

# State of Demand Gen

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2020



## Today's Speakers



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### About The Research

- Taking the pulse of demand gen pros since 2016
- Each year brings change, but 2020 is significant
- Partnership with MarketingCharts to explore the state of the market in June 2020
- 183 responses, of which 120 were qualified and used in the analysis

Pre-Covid



Thinking about 2019 (before the COVID pandemic), which Demand Gen tactics/channels did you increase the most? (choose up to 3)

- #1 Content syndication
- #2 Account-based marketing (ABM) programs
- #3 Paid search
- #4 Social
- #5 Live events

*Top 5 most commonly cited options.*

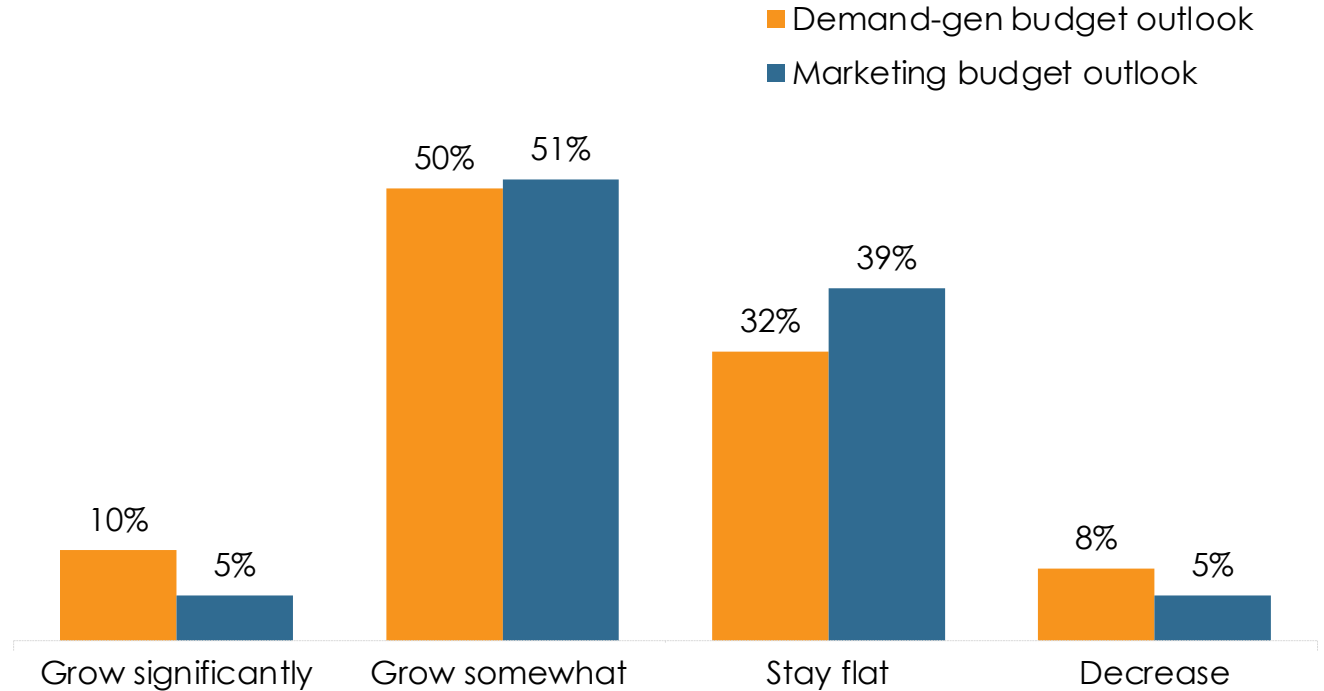


# (Last Year's Data) In the next 12 months, how do you expect your budgets to change, if at all?



What did professionals think about 2020 last year?

60% of respondents expected growth in their demand-gen budget, while 56% expected their overall marketing budget to rise.



# Post-COVID Outbreak

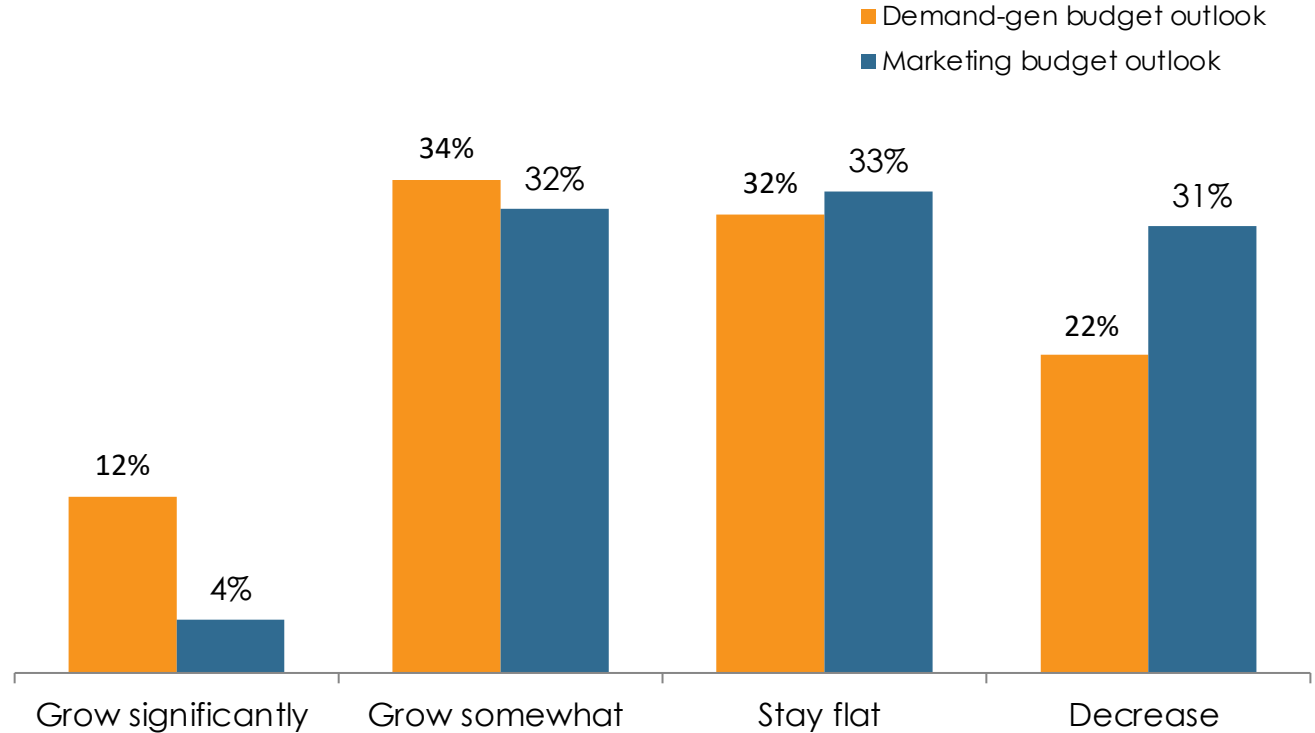


# (This Year's Data) In the next 12 months, how do you expect your budgets to change, if at all?



## What's the shift?

Despite the crisis, 78% of respondents say their demand-gen budget will grow or stay the same. Demand-gen budgets are stronger than marketing as a whole.

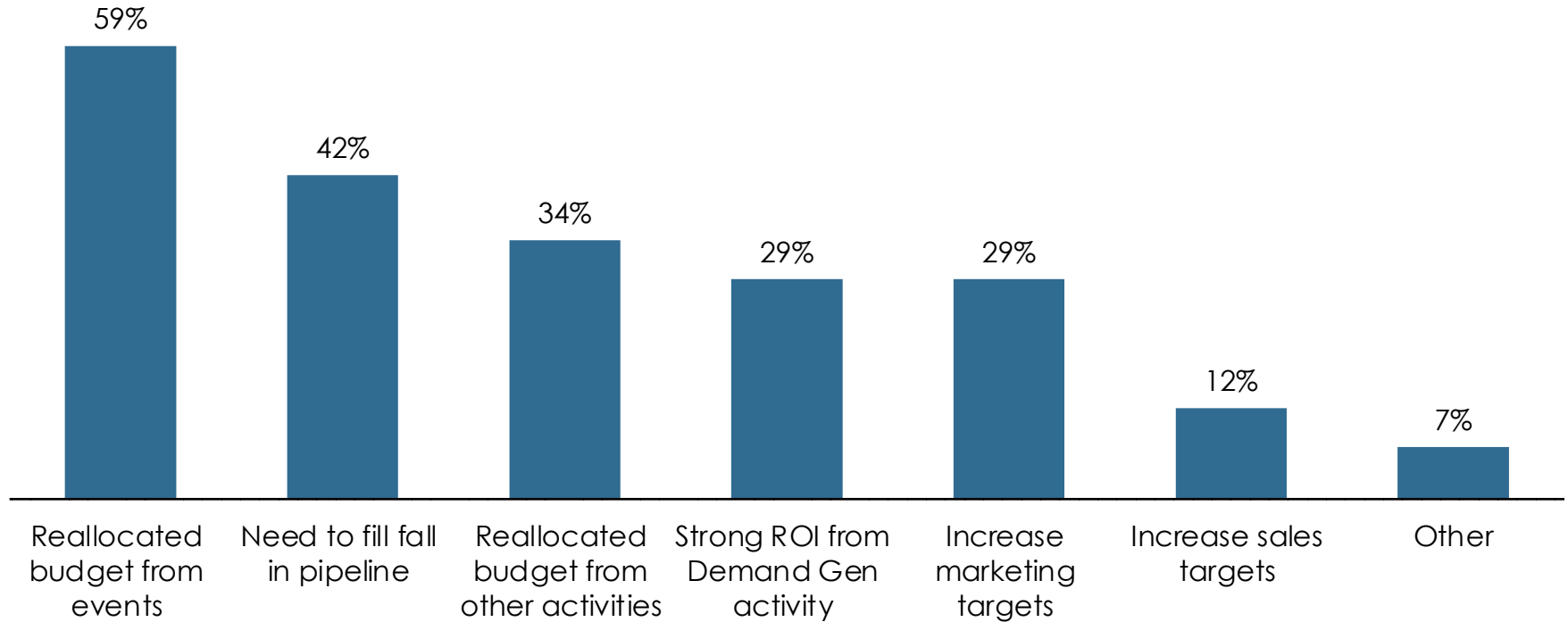




**55%**

have increased demand  
gen activity

## What are the primary reasons behind the increase in Demand Gen activity since the outbreak of COVID-19? (choose up to 3)



# In the coming 12 months, which Demand Gen tactics/channels do you expect to increase the most? (choose up to 3)

- #1 Online events (e.g. webcasts)
- #2 Account-based marketing (ABM) programs
- #3 High-quality lead programs (Late-funnel, HQL/SRL)
- #4 Inbound marketing (on your corporate website)
- #5 Email marketing
- #6 Content syndication
- #7 Display/programmatic advertising
- #8 Paid search
- #9 Social
- #10 Video marketing



How has the situation changed?

**Online events are now the top-ranked tactic, with 48% expecting these to increase in the next 12 months.**

# Strategy and Execution

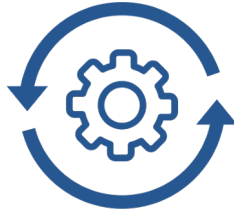


Which of the following best describes how your brand qualifies leads after they have been generated by marketing?



**Telequalification**

39%



**Technology**

35%



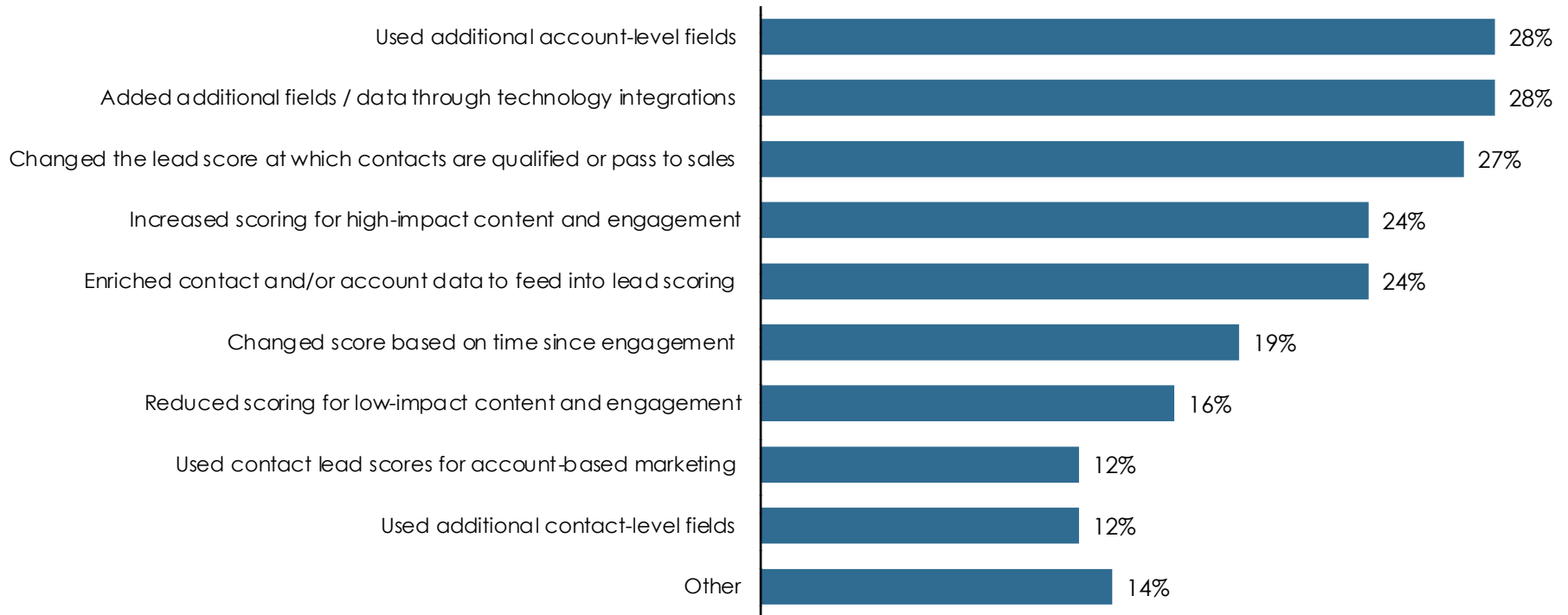
**Data appending**

16%

# What strategy do you find most effective in optimizing your relationship with sales?



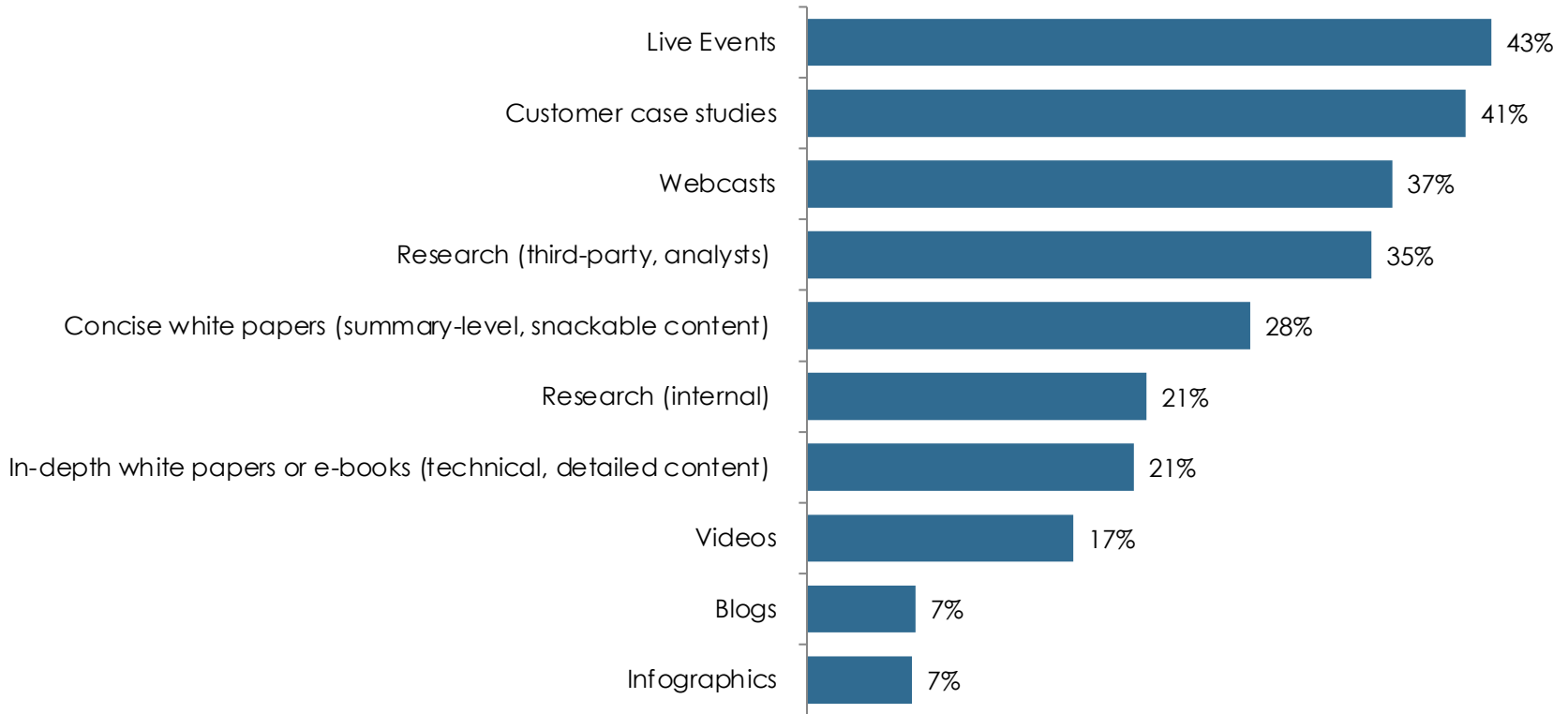
# In the past 12 months, which of the following changes have you made to improve your lead scoring? (choose all that apply)



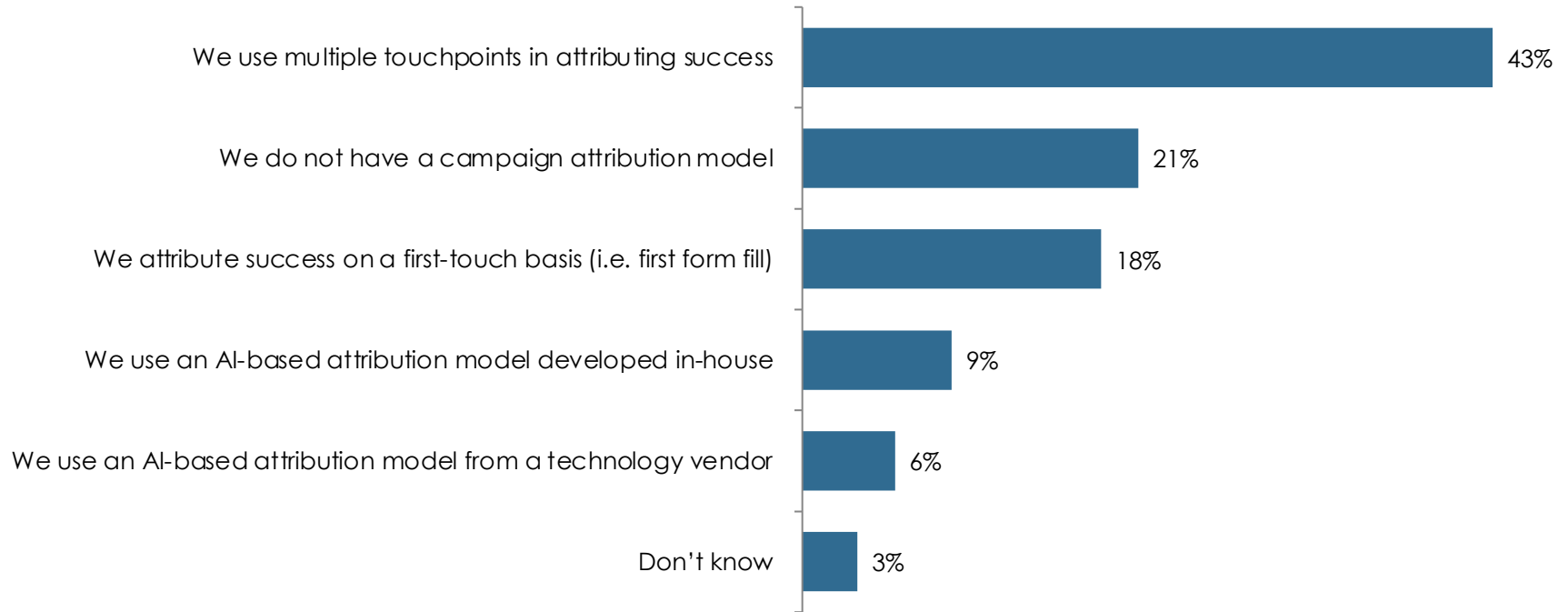
# Measurement & Challenges



# Please rate each of the following content types in terms of their value for demand generation (% rating as “best” on a 5-point scale)



## Which of the following best describes your campaign attribution model?



# Top pitfalls or challenges for demand gen

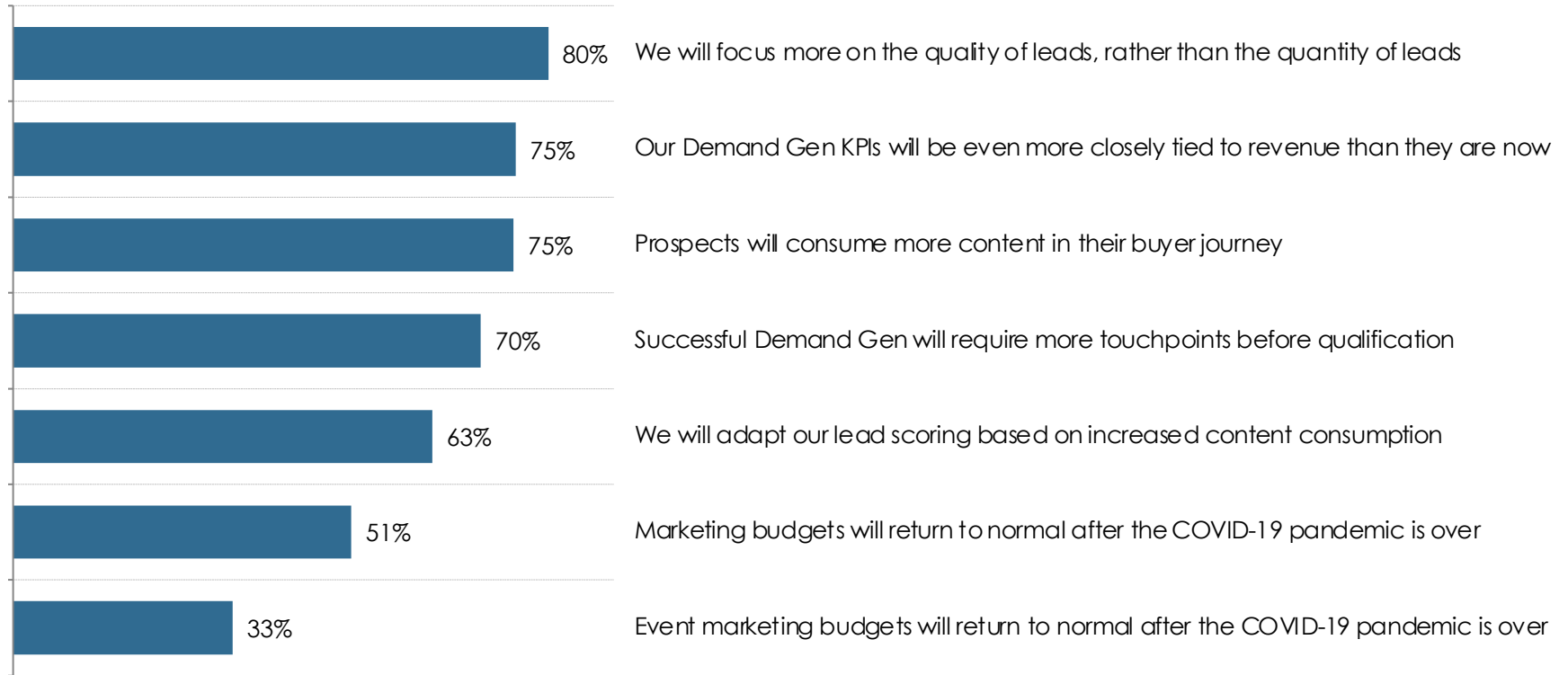
- #1 Finding sources for quality leads
- #2 Optimizing mix of channels and tactics for performance
- #3 Collaborating with sales



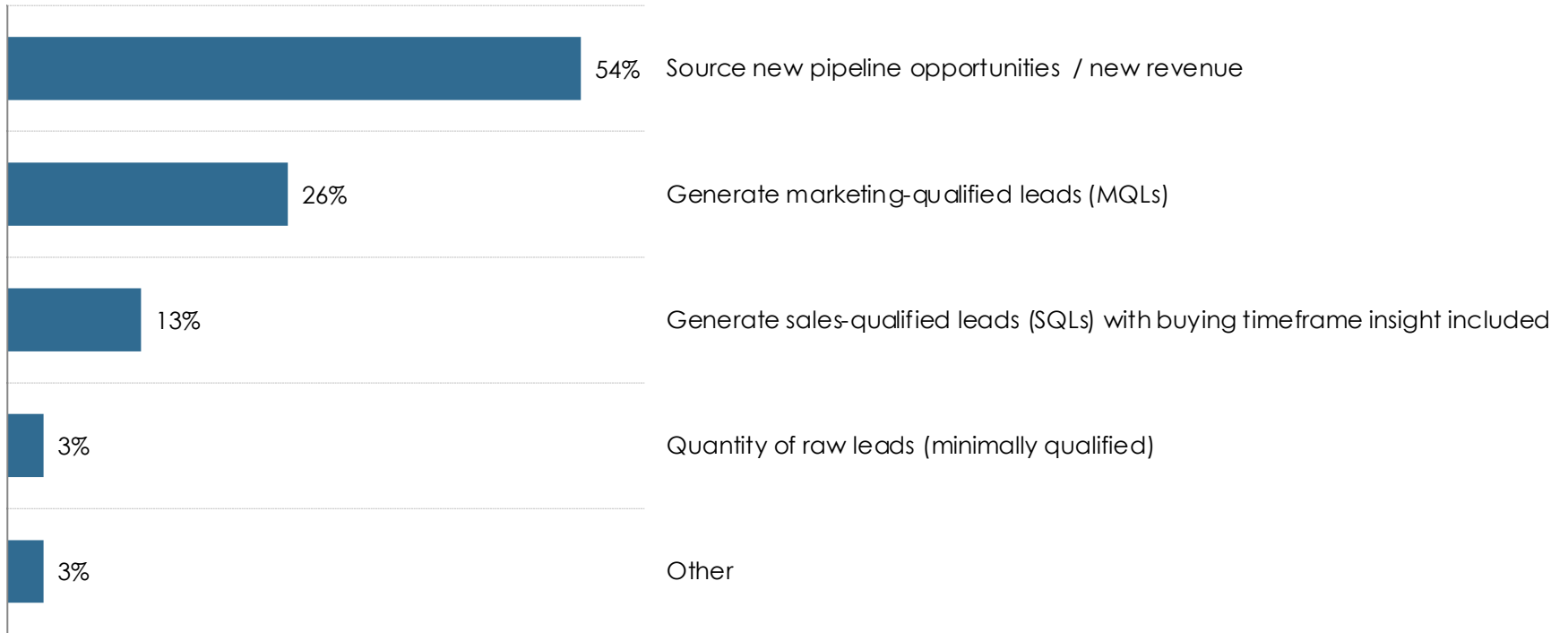
# Looking Forward



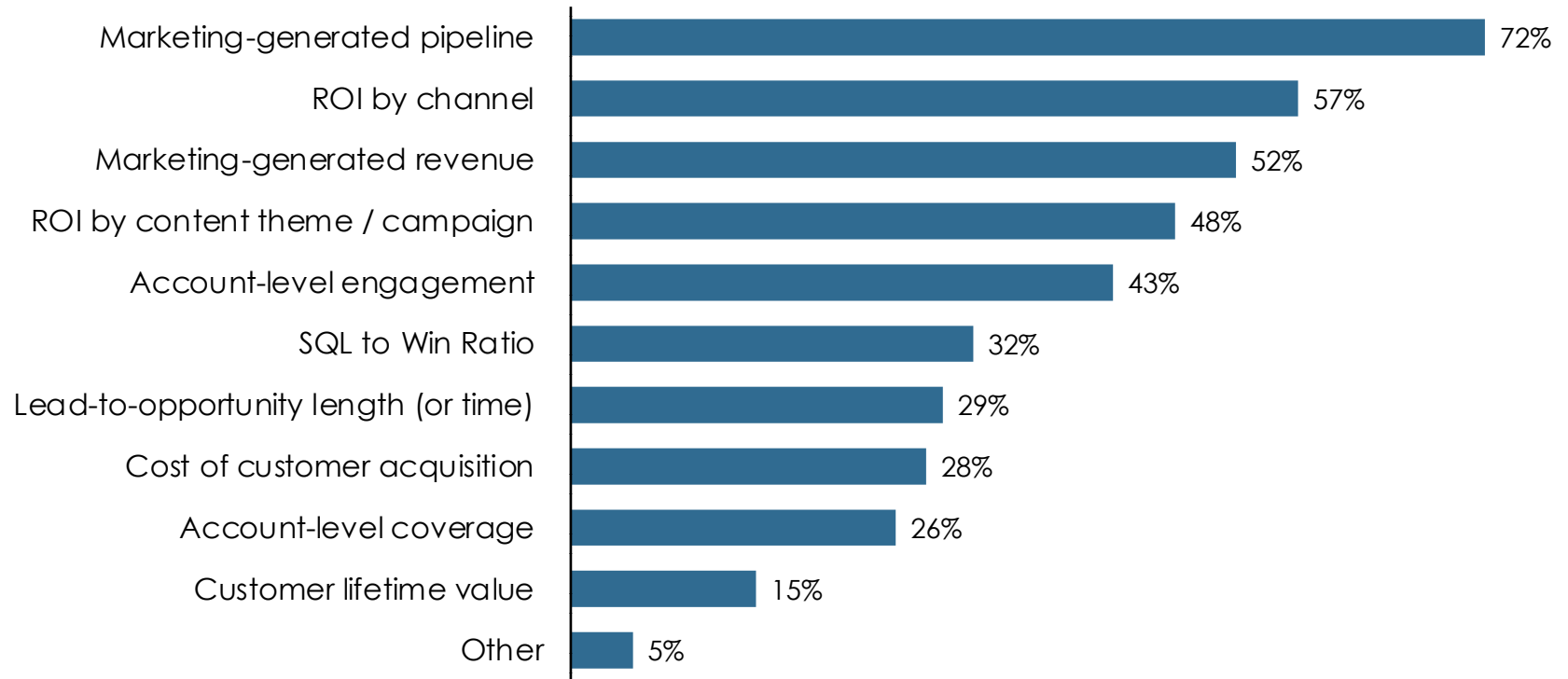
## Thinking of the future, to what extent do you agree with the following statements? (% agreeing)



# Which of the following most closely describes how you define demand-gen campaign success?



# Which of the following metrics do you plan to use in the next 12 months? (select all that apply)



## Conclusion

**Demand gen is seen as a critical part of today's B2B marketing, and has become even more vital during uncertain times.**

- More than half (**55%**) have increased their demand gen activities and **78%** have increased or maintained their demand gen budgets.
- Account-based approaches remain strong. Marketers see ABM as one of the top three tactics for growth this year.
- Data maturity is high. When attributing campaign success, 43% use multiple touchpoints while **15%** use AI-driven approaches.
- Revenue remains the most important area of focus.



## Q&A



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Thank You!



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