



# MARKETING AUTOMATION INCREASES PRODUCTIVITY

ANALYST

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## THE BOTTOM LINE

**Marketing automation makes marketers 20 percent more productive.** Nucleus found that companies implementing marketing automation technology for the first time experience the greatest productivity gains. Improving data management capabilities, automating manual tasks, and reducing reliance on IT had the greatest impact on increasing productivity.

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Marketers are more productive with marketing automation than they are without it. Nucleus evaluated the ROI case study data of first-time and second-time implementers of marketing automation software to determine how much marketing automation increases the productivity of marketers.

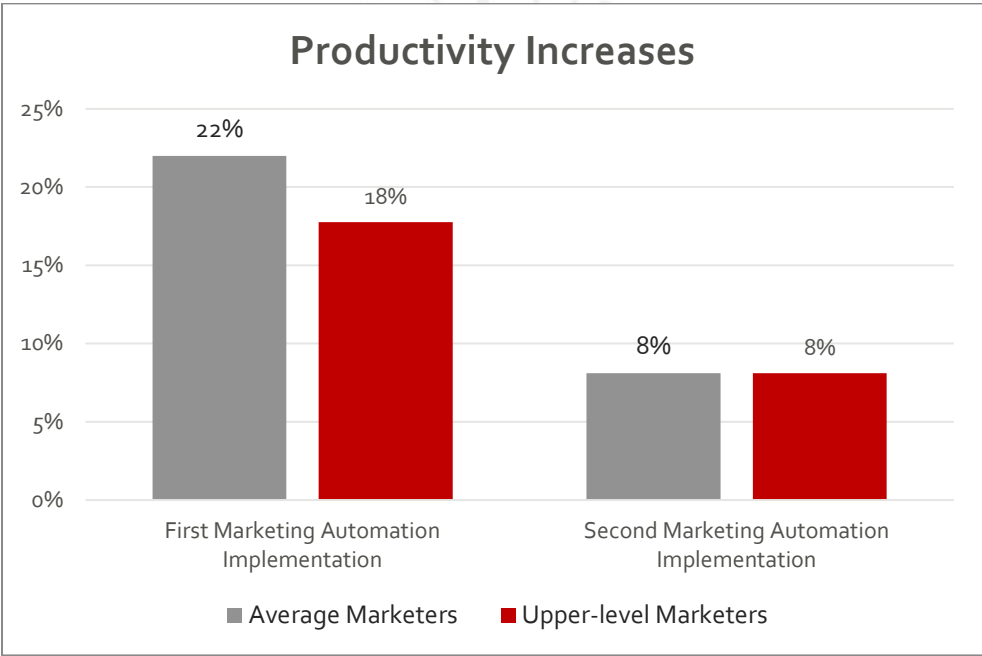
## PRODUCTIVITY GAINS

Companies implementing marketing automation for the first time are usually in the “mature” phase of their marketing department’s development. They have distinct, internal marketing departments that leverage customer relationship management (CRM) and e-mail marketing software to execute a clearly defined marketing strategy. However, many lack the functionality needed to support the company as it scales. Nucleus found that this is when 90 percent of companies turn to marketing automation (Nucleus Research, *R93 – When to maximize marketing returns*, May 2017).

For these first-time implementers, Nucleus found that marketing automation increases the productivity of lower and mid-tier marketers by an average of 22

percent. For upper-level marketers – including managers, vice presidents, and CMOs – it increases productivity by an average of 18 percent. Companies implementing marketing automation for the first time can expect to experience an average productivity increase of 20 percent across their marketing departments.

Companies transitioning from their first marketing automation solution to a new one, usually due to dissatisfaction or functional limitations, also experienced productivity gains. Nucleus found that productivity increased by an average of 8 percent for both average marketers and upper-level marketers.



## CONTRIBUTING FACTORS

The greatest impact on increasing employee productivity is in time savings. Productivity gains are greater for companies implementing marketing automation for the first time because they can eliminate more manual and time consuming tasks. Based on the ROI case study data of first-time implementers, Nucleus identified the top three processes that, once eliminated by marketing automation technology, had the greatest impact on marketers' productivity:

- **Data management.** In the earlier stages of the marketing department's development, marketers spend a lot of time managing data. By implementing marketing automation, marketing departments eliminate tasks such as manual data uploads, manual data cleansing, and the use of Excel spreadsheets to manage leads. This has a significant impact on increasing productivity.

- Reduced reliance on IT. Marketing departments are heavily reliant on IT prior to implementing marketing automation. Marketing automation enables a front-end user to perform many of the tasks that once required the technical expertise of IT, such as building forms, templates, landing pages, and integrating point-solutions. Being less reliant on other departments makes marketers more productive, as well as more accurate when it comes to projecting timelines.
- Automation. At the core of marketing automation is the ability to automate processes to make marketers more efficient, such as e-mail marketing campaigns, reporting, and ground-level, administrative tasks. In addition to increasing productivity, automation has a high impact on the overall return on investment (ROI) of marketing automation implementations, as well (Nucleus Research, *r49 – Two main factors affecting marketing ROI*, March 2017).

## CONCLUSION

As marketing departments grow, they are faced with the decision to either hire more employees or improve the productivity of the employees they already have. In the long run, increasing the productivity of current employees is more cost effective. With marketing automation's low total cost of ownership, companies recoup their investment quickly and save hundreds of thousands of dollars annually on avoided new hires. The companies included in this report experienced an average payback of under four months, in fact. Although marketing automation delivers an array of direct and indirect benefits, companies undergoing rapid growth and expansion should consider implementing marketing automation for its productivity benefits alone.