

Original Study

optify

2012 B2B Marketing Benchmark Report



2012 B2B MARKETING BENCHMARK REPORT



About the Report

Optify's annual B2B Marketing Benchmark Report details the performance of the primary sources of traffic to B2B websites. The data points were extracted by analyzing over 62 million visits, 215 million pageviews and 350,000 leads from more than 600 small and medium-sized B2B websites.

The data was collected using Optify's visitor and lead tracking technology and includes only US based .com sites with 100 to 100,000 monthly visits. The digital channel analysis includes websites with a minimum of 10 visits per traffic source each month.

We're glad to share the insight we gained and hope it helps you evaluate your site's performance and make improvements in the coming year .

We would love to hear about your own experiences in 2012. Email, call or connect with us ([Twitter](#), [LinkedIn](#), [Facebook](#), [Google+](#)) and let us know how your 2012 marketing results compared to our findings.

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2012 B2B MARKETING BENCHMARK REPORT



Who should read this report?

This report is for B2B marketers wherever they may be – corporate teams, startups, digital marketing agencies, owner-operated consultancies or newbie marketers that are just starting in the exciting world of B2B marketing.

How to use this report?

Use this report to evaluate your current marketing results and plan your future campaigns. If you are a digital marketing agency (or work for one), use the data to set realistic expectations with your clients and prospects and give them benchmarks to compare their results to.

In reading this report, you might discover that you are doing better or worse than the published benchmarks and discover areas of potential for your marketing activities.

To truly measure your performance and realize opportunities, I encourage you to create your own benchmarks. To help you in this endeavor, we've included a basic template with tips at the end of the report that will get you started.

Happy Marketing!

Doug Wheeler

A handwritten signature in black ink that reads "Doug Wheeler".



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ABOUT OPTIFY



Optify is the leading innovator and award-winning provider of digital marketing software for B2B marketing professionals. Our SaaS-based digital marketing suite provides a simple, complete integrated solution for capturing leads, prioritizing and nurturing the hottest prospects while instantly measuring and reporting on the ROI of marketing programs.

Optify offers tailored editions (features and pricing) of our solution specifically for digital marketing agencies and small/medium size businesses including Optify Professional, Optify Team and Optify Complete. For more information on products, pricing or partnership, please visit us at www.optify.net or call +1 877.2.OPTIFY (+1 877.267.8439). Visit the Optify [Lead Generation Blog](#) and follow Optify on [Twitter](#), [LinkedIn](#) and [Facebook](#).

THE OPTIFY DIGITAL MARKETING SUITE



INBOUND DEMAND

Create a flow of high quality leads into your marketing funnel with enterprise-class SEO and social marketing.



EMAIL NURTURING

Nurture your house list with email campaigns and get detailed intelligence about what every lead does after they receive your emails.



SALES ENABLEMENT

Help sales reach prospects and engage with them early in the sales process with visitor intelligence and prospect alerts.



TRACKING & ANALYTICS

Get full insight into what influences your buyers and the path they take to find and evaluate you during their research process.

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KEY FINDINGS



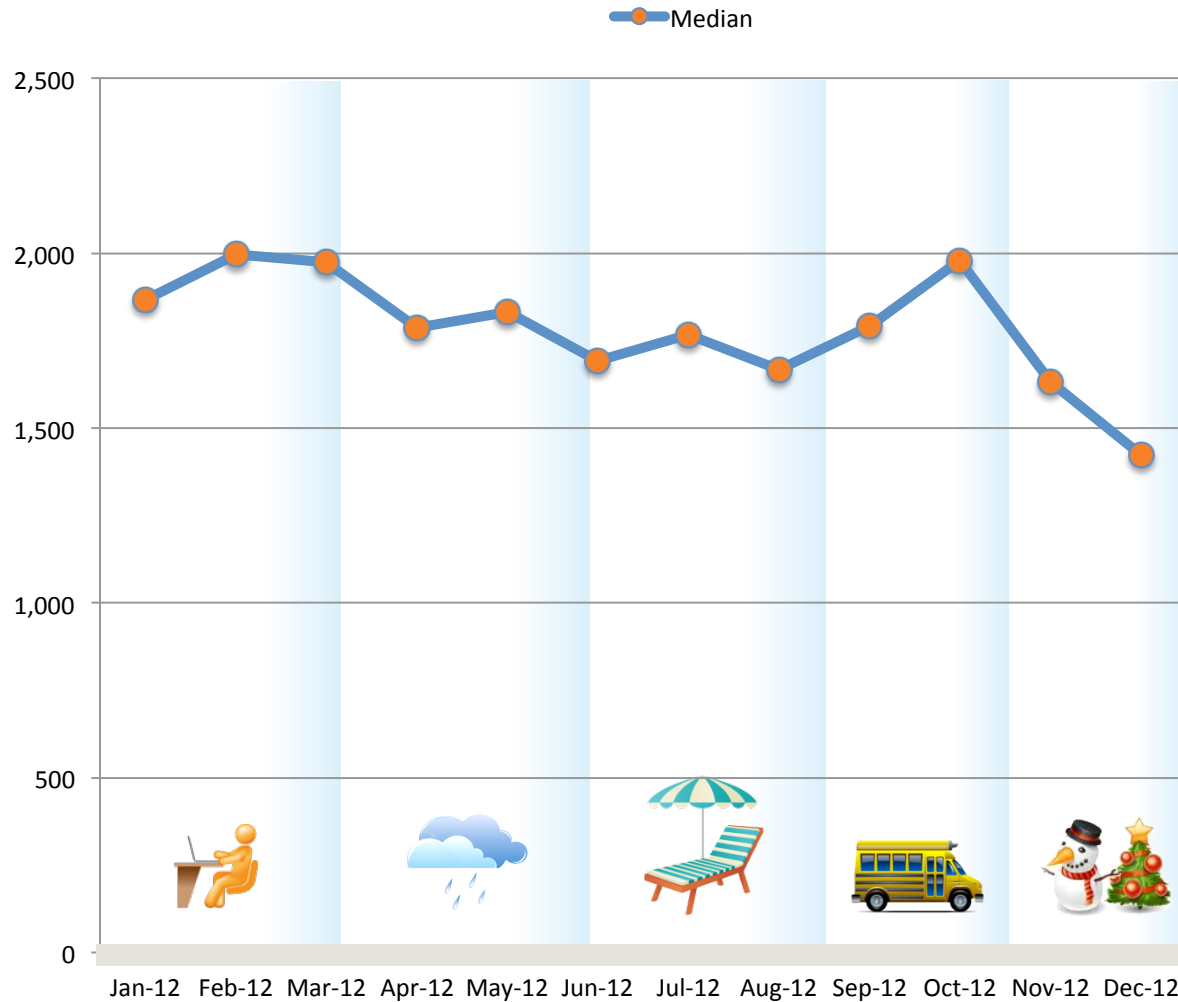
1. There is clear **cyclicality** in the B2B space with first quarter of 2012 and from September to mid-November, showing the strongest performance in terms of traffic.
2. **Google** is the single most important referring domain to B2B websites, responsible for over 36% of all visits.
3. **Social Media** is still a small fraction of traffic and leads to B2B websites, contributing on average less than 5% of all traffic and leads.
4. **Email** shows high engagement rates as well as strong conversion rates with an average 2.9% lead conversion rate.
5. **Paid search** usage showed a constant decline among B2B marketers in 2012. Over 10% of companies in the report discontinued their **paid search** campaigns during 2012.
6. **Twitter** is the strongest **social media** channel for generating leads, outperforming **Facebook** and **LinkedIn** 9-to-1 with 82% of social media leads coming from **Twitter**.

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2012 B2B MARKETING
BENCHMARK REPORT

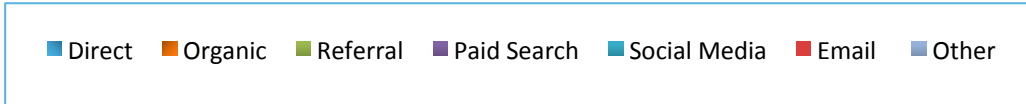
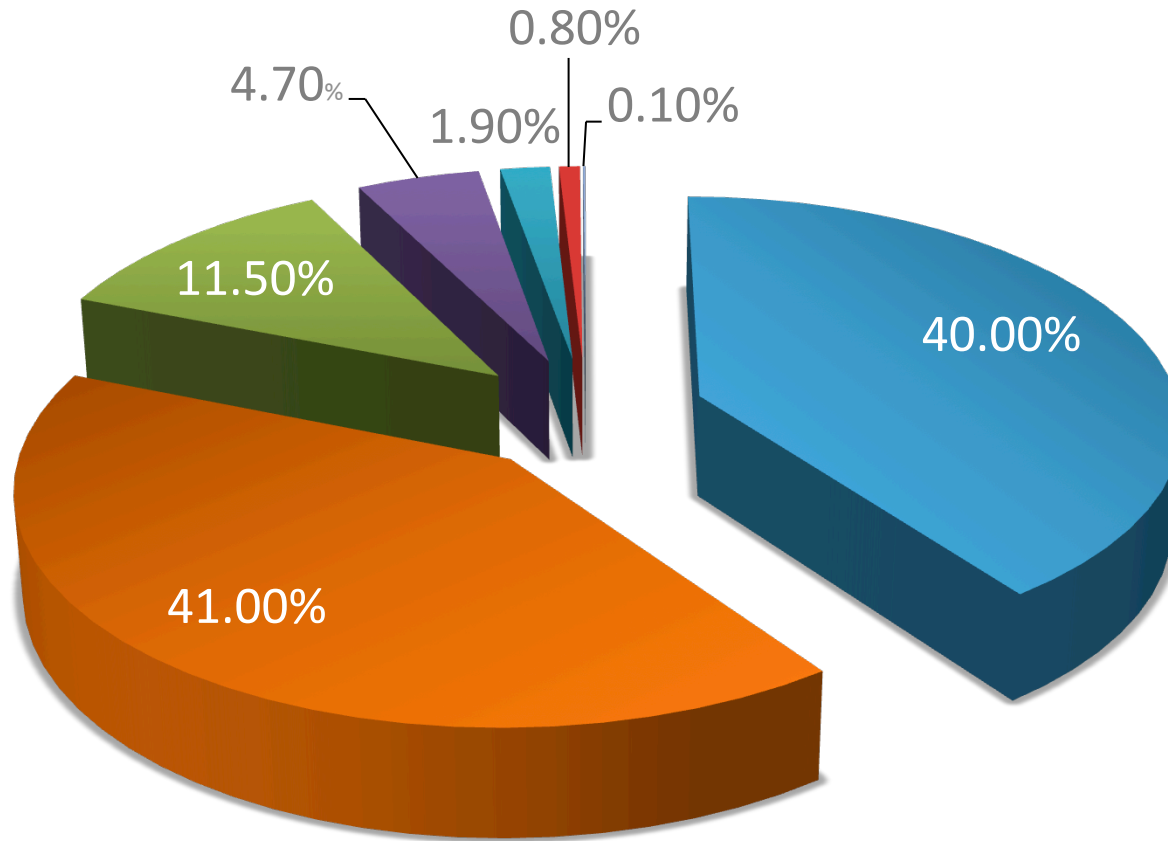


2012 TRAFFIC TREND



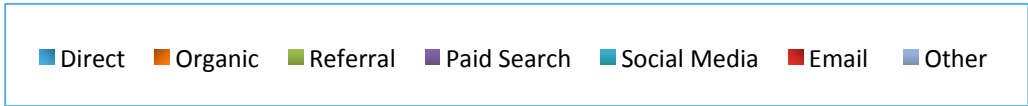
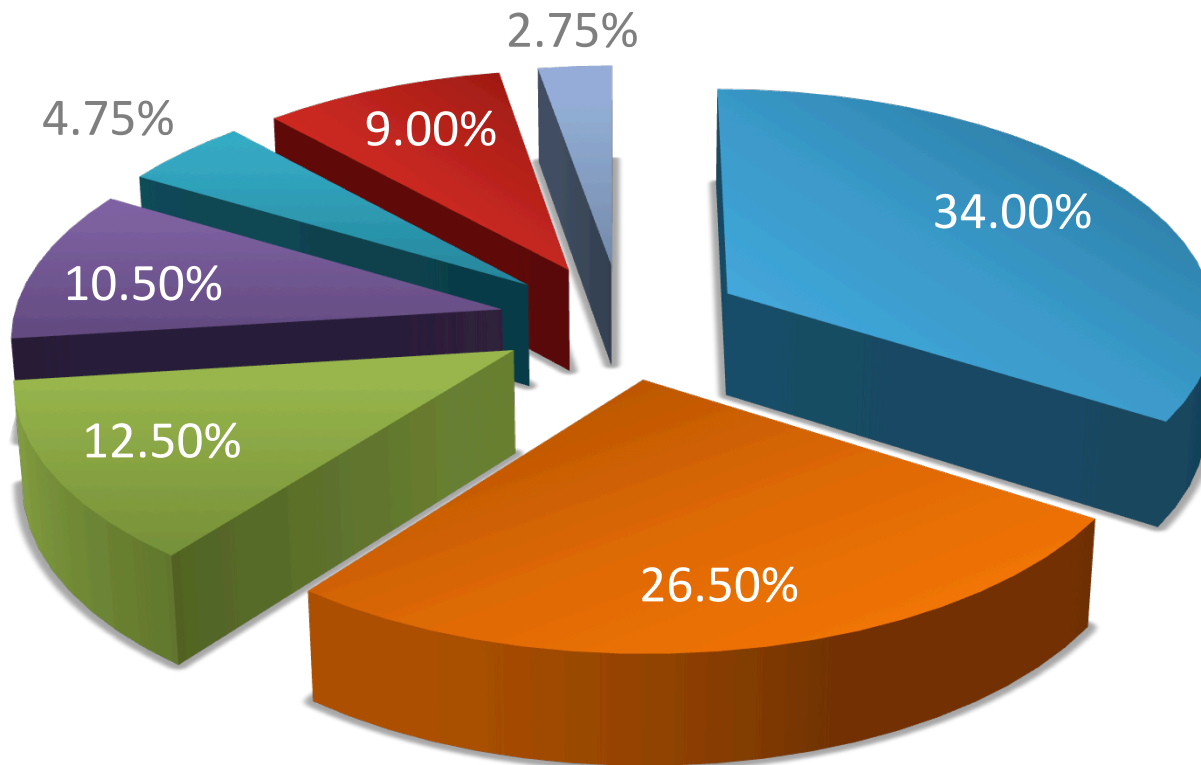
There is clear cyclicity in the B2B space in terms of traffic volume. Q1 (January-March) and September to mid-November are the peak seasons, while summer time and the end-of-year exhibit slow traffic trends.

2012 TRAFFIC BY SOURCE



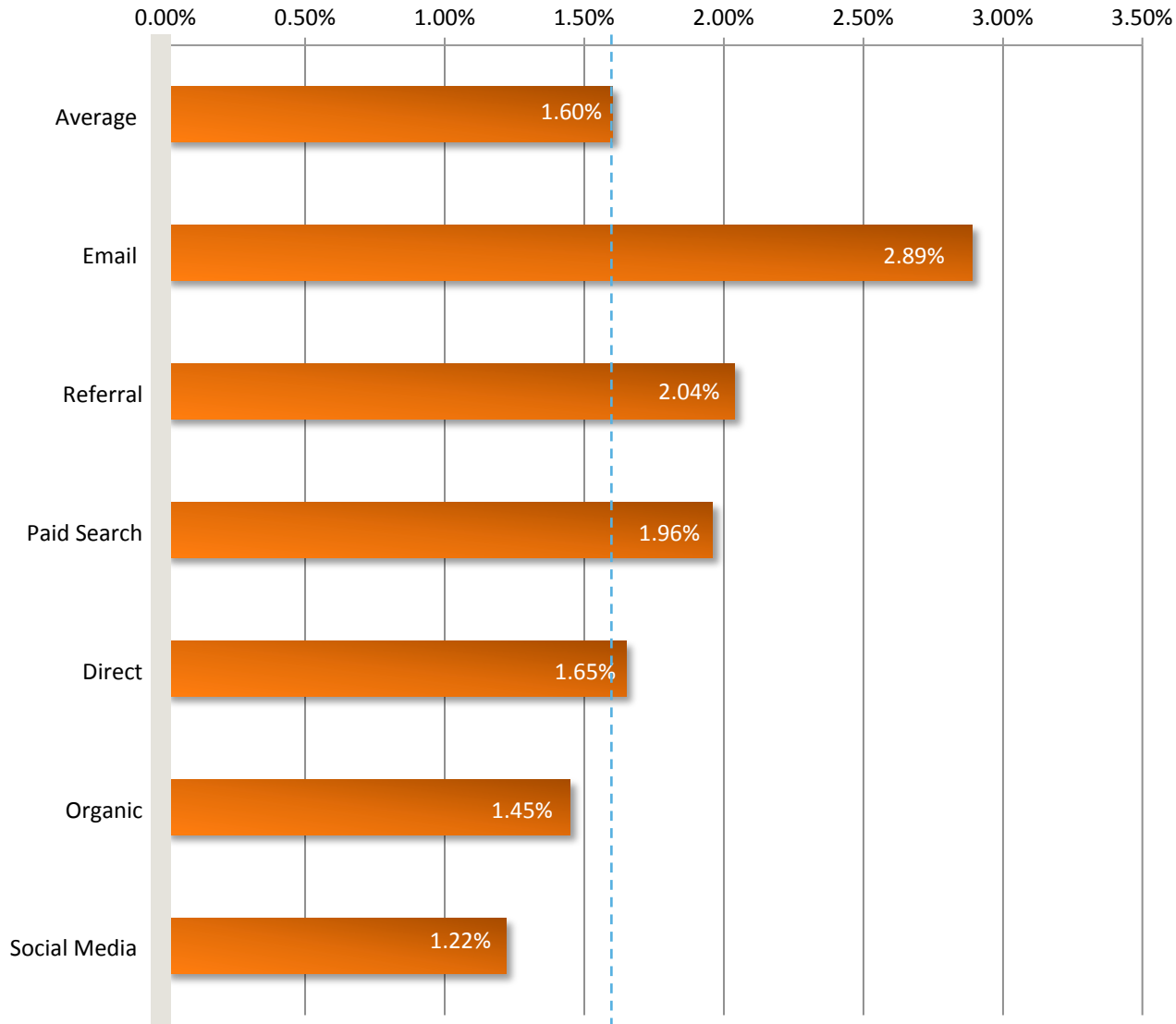
Organic Search is the #1 driver of traffic to B2B websites, followed by direct traffic (40%) and referrals (11.50%). Despite the increased adoption of social media by B2B in 2012, it's still only a fraction (1.90%) of total traffic to B2B websites.

2012 LEADS BY SOURCE



Similarly to the traffic breakdown, the top three sources of leads are direct (34%), organic search (26.50%) and referrals (12.50%). However, the relative lead conversion rate between sources is very different with paid search and email contributing proportionally more leads than their traffic share.

2012 CONVERSION RATES BY SOURCE

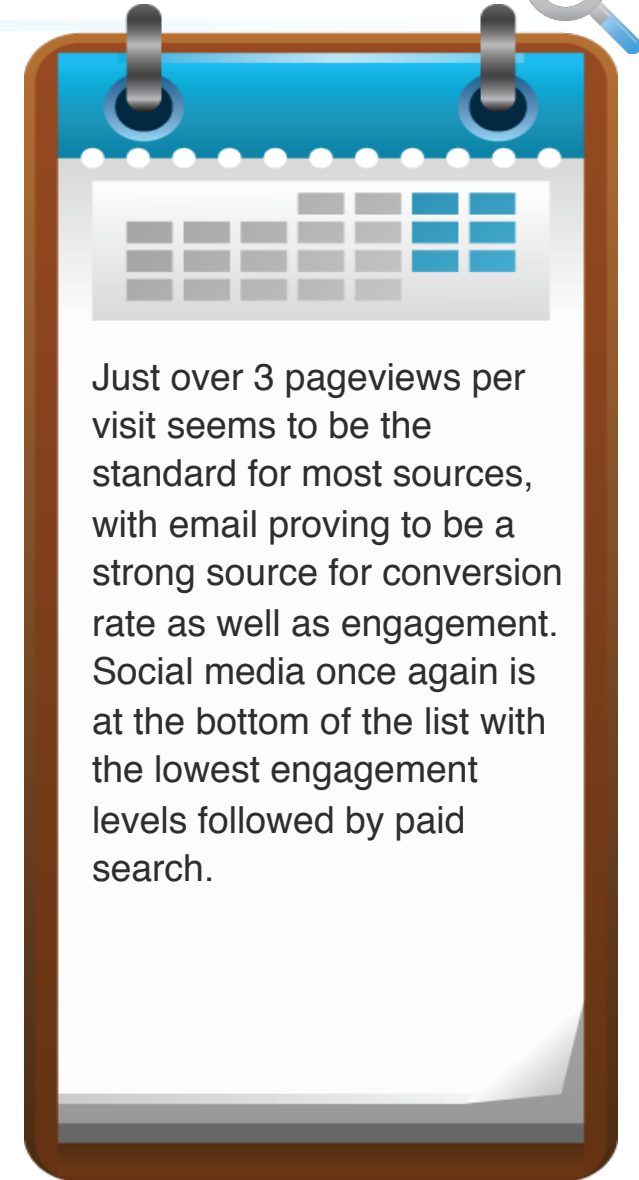
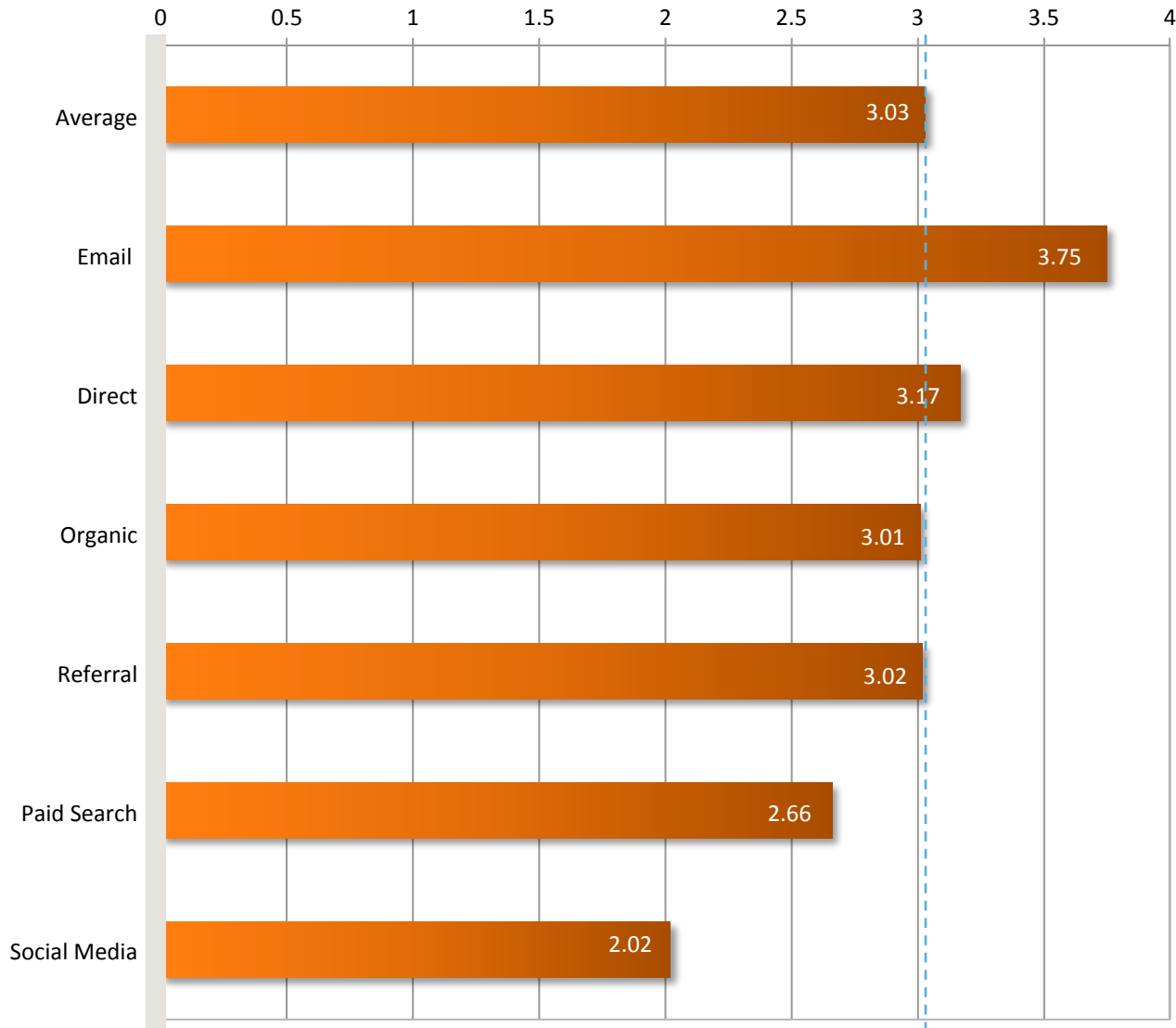


The average conversion rate among all B2B websites in the report, across all sources is 1.60%.

Email shows the highest conversion rate compared to all other sources. Surprisingly, organic search, the #1 driver of traffic, is at the bottom of the conversion rate list, second only to social media among the sources with the lowest conversion rates.

Note: Conversion rate was calculated as the percent of visitors submitting a form during a single visit.

2012 PAGEVIEWS PER VISIT BY SOURCE



2012 B2B BENCHMARKS SUMMARY



	Visits (per month)	Leads (per month)	Page views per visit (monthly average)	Conversion rate (monthly average)
75 th percentile	4,477	144	4.04	3.34%
Median	1,784	124	3.03	1.60%
25 th percentile	339	16	1.80	0.46%



	Visits (per month)	Leads (per month)	Page views per visit (monthly average)	Conversion rate (monthly average)
Total	1,784	124	3.03	1.60%
Direct	714	42	3.17	1.65%
Organic Search	731	33	3.01	1.45%
Referral	205	15	3.02	2.04%
Paid Search*	84	13	2.66	1.96%
Social Media*	34	6	2.02	1.22%
Email*	14	11	3.75	2.89%

Not all companies and marketers are alike, and we found great variability in our analysis of the channels across all data points (visits, leads, pageviews and conversion rates). For that reason, we decided to provide medians (and not averages) as well as the 25th and 75th percentiles for the selected channels in the following analyses. This will help you know where you stand compared to your peers.

*Medians for these channels include ALL websites in the study regardless if they are actively running campaigns on these channels.

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DEEP DIVE:
ORGANIC SEARCH



ORGANIC SEARCH KEY FINDINGS



- Organic search is the #1 driver of traffic, accountable for 41% of all visits to B2B websites.
- Google is responsible for almost 90% of all organic search, making it the single most important referring source of traffic (36% of all traffic comes from Google).
- Branded searches (searches that include the name of the company) show the highest engagement of any other source (3.71 pageviews per visit) and account for 31% of all visits from organic search.
- Blocked referring keyword data is increasing and has reached an average of 41% in 2012.
- Recognized, non-branded keywords (the non-branded available for analysis) dropped to 35% of all organic search visits, creating a data oblivion for marketers with respect to analyzing SEO performance.
- Organic search visits from Bing show better engagement rates (more pageviews per visit) and better conversion rates than Google.

	Visits (per month)	Leads* (per month)	Page views per visit (monthly average)	Conversion rate* (monthly average)
75 th percentile	3,041	67	4.06	2.07%
Median	731	33	3.01	1.45%
25 th percentile	253	14	1.89	0.45%

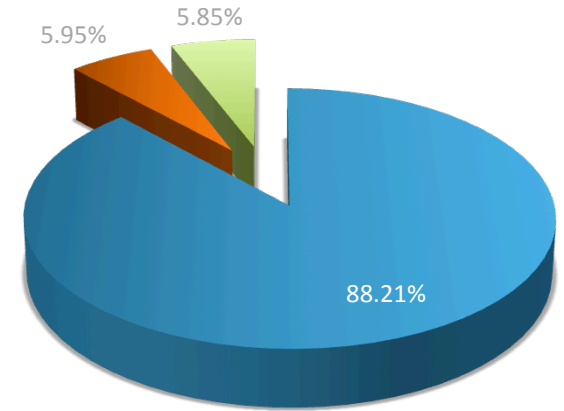
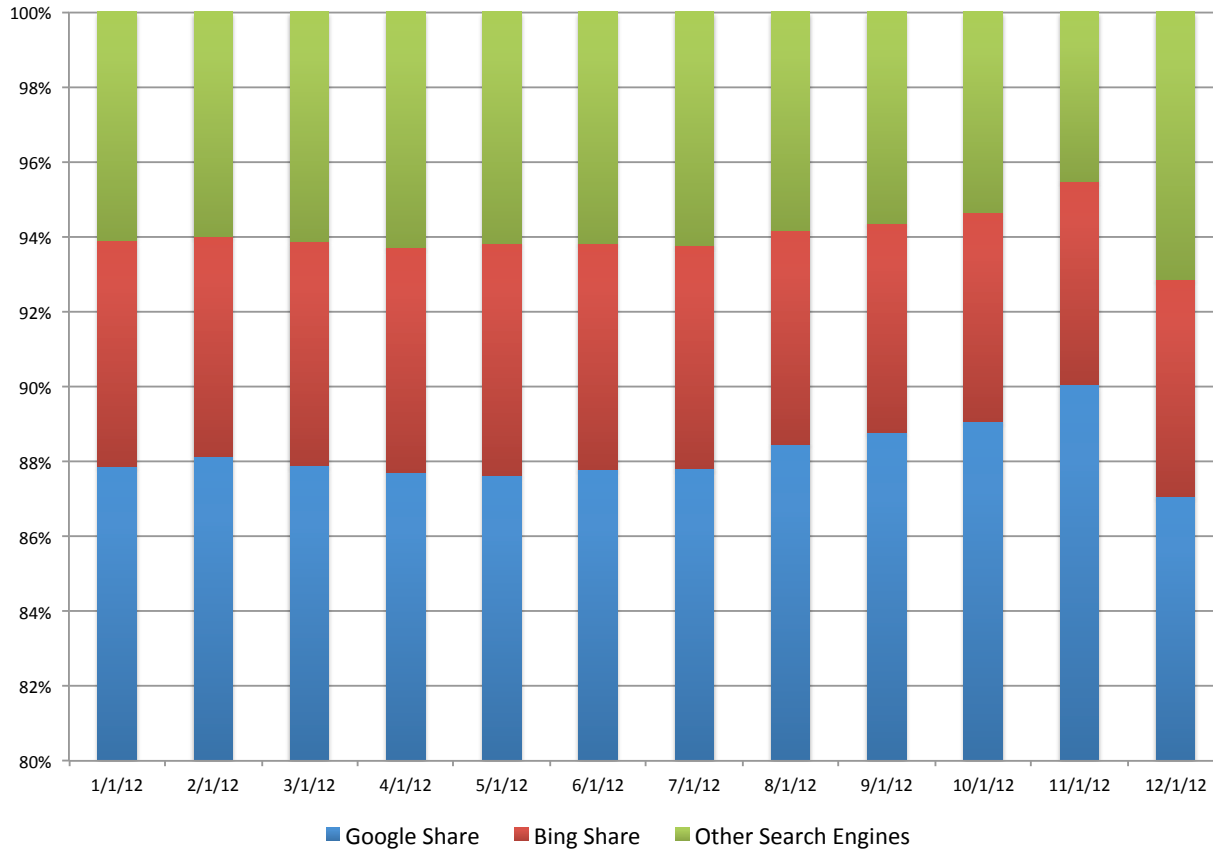


*Leads and conversion rates in this analysis include only websites that collected and tracked leads using Optify. A lead is defined by a visitor submitting a form on a webpage.

GOOGLE TOPS 90% OF ORGANIC VISITS IN NOVEMBER 2012



2012 Organic Traffic Market Share

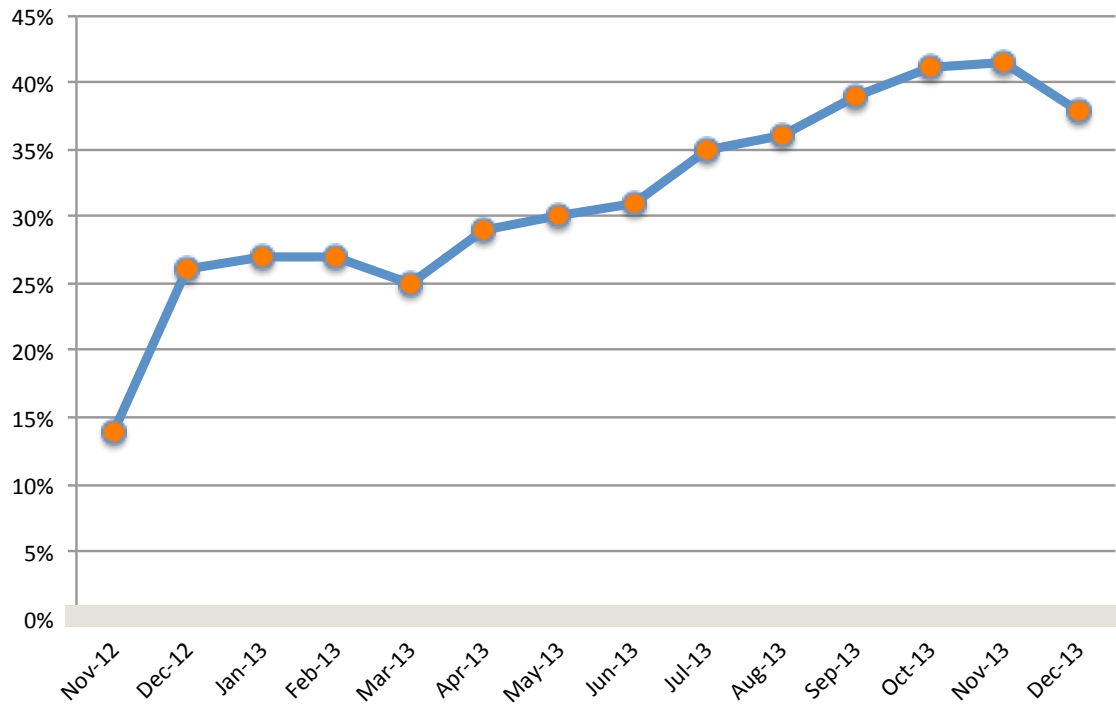


Google's share of organic traffic to B2B websites in the study, topped 90% in November, 2012. It averaged 88.21% in 2012 and showed a consistent increase for most of the year.



“(NOT PROVIDED)” RATE UP TO 41% OF ORGANIC VISITS

“Not Provided” Rate



“not provided” rate is up 171% since its introduction. One of every 2.5 visits from organic search now show up as “not provided”.

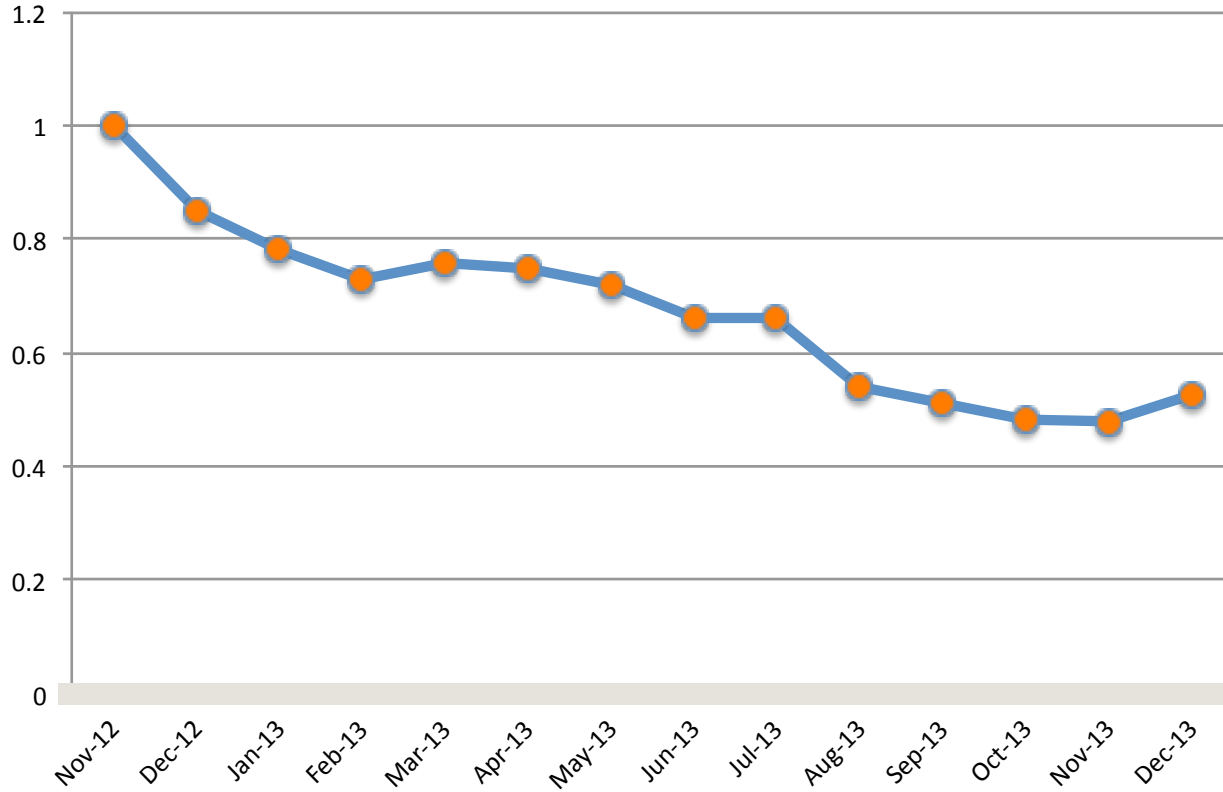
“NOT PROVIDED”

“(not provided)” is the value Google assigns to the referring keyword of visitors from organic search when they are using Google’s secured search (SSL – Secured Socket Layer). Users can use SSL by going to <https://google.com> (note the extra ‘s’) or if they are signed in to Google. In 2012 more and more browsers and devices adopted Google’s SSL protocol as their default settings for search, increasing the number of organic searches with blocked referring data - what is now referred to in the industry as “not provided.”

RECOGNIZED KEYWORDS FROM ORGANIC SEARCH DROP BY 48%



Recognized Keywords Index

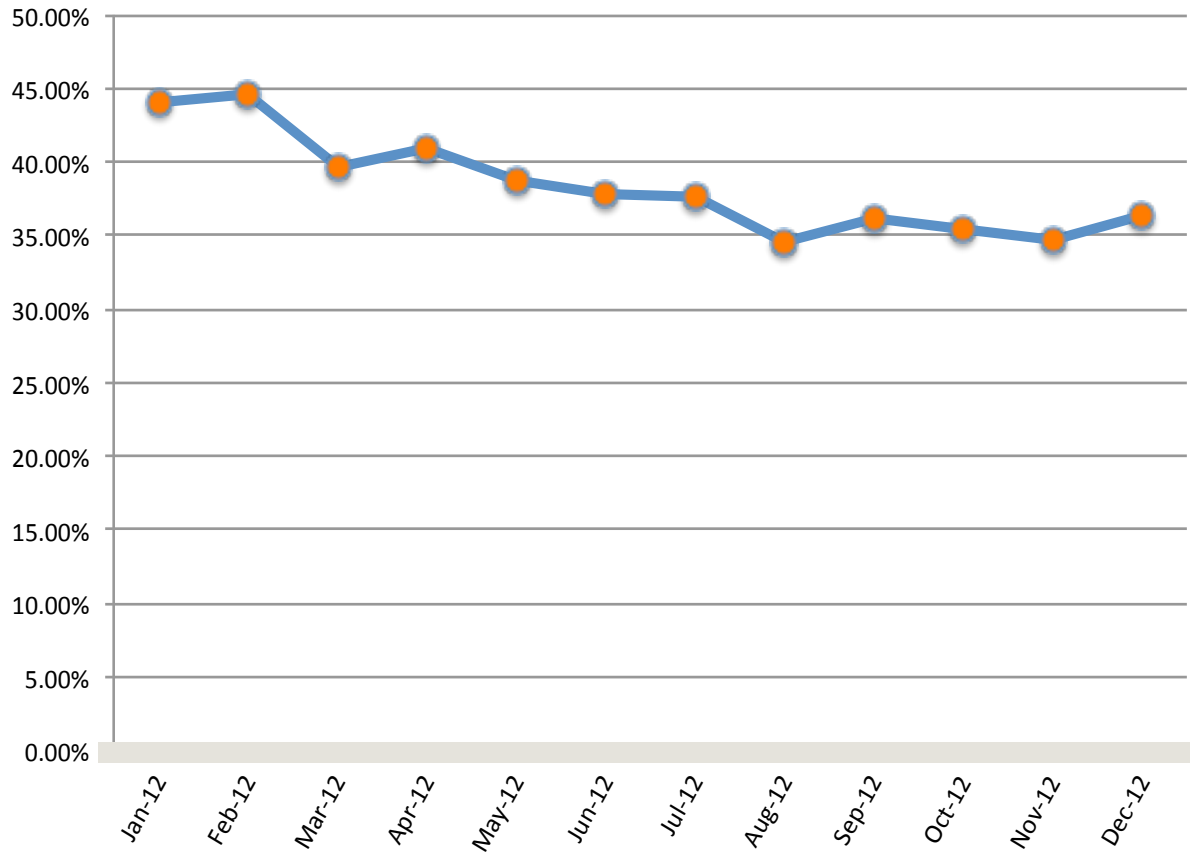


Almost 50% of the keywords previously tracked are no longer available through analytics systems due to SSL search.

RECOGNIZED, NON-BRANDED KEYWORDS DROP TO 35%



recognized non-branded keywords rate



Only 35% of organic search visits from Google will provide keyword data that can be correlated with SEO work and analyzed to improve SEO campaigns.

GOOGLE VS. BING



Google

bing

Percent of total traffic

36.07%

2.34%

Percent of Organic Traffic

88.21%

5.84%

Average conversion rate

1.61%

1.86%

Pageviews per visit

2.88

3.33

While Google has a clear superiority in total numbers (visits, leads, percent of total traffic), Bing shows a higher conversion rate and more pageviews per visit (engagement rate).

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**DEEP DIVE:
PAID SEARCH**



PAID SEARCH KEY FINDINGS



- Paid search has seen a decline in usage in 2012 with over 10% of companies in this study discontinuing their paid search campaigns at some point in 2012.
- From the companies who kept running their campaigns, paid search has shown a healthy, above-average conversion rate and contributed a considerable percentage of visits (23%) and leads (16%).
- Even though conversion rates for paid search might be high, engagement levels (as measured by pageviews per visit) are low. Both data points can be explained by the nature of paid search – dedicated campaigns designed to quickly convert visitors to leads.

	Visits (per month)	Leads (per month)	Page views per visit (monthly average)	Conversion rate (monthly average)
75 th percentile	2,662	74	3.63	3.58%
Median	547	46	2.41	1.96%
25 th percentile	62	6	1.71	0.82%

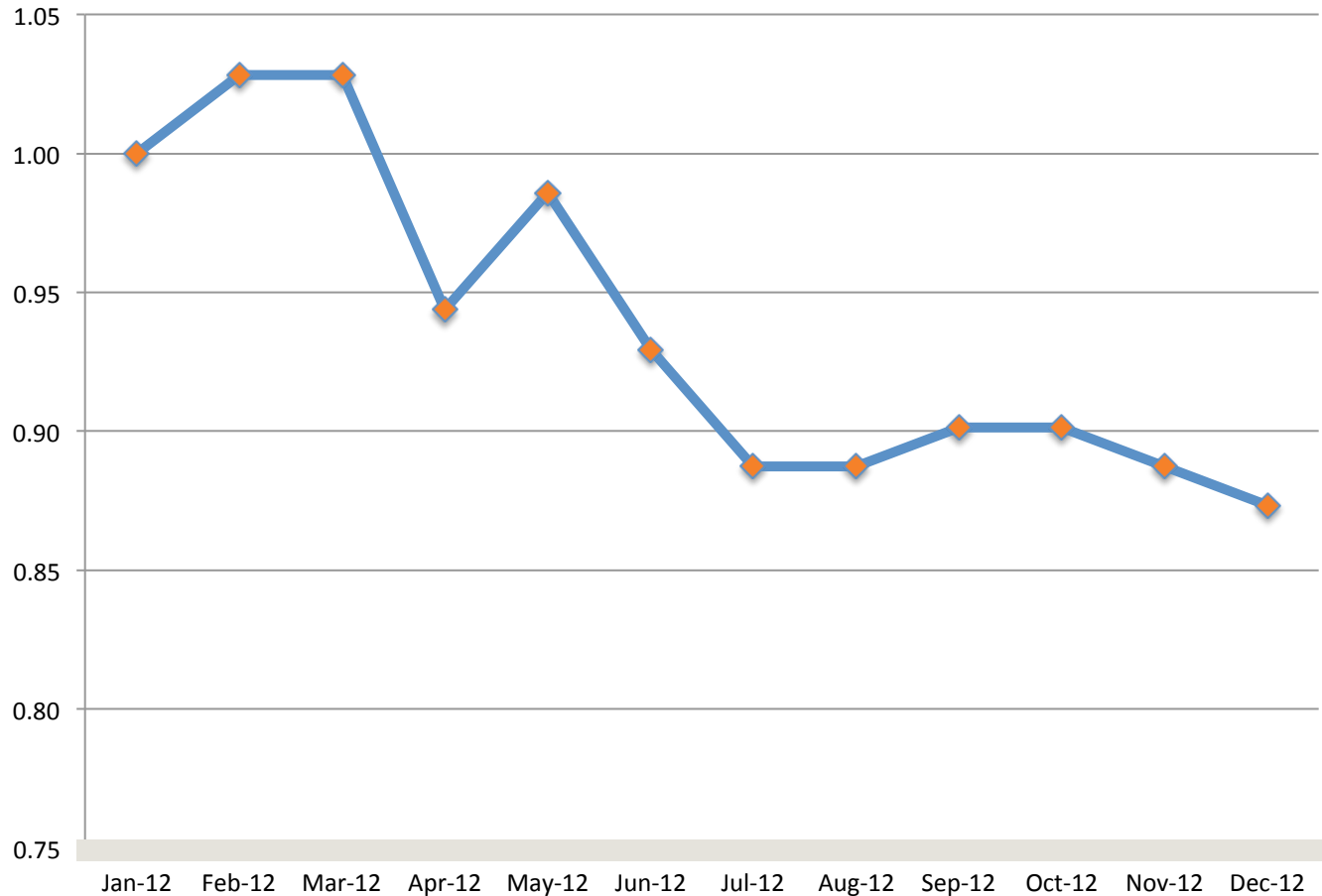


*This analysis, and its corresponding benchmarks, include only websites that actively ran Paid Search campaigns in 2012.

PAID SEARCH USAGE



Sites with Paid Traffic (Indexed)

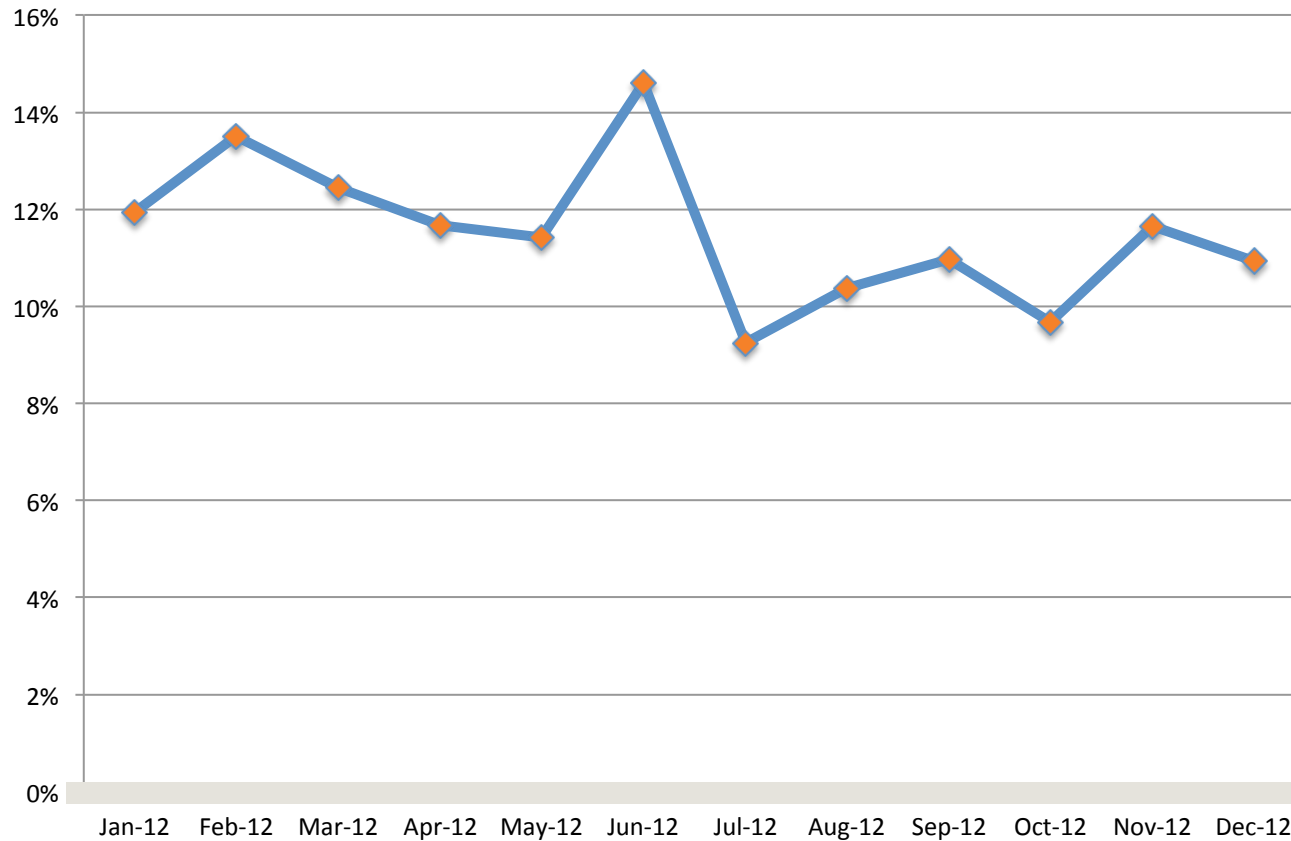


In 2012, paid search usage (as measured by number of companies running paid search campaigns) has dropped by over 10%.

PAID SEARCH PERFORMANCE



Percent of Paid Leads out of Total Leads

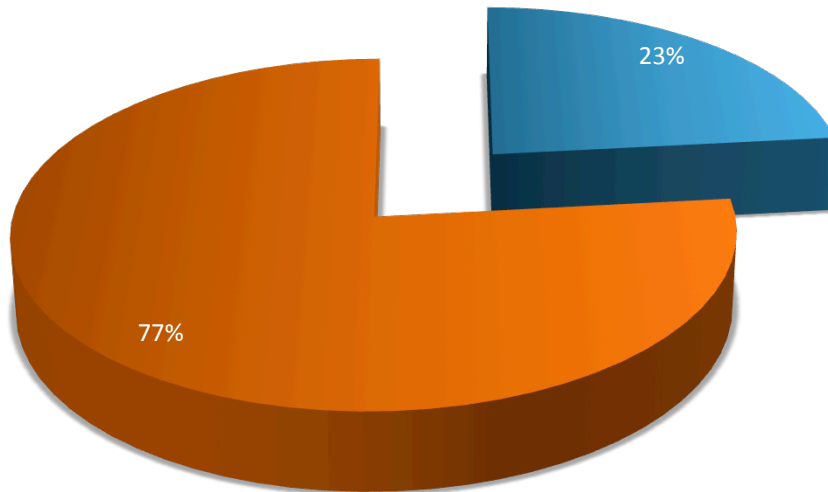


From the companies that kept running their paid search campaigns, paid search leads accounted for a considerable percentage of total leads.

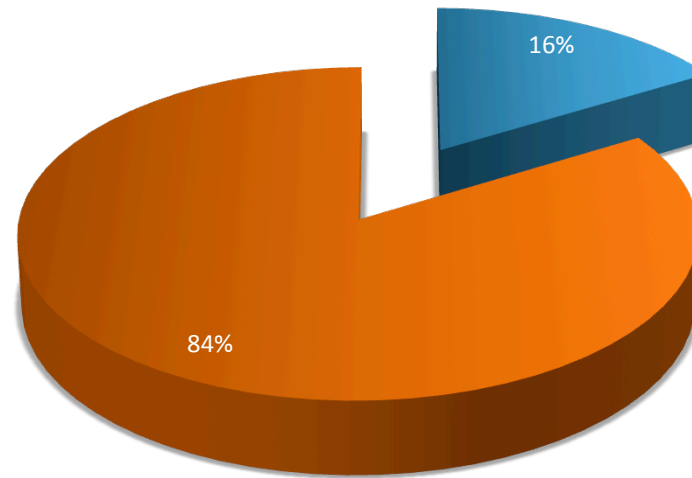
PAID SEARCH PERFORMANCE – ACTIVE CAMPAIGNS



Visits



Leads



■ Paid Search
■ Other Sources

Companies who actively managed paid search campaigns have seen a strong contribution to visits and leads from these campaigns as well as a healthy, above-average conversion rate.

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DEEP DIVE:
SOCIAL MEDIA



SOCIAL MEDIA KEY FINDINGS



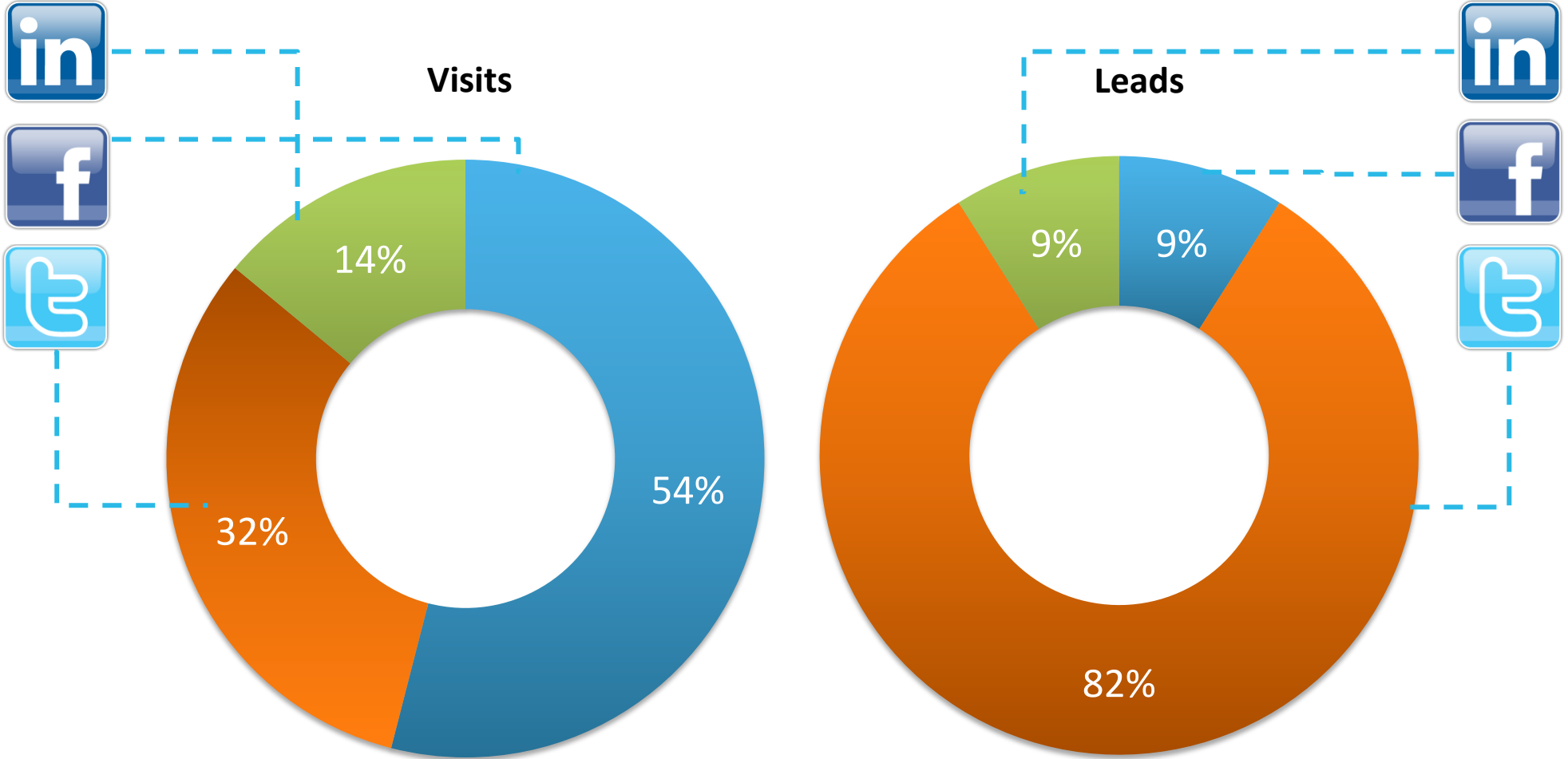
- Despite the hype around social media, it's still a small fraction of traffic and leads to B2B website. But the potential is big.
- The companies who actively manage social media campaigns (as measured by companies who had more than one lead from social media or over 10 visits per month), have seen comparatively high conversion rates as well as healthy engagement rates.
- With that said, the percentage of companies who were able to get to these results is low, indicating an immaturity in the use of the channels.
- Facebook is the strongest driver of traffic among the top three (Facebook, Twitter and LinkedIn), but Twitter is the strongest social media channel for generating leads.
- Website engagement from different social media channels varies as well with LinkedIn leading the pack and Twitter showing the lowest pageviews per visit.

	Visits (per month)	Leads (per month)	Page views per visit (monthly average)	Conversion rate (monthly average)
75 th percentile	169	28	3.54	5.39%
Median	58	6	2.02	1.22%
25 th percentile	22	1	1.74	0.90%



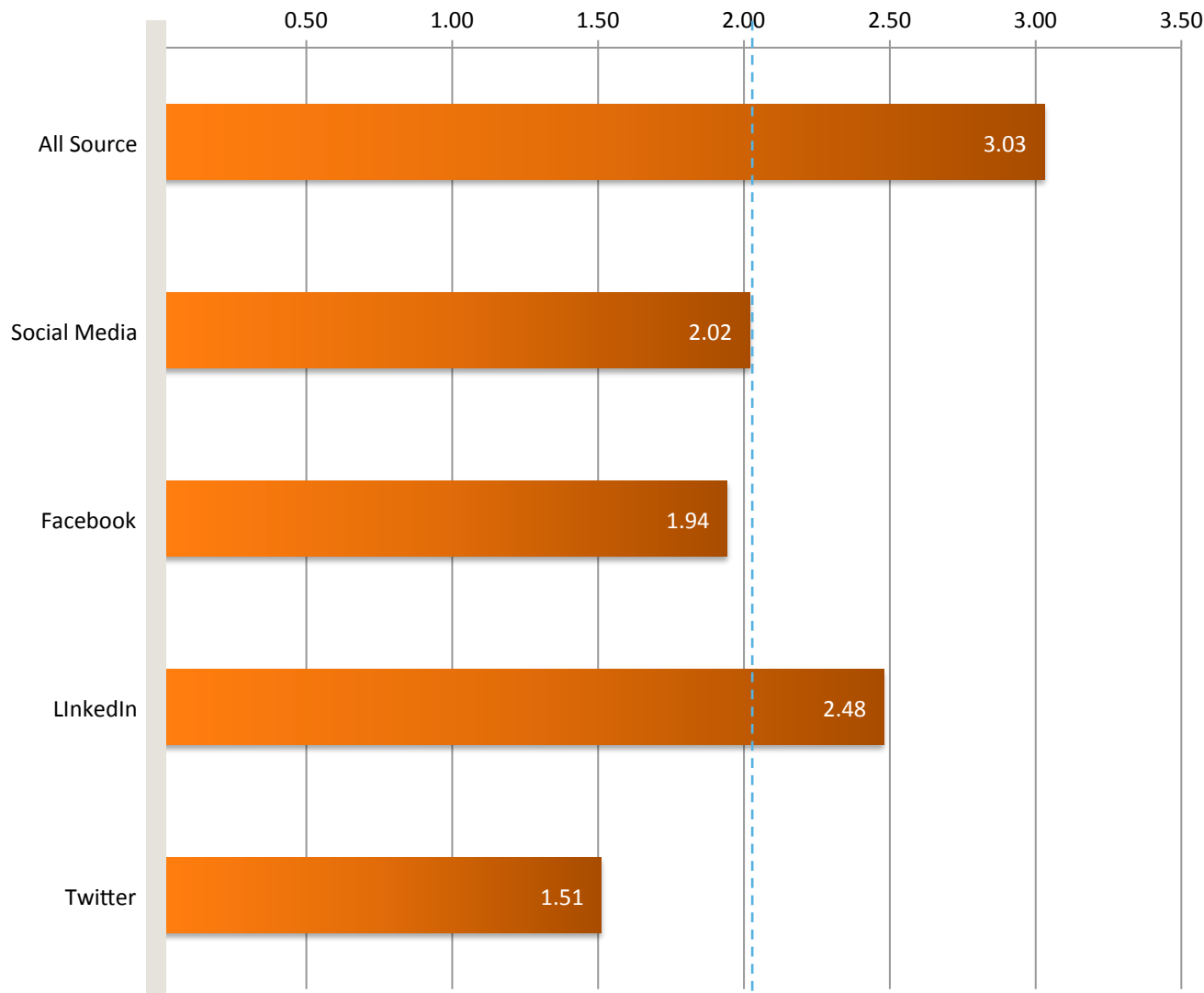
*This analysis, and its corresponding benchmarks, include only websites that actively ran Social Media campaigns in 2012.

SOCIAL MEDIA BREAKDOWN



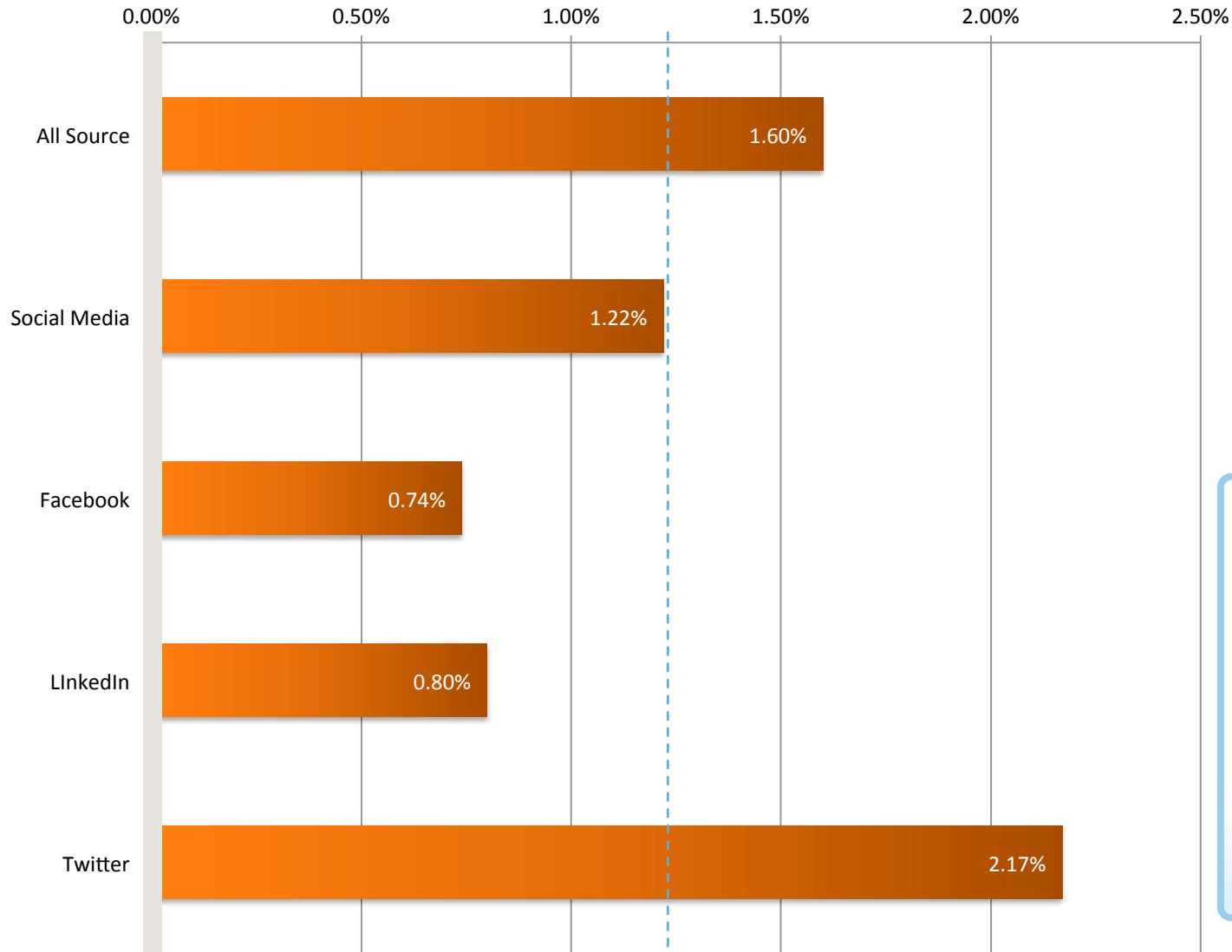
While Facebook drove the highest percentage of visits from social media, Twitter outperforms it in terms of lead conversion by over a 9-to-1 ratio.

SOCIAL MEDIA PAGEVIEWS



LinkedIn shows the highest engagement rates (as measured by pageviews per visit), followed by Facebook. Twitter, not surprisingly, averages only 1.51 pageviews per visit, even though it has the highest conversion rates.

SOCIAL MEDIA CONVERSION RATES



Twitter is by far the best social media source for leads outperforming both Facebook and LinkedIn in conversion rates. It also has a higher-than-average conversion rate compared to other sources including organic search and direct.



KEY FINDINGS AND MAIN TAKEAWAYS

KEY FINDINGS RECAP



1. **Organic Search** is the strongest driver of known traffic to B2B sites with **41% of traffic**. Coupled with Google's dominance of the organic search market (reached **90%** in November, 2012), Google is the single most important referring domain to B2B websites, responsible for over **36% of all visits**.
2. Despite the hype and the increase in adoption, **social media** is still a small fraction of traffic and leads to B2B websites, contributing an average of only **5% of all traffic and leads**. While it gained momentum in 2012, social media currently ranks the lowest on both among all other major online channels.
3. **Email** shows high engagement rates with an average **3.75 pageviews per visit**. It has the highest comparative conversion rate at **2.9%** (well above the 1.6% overall average). This trend is increasing as more B2B marketers leverage email for lead nurturing as well as lead generation.

KEY FINDINGS RECAP



4. **Paid search** usage showed a constant decline among B2B marketers in 2012. **Over 10% of companies** in the report discontinued their **paid search** campaigns during 2012.
5. Among companies who do run **paid search** campaigns, this channel shows above-average conversion rate (**averaged 2.34% and 3.58% for 75th percentile**) and a considerable contribution to visits and leads (**average of 23.3% of all visits** came from **paid search** for companies running active campaigns).
6. Facebook is the strongest driver of traffic among the top three **social media** channels (Facebook, Twitter and LinkedIn), but Twitter is the strongest **social media** channel for generating leads. In 2012 it outperformed Facebook and LinkedIn 1-to-9 with **82% of leads** from **social media** coming from Twitter.

MAIN TAKEAWAYS



- **Any source worth using, is worth using right.** We found that no matter what source visitors and leads are coming from, the companies that treated those channels with resources, attention and planned campaigns, showed positive results across all metrics.
- **Google is the single most important referring domain to your website.** With over 35% of all traffic coming from Google, you cannot afford to ignore it. Analyze the traffic you are getting from Google (find the landing pages, the referring keywords, the type of audience you are getting) and start optimizing your website to convert that traffic to leads.
- **If paid search makes “financial sense” for your business, put your efforts there.** For the companies that run paid search campaigns successfully, paid search has the potential to be a sustainable, strong source of leads. But not all companies can, or should, run paid search campaigns. Analyze your paid search potential (price point, average cost per lead, realistic conversion rates, resources, etc.) to find out if this source is for you and how much you can get out of it.



MAIN TAKEAWAYS



- **Companies should consider social media as a lead generation source**, not just as an awareness tool. While our report shows that social media has contributed a fraction (less than 5%) of traffic and leads, we found that companies that actively managed lead generation campaigns on social media saw a healthy return in terms of conversion rates and leads. We believe that part of the reason is a misconception about the use of social media as a broadcasting/awareness tool instead of a lead generation channel.
- **Email is still the strongest source for website engagement** and needs to be more utilized for driving continuous traffic and repeat visitors. We found email to be the strongest channel for driving website engagement (measured by pageviews per visit) and we recommend for companies who have not yet implemented email nurturing programs to do so in 2013.



MAIN TAKEAWAYS



- **With daily traffic at the low hundreds and few leads a day, every lead counts.**

The average daily visits to the companies in our study was just over 25. The daily lead average was just under 5. With few leads coming in, every single lead needs to be treated personally. This can be done with solutions and applications like lead intelligence, lead alerts and basic auto-responders (automatic email triggered by an event like form submission).

- **Know your baseline, set goals.** With the abundance of tools and solutions that allow you to track and measure all your marketing activities, as a marketer, you should always have a baseline of your marketing activities and campaigns. If you currently don't have a baseline, you can use the benchmarks in this report as your starting baseline. After you establish your baseline, it's time to set goals.





CREATING YOUR OWN BENCHMARKS

CREATING YOUR OWN BENCHMARKS



Step 1: Decide what data you want to benchmark

The first step in creating your own benchmarks is deciding what data you want to benchmark. Are you looking for traffic by source only? Or are you interested in data from your entire marketing funnel (visits, visitors, leads, page views, etc.)? List the data points you are interested in and include the type of data you want for each point (e.g. monthly average, total, running average, month over month, etc.).

Step 2: Determine where the data will be tracked and collected

For each data point you want to collect and benchmark you will need to include the source of the data and how you plan on getting it. For example, you may decide to use Google Analytics for all the total traffic numbers, but for leads information you will have to use a different source (Optify, for example). List those data sources with as much details as possible to make it easy to find (include URL's to the actual reports, instructions for export, logins, etc.)

Step 3: Define the time intervals for the data collection

Do you need the data daily, weekly, monthly? Are you going to compare it to the last period or to the same period last month, or last year? Before you start collecting your data, you will need to think about these questions.

Step 4: Build the data collection framework

We offer a template you can use on the next page, but whether you use it or not, what you will need to have is a framework you can consistently use for your benchmarks and that will be easy enough to use to create your analyses, graphs and reports.

Step 5: Establish baselines and start collecting data

After all the preparation work is done, it's time to establish your first baseline. You can use the data from this report as a starting point, but after collecting your own data, you will need to update your baselines to reflect your own marketing performance.

CREATING YOUR OWN BENCHMARKS

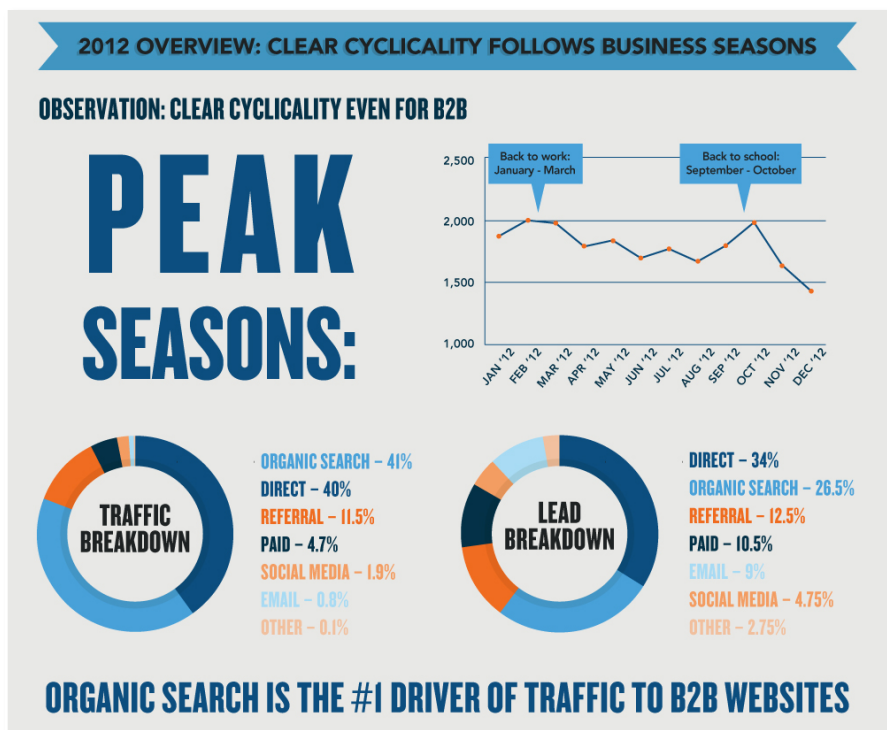


Data type	Channel	Data Source	Time interval	Benchmark	Week 1
Visits	Web Direct	Optify - traffic by source report - https://dashboard.optify.net/reports/1	Monthly	700	856
Visits	Web Organic Search	Optify - traffic by source report - https://dashboard.optify.net/reports/1	Monthly	710	641
Visits	Web Referrals	Optify - traffic by source report - https://dashboard.optify.net/reports/1	Monthly	205	327
Leads	Web Direct	Optify - traffic by source report - https://dashboard.optify.net/reports/1	Monthly	35	33
Operation System	All source	Google Analytics	Monthly	55% - Windows 25% - Mac 10% - Linux 10% - Other	43% - Windows 34% - Mac 15% - Linux 8% - Other
Twitter followers	Twitter	Twitter - https://twitter.com/followers	Weekly	250 followers	152

ADDITIONAL RESOURCES



- Infographic: [2012 B2B Marketing Trends](#)
- Study: [Google's \(not provided\) on the rise](#)
- [Key Trends For Digital Marketing Industry in 2013](#)



Optify Resources

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