

MT. LEAD GEN

B2B Lead Generation Insight

LEAD GENERATION IS DIFFICULT

63%

of marketers have a hard time generating enough traffic and leads - it's the top marketing challenge of 2017.

40%

of marketers have a hard time proving the ROI of their marketing activities.

Only **22%** of businesses are satisfied with their conversion rates.

LEADS ARE EXPENSIVE

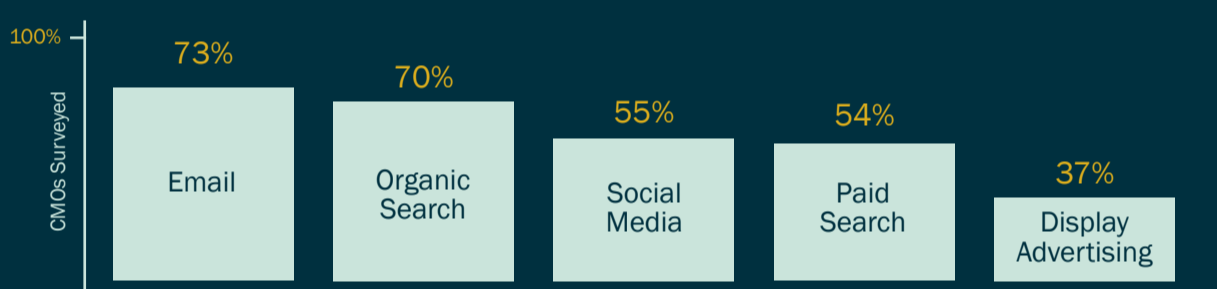
The average cost of B2B sales leads varies by industry.

Health Care	\$60
Business & Finance	\$43
Marketing	\$32
Technology	\$31

Email ranks as the top B2B channel for driving leads in 2017

THE RIGHT CHANNELS ARE IMPORTANT

The most effective lead generation channels for B2B marketers in 2017.



64%

of buyers view print as a trusted source of information.

&

51%

of buyers are still interested in the direct mail they receive.

But...

72%

people prefer to receive promotional content through email, compared to **17%** who prefer social media.

FOLLOW UP IS ESSENTIAL

Only **34%** of B2B organizations nurture their leads on a monthly basis.

For every **\$92** spent generating a lead, only **\$1** is spent converting.

80% of sales require **5+** follow ups.

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