

Top Stats from #SDSummit 2015

SiriusDecisions 

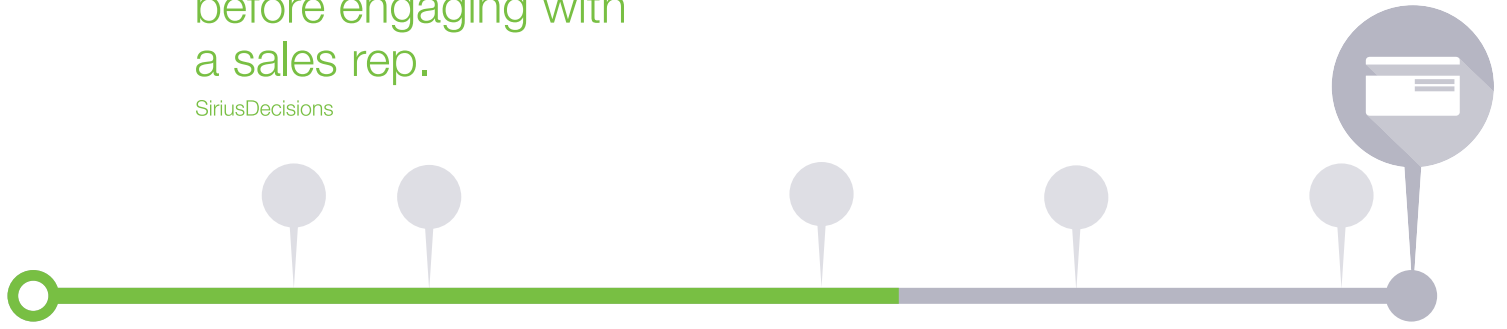
myth:

Buyers go through

67%

of the buying process before engaging with a sales rep.

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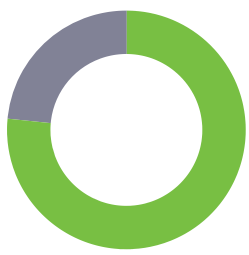


B2B marketers must create

11-17

interactions to enable a purchase.

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79%

of B2B marketing generated leads do not get sales follow-up.

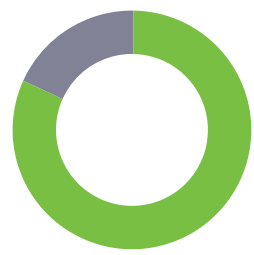
FireEye



65%

of content in B2B orgs goes unused.

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85%

of B2B marketers using marketing automation in 2014 felt they weren't using it to its full potential.

Marketo



Companies that have aligned sales & marketing deliver more growth.

19%

@LinkedInB2B

\$ \$ \$ \$

Sales-generated leads are 4x more likely to close vs. marketing-generated leads.

@HeinzMarketing

Predictive analytics boosts conversion rates.

@bkardon

2x