



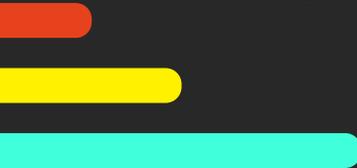
**SmartBug.**

**BENCHMARK REPORT**

Where  
RevOps  
& Inbound  
Collide  
**IN 2021**

Unveiling the future of revenue operations and how it's changing inbound marketing

FEATURED PARTNERS



 **terminus**

**Typeform**

 **vidyard**

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# A Word From **Jen Spencer**, Our Chief Revenue Officer

It's an exciting time for inbound and revenue operations (RevOps). Technology is racing forward, the corporate landscape is shifting quickly, and RevOps is rising to the top of many leaders' priorities lists.

At SmartBug Media<sup>®</sup>, we're seeing those changes creep into inbound marketing, spread, and expose both gaps and opportunities for marketers to succeed.

We wanted to dig into the truth behind these possibilities, so we surveyed 200+ revenue leaders from across the globe and gathered their insights into RevOps. In this 2021 benchmark report, we found that trends are converging, and RevOps and inbound marketing are on course to collide in the near future.

But we didn't want to leave marketers with knowledge of trends and no way to face them. That's why in addition to digging into the data, this report lays out the advice of experts to help your inbound team meet trends head-on.

Whether you want to understand the shifting role of RevOps or you are a marketer who needs to stay ahead of these changes, this report is for you. I hope it helps you brace for change and sparks success for your operation in 2021 and beyond.



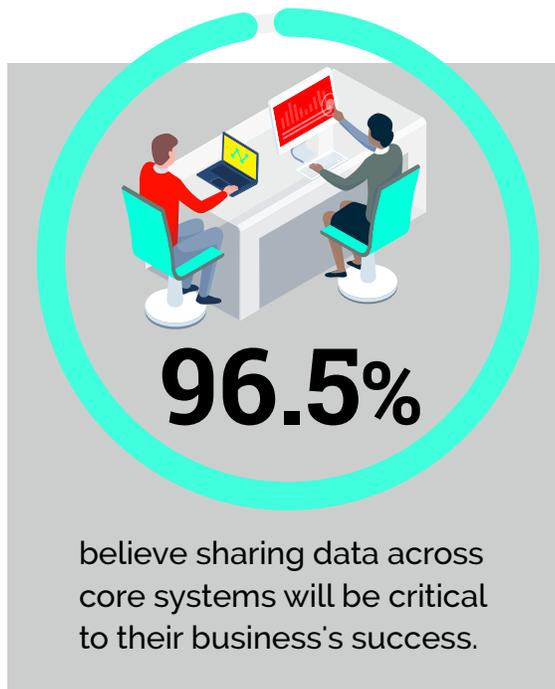
**JEN SPENCER**  
Chief Revenue Officer



## TAKEAWAY 1

# Leaders Crave More Connected Technology and Teams

For a successful RevOps future, businesses appear to know they need to use strategy, implementation, and technology to unify their customer success teams. Sixty-four percent of corporate leaders say they'd walk away from purchasing new technology if it doesn't include a native integration to their CRM, and 96.5 percent of organizations believe sharing data across core systems will be "important" or "very important" to their business's success.



One does not simply walk into a private slack channel. Collaboration doesn't just mean allowing people to collaborate within your product. Allowing collaboration within an ecosystem can have far-reaching effects.

**Alex Armstrong** | Senior Account Based Marketer at Typeform

A dark grey rectangular box with a white and red triangular graphic at the top left. It contains a small portrait of Alex Armstrong, a man with a beard and short hair, looking directly at the camera. Below the portrait is a quote in white text, and at the bottom is his name and title in white text.



Account-based marketing started out as a way to focus marketing efforts and create opportunities with specific companies. Since then, the practices have seeped into every part of a company's go-to-market strategy and it's doing a wonderful thing: It's allowing teams to create a connected customer experience. From the very first ad all the way to a renewal, the best companies are anchoring their customer-facing teams around account-data that allows them to provide the kind of remarkable experiences that create raving fans and predictable revenue growth. RevOps is at the heart of this all. They're the ones that empower customer-obsessed teams to create amazing experiences.

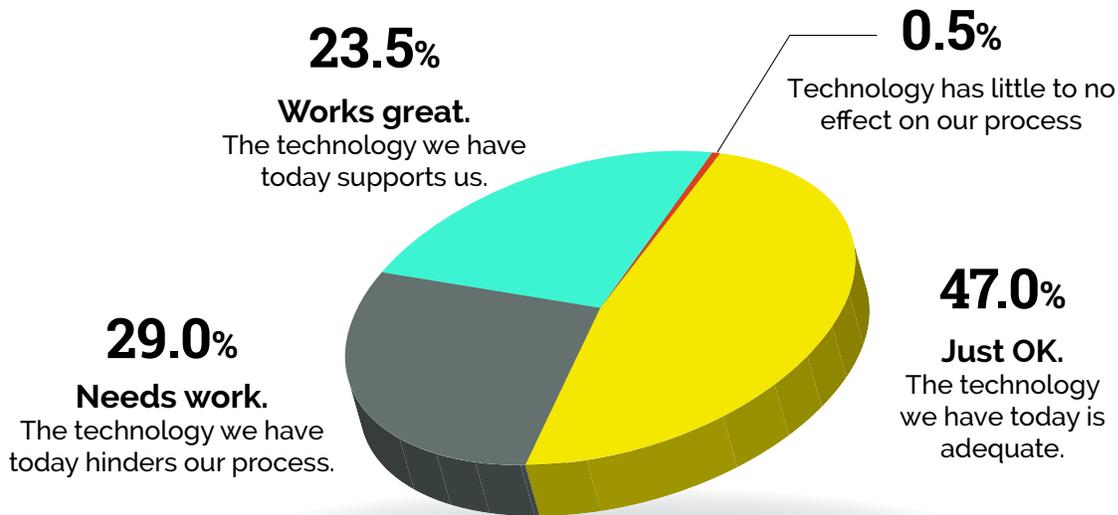
**Justin Keller** | VP of Brand Marketing at Terminus

64%

of corporate leaders say they'd walk away from purchasing new technology if it doesn't include a *native* integration to their CRM.

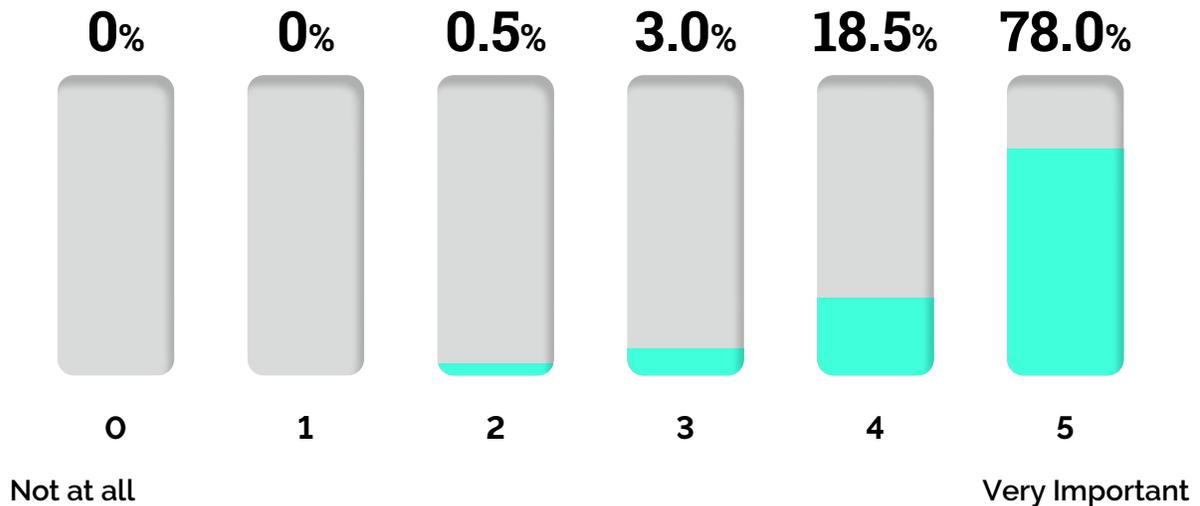
## Questions and Findings

When considering your organization's cross-departmental processes, how well does the technology you have today support your success?



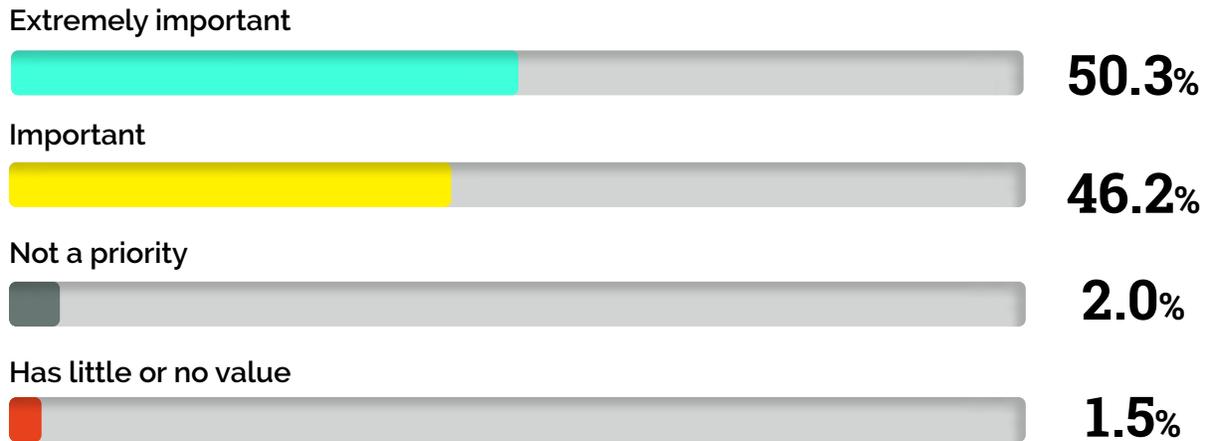
Five years from now, how important will sharing data across your core systems (e.g. CRM) be to your business' success?

4.7 Average rating





## How important will sharing a common tech stack between marketing, sales, and customer success teams be to your organization's success in the next 5 years?



You need the leader to understand how to structure this data in the right way so that it's not going to break in the future and so that it's usable on a day-to-day basis.

**Dan Wardle** | Head of Sales at Vidyard

### What It Means for Inbound Marketers

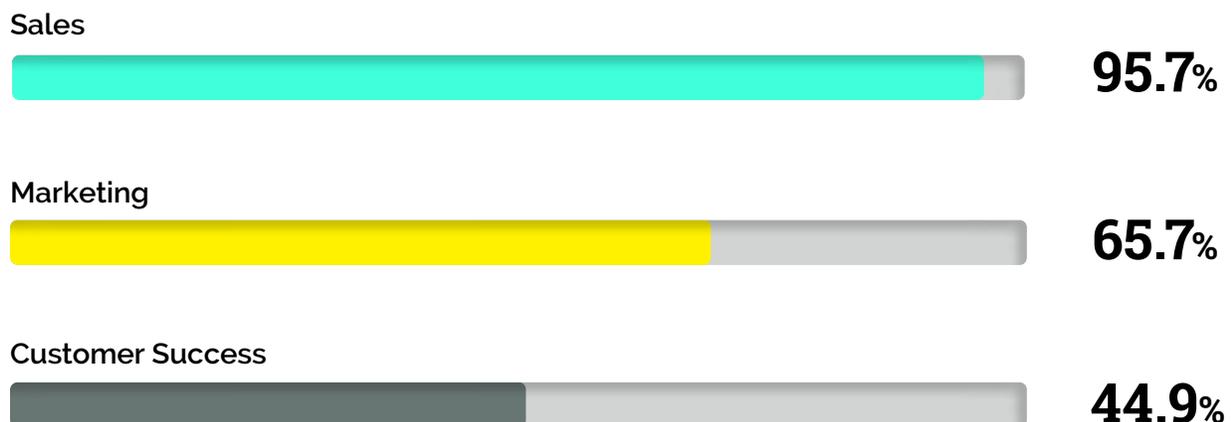
Inbound marketers need to start bringing it all together. That means mastering strategy within the most connected CRMs. It also means finding new ways to collaborate with other departments throughout the organization.

## TAKEAWAY 2

# Leaders May Need Help to Become More Connected

Despite a clear desire for more connected teams and technology, less than half of organizations say their entire sales team has access to their marketing platform. It is also worth noting that most organizations realize sales needs to be measured on revenue generation, but only 65 percent apply the same standard to marketing. Even fewer tie revenue generation to customer success.

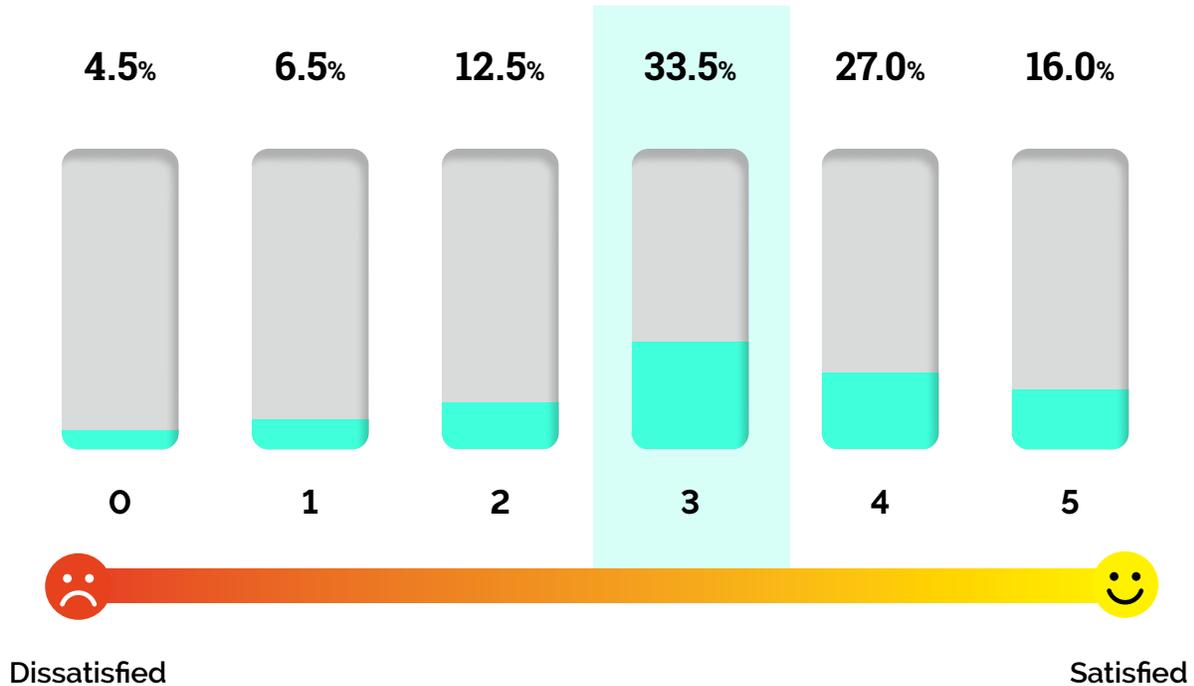
**At your organization, which team(s) are measured on revenue generation?**



## Questions and Findings

How satisfied are you with your current system's abilities to share data across departments?

3.2 Average rating



### What It Means for Inbound Marketers

These trends suggest inbound marketers need to shift their strategies to account for RevOps needs. It may no longer be enough to deliver lead generation and nurturing strategy; a call for both strategy and implementation could be coming.

## TAKEAWAY 3

# RevOps Is Growing, but Not All Teams Are Aligned

Companies are ramping up their RevOps teams. More than half (58 percent) of companies plan to hire one or more people to manage operations in the coming year. However, when it comes to their revenue team's ability to regularly report performance metrics and aligned views, only 25 percent of respondents say they're satisfied with their team's current approach.



**58%**

of companies plan to hire one or more people to manage operations in the coming year.

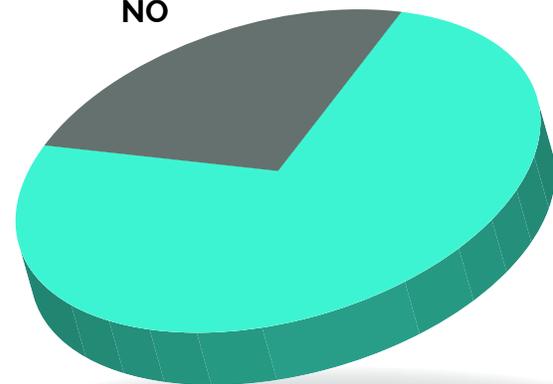


**25%**

of respondents say they're satisfied with their team's current approach.

Does your organization have any full time employees focused solely on operations?

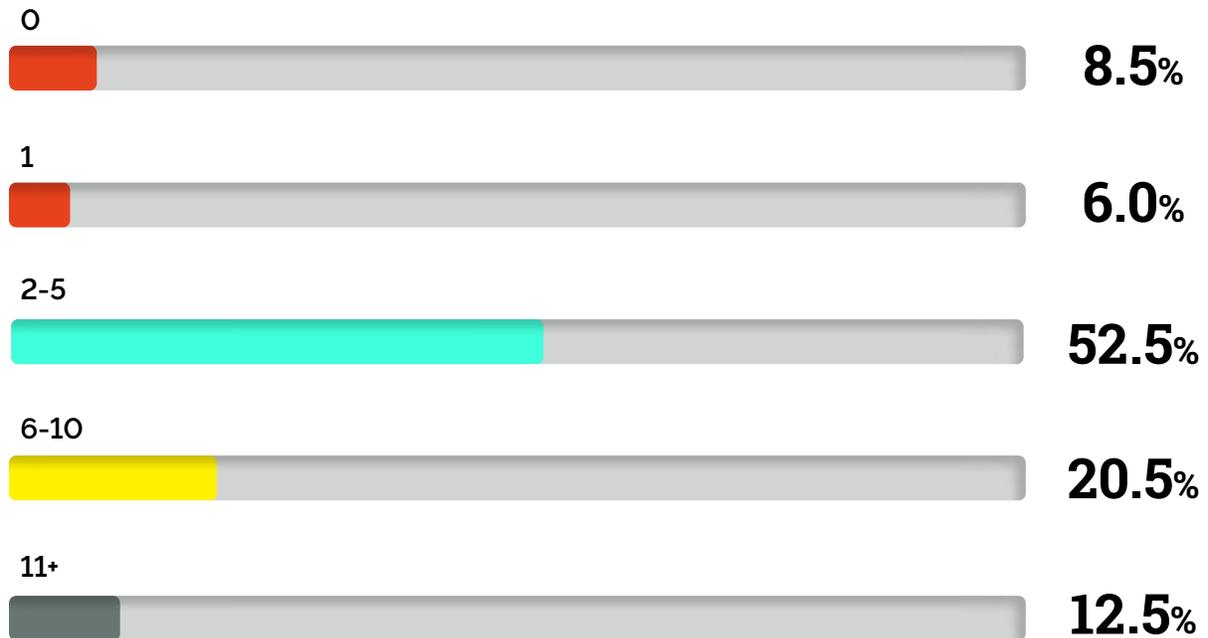
**24.5%**  
NO



**75.5%**  
YES

## Questions and Findings

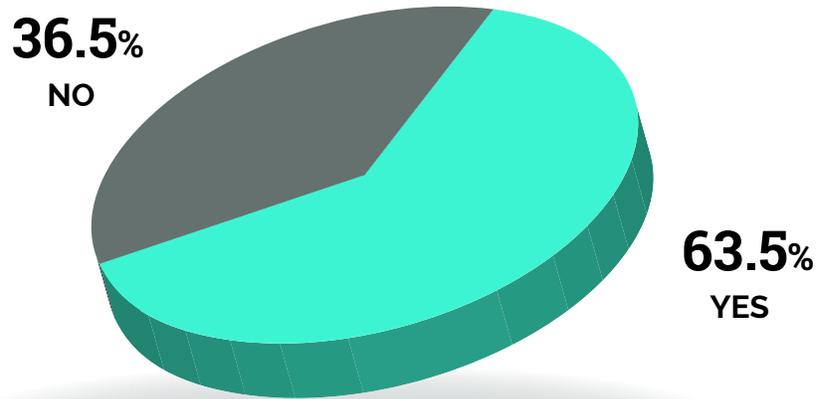
How many integrations are currently active in your CRM and/or marketing automation?



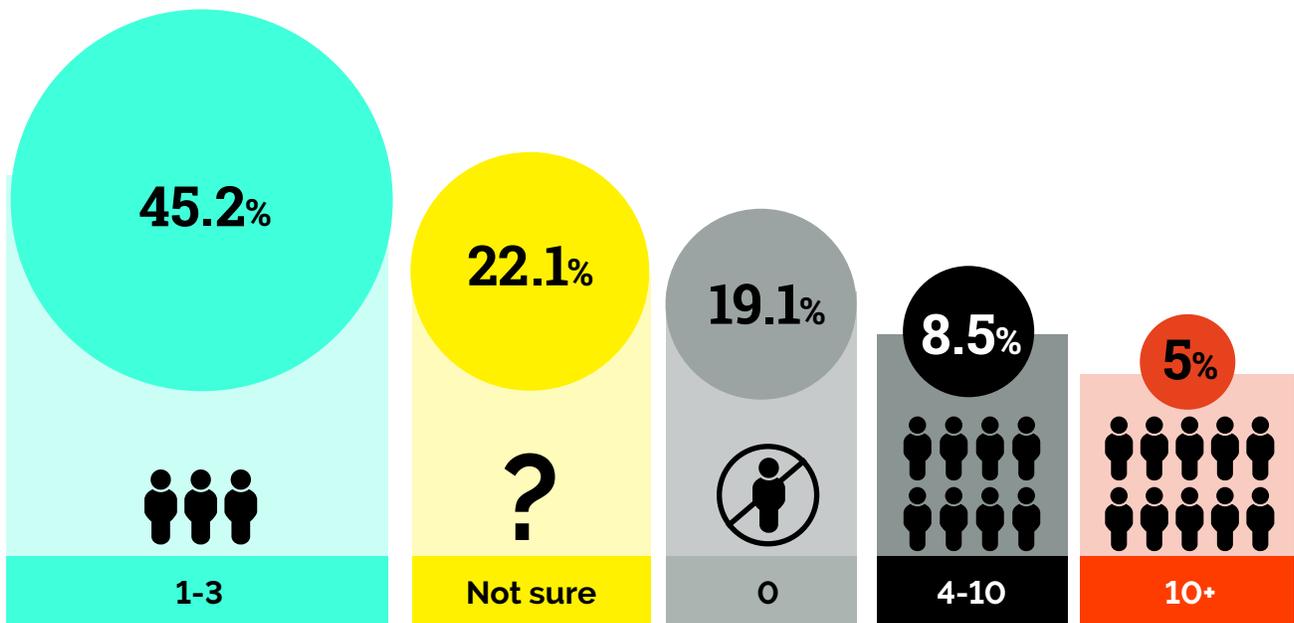
Administering a tech stack can turn into point solution soup before you have time to say 'Build synergy by peeling back the onion but don't boil the ocean.' As a growing company ourselves, we have been guilty of overindulging in technological solutions at times. Part of growth is understanding how to consolidate your tool set.

**Alex Armstrong** | Senior Account Based Marketer at Typeform

Is your organization planning to make any significant investments in revenue operations this year, including people, process and/or technology?



Approximately how many people will be hired in the coming year to manage operations?



## Do your revenue teams regularly report on performance metrics for a consistent, aligned view?

Yes, but I'd like my team to improve in this area



Yes, and I'm satisfied with my team's current approach



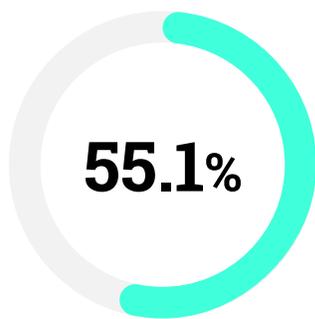
No, but this is a top priority for us



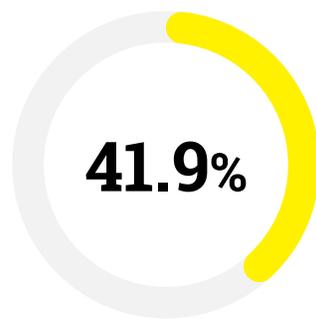
No, and I'm satisfied with my team's current approach



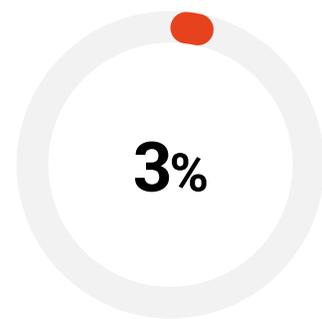
## When it comes to your organizations goals, how aligned is your revenue team's vision?



Adequately aligned



Needs more alignment



Has little or no effect on my company



It's the most important thing you can do to have all of your teams working toward the same destination.

**Mallory Lee** | Senior Director, Revenue Operations, Terminus

## What It Means for Inbound Marketers

Inbound marketers have a golden opportunity to step up and fill the needs of corporations, but they need to re-evaluate their role as marketers. The best marketing teams will become one-stop shops that deliver strategy and implementation. That means they can lay out a lead-capture vision, but it also means they are prepared to add a technical framework and the know-how to execute—all at once.

## TAKEAWAY 4

# Organizations Need Help Cleaning Up Their Tech Stacks

Despite recognizing the need for unified technology and teams, only 30 percent of respondents have fewer than five internal technology tools. A solid 57 percent of companies have 5-20 internal tools. As a result, leaders appear to be looking to integrations for more connectivity, with 89 percent of leaders saying adding custom integrations will be somewhat important or critical to their company's success within five years.

A circular infographic showing 30% of respondents have fewer than five internal technology tools. The number 30% is displayed in large black font inside a light gray circle with a teal-colored segment on the right side.

**30%**

of respondents have fewer than five internal technology tools.

A circular infographic showing 57% of companies have 5-20 internal tools. The number 57% is displayed in large black font inside a light gray circle with a teal-colored segment on the right side.

**57%**

of companies have 5-20 internal tools.

A circular infographic showing 89% of leaders say adding custom integrations will be somewhat important or critical to their company's success within five years. The number 89% is displayed in large black font inside a light gray circle with a teal-colored segment on the right side.

**89%**

of leaders say adding custom integrations will be somewhat important or critical to their company's success within five years.



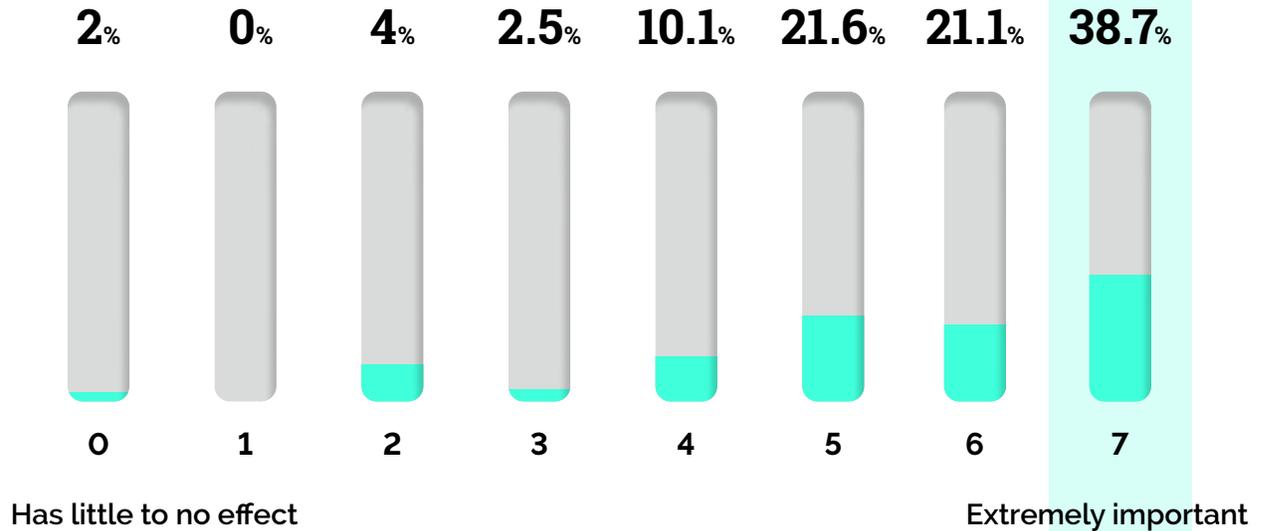
What we're constantly trying to do is make the integrations work ... The integrations are key.

**Dan Wardle** | Head of Sales at Vidyard

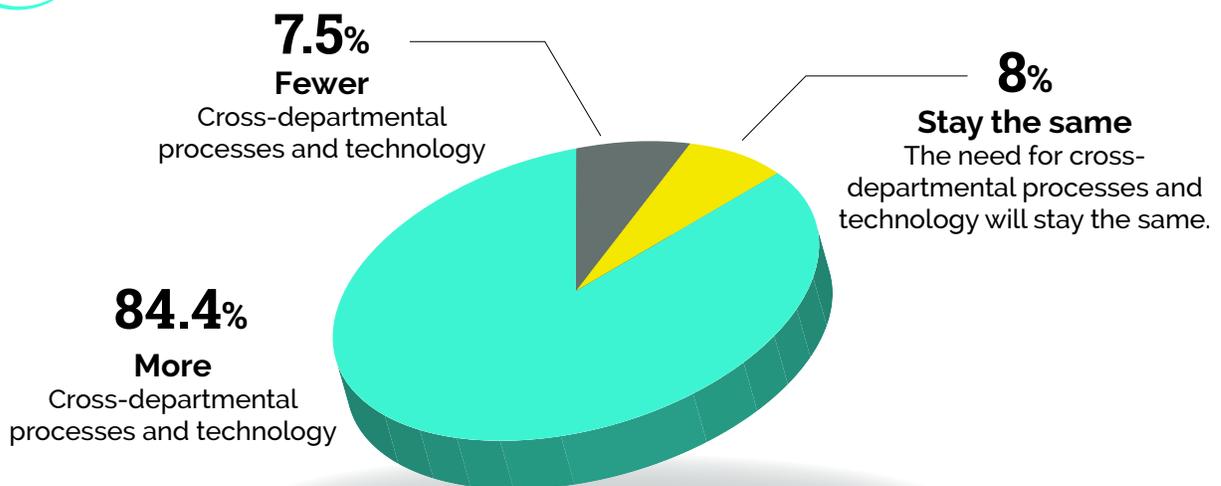
## Questions and Findings

How important will cross-departmental collaboration and connectivity be to your next technology purchasing decision?

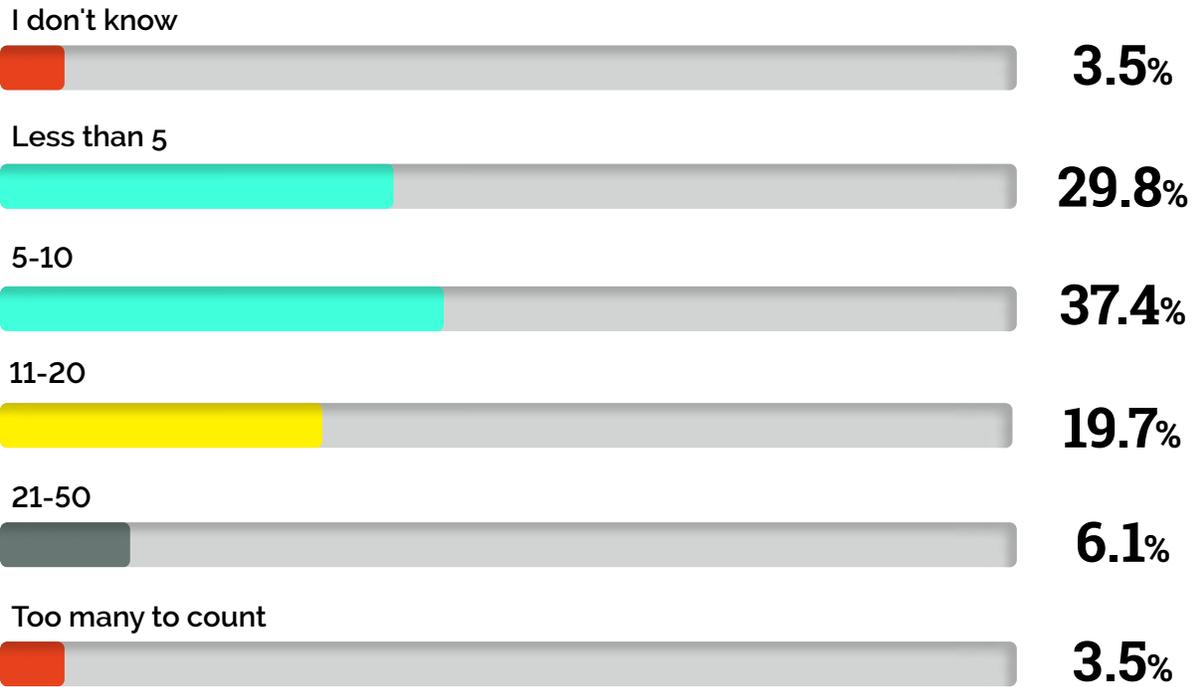
5.6 Average rating



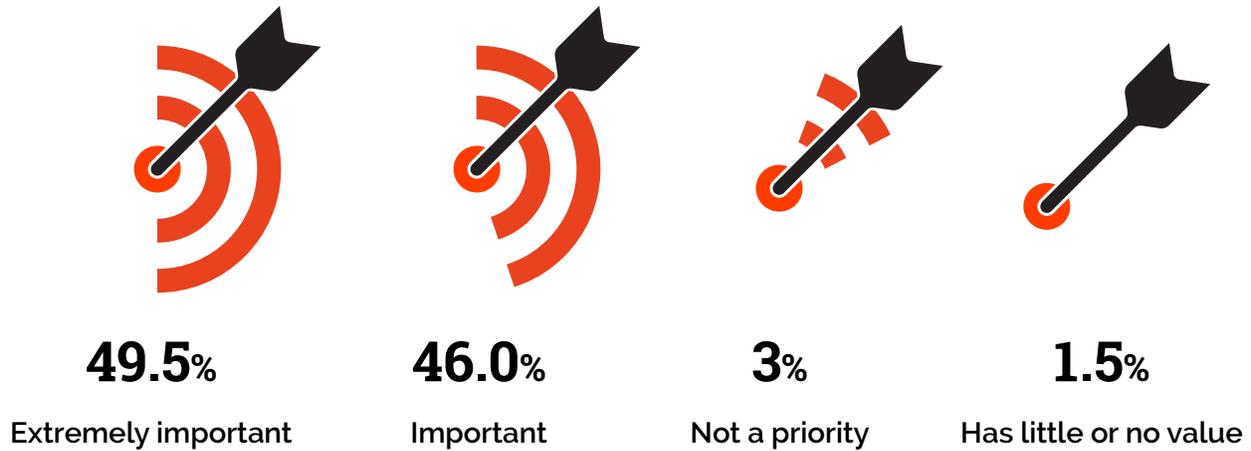
For my organization to be successful five years from now, our leaders will need:



**Approximately how many internal tools total does your Sales, CS, and Marketing team use, including your CRM Platform?**

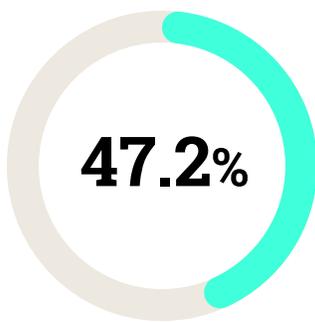


**How important is unifying your tech stack across departments to accomplishing your goals?**

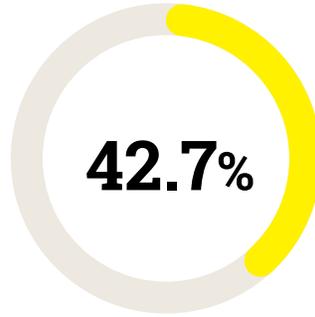


IN THE NEXT  
**5** YEARS

How important will adding custom integrations to your current systems be to your company in the next 5 years?



It's critical to our company's success

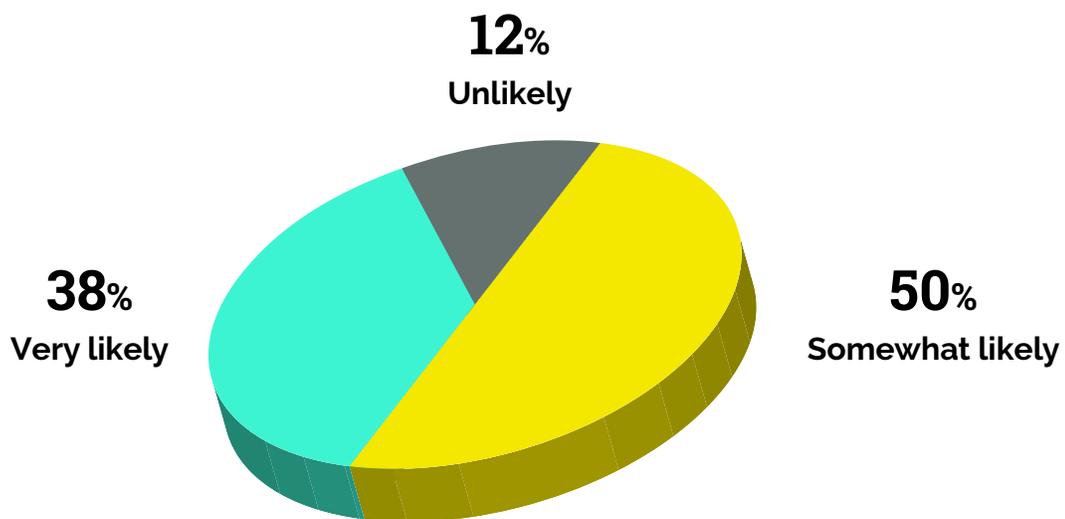


It's somewhat important to our success



It will have little effect on our success

How likely are you to build or buy new integrations to add more connectivity to your CRM or marketing automation platform in the future?





The trend we're continuing to see is emphasis on collaboration across departments ... The most important thing is that it all integrates and the data sources are the same for all the tools.

**Mallory Lee** | Senior Director, Revenue Operations, Terminus

## What It Means for Inbound Marketers

Unified teams and connected technology form the cornerstone of most corporations' ideal RevOps vision. As always, marketers need to understand how to run strategy within connected systems. However, to be successful in the future, they will need to know how to deliver integrations—bridging the gap between strategy and implementation to help RevOps leaders reach their goals.

# Study Demographics



## The Numbers

# 200+

Our report surveyed 200+ revenue leaders from across the globe.

# 37%

The largest percentage of leaders polled led small businesses, with 37 percent of responding businesses reporting 0-50 total employees.

# 22%

Twenty-two percent were part of a large corporation with more than 500 employees.

# 43%

Forty-three percent reported a 10-50 percent revenue increase YoY last year.



## Markets Represented

- Software (SaaS)
- Marketing & Advertising
- Financial Services
- Professional Services
- Healthcare & Senior Care
- Learning & Higher Education
- Manufacturing
- Telecommunication
- Retail



## Seniority Level

- C-Level/Executive
- Director
- Senior Director
- Manager
- Senior Manager



## Departments Represented

- Marketing
- Sales
- RevOps
- Customer Success



## Geographies Represented

- North America
- Europe
- Asia/Pacific/ANZ
- Africa
- Latin America/Caribbean

# THANK YOU

We want to extend a special thank you to our contributors:

 terminus

Typeform

 vidyard

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## Want Help Reaching Your Marketing and RevOps Goals?

Schedule a call with one of our experts today.

Let's Talk

**SmartBug.**