



**Advancing Growth**

# What The Research Says About Smarketing.

# Companies Who Carried Out The Research and What They Found:



Advancing Growth

DEMAND GEN<sup>®</sup>  
REPORT

Owned by  EMERALD



When teams are aligned, companies see **an average of 19% faster revenue growth and 15% profitability.**

The Marketing  
Weekly



Businesses with strong sales and marketing alignment are **67%** more effective at closing deals and **58%** better at retaining customers



- Generate **32% higher revenue**
- Retain **36% more customers**
- Achieve **38% higher win rates**

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**96% of** Sales and marketing professionals admit there are challenges with strategy alignment, including:

- Sales and marketing don't report to the same executive
- Marketing and sales don't measure success on the same KPIs
- Marketing and sales don't share goals and objectives



When teams are aligned, companies see **an average of 19% faster revenue growth and 15% profitability.**



High alignment generates **higher brand awareness and average deal size.** Failure to align sales and marketing teams is leading to wasted budget and resources as up to **60-70%** of B2B content is not being used and close to **75%** of marketing leads never convert into a sale.