

MARKETING AUTOMATION STRATEGY

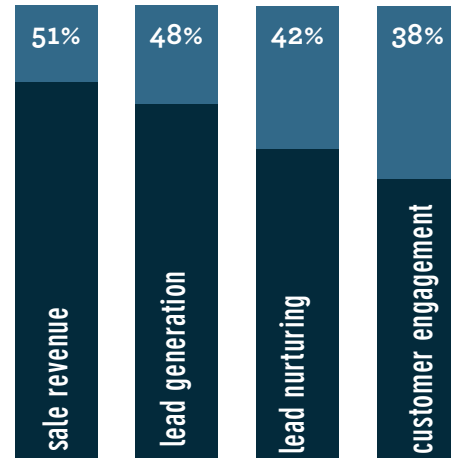
Benchmarks for Small & Medium Business

How important is **MARKETING AUTOMATION** to the overall success of a marketing program?

63%

95% of companies use or plan to use marketing automation.

What are the **MOST IMPORTANT OBJECTIVES** of a marketing automation strategy?



What are the **MOST EFFECTIVE RESOURCES** for planning a marketing automation strategy?



What are the **MOST CHALLENGING OBSTACLES** to marketing automation success?



Lack of an effective strategy

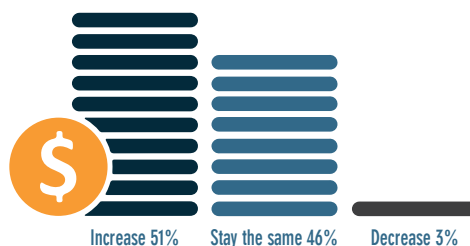


Complexity of automation



Budget constraints

How will your marketing Automation **BUDGET CHANGE** in the year ahead?



What are the **MOST VALUABLE FEATURES** of a marketing automation system?



Analytics & reporting



Lead nurturing



Email marketing