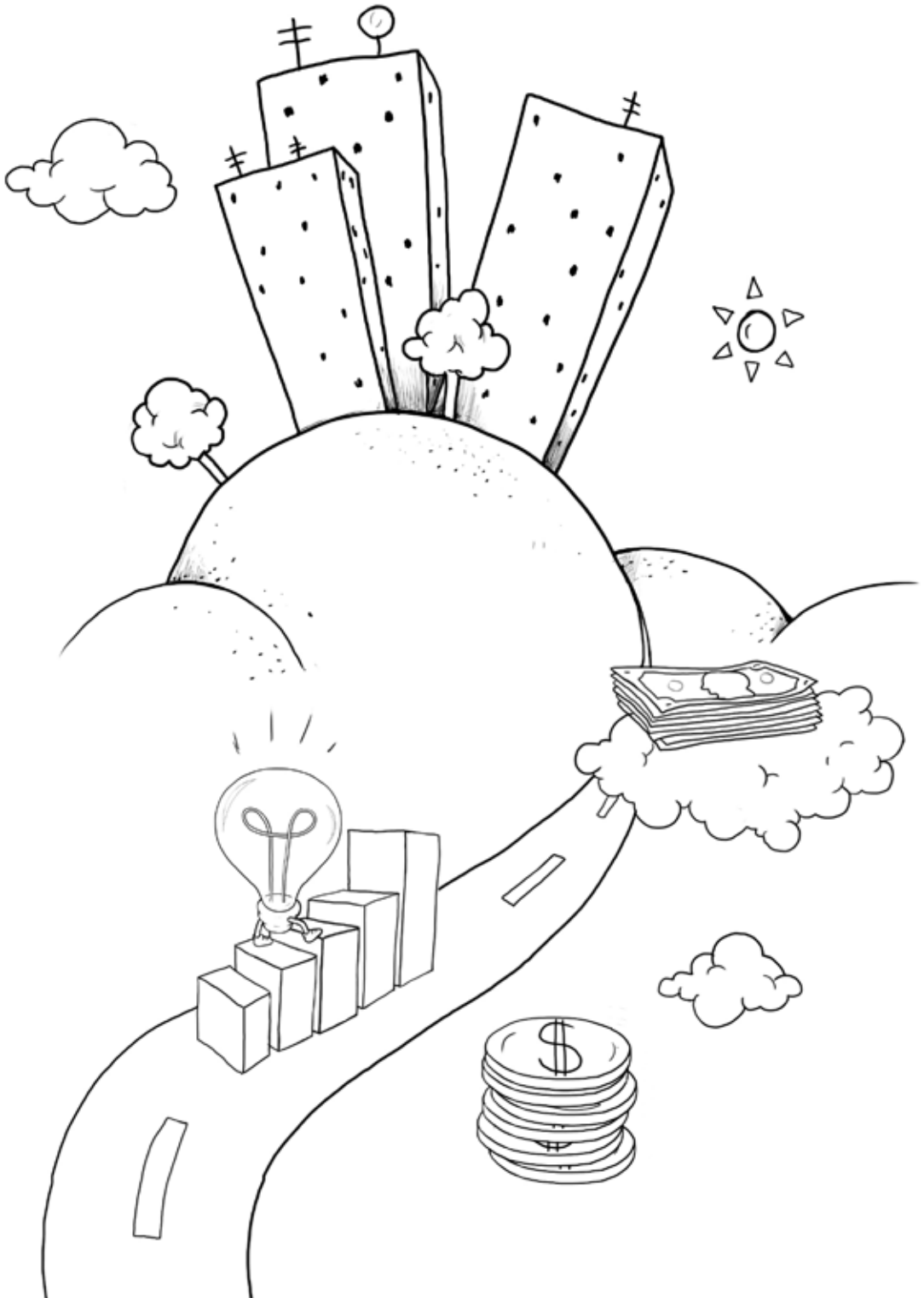


ELOQUA

mardevdm2

your global marketing partner

How Do You Stack Up?

Marketing Automation Trends, Benchmarks, & Best Practices

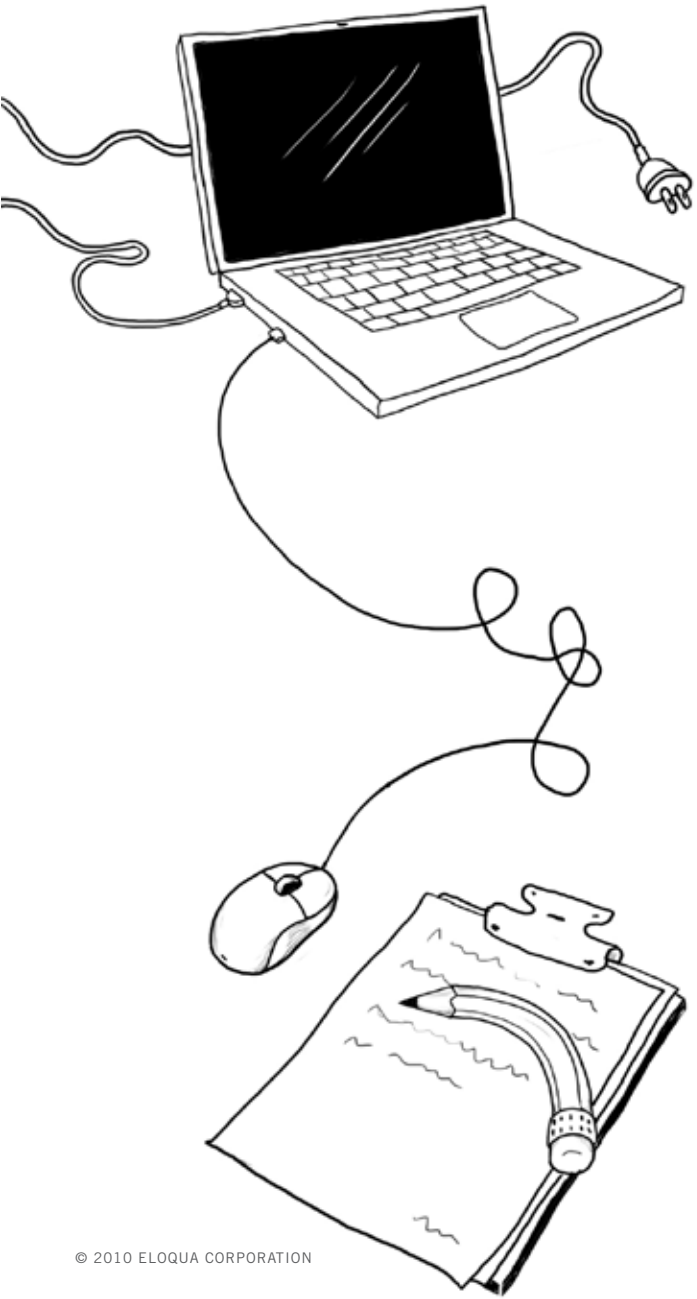
SUMMER 2010

CONTENT BY ELOQUA BEST PRACTICES CONSULTANTS (@ELOQUA)

COPYRIGHT ELOQUA AND JESS3

Except where otherwise noted, content on this site is licensed under a Creative Commons Attribution 3.0 License

THE POWER TO SUCCEED.



How Do You Stack Up?
Contents

> Why This Report Now? 4
> Research Goals and Methodology 4
> **Trend #1:** Use of Automation has Exploded 5
> **Trend #2:** Marketers are Getting Savvy with Lead Scoring 5
> **Trend #3:** Automating Nurturing Pays Off – Big Time 6
> **Trend #4:** Seeing Better Results from Events 7
> **Trend #5:** Campaign Sizes are Plummeting 8
> **Trend #6:** Email Use is Growing at a Healthy Clip 12
> **Conclusion:** It's Time to Take Your Marketing to the Next Level 13

© 2010 ELOQUA CORPORATION

A Note from **Paul Teshima, Sr. Vice President, Customer Strategy & Success**

WHY THIS REPORT NOW?

As more and more marketers adopt automation, they're empowered to focus on the tactics and strategies that yield the most bang for the buck – and are able to measure the results. It's exciting to see the opportunities unfolding for marketers who "get it." As you can imagine, we field lots of questions from marketers who want to reach this level of execution, everything from the nitty-gritty such as "how many touches should my nurturing campaign include?" to broader issues such as "what's the right ratio of marketing-generated to sales-created leads?" and "what are best practices for lead scoring?"

This summer, we analyzed key trends across 10,000 months of data, which included 1.8 billion emails produced by more than 700 Eloqua B2B and B2C customers across industries.

In this report, we present the key trends we uncovered and dive into the whys behind them. Plus, we give you a unique view into how Best-in-Class companies – that is, those who perform in the top 20% compared to their peers – are taking marketing to the next level.

So what did we learn through our analysis? Key findings of the research include:

- *Marketing's contribution is skyrocketing, with more campaigns producing more leads*
- *Use of marketing automation has exploded*
- *Lead scoring is increasingly being used in sophisticated and diverse ways*
- *Nurturing results in a greater number of qualified leads*
- *Automation helps drive event attendance, improves follow-up, and results in more leads created*
- *Average campaign size has dropped dramatically*
- *Email remains a strong and effective communication vehicle*

A caution about benchmarks: they're just one way to judge a company's success. Go ahead and use these standards as a guide. But make sure you benchmark against your own organization's past performance. That way, you can account for the nuances in your individual market and track your continuous improvement – and success.

Many of the best practices we highlight in this report are reflected in Eloqua's Revenue Lifecycle™ methodology, which outlines the business processes, operational resources, and technology needed to effectively predict and manage demand creation. Because Best-in-Class companies tend to invest in the four key disciplines of demand generation – lead management, contact management, campaign management, and effectiveness measurement – they are able to establish a high-performance demand-generation function. By following their lead, your organization can do the same!

RESEARCH GOALS AND METHODOLOGY

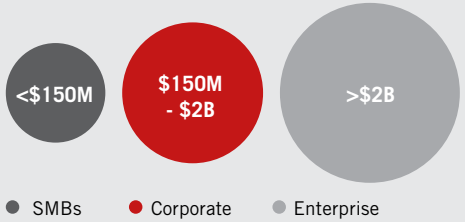
The purpose of this study was to help marketers understand the impact of marketing automation, and to provide insight into major trends and best practices across B2B and B2C companies. We tapped into the wealth of data we have at our fingertips as a SaaS provider of a leading marketing automation platform. By culling through aggregate data associated with the marketing campaigns generated by Eloqua clients over the course of 18 months (from January 2009 through July 2010), we were able to identify what sets top performers apart from the rest of the pack. We then conducted additional research on a subset of the Best-in-Class companies to gather best practices.

The primary analysis for this study was conducted in July and August 2010 by Eloqua's Client Service organization. We only included companies that had sent at least 1,000 emails per month, and only analyzed the data by industry when we had data for at least 20 companies in that industry. Further research into Best-in-Class best practices occurred in August 2010.

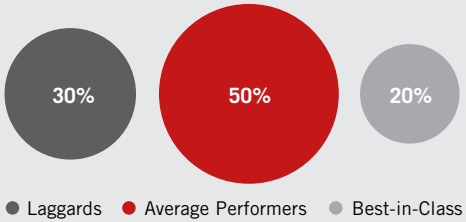
Special thanks to our contributors:
Laura Cross,
Jennifer Horton,
Jason Pemberton,
Jennifer Rodrigues,
Andrew Stafford,
Paul Teshima,
Nadia de Villa,
Andy Worobel,
Rhonda Wunderlin.

DEMOGRAPHICS

We classify SMB, corporate, and enterprise based on annual revenue as shown to the right.



Best-in-Class companies are those that performed in the top 20% compared to all other Eloqua clients analyzed; average performers were the 50% who fell in the middle; and the laggards represent the bottom 30%.





© 2010 ELOQUA CORPORATION

Trends, Benchmarks & Best Practices in Marketing Automation

Overall, we see that marketers who are doing it right are proving their worth by measurably contributing to the bottom line. They are leveraging automation to produce a higher volume of more targeted campaigns, and are delivering more leads to sales.

TREND #1: USE OF AUTOMATION HAS EXPLODED

We expected to see the use of marketing automation exploding – after all, it's our business – but it's interesting to see that not everyone's adopting it at the same rate. That said, both B2B and B2C companies have rapidly and dramatically increased their use of marketing automation, especially for lead scoring, event marketing, and lead nurturing.

It's easy to see why adoption is soaring. Using automation, marketers can eliminate hours – and sometimes days – of manual effort associated with routine tasks.

More importantly, however, automation empowers marketers to send the right message at the right time, boosting overall marketing effectiveness.

TREND #2: MARKETERS ARE GETTING SAVVY WITH LEAD SCORING

While a growing number of companies are tapping into the power of lead scoring to prioritize communications, activities, and resources, some fare better than others. Best-in-Class companies use lead scoring to qualify the quality of a lead prior to follow-up by sales or marketing. By classifying leads according to score, marketers can route high-quality leads to sales for follow-up, and enter lower quality leads into a nurturing program. And by setting business rules with their telemarketing or sales team based on the lead rating, Best-in-Class companies ensure the highest priority leads receive the promptest follow-up. Best-in-class companies also understand that it's essential to rescore – after all, scoring should reflect a point in time.

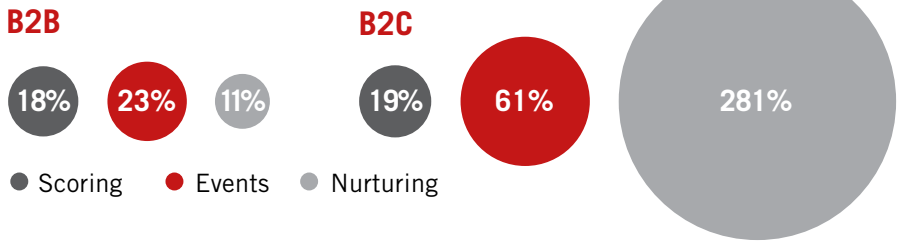
Timing is critical

Sending the right message at the right time is ever more critical in today's fast-moving world. After all, most people don't have time to read tweets, never mind emails. Using automation to trigger emails based on a specific action, at the time of that action, increases the likelihood of your messages being read. The ability to respond to specific behaviors will also prompt prospects to take action when they're most interested in doing so.



How is Automation Being Employed?

% growth in active, automated programs by program type, H1 2010 vs. H1 2009



BEST PRACTICES FOR LEAD SCORING

There's no need to reinvent the wheel when it comes to lead scoring. Just, ahem, follow the lead of Best-in-Class companies. Some of this may be obvious, but it never hurts to review best practices.

SCORE AND RESCORE

- *Score every time you interact with a prospect during demand-generation activities, whether it's a form submission, a list upload, or site visits by known visitors.*
- *Take recency and frequency of actions into account in your scoring system.*

SCORE ON PROFILE AND BEHAVIOR

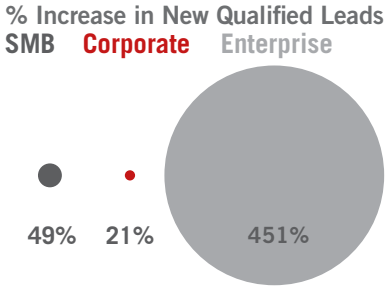
- *Score on a combination of profile criteria, such as annual revenue, industry, and product interest, and behavioral criteria that indicates the prospect's level of engagement.*
- *Emphasize behavioral criteria over explicit criteria as you collect more information over time. Behavioral data gives a stronger indication of just how engaged a prospect is with your company. And the actions prospects take online signal their place in the buying cycle.*

USE SCORING TO UNITE MARKETING AND SALES

- *Make sure your sales team fully understands the importance of scoring and how the score is created so the highest-ranking leads are prioritized.*
- *Ensure marketing conducts checkpoints and revisits scoring criteria with sales management on a routine basis.*
- *Provide both marketing and sales teams with a consistent view into lead scores via a dashboard to ensure everyone in the organization is on the same page when it comes to pursuing opportunities.*

TREND #3: AUTOMATING NURTURING PAYS OFF – BIG TIME

It seems to be a no-brainer: nurture leads consistently and effectively throughout the buying cycle and you'll grow your crop of potential customers. And that's just what Eloqua clients of all sizes are doing. They're realizing tremendous results when they use automated lead nurturing to move prospects along the path to purchase, ending up with a greater number of qualified leads. While the Corporate and SMB customers we analyzed increased qualified leads by 21% and 49% respectively,



% Increase in Qualified Leads Generated by Automating Nurturing Activities, H1 2010 vs. H1 2009

Eloqua Enterprise customers literally quadrupled their number of qualified leads. Note that the chart does not represent companies that overlooked nurturing at first, and then nurtured leads to increase the results. Rather, it shows the increased number of leads that companies generate when they automate their nurturing activities.

Why the big surge within the Enterprise segment? This is largely due to increased adoption of marketing automation. In some cases, marketing automation was rolled out in a phased approach while in other instances, success of marketing automation technology in one division drove adoption across other lines of business and/or regions.

We found that the majority of Best-in-Class companies aren't overly concerned with how frequently they're sending out communications. Why? A much larger proportion of their emails are automated – they're triggered by a prospect's specific and recent



Focus on volume AND velocity

The first step in creating a Best-in-Class organization is to understand your customer's evaluation or purchase process. With this insight, your organization can best determine when to turn up the amount of communications (volume) in order to accelerate buying decisions (velocity).

© 2010 ELOQUA CORPORATION

How the Best-in-Class Stay in Touch

- Send an average of 4 communications per program
- Test frequency for optimum response

Why Behavioral Criteria Takes Precedence

Your scoring system probably already accounts for recency – someone who visited your website several times in the past week, for instance – and content value – someone who downloads product specs, price sheets, and competitive comparisons versus educational white papers. But as buyers' preferences change and decision makers actively avoid registration forms, you're likely lacking a complete profile of prospects in late stages of the buying cycle. By favoring implicit behavior in your lead scoring methodology, you'll gain a more accurate view of your best leads.

behavior, which make the communications timelier. In other words, these companies employ a communication strategy that is driven by prospects' behavior, which may be why the frequency of communications did not appear to result in a corresponding spike in unsubscribe rates.

Best-in-Class companies realize that marketing effectiveness is all about focusing on the customer's journey through the buying cycle. That's why they build and send a progression of marketing messages that lead prospects down a path from awareness and education to validation.

BEST PRACTICES FOR LEAD NURTURING

Once again, you can make great strides by following in the footsteps of Best-in-Class companies.

Nurture Throughout the Buying Cycle

- *Enter prospects into the most fitting campaign based on their stage of the buying cycle:*
  - *> Prospects in the Interest stage should be entered into a program that warms up leads; collect more information with each communication to ensure the relevance of future messages.*
  - *> Once prospects are ready to evaluate their options, put them into a nurturing campaign focused on education.*
  - *> As they spend more time visiting your site and consuming your content, prospects should be added into an accelerator campaign meant to move them to the next stage in the buying cycle.*
  - *> If a prospect hasn't interacted with your company for some time, place it into a re-engagement program meant to help determine whether or not the contact should remain in your database.*
  - *> Once sales opportunities convert to customers, enter the contacts into a new-customer on-boarding program.*

Communication Volume and Frequency

- *Best-in-Class companies sent an average of four communications per program, and typically spaced out their communications over a period of 10 days.*
- *B2C organizations only waited 3-8 days before sending the next communication. But they emailed more frequently at the beginning of a campaign, and then slowed down the pace.*
- *B2B companies, on the other hand, typically spaced out communications between one and two weeks throughout a campaign, rarely varying the frequency.*

Our suggestion? B2Bs in particular should mix it up and test wait times between touches to see if it affects results.

TREND #4: SEEING BETTER RESULTS FROM EVENTS

These days, prospects and customers can choose from an overwhelming number of virtual and live events. And that can make it difficult to get them to attend yours. But automation helps drive event attendance and effective post-event communication.

SMB and Corporate customers in particular are greatly increasing the number of new qualified leads from events. While the impact isn't significant within the Enterprise companies we analyzed, it's likely due to two key reasons. The first is that larger companies produce a greater number of offline events. When using automation to support these events, improved productivity

% Increase in Qualified Leads When Companies Use Automation for Events



and time to market may outweigh the importance of the number of leads generated. The second is that two different groups are in charge of events and demand generation within Enterprises - often using two different systems. Once Enterprise companies start taking advantage of marketing automation across the organization, they should see a marked improvement in event attendance and leads.

So what separates Best-in-Class companies from all the rest? First, these companies aren't wallflowers. They run events well and host them often – on average two per month, either live or virtual. But how exactly do they use automation in support of events? They use it to:

- ***Generate registrations*** *by staying top of mind over an extended period of time, continually reinforcing the benefits of attending their event over all others. As a result, on average, 38% of those invited to register do so.*
- ***Ensure registrants attend*** *by sending reminders a couple days prior to the event date, leading to an average of 44% of those who register attending.*
- ***Follow up after the event****.*

BEST PRACTICES FOR EVENT NURTURING

Rip a page out of the successful playbooks of Best-in-Class companies. The following are best practices employed consistently by the companies at the top of the heap.

Frequency

- *Sent average of four emails to drive registration for each event.*
- *Sent more than one reminder email, with at least one sent within 24 hours of the event. Some even sent the reminder within just a few hours of the event.*

Segmentation and personalization

- *Personalized their emails nearly 100% of the time. Beyond just first name, Best-in-Class companies target content based on geography, industry, job title, and other demographic information.*

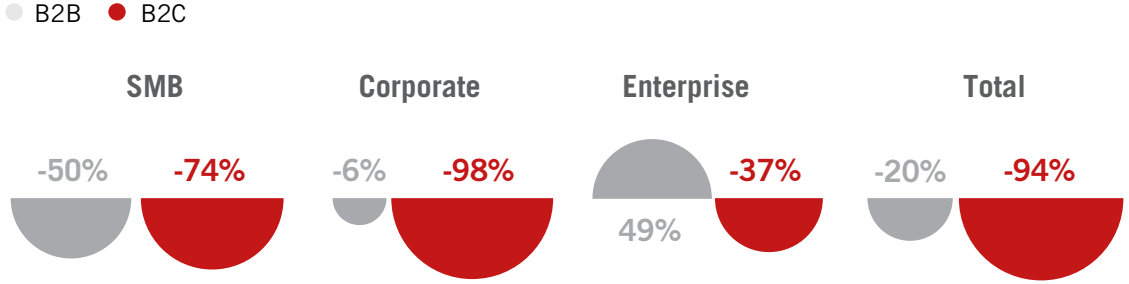
Registration options

- *Offered link to registration through multiple channels, including the web, email, and social media venues.*

A/B tests

- *More than half of Best-in-Class companies regularly tested their emails before sending in bulk.*
- Used A/B split to test initial emails, and sent winning email to the remainder of invitees.

Increase/Decrease in Average Campaign Size, H1 2010 vs. H1 2009



TREND #5: CAMPAIGN SIZES ARE PLUMMETING

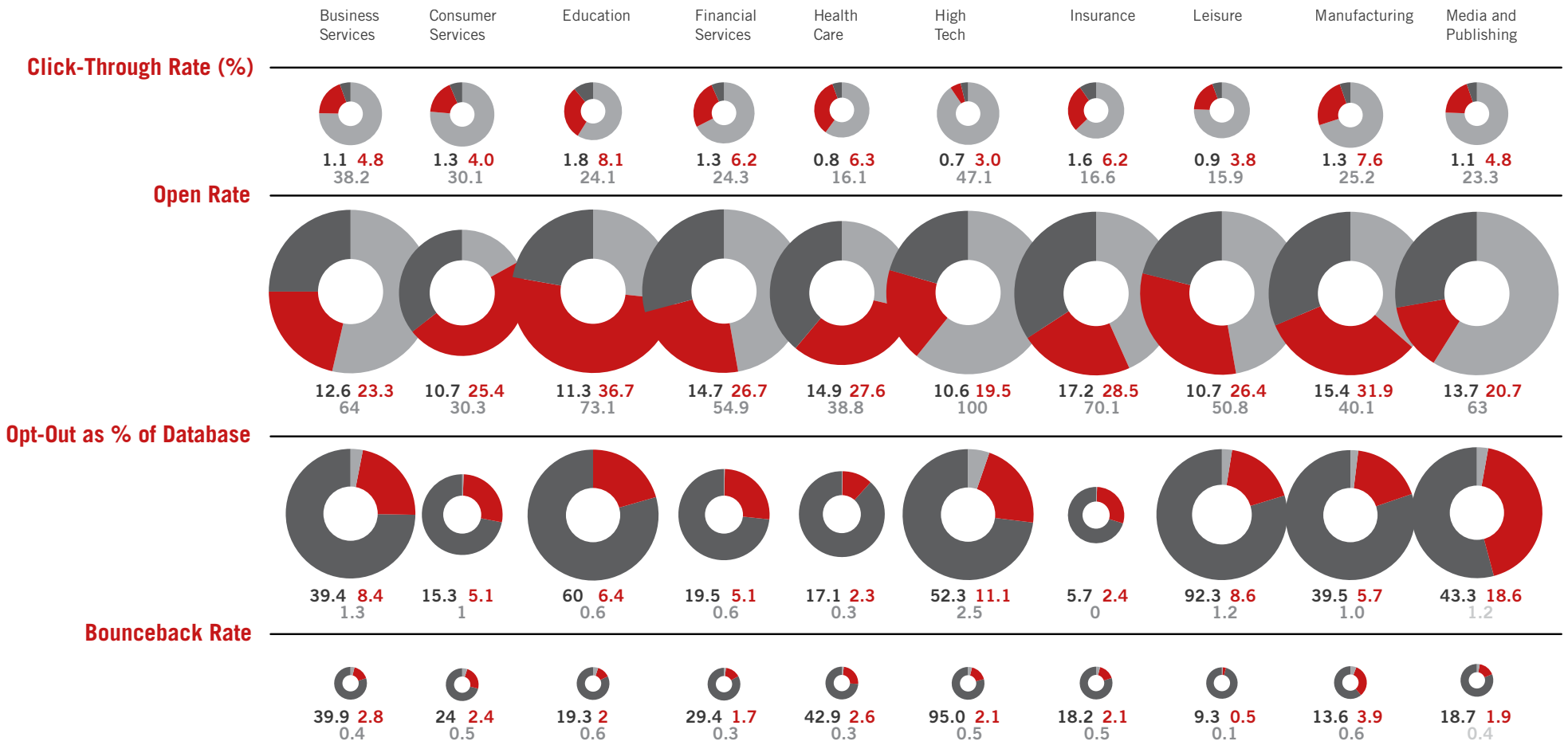
This may come as a surprise – marketers are executing smaller campaigns. In fact, we saw a dramatic decrease in average campaign size. But it's quite easy to explain why. By leveraging marketing automation, marketers are able to send out smaller, more timely campaigns. They are able to more granularly target their messages by combining profile information with historical data such as products purchased. In other words, they're empowered to send the right message at the right time, which leads to better results than those



© 2010 ELOQUA CORPORATION

ELOQUA

Email Metrics



Data reflects H1 2010 averages.
Click-through rate: Total number of clicks divided by total number of emails delivered.
Open rate: Total number of unique opens divided by total number of emails delivered.
Bounceback rate: The percentage of hard bouncebacks divided by total number of emails sent.

achieved by blanketing the entire database with a generic message.

The one anomaly is within the B2B Enterprise segment, where average campaign size grew. As Enterprise databases grow in size and more marketers are empowered to execute campaigns in house, it's not altogether surprising to see an uptick here. That said, we expect this will level out as Enterprise marketers refine their segments, conduct A/B testing, and identify sweet spots for their messaging.

THE RESULTS ARE IN...

So how did these campaigns perform? As you can see from the data on the previous page, Best-in-Class companies blew away the Average performers and Laggards in every category.

Here's a golden nugget: both open and click-through rates consistently rose as Eloqua customers sent small, highly targeted email campaigns. Note the huge difference in campaign size when comparing Laggards to Best-in-Class companies.

Best-in-Class companies also saw very few opt-outs or unsubscribes as a percentage of their overall database.

These leading companies also used automated email campaigns 33% of the time while Laggards used them only 10% of the time. When combined with email being sent in smaller batches, automation helps ensure the ensure the right messages are delivered at the right time.

BEST PRACTICES FOR EMAIL CAMPAIGNS

Seeing these astounding numbers prompted us to dig deeper to determine what distinguished the leading performers from the Average Joes and Laggards. Here are the best practices you can adopt to outperform others in your category.

Highlight the Call to Action

- *Encourage response by clearly linking the subject line with the call to action.*
- *Create urgency with the call to actions included in the subject line.*
- *Incorporate both text and graphical versions of the call to action in your email.*
- *Place both versions of the call to action in the top half of the message.*

Create shorter emails.

- *You've heard it before, but we'll repeat it again - shorter emails perform better. Interestingly, we also noticed that the oft-maligned phrase Click Here did not seem to negatively impact CTR. Bottom line - be direct for best results!*

Segment and Manage Bouncebacks for Higher Open Rates

- *Segment your database. At the risk of stating the obvious, segmentation helps drive relevance and seemed to be the major differentiator between high and low open rates.*
- *Actively manage the quality of your databases by monitoring for hard and soft bounceback rates. As you know, a high number of bouncebacks negatively impacts your open rates.*

© 2010 ELOQUA CORPORATION

EMAIL TIPS FROM BEST-IN-CLASS COMPANIES

SUBJECT LINE IMPOSES DEADLINE ON CALL TO ACTION

Best-in-Class

"Submit your renewal intention for 2010"
"Login instructions for February 18 webcast"
"Important: Action required by May 1"
"Valentine's Day Survival Guide"

Laggard

"eSeminar Top CISO talks tactics for privacy law compliance"
"How capacity management delivers virtualization ROI"

SUBJECT LINE IS CLEARLY LINKED TO CALL TO ACTION

Best-in-Class

Subject Line: Submit your renewal intention for 2010
Call to Action: Officially inform Company X whether you plan to participate in the 2010 school year by logging into the Educator Community and following the instructions found on the homepage.

Subject Line: Company X's Classroom and Language Learning
Call to Action: Sign up today to join this informational webinar

Laggard

Subject Line: Save the date to (re)engage
Call to Action: Click here to reserve your spot today

OFFER FORMAT

Best-in-Class

"Join the webcast 10 minutes prior to the start, by clicking here"
"Click here to learn more about the conference and how to register"
"More details coming soon, click here to reserve your spot today."
"Download presentation slides here"
"Please access the Guide by clicking on this link"

Laggards

- Buttons without linked directional text
- Button is located at top of email; Directional link at bottom of email
- Directional text is not linked



- *Segmentactives from inactives for day-to-day campaigns, and try to re-engage inactives with targeted communications.*
- *Send campaigns from dedicated IP addresses.*

Reduce Campaign Size

- *Send more personalized or targeted content to a smaller subset of your database to increase the chances of reaching the right person at the right time with the right message.*
- *While the From name did not seem to play a significant role in open rates, we recommend that you test on this variable.*

Discourage Opt-outs and Unsubscribes

- *Offer a subscription center that allows contacts to specify what types of communication they wish to receive.*

TREND #6: EMAIL USE IS GROWING AT A HEALTHY CLIP

Contrary to some predictions, B2B email marketing is not dead. In fact, it's growing at a healthy pace across all segments of our client base. While it may seem contradictory – after all, campaign sizes are shrinking – it actually makes perfectly good sense. Why? Because with marketing automation, marketers are empowered to:

Focus on more initiatives.

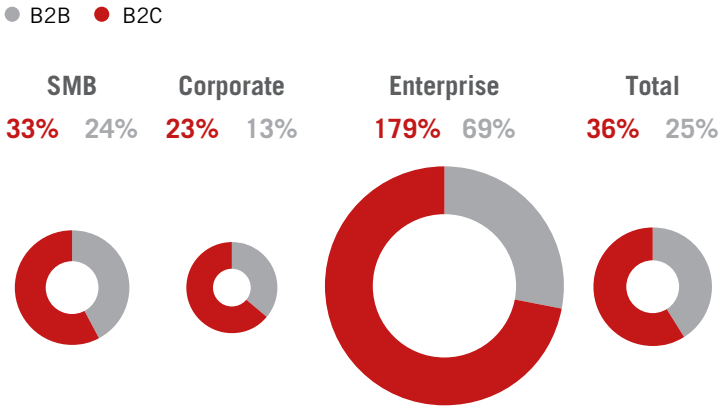
- *By automating tasks including event follow-up, welcome campaigns, and even first-tier sales follow-up, marketers are free to focus on more initiatives to drive better results.*

Execute email marketing.

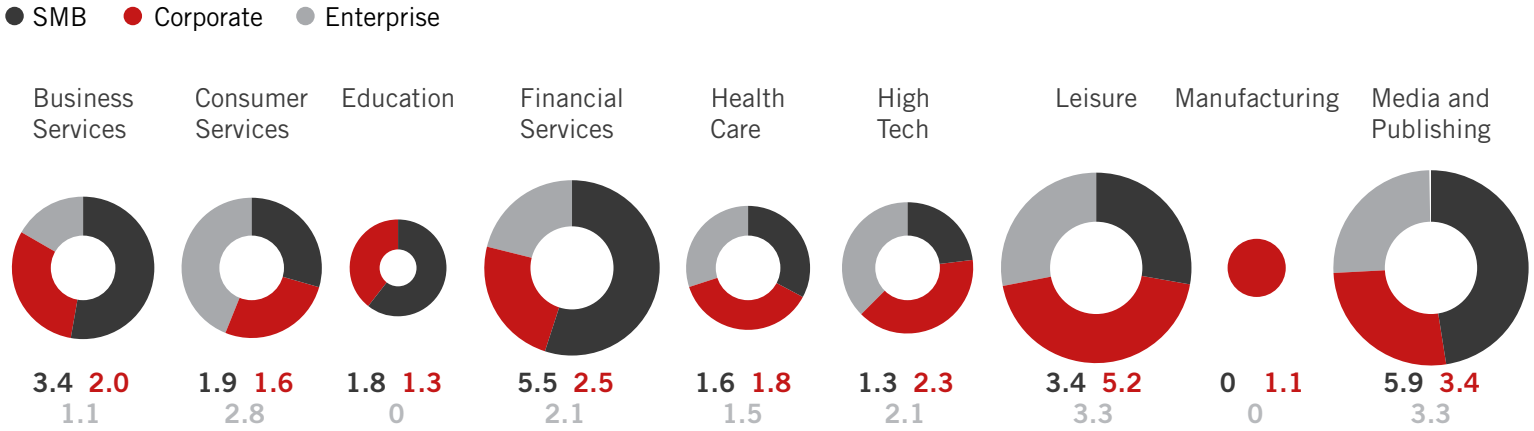
- *The sophisticated and easy-to-use toolset within the Eloqua marketing automation platform allows our clients to execute their own email marketing campaigns instead of relying on an outside agency.*

So why are Enterprises far outpacing SMBs and Corporate segments when it comes to the number of emails sent? One reason is that they're seeing increased adoption of marketing automation throughout the organization. The other explanation is that they're sending to a larger database of names than most of Eloqua's SMB and Corporate customers. Our prediction? The number of emails sent will even out as Enterprise database growth normalizes and marketers across segments learn more about the contacts in their database. Once Enterprises segment their databases more precisely, they won't need to include their entire database in each campaign. Plus, overall volume will likely fall a bit as marketers learn the communication preferences of their database contacts.

% Growth in Email, H1 2010 vs. H1 2009



Average Emails per Month per Contact



© 2010 ELOQUA CORPORATION

ELOQUA

CONCLUSION: IT'S TIME TO TAKE YOUR MARKETING TO THE NEXT LEVEL

The numbers don't lie – leading B2B and B2C companies of all sizes across industries are tapping into the power of marketing automation to drive tremendous results and fuel their growth.

While every organization needs to tailor its approach to lead generation and nurturing, smart companies follow the lead of those who are succeeding by:

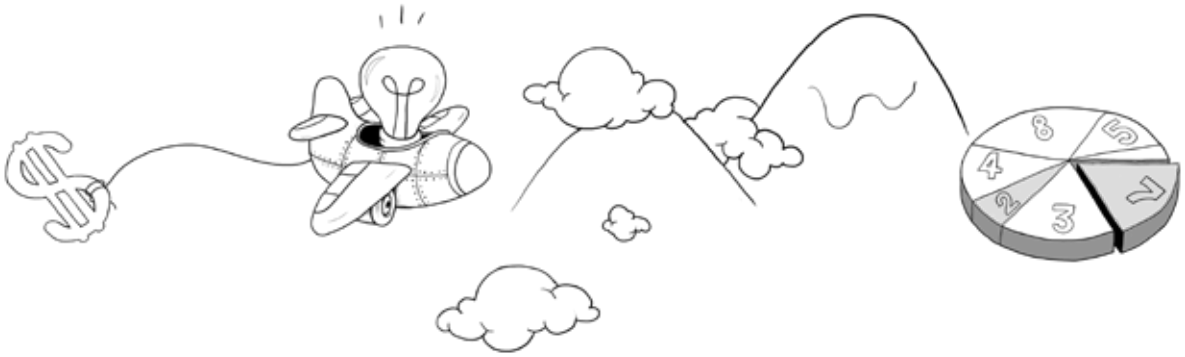
- *Scoring and rescoring leads consistently, scoring on profile and behavioral criteria, and using scoring for sales enablement*
- *Determining lead quality before follow-up by sales or marketing*
- *Nurturing leads throughout the buying cycle*
- *Reminding prospects to register for and attend events*
- *Executing smaller, more targeted campaigns*

Here's how your company can quickly get on the path to marketing greatness:

- *Contact Eloqua to assess your organization's current state and demand generation maturity, prioritize key challenges, and identify critical milestones to optimize revenue growth*
- *Attend Eloqua's education courses to learn how Best-In-Class organizations put best practices into play*

ABOUT ELOQUA

Eloqua helps clients dramatically accelerate revenue growth. Eloqua provides powerful business insight to inform marketing and sales decisions today that drive revenue growth tomorrow. The company's mission is to make its customers the fastest growing companies on earth. Thousands of users rely on the power of Eloqua to execute, automate and measure programs that accelerate revenue growth. Eloqua's customers include Adobe, AON, Dow Jones, ADP, Fidelity, Polycom, and National Instruments. The company is headquartered in Vienna, Virginia, with offices in Toronto, London, Singapore and throughout North America. For more information, visit www.eloqua.com, call 866-327-8764, or email demand@eloqua.com.





Mardevdm2® (mardevdm2.com) is the global marketing data and services division of Reed Business Information, one of the world's leading providers of business information and services. With offices in London, Chicago, New York, Singapore and Sydney, Mardevdm2 provides unmatched global data and insight, demand generation and lead nurturing programmes, as well as custom marketing campaigns that help B2B marketers effectively engage with their target audience.

Contact us

mardevdm2 London
The Quadrant, Quadrant House
Sutton, Surrey, SM2 5AS UK
+44 (0) 20 8652 4525
enquiries@mardevdm2.com

mardevdm2 Chicago
2000 Clearwater Dr.
Oak Brook, IL 60523 USA
+1 800 323 4958
info@mardevdm2.com

mardevdm2 New York
360 Park Avenue South
New York, NY10010-1710 US
+1 800 545 8517
sales@mardevdm2.com

mardevdm2 Australia
Tower 2
475 Victoria Avenue
Chatswood, NSW 2067 Australia
+612 9422 2644
mardevlists@mardevdm2.com

mardevdm2 Singapore
The Signature,
51 Changi Business Park
Central 2, #07-01
Singapore 486066
+65 6780 4842
infoasia@mardevdm2.com

© 2010 ELOQUA CORPORATION