

# Data Driven Success

## Marketing Benchmark Report

Charts

Simple chart

● Jan ● Feb



Lines chart with fill & without points

● Visits  
● Unique Visits



Ordered bars chart

● Data One  
● Data Two  
● Data Three



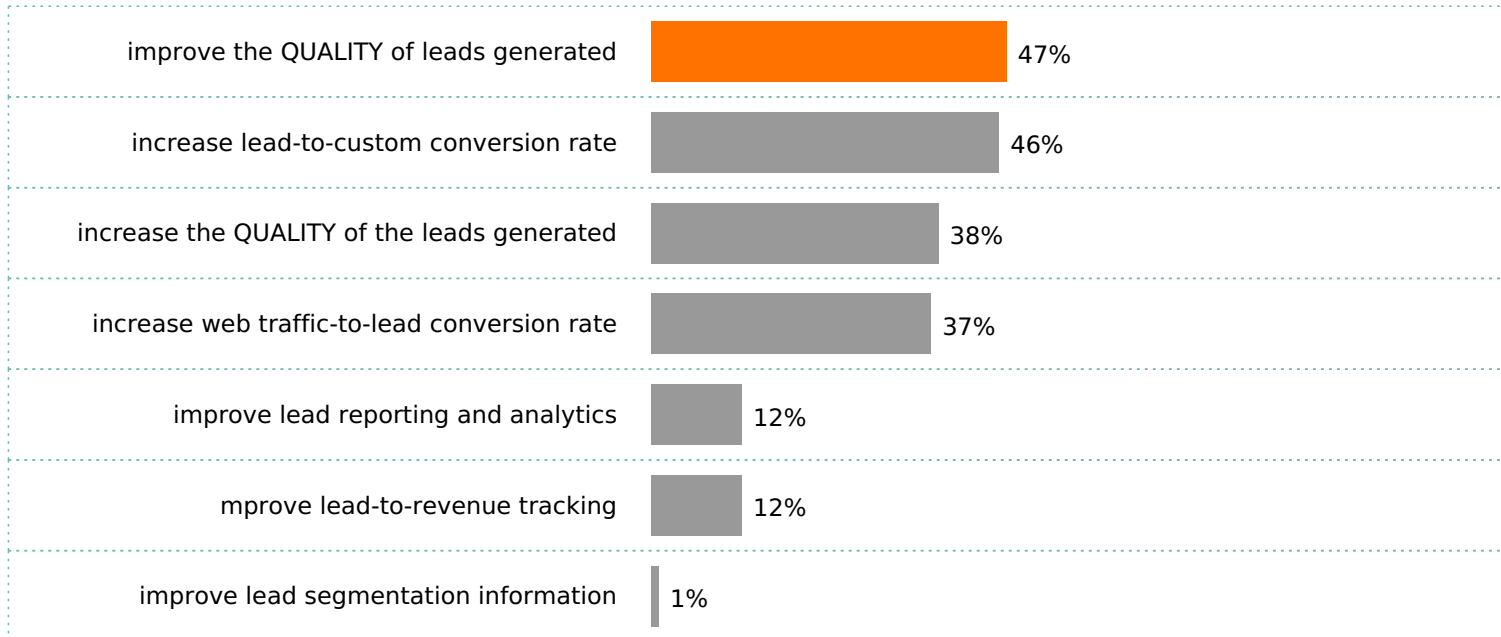
You could customize the generated report by changing the cover page and adding one or more introductory pages.

These pages could include information for:

- Short description of the benchmark study
- Main benefits of the report results
- Summary of the results

and any additional information you would like to provide in order to grab the attention of the readers.

## What are the MOST IMPORTANT OBJECTIVES for your lead generation strategy in the year ahead?

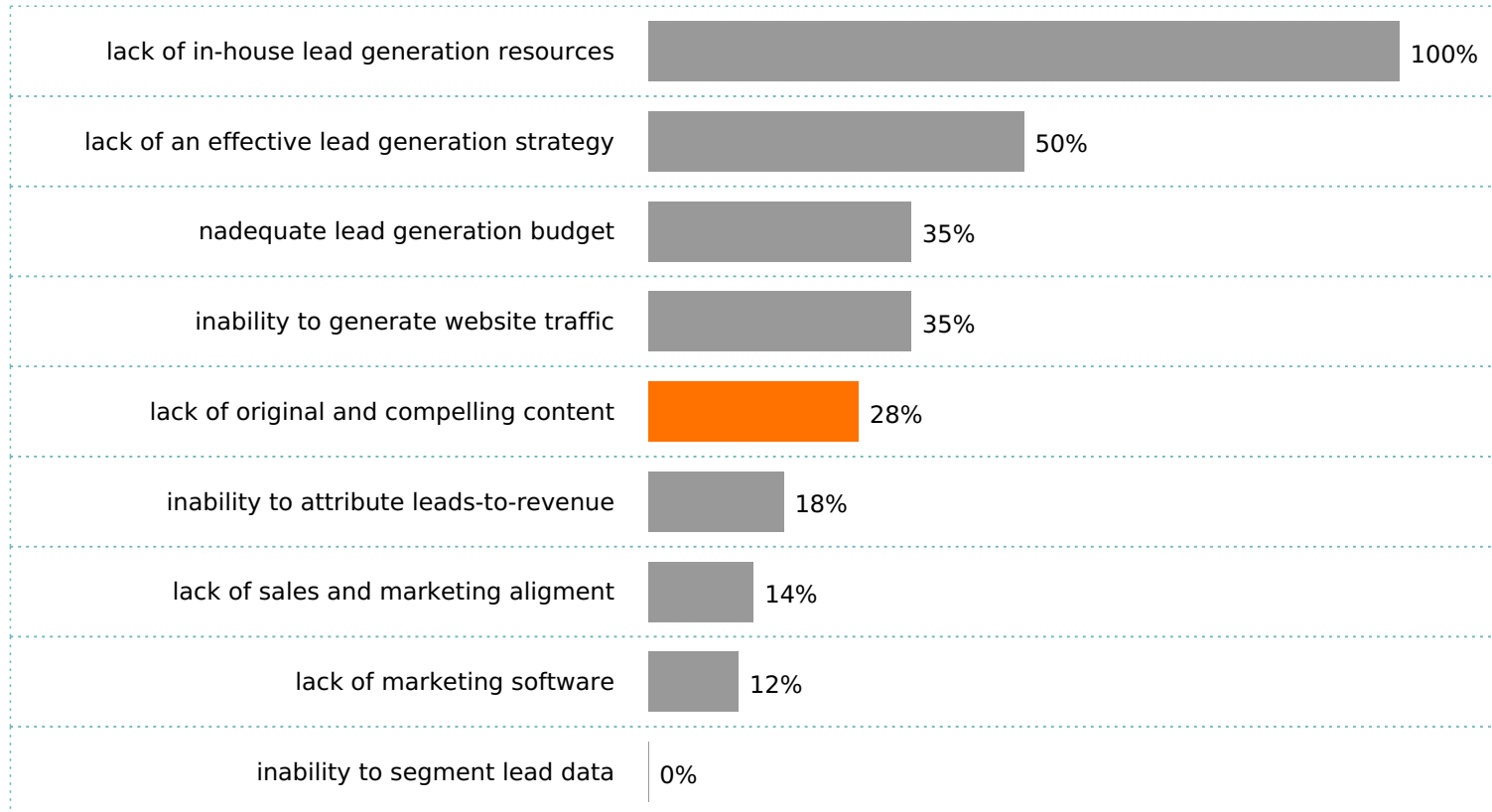


## Recommendation

Smart marketers recognize that you need to create an equitable exchange of content for registration data - the more relevant the content, the more your prospect will tell you about themselves.

A great demand generation strategy requires you to keep the number of fields on your registration form to a minimum and implement a progressive profiling and/or data enrichment strategy to fill in the blanks. If done properly, you can better deliver more relevant content to your buyer specific to each stage of his or her journey to ensure conversion and ultimately segment, score, and route.

## What are the MOST CHALLENGING OBSTACLES to achieving important lead generation objectives?



### Important!

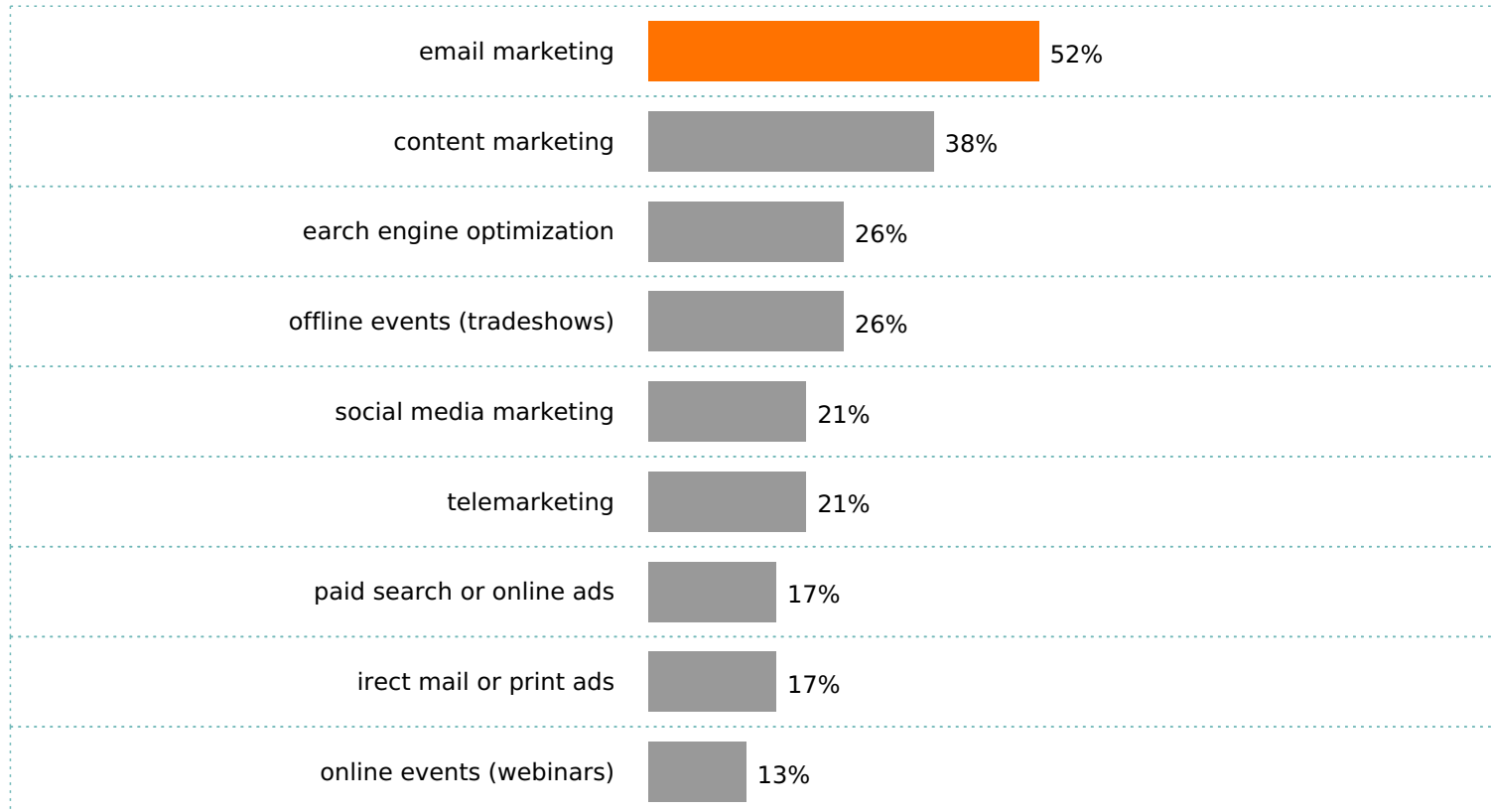
What do improved segmentation, analytics, tracking (as well as quality & quantity of leads) all have in common?

You can't be successful without quality data.

Yet NetProspex's 2013 Marketing Data Benchmarking Report reveals that 25% of average B2B databases are inaccurate.

Download the report for more data management best practices.  
<http://www.miplets.de/nps-aktion>

## What are the MOST EFFECTIVE TACTICS used to achieve lead generation objectives?



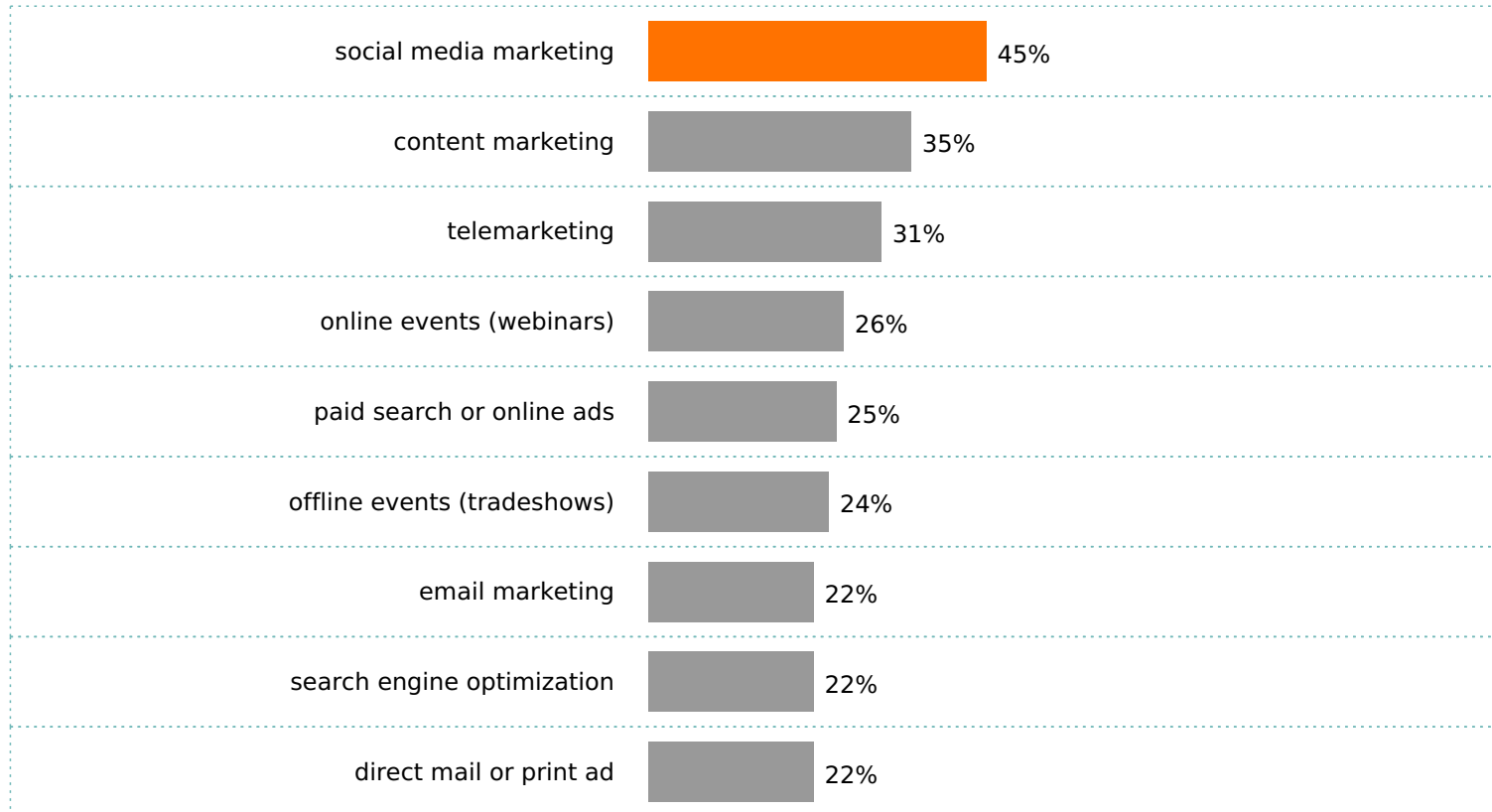
### Consider this:

Content and email are great ways to fill your sales funnel, but not all marketing is created equal.

Marketing automation lets you see exactly which content and emails are working and which aren't.

Experience the power of A/B testing that actually compares along the entire life of the lead, from lead generation through closing the sale.

## What are the MOST DIFFICULT TACTICS to execute for lead generation purposes?



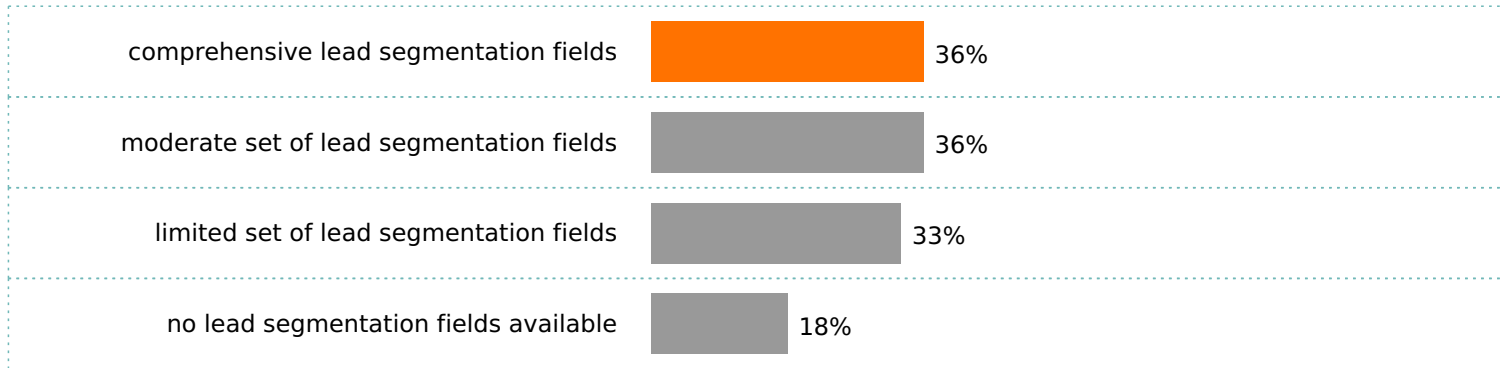
### Valuable Tip:

Smart marketers recognize that you need to offer a relevant content in exchange for registration data.

The more relevant the content, the more your prospect will tell you about themselves.

Interactive content and personalized eBooks could be a great way to drive engagement with your Brand.

## Which best describes the LEAD SEGMENTATION FIELDS available in your marketing database for campaign targeting?



### Less is More

There's probably a lot of information you'd like to collect from your registrants, but you should balance this against the attendee's willingness to fill out a long list of mandatory fields.

5-10 mandatory fields should be your absolute maximum, and if you can get that number closer to 3, you'll see less abandonment of your registration form.

Removing 3 form fields increases customer registrations by 11%

The generated report could be customized by adding one or more pages after the results of the survey, benchmark, or examination.

These pages could include information about your company, new products or additional services, cooperations or any other facts you want to make your clients and leads aware of.