



STATE OF LEAD GENERATION
INDUSTRY REPORT

wishpond EBOOK

INTRODUCTION

WHY LEAD GENERATION IS MORE IMPORTANT THAN EVER

Focus on lead generation has reached an all time high - with no signs of slowing down anytime soon.

This has been caused in part by the exponential increase in the amount of information and content available online. Because of this, consumers are now able to take their time researching, vetting, and comparing brands which resonate with them most.

Successful companies have taken note of this by starting to focus on lead generation as a way of educating and nurturing those leads into sales. They understand that the traditional buying cycle has changed. That in order to sell to customers, they need to get in front of them using social media, email, and with retargeting ad campaigns.

This report is designed to give an in-depth analysis of current lead generation trends, strategies, and industry benchmarks.



INTRODUCTION

HOW WE COMPILED OUR DATA

In order to provide a comprehensive look at the current state of lead generation, we've pulled the most up-to-date information from a number of different sources to give you a bird's eye view of exactly what's going on in the lead generation space.

All statistics mentioned in this report have been researched by our team and compiled in a way that can help inform your inbound marketing strategy.

We hope this report finds you well, and that you're able to make good use of the contents inside.

Sincerely,

The Wishpond Content Team



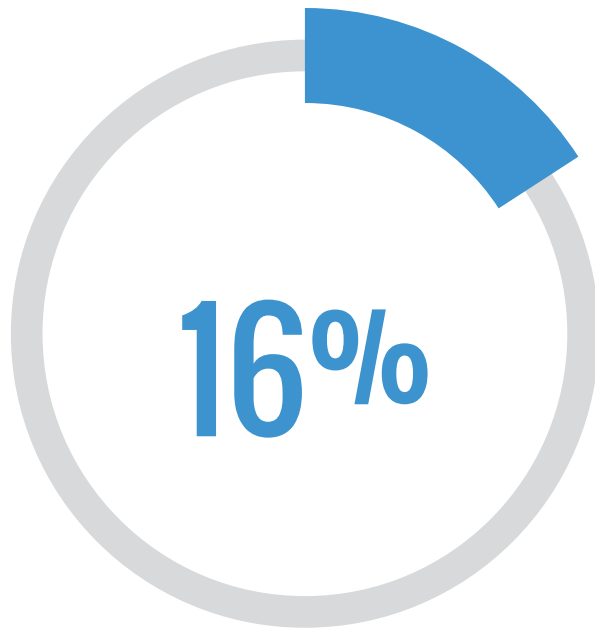
INTRODUCTION

5 KEY TAKEAWAYS IN LEAD GENERATION

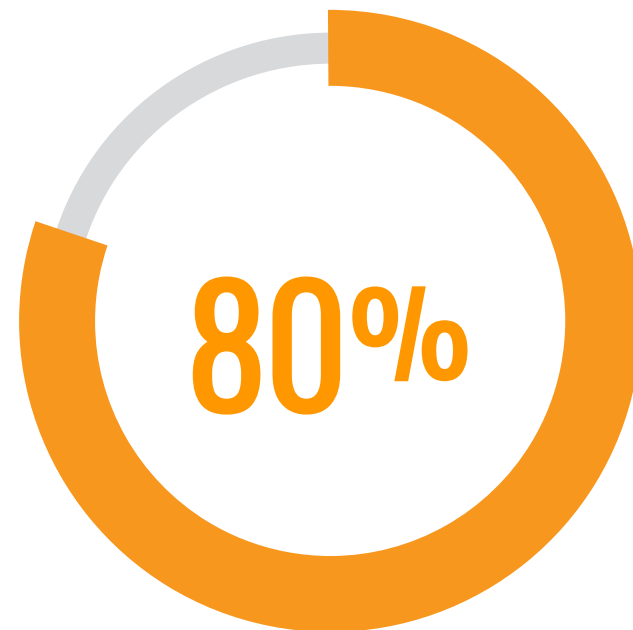
1. 83% of marketers say increasing the quality of their leads is their number one priority.
2. 67% of marketers will increase their lead and demand generation budgets this year.
3. Organic website traffic accounts for the highest percentage of high quality leads at 23%.
4. Webinars and white papers remain the most effective source for driving quality leads.
5. A lack of resources accounts for the biggest obstacle for successful B2B lead generation.

OVERVIEW

HOW SATISFIED ARE MARKETERS?



Only 16% of marketers say that their lead generation strategies are sufficient to meet their goals. ¹

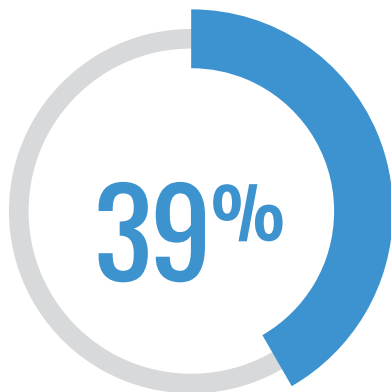


80% of marketers say that their lead generation efforts are only somewhat or slightly effective. ²

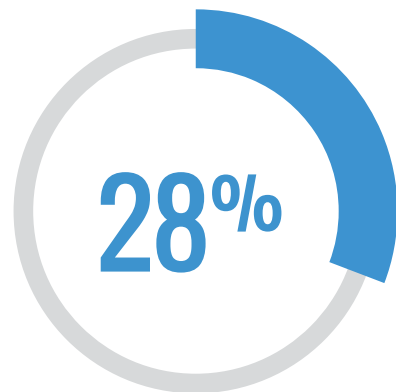
OVERVIEW BUDGETS

Only 8% of marketers say they will decrease their lead generation and demand generation budgets. Compare that with 67% that say they will increase that same budget this year.³

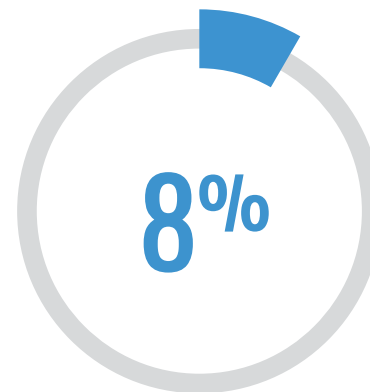
“67% of marketers say they will increase their lead and demand generation budgets this year.”



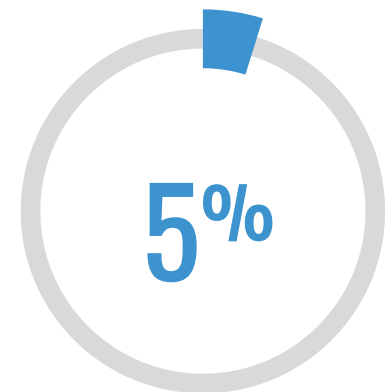
Increase by more than 20%



Increase by 1-10%



8% decrease

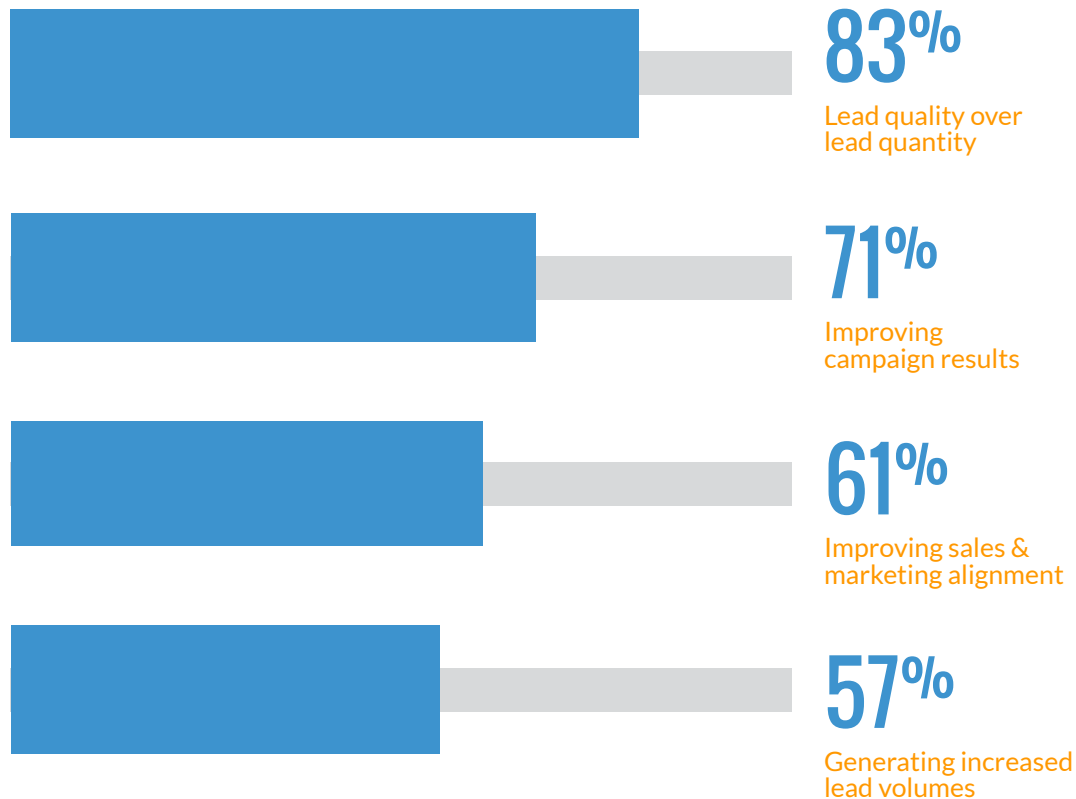


5% unchanged

OVERVIEW

TOP LEAD GENERATION PRIORITIES

83% of marketers say that increasing lead quality is their number one priority. ⁴



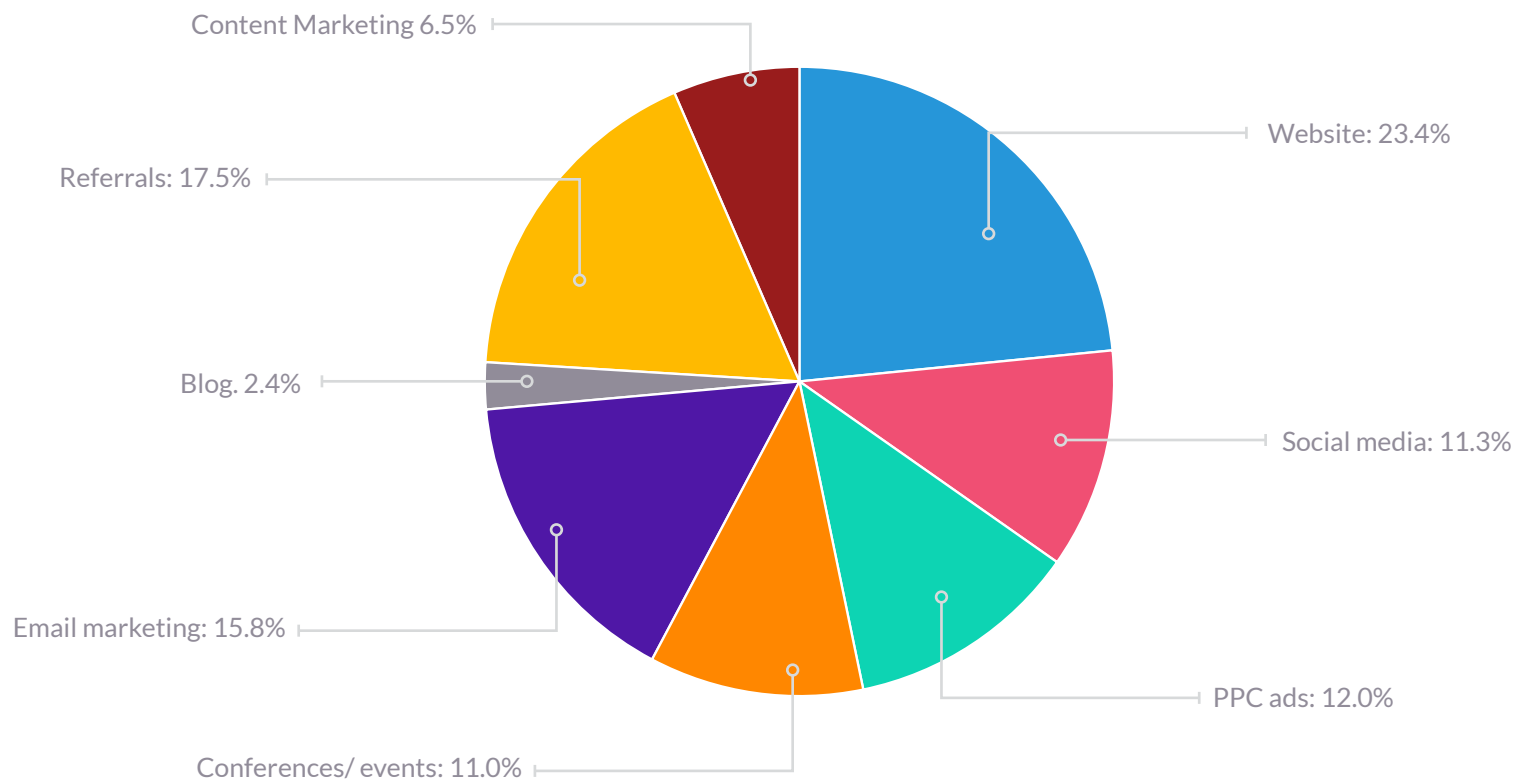
“71% of marketers say improving campaign results is their number two concern. This includes A/B testing and other campaign optimizations.”

HOW MARKETERS ARE GENERATING LEADS

HIGHEST QUALITY LEADS

Since an increased quality of leads was of such high importance to marketers, we investigated to see which medium was giving them the highest quality leads (as defined by number of sales as a result).⁵

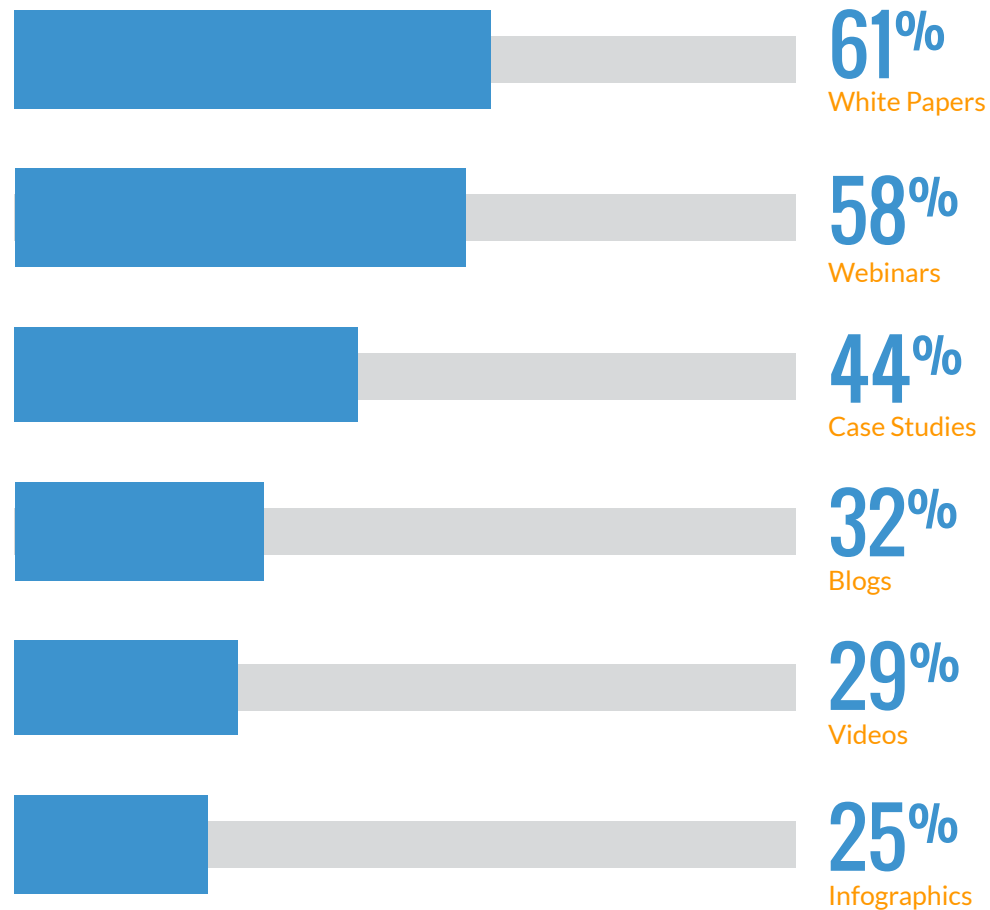
Organic website traffic accounts for the highest percentage of good quality leads.



HOW MARKETERS ARE GENERATING LEADS

WHAT CONTENT IS DRIVING LEADS?

White papers and webinars continue to be the most widely-used content type for new lead acquisition.⁶



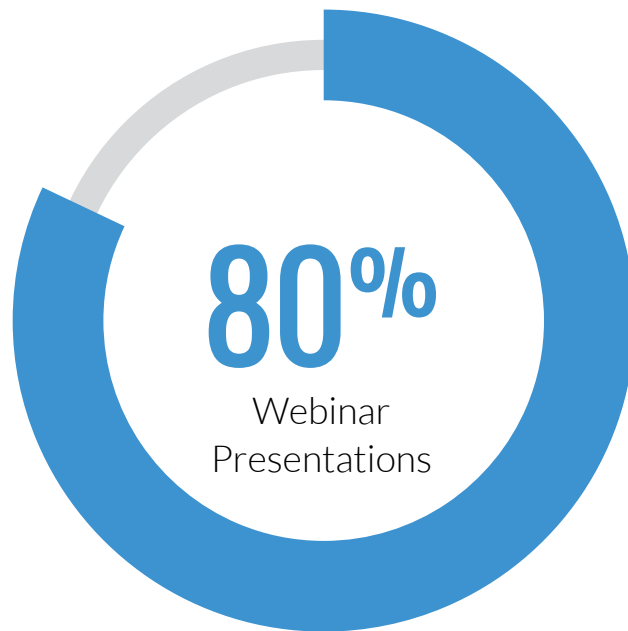
61% of marketers say that they use white papers as a means of generating marketing qualified leads.

HOW MARKETERS ARE GENERATING LEADS

WHAT CONTENT IS DRIVING LEADS?

80% of marketers gate webinar presentations and 79% gate white papers and ebooks.⁷

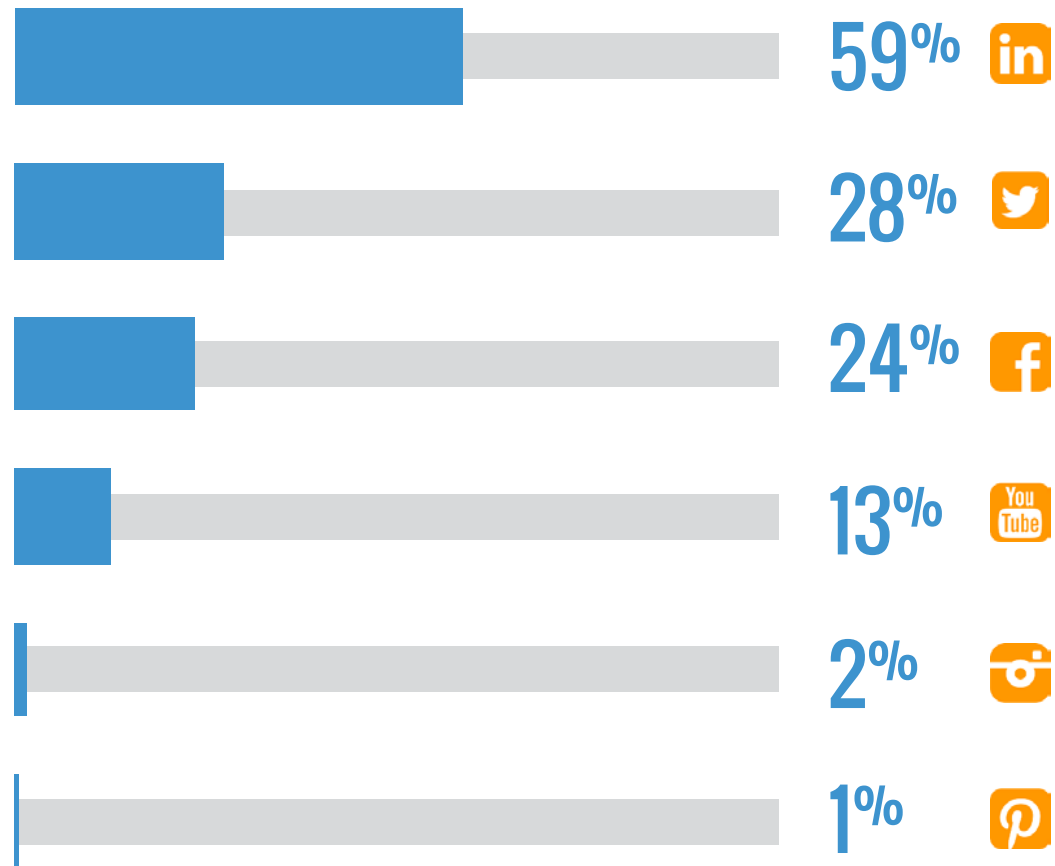
80% of marketers gate webinar presentations to generate leads.



HOW MARKETERS ARE GENERATING LEADS

WHAT SOCIAL MEDIA CHANNELS ARE GENERATING LEADS?

LinkedIn won hands down as the number one social media lead generation platform with 59%.⁸



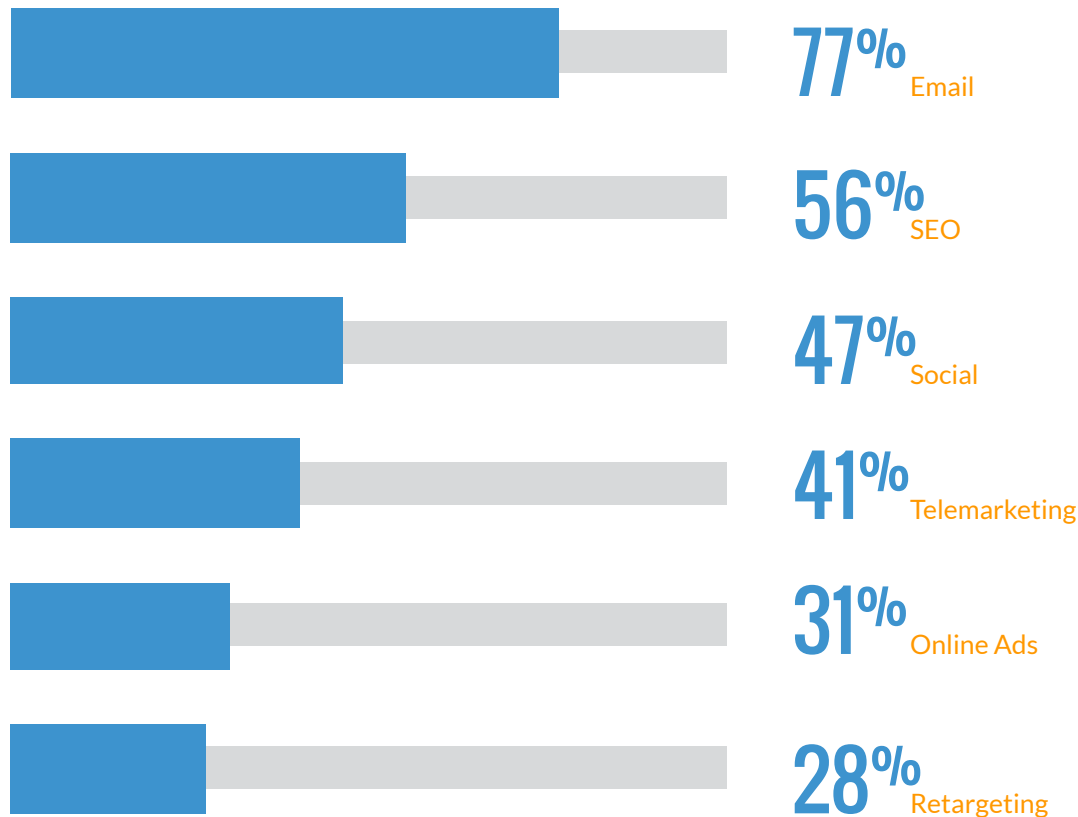
59% of marketers generating leads from social media say they use LinkedIn to generate leads.

HOW MARKETERS ARE GENERATING LEADS

TOP CHANNELS USED TO DRIVE LEADS

Email remains the primary channel for driving leads, followed up closely by SEO and Social Media. Interestingly, the prevalence of email appears to be dropping as it's down from 87% last year to 77%.

Email remains the number 1 channel to drive leads in 2016.

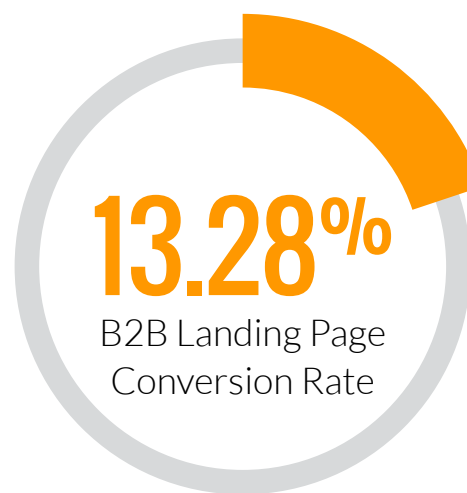
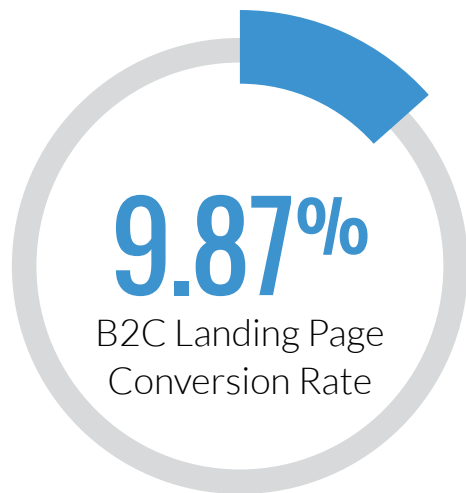


EFFECTIVENESS

AVERAGE CONVERSION RATES

Pulling data from 200 Wishpond landing pages, we were able to approximate an average conversion rate for B2B and B2C landing pages. Based on our findings, we discovered that B2B landing pages convert better on average than their B2C counterparts.¹⁰

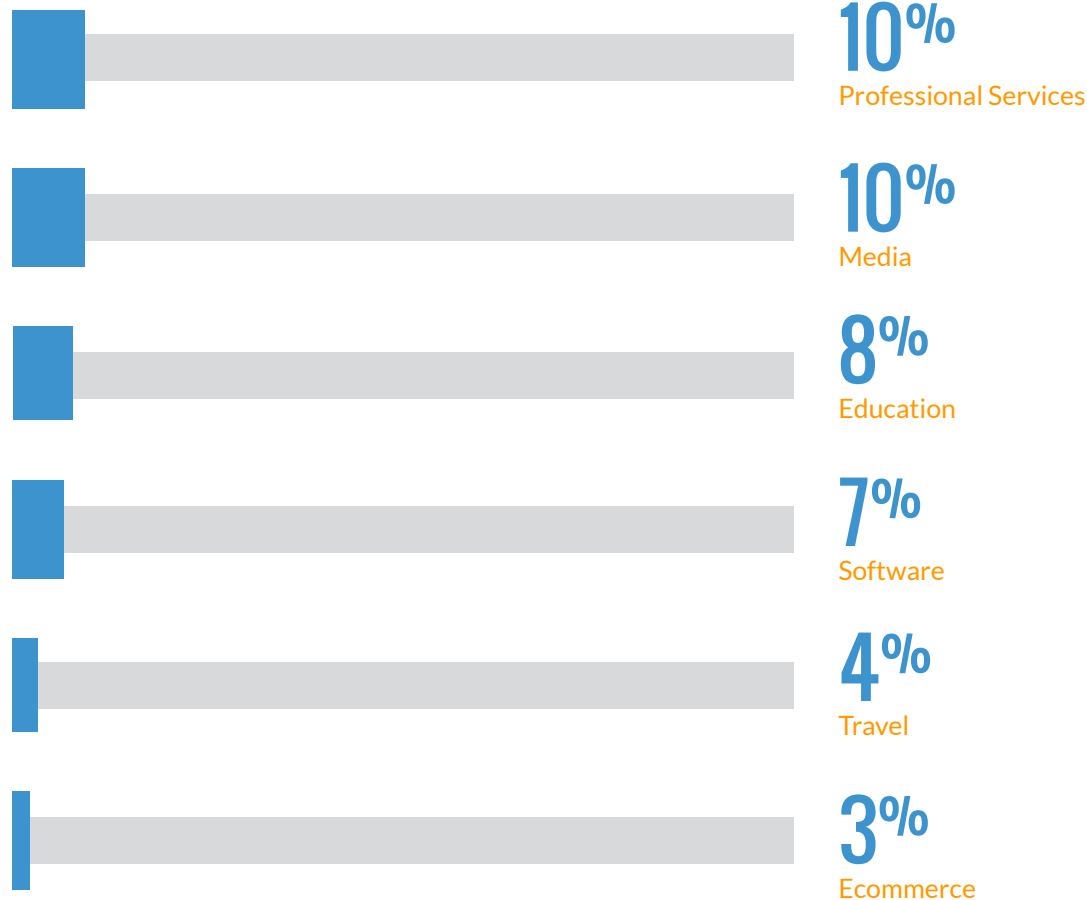
B2B Landing pages convert on average at 13.28%. (Note: this will fluctuate based on industry, lead information asks and more).



HOW MARKETERS ARE DRIVING LEADS

LANDING PAGE CONVERSION INDUSTRY BENCHMARKS

Spanning across all industries, professional services and media industries continue to have the highest overall conversion rates at 10%.



Note: Take this data with a grain of salt. Certain industries tend to ask for less information for users in order to convert. For example, professional services and media companies may only be asking for an email address in order to build a newsletter, while software businesses have more extensive forms in order to unlock case studies and white papers.

EFFECTIVENESS LANDING PAGES

Companies with 40+ landing pages get 12 times more leads than those with 5 or less.¹²

Key Takeaway: Create more landing pages.

12x
More Leads

EFFECTIVENESS AVERAGE POPUP CONVERSION RATES

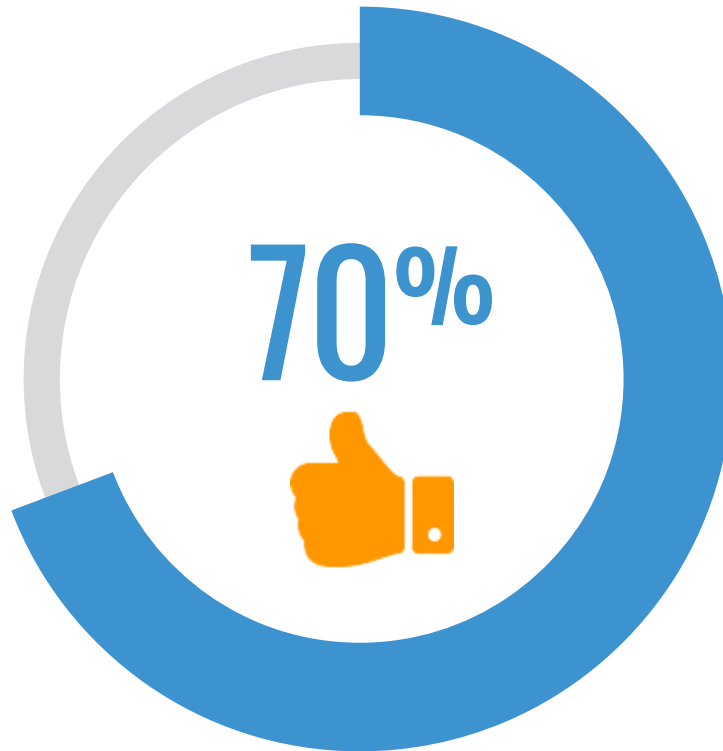
Popups have an average website conversion rate of 1.06%.¹³



The effectiveness of popups across the board has a benchmark of 1.06%.

EFFECTIVENESS CONTENT UPGRADES

Popups used as content upgrades have been shown to have average conversion rates as high as 70%.¹⁴



Popups used as content upgrades are much more effective compared with using popups alone.

EFFECTIVENESS POPUPS vs. SIDEBARS

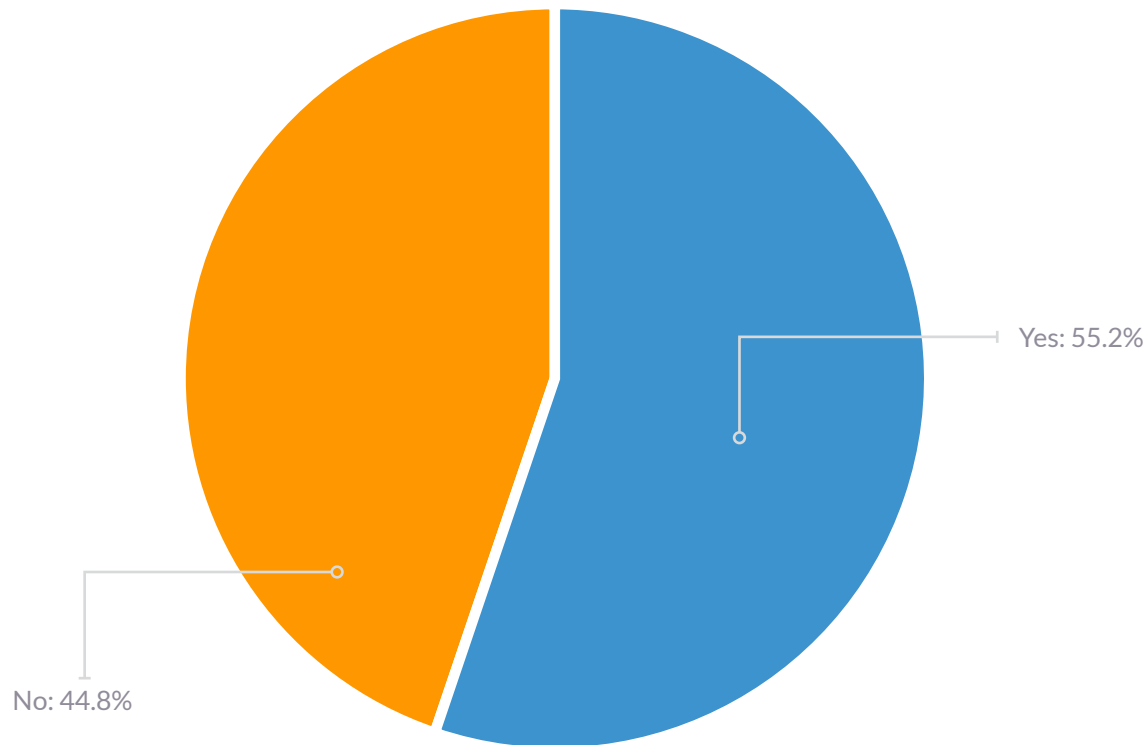
Compared with traditional website sidebars, popups have been proven to convert up to 1375% better.¹⁵

Popups are the clear winner compared with sidebar forms if the goal is to convert more email subscribers.



OBSTACLES BIGGEST BARRIERS TO SUCCESS

44.8% of marketers do not feel like they can currently tie ROI to their marketing efforts.¹⁶

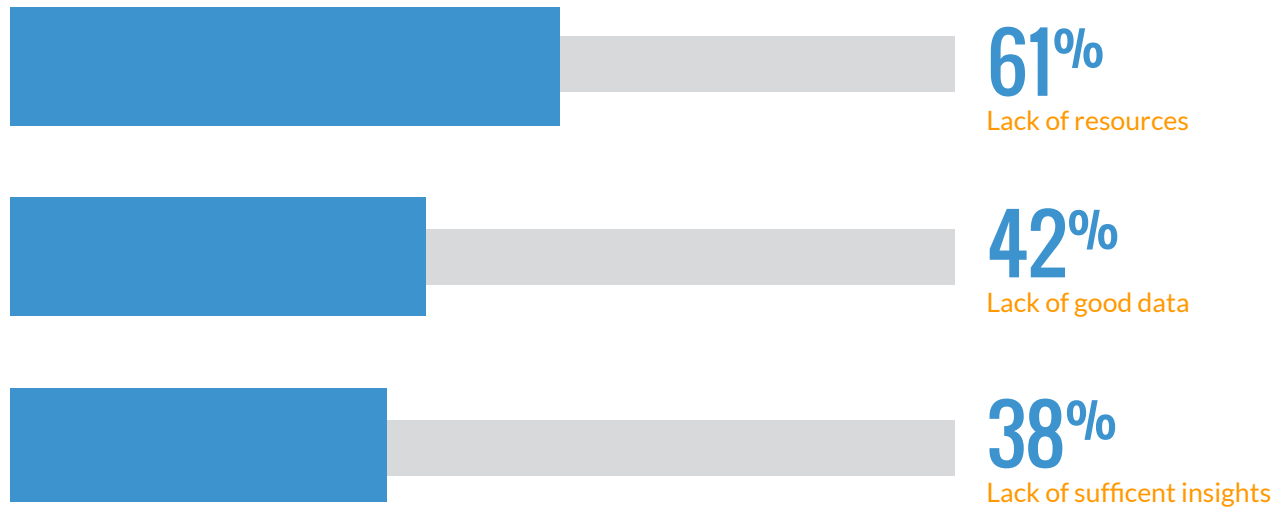


Almost ½ of all marketers can't discern what specific marketing activities are giving them the best leads and revenue.

OBSTACLES BIGGEST BARRIERS TO SUCCESS

61% of marketers say that a lack of resources is their primary obstacle when it comes to successful B2B lead generation.¹⁷

Lack of resources is the number one cause of successful lead generation in a marketer's eyes.





OVERVIEW SOURCES

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2. <https://www.act-on.com/blog/2016/03/new-research-on-how-b2b-marketers-get-more-leads>
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8. <http://www.demandwave.com/resources/ebooks/2016-state-of-b2b-digital-marketing-report>
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