

40 Must-See Charts for Modern Marketers



Dirty Data = Lost Revenue

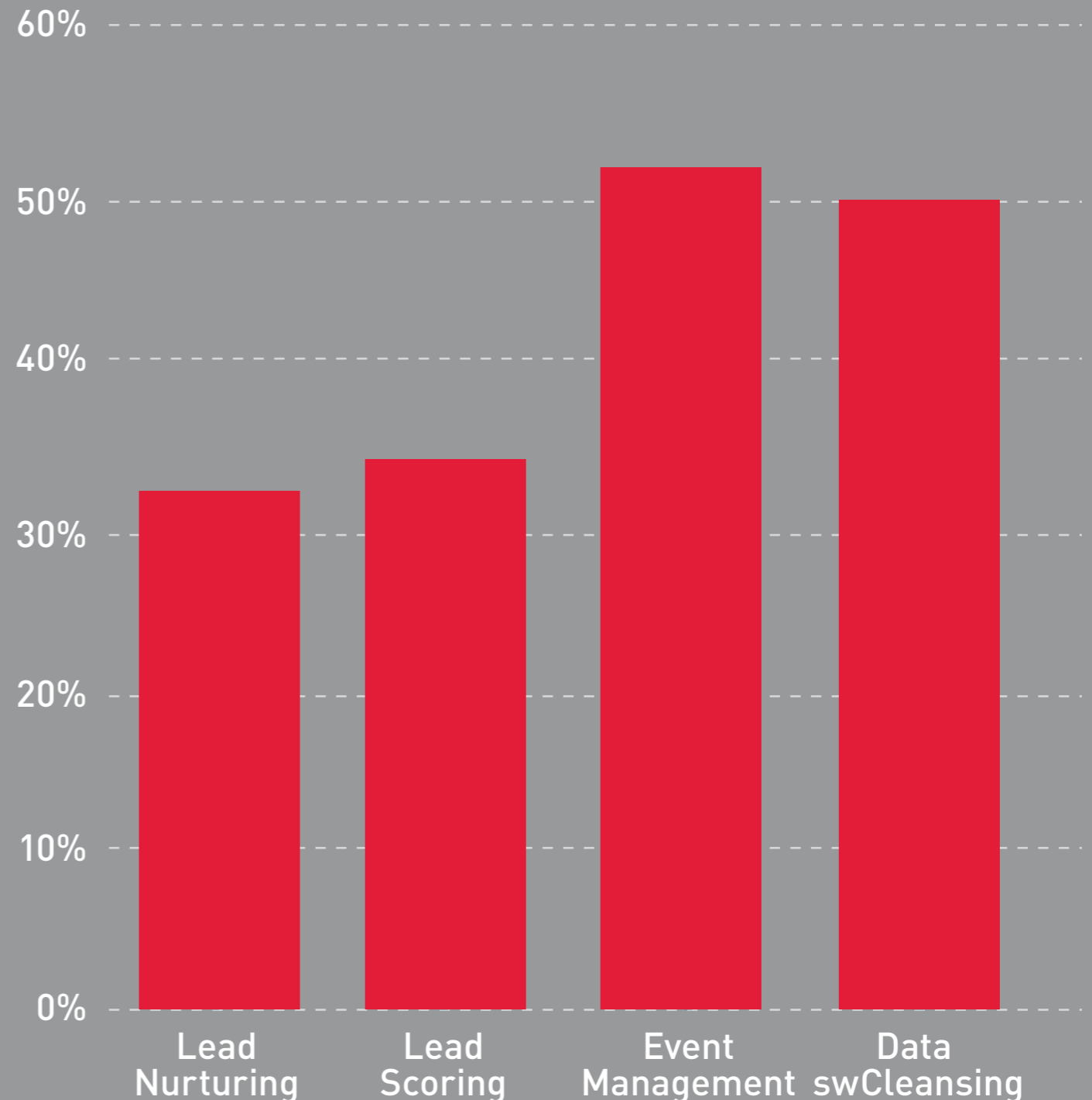
Event management
and data cleansing rising
more sharply than all
other automated
marketing practices



Increase in Automated Marketing Practice

Same quarter 2010 to 2012

■ Growth in program activity

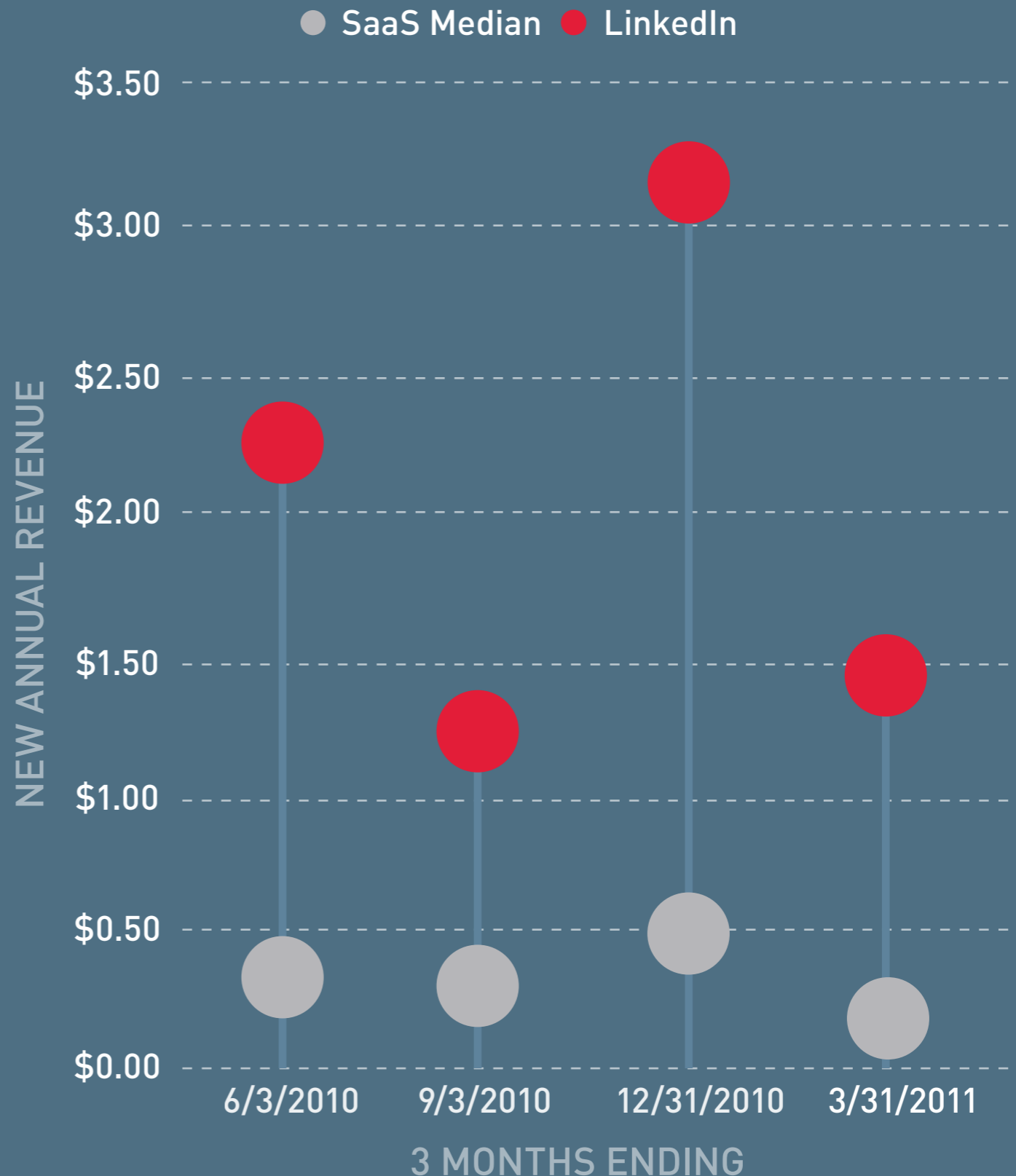


LinkedIn IPOs on Back of Massive Marketing ROI

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



Return on \$1 in Sales and Marketing Investment



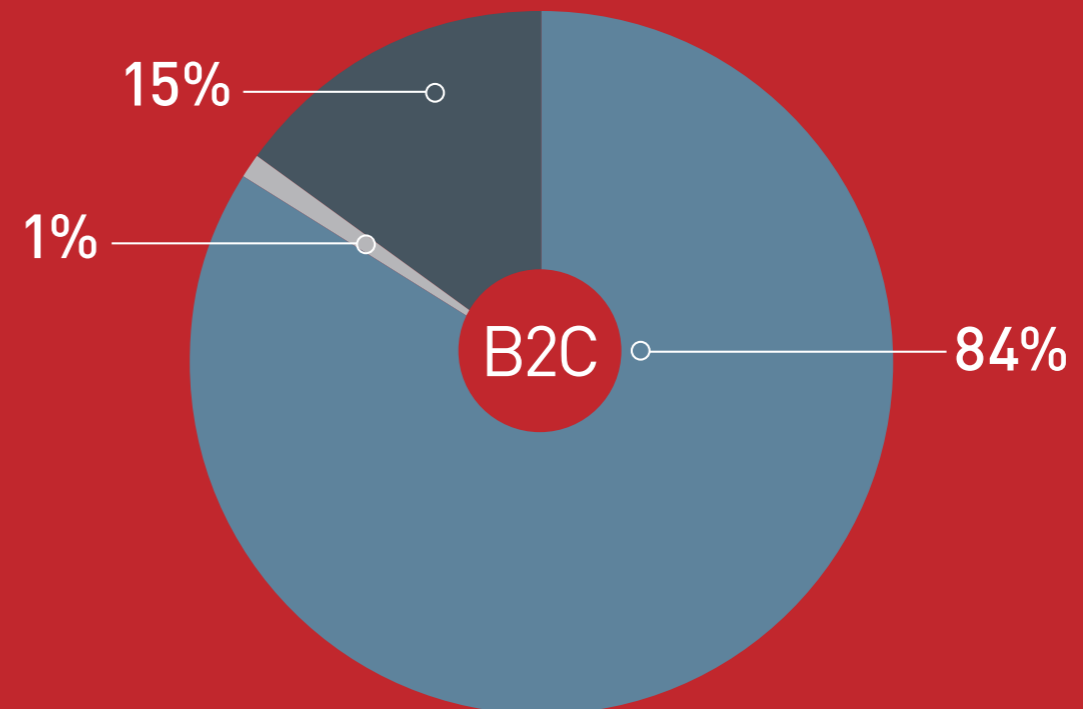
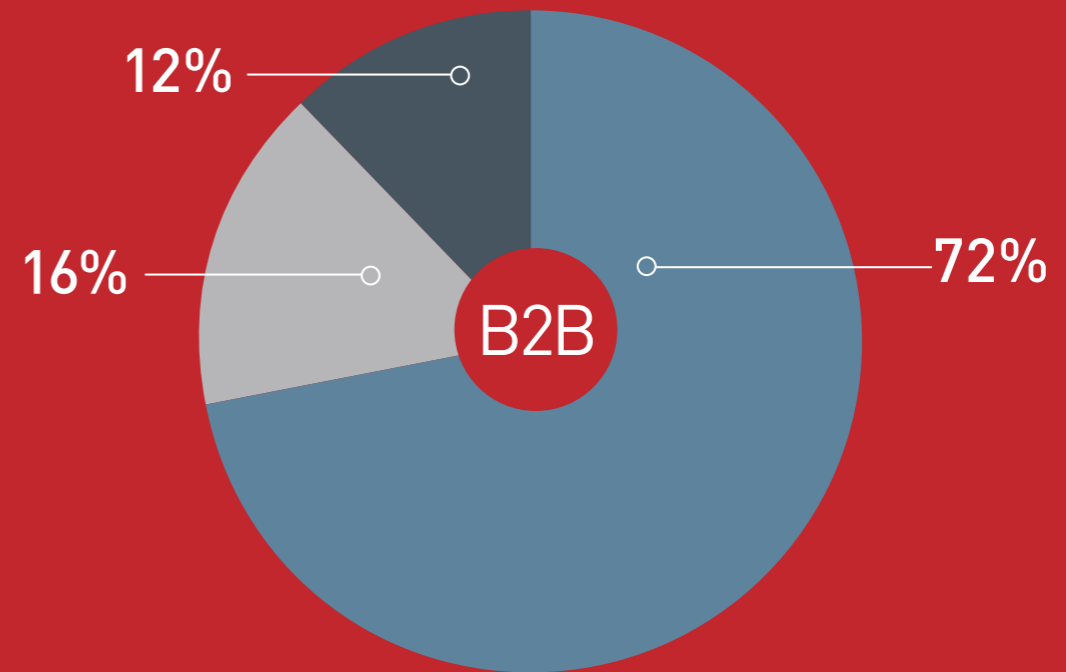
Social Media Referral Traffic: B2B vs. B2C

LinkedIn referral traffic is 16x higher for B2B Companies



Social Traffic Sources for B2B and B2C Companies

● Facebook ● LinkedIn ● Twitter



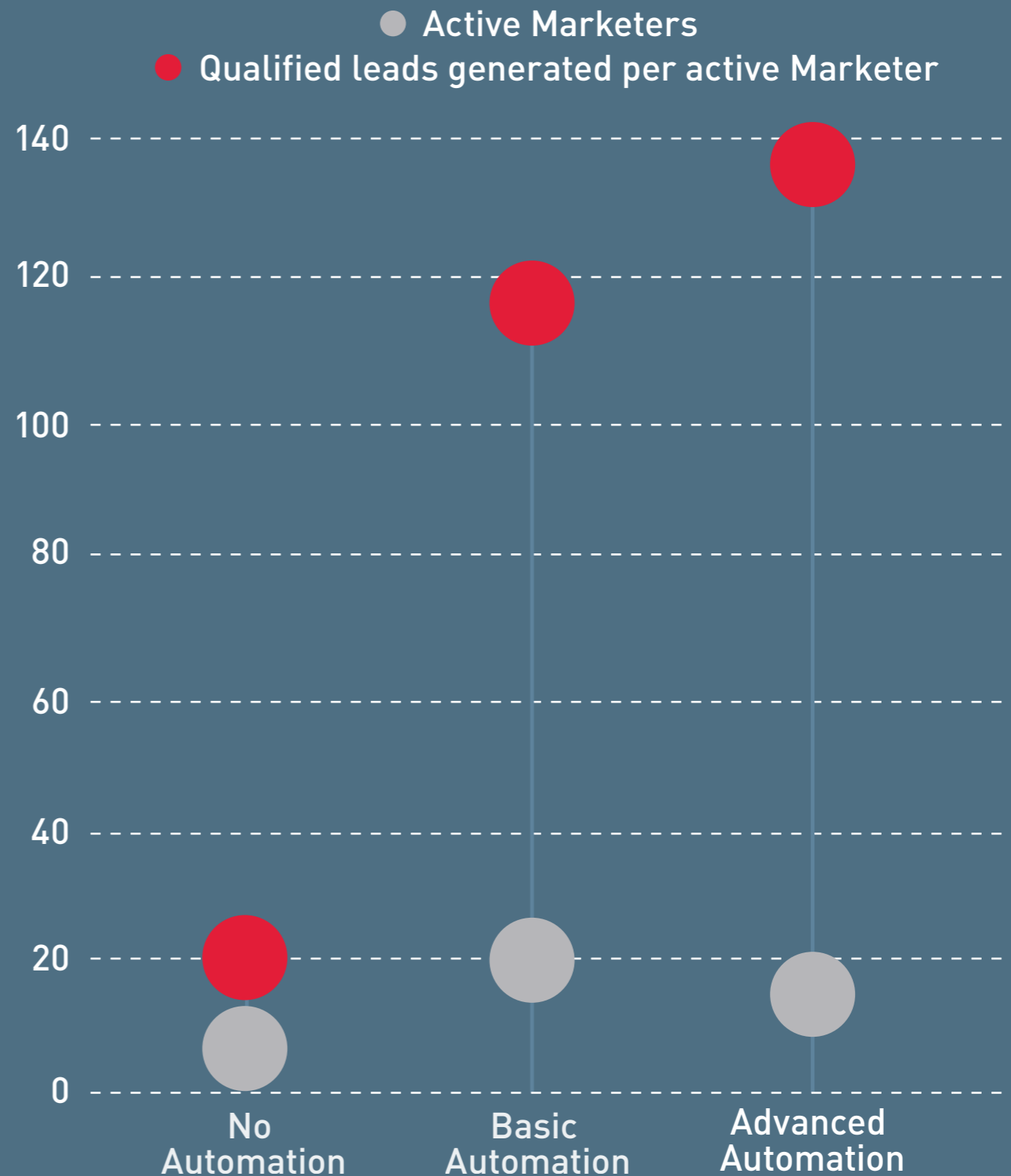
Source: Eloqua Benchmark Data, 2010 Full year

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

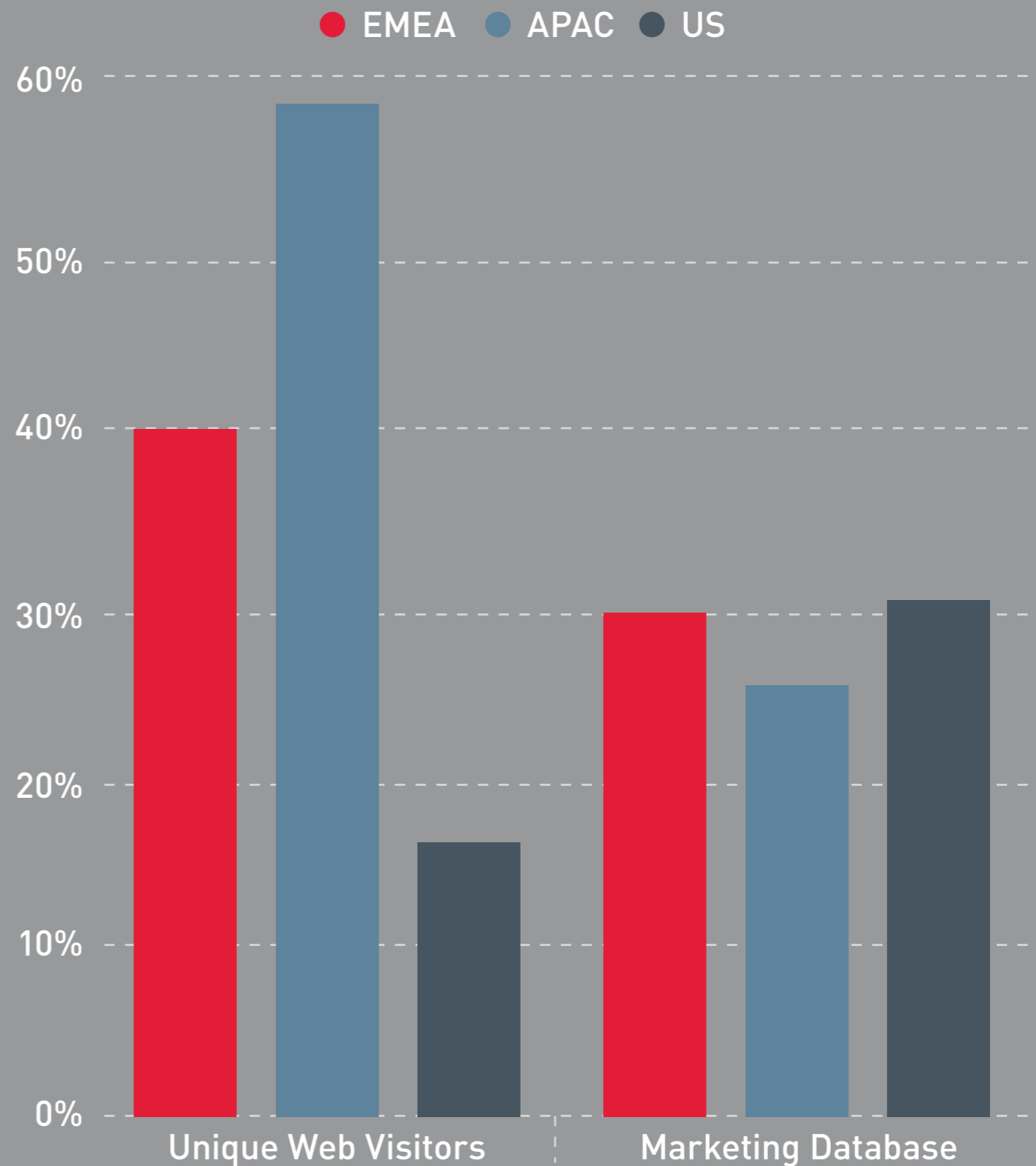


APAC & EMEA Companies Outpacing US in Web Visitors, Trailing in Conversion

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

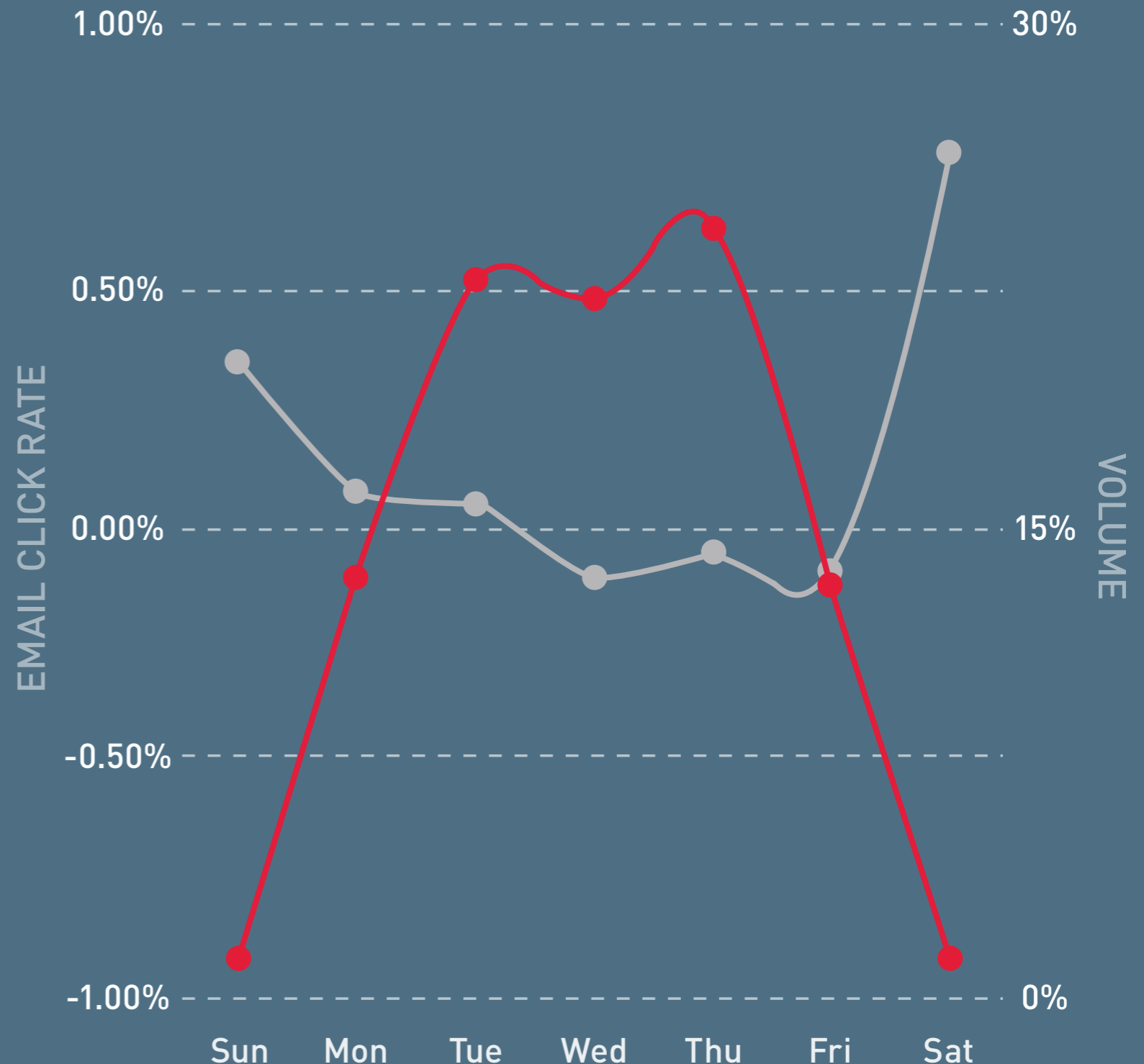
1.5 Billion Emails Can't Be Wrong: Weekends Are the Best Time to Send Email

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



Email Clicks & Volume by Day of Week

● Clickthrough Rates ● Emails Sent



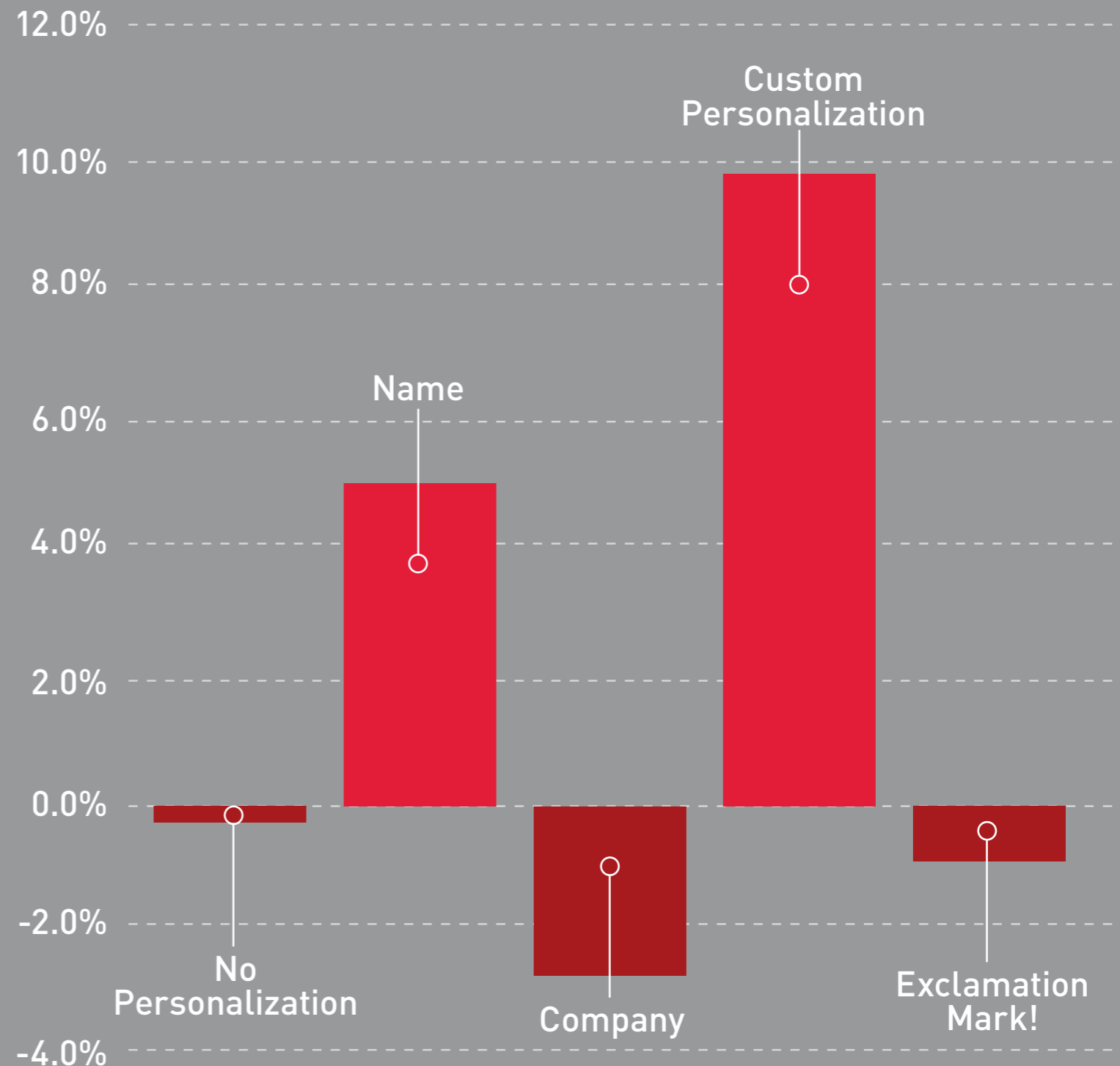
Personalized Subject Lines Key to Email Open Rates

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



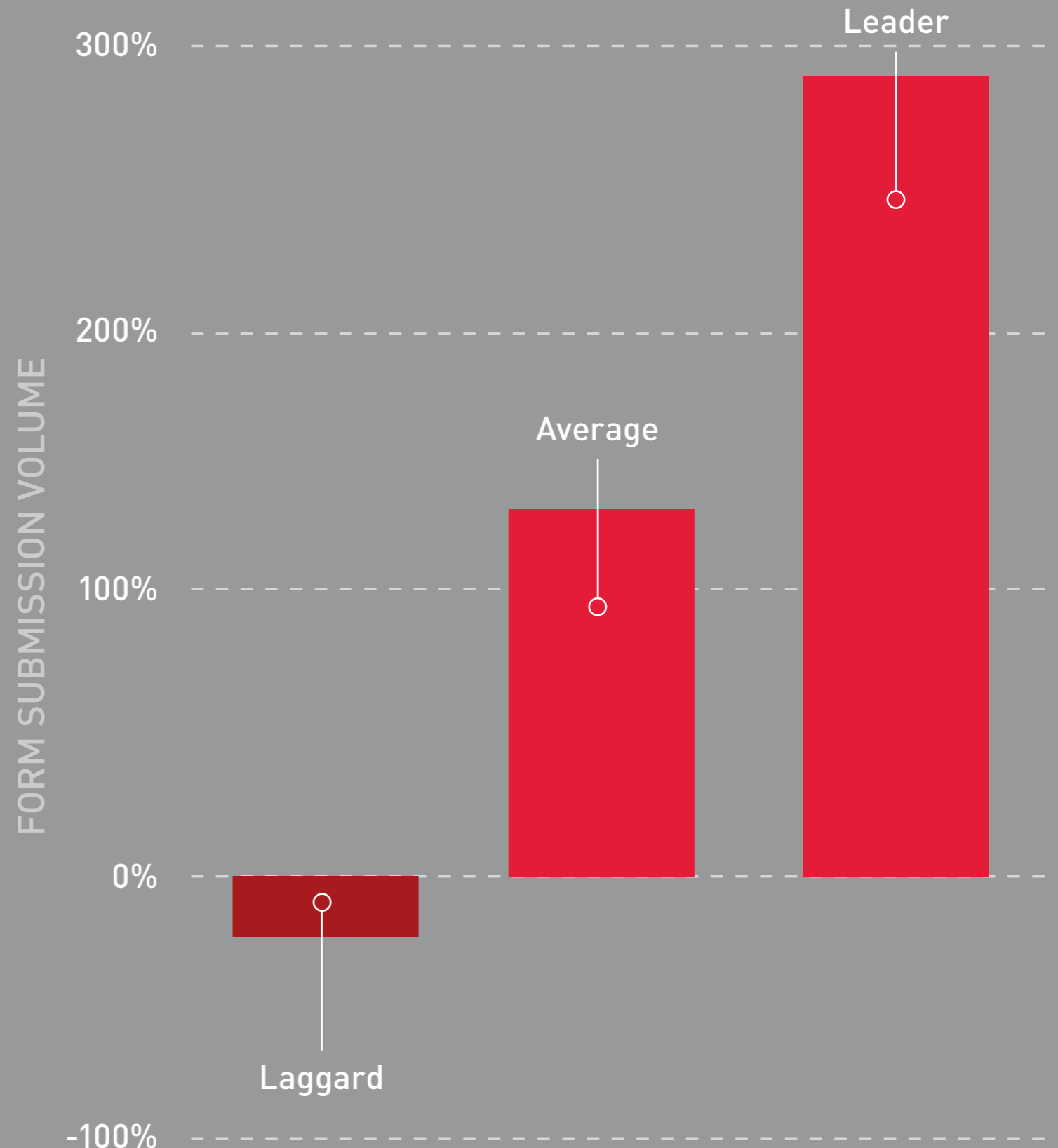
Source: Eloqua Benchmark Data, January 2011

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



Marketing Automation Sophistication



Dynamic Content Improves Conversions by 50%

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



Dynamic Content: Adoption & Conversion

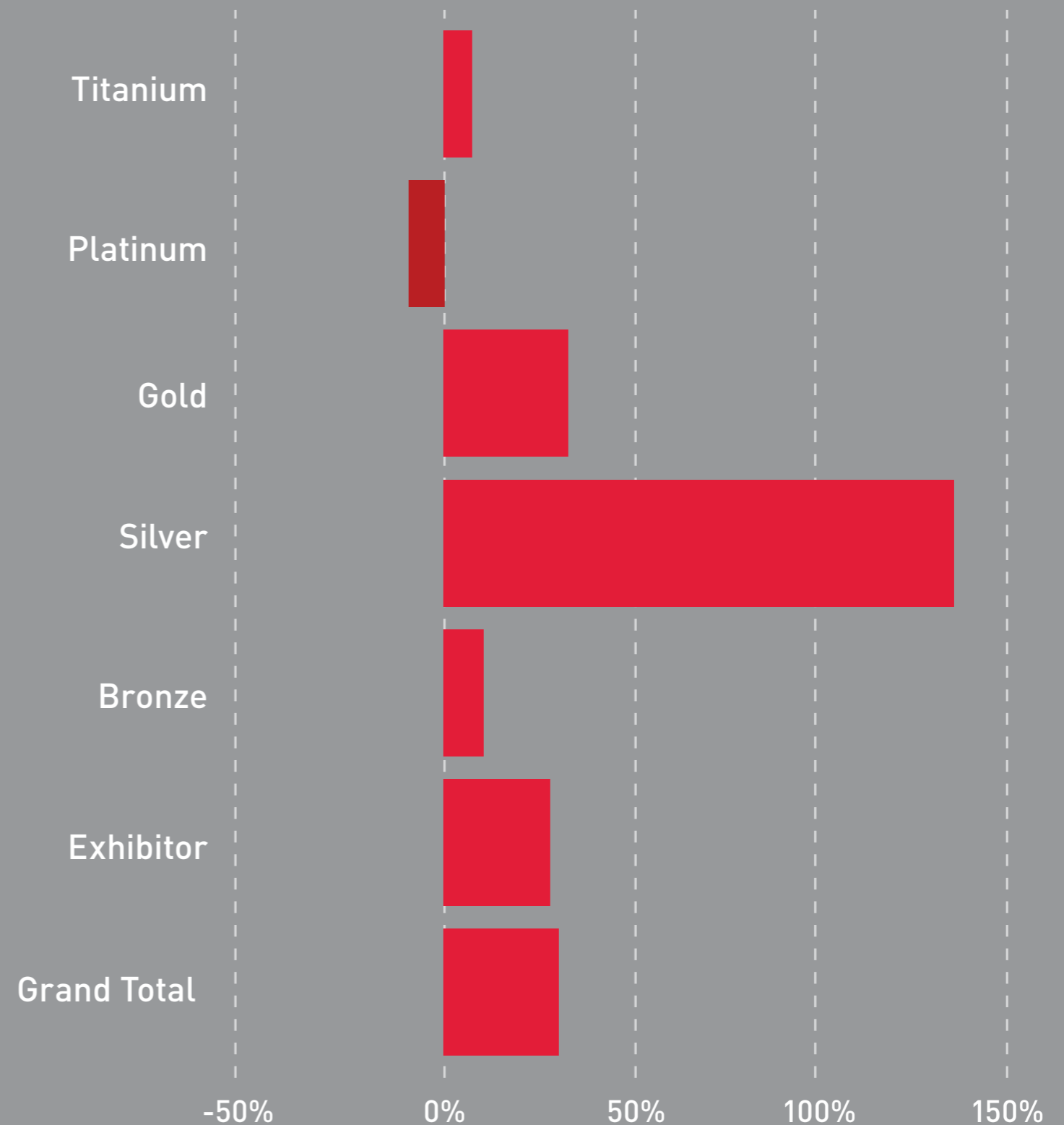


Event Sponsorship = Lift in Site Traffic

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

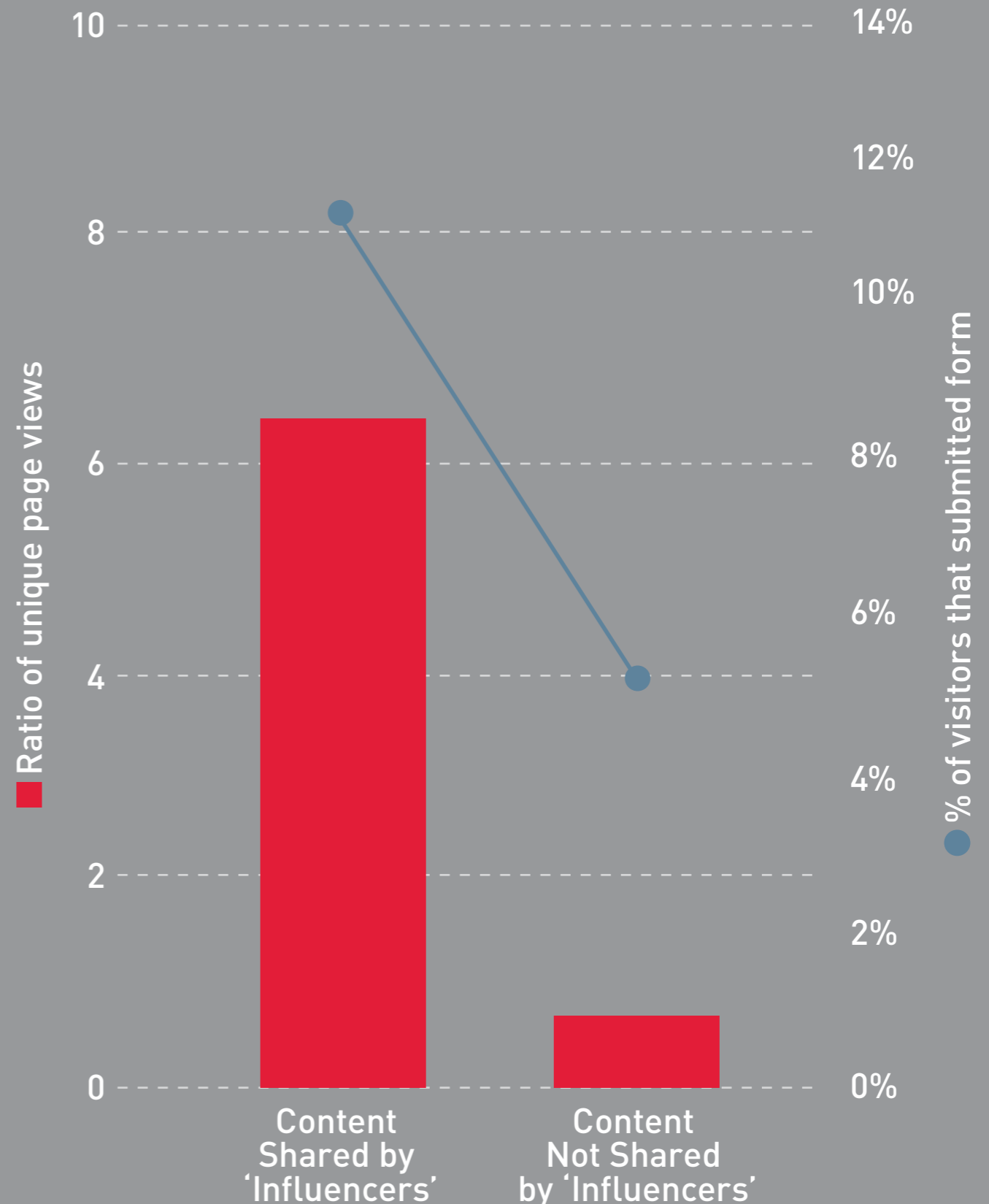
"Influencers" Have Major Impact on Views and Conversions

"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



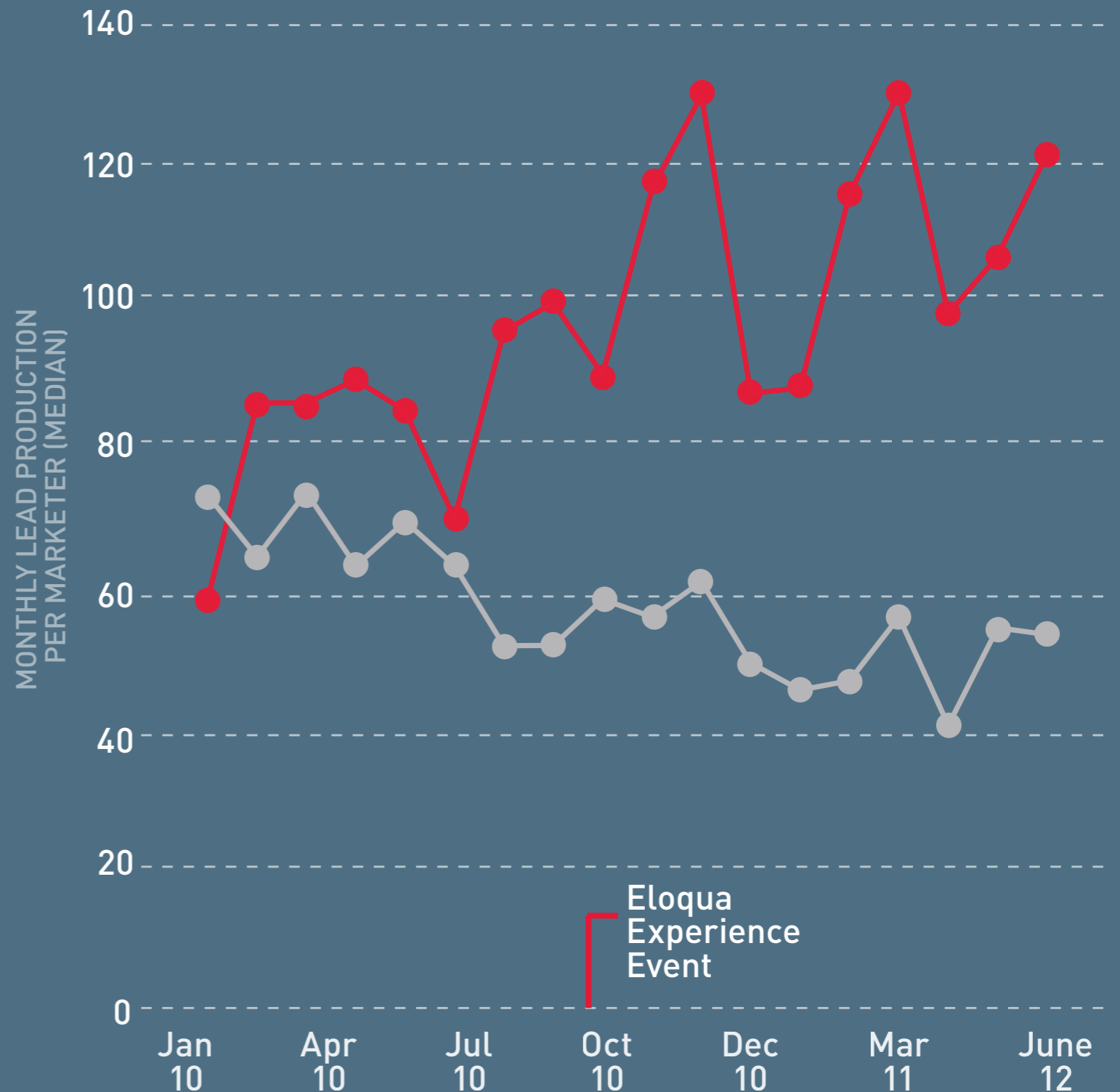
Eloqua Experience Attendees & Monthly Lead Generation

User Conference Attendees Are Your Best Customers

Looking for customers to highlight? Start with user conference attendees

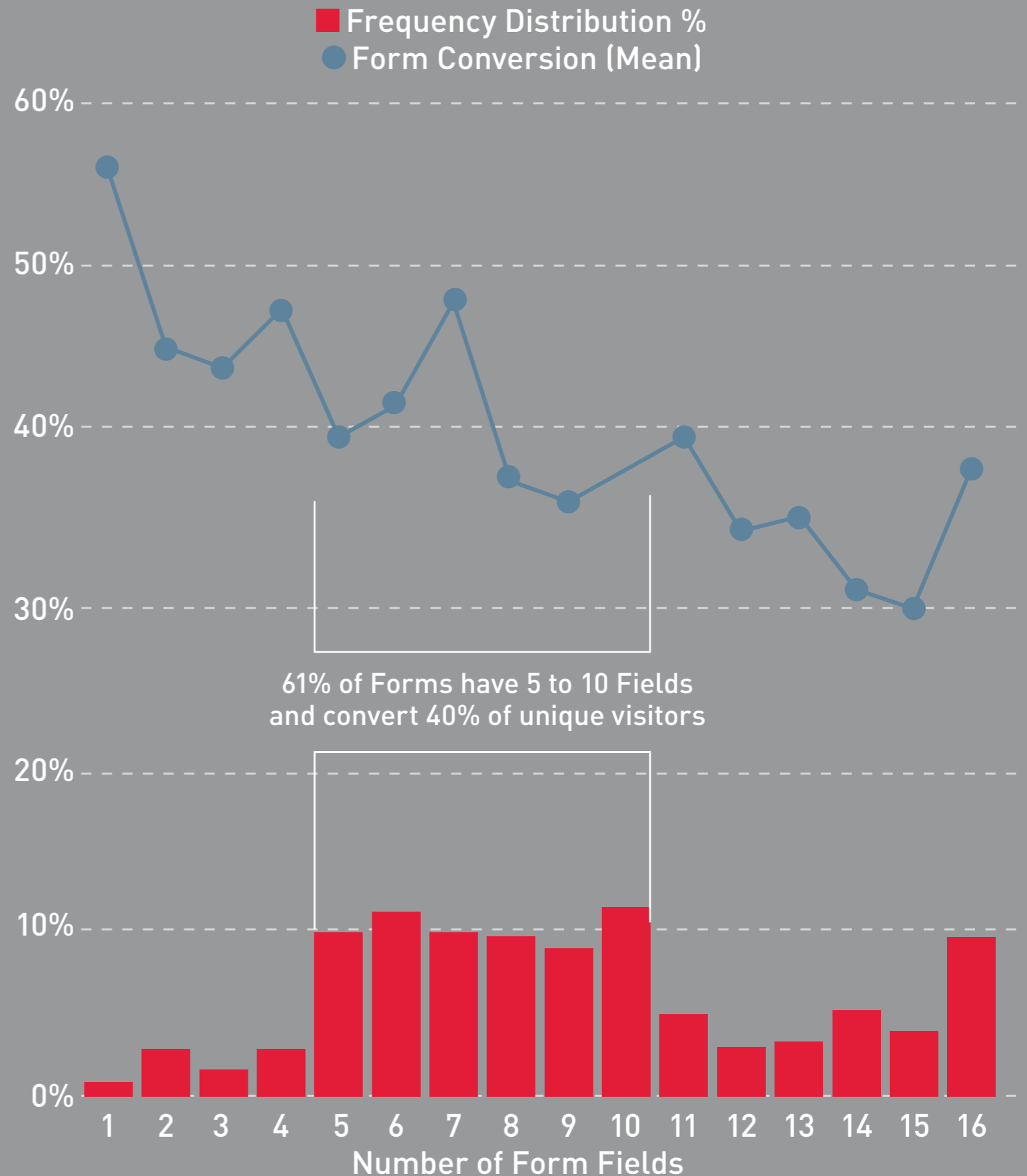


● Attended Eloqua Experience ● Did not attend Eloqua Experience



The Optimal Number of Form Fields: 7

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

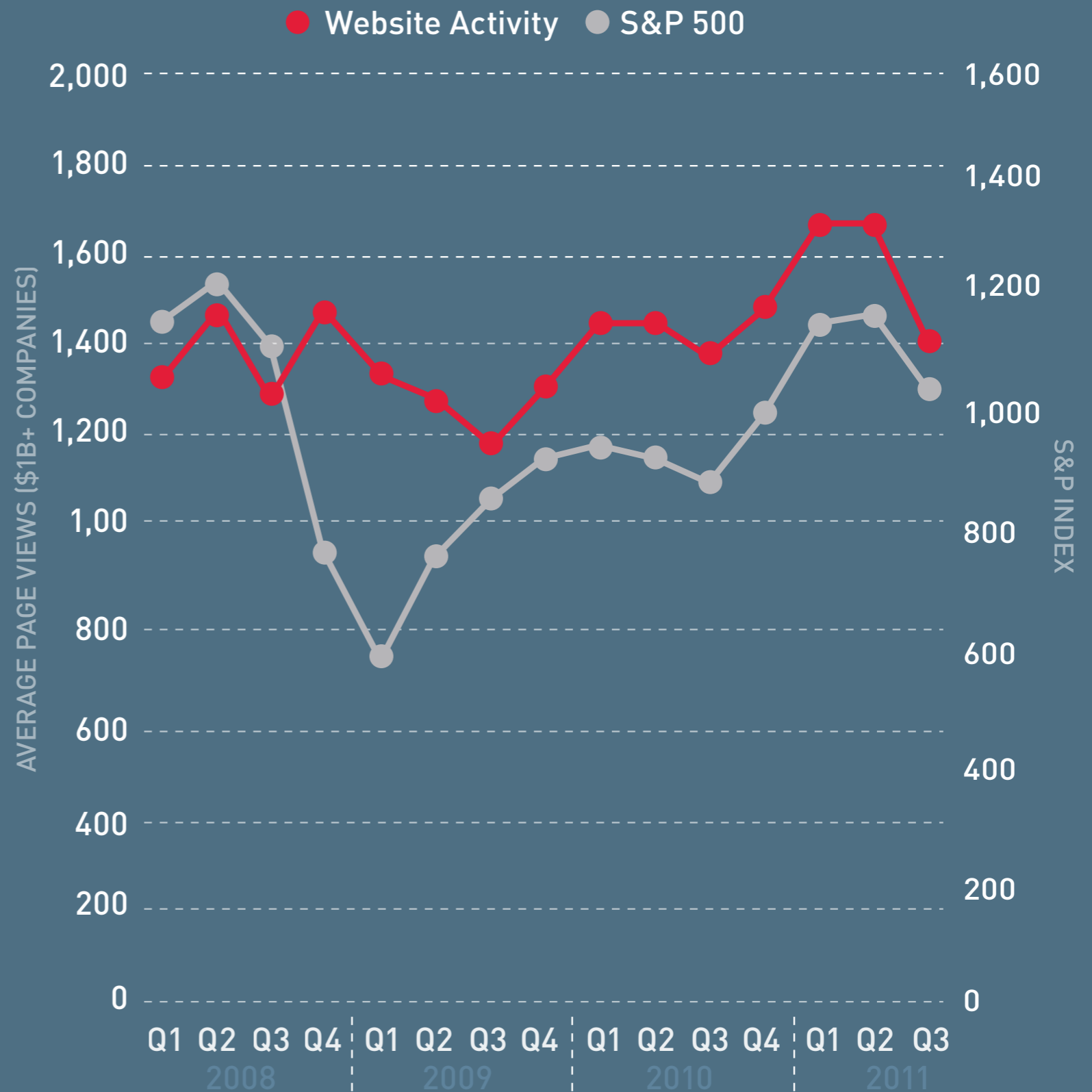


Web Activity Correlates to Macro-economic Trends

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



Digital Body Language Trends for Billion Dollar Companies



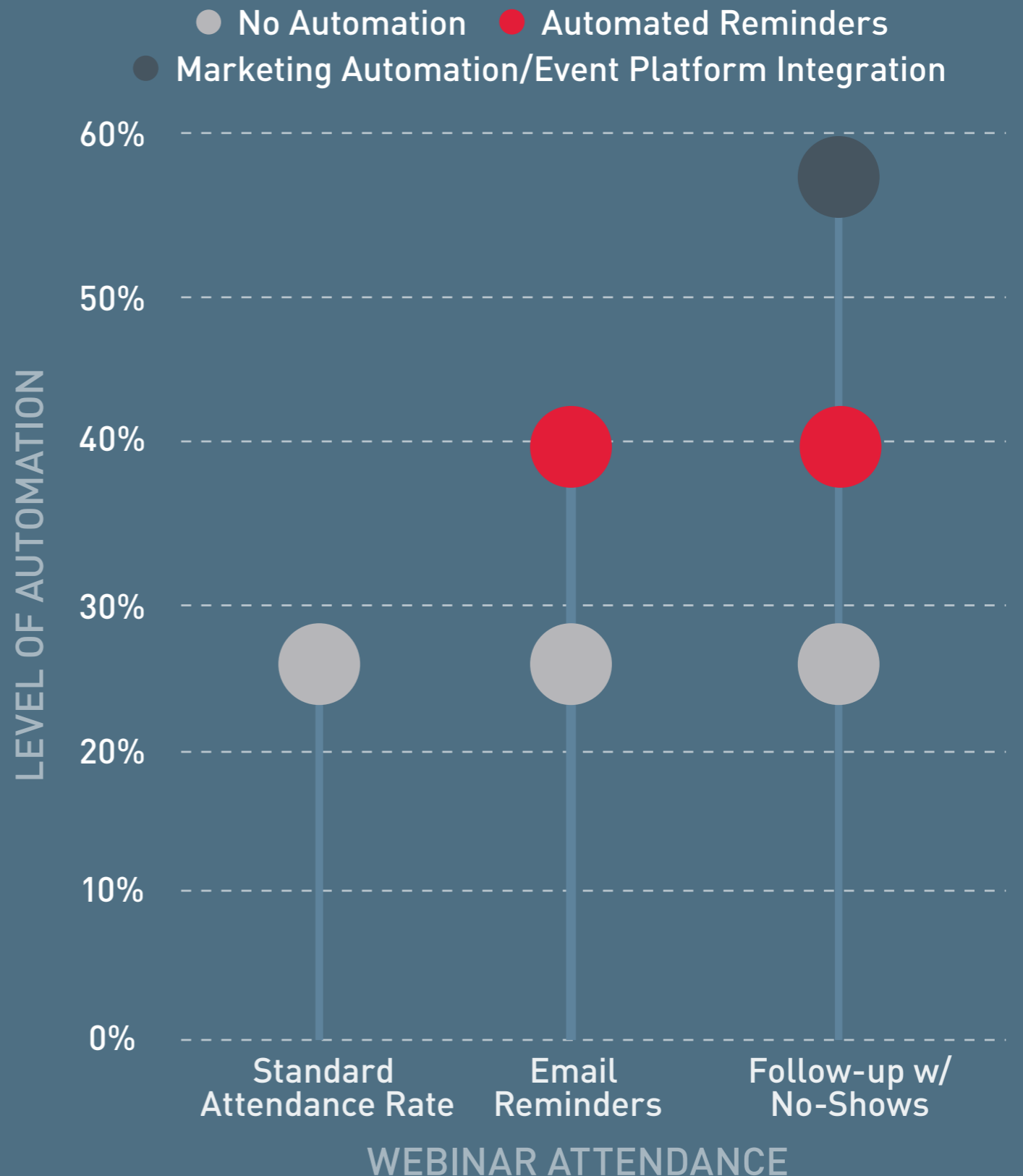
Source: Eloqua Benchmark Index, Yahoo finance, 2009 to 2011

More Automation = More Attendees

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



Webinars Attendance & Automated Reminders



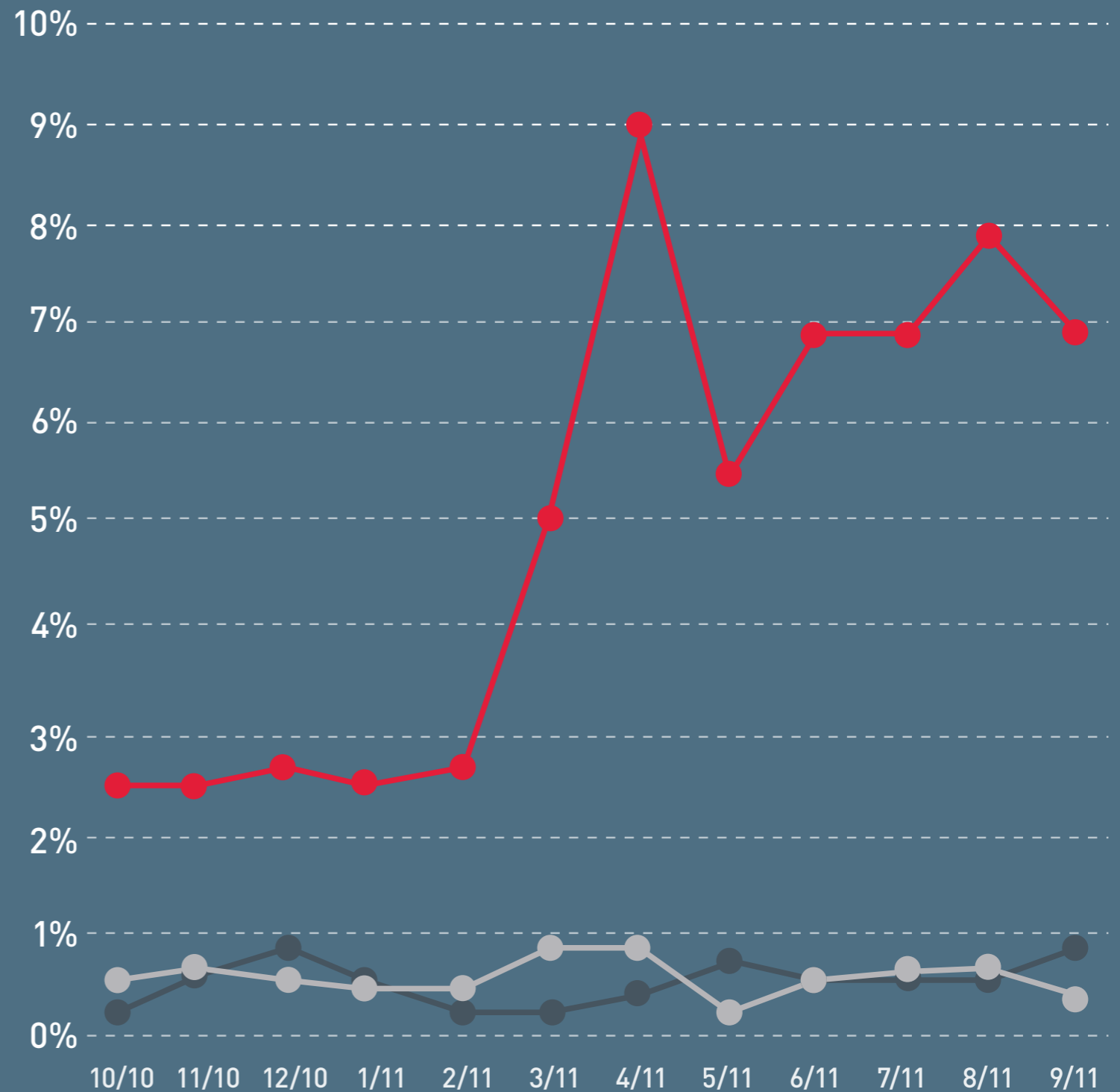
Small Businesses Take Early Lead in Social Media

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



Companies Under \$150M Stepped up, Socially

● <\$150M ● \$150M to \$2B ● >\$2B

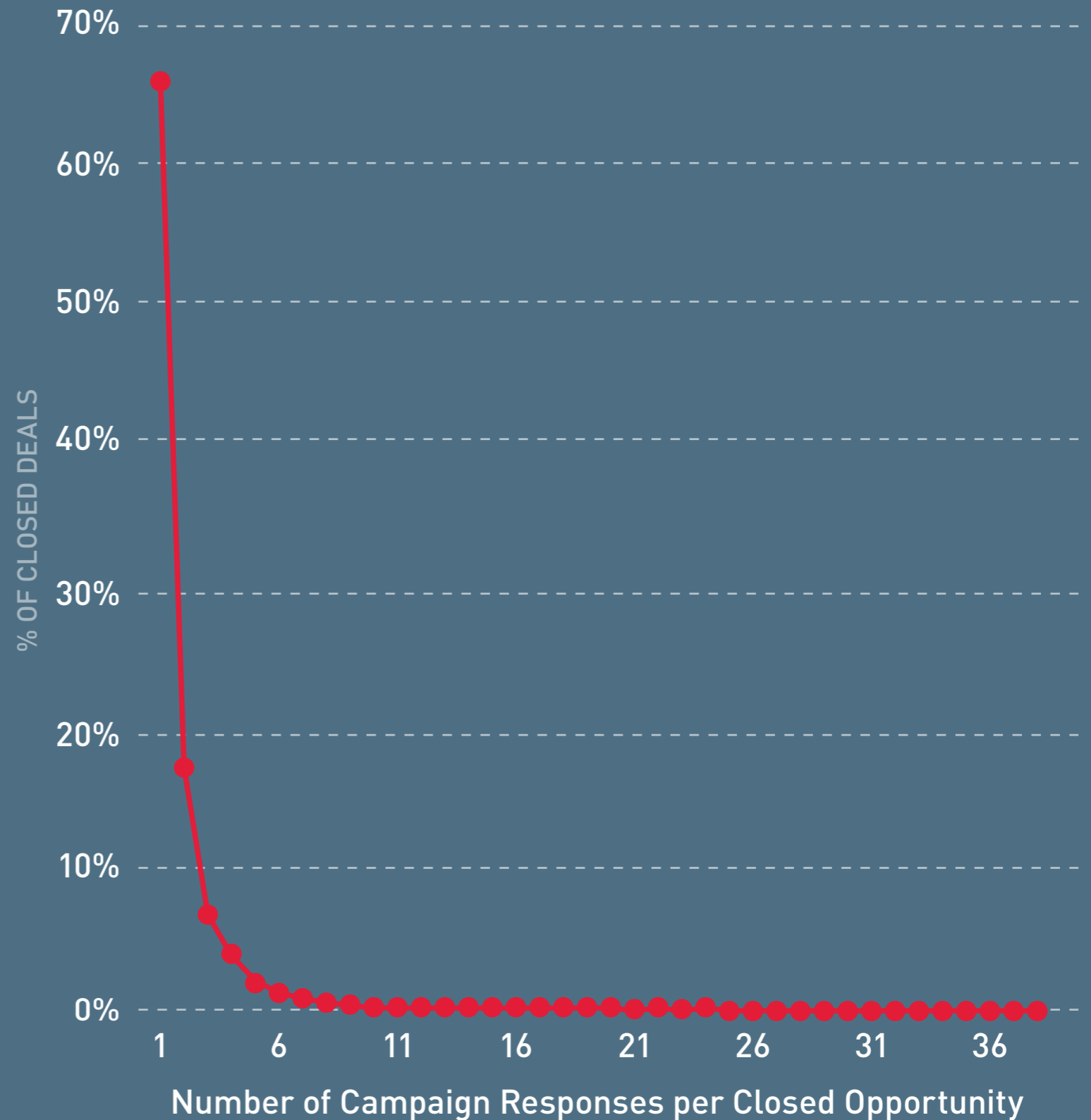


Source: Eloqua Benchmark Index, 4Q 10 to 3Q 11

Closed Loop Reporting: The Longtail Begins at Three Campaigns



80% of deals closed after just two marketing "touches"



Source: Eloqua Benchmark Index

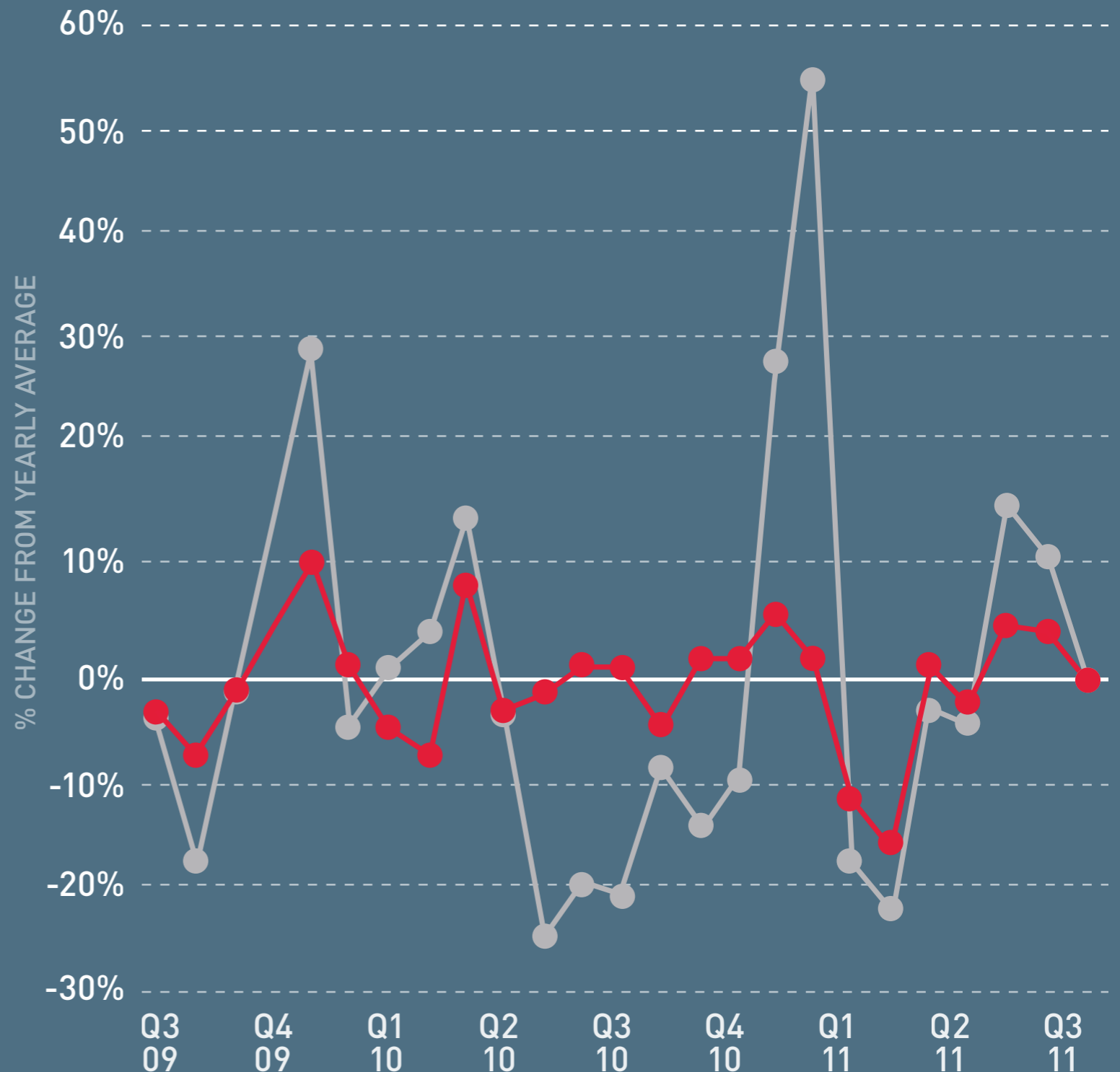
Q4 is Marketing's Busiest Month

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



Q4 is Marketing's Busiest Period

● Visits ● Form Submissions



Source: Eloqua Benchmark Index

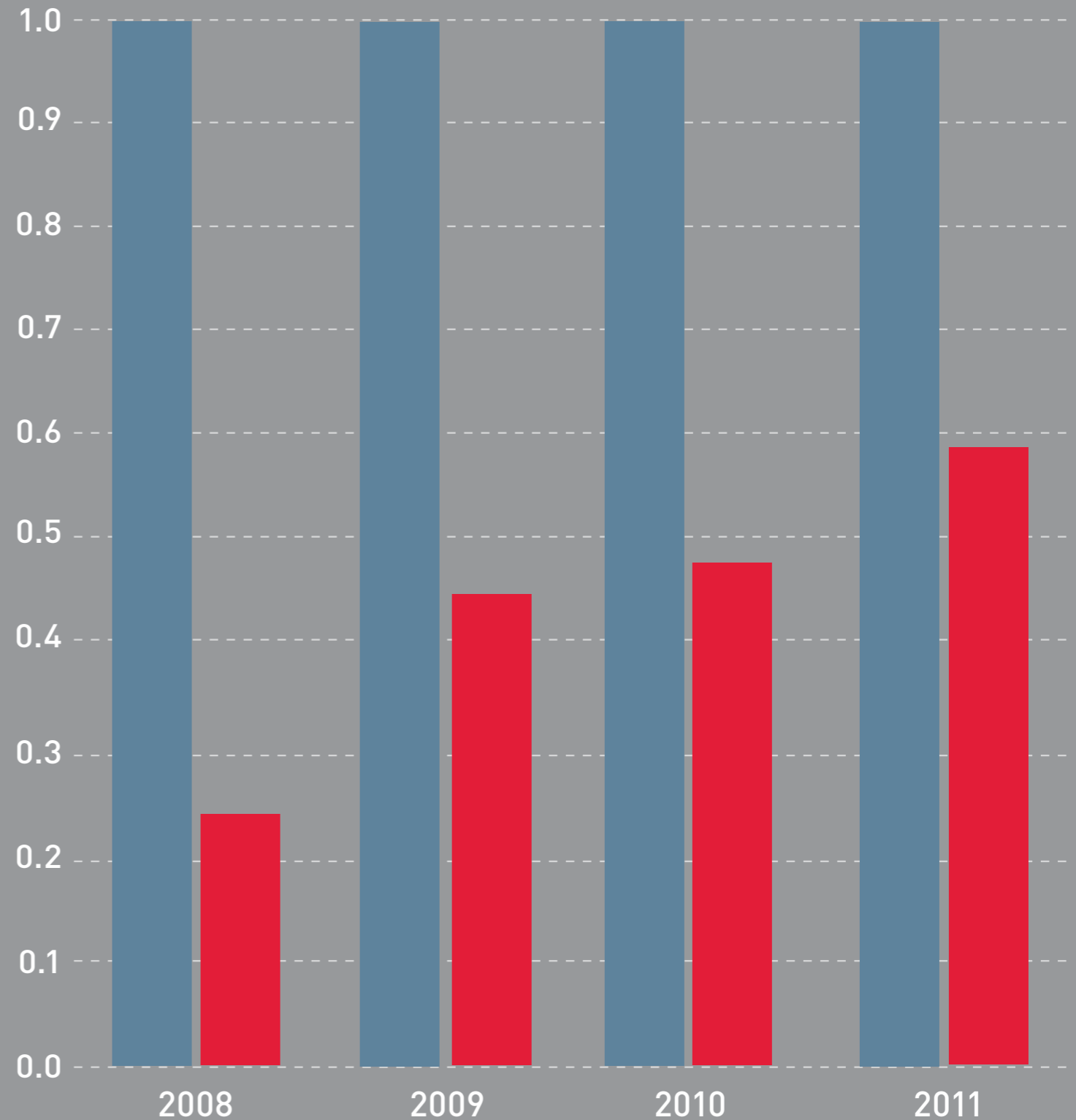
B2B Companies Closing the Online Gap with B2C Counterparts

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



Page View Ratio B2C:B2B

B2C PAGE VIEWS ■ : ■ B2B PAGE VIEWS

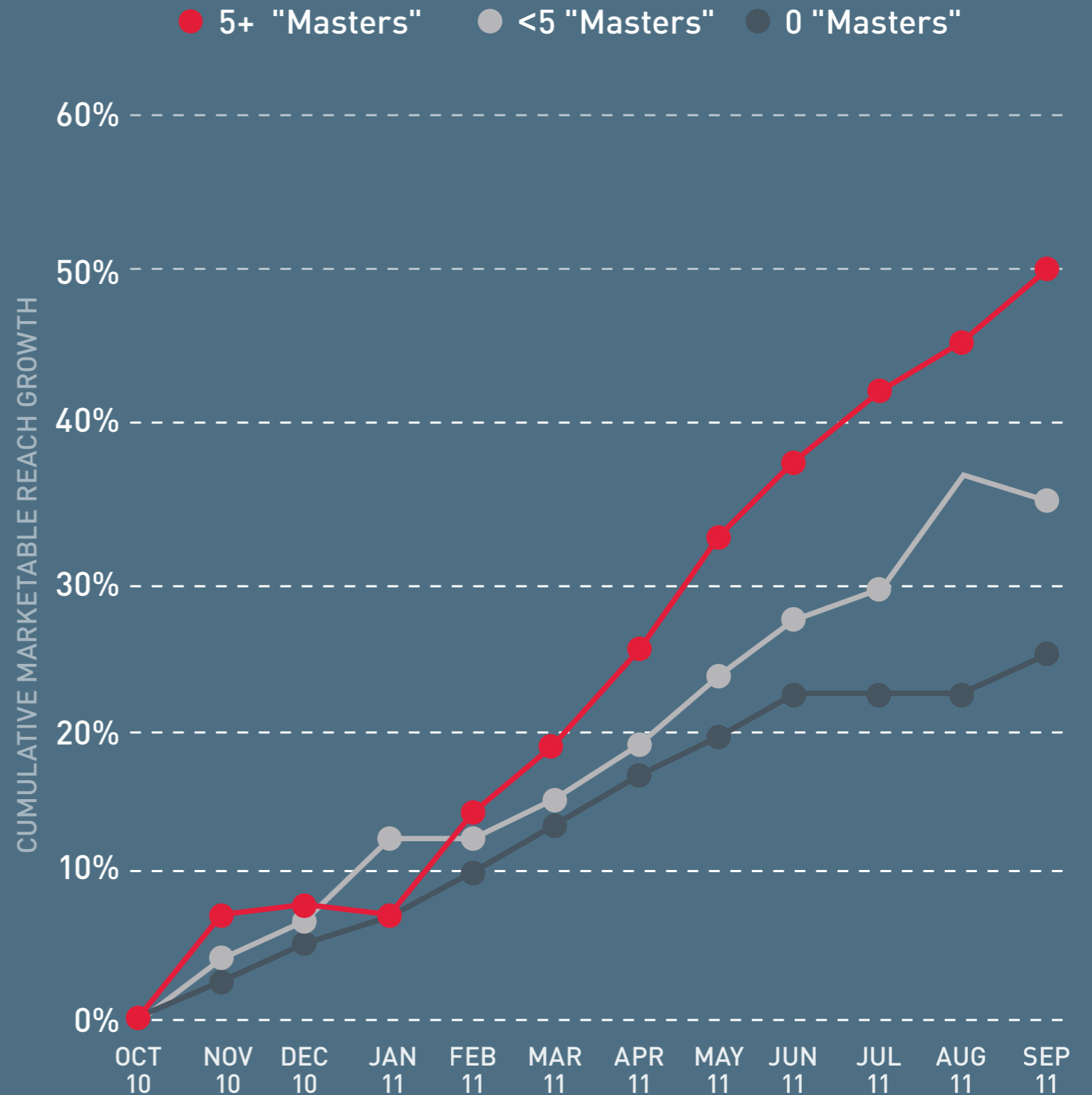


Marketing Automation "Masters" Outperform Peers

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



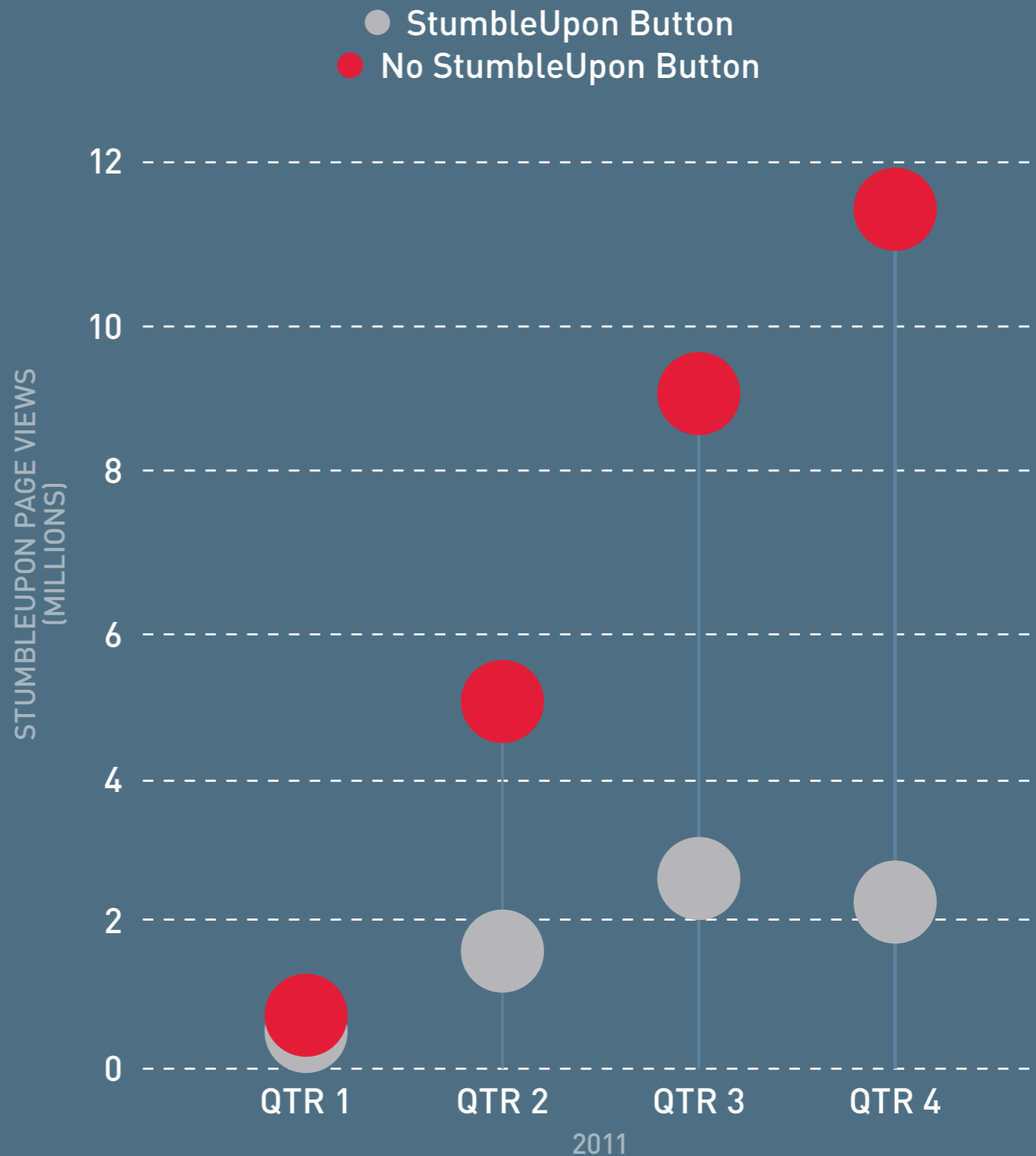
Source: Eloqua Benchmark Index

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



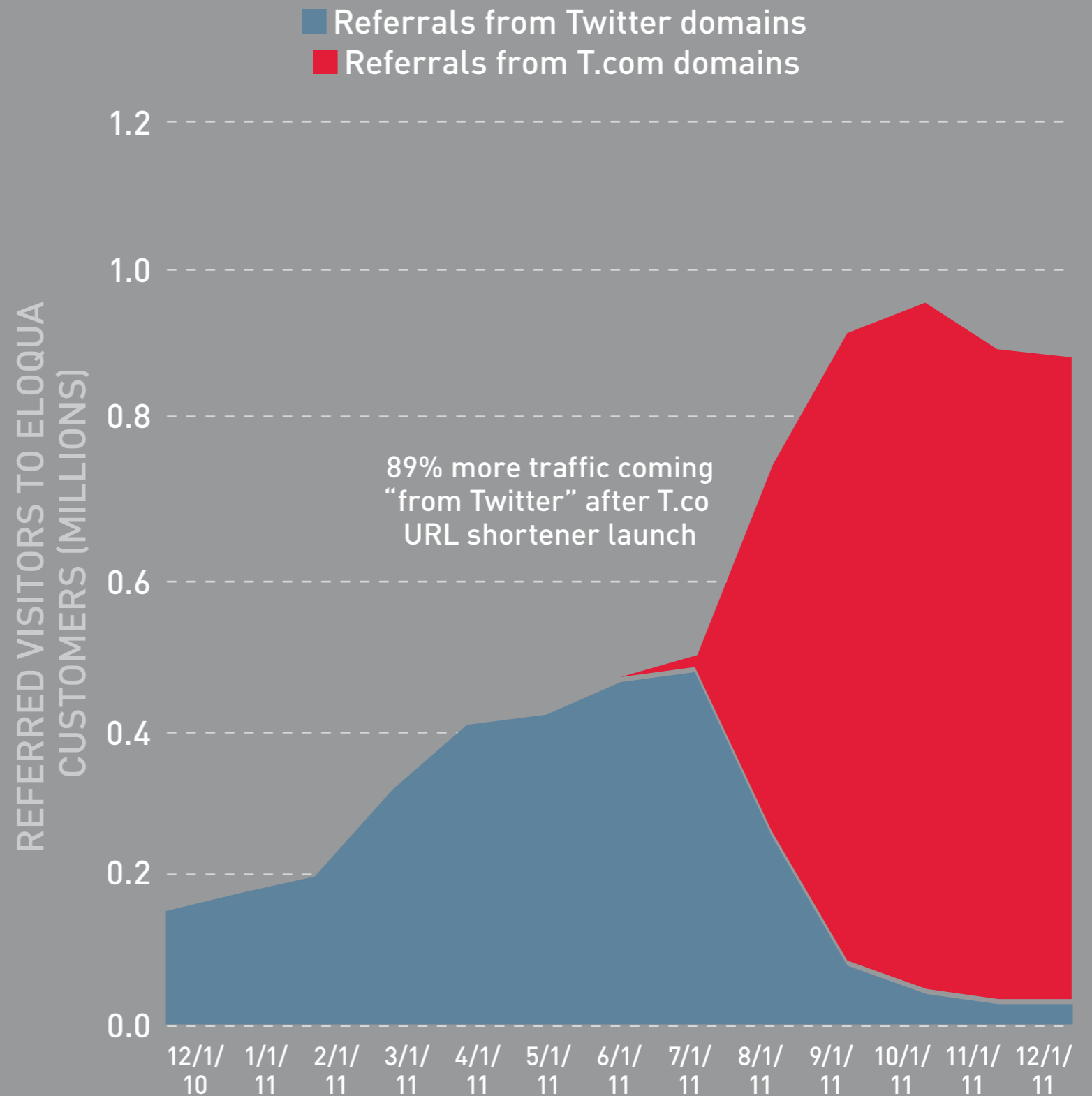
Source: Eloqua Benchmark Index, CY 2011

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

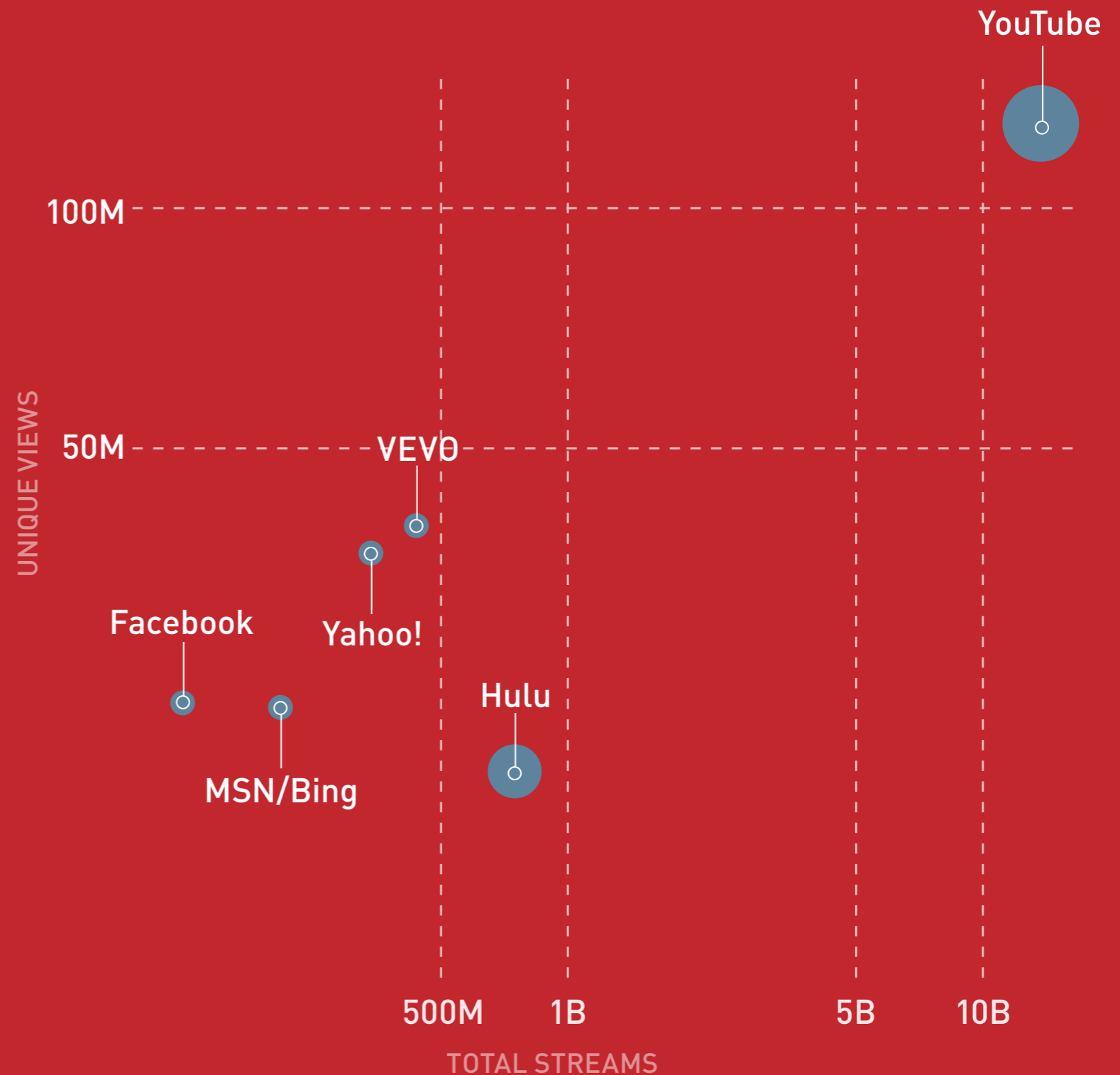


Video Streams/Month Outpacing Traffic Growth

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

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



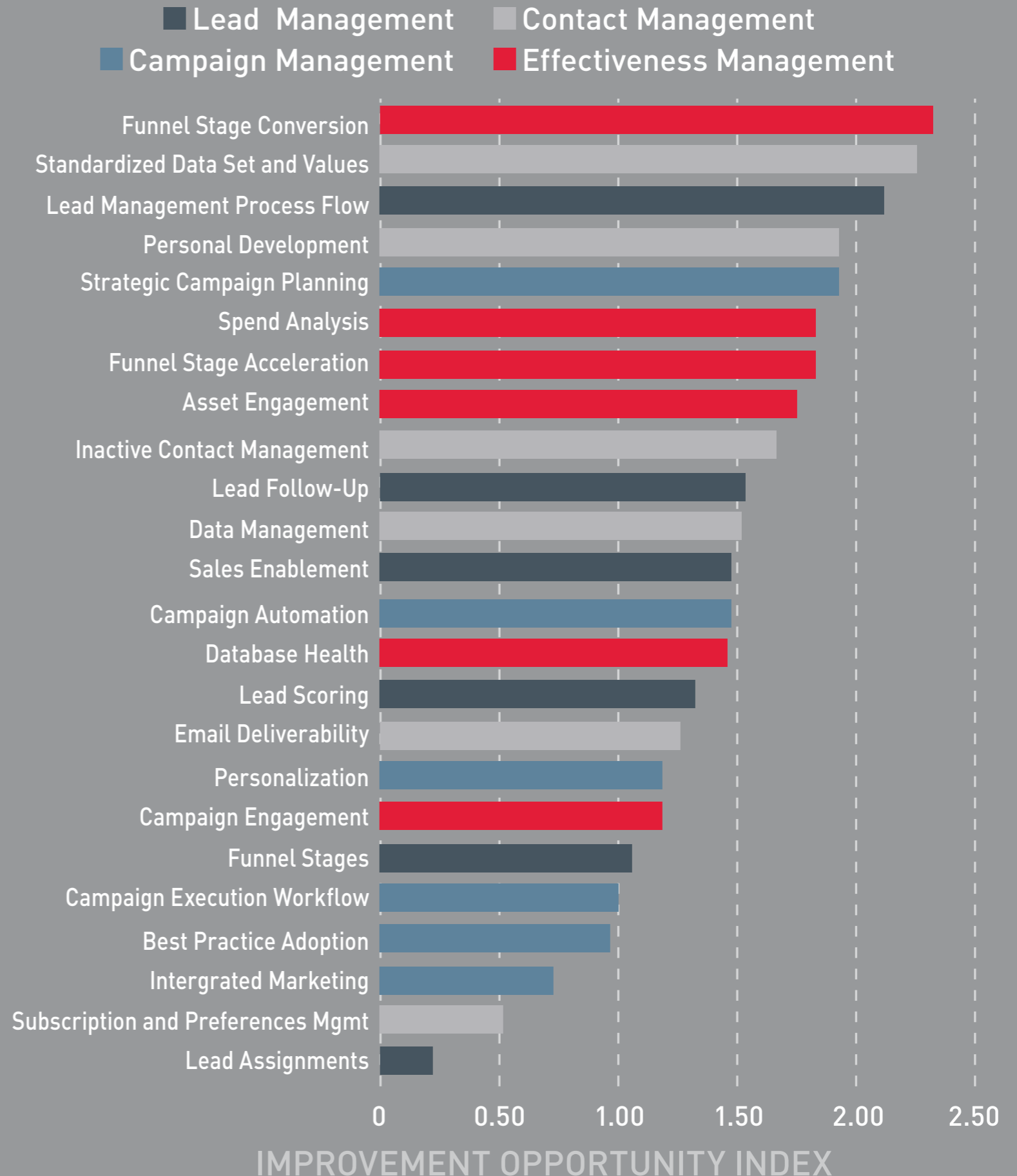
For Every \$1 Spent on
Sales & Marketing, Facebook
Generates \$4.52 in Annual Revenue



Source: SEC

"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



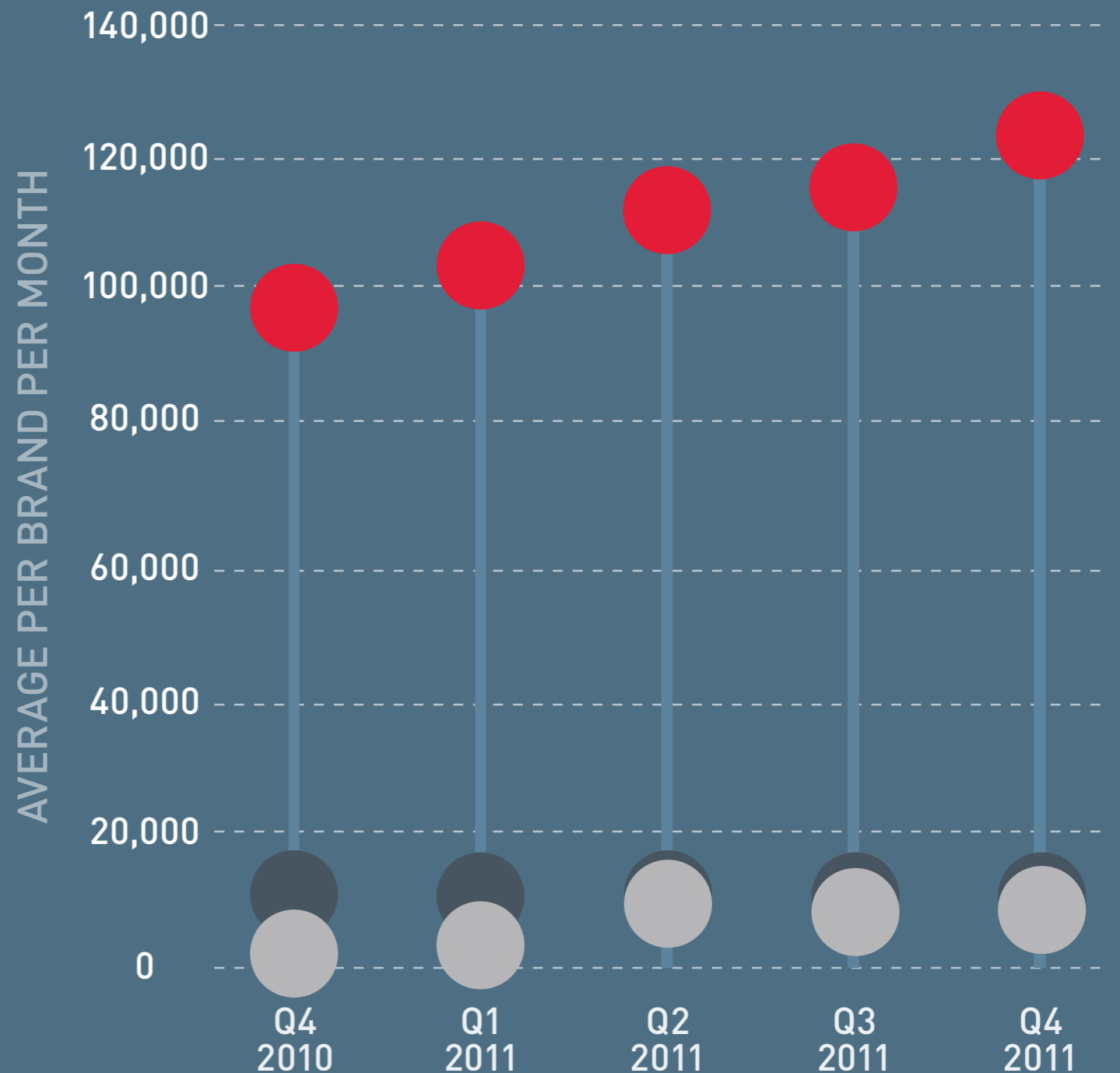
Email Still Drives More Traffic than Social

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

- Top 5 Social Referrers (Traffic)
- Top Email Opens (Eyeballs)
- Total Email Clicks (Traffic)

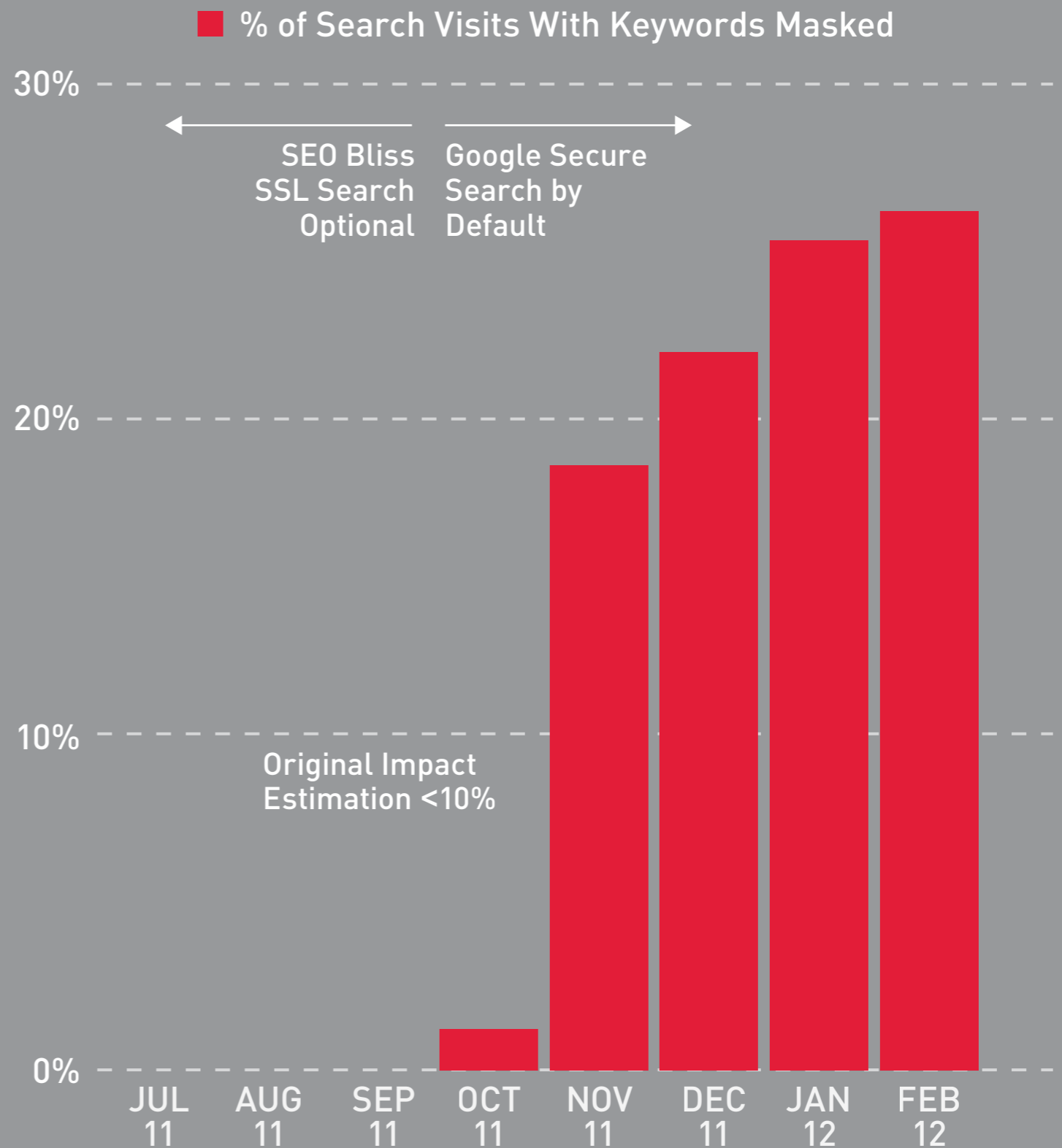


Encrypted Google Keywords on the Rise

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!)



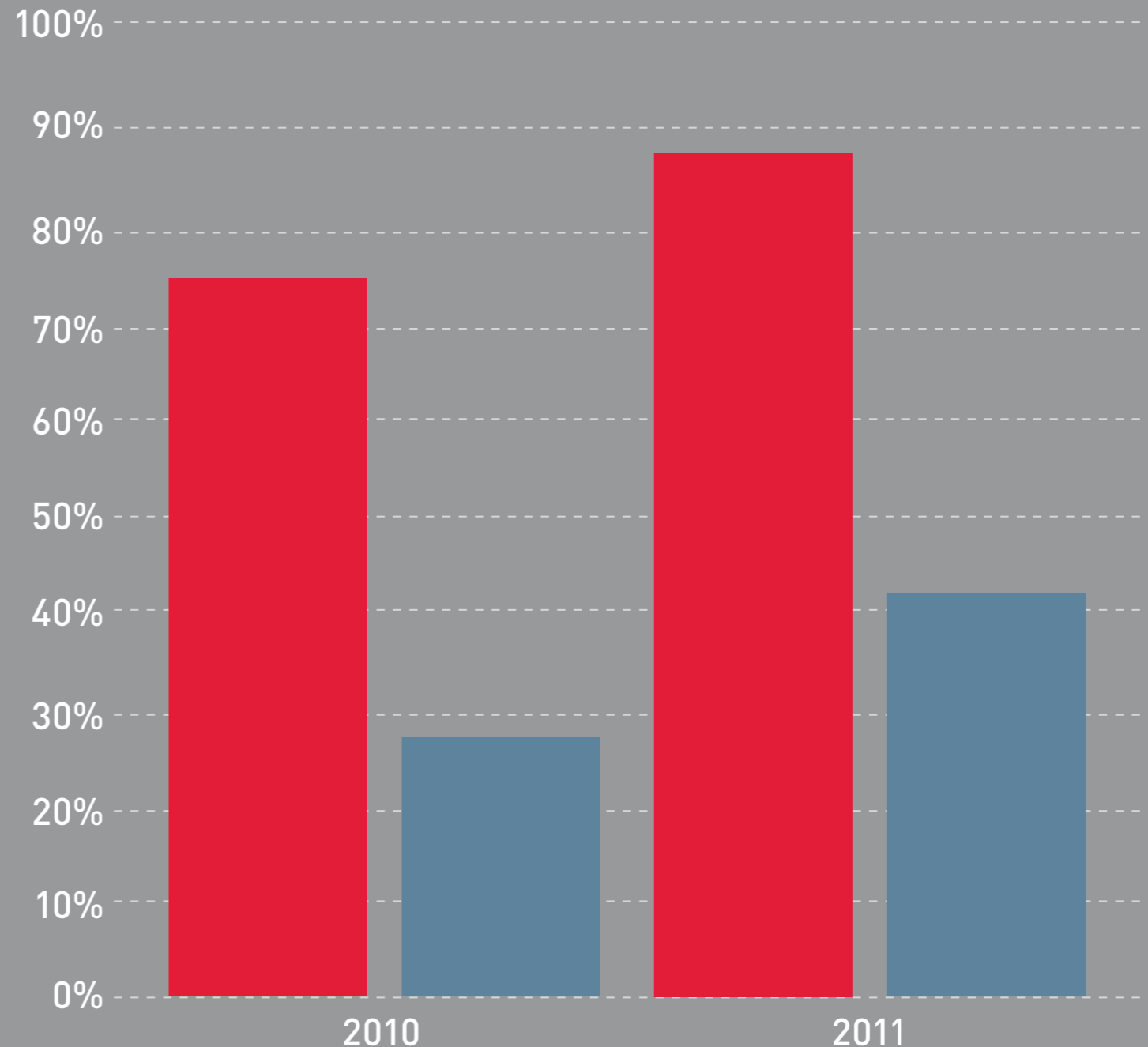
Social Sign-on Combats False Profile Data

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

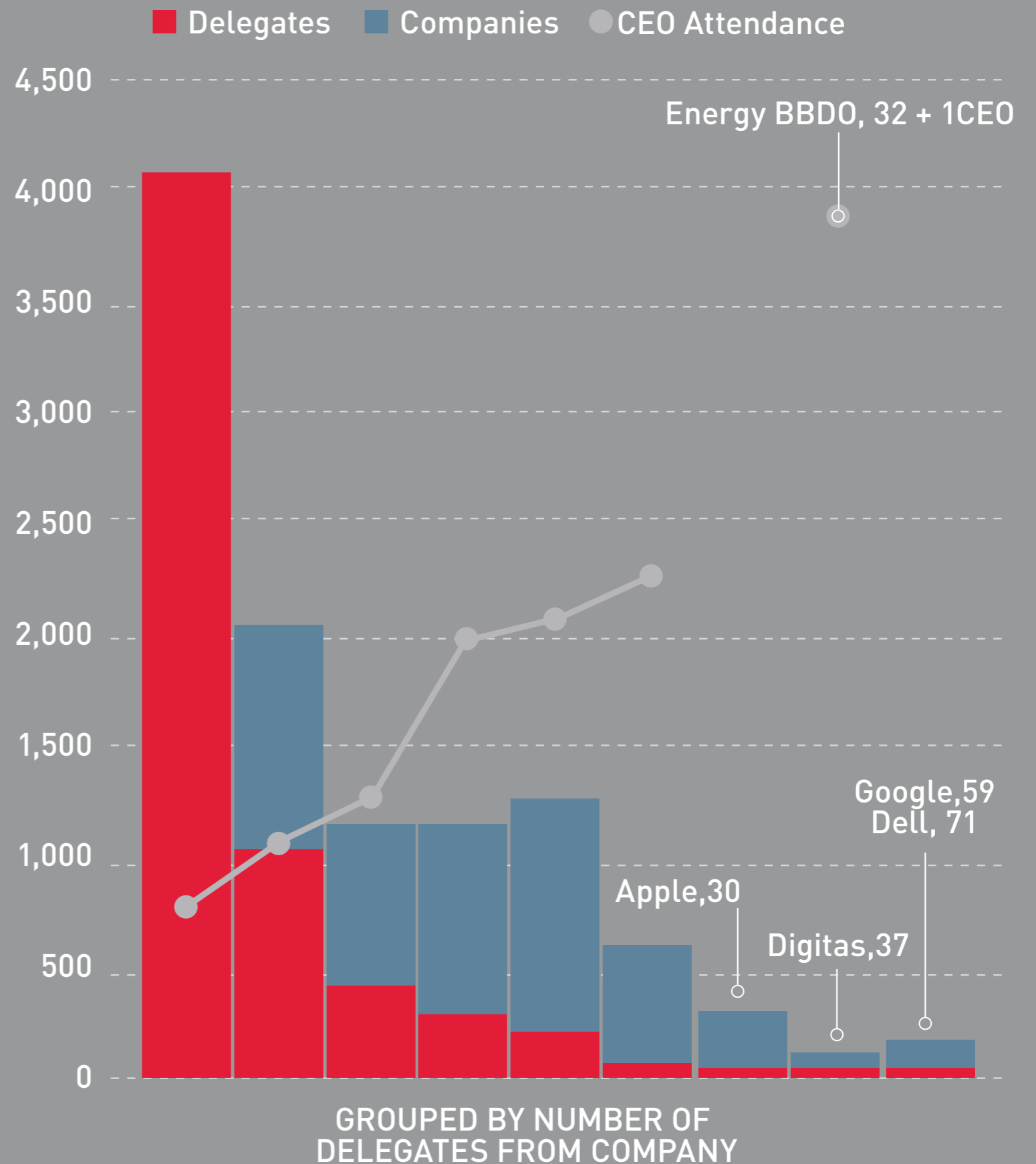
- Have given false information to create an account
- Prefer social sign-on



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

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

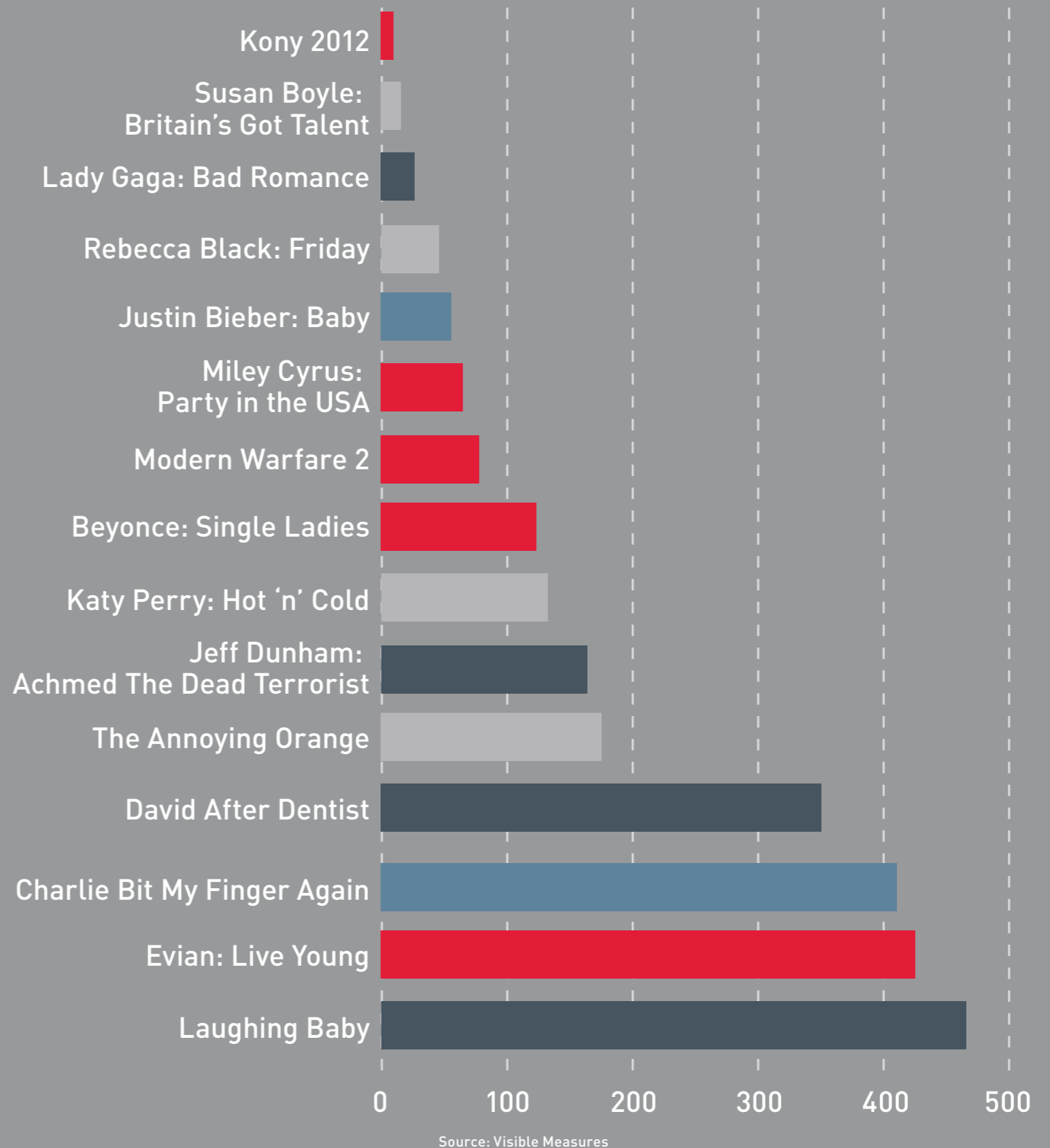
How the Joseph Kony Video Went Viral

Geographic seeding

- + Influencer support
- + Compelling narrative
- + Simple CTA
- + Controversy



Days to 100 Million Views

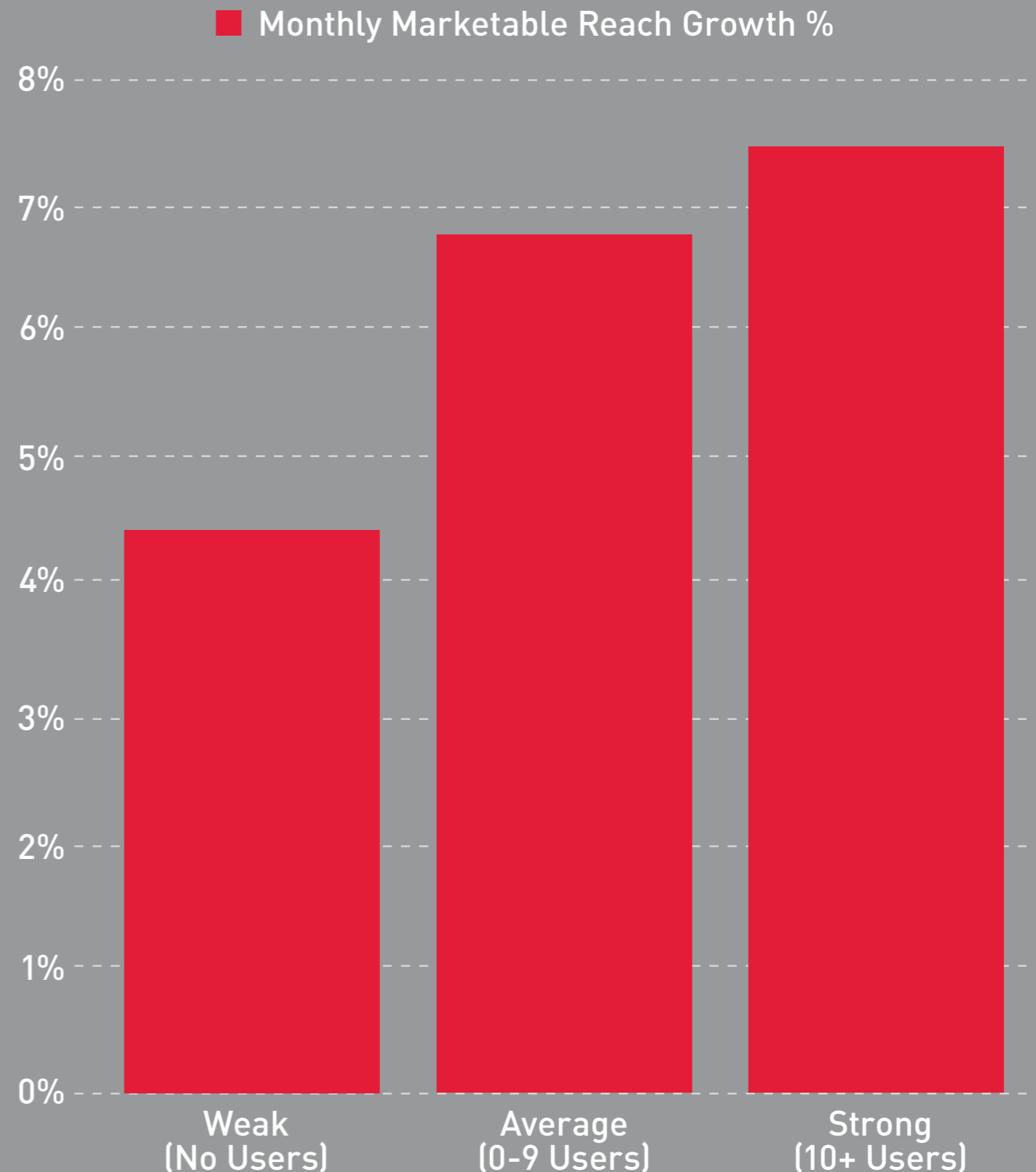


"Sales Enablement" Key to Database Growth

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



Sales Tool Adoption Boosts Reach



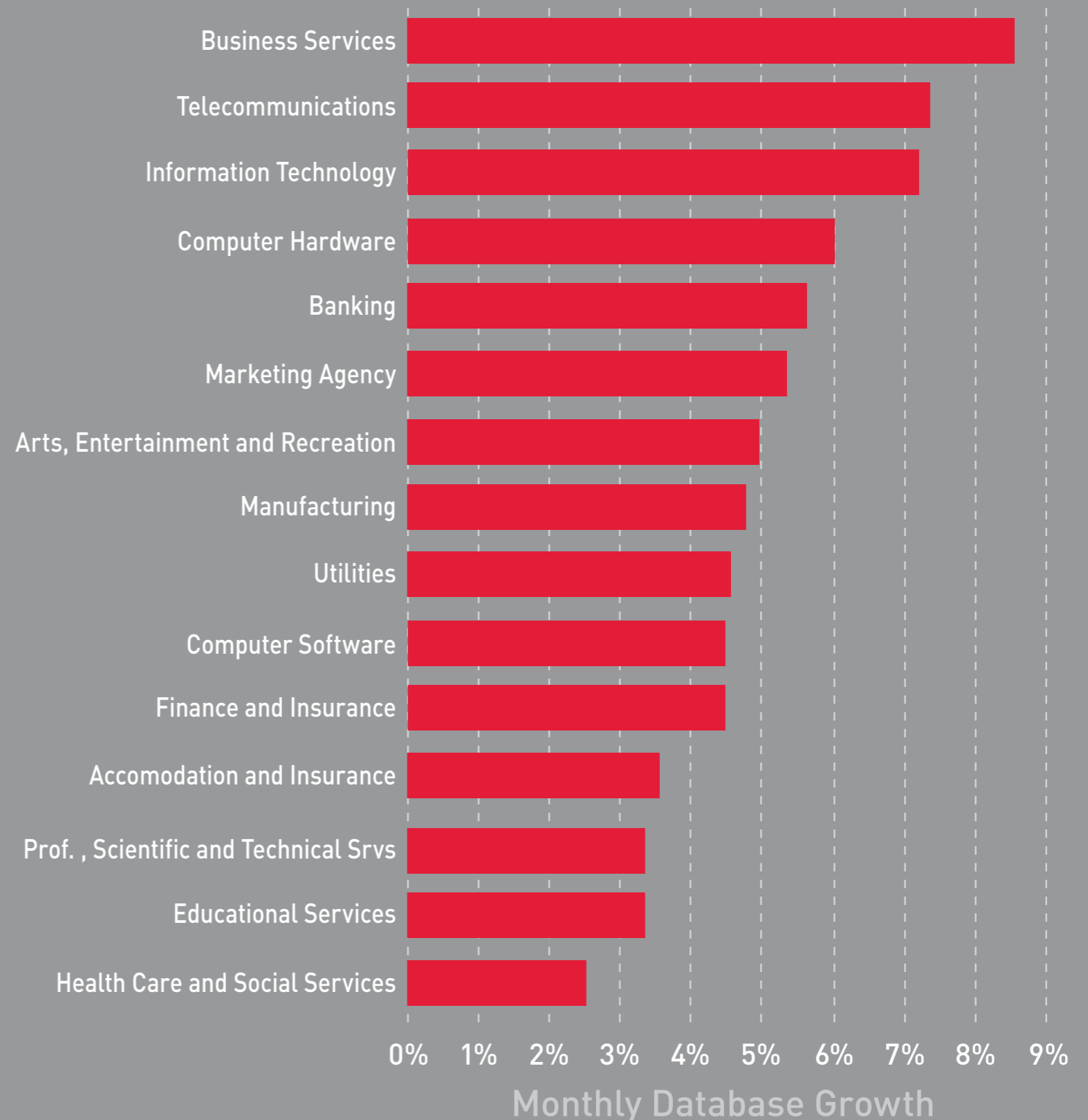
Source: Eloqua Benchmark Index.

Business Services, Telecom, IT Lead in Database Growth

Marketing automation expands addressable market across all verticals



Monthly Database Growth by Industry



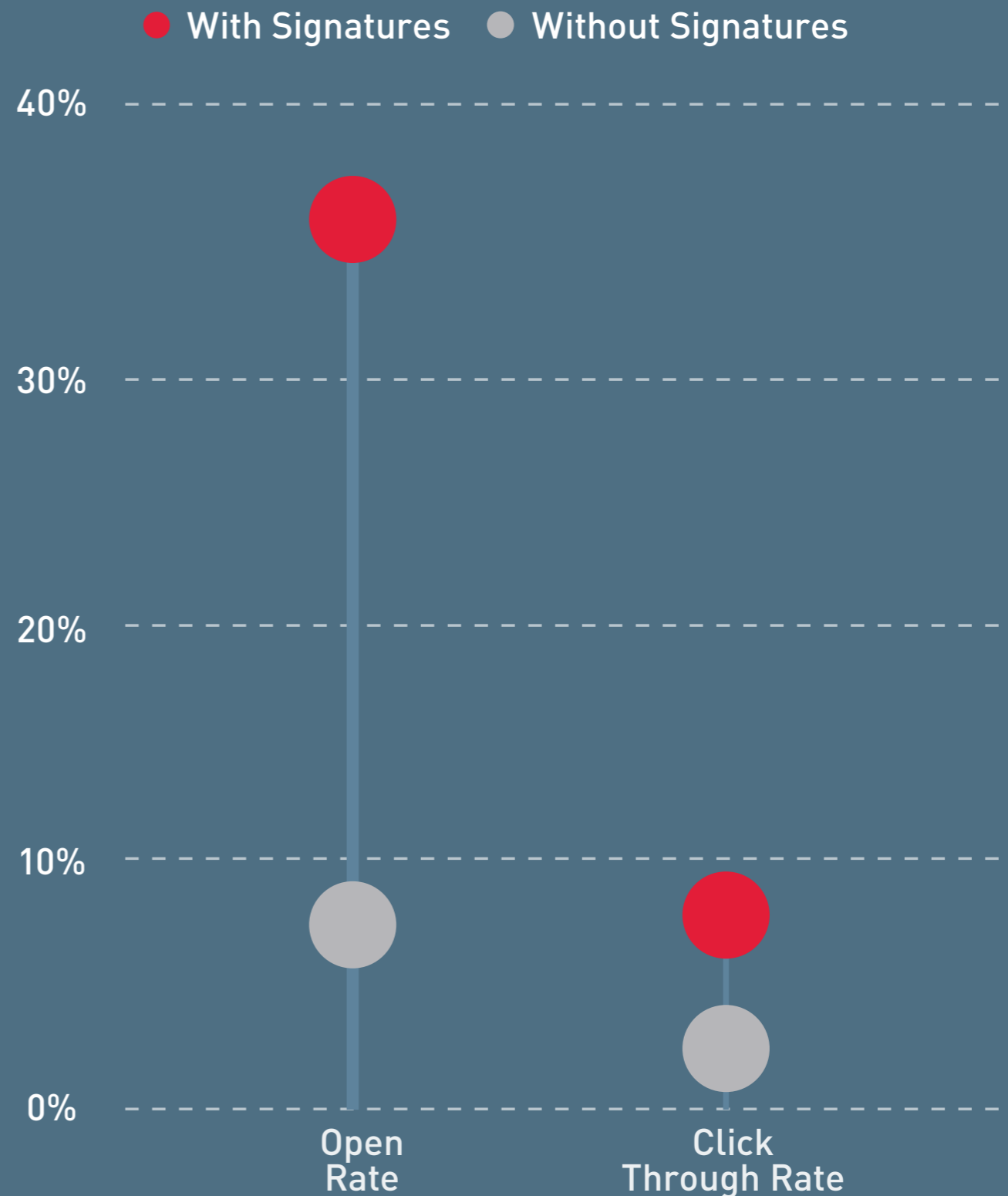
Source: Eloqua Benchmark Index, Sep 2011 to Feb 2012

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



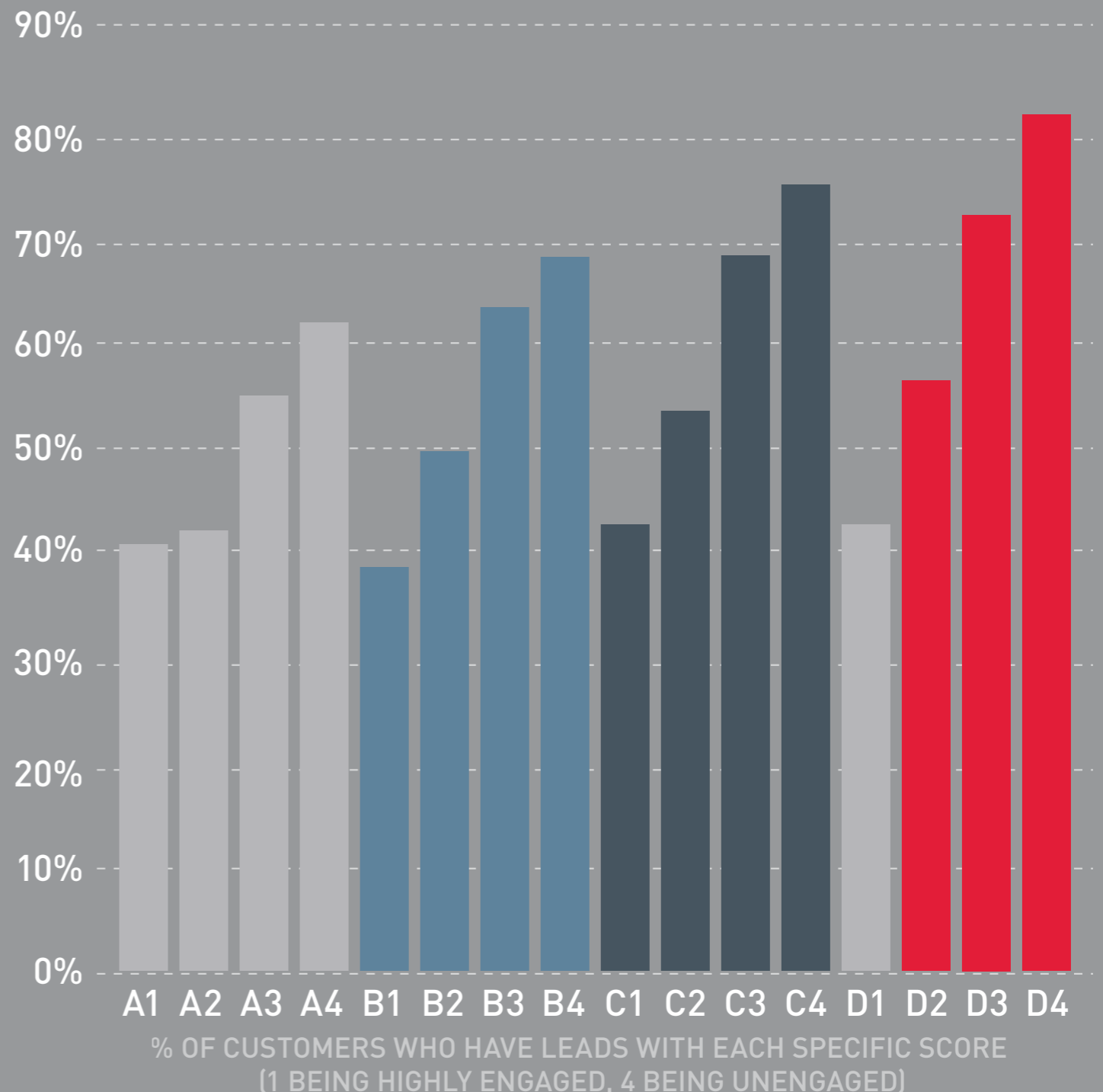
Marketers Creating 2x as Many Unqualified Leads as “Perfect” Leads

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

- USER PROFILE BEST
- USER PROFILE BETTER
- USER PROFILE WORSE
- USER PROFILE WORST



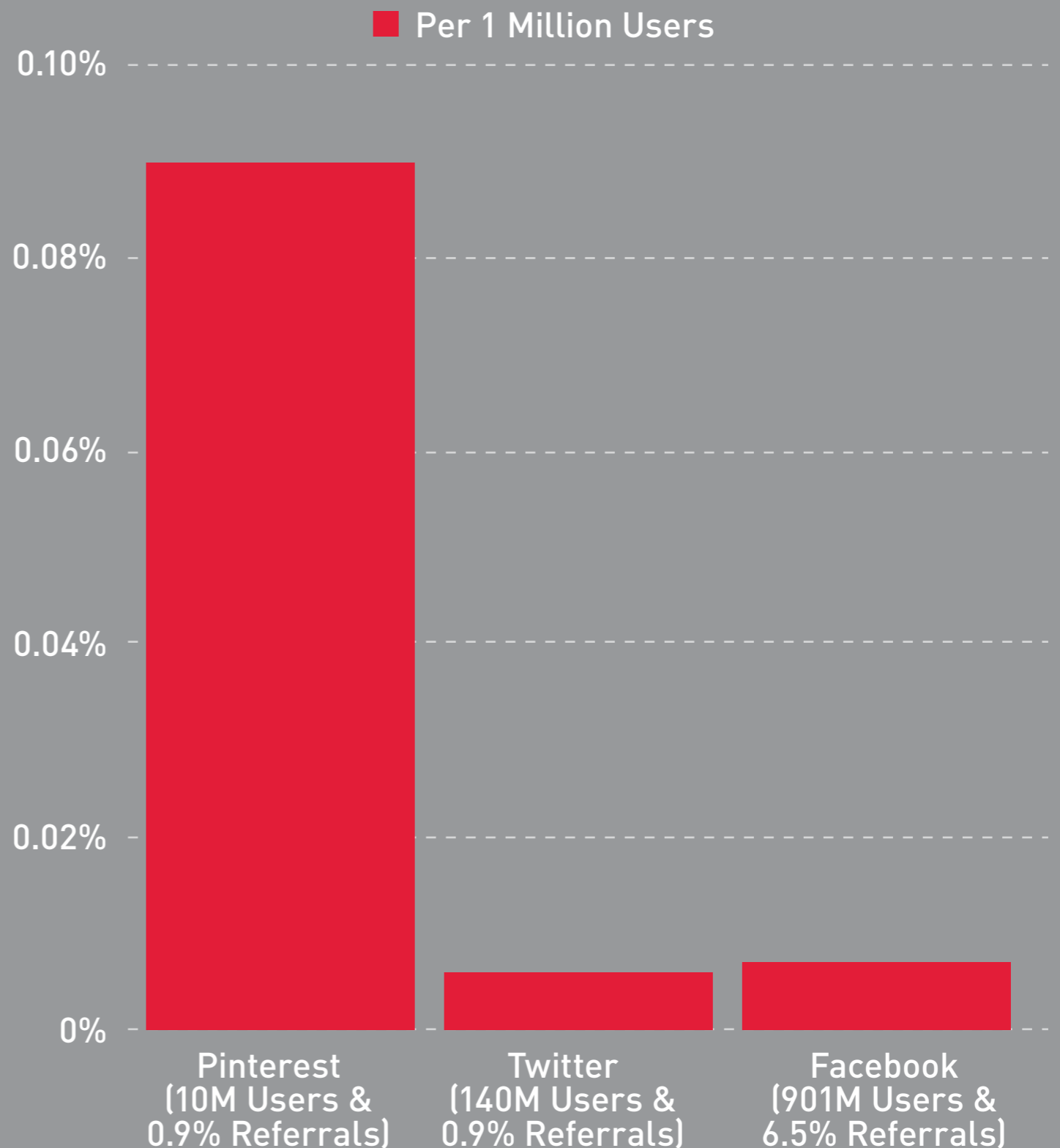
Source: Eloqua Benchmark Index

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

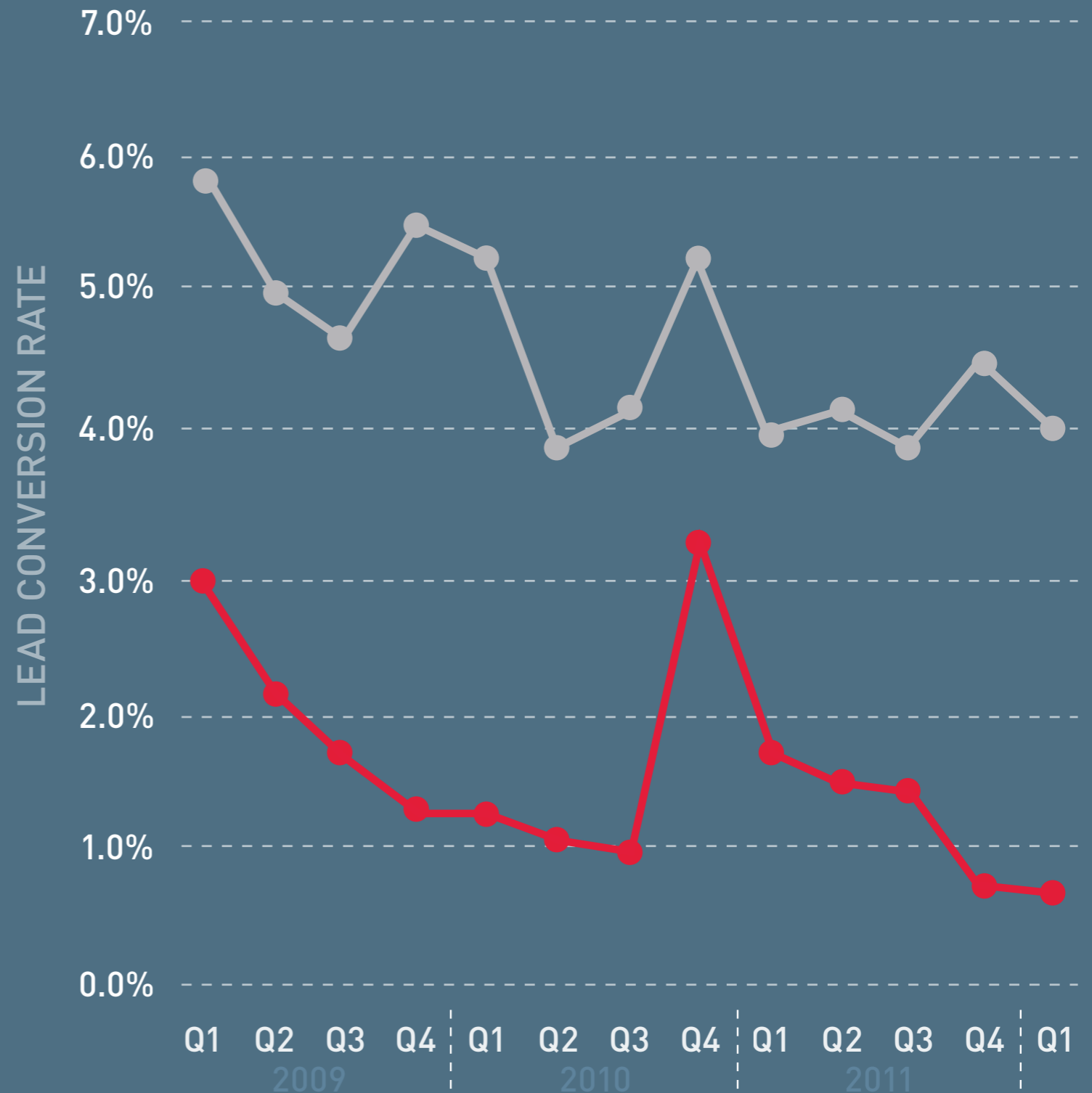
Automated Campaigns Enjoy 200% Higher Conversion Rates

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



Campaign Lead Conversion Rate

● Automation ● No Automation



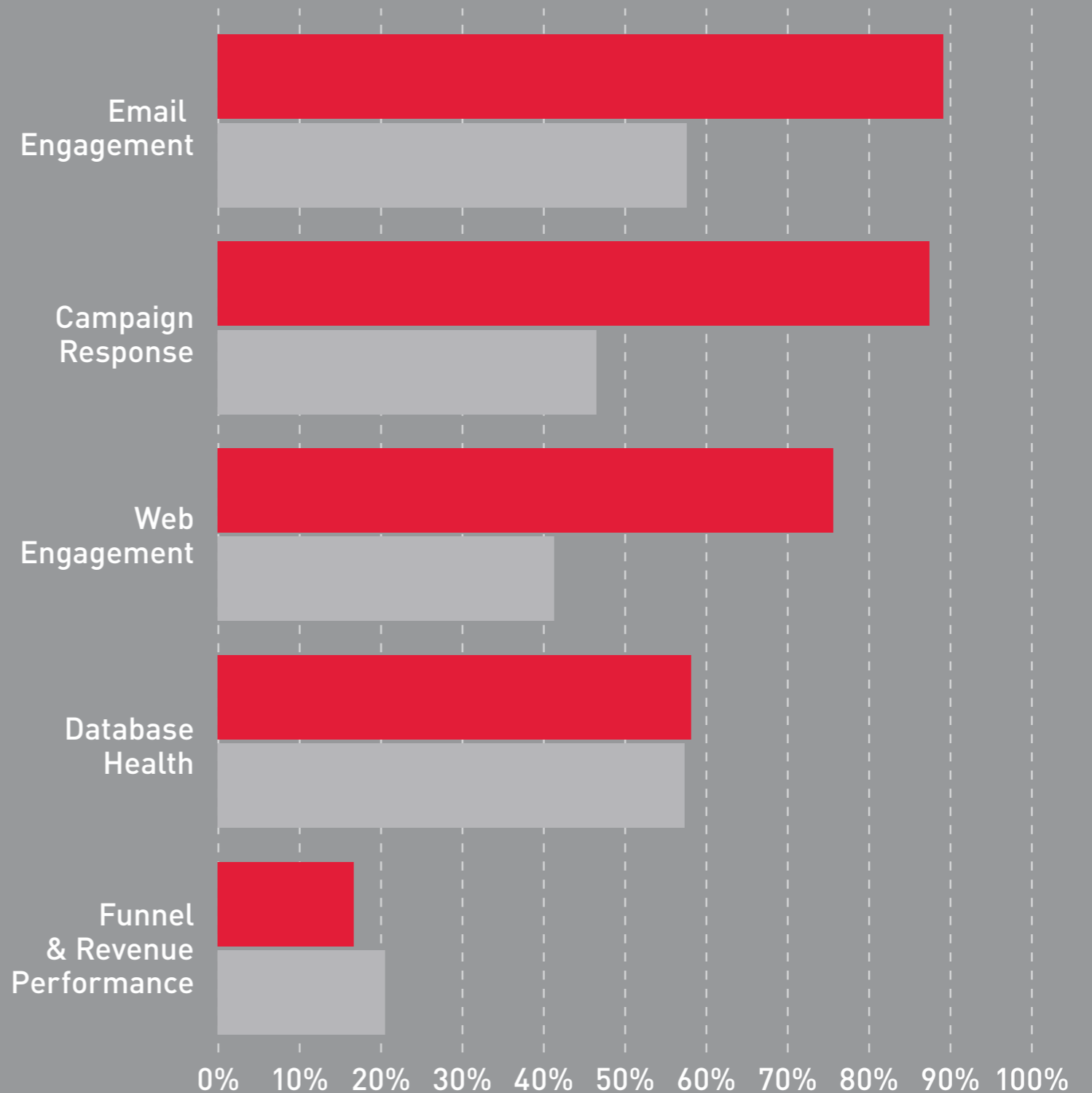
Fewer Marketers Measuring Impact on Revenue

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



Actions Speak Louder Than Words

● Actually measure ● Say they measure



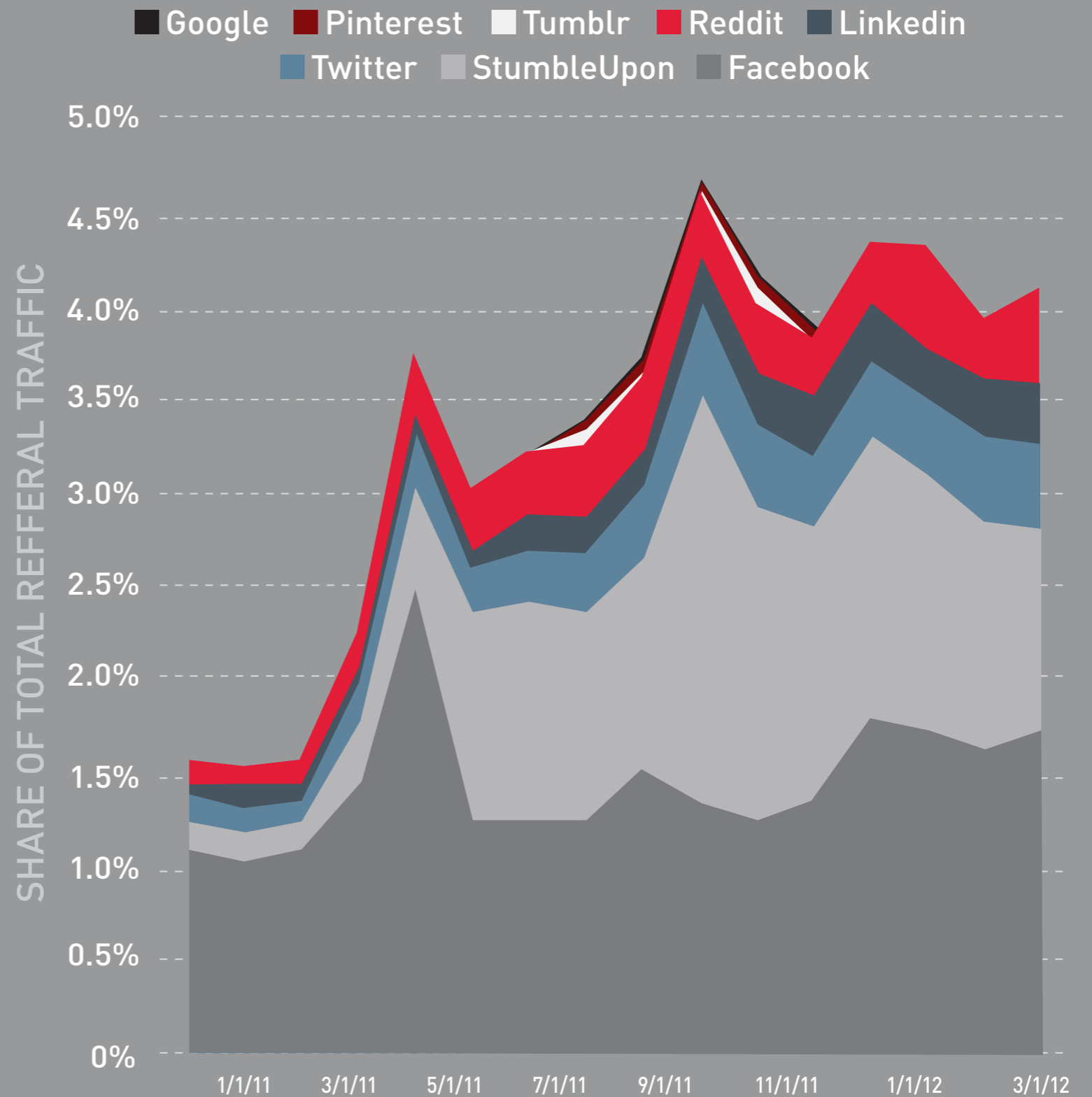
Source: Eloqua Benchmark Data, April 2012

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



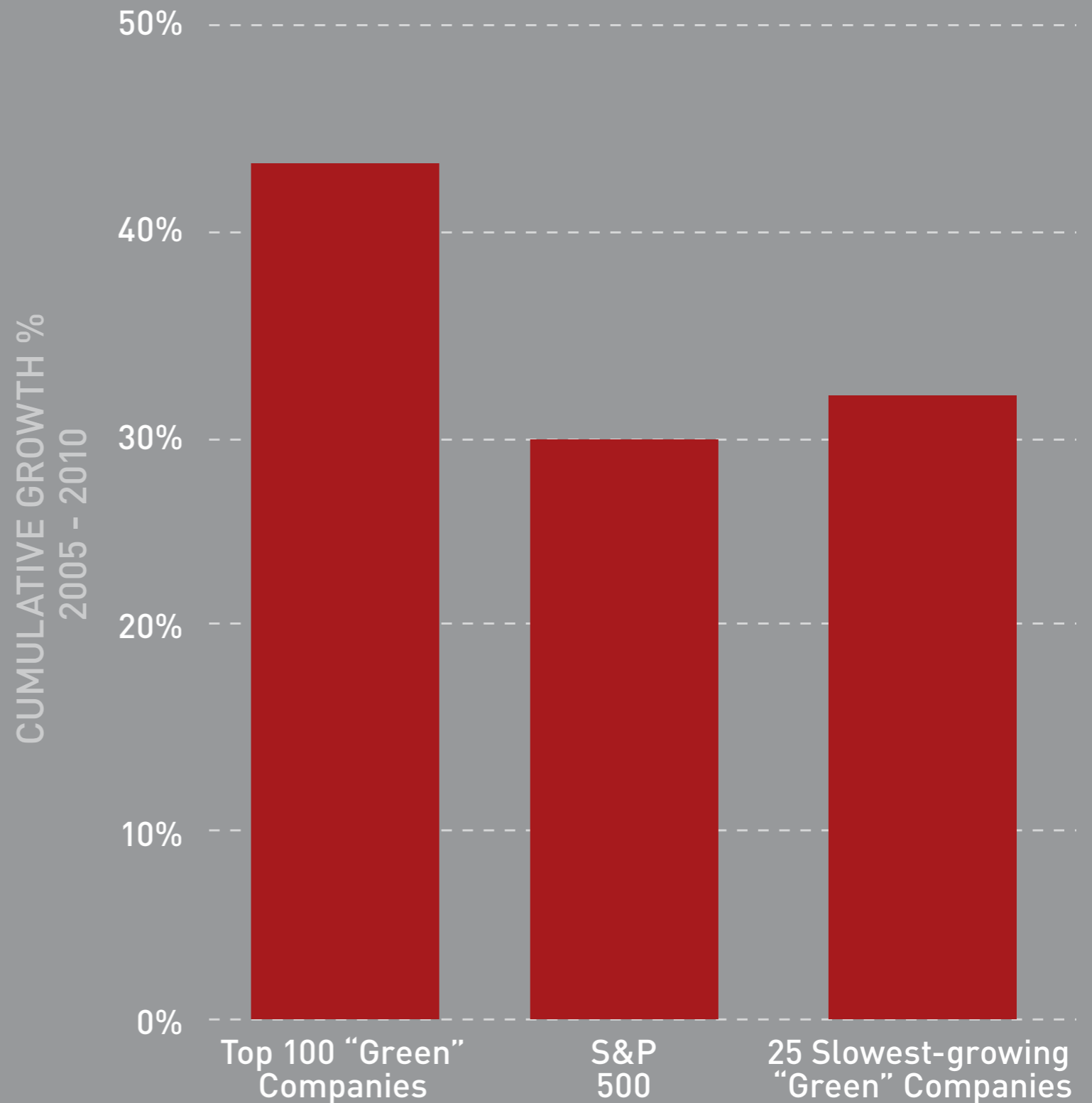
Source: Eloqua Benchmark Data, Dec 2010 to March 2012

"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

How Frequently Should I Email My Database?

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



Based on 6B+ Emails

