

FEASTING ON LEAD NURTURING



Savvy B2B marketers have been doing lead nurturing for a few years now, so they are looking for new ways to bring more prospects to the table. How bountiful is your lead nurturing campaign? Check out this cornucopia of statistics from Demand Gen Report's *2014 Lead Nurturing Benchmark Study*.

WHY NURTURE YOUR LEADS?

You want your funnel as full as your guests after a Thanksgiving meal.

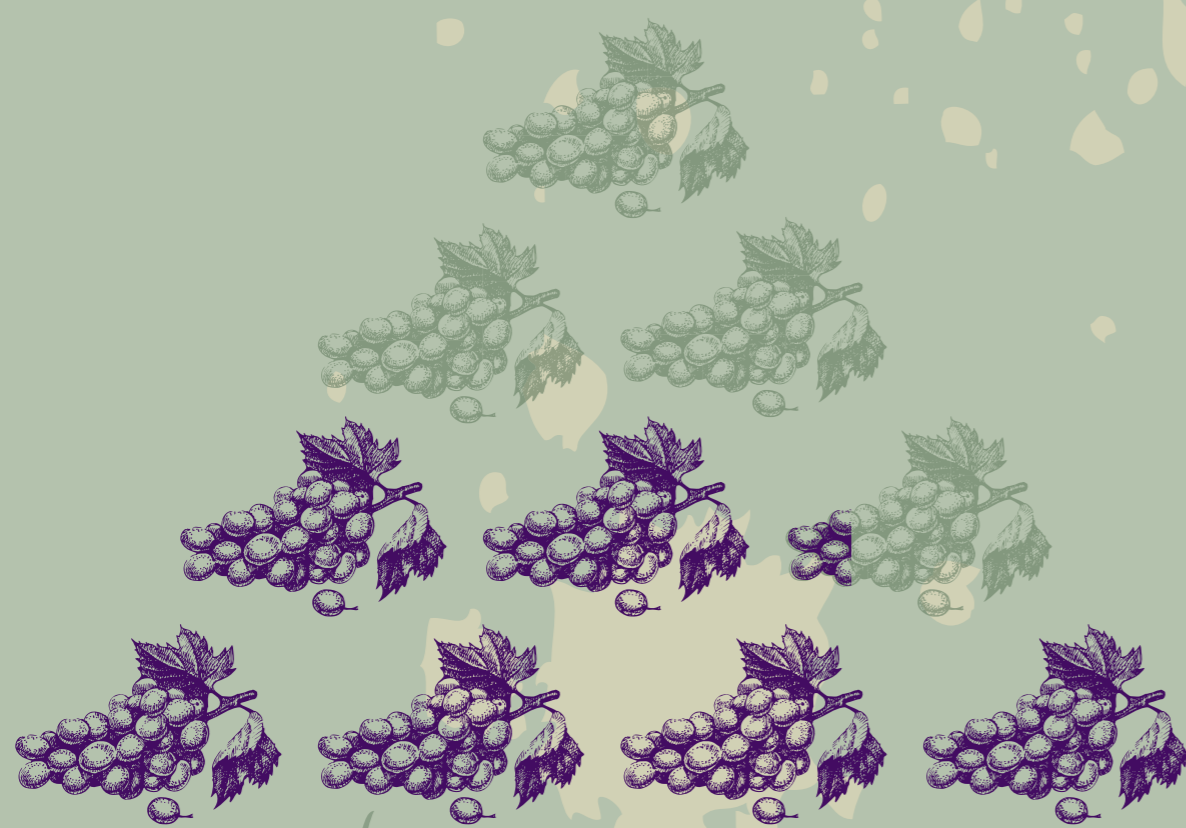
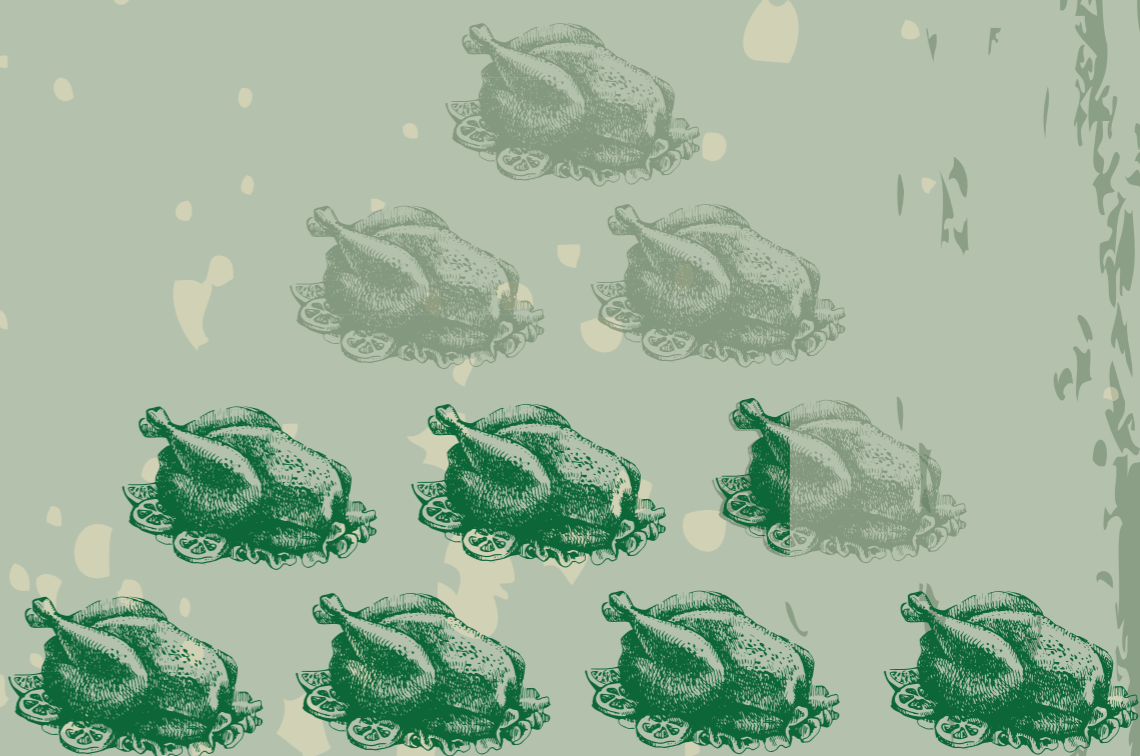


71%

are achieving a better response to campaigns/offers due to targeting/relevancy

61%

are generating warm leads for sales



61%

are improving their ability to segment prospects based on interests/behaviors

THE REALITY...

is marketing departments that are successful with nurture campaigns are keeping their sales teams **well fed** with warm leads.



57%

report a 10% to 30% increase in conversion compared to non-nurtures



51%

see a 10% to 20% increase in sales opportunities from nurtured leads

EVERY SUCCESSFUL TEAM HAS A GOAL

Here are some of the **top priorities** B2B marketers have for their B2B lead nurturing programs going forward:



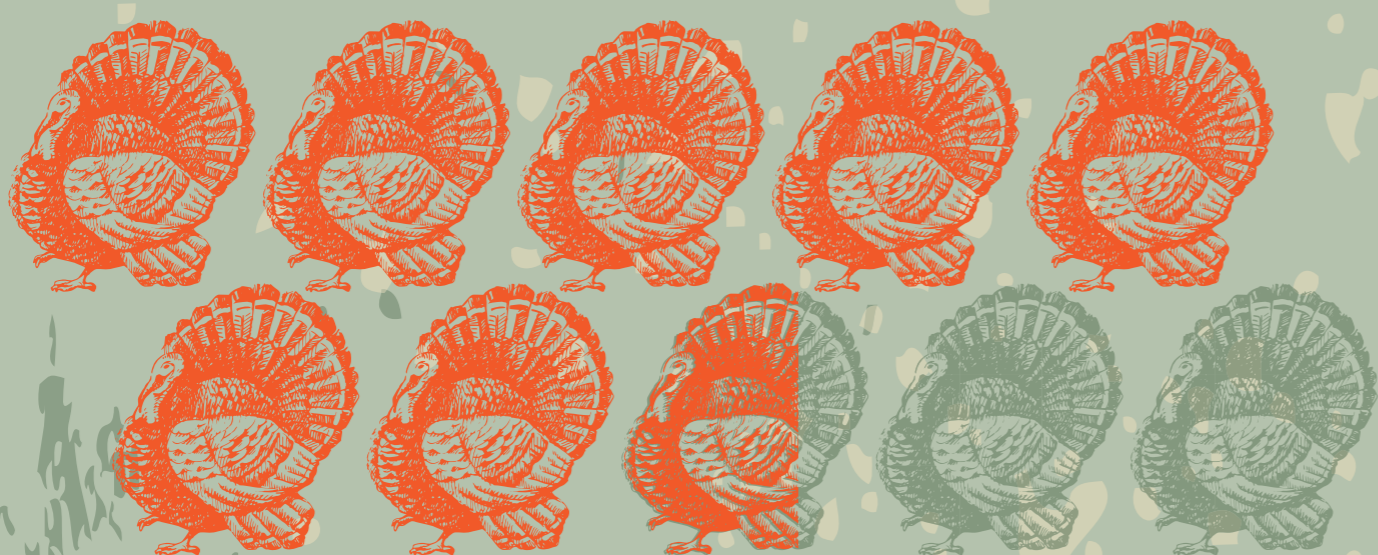
84%

want to increase the number of opportunities entering the pipeline



78%

are looking to generate more warm, sales-ready leads



78%

are seeking to increase conversion rates

For the complete report, [click here >](#)

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