



# The ROI of Marketing Automation

Today, marketing automation isn't merely an option — it's essential to business success. A marketing automation solution can help you:

- Increase revenue
- Accelerate conversion
- Shorten sales cycles



## RETURN ON INVESTMENT

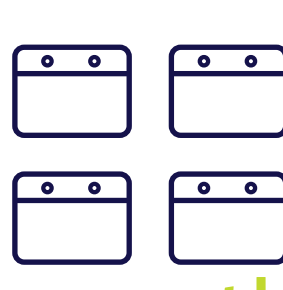


THE RETURN FOR EVERY \$1 INVESTED:



**\$6.66**

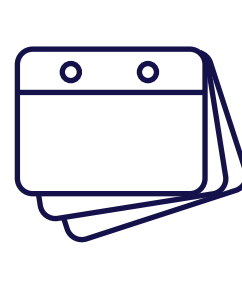
**4**-month



Average payback period

Year-over-year growth rates:

**10%**



\*Marketing Automation Drives Business Success," Nucleus Research, May 2019.

## PRODUCTIVITY

Automating **lead scoring, manual marketing sales activities, and prioritization of leads for sales\*** provides more time for high-performing programs and leads to increased productivity.



**21%**

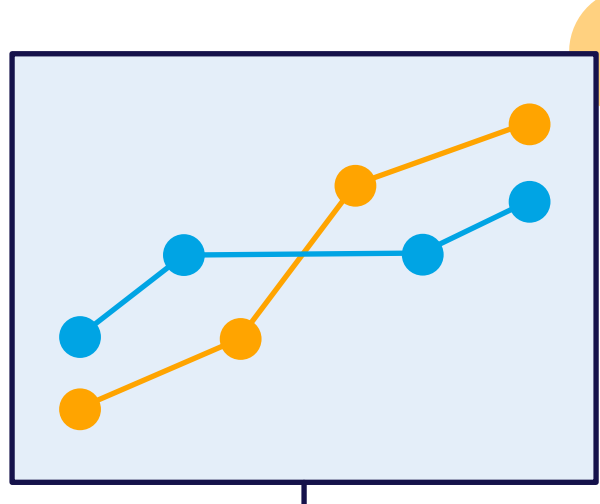
**UP TO 21% HIGHER PRODUCTIVITY**

for first-time marketing automation users

\*Marketing Automation Drives Business Success," Nucleus Research, May 2019.

\*Prioritization of leads for sales not included in the Nucleus Research report.

## CUSTOMER EXPERIENCES

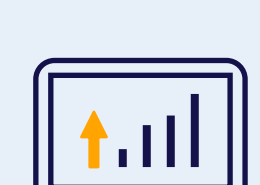
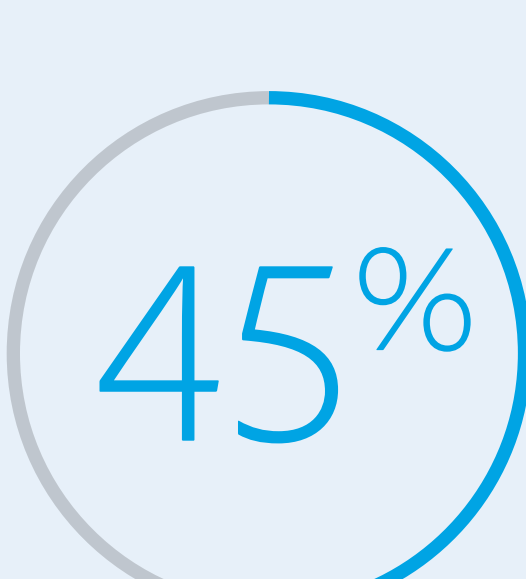


Marketing automation uses **machine learning** and **predictive analytics** to deliver the most relevant content.



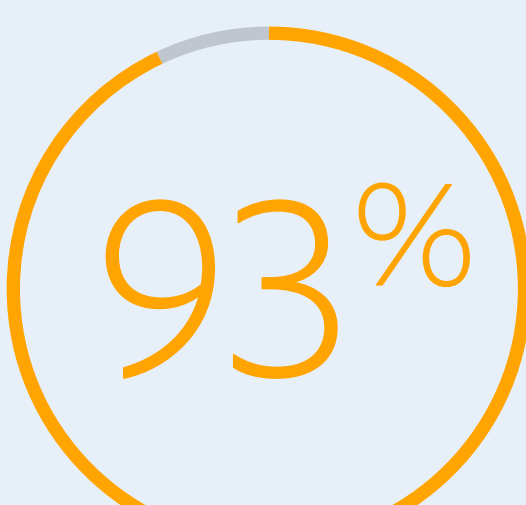
45% of marketers say personalizing content is the most effective way to improve customer experiences.

"Strategies, Tactics, and Trends for Customer Experience," Ascend2, September 2019.



93% of organizations with an advanced personalization strategy experienced revenue growth in 2018.

"2019 Personalization Development Study," Monetate, 2019.



Learn more about how marketing automation can drive ROI.

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