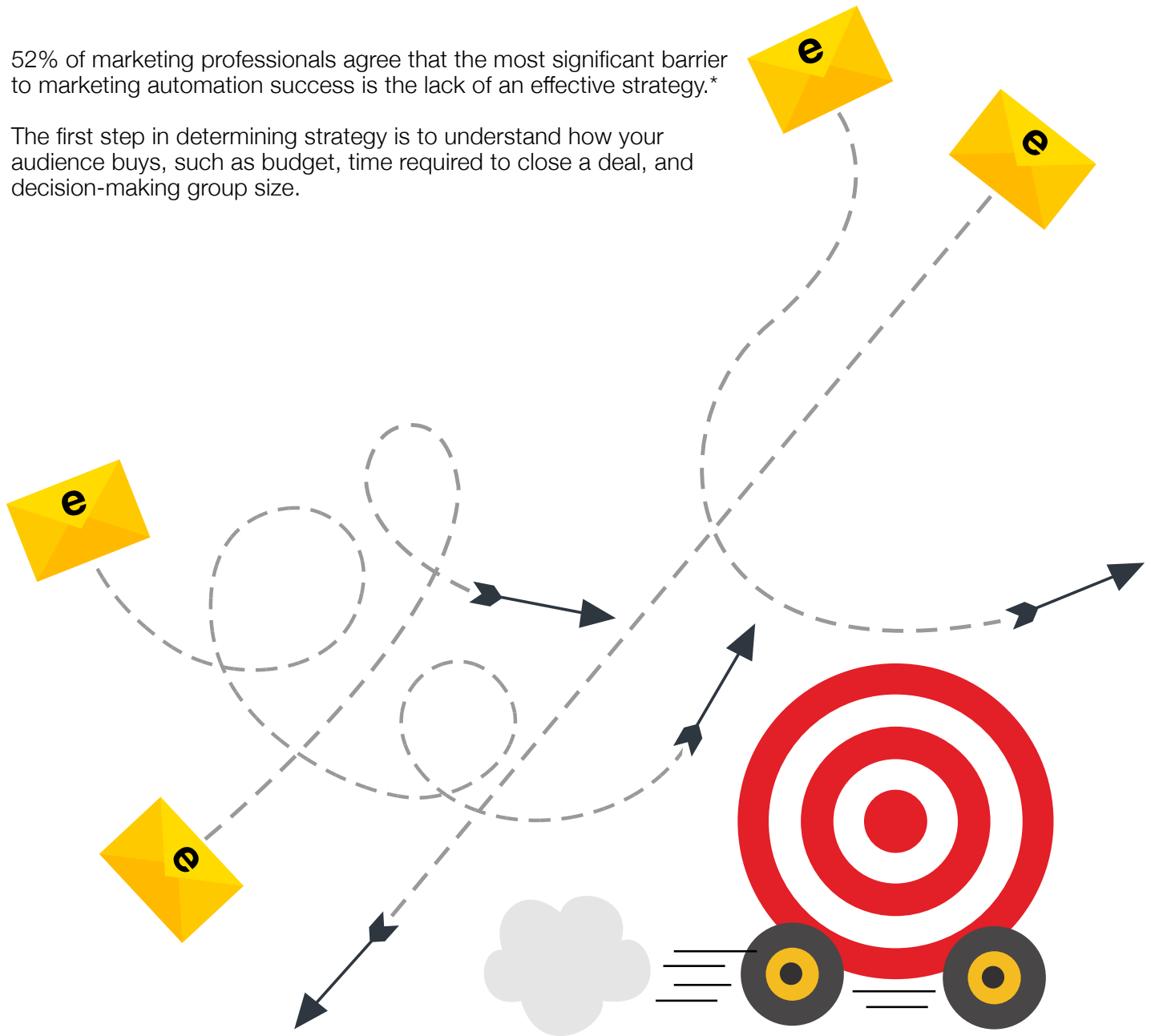


# NO MARKETING AUTOMATION STRATEGY?

52% of marketing professionals agree that the most significant barrier to marketing automation success is the lack of an effective strategy.\*

The first step in determining strategy is to understand how your audience buys, such as budget, time required to close a deal, and decision-making group size.



\*Marketing Automation Trends Survey, Ascend2 and Research Partners, February 2016