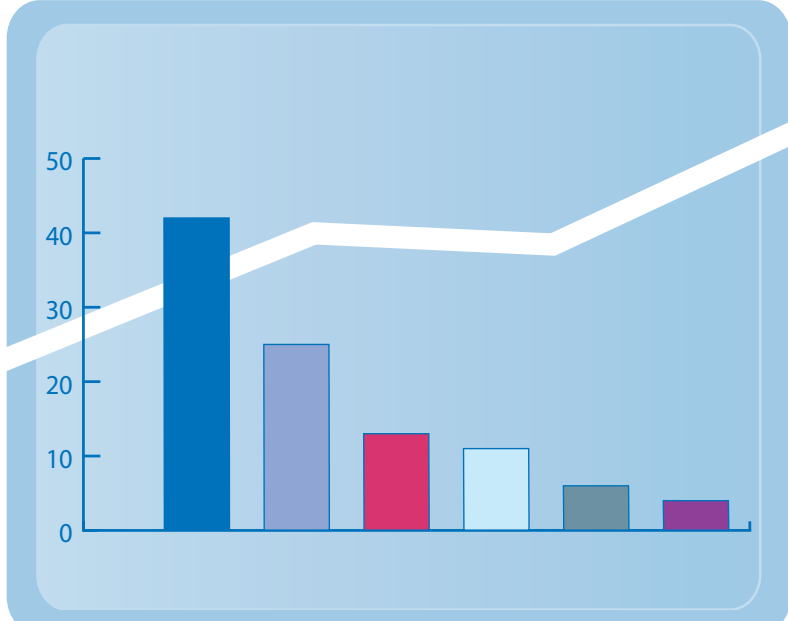


emedia's 2015 B2B Spend Intention Survey

1 What is your organisation's top line marketing objective?



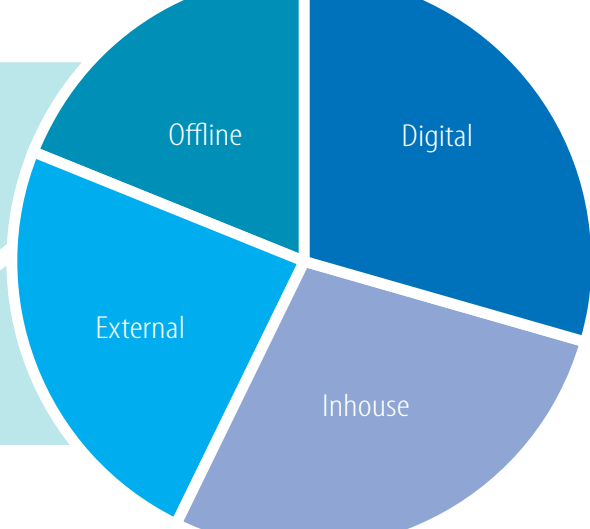
Increase volume of leads	42%
Improve quality of lead data	25%
Drive traffic to website	13%
Increase market share	11%
Improve product awareness	6%
Improve brand management	4%



2 Do you deploy lead generation tactics and if so, how?



Digital (eg: SEM, social media, mobile marketing)	30%
Inhouse (eg: sales team)	28%
External (eg: lead gen companies or external telemarketing)	24%
Offline (eg: print advertising, exhibitions, direct mail)	19%



3 How will your spend on lead generation in 2015, compared to 2014?



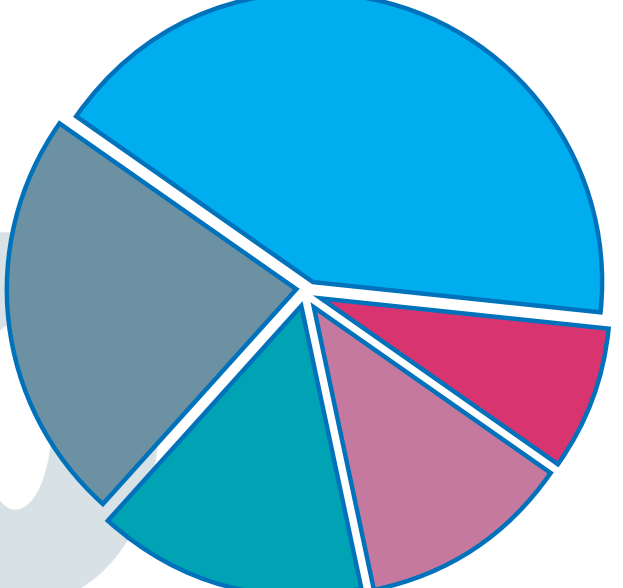
Increase between 1-10%	36%
Unchanged	30%
Increase by more than 20%	21%
Decrease by 1-10%	8%
Increase between 11-20%	6%
Decrease by more than 20%	0%
Decrease between 11-20%	0%



4 What percentage of your organisation's marketing budget will be allocated to Lead Generation?



Above 20%	42%
Between 16-20%	23%
Between 6-10%	15%
Between 0-5%	12%
Between 11-15%	8%



5 Rank in order of priority where your budget will be spent on Digital Marketing.



RANK CHOICE

- 1 Online Content Marketing (eg: whitepapers, case studies, videos, blogs/articles etc)
- 2 Search Engine Marketing (such as google ad words, website/SEO)
- 3 Online Marketing (email, newsletters)
- 4 Social Media Marketing
- 5 Mobile Marketing (eg: Mobile Apps)



6 Rank in order of priority where your budget will be spent on traditional channels.



RANK CHOICE

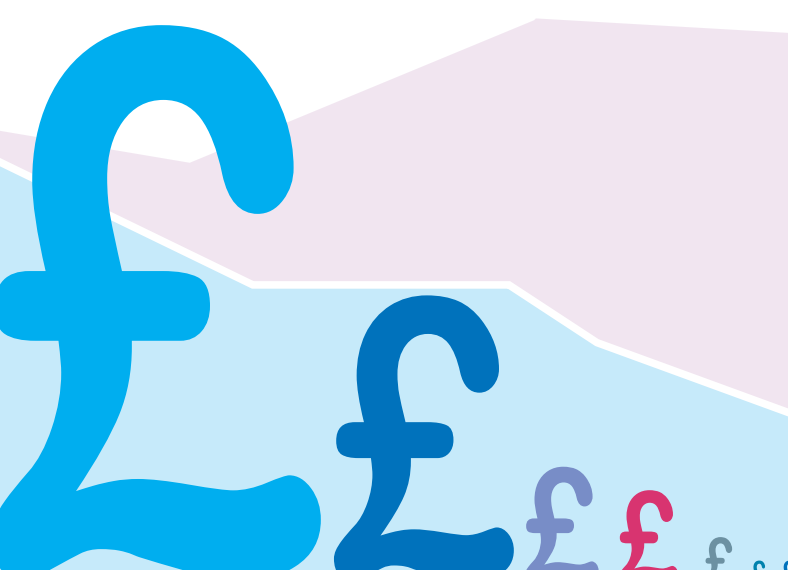
- 1 Exhibitions
- 2 Advertising (TV, Radio, Newspaper, Magazines)
- 3 Direct Mail (eg: flyers)
- 4 Presentations, Seminars, Workshops
- 5 Word of Mouth



7 How will your spend on media in 2015, compare to last year?



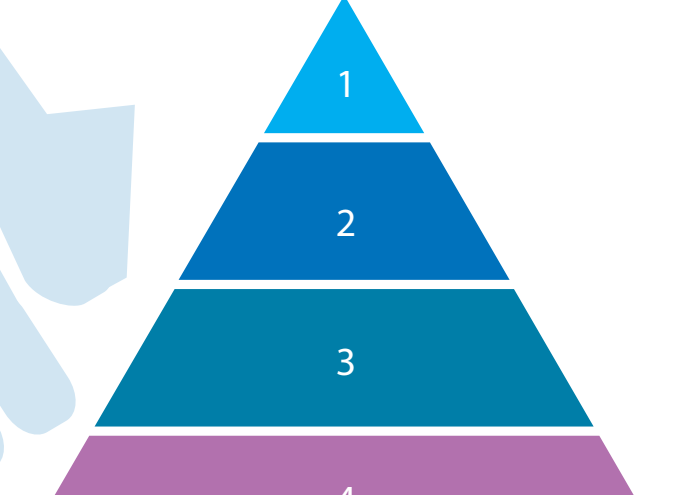
1 Unchanged	50%
2 Increase between 1-10%	25%
3 Increase between 11-20%	10%
4 Increase by more than 20%	8%
5 Decrease by 1-10%	4%
6 Decrease by more than 20%	2%
7 Decrease between 11-20%	2%



8 Rank these lead generation priorities in order of importance to the organisation in 2015



- 1 Generating increased quality in leads
- 2 Generating increased volume of leads
- 3 Improving campaign results
- 4 Improving content and other assets



9 What percentage of your organisation's annual revenue is attributed to marketing sourced leads?



Not tracked	33%
Between 11-25%	21%
Between 26-50%	19%
Between 51-75%	13%
Under 10%	12%
Between 76-100%	2%

