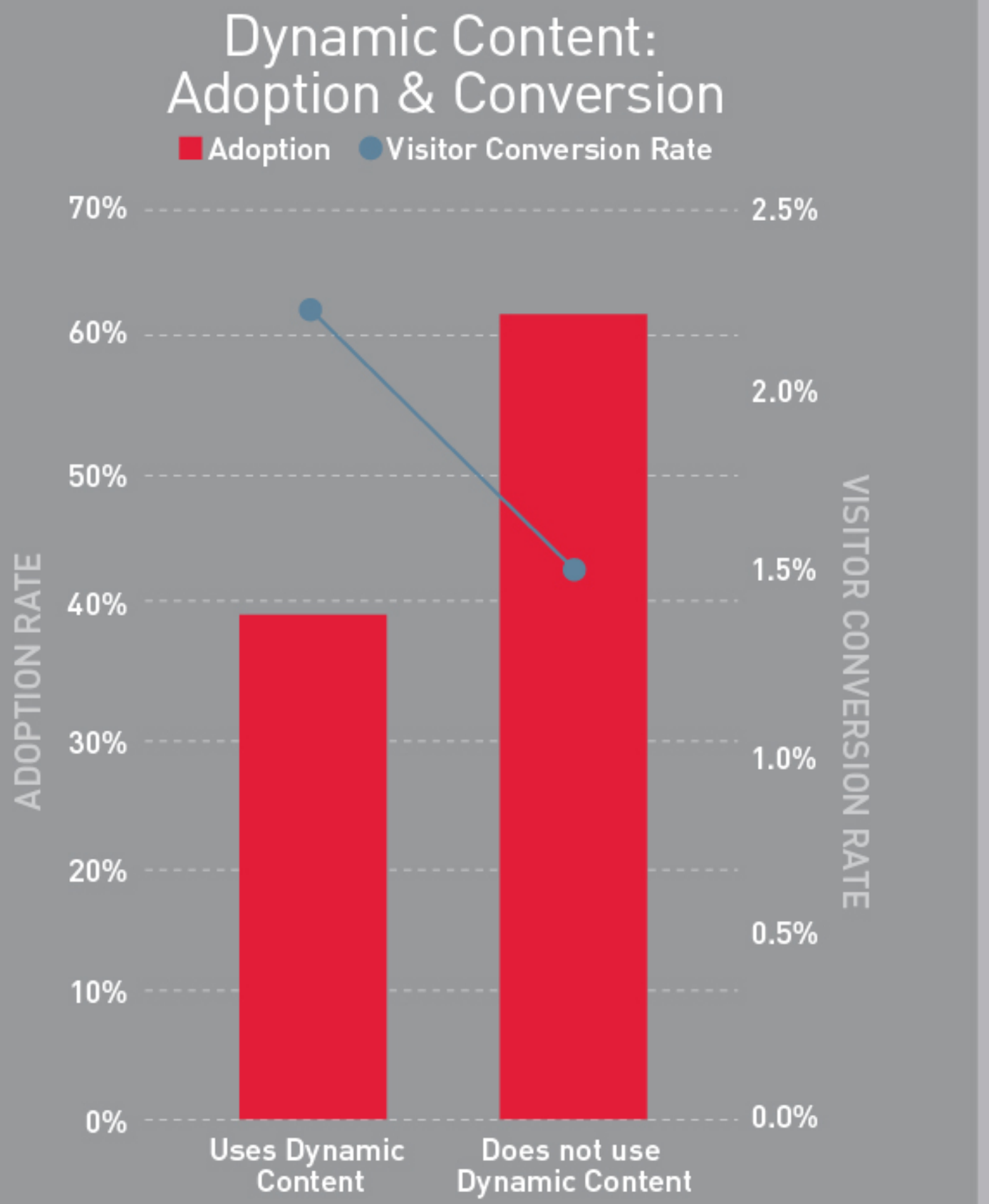
By tailoring offers to prospects' interests, companies that automate marketing processes enjoy 3x more submissions than those who don't automate



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Dynamic Content Improves Conversions by 50%

The minority of marketers that serve dynamically generated content are enjoying an enormous competitive advantage

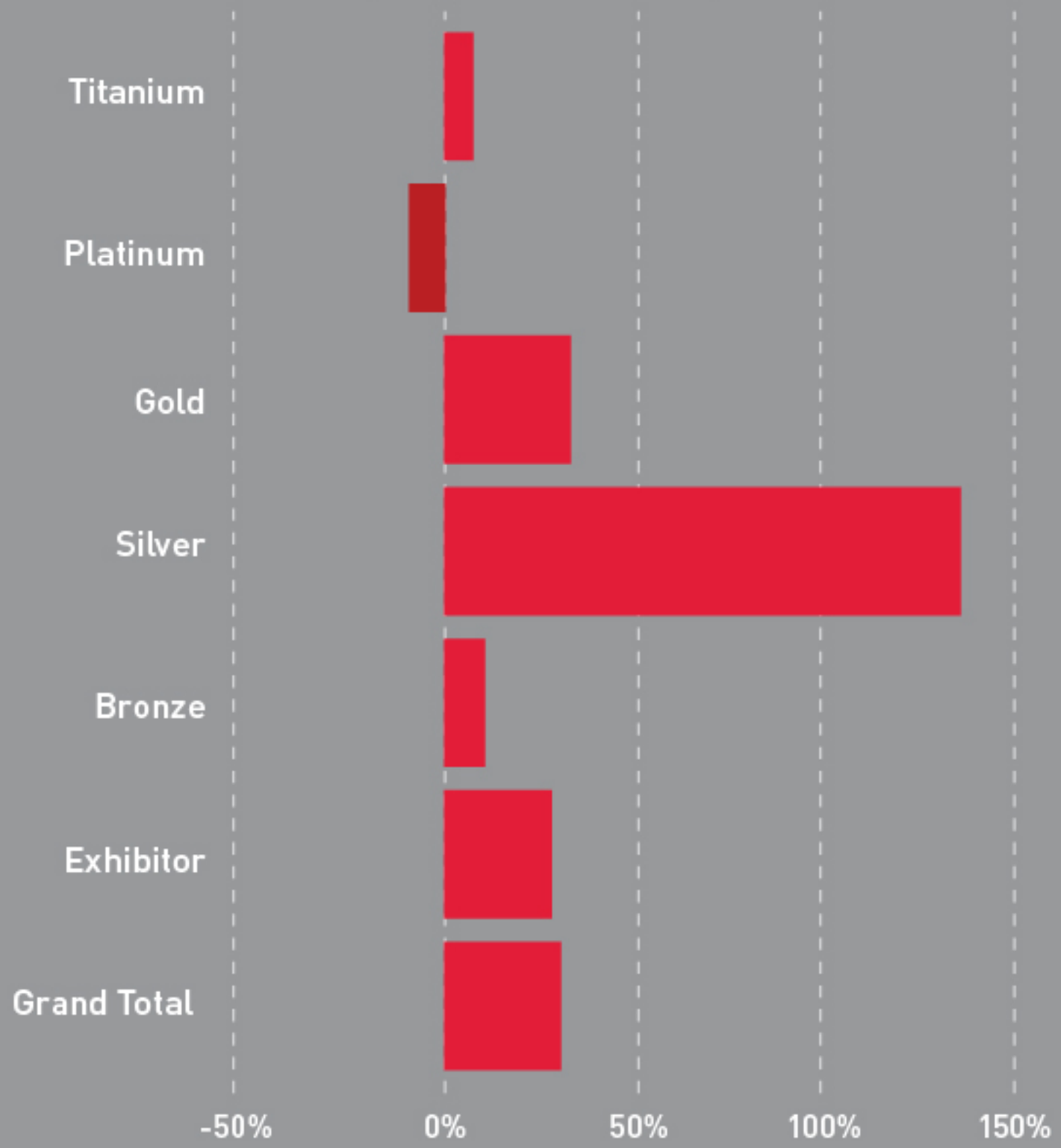


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Event Sponsorship = Lift in Site Traffic

Using Dreamforce 2011 as a proxy for event marketing, sponsors enjoyed, on average, a 25%+ lift in site traffic during the event

Increase In Daily Site Views by Sponsorship Level



Source: Eloqua Benchmark Data,Web traffic for sponsors, compared to three months prior to event

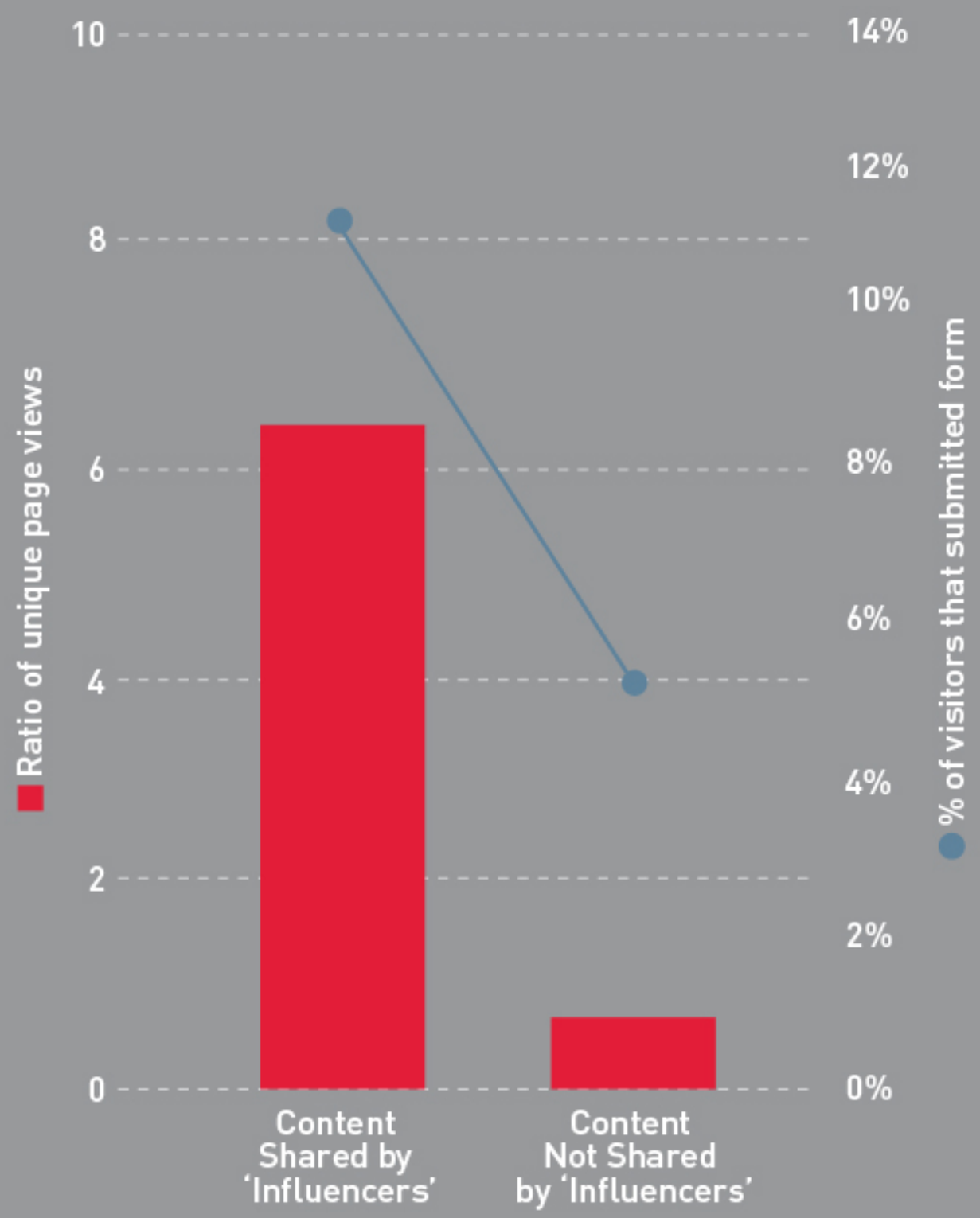
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"Influencers" Have Major Impact on Views and Conversions

"Influencers" can trigger 6x more traffic and 2x more conversions when they share a brand's content on social channels.

Influencers and Conversions

Influencers based on Klout score

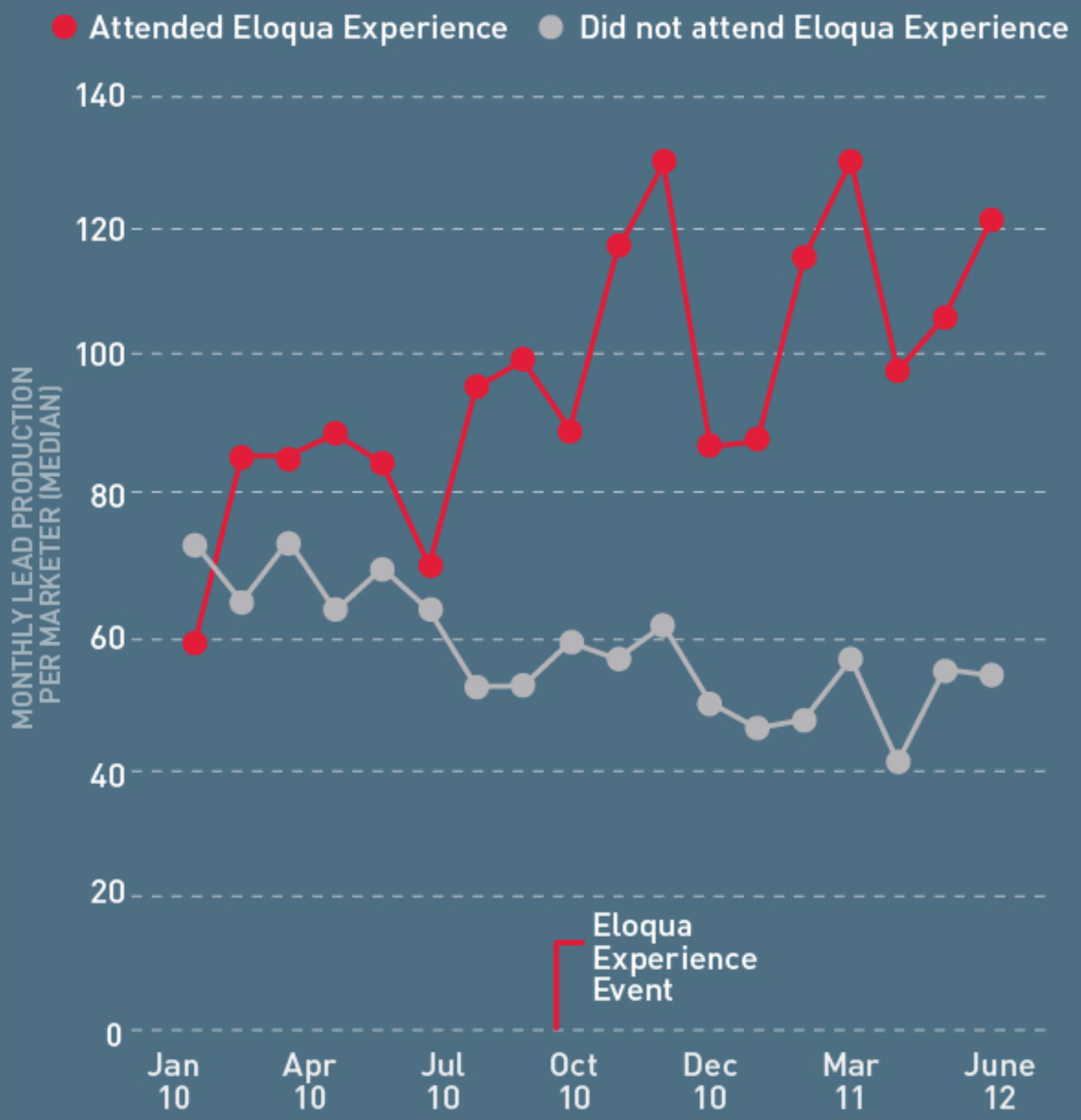


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User Conference Attendees Are Your Best Customers

Looking for customers to highlight? Start with user conference attendees

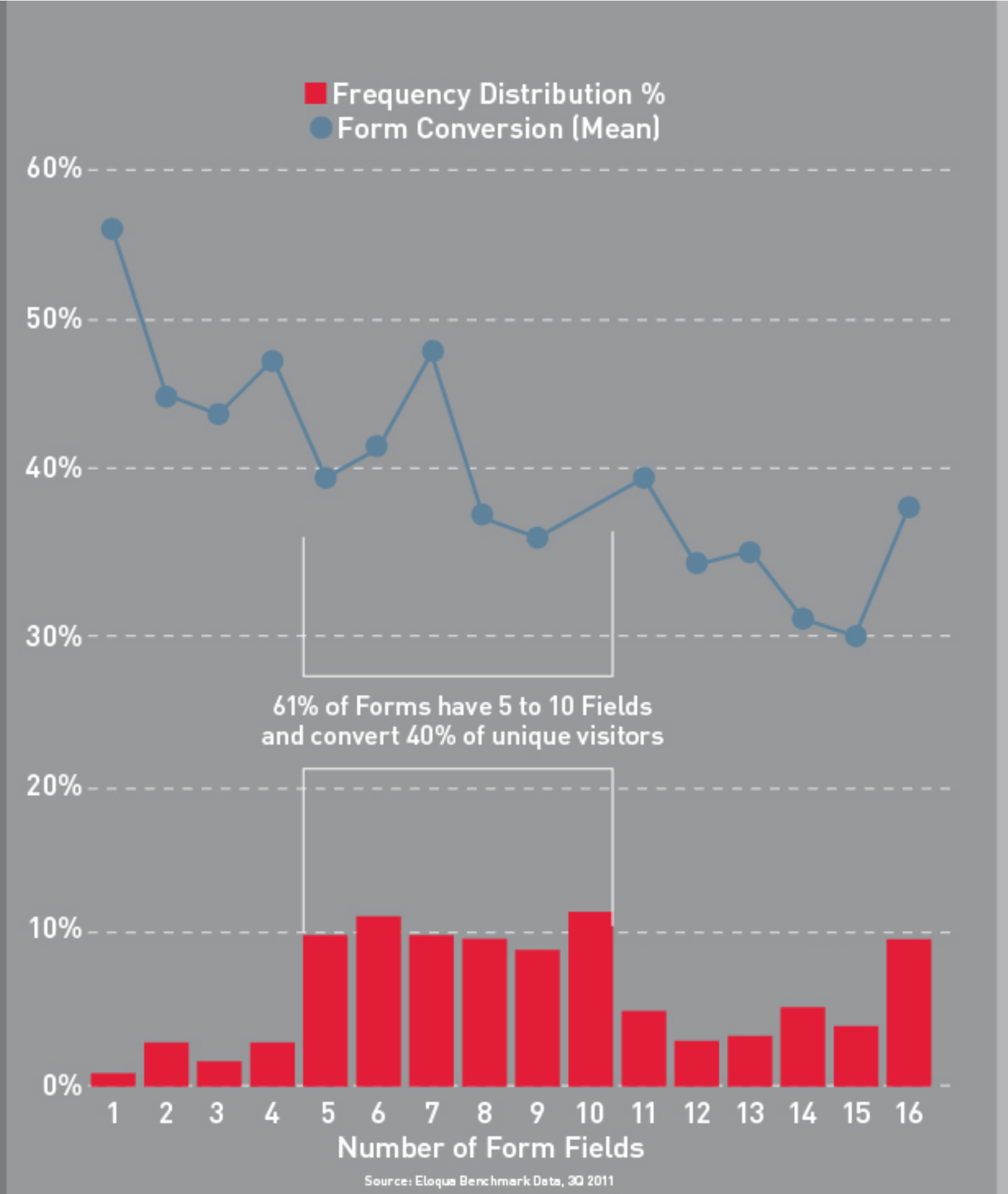
Eloqua Experience Attendees & Monthly Lead Generation



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The Optimal Number of Form Fields: **7**

Form fields need to balance UX with data collection. 5-10 fields is the ideal range



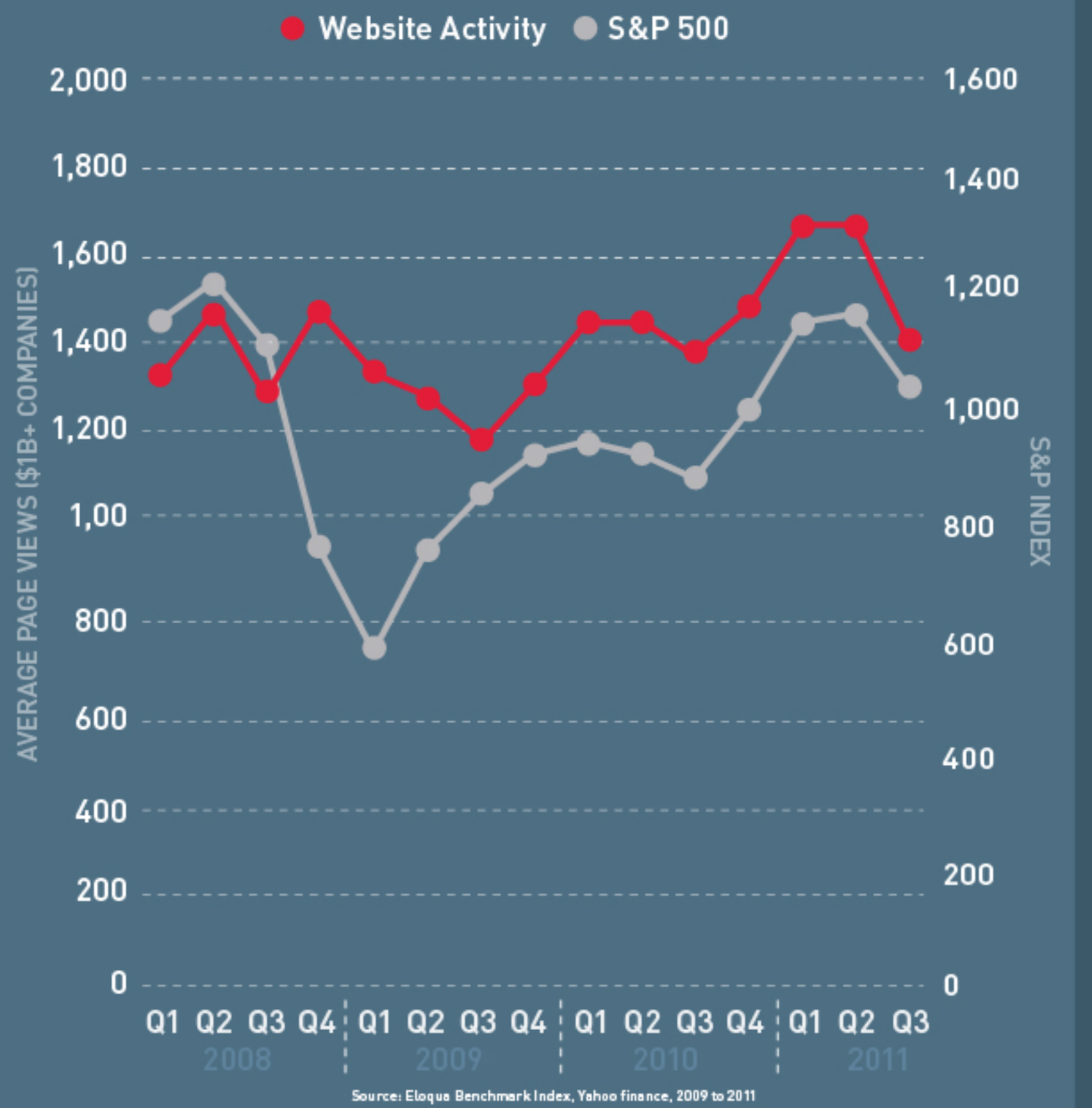
Source: Eloqua Benchmark Data, 3Q 2011

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Web Activity Correlates to Macro-economic Trends

Web traffic patterns for large company sites closely mirror performance of the S&P 500

Digital Body Language Trends for Billion Dollar Companies



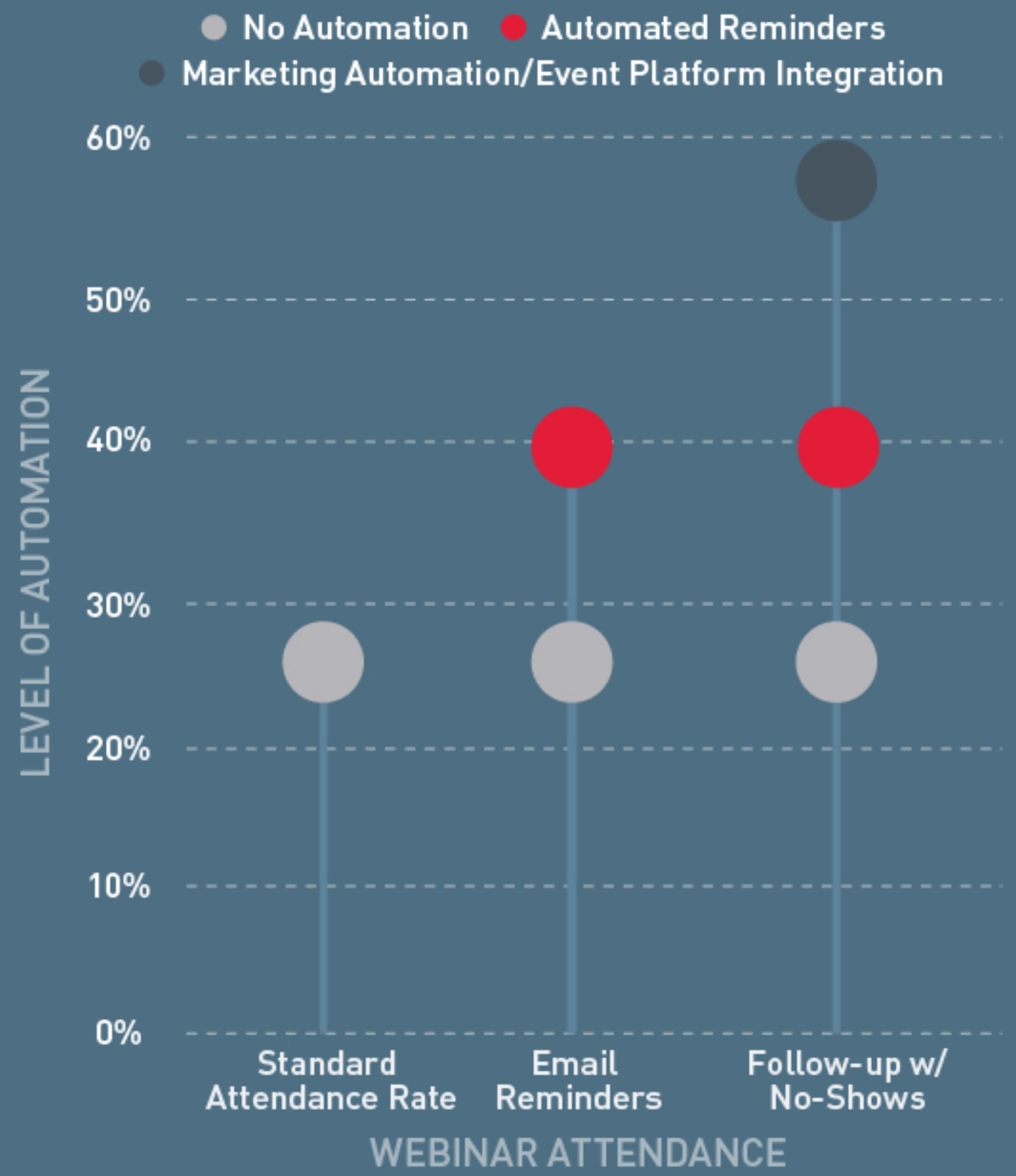
Source: Eloqua Benchmark Index, Yahoo finance, 2009 to 2011

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More Automation = More Attendees

Automated pre- and post-webinar reminders can increase attendance by 32%

Webinars Attendance & Automated Reminders

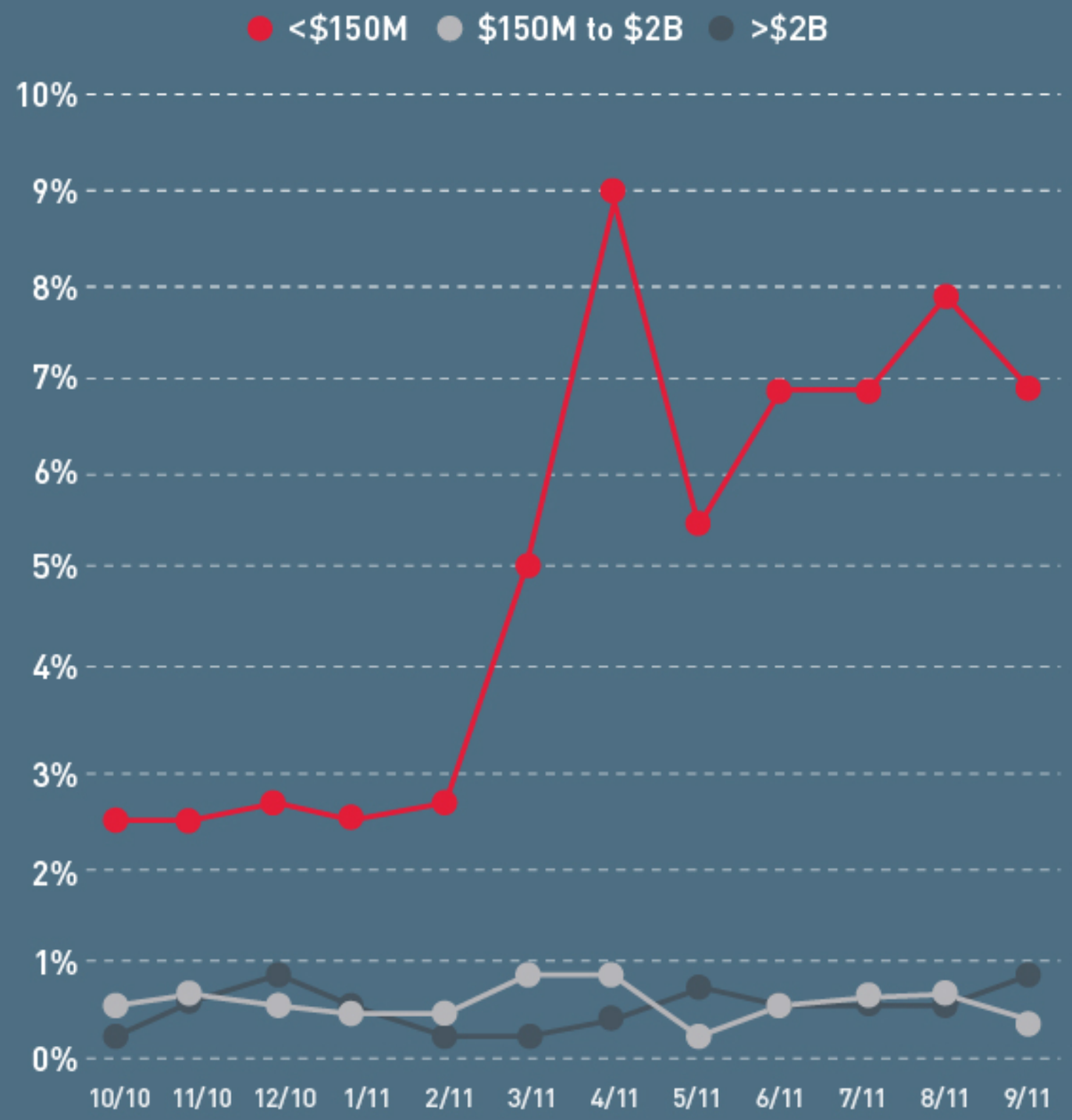


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Small Businesses Take Early Lead in Social Media

Companies with revenue under $150M are driving significantly more traffic via social networks than are enterprise marketers

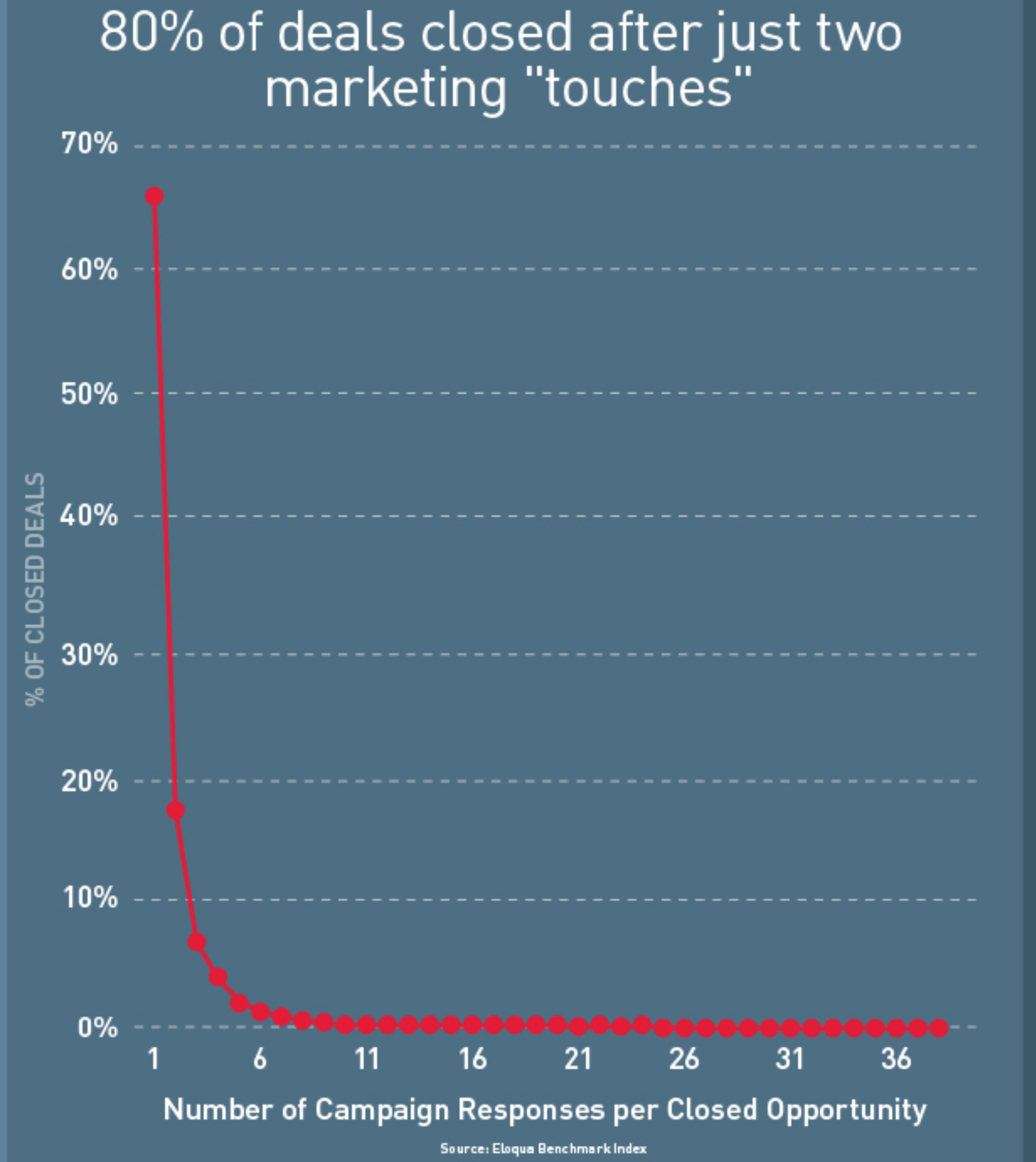
Companies Under $150M Stepped up, Socially



Source: Eloqua Benchmark Index, 4Q 10 to 3Q 11

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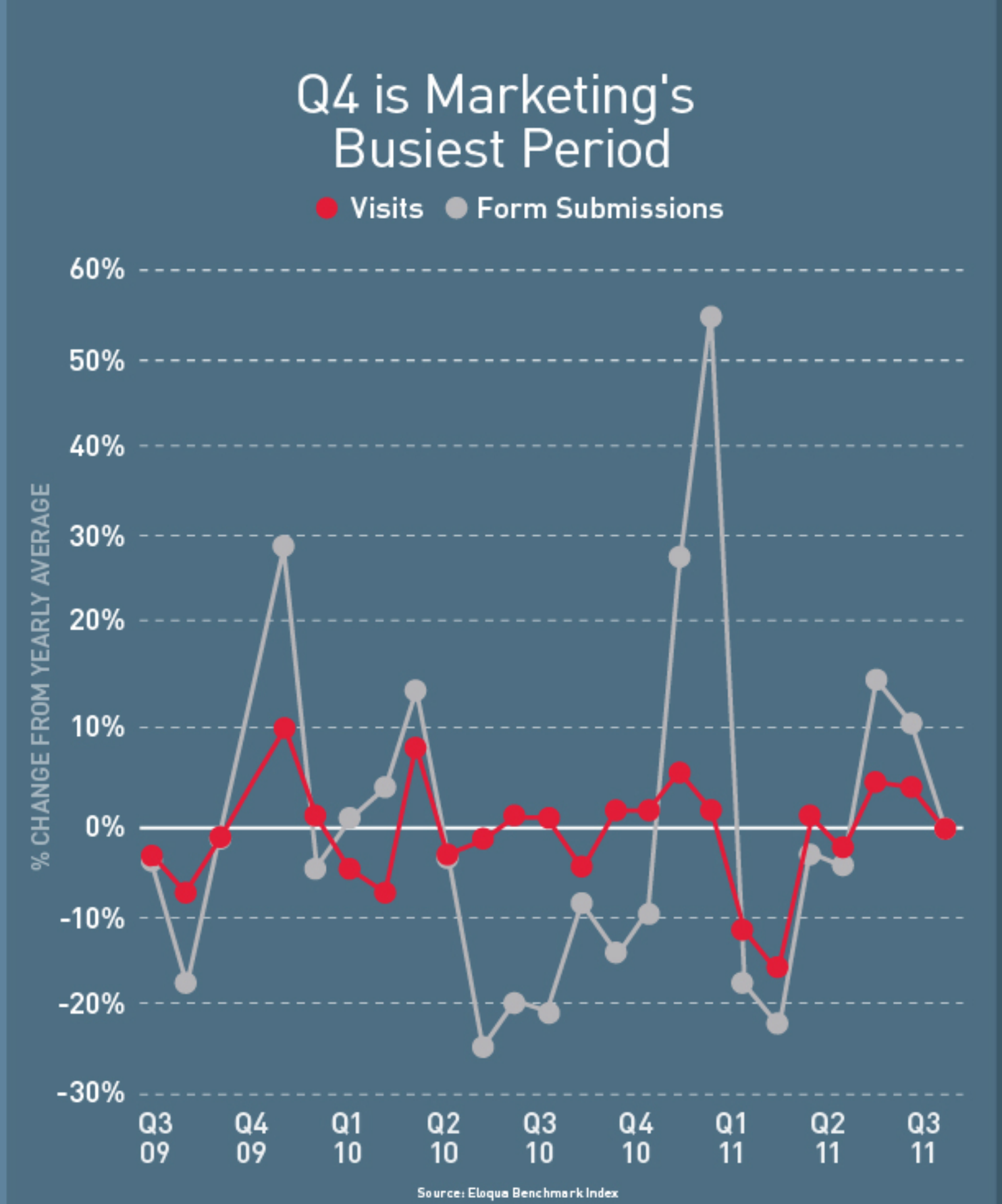
Closed Loop Reporting: **The Longtail Begins at Three Campaigns**



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Q4 is Marketing's Busiest Month

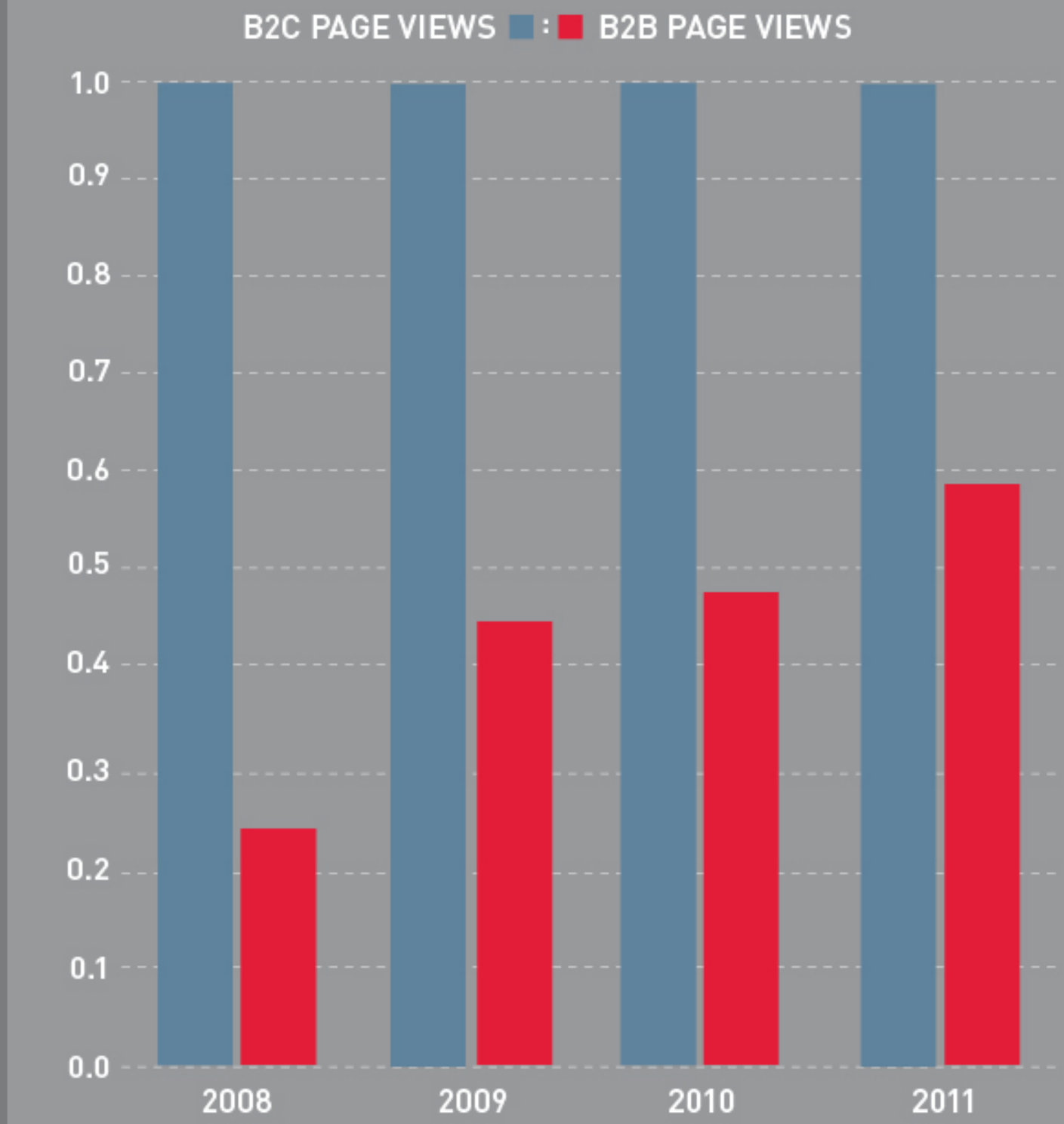
Sales isn't the only department slammed in Q4. It's also when marketing generates the most online activity



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B2B Companies Closing the Online Gap with B2C Counterparts

Page views for large ($1B+) B2B companies are approaching B2C levels

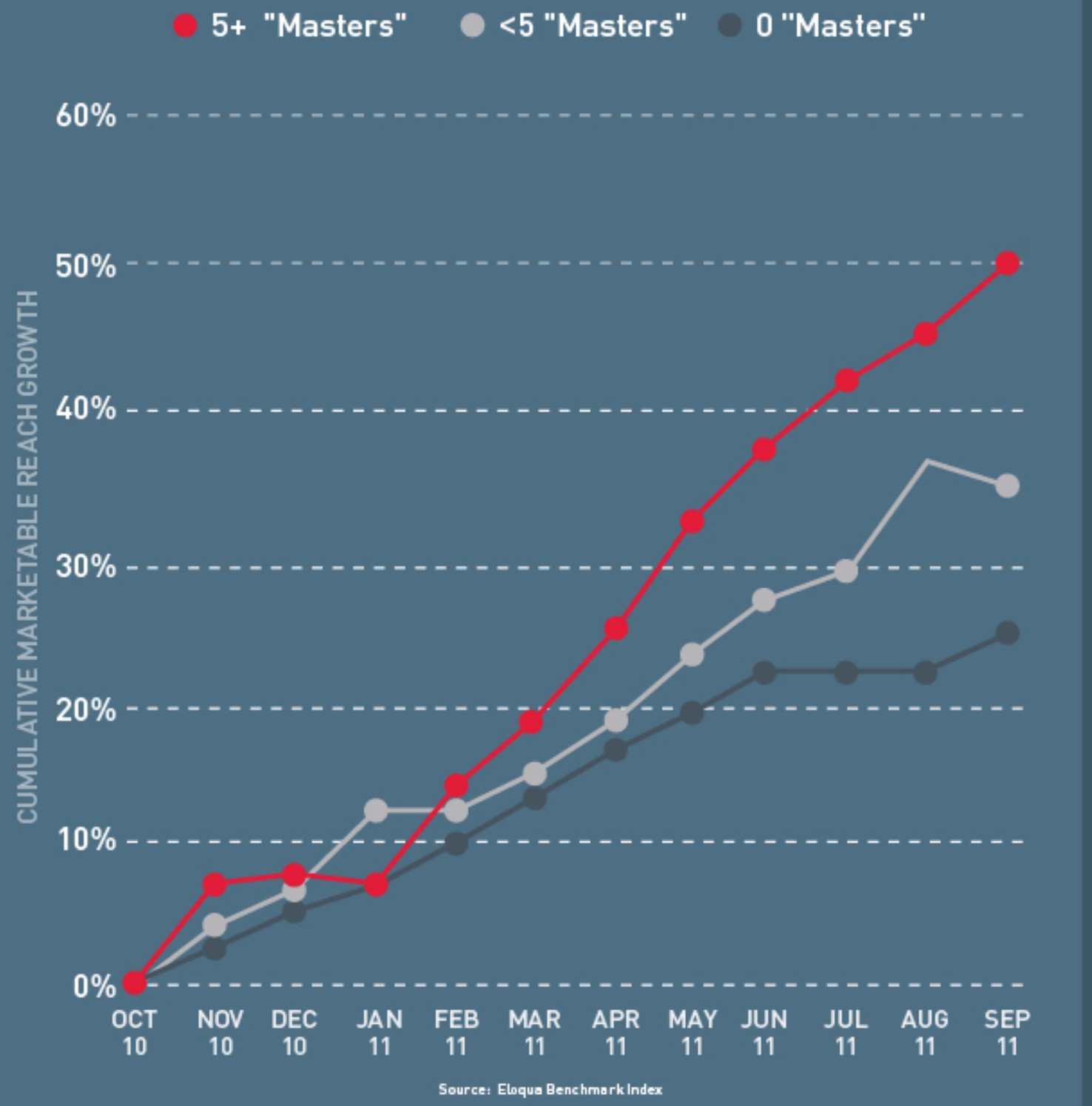


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Marketing Automation "Masters" Outperform Peers

Companies that invest in staff training/certification are able to market to a larger % of their databases

Investment in Eloqua Education Correlated with Marketing Effectiveness



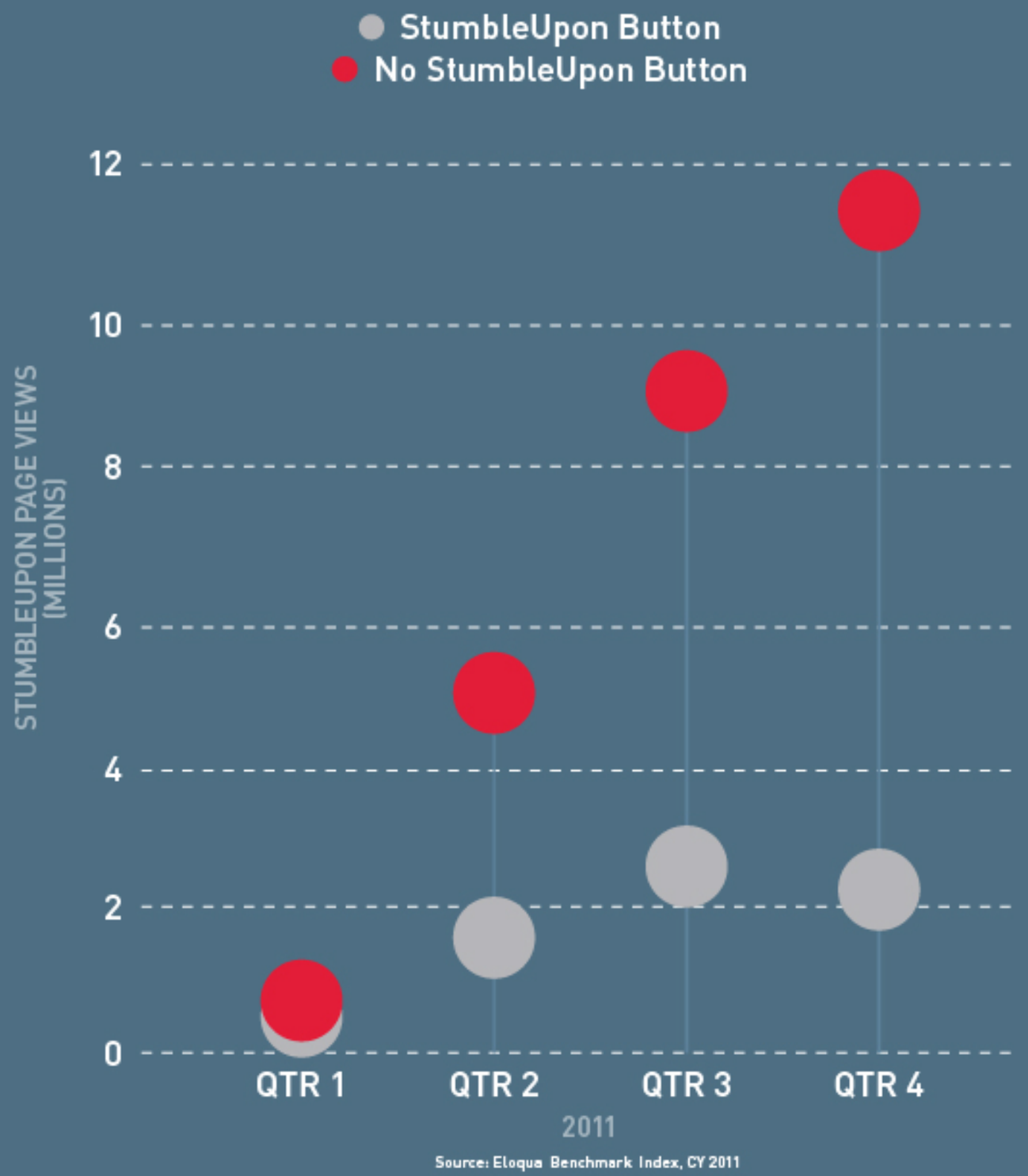
Source: Eloqua Benchmark Index

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StumbleUpon Traffic up 40x for Media Companies

Media companies are enjoying a surge in StumbleUpon-referred traffic. The average Eloqua media client is up 15x, those using the StumbleUpon button are up 40x

Traffic to Eloqua Media Customers Referred from StumbleUpon Grew 15x



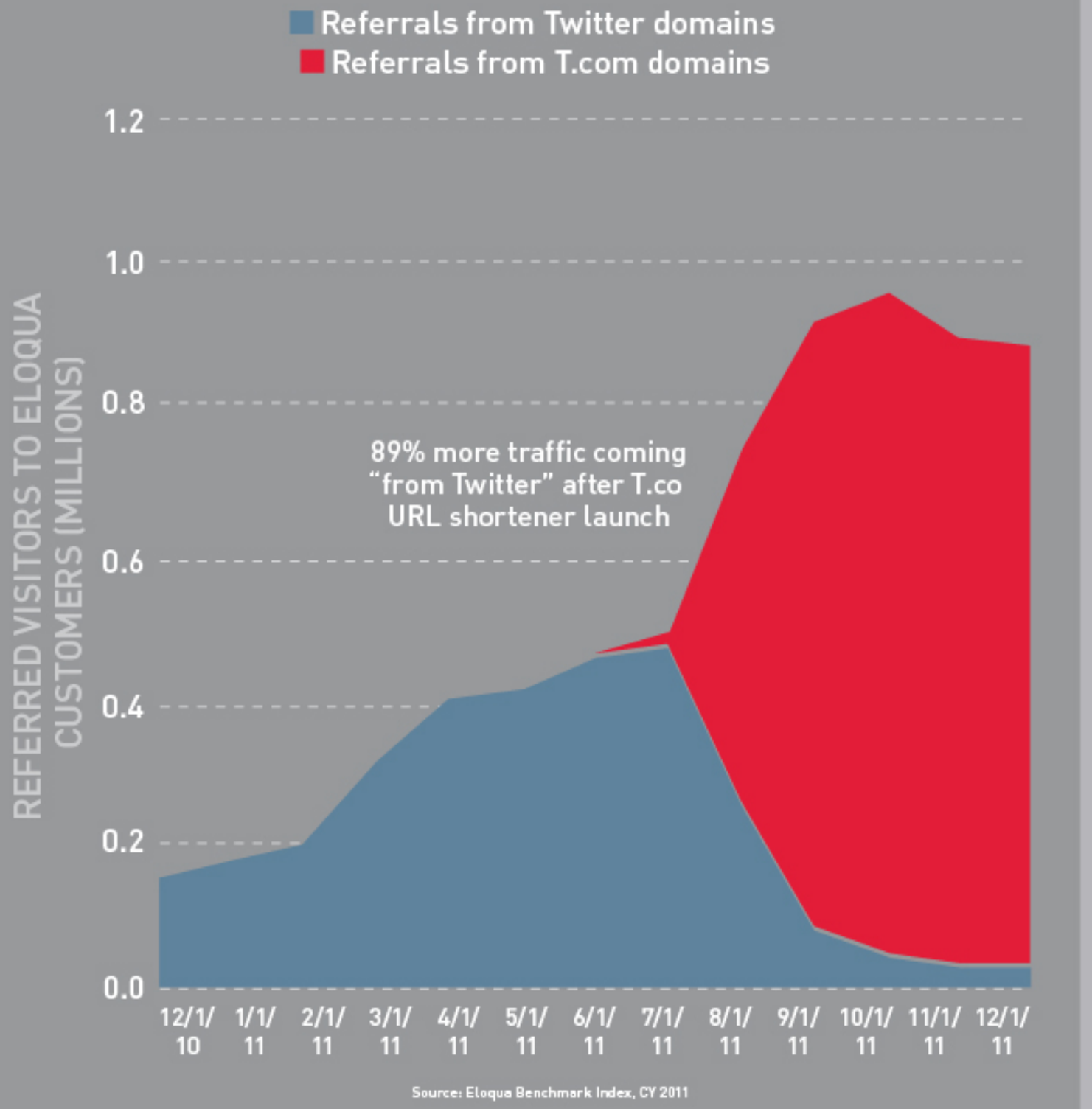
Source: Eloqua Benchmark Index, CY 2011

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Twitter's t.co Shortener Drives Traffic, Insights

Eloqua customers track 89% increase in Twitter referral traffic after launch of t.co shortener

T.co Fixes Twitter's Traffic Referral Problem



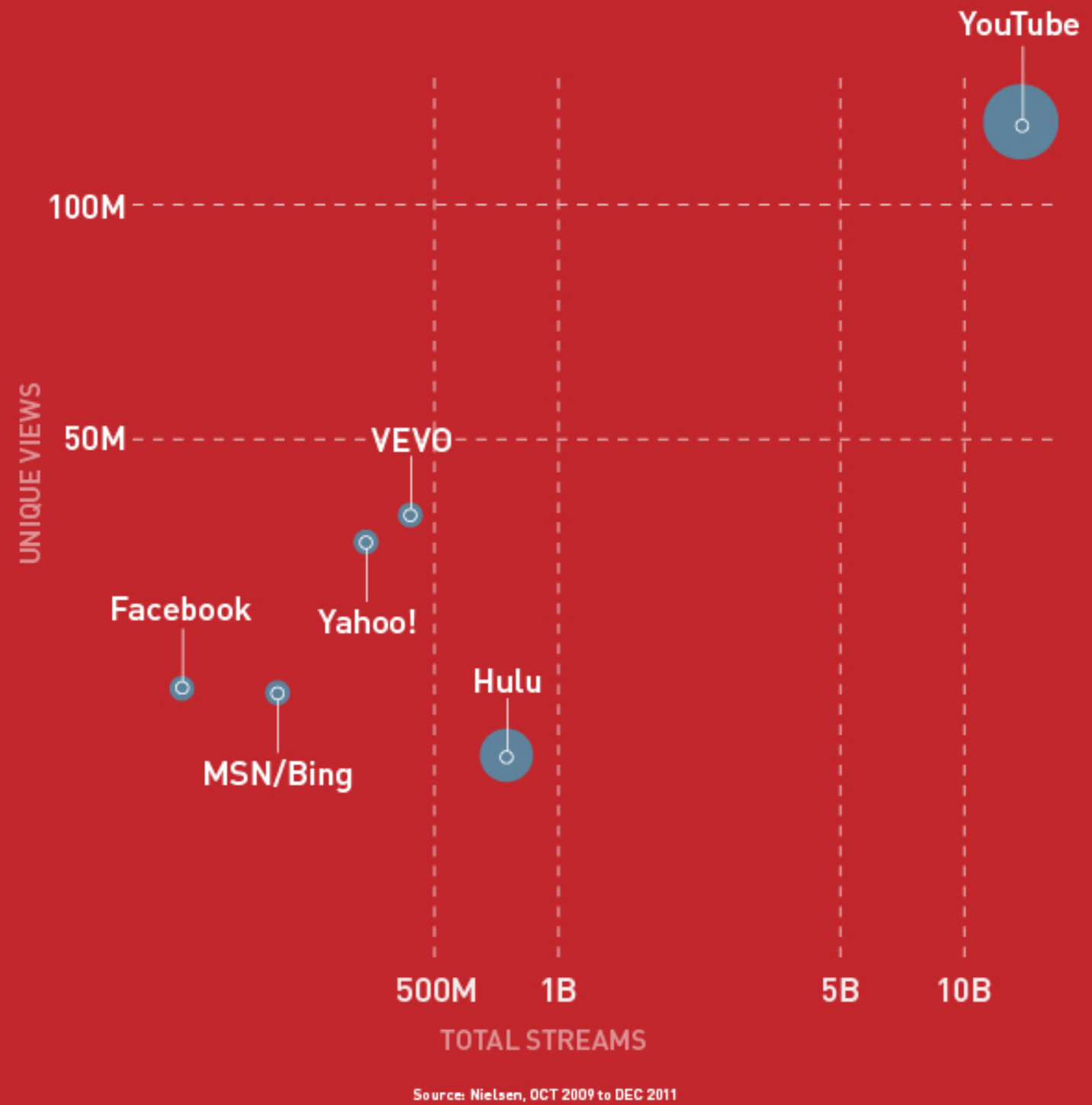
Source: Eloqua Benchmark Index, CY 2011

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Video Streams/Month Outpacing Traffic Growth

Traffic to online video sites increased by 18%, while the # of videos streamed doubled to 22M

Video Site Visitors Averaged 137 Videos Viewed in Dec 2011

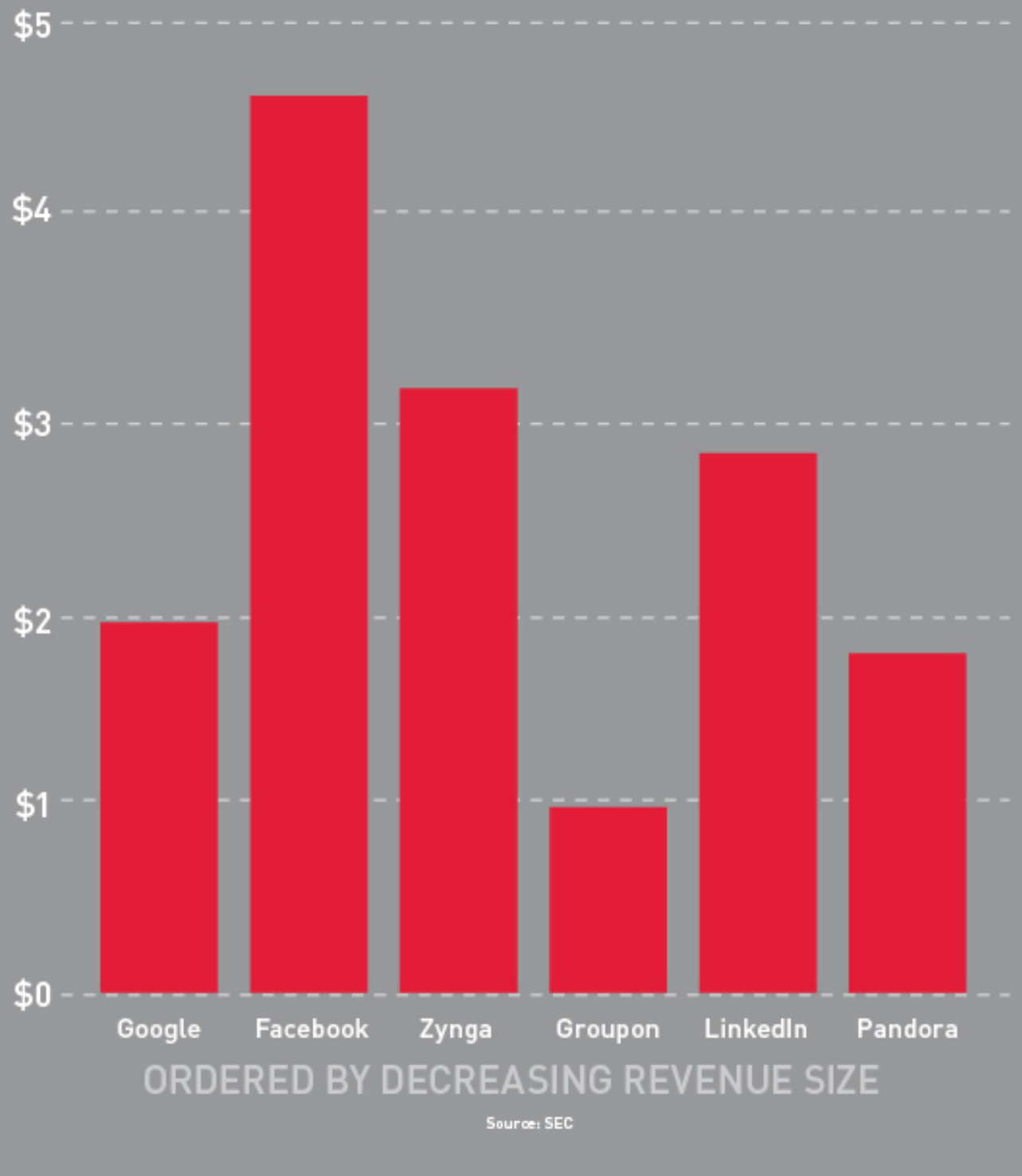


Source: Nielsen, OCT 2009 to DEC 2011

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Facebook's Sales & Marketing ROI Tops Tech/Social Competitors

For Every $1 Spent on Sales & Marketing, Facebook Generates $4.52 in Annual Revenue

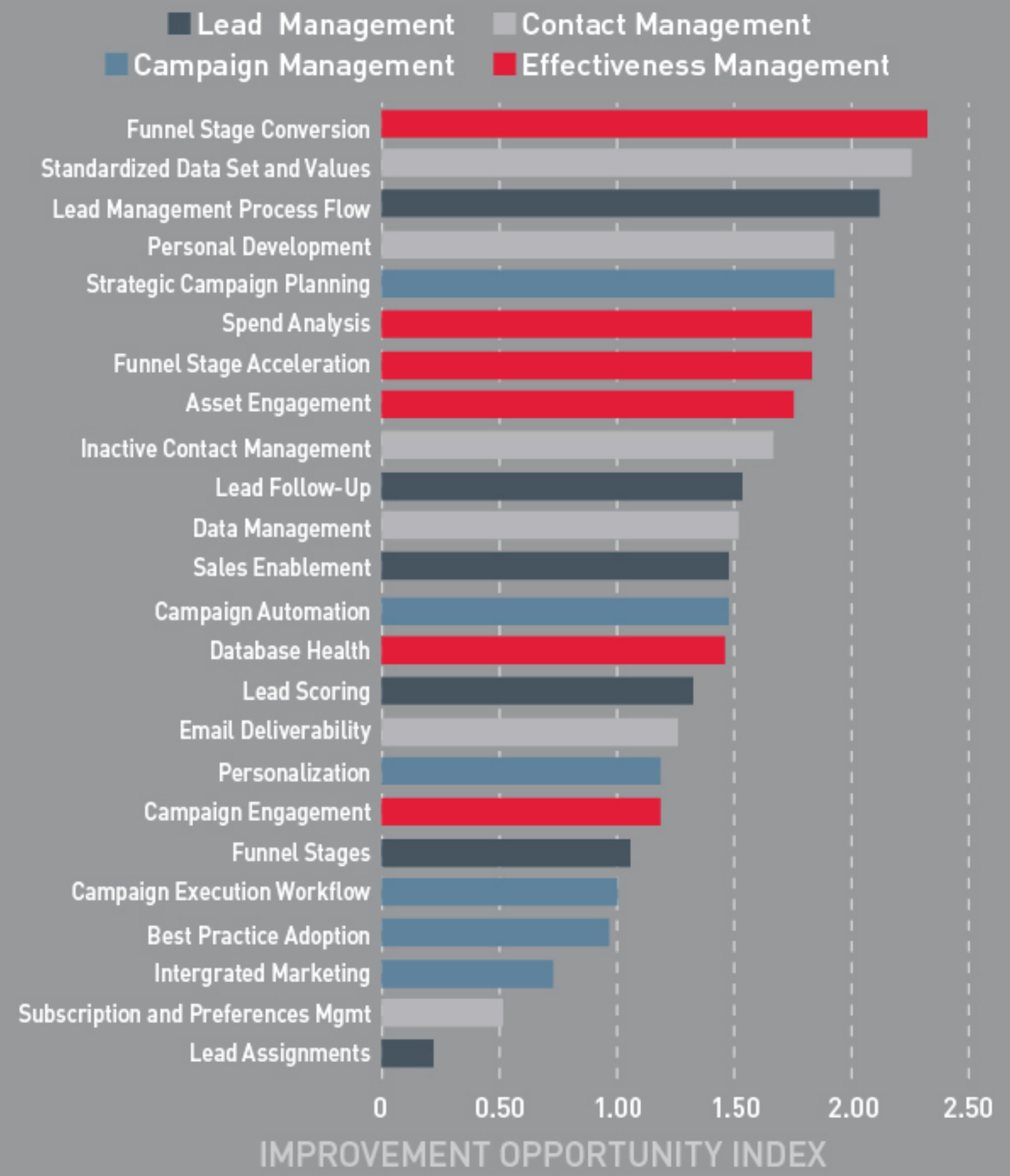


Source: SEC

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"Funnel Stage Conversion" Top Area for B2B Marketing Improvement

B2B marketers are most focused on improving skills in the areas of contact management and effectiveness measurement

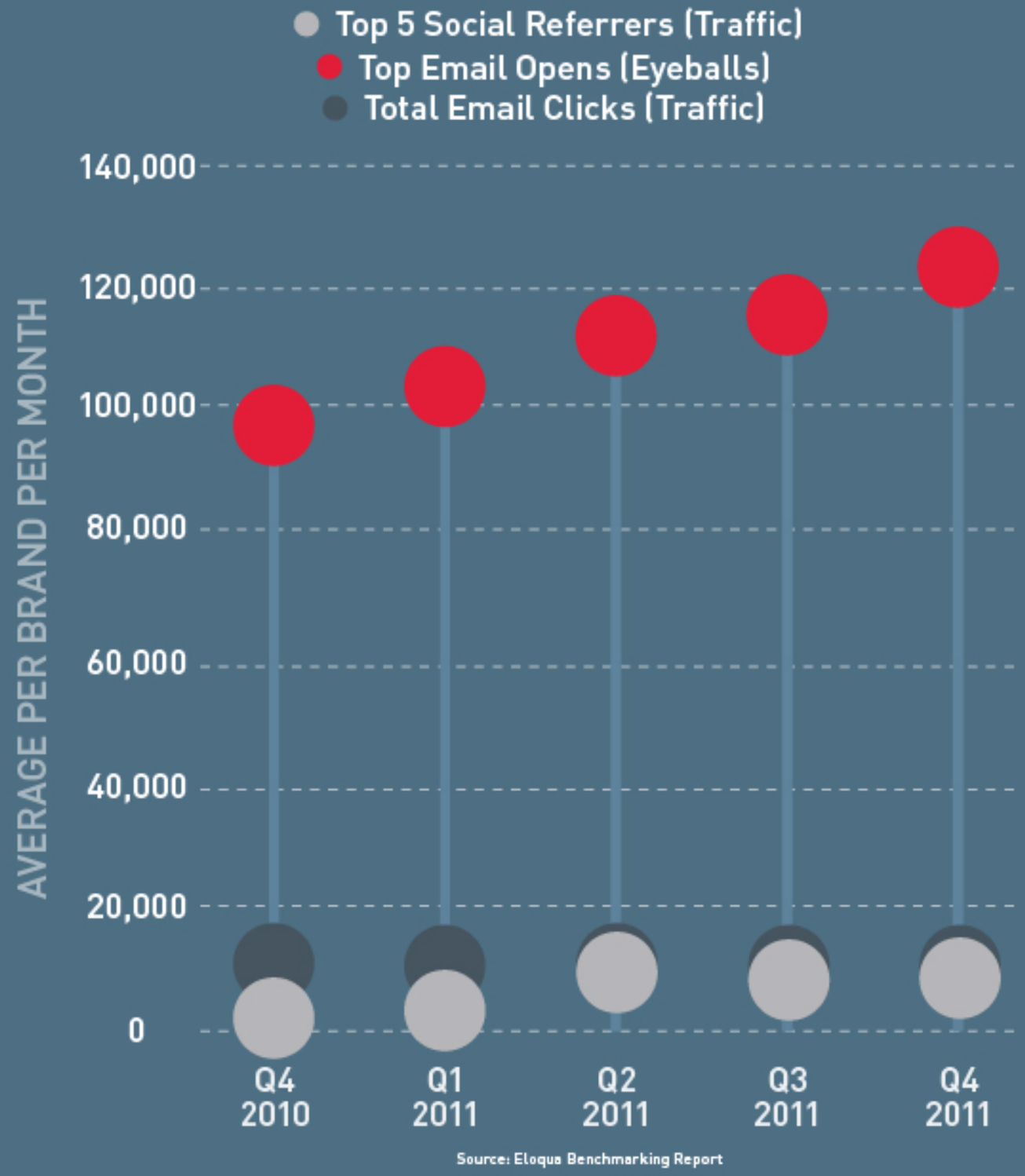


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Email Still Drives More Traffic than Social

Although social media referral traffic is rising sharply (331% same quarter YOY), email still tops in referral traffic

Email Eyeballs and Traffic Compared to Social



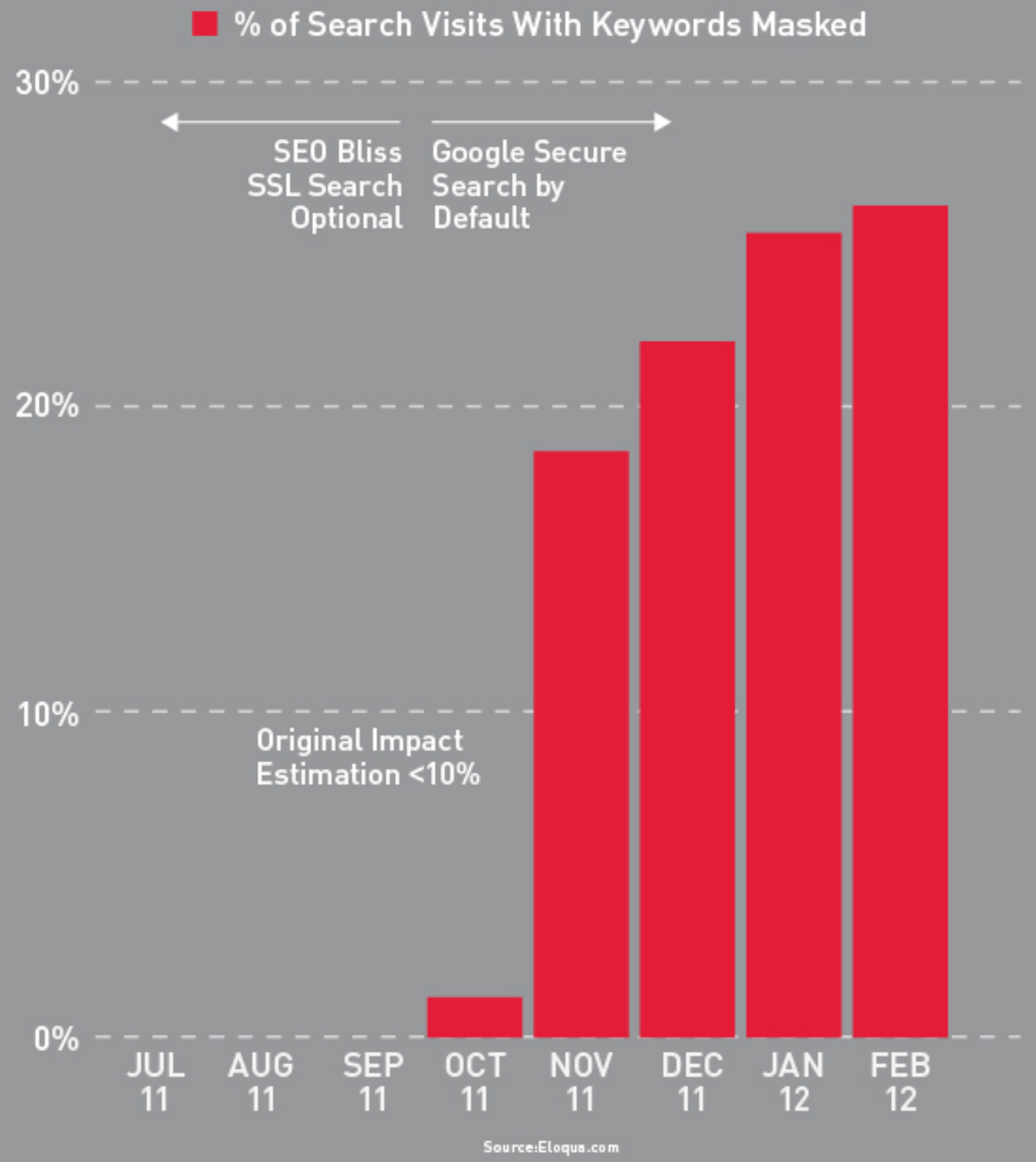
Source: Eloqua Benchmarking Report

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Encrypted Google Keywords on the Rise

Google personalized search is causing search terms to become increasingly opaque for SEO pros. The solution: Buy AdWords

Keywords Are Hidden for 26% of Searches (and Growing!)



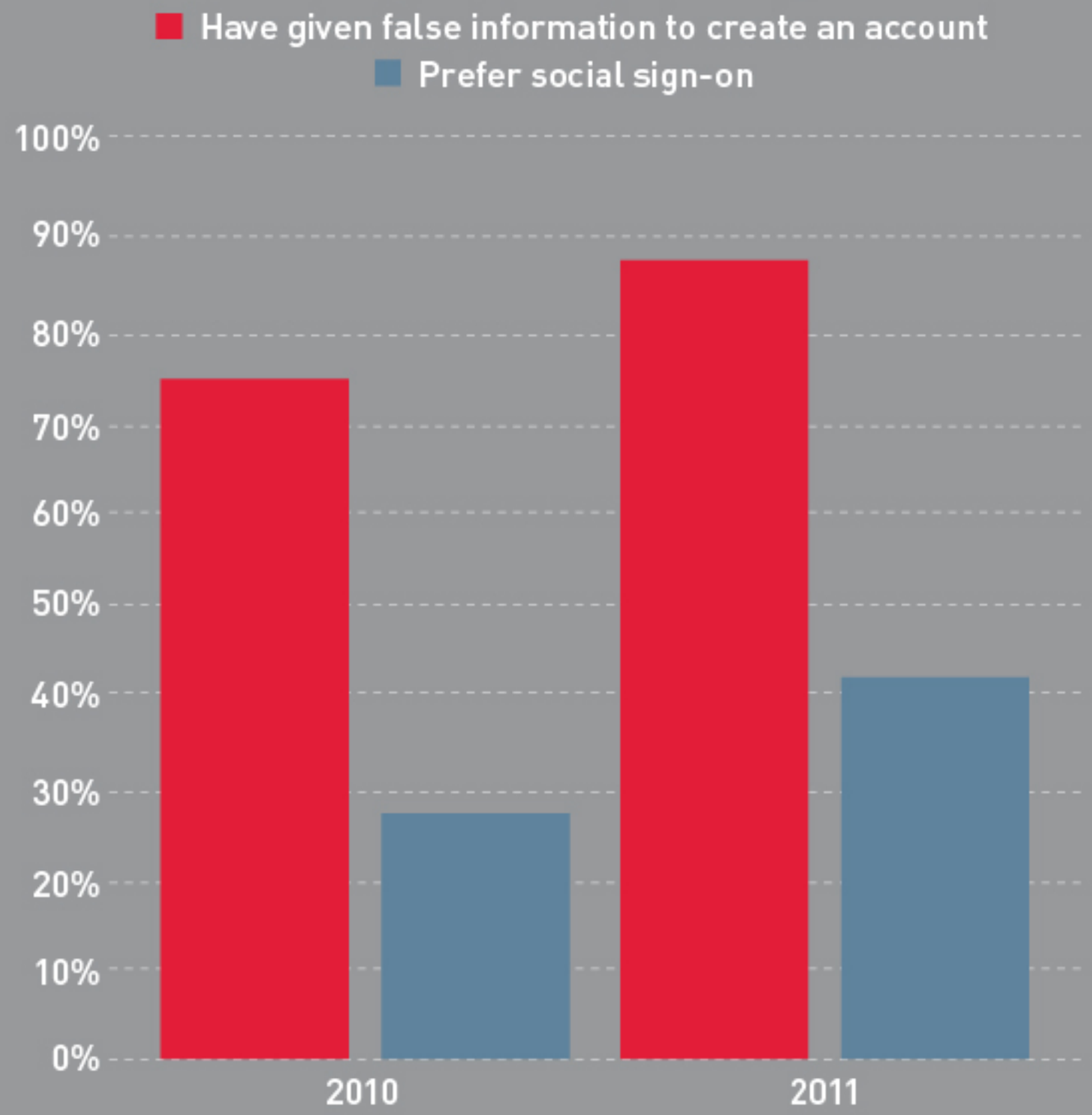
Source:Eloqua.com

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Social Sign-on Combats False Profile Data

An increasing number of social profiles are created with false information, yet the increasing appetite for social sign-on provides marketers with a viable alternative

More US Online Buyers Submitting False Information Sign-Up Forms; More Prefer Social Sign-On

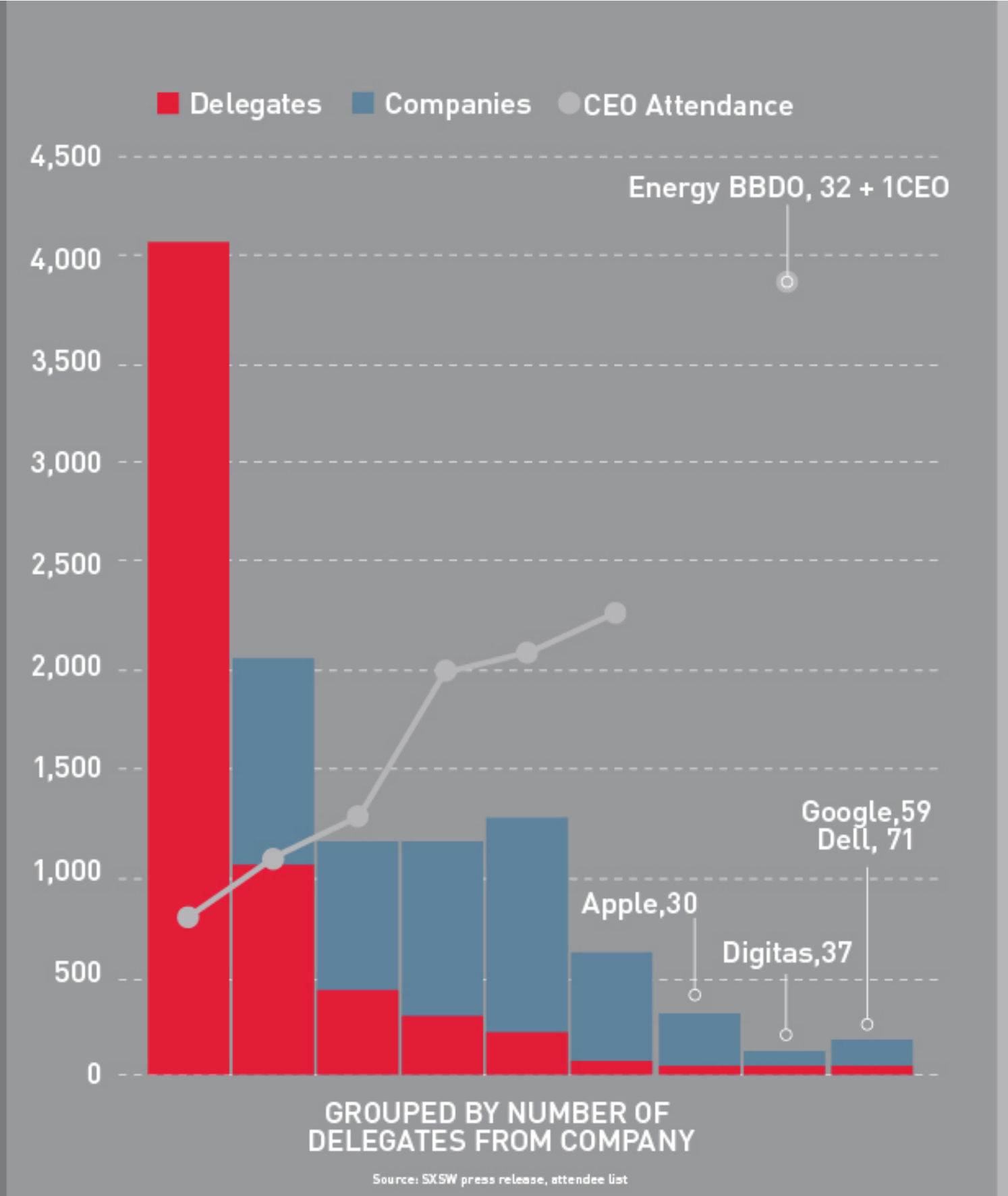


Source: Janrain, "Consumer Perceptions of Online Registration and Social Login" conducted by Blue Research. Survey, Jan 10, 2012.

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Google, Dell, Apple & Agencies Top SXSW 2012 Attendees

Not only are big companies attending SXSW, but CEO attendance is also high

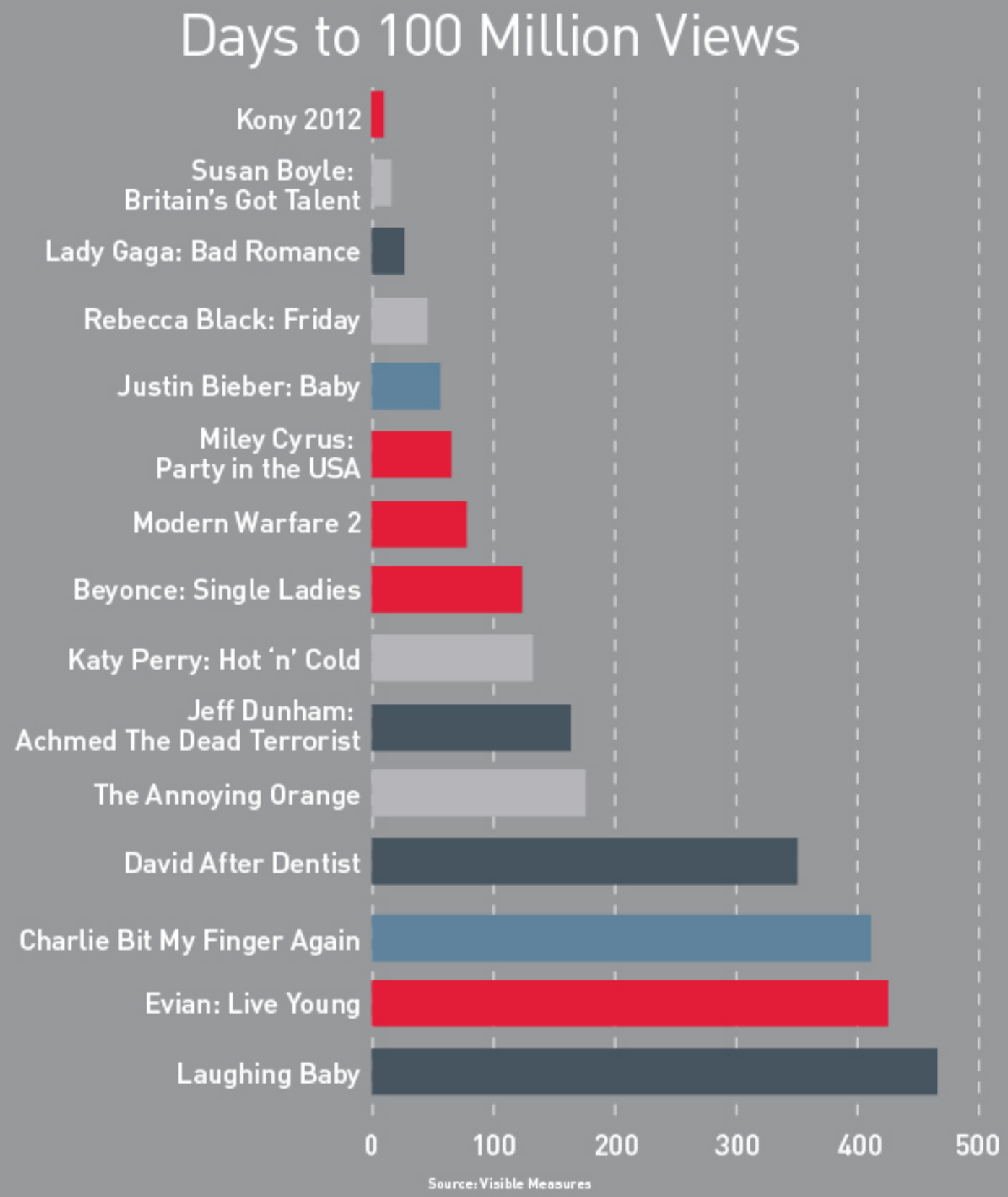


Source: SXSW press release, attendee list

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How the Joseph Kony Video Went Viral

Geographic seeding
+ Influencer support
+ Compelling narrative
+ Simple CTA
+ Controversy

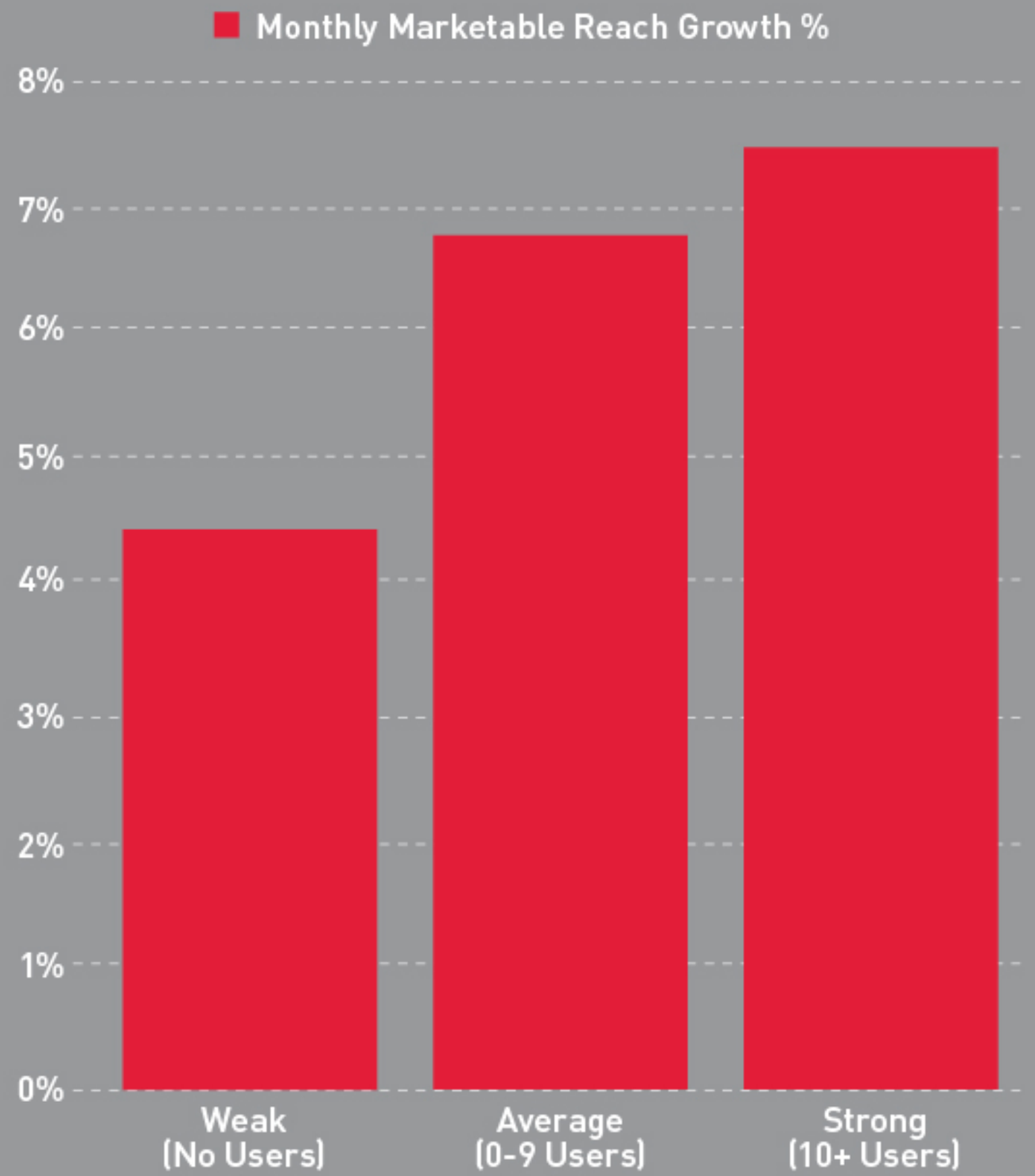


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"Sales Enablement" Key to Database Growth

Companies that equip sales reps with content-sharing tools grow their databases faster than others

Sales Tool Adoption Boosts Reach



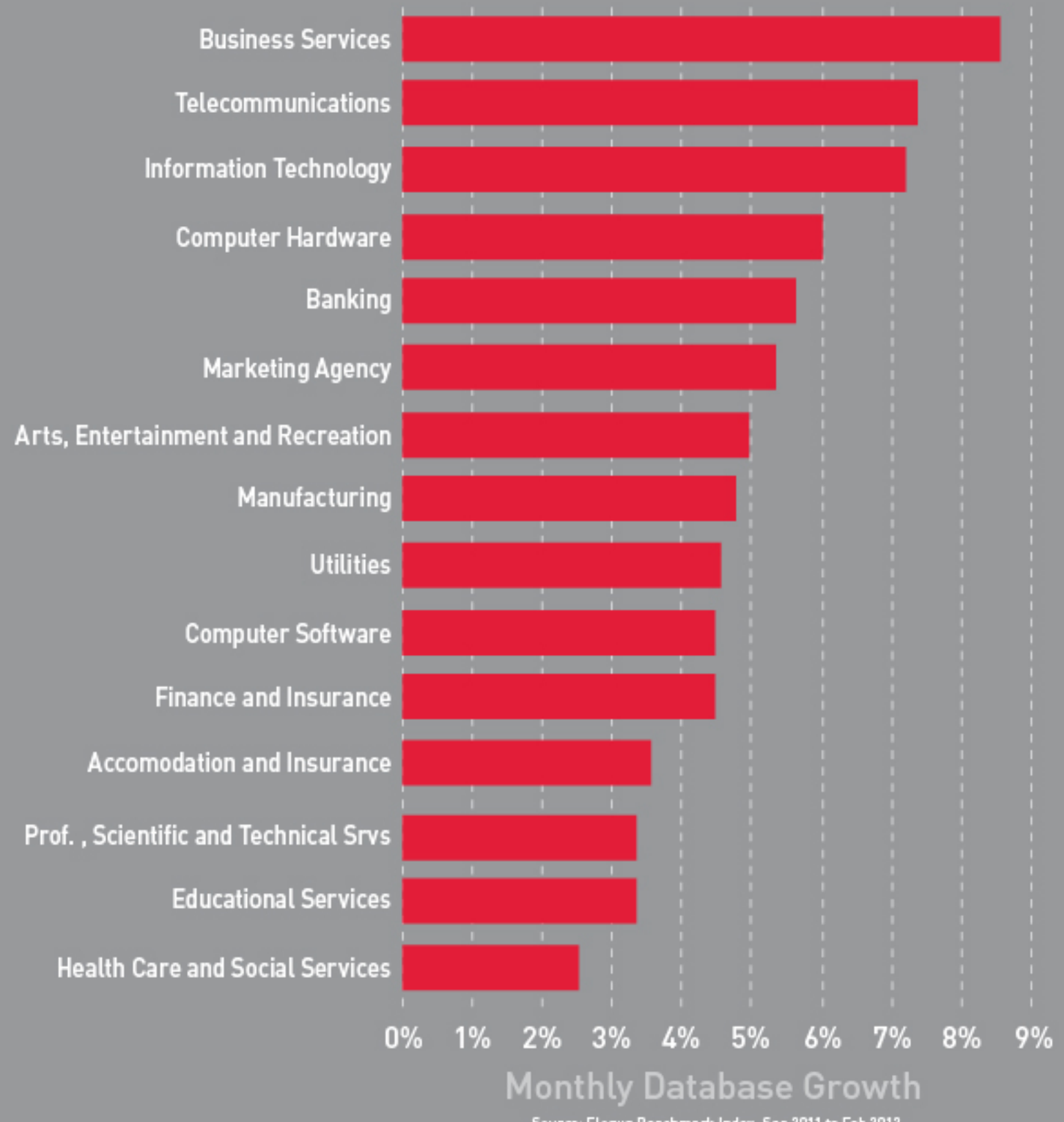
Source: Eloqua Benchmark Index.

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Business Services, Telecom, IT Lead in Database Growth

Marketing automation expands addressable market across all verticals

Monthly Database Growth by Industry



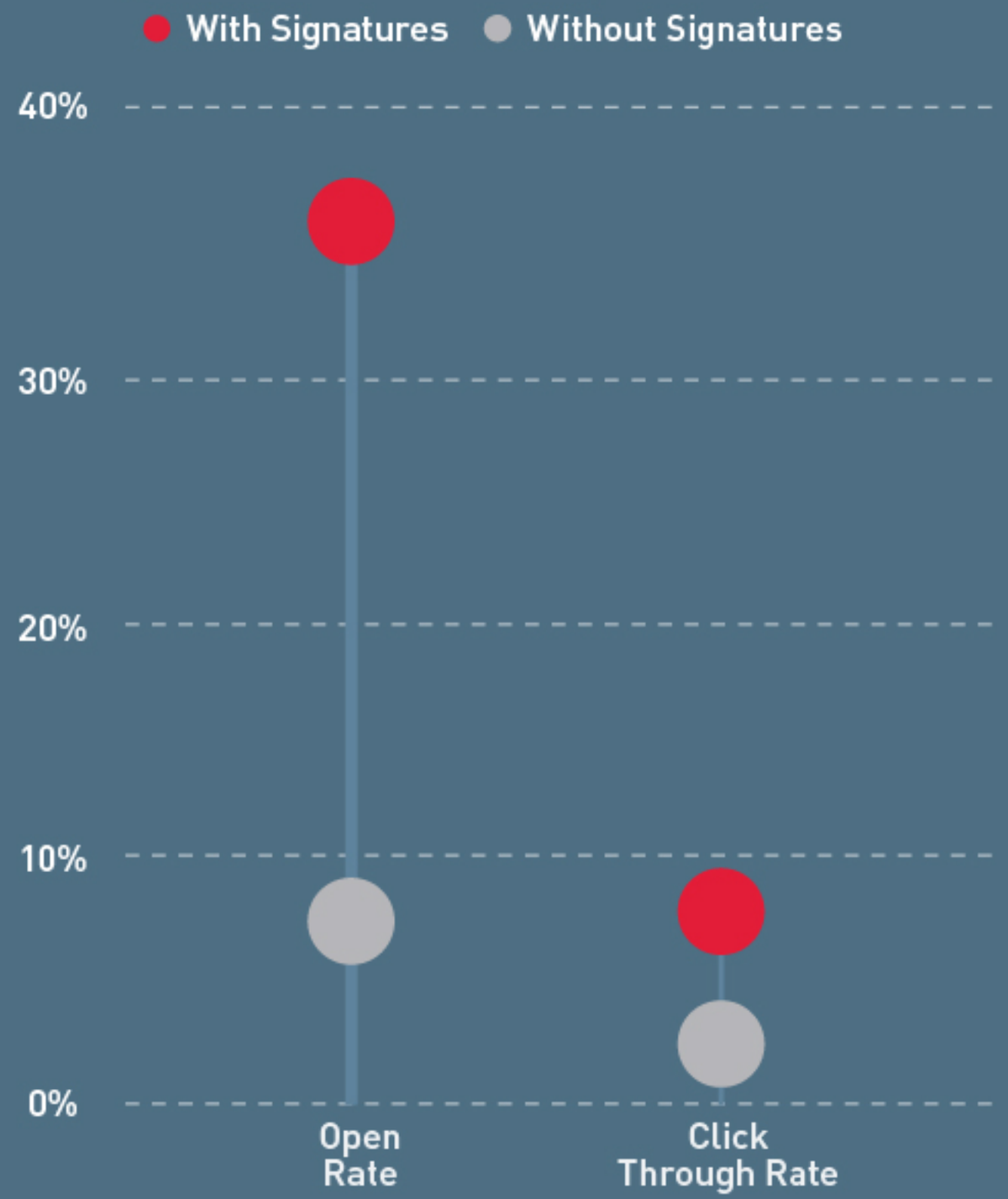
Source: Eloqua Benchmark Index, Sep 2011 to Feb 2012

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Personal Signatures Increase Email Open Rates by 500%

Personalizing email signatures can increase open rates by 5x and click through rates by nearly 3.5x

Personalized Signatures Drastically Improve Email Response Rates



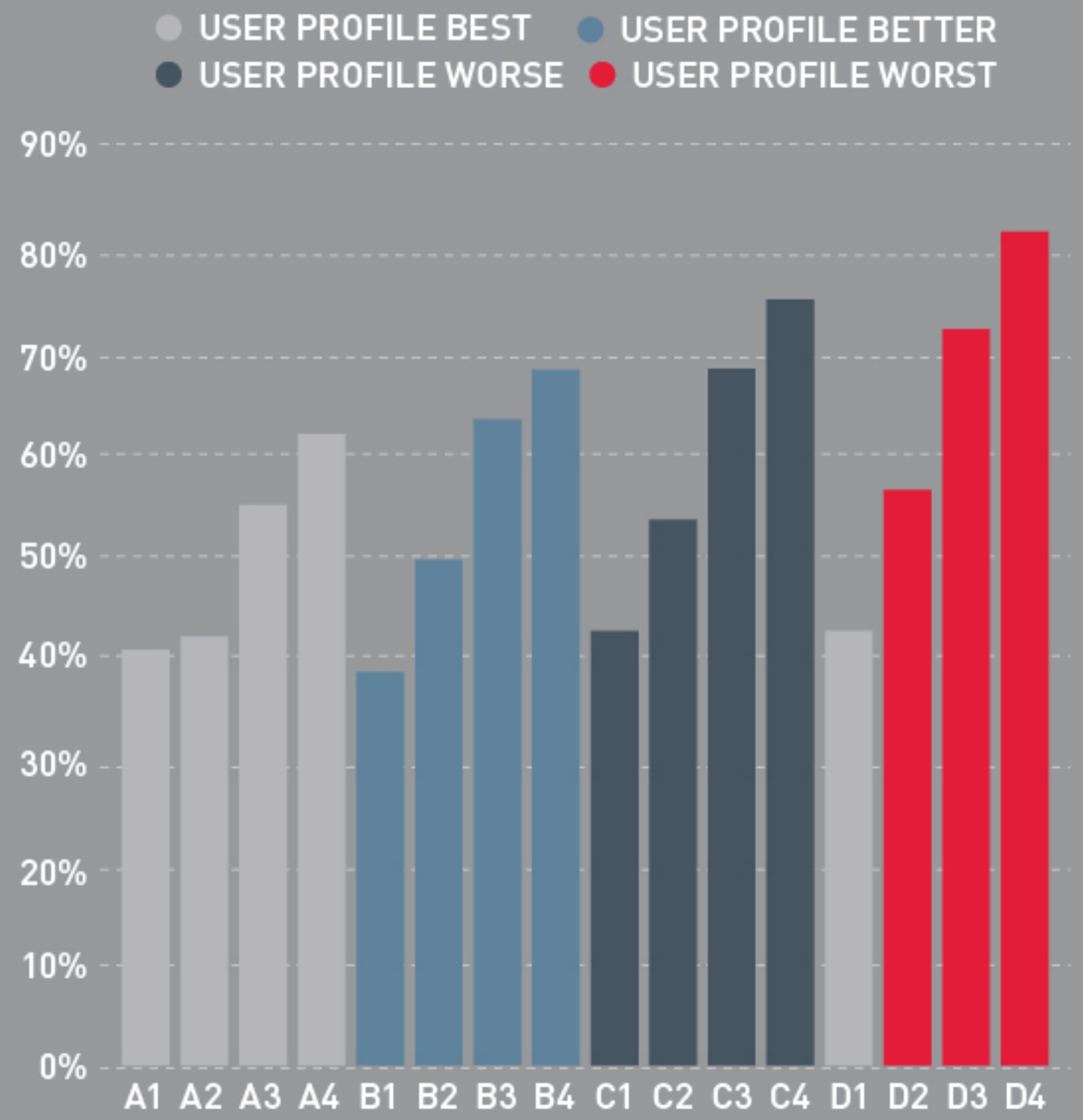
Source: Eloqua Benchmark Data

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Marketers Creating 2x as Many Unqualified Leads as "Perfect" Leads

Marketers may be too strict with lead scoring definitions—only 40% of marketers have a single "perfect" lead

Less Than 50% Of Customers Have A "Perfect" Leads



% OF CUSTOMERS WHO HAVE LEADS WITH EACH SPECIFIC SCORE
(1 BEING HIGHLY ENGAGED, 4 BEING UNENGAGED)

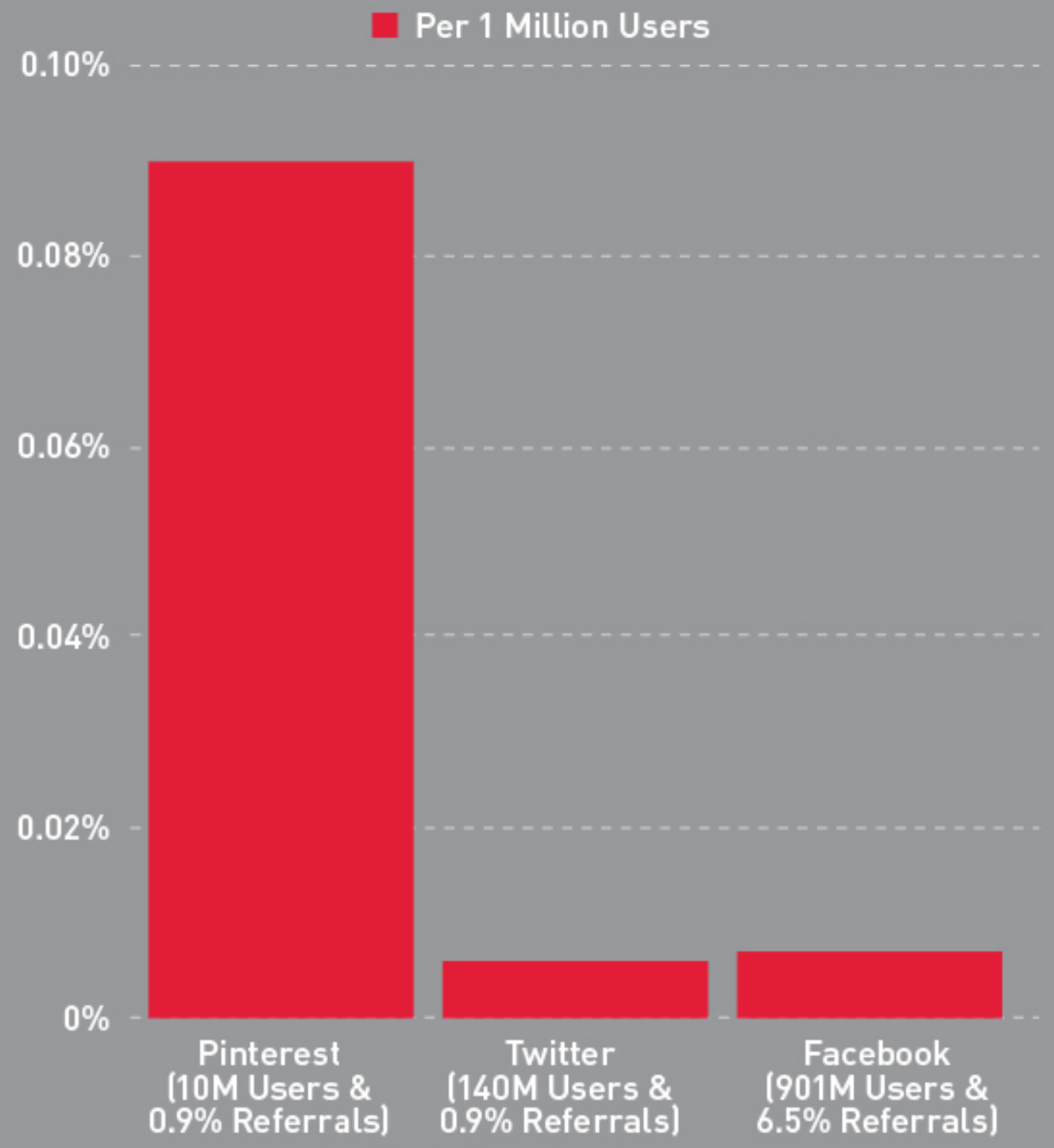
Source: Eloqua Benchmark Index

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Pinterest Tops Social Networks in Referral Traffic/User

Despite having a fraction of the members as Facebook or Twitter, Pinterest is a major source of social media referral traffic

Pinterest Refers More Traffic Per User Than Facebook or Twitter

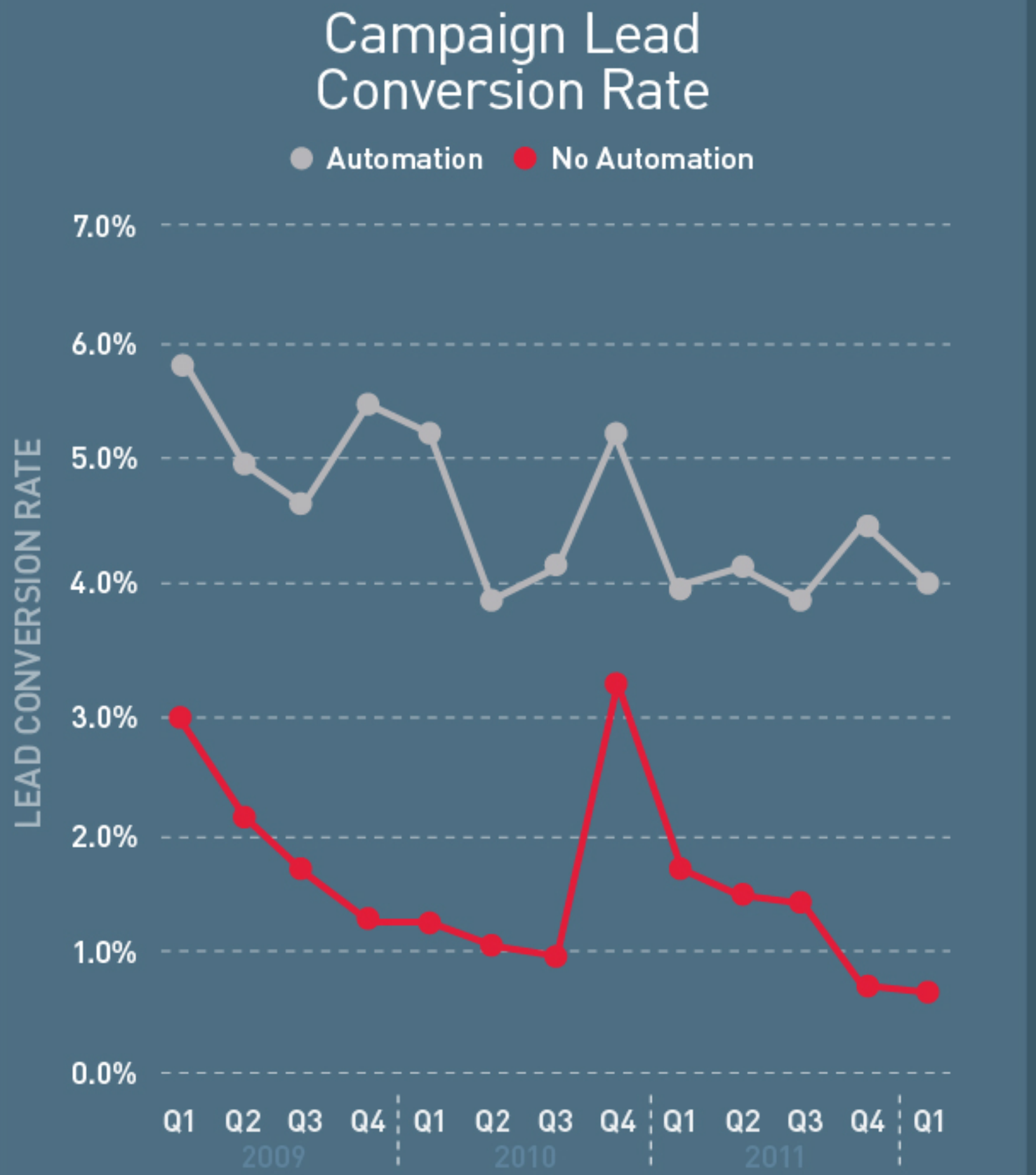


Source: Referral traffic: shareholic.com, Facebook users: sec . gov, Pinterest users: techcrunch.com, Twitter users: blog.twitter.com

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Automated Campaigns Enjoy 200% Higher Conversion Rates

Automated campaigns not only convert at a much higher rate, but they also remain effective over a longer period of time than manual campaigns

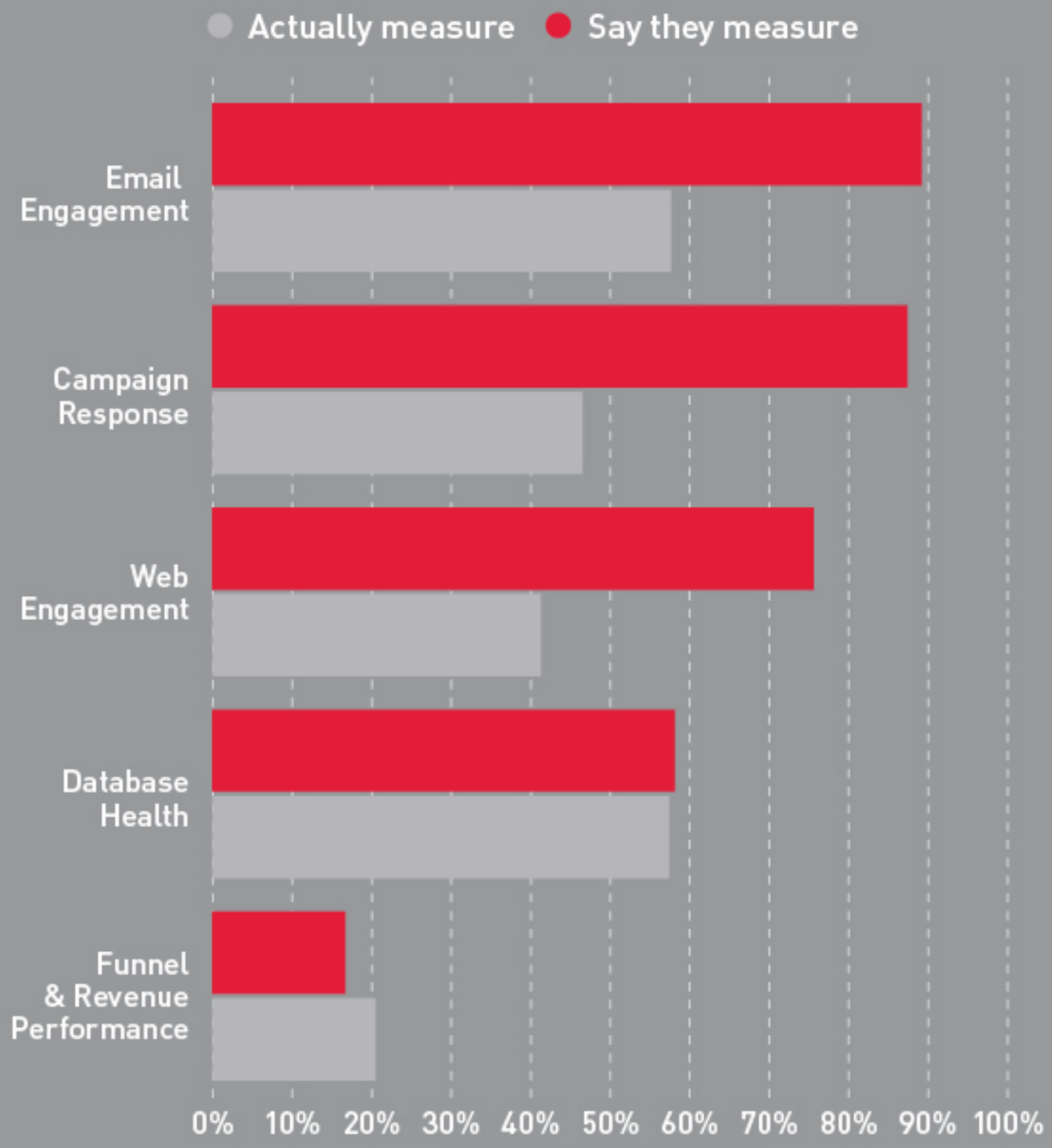


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Fewer Marketers Measuring Impact on Revenue

Marketers are more proficient at tracking tactical metrics than impact on revenue

Actions Speak Louder Than Words



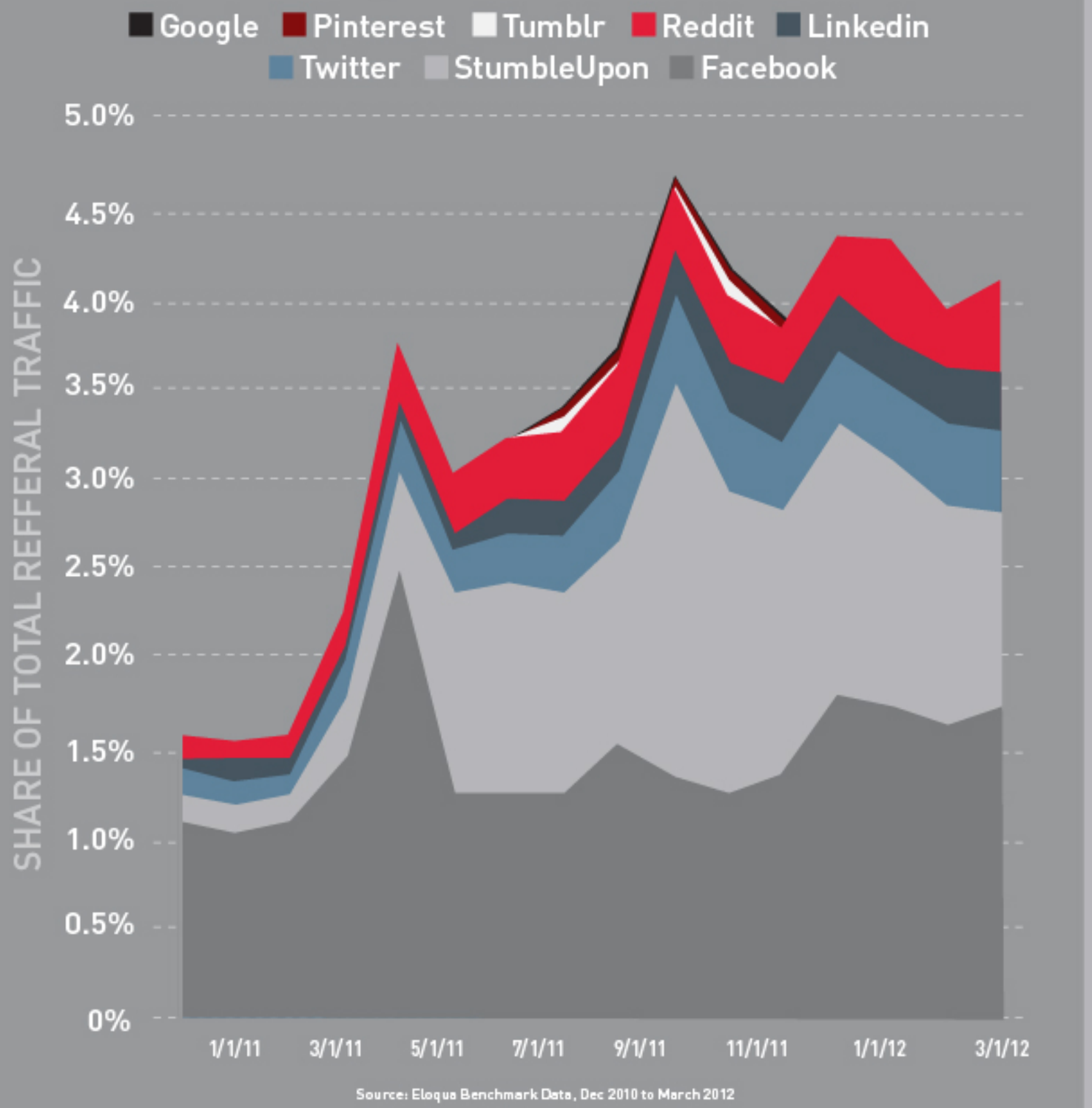
Source: Eloqua Benchmark Data, April 2012

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Social Referral Traffic Up 2x Year Over Year

Marketers are diversifying investment in social channels; Pinterest referral traffic up (52x) most year over year

Marketers Diversifying Beyond Facebook



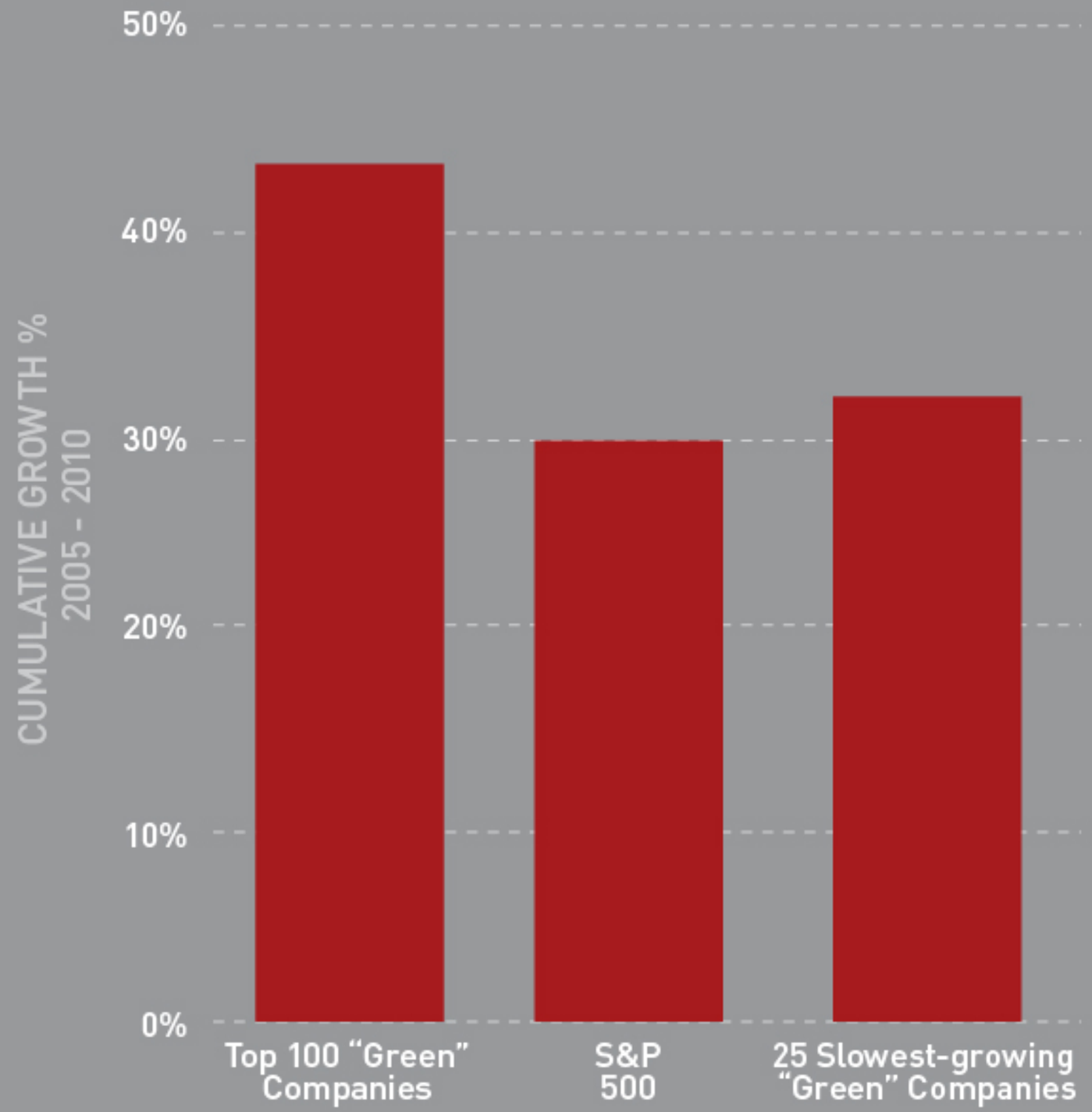
Source: Eloqua Benchmark Data, Dec 2010 to March 2012

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"Green" Companies Outpacing S&P 500 by Nearly 50%

Even the slowest growing socially responsible companies are outpacing the S&P 500 index

Socially Responsible Corporations Grow Faster



Source: SEC public filings & 2011 Newsweek Green Rankings

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How Frequently Should I Email My Database?

Remember: a high click-through rate is desirable only if it delivers more leads

