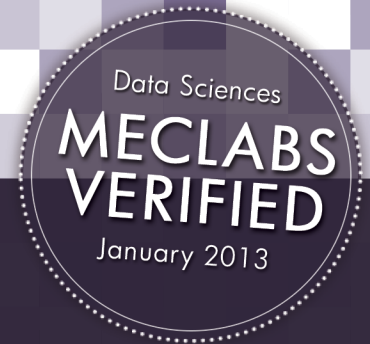


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EXCERPT



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BENCHMARK REPORT

2013 MARKETING ANALYTICS

This book is sponsored by:



Detailed charts on responses from 1,131 marketers...

Page 36	Greatest challenge to effective use of marketing analytics
Page 149	Cookie data usage for customized website messaging
Page 319	Expected change in marketing analytics investment



Stop reporting. Start improving.

The days of "launch it and leave it" are over. Project development, media buying and website and campaign launches are merely the first steps to achieving success with your digital work. Da Vinci said it best, "Art is never finished, only abandoned."

Don't abandon your digital campaigns. Seriously, they'll get a complex.

Digital's big promise has always been that you could know more about your customer from it than you ever could from its traditional counterparts. Since the beginning we've had measurement of people's response to digital media in some form from the most rudimentary click-through to the more sophisticated conversion funnel. But using that information to make our marketing better has eluded us. Why? Because most people don't take the time to digest and act on what they've measured.

Look in the mirror and say this with us:

Stop reporting. Start improving.

Analytics applications can now provide tangible evidence of how your websites and digital media campaigns are performing. You can see the how and why behind every scroll, click, and conversion.

But it's not just about delivering fancy spreadsheets with a bunch of numbers and some high-level marketing speak about what it all means. It's about using the analytics to reflect, react, and then repeat.

It's no longer enough to just use traditional clickstream analytics. Simply measuring page-views and path analysis doesn't lead to action. Combining clickstream and voice of customer analysis allows us to measure things like task completion rates and segmented visitor trends giving us actionable insights that we can then use to improve a website or campaign's performance.

The more usable your website is the better it is for both your users and for search engines. The more personal, targeted and engaging your media is, the more customers you'll get. By continuing to modify and optimize a site design or landing page throughout its life cycle, you'll not only have high-performing campaigns, you'll have happier clients.

Paramore serves its clients by creating websites and digital media campaigns that are simple, clear and focused on results. To learn more about how we think, visit our blog: paramoredigital.com/think.

2013 Analytics Benchmark Report

Welcome to **MarketingSherpa's inaugural benchmark study of marketing analytics**. Inside, you'll find data culled from a survey of expert marketers.

Our goal for this report is to help you craft an effective marketing analytics plan through invaluable data about marketing analytics practices, insights, tools, challenges, objectives and budgetary concerns, based upon feedback and data from an international field of marketers, across a wide range of industries, company sizes and customer types.

The 1,131 marketers who participated in our research helped us to identify:

- Marketers' collection of marketing analytics, by industry, customer type and company size
- Insights gained from marketing analytics data
- Analytics tools used by marketers
- Challenges faced by marketers when using analytics tools
- How marketers use their analytics platforms
- How analytics plays a role in message development
- How marketers quantify the economic value of website conversions
- Which metrics marketers track for their organizations
- How marketers track metrics for the following channels:
 - Social media marketing
 - Email marketing
 - SEO marketing
 - PPC marketing
 - Display advertising
 - Video marketing
 - Content marketing
- Marketers' analytics objectives for 2013
- Marketers' analytics challenges from 2012
- How marketers better understand their prospects and customers
- How marketers measure revenue and costs
- How analytics will fit into marketers' budgets for the coming year

2013 Analytics Benchmark Report

Use this data to gain approval, win clients, and help fellow marketers

At MarketingSherpa, our goal is to give marketers the instructions, statistics, and inspiration to improve their results. To that end, you are free to share any five (5) charts from this book in presentations to clients, business leadership, and at events as well as in blog posts, videos and other public and private venues, without written permission, as long as you attribute MarketingSherpa and link to MarketingSherpa.com (where applicable).

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2013 Analytics Benchmark Report

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Dear Marketer,

What are the most important metrics that you should be tracking? How do you translate your metrics into the ability to predict customer behavior? Should you be measuring emerging channels such as social media and mobile?

These are just a few of the questions addressed in the new **2013 Analytics Benchmark Survey**. Some of the most compelling findings may surprise you:

- Of those who do not use analytics data to make marketing decisions, 42% rely on gut instincts ([Chart 1.25](#))
- Performance of previous messages is more routinely used by those who collect an average or larger amount of data ([Chart 2.19](#)) than those whose organization had limited data ([Chart 2.20](#))
- Those who use paid analytics tools at some level ([Chart 2.33](#)) quantify the economic value of conversions on their website in more ways than those who only use free tools ([Chart 2.32](#))

In this 325-page report, our researchers have distilled the most essential insights from over 1,100 surveys of companies from all over the world. There are 246 charts in total – all of which are designed to help you make the most of your analytics programs.

We have tried to cover the most pressing questions facing marketers in 2013. However, we know that there is always more to learn and discover. As you read this book, I would not only love to hear what charts you found most helpful, but also what questions you would like to see addressed in the future.

Once you have read (or at least skimmed) this material, you may have questions or recommendations. Please take the time to [share your thoughts](#).

Together, we can advance our understanding of analytics.

Thank you for your trust,



Flint McGlaughlin
Managing Director, MECLABS

P.S. For me, some of the most compelling findings are on pages 47, 294, and 312.

EXECUTIVE SUMMARY

Takeaway #1 Most Marketers have analytics data...

Takeaway #2 ...But aren't always capitalizing on it...

Takeaway #3 ...Perhaps due to lack of resources and time

Takeaway #4 Marketers focus more on generating reports than gathering insights

Takeaway #5 More marketers routinely track engagement-based metrics than revenue-based metrics

Takeaway #6 Regulatory barriers are of little concern to the vast majority of marketers

Takeaway #7 Despite (or perhaps because of) analytics challenges, budgets will likely increase

CHAPTER 1: THE MARKET

Points to Consider

Analytical data collection

How much analytics data does your organization collect?

Chart 1.1 All responses

Chart 1.2 By customer type

Analytics tool usage

Which analytics tools does your organization use?

Chart 1.3 All responses

Chart 1.4 By customer type (part 1 of 2)

Chart 1.4 By customer type (part 2 of 2)

Chart 1.5 Manufacturing or Packaged Goods

Chart 1.6 Media or Publishing

Chart 1.7 Software or Software as a Service

Chart 1.8 Technology Equipment or Hardware

Chart 1.9 Marketing agency or consultancy

Chart 1.10 Non-Profit and Education

Chart 1.11 Retail or e-commerce

Chart 1.12 Other

Chart 1.13 By company size (part 1 of 2)

Chart 1.13 By company size (part 2 of 2)

Leveraging analytics to gain marketing insights

Are you able to leverage your organization's analytics data to gauge marketing effectiveness?

Chart 1.14 All responses

Chart 1.15 By customer type

Chart 1.16 By frequency of use (or amount of data collected)

Chart 1.17 Manufacturing or Packaged Goods

Chart 1.18 Media or Publishing

Chart 1.19 Software or Software as a Service

Chart 1.20 Marketing agency or consultancy

Chart 1.21 Non-Profit and Education

Chart 1.22 Retail or e-commerce

Chart 1.23 Professional or Financial Services

Chart 1.24 Other

Non-analytical decision making strategies

Instead of analytics data to make marketing decisions, we rely on:

Chart 1.25 All responses

Chart 1.26 By customer type

Chart 1.27 By decision making authority level (part 1 of 2)

Chart 1.27 By decision making authority level (part 2 of 2)

Chart 1.28 Software or Software as a Service

Chart 1.29 Marketing agency or consultancy

Chart 1.30 Retail or e-commerce

Chart 1.31 Professional or Financial Services

Chart 1.32 Other

Chart 1.33 By company size (part 1 of 2)

Chart 1.33 By company size (part 2 of 2)

Marketing analytics benefit to organization

How do marketing analytics most benefit your organization?

Chart 1.34	All responses
Chart 1.35	By customer type
Chart 1.36	By amount of analytical data collected (part 1 of 2)
Chart 1.36	By amount of analytical data collected (part 2 of 2)

Analytics needed to increase marketing effectiveness

If I only had _____, my marketing efforts would be substantially more effective

Chart 1.37	All responses
Chart 1.38	By customer type (part 1 of 2)
Chart 1.38	By customer type (part 2 of 2)
Chart 1.39	Manufacturing or Packaged Goods
Chart 1.40	Media or Publishing
Chart 1.41	Software or Software as a Service
Chart 1.42	Marketing agency or consultancy
Chart 1.43	Non-Profit and Education
Chart 1.44	Retail or e-commerce
Chart 1.45	Professional or Financial Services
Chart 1.46	Other
Chart 1.47	By company size (part 1 of 2)
Chart 1.47	By company size (part 2 of 2)

Analytics tool cost and usage

Does your organization use free and/or paid tools?

Chart 1.48	All responses
Chart 1.49	Business-to-consumer (B2C)
Chart 1.50	B2B and/or B2G
Chart 1.51	Both business and consumer sales
Chart 1.52	By industry and Web (clickstream)

Chart 1.53	By industry and Web-integrated Call Management
Chart 1.54	By industry and PPC Bid Management
Chart 1.55	By industry and Email Marketing Software
Chart 1.56	By industry and SEO Management
Chart 1.57	By industry and Social Media Monitoring
Chart 1.58	By industry and CRM Systems
Chart 1.59	By industry and Competitive Intelligence

Analytics tool precision and satisfaction

Are you satisfied with the PRECISION of your analytics systems?

Chart 1.60	All responses
Chart 1.61	By analytics system and satisfaction with Free Tools
Chart 1.62	By analytics system and satisfaction with Paid Tools

Interpretation and application difficulty of analytics system output

Is the output from your analytics systems easy to interpret and apply?

Chart 1.63	All responses
Chart 1.64	By Business-to-consumer (B2C)
Chart 1.65	By Business-to-business/government (B2B and/or B2G)
Chart 1.66	By both B2B and B2C

Greatest challenges to effective analytics use

Which of the following do you consider the greatest challenge to effective use of marketing analytics?

Chart 1.67	All responses
Chart 1.68	By customer type
Chart 1.69	Manufacturing or Packaged Goods
Chart 1.70	Media or Publishing
Chart 1.71	Software or Software as a Service
Chart 1.72	Marketing agency or consultancy
Chart 1.73	Non-Profit and Education
Chart 1.74	Retail or e-commerce
Chart 1.75	Professional or Financial Services
Chart 1.76	Other
Chart 1.77	By company size

CHAPTER 2: THE MESSAGE

Points to Consider

Analytics platform usage beyond default settings

How do you use your analytics platform beyond the default set-up to track message performance?

Chart 2.1	All responses
Chart 2.2	Business-to-consumer (B2C)
Chart 2.3	B2B and/or B2G
Chart 2.4	B2C and B2B
Chart 2.5	Marketing agency or consultancy
Chart 2.6	Software or Software as a Service
Chart 2.7	Retail or e-commerce
Chart 2.8	By routine insights gained from analytics
Chart 2.9	By occasionally insights gained from analytics
Chart 2.10	Respondents whose web analytics tools were easy to interpret and apply
Chart 2.11	Respondents whose web analytics tools difficult to interpret and apply

Analytics usage for message creation

Which of the following do you routinely use to create different message types?

Chart 2.12	All responses
Chart 2.13	Business-to-consumer (B2C)
Chart 2.14	Business-to-business (B2B and/or B2G)
Chart 2.15	B2C and B2B
Chart 2.16	Software or Software as a Service
Chart 2.17	Marketing agency or consultancy
Chart 2.18	Retail or e-commerce
Chart 2.19	Organizations collecting average to large amounts of data
Chart 2.20	Organizations with limited data

Use of cookie data for customized message creation

How do you use cookie data to provide more customized messaging on your website?

Chart 2.21	All responses
Chart 2.22	Business-to-consumer (B2C)
Chart 2.23	Business-to-business (B2B and/or B2G)
Chart 2.24	B2C and B2B
Chart 2.25	Software or Software as a Service
Chart 2.26	Marketing agency or consultancy
Chart 2.27	Retail or e-commerce

Economic value of conversions

Do you quantify the economic value of these conversions?

Chart 2.28	All responses
Chart 2.29	Business-to-consumer (B2C)
Chart 2.30	Business-to-business (B2B and/or B2G)
Chart 2.31	B2C and B2B
Chart 2.32	Respondents who use free analytics tools only
Chart 2.33	Respondents who use paid tool only or a mix of free and paid tools

CHAPTER 3: THE MEDIUM

Points to Consider

Marketing metrics tracking

Which of the following metrics does your organization ROUTINELY track?

Chart 3.1	All responses
-----------	---------------

Social media marketing metrics tracking

Which of the following social metrics does your organization ROUTINELY track?

Chart 3.2	All responses
Chart 3.3	Business-to-consumer (B2C)
Chart 3.4	Business-to-business (B2B and/or B2G)
Chart 3.5	B2C and B2B
Chart 3.6	Marketing agency or consultancy

Social media marketing metrics

Please enter your best estimate for the following

Chart 3.7	By visit-to-lead generation rate
Chart 3.8	By opportunity-to-close rate
Chart 3.9	By lead-to-close rate
Chart 3.10	By sales conversion rate

Social marketing analytics tools satisfaction

How satisfied are you with the variety and quality of tools available for you to measure social marketing?

Chart 3.11	All responses
------------	---------------

Email marketing metrics tracking

Which of the following email marketing metrics does your organization ROUTINELY track?

Chart 3.12	All responses
Chart 3.13	Business-to-consumer (B2C)
Chart 3.14	Business-to-business (B2B and/or B2G)
Chart 3.15	B2C and B2B
Chart 3.16	Software or Software as a Service
Chart 3.17	Marketing agency or consultancy
Chart 3.18	Retail or e-commerce

Email marketing metrics

Please enter your best estimate for the following

Chart 3.19	By open rate
Chart 3.20	By clickthrough rate
Chart 3.21	By lead-to-close generation rate
Chart 3.22	By opportunity-to-close rate
Chart 3.23	By sales conversion rate

Email marketing analytics tools satisfaction

How satisfied are you with the variety and quality of tools available for you to measure email marketing?

Chart 3.24	All responses
------------	---------------

SEO marketing metrics tracking

Which of the following SEO marketing metrics does your organization ROUTINELY track?

Chart 3.25	All responses
Chart 3.26	Business-to-consumer (B2C)
Chart 3.27	Business-to-business (B2B and/or B2G)
Chart 3.28	B2C and B2B
Chart 3.29	Marketing agency or consultancy
Chart 3.30	Retail or e-commerce

Search engine optimization marketing metrics

Please enter your best estimate for the following

Chart 3.31	By clickthrough rate
Chart 3.32	By visit-to-lead generation rate
Chart 3.33	By opportunity-to-close rate
Chart 3.34	By sales conversion rate
Chart 3.35	By lead-to-close rate

SEO marketing analytics tools satisfaction

How satisfied are you with the variety and quality of tools available for you to measure SEO marketing?

Chart 3.36	All responses
------------	---------------

PPC marketing metrics tracking

Which of the following PPC marketing metrics does your organization ROUTINELY track?

Chart 3.37	All responses
Chart 3.38	Business-to-consumer (B2C)
Chart 3.39	Business-to-business (B2B and/or B2G)
Chart 3.40	B2C and B2B
Chart 3.41	Marketing agency or consultancy

PPC marketing metrics

Please enter your best estimate for the following

Chart 3.42	By clickthrough rate
Chart 3.43	By visit-to-lead generation rate
Chart 3.44	By opportunity-to-close rate
Chart 3.45	By sales conversion rate
Chart 3.46	By lead-to-close rate

PPC marketing analytics tools satisfaction

How satisfied are you with the variety and quality of tools available for you to measure PPC marketing?

Chart 3.47	All responses
------------	---------------

Display advertising metrics tracking

Which of the following display advertising metrics does your organization ROUTINELY track?

Chart 3.48	All responses
Chart 3.49	Business-to-consumer (B2C)
Chart 3.50	Business-to-business (B2B and/or B2G)
Chart 3.51	B2C and B2B
Chart 3.52	Marketing agency or consultancy

Display advertising metrics

Please enter your best estimate for the following

Chart 3.53	By clickthrough rate
Chart 3.54	By visit-to-lead generation rate
Chart 3.55	By opportunity-to-close rate
Chart 3.56	By sales conversion rate
Chart 3.57	By lead-to-close rate

Display advertising analytics tools satisfaction

How satisfied are you with the variety and quality of tools available for you to measure display advertising?

Chart 3.58	All responses
------------	---------------

Video marketing metrics tracking

Which of the following display advertising metrics does your organization ROUTINELY track?

Chart 3.59	All responses
Chart 3.60	Business-to-consumer (B2C)
Chart 3.61	B2C and B2B
Chart 3.62	Marketing agency or consultancy

Video marketing metrics

Please enter your best estimate for the following

Chart 3.63	By visit-to-lead generation rate
Chart 3.64	By opportunity-to-close rate
Chart 3.65	By sales conversion rate
Chart 3.66	By lead-to-close rate

Video marketing analytics tools satisfaction

How satisfied are you with the variety and quality of tools available for you to measure display advertising?

Chart 3.67	All responses
------------	---------------

Content marketing metrics track

Which of the following content marketing metrics does your organization ROUTINELY track?

Chart 3.68	All responses
Chart 3.69	Business-to-consumer (B2C)
Chart 3.70	Business-to-business (B2B and/or B2G)
Chart 3.71	B2C and B2B
Chart 3.72	Software or Software as a Service
Chart 3.73	Marketing agency or consultancy

Content marketing metrics

Please enter your best estimate for the following

Chart 3.74	By content consumption rate
Chart 3.75	By lead generation rate
Chart 3.76	By opportunity-to-close rate
Chart 3.77	By sales conversion rate

Content marketing analytics tools satisfaction

How satisfied are you with the variety and quality of tools available for you to measure content marketing?

Chart 3.78	All responses
------------	---------------

CHAPTER 4: THE MARKETER

Points to Consider

Analytics objectives for 2013

What are your marketing organizations MOST IMPORTANT OBJECTIVES for marketing analytics in 2013?

Chart 4.1	All responses
Chart 4.2	Business to business (B2B and/or B2G)
Chart 4.3	B2C and B2B

Analytics challenges from 2012

What were your organizations MOST FRUSTRATING CHALLENGES with marketing analytics in 2012?

Chart 4.4	All responses
Chart 4.5	Business to consumer (B2C)
Chart 4.6	Business to business (B2B and/or B2G)
Chart 4.7	B2C & B2B

Analytics technology challenges

What are your organization's biggest challenges with your marketing analytics solutions?

Chart 4.8	All responses
Chart 4.9	Business to consumer (B2C)
Chart 4.10	Business to business (B2B and/or B2G)
Chart 4.11	Marketing Agency or Consultancy

Most important dataset attributes

Which of the following attributes are most important in determining a marketing dataset's usefulness?

Chart 4.12 All responses

Revenue and cost measurement

Can your organization effectively measure the revenue and costs for email marketing?

Chart 4.13 Email marketing all responses
 Chart 4.14 Email marketing by company size
 Chart 4.15 SEO marketing all responses
 Chart 4.16 SEO marketing by company size
 Chart 4.17 PPC marketing all responses
 Chart 4.18 PPC marketing by company size
 Chart 4.19 Display marketing all responses
 Chart 4.20 Display marketing by company size
 Chart 4.21 Social media marketing all responses
 Chart 4.22 Social media marketing by company size
 Chart 4.23 Content marketing all responses
 Chart 4.24 Content marketing by company size
 Chart 4.25 Telemarketing all responses
 Chart 4.26 Telemarketing by company size
 Chart 4.27 Mobile marketing all responses
 Chart 4.28 Mobile marketing by company size
 Chart 4.29 Tradeshows all responses
 Chart 4.30 Tradeshows by company size
 Chart 4.31 Direct mail all responses
 Chart 4.32 Direct mail by company size
 Chart 4.33 Video marketing all responses
 Chart 4.34 Video marketing by company size

Marketer responsibility for analytics tracking

Which of the following are you accountable for?

Chart 4.35 All responses

Customer information sources

Which sources of information do you actively use to better understand your prospects and customers? Please select all that apply.

Chart 4.36 All responses
 Chart 4.37 Business to consumer (B2C)
 Chart 4.38 Business to business (B2B and/or B2G)
 Chart 4.39 B2C & B2B

Prospect/customer information source effectiveness

Please indicate the LEVEL OF EFFECTIVENESS (in terms of understanding prospect and customers) for each of the information sources your organization is using

Chart 4.40 All responses
 Chart 4.41 Business to consumer (B2C)
 Chart 4.42 Business to business (B2B and/or B2G)
 Chart 4.43 B2C & B2B
 Chart 4.44 Marketing Agency or Consultancy
 Chart 4.45 By company size under 100 employees
 Chart 4.46 By company size over 100 employees

Prospect/customer information source effectiveness

Please indicate the DEGREE OF DIFFICULTY (time, effort and expense required) for each of the information sources your organization is using to better understand your prospects and customers.

Chart 4.47 All responses
 Chart 4.48 Business to consumer (B2C)
 Chart 4.49 Business to business (B2B and/or B2G)
 Chart 4.50 B2C & B2B
 Chart 4.51 Marketing Agency or Consultancy
 Chart 4.52 By company size under 100 employees
 Chart 4.53 By company size over 100 employees

Marketing channel selection

How does your organization typically select a marketing channel or mix? Select all that apply.

Chart 4.54 All responses

Marketer involvement in analytics budgeting

Are you involved in planning or tracking marketing analytics budgets?

Chart 4.55 All responses

Anticipated analytics investment levels

Is your investment in marketing analytics expected to increase, decrease or remain the same in 2013?

Chart 4.56 All responses

Chart 4.57 By customer type

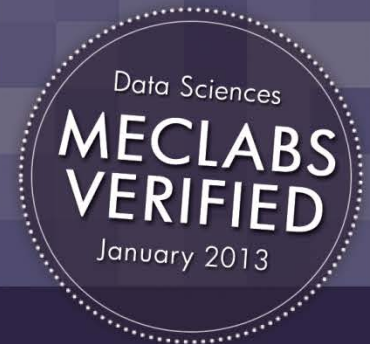
Areas of additional investment

In which areas are you planning additional investments? Please select all that apply.

Chart 4.58 All responses

Marketing Analytics Benchmark Report

EXECUTIVE SUMMARY



2013 Marketing Analytics Benchmark Report

Welcome to the *2013 MarketingSherpa Marketing Analytics Benchmark Report*. This title represents an exciting landmark for MarketingSherpa, as this is our first extensive study of marketing analytics research. As a company laser-focused on marketing optimization, we feel the climate is right for releasing this inaugural analytics benchmark study, in hopes of helping marketers to do their jobs more effectively.

We are excited about our first foray into analytics research, and anticipate even more extensive study to come, as analytics tools and practices evolve. We hope you find this study to be beneficial not only to see your peers' analytics practices and result, but also to help you plan your own analytics strategies and better understand how to garner results.

Marketing Analytics is a practice that, perhaps uniquely, touches every aspect of marketing. You'll notice this breadth in the above-average size and scope of this Benchmark Report, as we endeavored to explore not only the use of analytics and metrics, but also to benchmark specific metrics in seven marketing channels:

- Social media marketing
- Email marketing
- Search engine optimization
- Pay-per-click advertising
- Display advertising
- Video marketing
- Content marketing

As always, we look forward to hearing about your marketing analytics success. If you have a campaign you would like to have a reporter interview you about for a MarketingSherpa case study, please let us know by emailing Editor@MarketingSherpa.com.

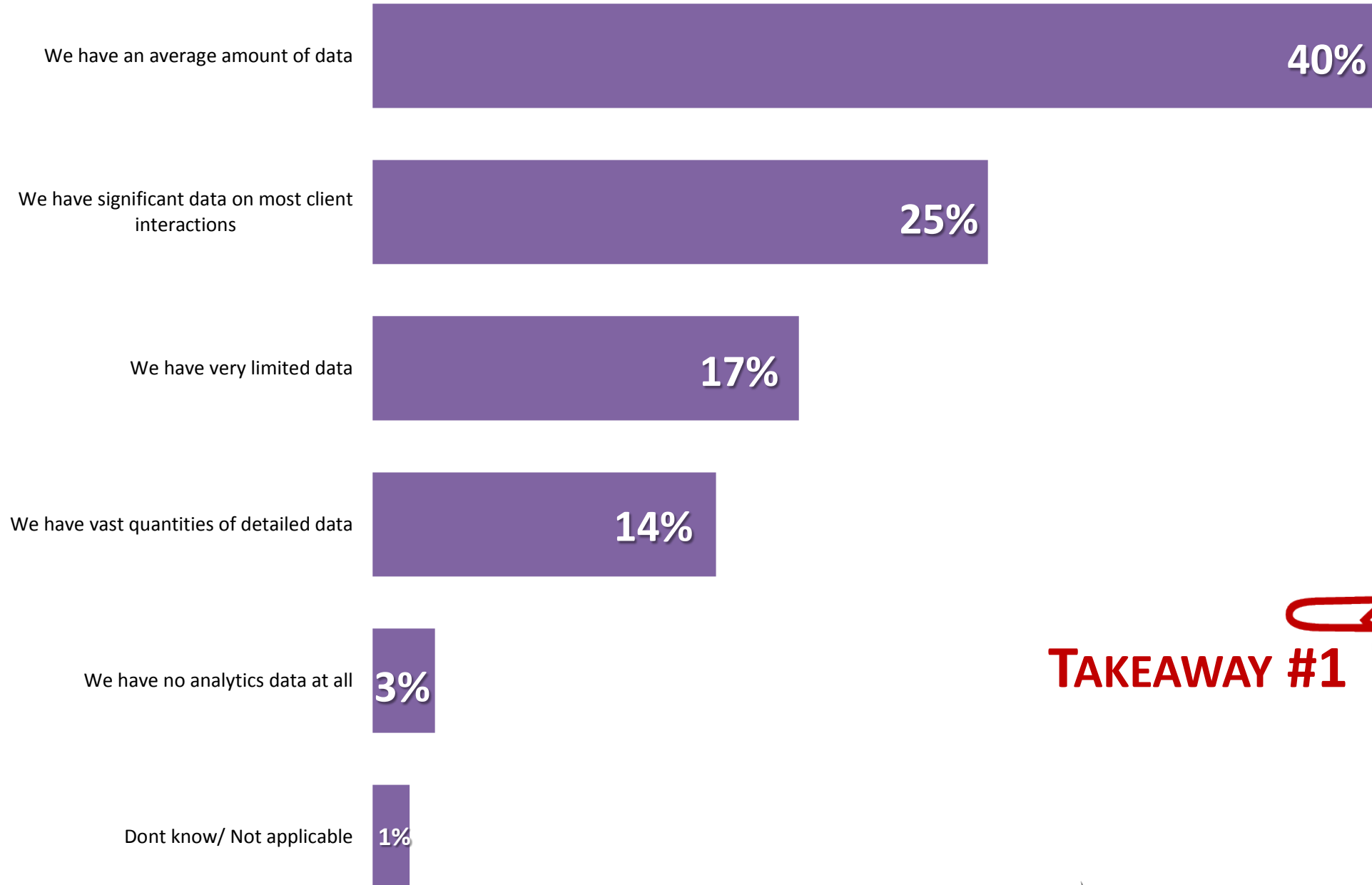
Best,

The MarketingSherpa Team



Most marketers have analytics data...

How much analytics data does your organization collect?



TAKEAWAY #1 



...But aren't always capitalizing on it...

Are you able to leverage your organization's analytics data to gauge marketing effectiveness?

I routinely and efficiently gain insight from our analytics

37%

I occasionally gain insight from analytics data

46%

I rarely turn to analytics data for insight

6%

I lack the tools or skills to turn data into actionable info

9%

I do not have access to our analytics data

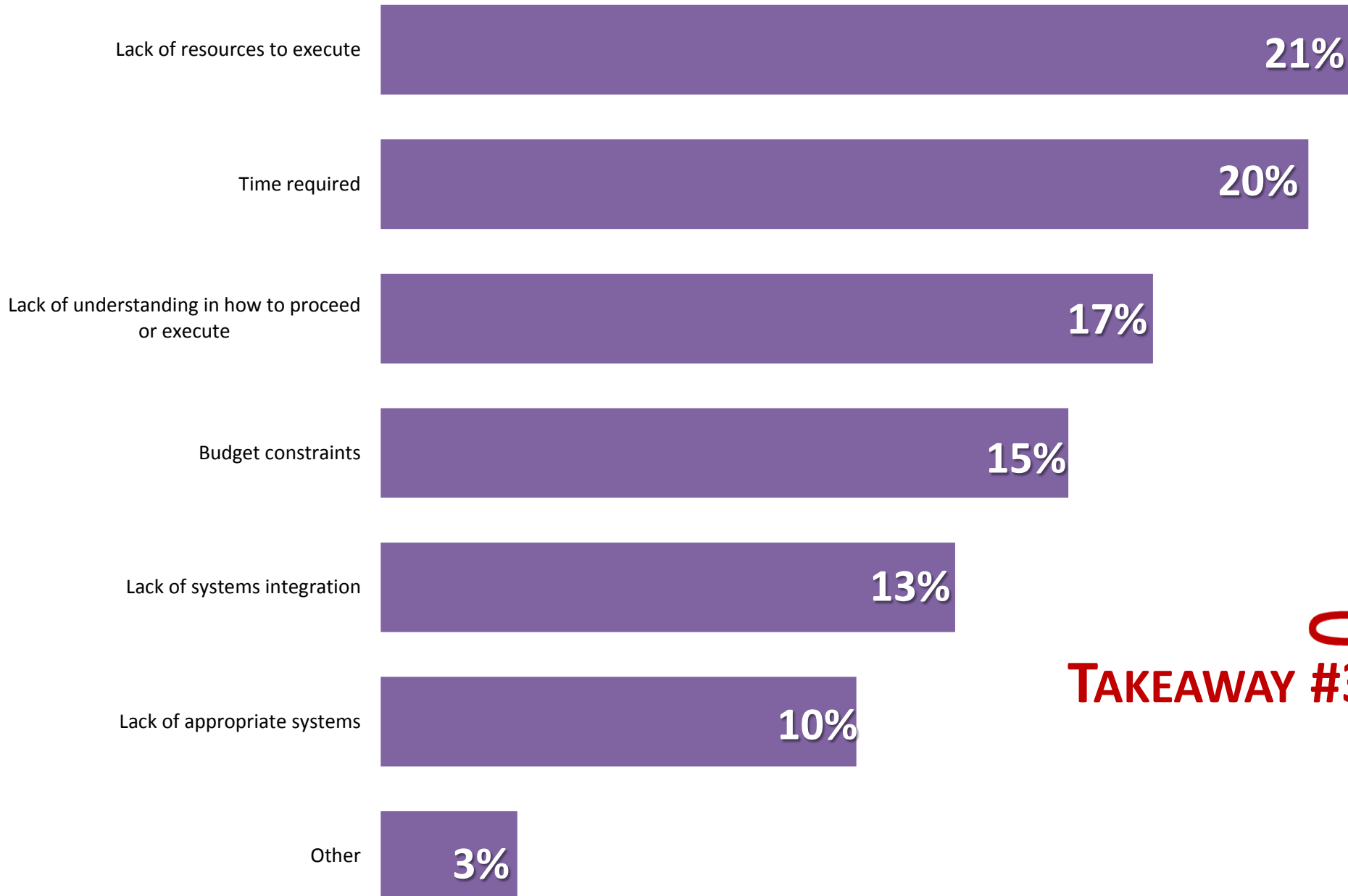
2%

TAKEAWAY #2 



Perhaps due to lack of resources and time

Which of the following do you consider the greatest challenge to effective use of marketing analytics?

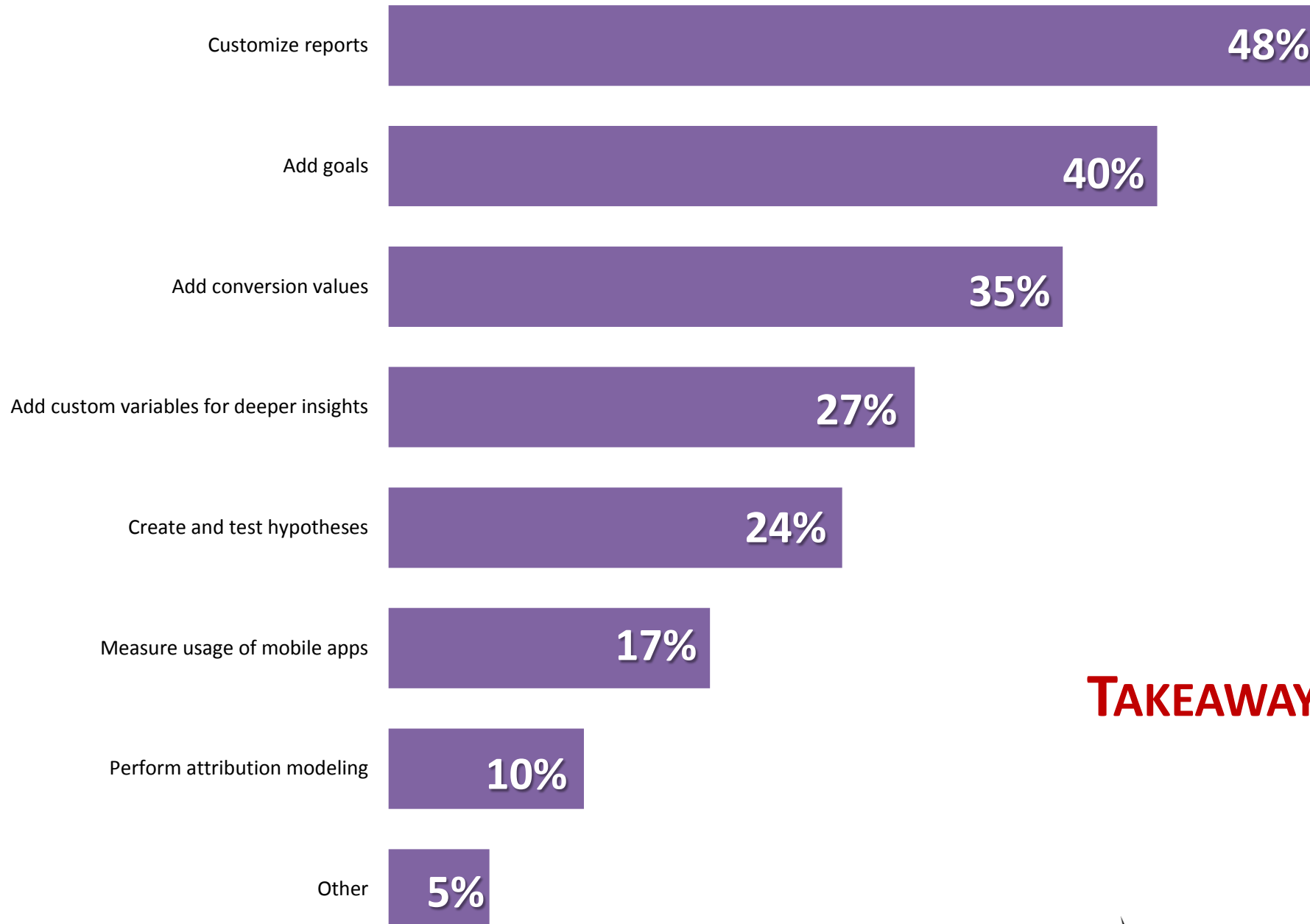


TAKEAWAY #3 



Marketers focus more on generating reports than gathering insights

How do you use your analytics platform beyond the default set-up to track message performance?

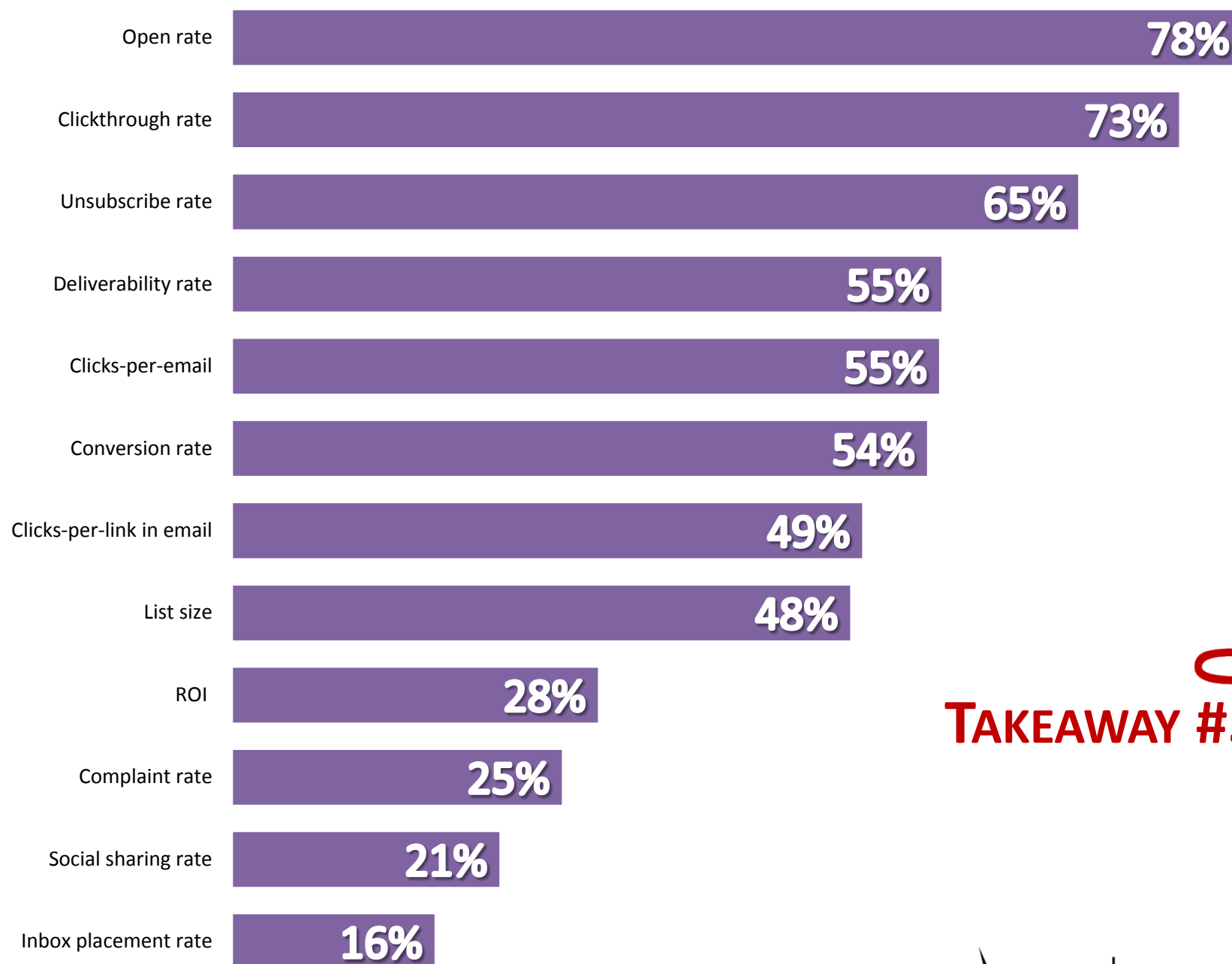


TAKEAWAY #4 



More marketers routinely track engagement-based metrics than revenue based metrics

Which of the following email marketing metrics does your organization ROUTINELY track?

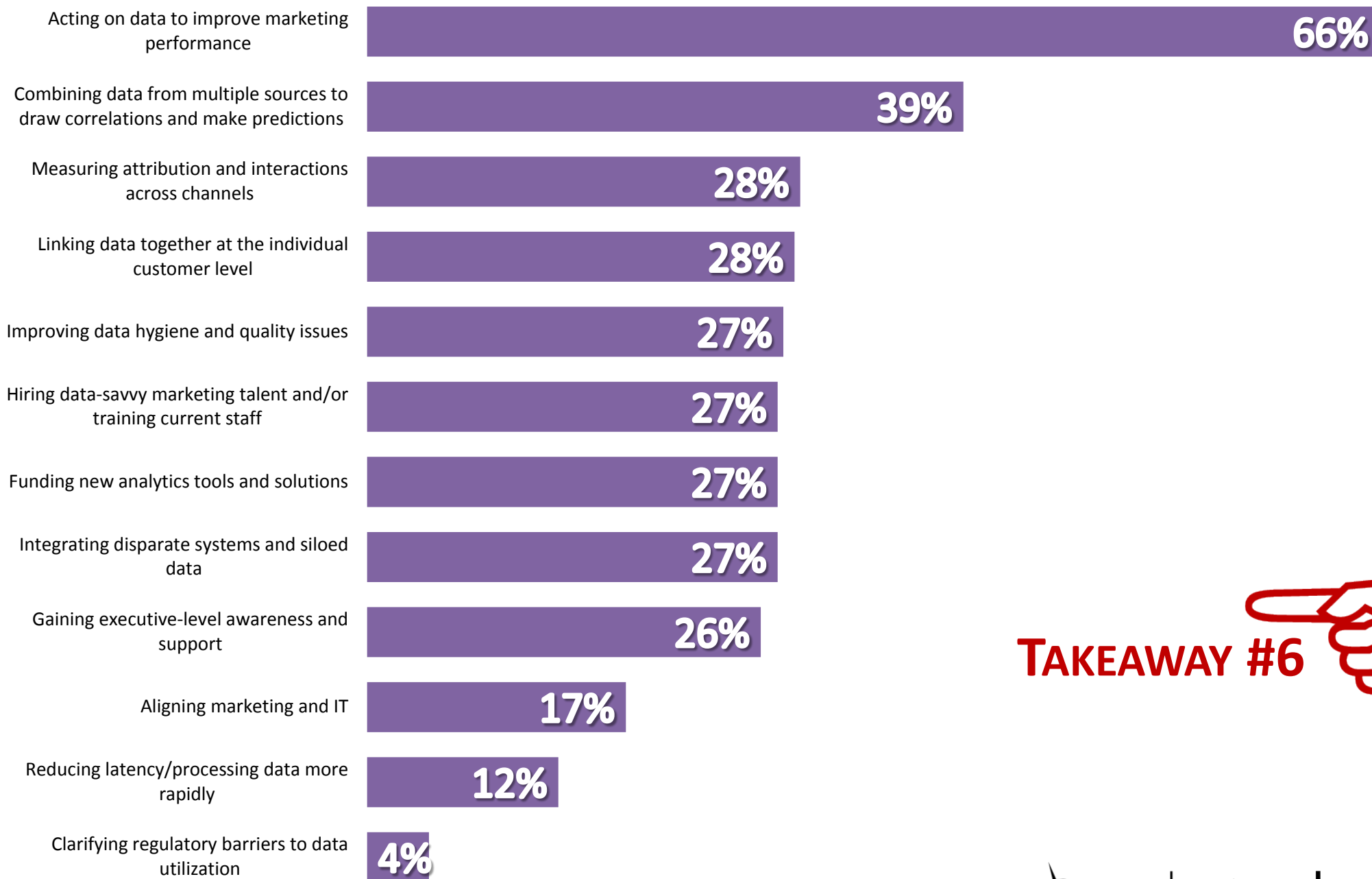


TAKEAWAY #5 



Regulatory barriers are of little concern to the vast majority of marketers

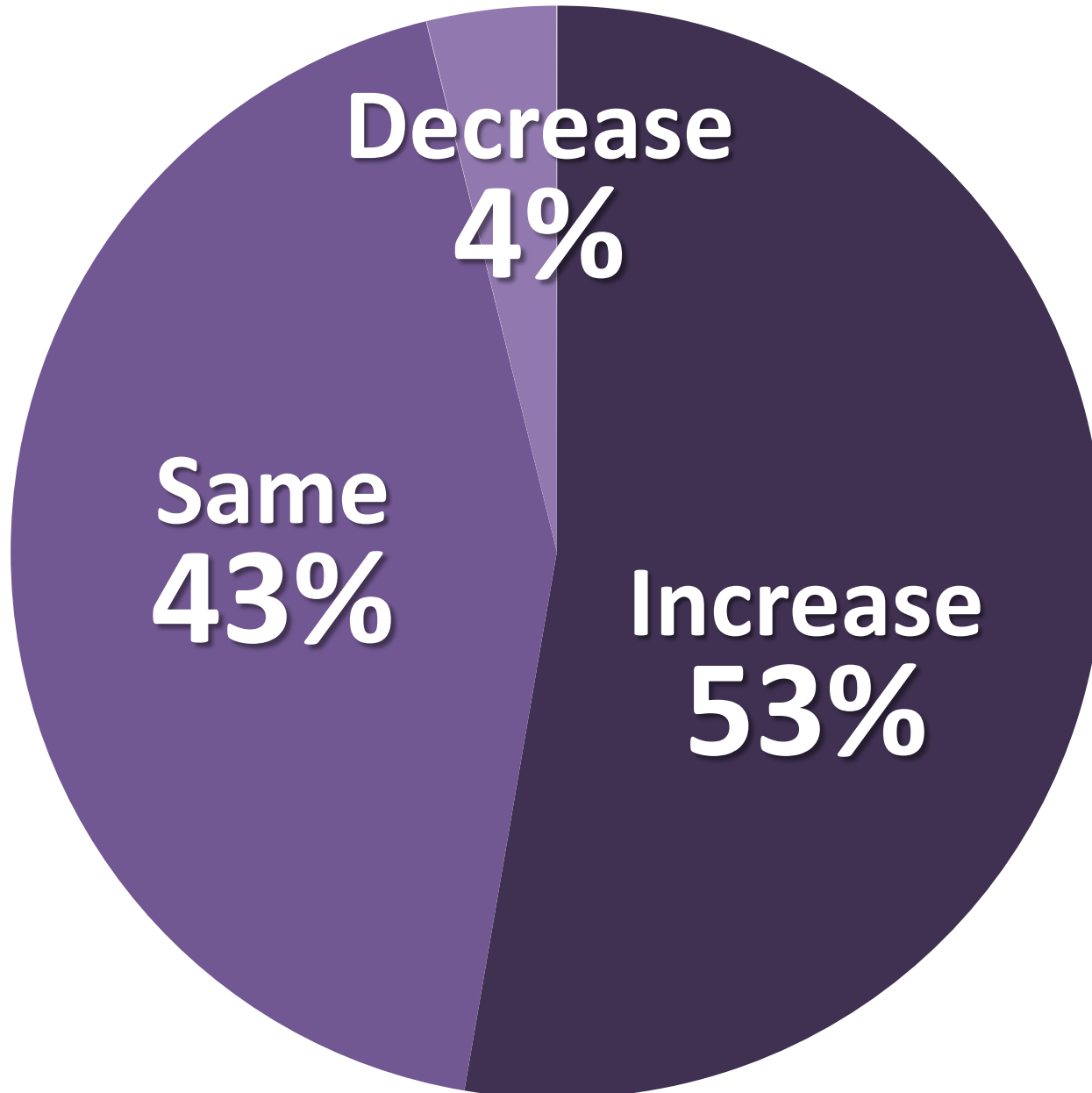
What are your organization's MOST IMPORTANT OBJECTIVES for marketing analytics in 2013?



TAKEAWAY #6

Despite (or perhaps because of) analytics challenges, budgets will likely increase

Is your investment in marketing analytics expected to increase, decrease or remain the same in 2013?



TAKEAWAY #7 

About MarketingSherpa LLC

MarketingSherpa is a primary research facility, wholly-owned by MECLABS, dedicated to determining **what works in marketing** via exclusive case studies, surveys, and results data analysis. Then we publish what we learn so our community of marketers and weekly readers can improve their results and train their teams.

Praised by *The Economist*, Harvard Business School's Working Knowledge Site and Entrepreneur.com, MarketingSherpa is distinguished by offering **practical, results-based marketing** information researched and written by a staff of in-house reporters.

MarketingSherpa features:

- **Best Practices:** 1,000+ brand-side marketer case studies and 3,500+ creative samples
- **Research:** 2,000+ marketing and research abstracts
- **Instruction:** 800+ how-to articles
- **Newsletters:** 230,000+ marketers read weekly case studies on topics such as email, search, social, lead generation, lead nurturing, optimization and content marketing
- **Training:** 100+ live, hands-on training sessions providing practical and proven solutions
- **Summits:** 3 annual vendor-neutral, research-based marketing events

About MECLABS

MECLABS is a science lab that uses real-world research and training to **help business leaders get better use out of sales and marketing technology and resources**, including Internet marketing, website optimization, and lead management. We have been involved in direct research partnerships with companies throughout Europe and North America since 2001.

MECLABS deploys a rigorous methodology to conduct research. This research is compiled from:

- More than **10 years** of research partnership with our clients
- **1,300** experiments
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