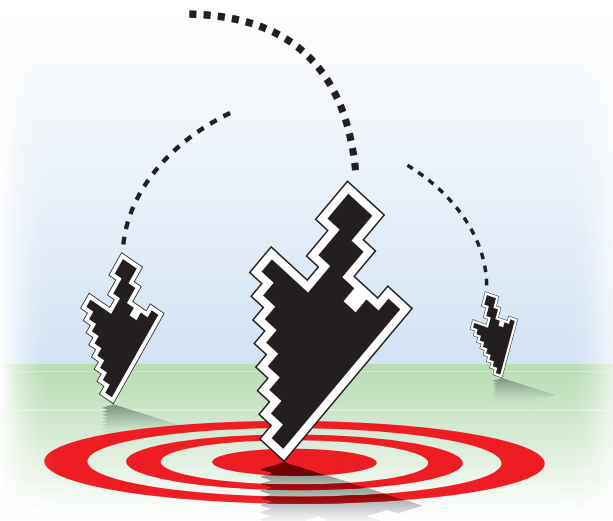


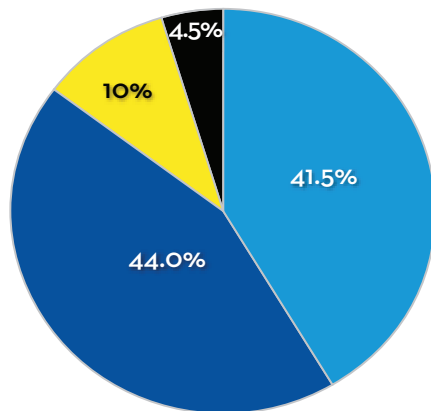
Chief Marketer

2011 PROSPECTING SURVEY



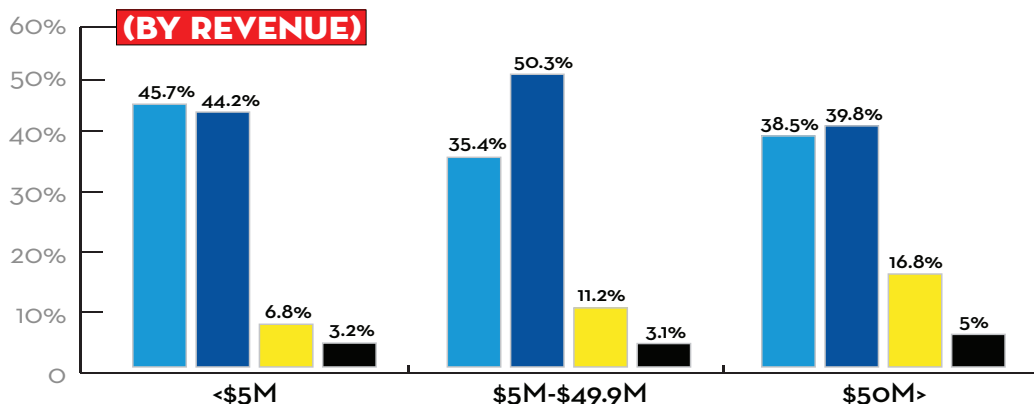
Lead-Gen Gears Up

Businesses are suiting up for a return to pre-recession marketing, and that means interest in finding new sales leads. This year's prospecting survey shows strong interest in the widest range of tools for refilling the prospect pool. But some of the trends detected in 2010 have picked up real momentum, including a move away from third-party lists and a growing reliance on online methods for recruiting new customers.



WHAT ARE YOUR PROSPECTING AIMS IN 2011?

- We will focus primarily on finding new customers
- We will focus primarily on current customers but hope to build awareness outside that group
- We will focus primarily on retaining customers or reactivating former ones
- Other

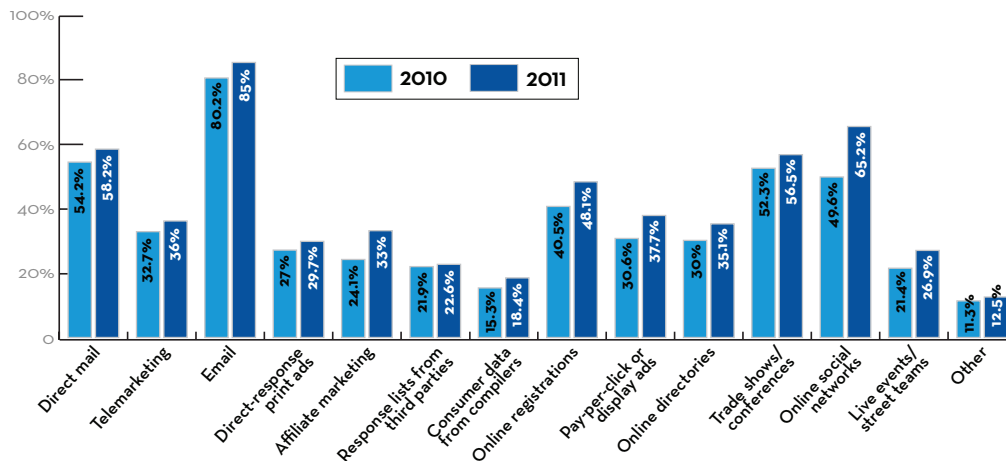


DOUBLE VISION Poll respondents showed a strong interest in finding new customers, as they did last year. But a majority of respondents this year, and especially mid-size marketers, said their focus would be to tend to current customers while secondarily lifting awareness among non-users. Large brands showed much more interest than small or mid-size in retention and reactivation of lapsed users.



RISING TIDE Every lead-gen channel will seem increased use over last year, according to the 2011 survey response. But the largest growth will come among the online tactics that marketers can deploy for themselves, including prospecting through social networks, online registrations, Web ads, and online directories. Smallest increases anticipated by respondents include use of third-party lists, telemarketing and direct mail.

WHICH CHANNELS DID YOU USE FOR PROSPECTING IN 2010? WHAT WILL YOU USE IN 2011?

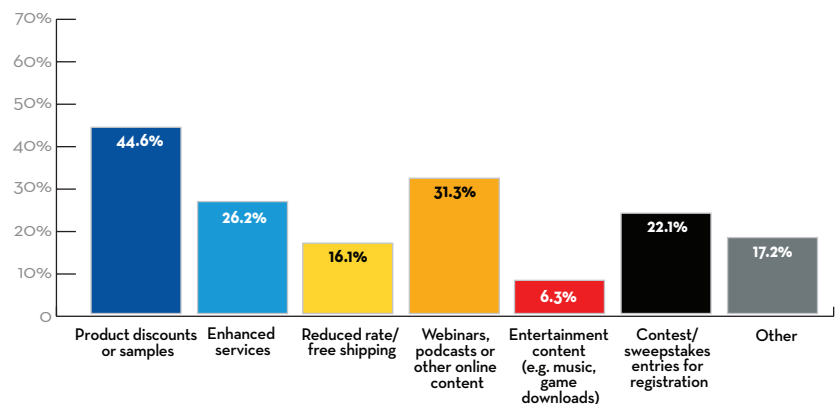


EVERY CHANNEL WILL SEE GROWTH, BUT RESPONDENTS EXPECT ONLINE LEAD-GEN TO OUTPACE OFFLINE TACTICS IN 2011.

VALUE EXCHANGE

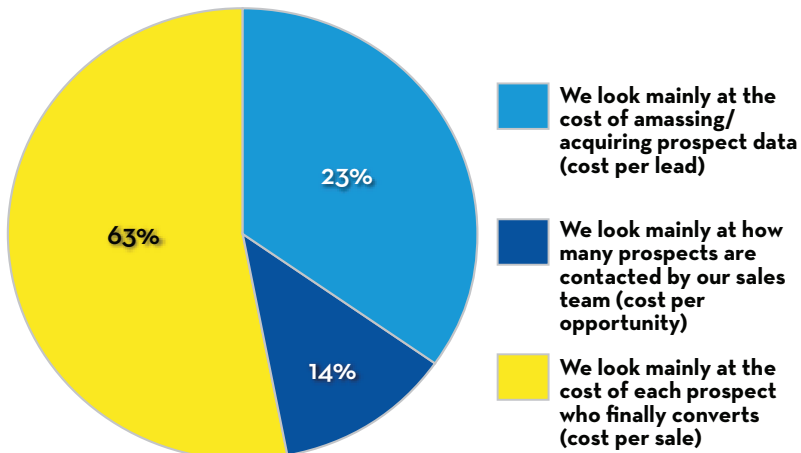
The most important tool for acquiring prospect contact data is direct experience with a product or service through sampling or a rebate trial. But almost one third of respondents said they built their house lists with offers of online informational content, including Webinars and podcasts. Next most popular incentive was the offer of enhanced services, followed by entry to a sweepstakes or contest in exchange for opt-in.

WHAT DID YOU OFFER IN EXCHANGE FOR PROSPECTS' OPT-INS/CONTACT INFO IN 2010?





HOW DO YOU **MEASURE THE ROI** FROM LEAD GENERATION?

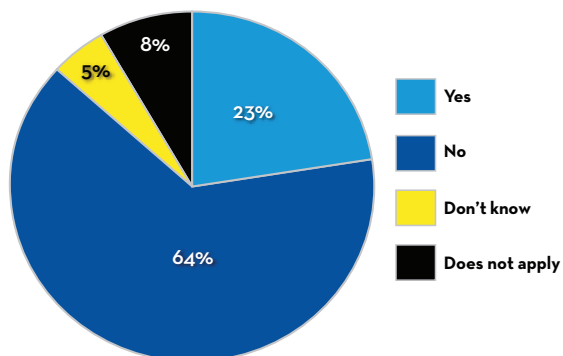


TRACKING RETURN

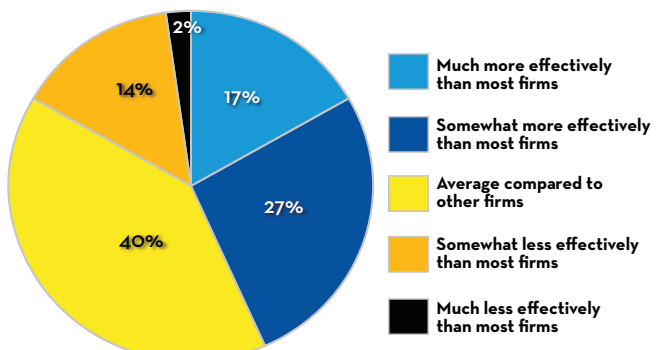
When it comes to choosing a metric by which to evaluate lead-gen success, respondents overwhelmingly said they take a holistic view of the prospecting funnel, focusing on the actual cost of sales from new leads rather than the costs of the leads themselves or costs per contact opportunity by sales departments, a common metric among B-to-B brands.

LITTLE AUTOMATION, LITTLE PERCEIVED NEED Respondents who don't use sales-lead automation outnumber those who do by almost three to one, according to this year's survey. But they don't think their companies are suffering from that lack of lead-management software: 44% of those polled say they move leads through the sales funnel more efficiently than average, and another 40% say they're on par in handling prospects.

DO YOU USE **AUTOMATED LEAD MANAGEMENT SOFTWARE** TO SCORE, MONITOR AND HANDLE LEADS?



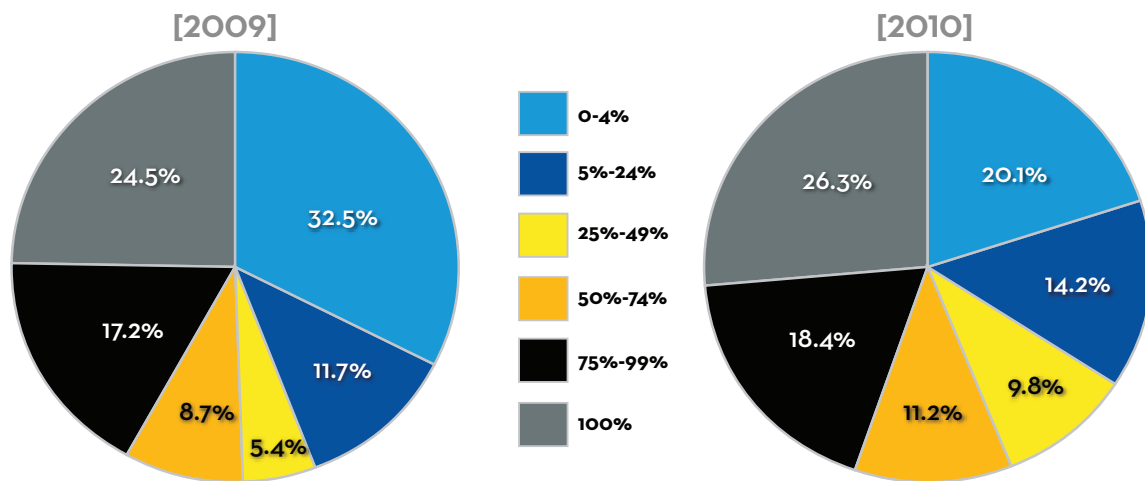
HOW EFFECTIVELY DOES YOUR COMPANY **MOVE LEADS THROUGH THE SALES FUNNEL** ONCE ACQUIRED?





PROSPECTING SHIFTS IN-HOUSE Marketers continue to trend away from rented or purchased lists. This year's survey finds that 55.9% of respondents say they got half or fewer of their leads from traditional brokers in 2010, compared to 50.4% of those polled last year who said the same for 2009. At the other end, only one fifth of this year's response got almost all their 2010 leads from brokers, against nearly one-third who made the same claim for their 2009 prospecting.

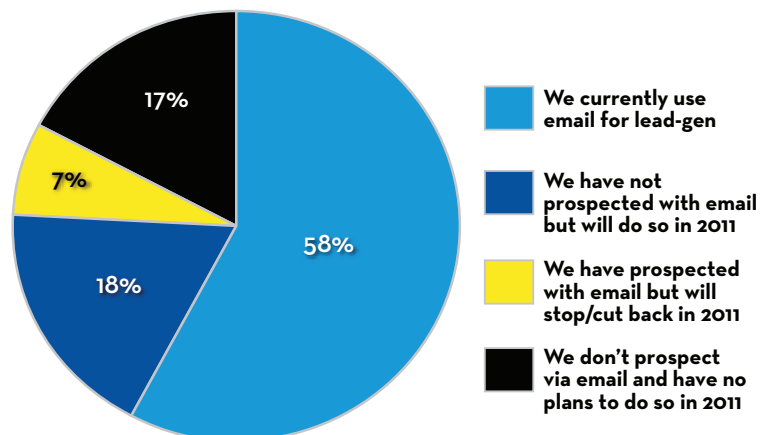
WHAT % OF YOUR PROSPECT LIST DID NOT COME FROM TRADITIONAL LIST BROKERS IN 2009 AND 2010?



EMAILING PROSPECTS

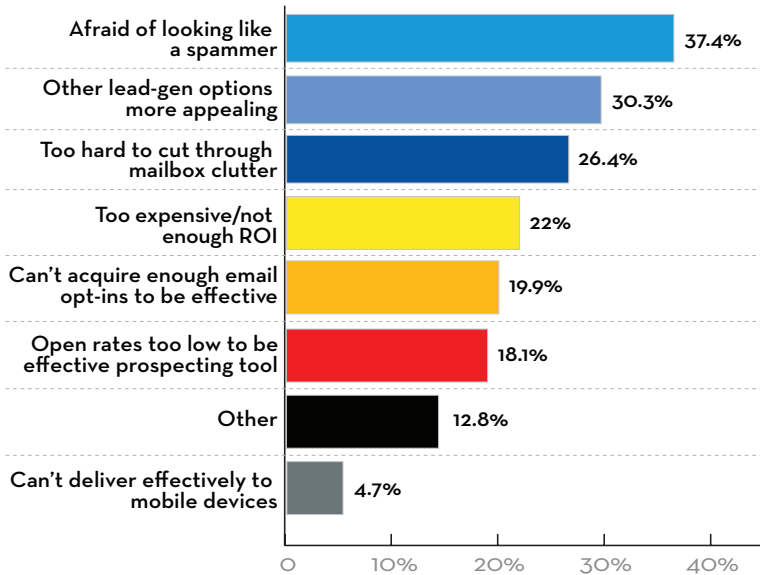
A large majority of brands already use email for prospecting, and among those who don't, a plurality say they will try it in 2011. Results differ slightly from those in the 2010 survey, when 65.5% polled said they used email for customer acquisition, and only 10% said they would not consider prospecting via email. (It's too early in the survey life to determine if that variation is significant.)

DO YOU USE EMAIL AS AN ACQUISITION TOOL?





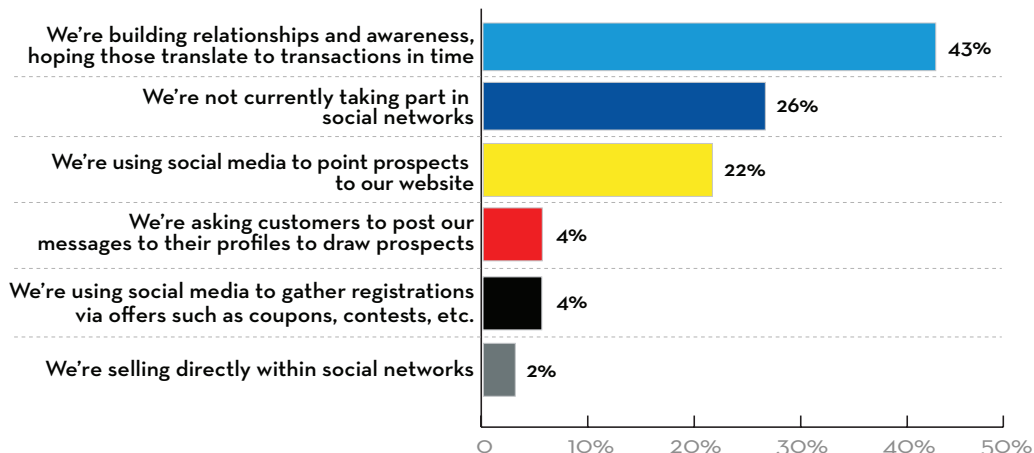
IF YOU DON'T PROSPECT VIA EMAIL, WHY NOT?



SPAM WORRIES, OTHER OPPORTUNITIES

Respondents not using email to uncover leads point mainly to a fear of the spammer label. But more than one fourth of those not using email for lead gen also noted more preferable options and the difficulty of breaking through mailbox clutter as obstacles to using email to reach non-customers. Open rates, opt-ins and ROI concerns were rated relatively low as problem points.

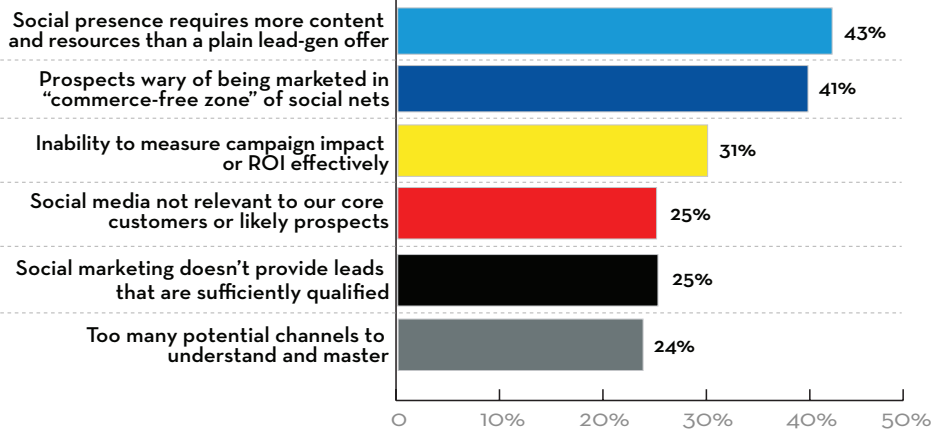
HOW ARE YOU USING SOCIAL MEDIA TO GENERATE LEADS?



MAKING FRIENDS Most brands using social networks to drum up prospects are doing so aspirationally, trusting that increased awareness from either content or sharing will draw new customers eventually; only 22% are using social pages to drive traffic to their websites. But a large segment of those polled say their companies are not using social media for lead generation at all.



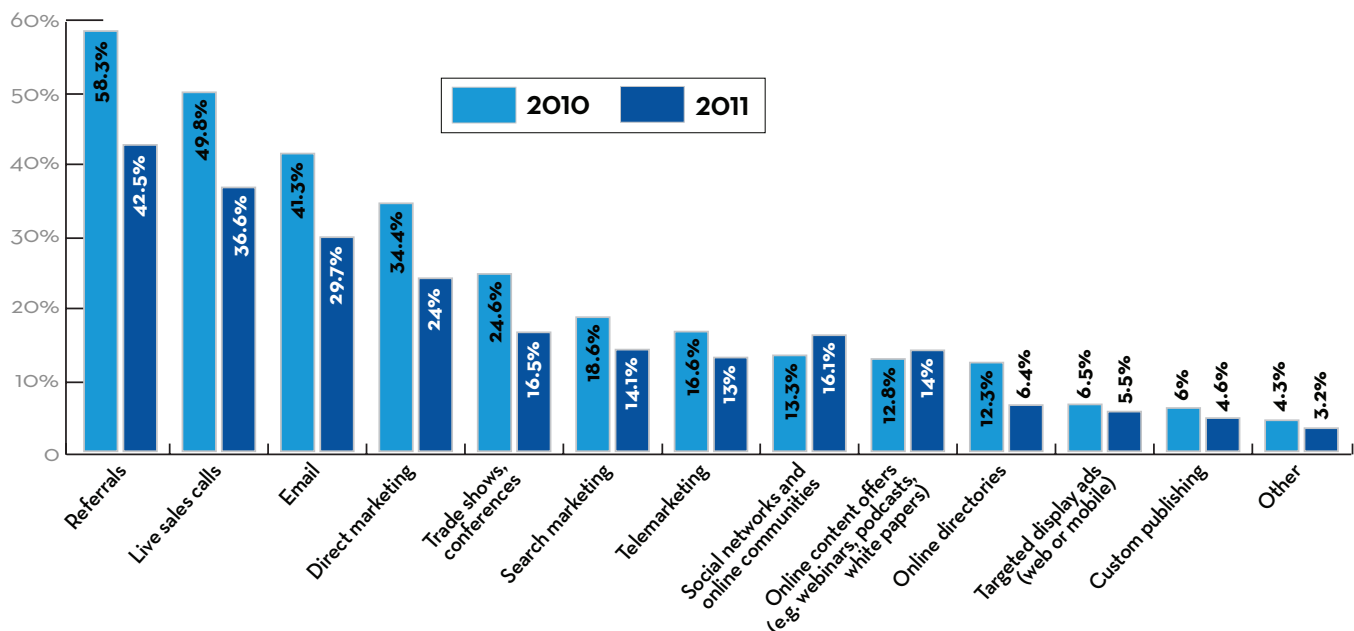
WHAT ARE THE BIGGEST OBSTACLES TO LEAD-GEN WITHIN SOCIAL NETWORKS?



RESOURCES, USERS BARRIERS TO SOCIAL MEDIA LEAD-GEN

Biggest obstacles for those not prospecting via social nets include continual demands for new content in the channel and users' overall resistance to being explicitly marketed in a space dedicated to social connections. But insufficient metrics, poor qualification and lack of channel understanding are also factors in shying away from social media prospecting.

WHAT LEAD-GEN TOPICS PRODUCED THE GREATEST NUMBER OF QUALIFIED B-TO-B LEADS IN 2010? IN 2011? (CHOOSE THREE)



B-TO-B LOOKS TO WEB TACTICS B-to-B marketing continues its traditional preferences for direct referrals from use, live sales calls, email prospecting and direct mail as lead-gen tools. But respondents expect those channels to produce a smaller portion of leads in 2011; only prospecting via social networks and online content offers are expected to increase this year.