

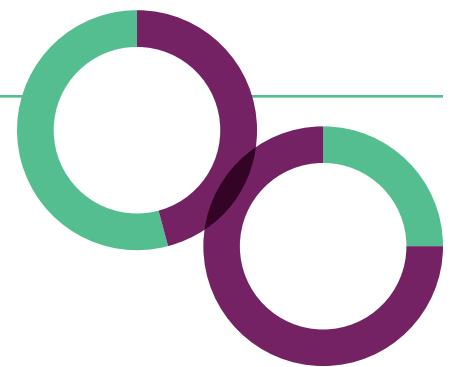
20 STATISTICS ABOUT SALES AND MARKETING ALIGNMENT

Aligning sales and marketing should be one of your organization's top priorities. These two teams may not always agree, but they need to work toward common goals if they want to see results. In fact, when both departments communicate effectively, they can generate more leads and increase revenue.

Despite these benefits, many companies still have no strategy in place to align their sales and marketing departments. As such, marketing and sales may have different ideas about everything from metrics to business practices, buyer personas, and stages of the sales cycle. This makes it much harder to define success.

Here are 20 statistics to show the importance of sales and marketing alignment:

1. Organizations with tightly aligned sales and marketing functions enjoy **36%** higher customer retention rates (source: *MarketingProfs*).
2. Aligning sales and marketing also leads to **38%** higher sales win rates (source: *MarketingProfs*).
3. Sales and marketing alignment can help your company become **67%** better at closing deals (source: *Marketo*).
4. Aligning both departments can help generate **209%** more revenue from marketing (source: *Marketo*).
5. B2B organizations with tightly aligned sales and marketing operations achieve **24%** faster three-year revenue growth and **27%** faster three-year profit growth (source: *SiriusDecisions*).
6. Companies with strong sales and marketing alignment achieve a **20%** annual growth rate (source: *Aberdeen Research Group*).
7. Companies with poor sales and marketing alignment have a **4%** revenue decline (source: *Aberdeen Research Group*).
8. Only **8%** of companies have strong alignment between their sales and marketing departments (source: *Forrester Research*).
9. **46%** of marketers with mature lead management processes have sales team that follow up on more than **75%** of marketing-generated leads (source: *Forrester Research*).
10. **76%** of content marketers forget sales enablement (source: *Hubspot*).
11. **79%** of marketing leads never convert into sales. This is often due to a lack of lead nurturing (source: *Hubspot*).
12. **65%** of sales reps say they can't find content to send to prospects (source: *Kapost*).
13. **60-70%** of B2B content created is never used. In many cases, this is because the topic is irrelevant to the buyer audience (source: *Content Marketing Institute*).
14. **47%** larger purchases result from nurtured leads than non-nurtured leads (source: *The Annuitas Group*).
15. B2B companies' inability to align sales and marketing teams around the right processes and technologies costs **10%** or more of revenue per year (source: *IDC*).
16. Companies with "dynamic, adaptable sales and marketing processes" report an average of **10%** more sales people on-quota compared to other companies (source: *CSO Insights*).
17. **61%** of B2B marketers send all leads directly to sales, but only **27%** of those leads will be qualified (source: *MarketingSherpa*).
18. Just **56%** of B2B organizations verify valid business leads before they are passed to Sales (source: *MarketingSherpa*).
19. **50%** of sales time is wasted on unproductive prospecting (source: *ReachForce*).
20. Sales reps ignore **50%** of marketing leads (source: *ReachForce*).



Are your sales and marketing teams aligned? If not, ZoomInfo can help. Contact us today! Visit <http://www.zoominfo.com> or call 866.904.9666.