

Can B2B Marketers Show ROI?



A study on the status of B2B Marketing Performance Management (MPM) in The Netherlands

MPM is top of mind today



B2B marketers now have more tools available than ever before to prove added value.

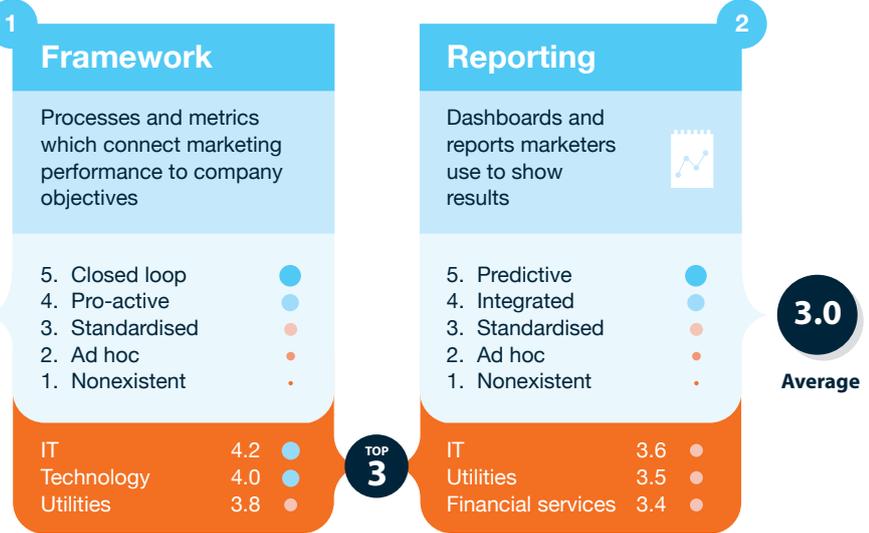
The challenge



B2B firms struggle with taking MPM to the next level and prove that marketing is a vital part of the enterprise.



The current state of B2B firms in The Netherlands by industry



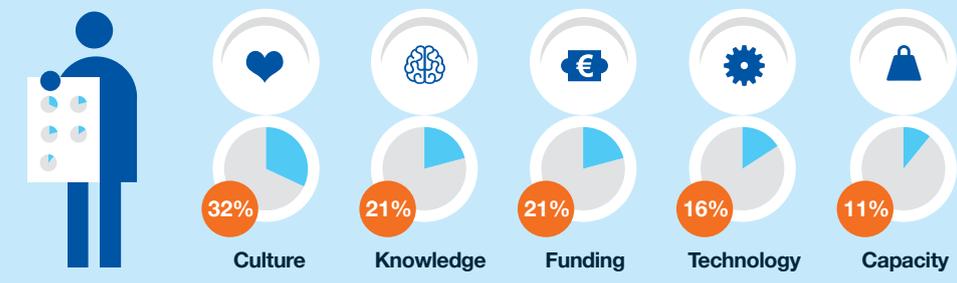
Companies with higher maturity levels show:

- | | |
|---|---|
| 1 | 2 |
| 3 | 4 |
1. Clear budgeting structure to connect spending to results
 2. More focus on online marketing
 3. More experience in using marketing automation
 4. Top-level management involvement

Companies with a lower maturity lack insights into lead generation from:



The challenges that most marketers run into tend to be:



The 3 keys to improving MPM capabilities:

1. Ensure that metrics and KPIs are aligned to strategic goals
2. Assign roles and responsibilities to embed MPM throughout marketing
3. Improve data management in order to achieve better insight

Interested in the ROI of marketing?
Download our ROI Kit at:

www.spotonvision.com/roi-kit



spotONvision is a B2B marketing agency with a strong and proven track record in helping marketing professionals drive strategy and pipeline growth. With a dedicated passion for B2B marketing, a vast knowledge of the buying process, content marketing and technology, spotONvision believes in customer-based and holistic marketing. By bringing strategy, execution and technologies together, spotONvision helps customers increase the value of marketing in their organisation.