

1 Biggest Challenge for Marketers

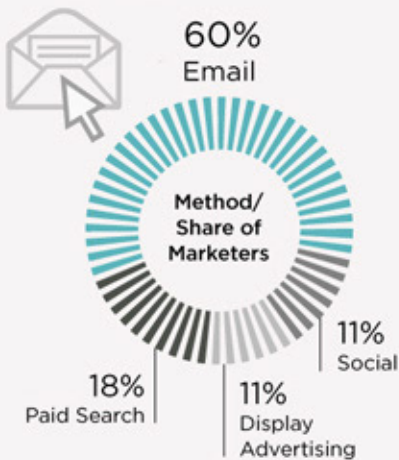
Lead-gen is hard, and more than 50% of marketers report it as their biggest challenge.



Source: Forrester, 2010

3 Most Effective Lead-Gen Tactic

The share of marketers advocating email as the most effective lead-gen tactic is larger than Paid Search, Social and Display combined.



Source: B2B Magazine

5 Facts You Have to Know About Lead Generation

You produce awesome sales collateral, you have a stellar blog and everyone just loves your events. But at the end of the quarter it's all about one thing—the leads that you bring in. Here are five facts that you have to know (and tell your boss) about lead generation.

2 Average Cost per B2B Lead

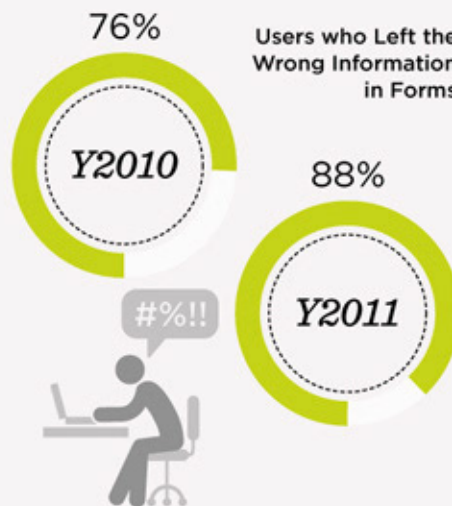
Leads don't come cheap, with 74% of marketers spending more than \$50 per lead and 12% more than \$1,000.



Source: MarketingSherpa, 2012

4 Oops, Wrong Information

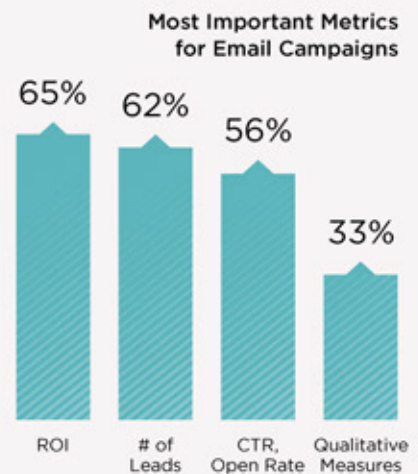
Inbound leads are becoming less effective as a growing proportion of people leave the wrong information when filling-out online forms.



Source: eMarketer, 2012

5 Show me the money

Getting more leads is nice, but at the end of the day, most marketers want leads that deliver the best ROI.



Source: Marketing Sherpa