

State of Demand Gen

October 2024

Actions and insights for the year ahead



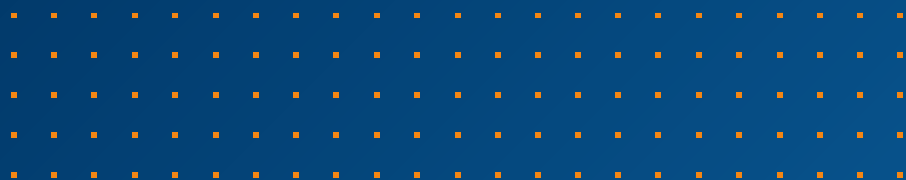
What's Inside:

- Key Takeaways
- Budget and Demand Gen Expectations
- Measurement and Challenges
- Demand Channels and Tactics
- Demand Content
- BDRs and Lead Qualification



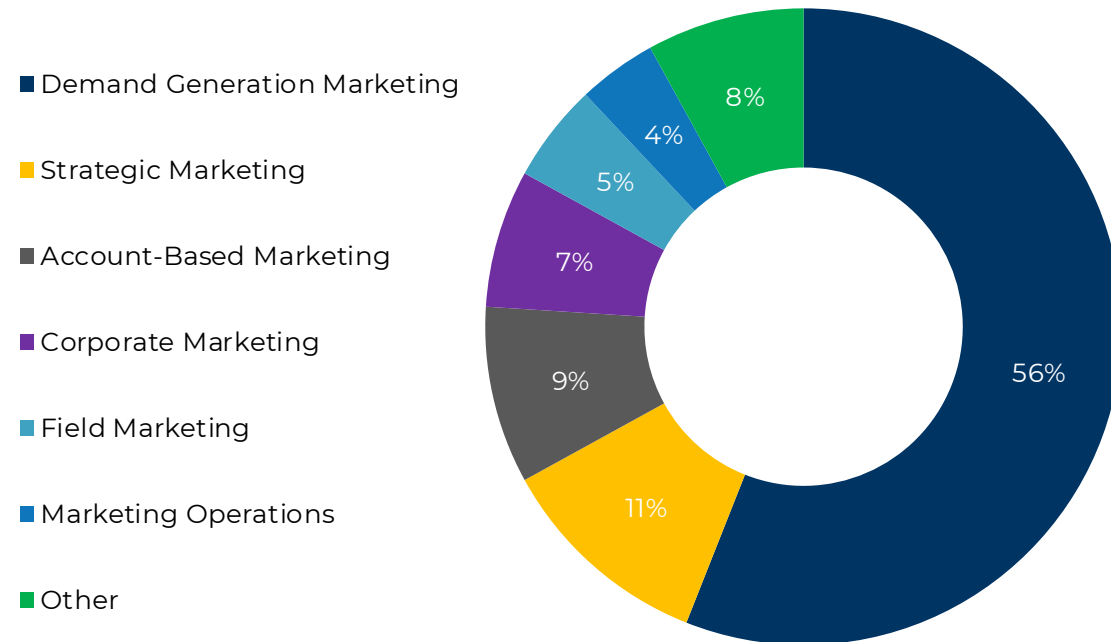
Key Takeaways

- **Budgets have stabilized** despite continued uncertainty in the market, but whether a comfort level has been reached is uncertain.
- **Upstart companies are more likely to lift budgets *and* seem to be moving faster** on lead follow up. Large tech may be lagging.
- **Marketers are hopeful about AI, but use is still nascent:** GenAI to create copy and power chatbots are most common uses. Other AI use cases are still experimental.
- **The pressure is on** to prove ROI, just as demand gen teams grapple with longer customer purchase timelines.
- **High-ROI content is critical, with case studies leading** mid- and bottom-funnel use cases. Expect to see more.
- **Under-performer red flags are emerging:** if you see lead generation a cost center rather than a strategic revenue driver, you may be outside of the safe zone.
- **Similarly, those who rate their MarTech as ineffective** are more likely to amongst the cohort who missed their goals.



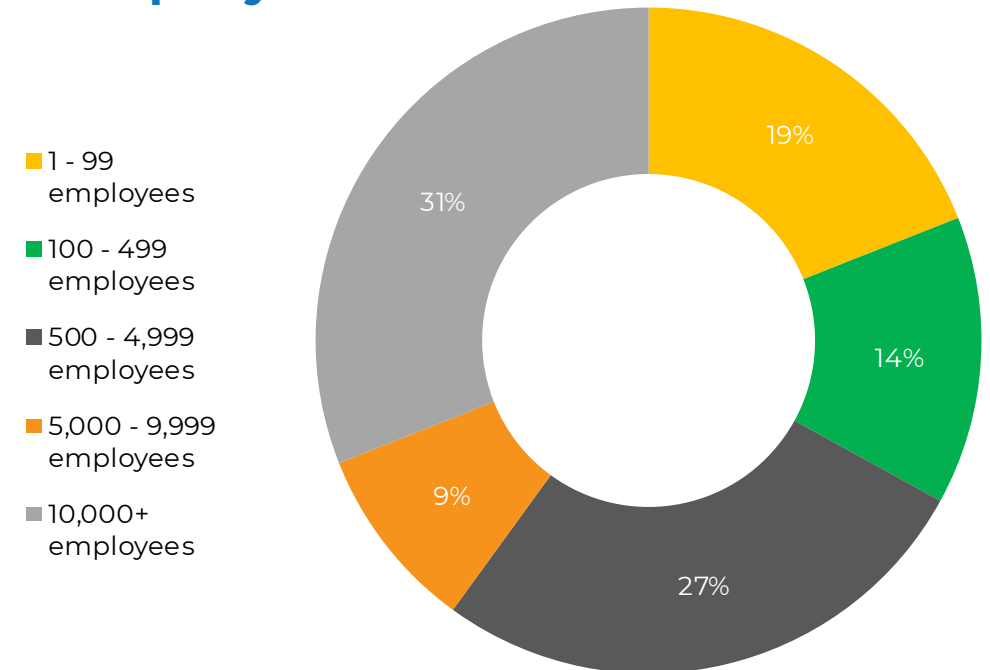
Respondent Demographics

Department

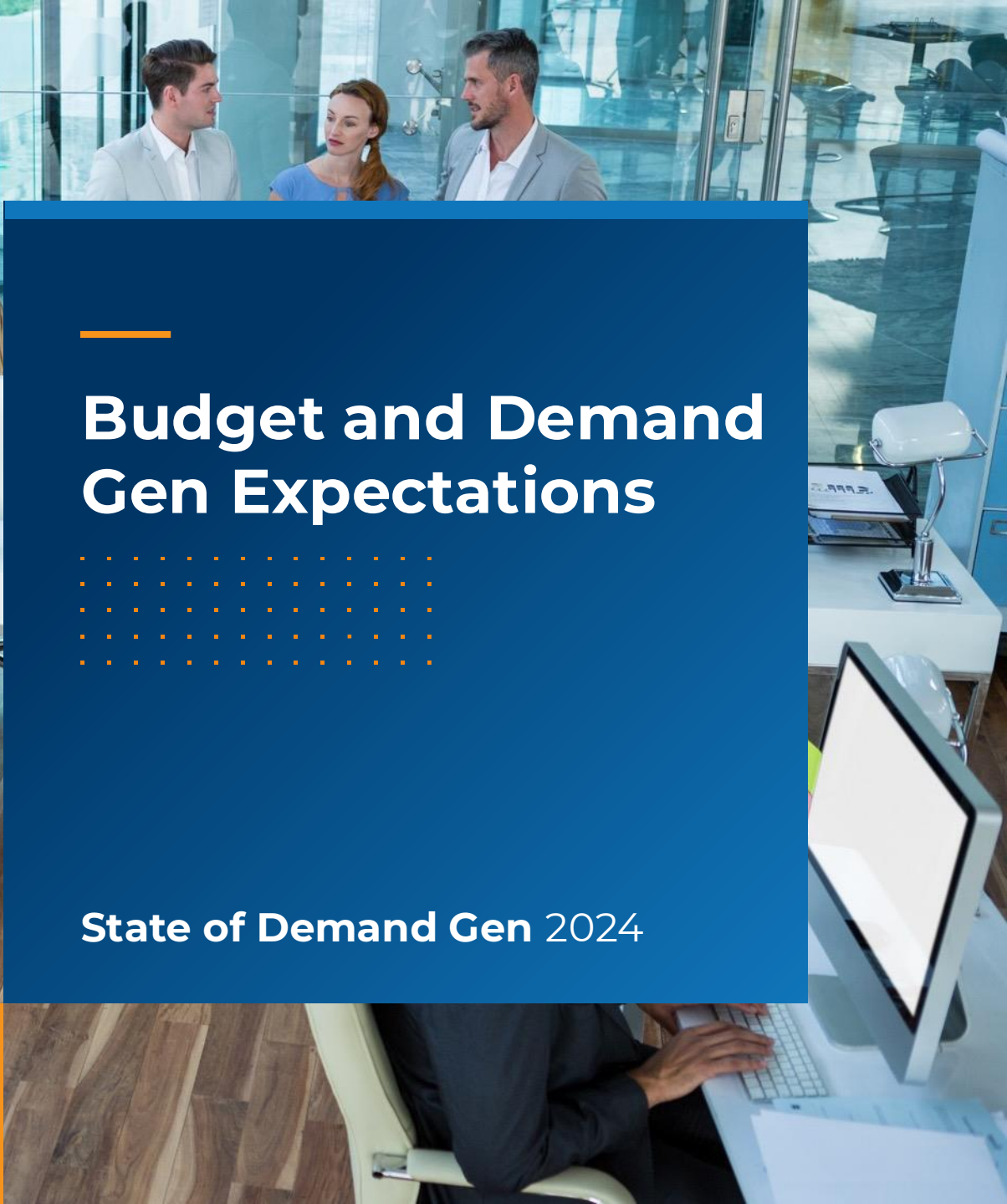


268 qualified demand-gen and tech marketer respondents

Company Size



90% of respondents were from North America (US and Canada)



Budget and Demand Gen Expectations

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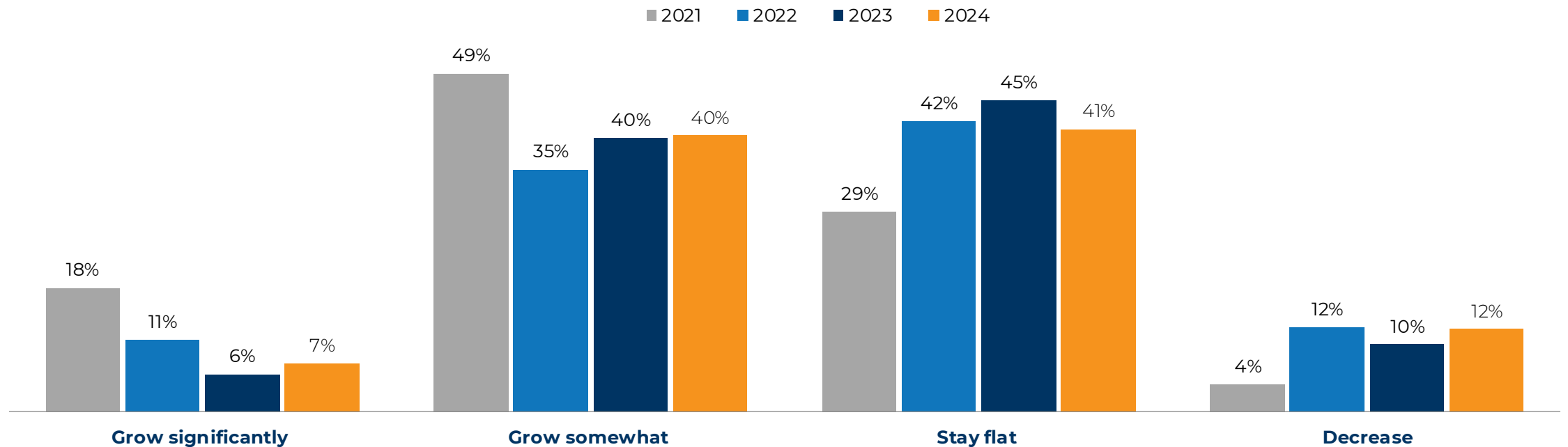
Budgets: Is stability the new normal?

QUESTION

In the next 12 months, how do you expect your Demand Gen budgets to change?

TAKEAWAY

The needle hasn't moved much over the last few years. It's hard to say if the dust is settling or if companies are hunkering down to see what happens with the "soft landing."



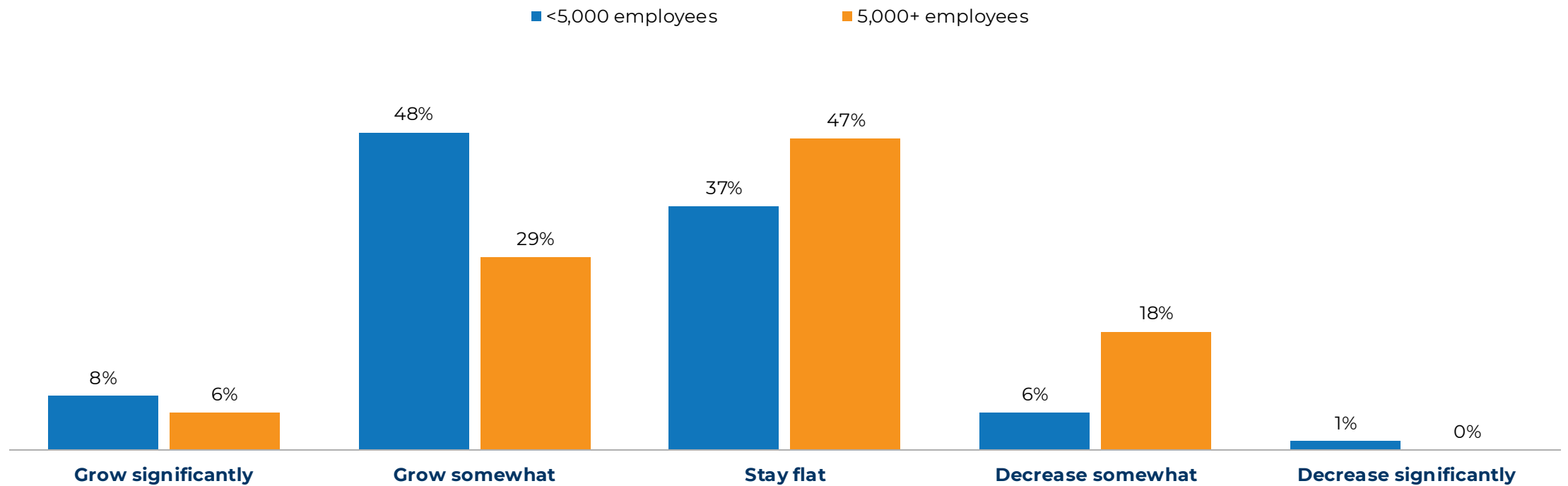
Budgets: Not everyone sees it the same way

QUESTION

In the next 12 months, how do you expect your Demand Gen budgets to change?

TAKEAWAY

Larger companies more conservative. Upstart companies are more likely to spend to compete for growth in this market.



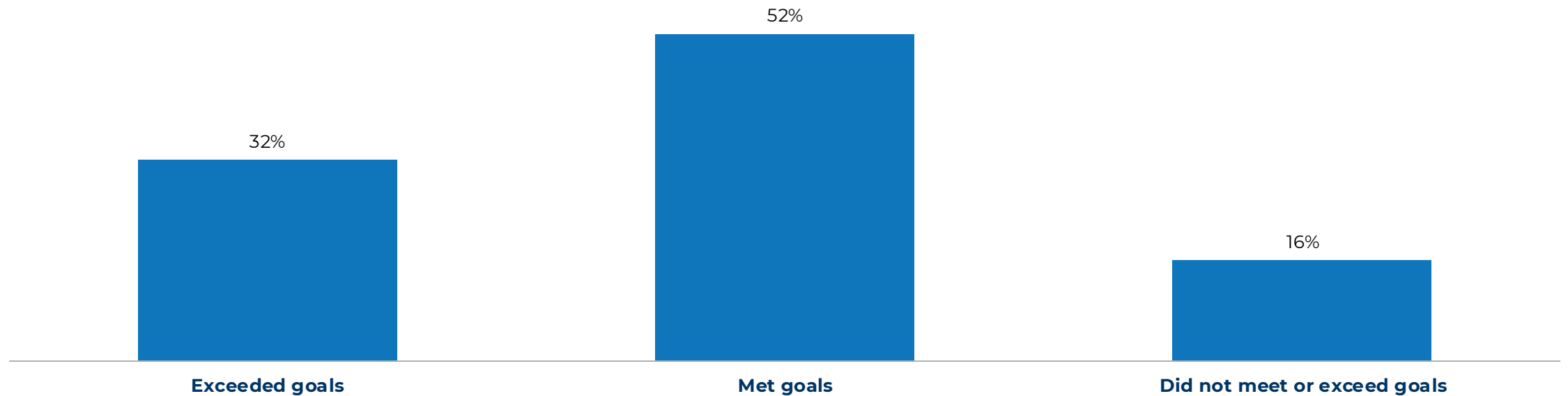
Mission accomplished?

QUESTION

To what extent did you meet/exceed demand generation goals last year?

TAKEAWAY

Despite headwinds, a majority met or exceeded their goals in 2023.



The value of demand generation

QUESTION

How does leadership perceive your demand generation efforts?

TAKEAWAY

A majority of respondents sees demand generation as strategic.

Demand generation is viewed as essential to the company's growth and is closely integrated with management strategies to drive high-quality leads and revenue.

22%

Demand generation is considered a strategic partner and contributes significantly to high-quality leads and revenue generation.

45%

Demand generation is recognized for its efforts but is not seen as a key driver of high-quality leads and revenue.

27%

Demand generation is often seen as a cost center with limited impact on lead quality and revenue.

6%

The value of demand generation: do you see it?

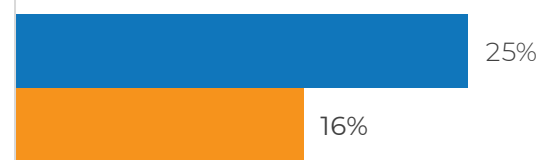
QUESTION

How does leadership perceive your demand generation efforts?

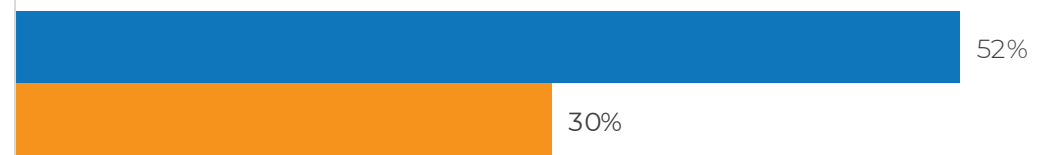
TAKEAWAY

Correlation or Causation? If you don't view demand gen as strategic, you're not doing it right.

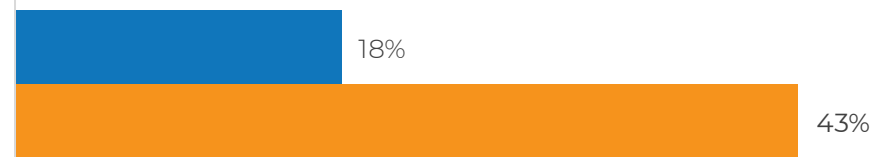
Demand generation is viewed as essential to the company's growth and is closely integrated with management strategies to drive high-quality leads and revenue.



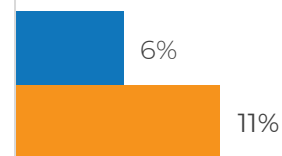
Demand generation is considered a strategic partner and contributes significantly to high-quality leads and revenue generation.



Demand generation is recognized for its efforts but is not seen as a key driver of high-quality leads and revenue.



Demand generation is often seen as a cost center with limited impact on lead quality and revenue.



■ Exceeded 2023 demand gen goals
■ Did not meet 2023 demand gen goals



Measurement and Challenges

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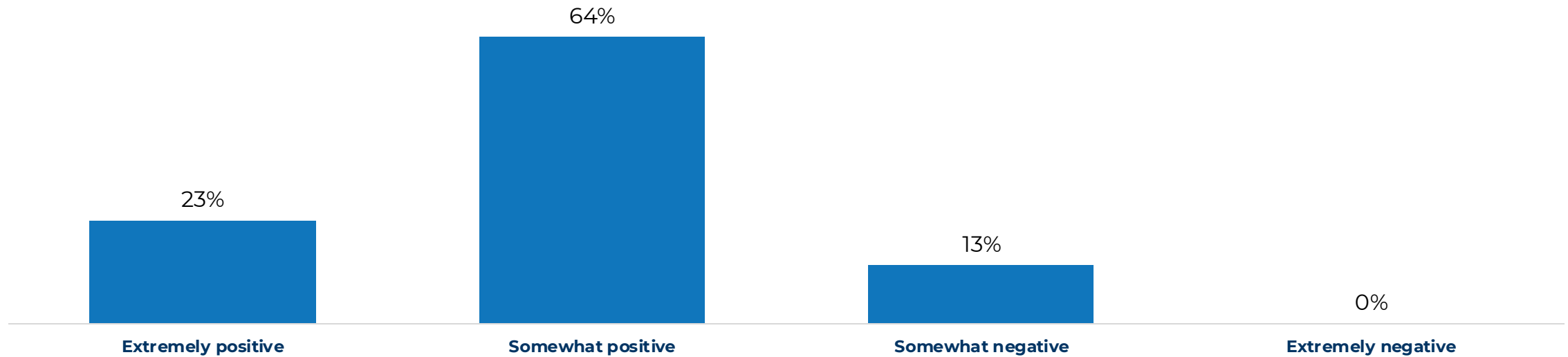
KPI confidence remains high

QUESTION

Which best describes your outlook on meeting or exceeding your team's most important KPIs in the coming year?

TAKEAWAY

Respondents are bullish on meeting their KPIs in 2024.



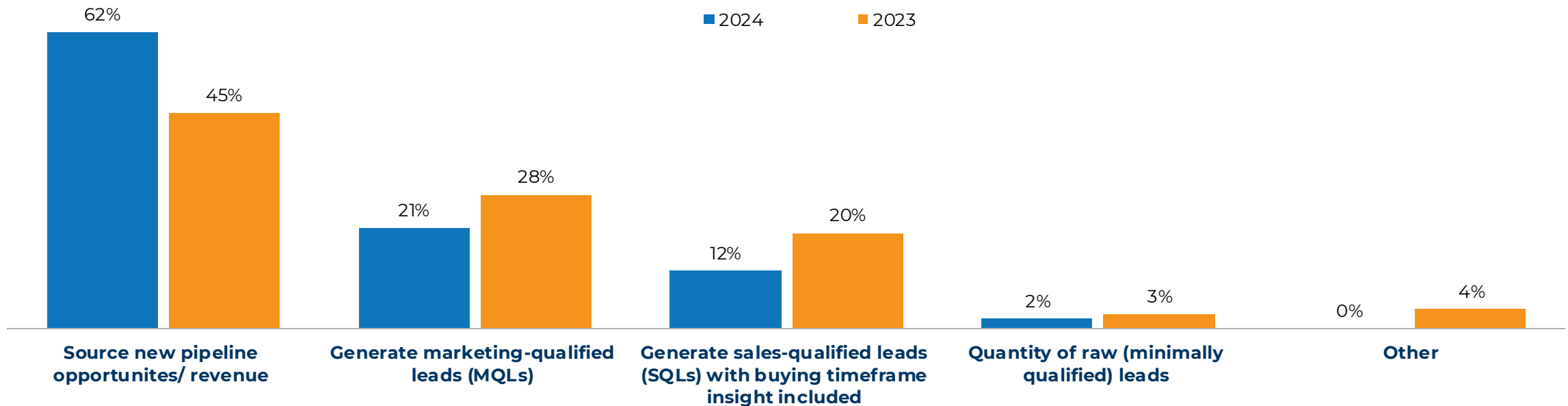
Revenue marketing continues to dominate

QUESTION

Which of the following most closely describes how you define Demand Gen campaign success?

TAKEAWAY

A link between demand gen and pipeline becomes stronger.



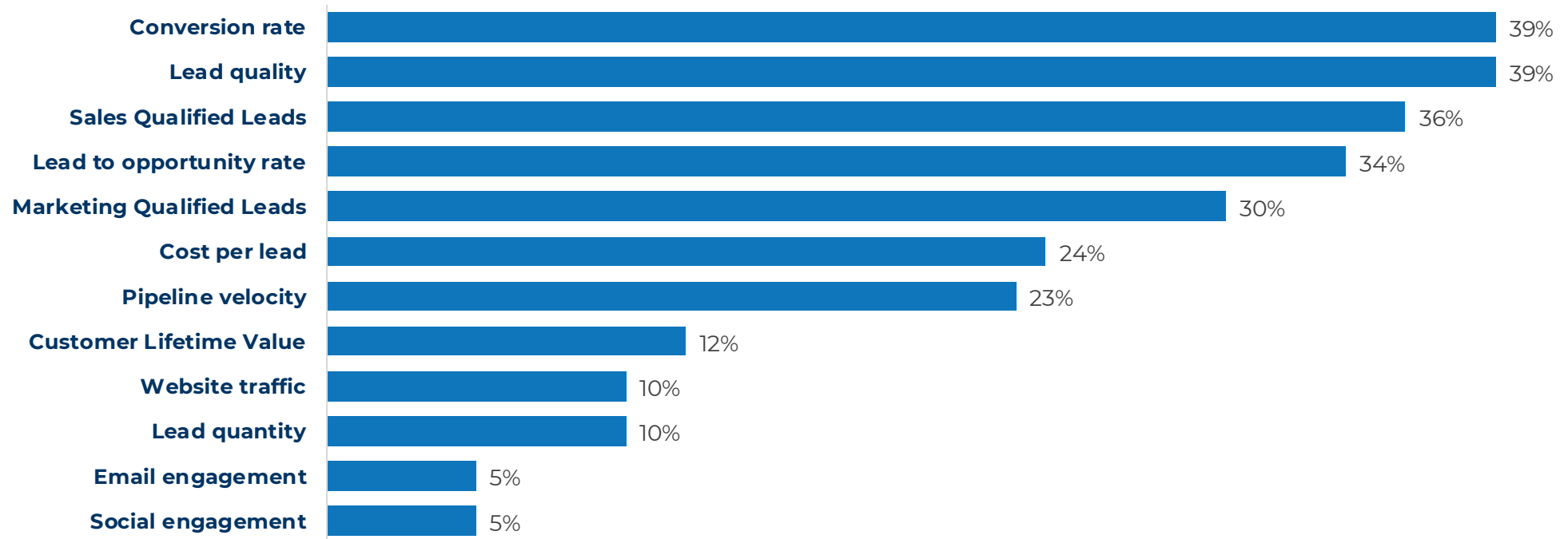
Quality and conversion: outcomes matter

QUESTION

Other than ROI/pipeline, what attributes or data points are most important in measuring success? (Select up to 3)

TAKEAWAY

Outcome-focused attributes rate more highly than activity-focused measures



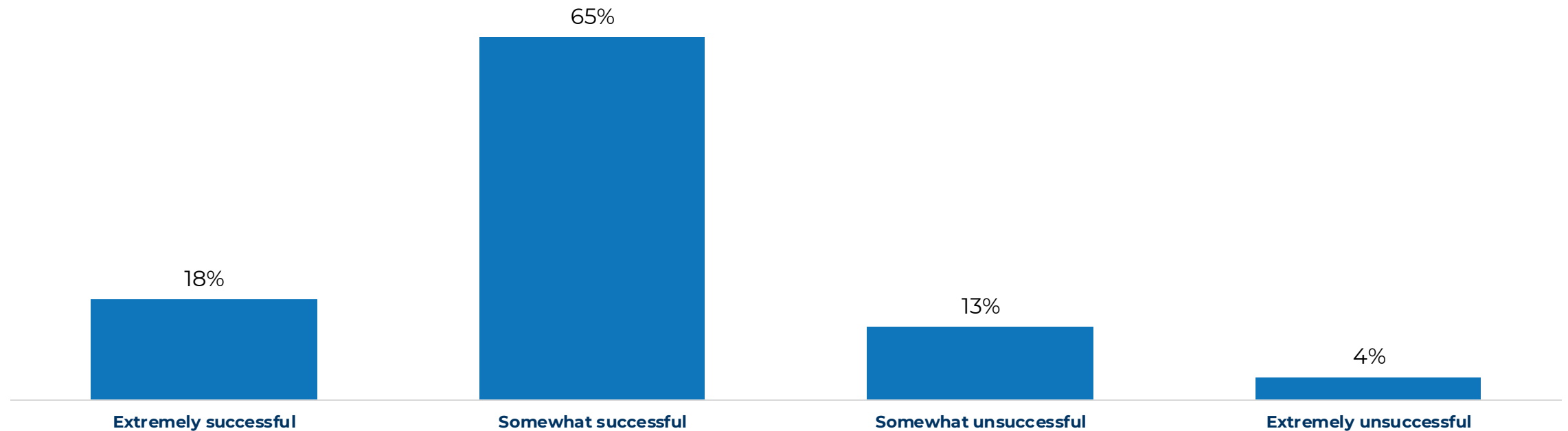
Revenue attribution is good, not great

QUESTION

How successful are you at attributing revenue to demand generation efforts?

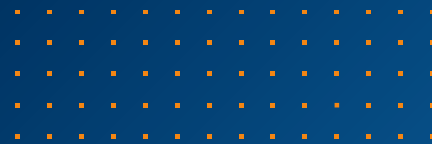
TAKEAWAY

While many are somewhat successful in linking demand gen to revenue results, only one-in-five consider themselves unsuccessful.





Topics, Tech, and Tactics



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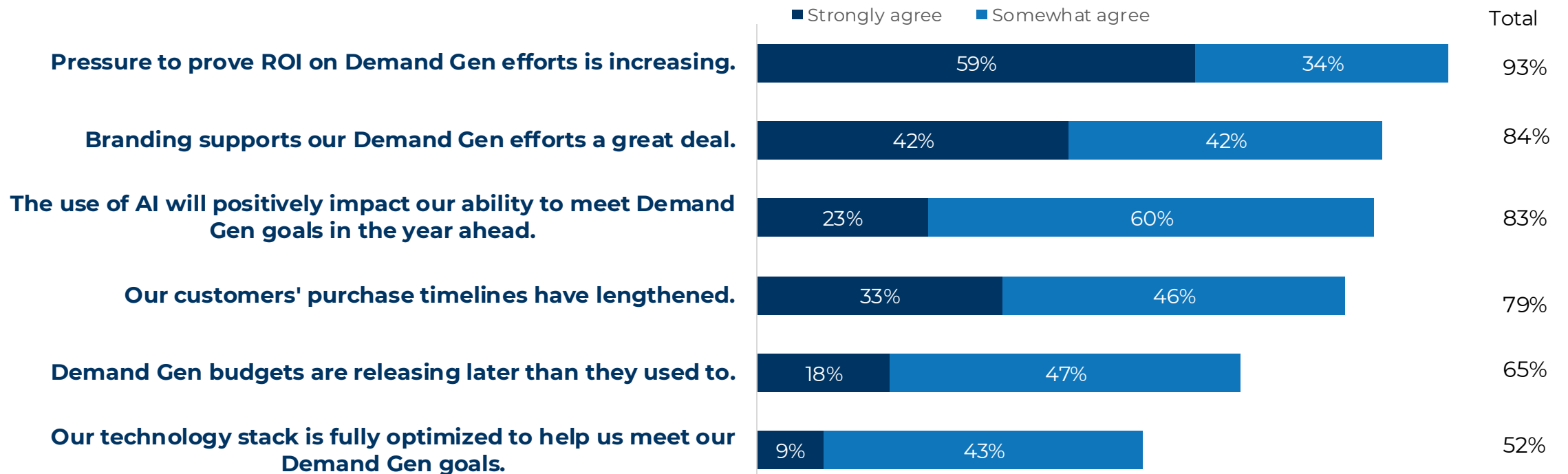
The pressure is on, big time. The tech stack less so.

QUESTION

To what extent do you agree with the following statements?

TAKEAWAY

Strong agreement on demand gen pressure, branding and AI. Respondents not feeling great about purchase timelines, budgets or tech stack.



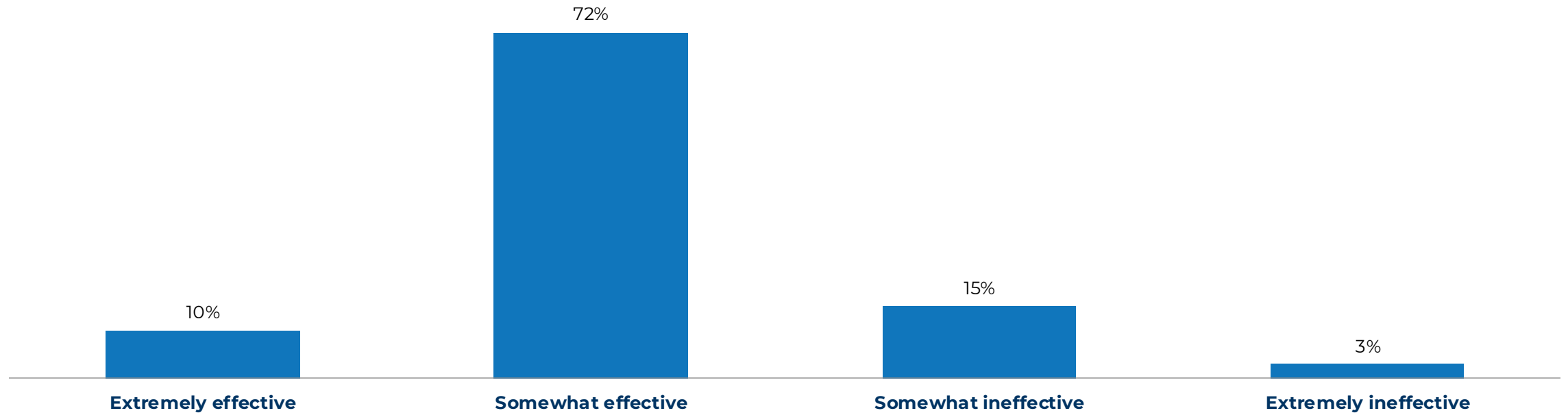
Is MarTech making marketing better?

QUESTION

Rate the effectiveness of your current marketing technology stack in enabling you to meet your goals.

TAKEAWAY

While a majority are finding at least some success with their marketing technology, about one-in-five are finding it ineffective.



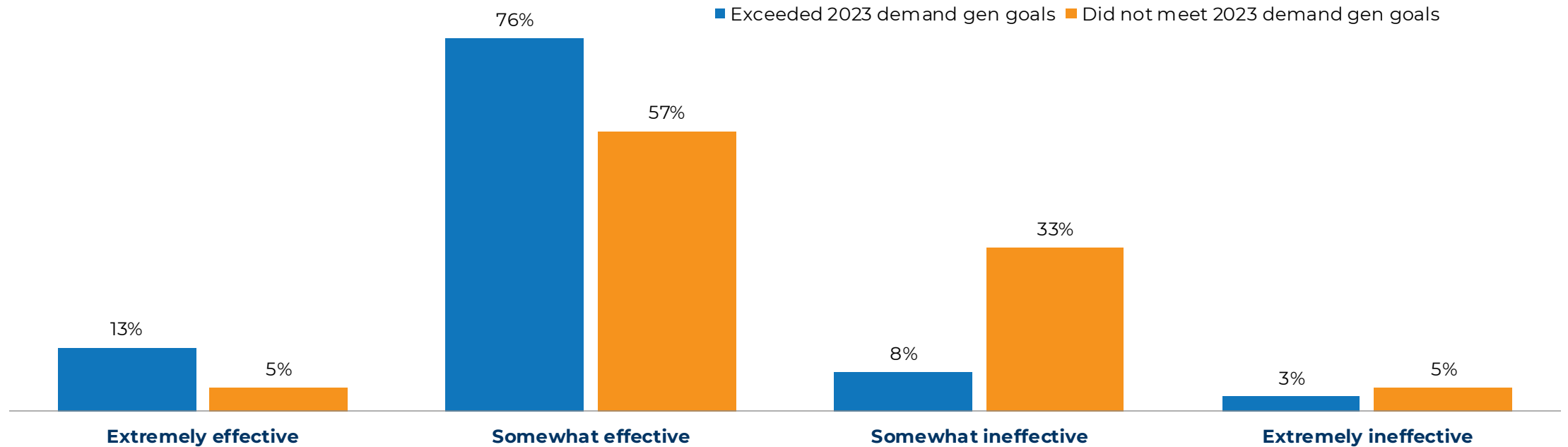
Is MarTech making marketing better? Not for everyone

QUESTION

Rate the effectiveness of your current marketing technology stack in enabling you to meet your goals.

TAKEAWAY

Those who missed their goals are more likely to struggle with their MarTech stack.



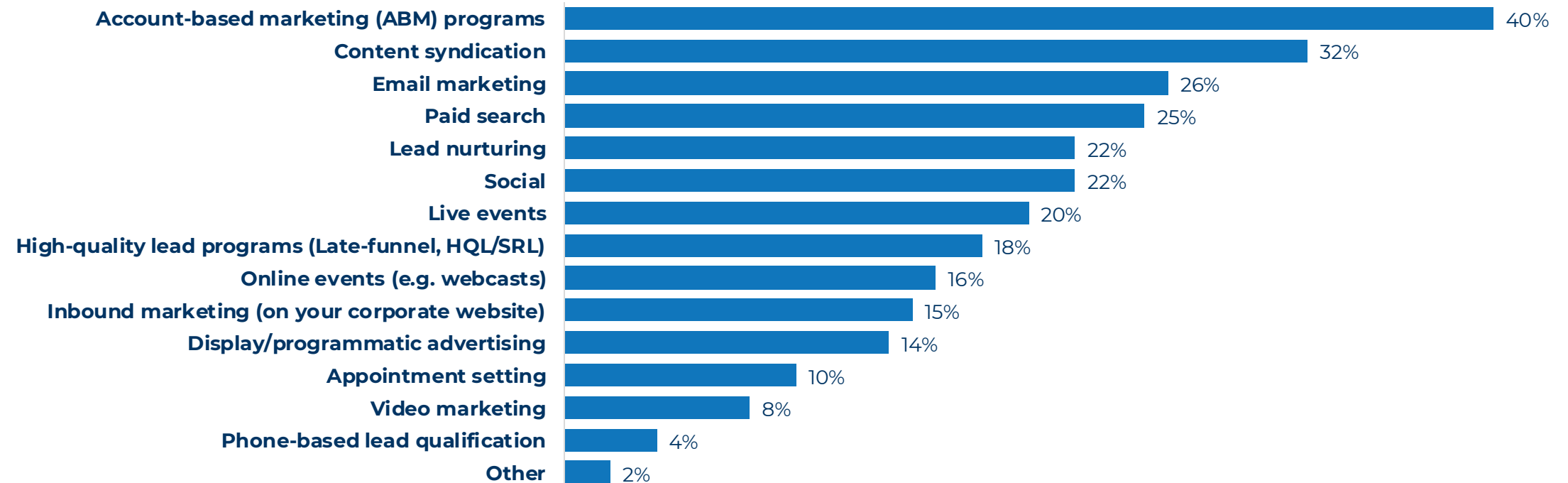
Rear view: Can't shake content syndication

QUESTION

Thinking about 2023, which Demand Gen tactics/channels did you increase the most? (choose up to 3)

TAKEAWAY

ABM and content syndication remain the tactics of choice.



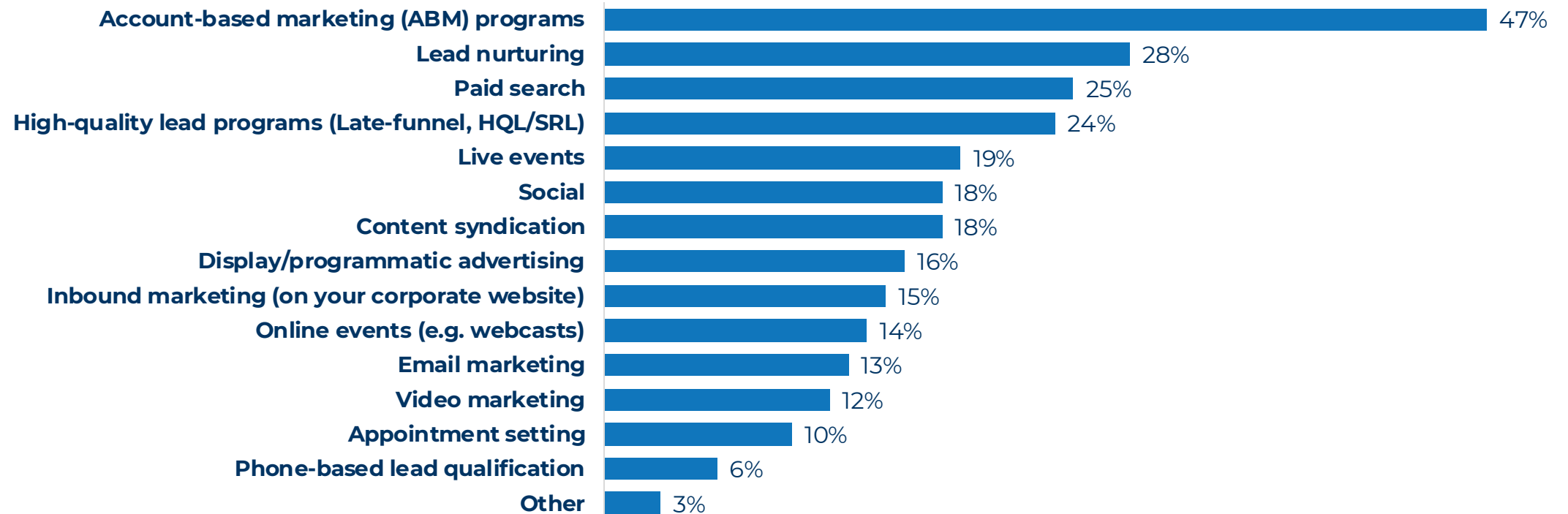
Future view: A shift to precision and quality

QUESTION

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

TAKEAWAY

Content syndication and email marketing replaced by lead nurturing and high-quality lead programs.





Content that Performs

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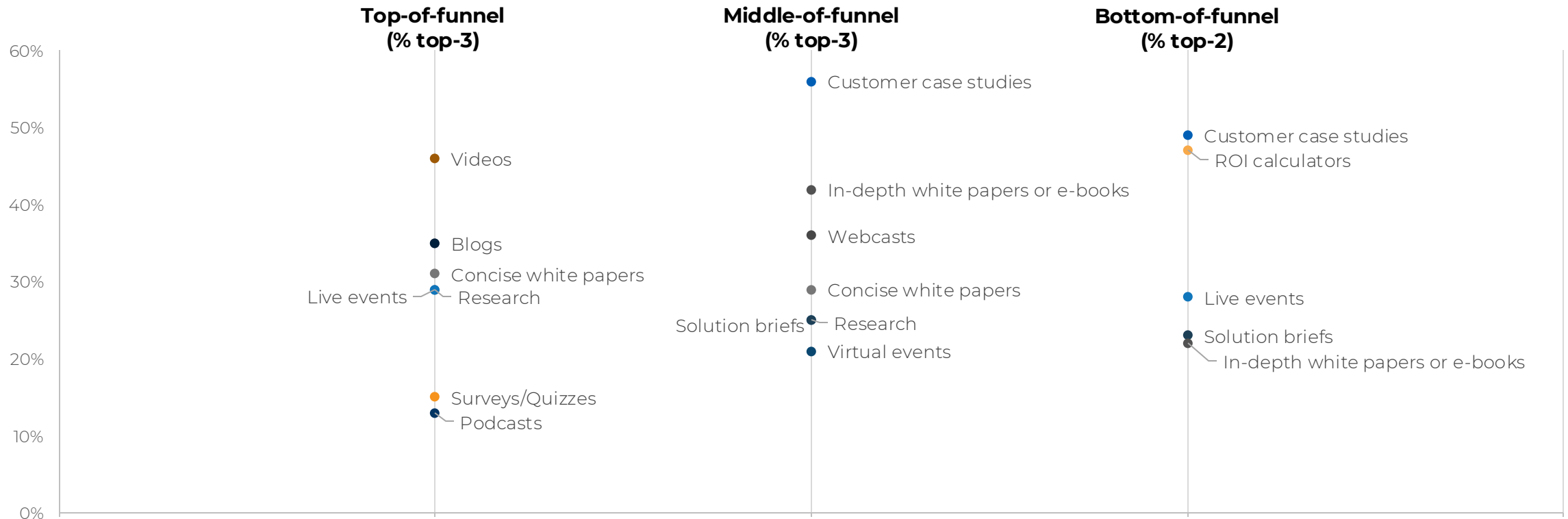
Content effectiveness trends emerging

QUESTION

Which content types do you find to be most effective at the top-of-funnel / middle-of-funnel / bottom-of-funnel (BOF)?

TAKEAWAY

Demand Gen marketers see different assets needed at different funnel stages. Case studies stand out as powerful mid- and late-funnel performers.



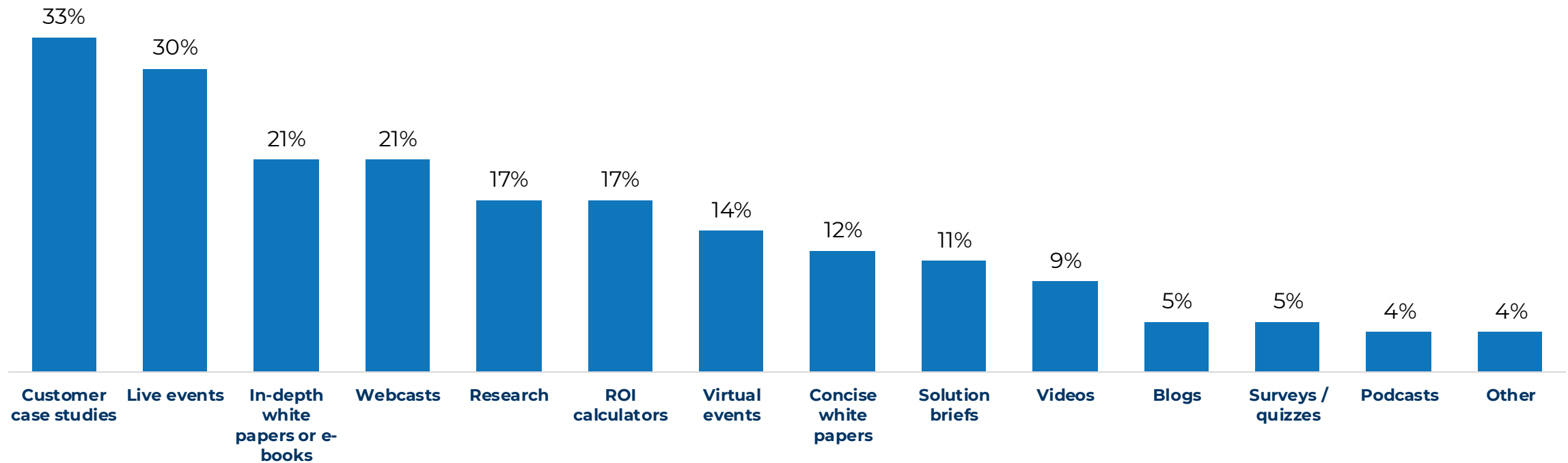
ROI winners and losers

QUESTION

In your opinion, which content types deliver the highest ROI overall? (Select up to 3)

TAKEAWAY

High-ROI content tends to be associated with mid- and late-funnel assets.



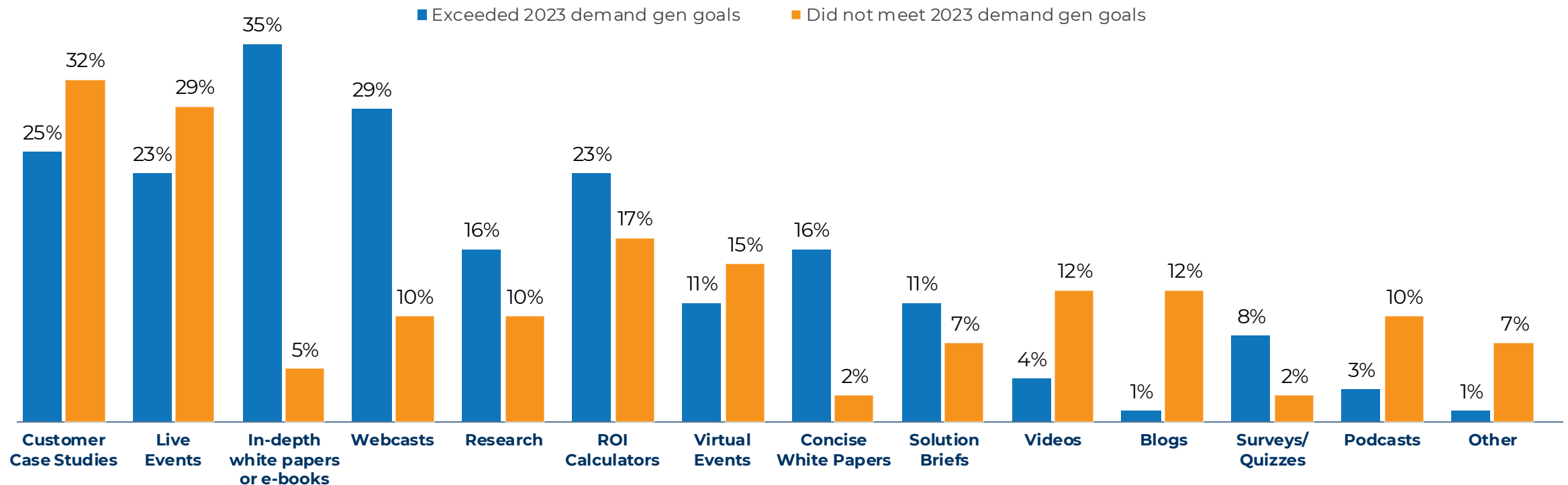
ROI winners and losers

QUESTION

In your opinion, which content types deliver the highest ROI overall? (Select up to 3)

TAKEAWAY

Those who beat their goals view which content works best differently than those who missed their goals.



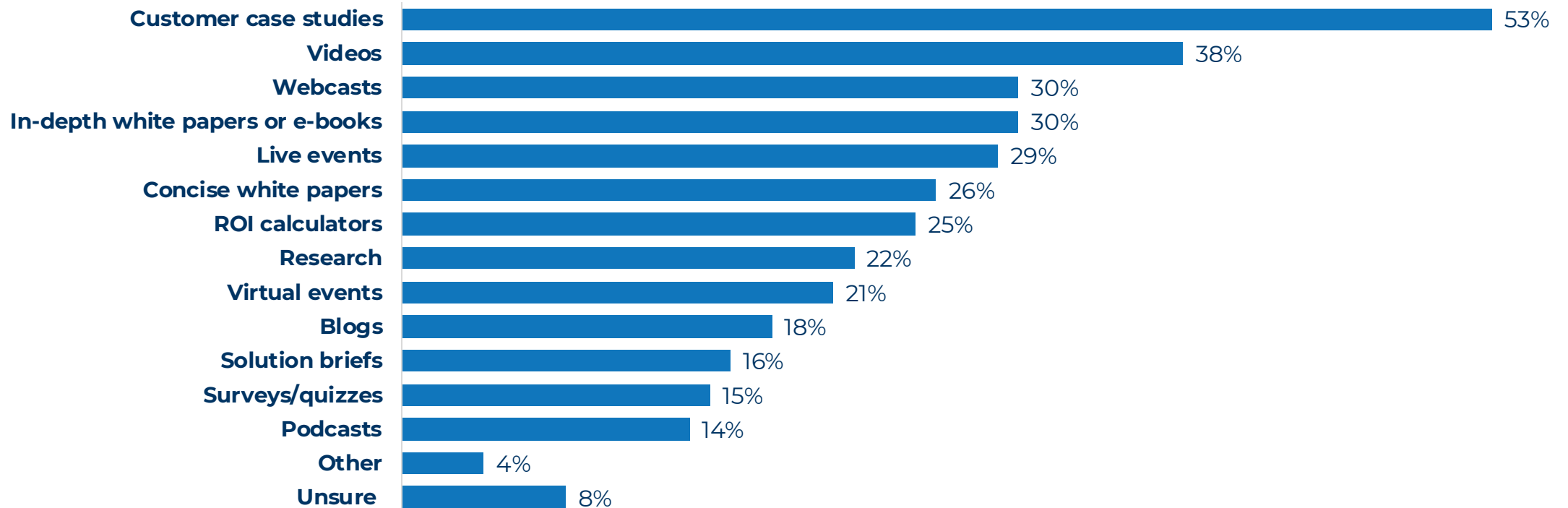
On the horizon: mid-funnel preference

QUESTION

Which content types do you expect to increase the use of in the year ahead to improve your demand generation strategy? (Select all that apply)

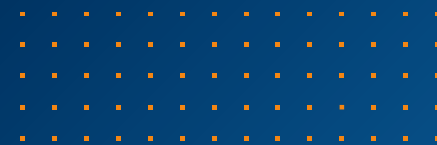
TAKEAWAY

Case studies are far-and-away the highest ranked for increased use in the coming year.





BDRs and Lead Qualification



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The impact and role of BDRs

QUESTION

When thinking about telephone outreach to leads, which of the following best describes your organization's approach?

TAKEAWAY

Having BDRs to focus on lead qualification and follow-up has become a clear best practice.



The impact and role of BDRs

QUESTION

When thinking about telephone outreach to leads, which of the following best describes your organization's approach?

TAKEAWAY

Smaller companies are catching up to larger companies in their BDR use.



The impact and role of BDRs

QUESTION

When thinking about telephone outreach to leads, which of the following best describes your organization's approach?

TAKEAWAY

Those without BDR teams are more likely to have missed their KPIs.



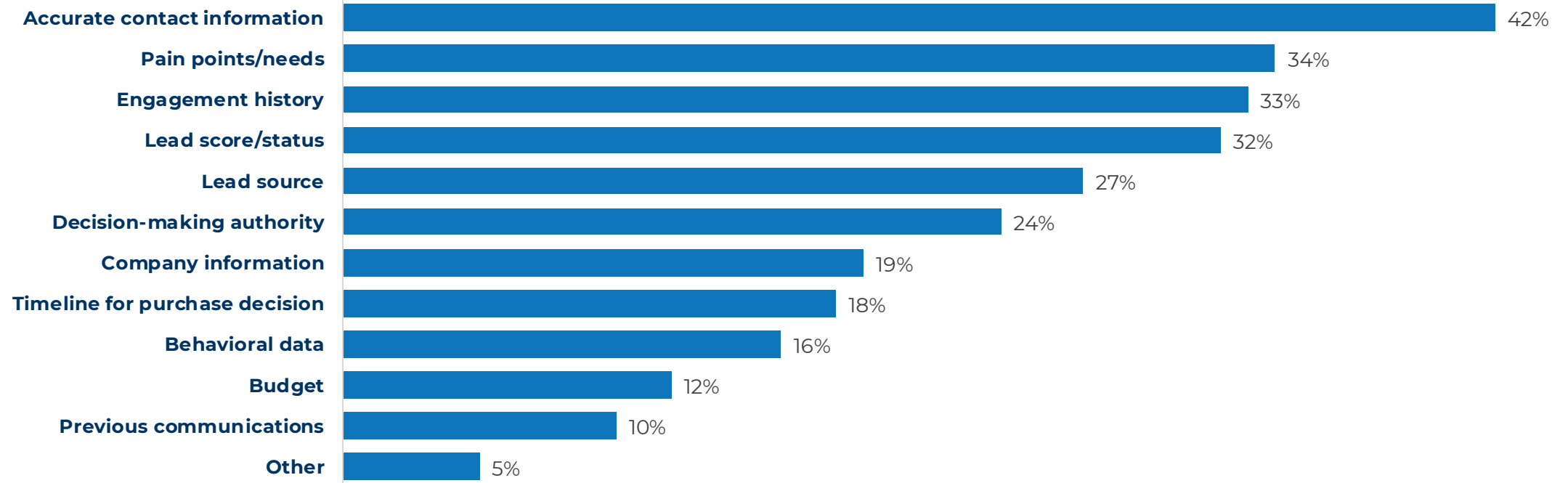
The right data matters

QUESTION

What is the most important data you provide about warm leads to your SDR/BDR/ISR team? (Select up to 3)

TAKEAWAY

Marketers are focused on delivering accurate contact information, "need" info, and engagement history. Budget and intent less so.



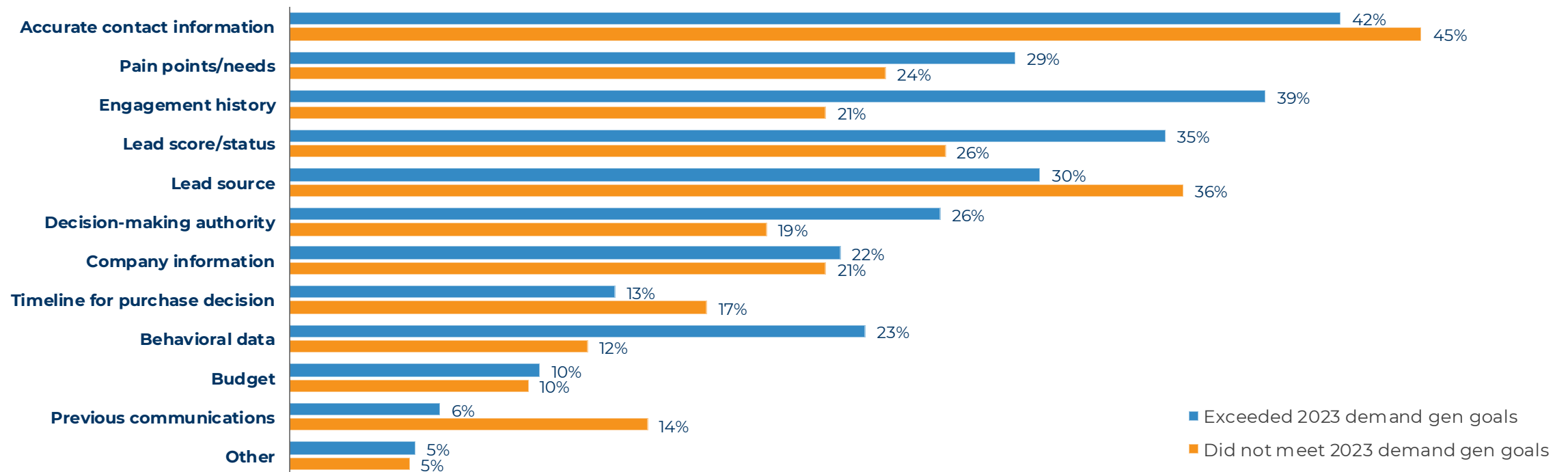
The right data matters

QUESTION

What is the most important data you provide about warm leads to your SDR/BDR/ISR team? (Select up to 3)

TAKEAWAY

Those who beat their goals much more likely to share engagement history and lead score. Those who missed more likely to focus on lead source.



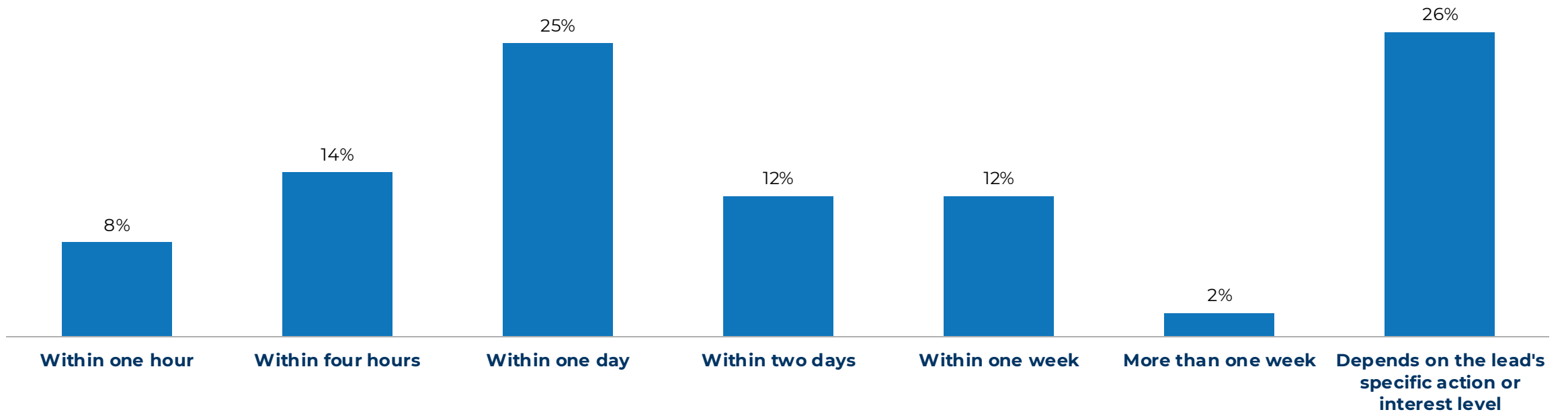
Time is money: fast follow-up

QUESTION

On average, how long does it take your company to contact a lead after they engage with your brand (e.g., download a whitepaper, request a demo, etc.)?

TAKEAWAY

By and large, most leads are followed up in a timely manner.



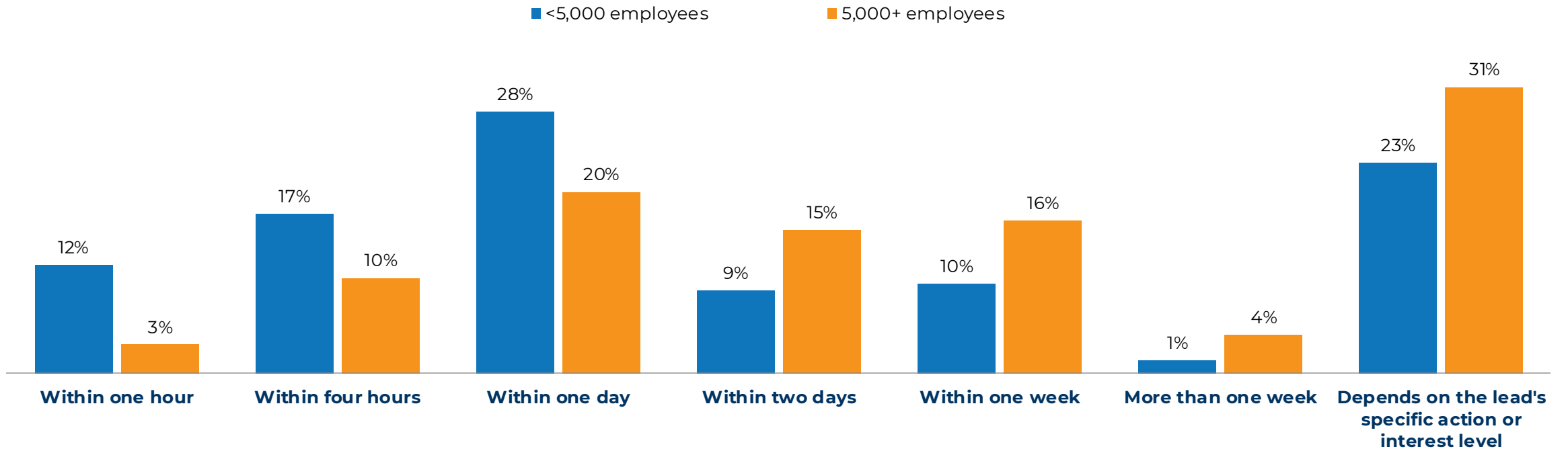
Time is money: size matters

QUESTION

On average, how long does it take your company to contact a lead after they engage with your brand (e.g., download a whitepaper, request a demo, etc.)?

TAKEAWAY

While larger companies generally follow up faster, more smaller companies consider action or interest level.



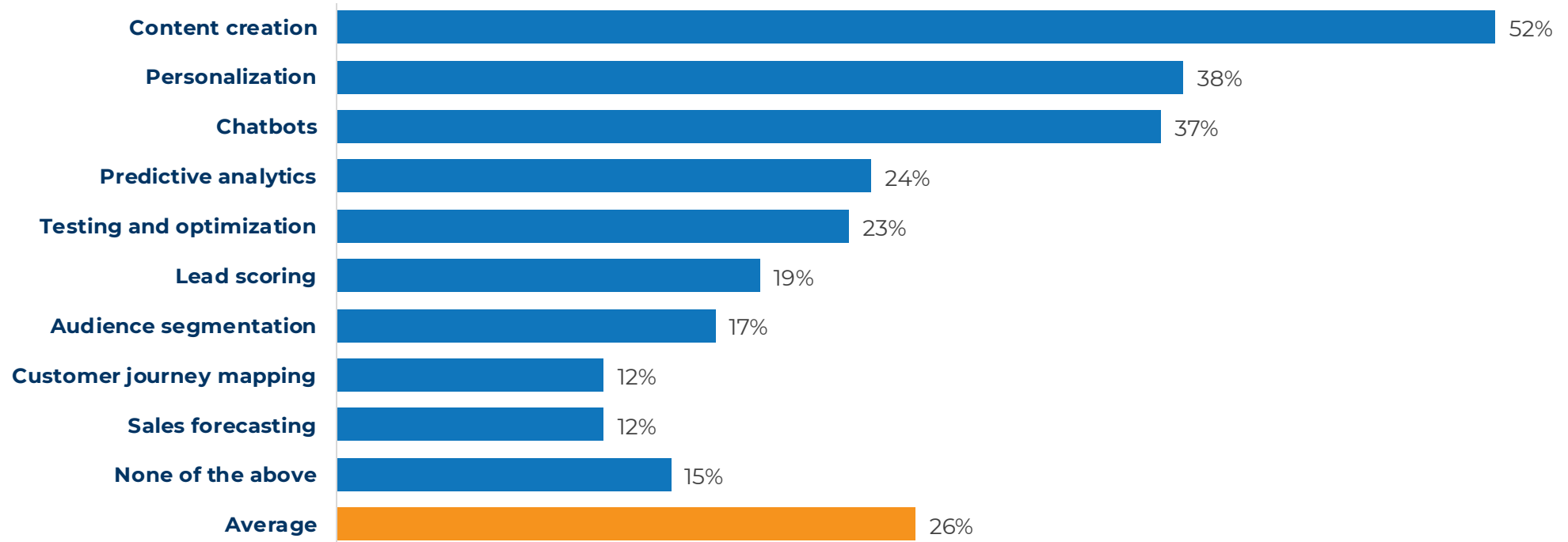
What can we do with AI?

QUESTION

Are you currently using AI in any of the following areas? (Select all that apply)

TAKEAWAY

Content creation is a no-brainer for GenAI. Elsewhere still to be decided.



activate

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Actions and insights for the year ahead

Thank You

