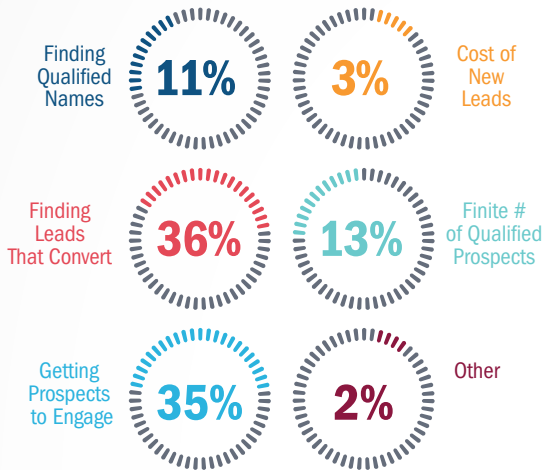


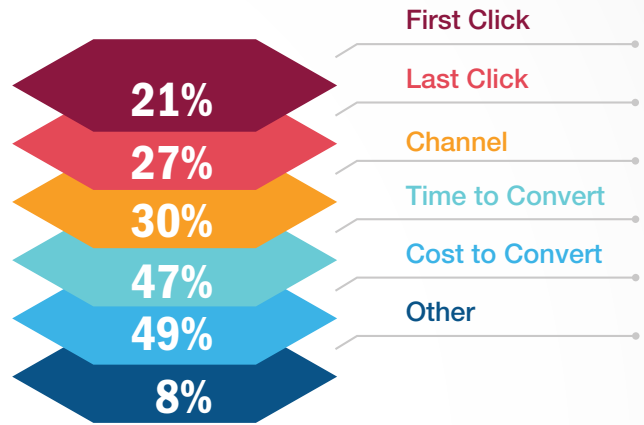
B2B | BY THE NUMBERS

The tech continues to evolve, but the challenges remain the same. While B2B marketers are seeing increasing success with content marketing and live events, nurturing leads throughout a long sales cycle and pinpointing exactly what moved the needle to conversion still vexes many organizations, according to Chief Marketer's annual B2B Lead Gen Trend Survey.

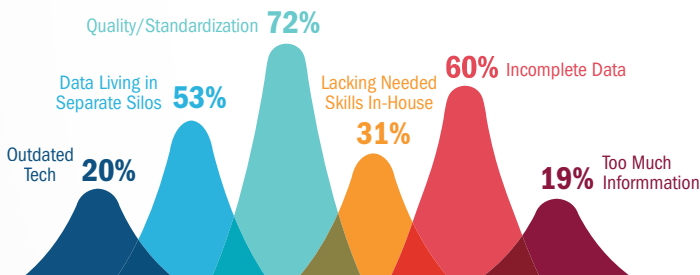
The Biggest Challenges in Generating B2B Leads are:



What B2B Marketers are Tracking:

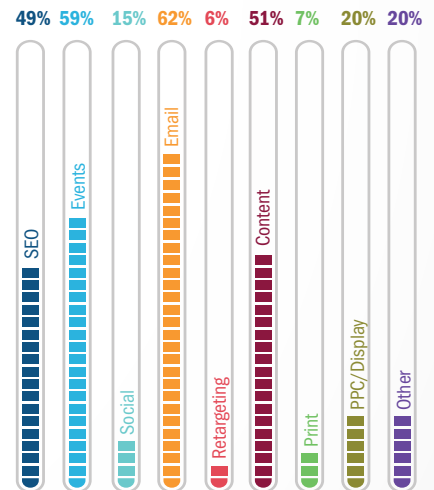


B2B Marketers Say Their Top Data Challenges are:



"Bad data is killing everyone—72% of B2B companies have data quality issues and 60% have incomplete data. This is a massive roadblock."
 —John Fernandez, director, analytics and operations, Diligent Corp.

The Top Channels for Lead Gen are:



B2B prospects like to watch—but they still like to read too. Whitepapers were cited as the most effective type of content for moving prospects through the funnel, followed by articles/blogs, product comparisons webinars, research and video.

43% of Respondents Practice Account Based Marketing. Their Biggest Challenges?

