

# WHERE'S THE VALUE IN DIGITAL MARKETING?

The digital marketing industry is worth more than \$62 billion in the U.S. It is made up of two broad sets of activities, Customer Acquisition and Customer Optimization. Nearly every online company has invested in some form of acquisition but few have mastered the tools of optimization. Both are crucially important to a company's bottom line.

## CUSTOMER ACQUISITION

Activities that drive relevant traffic to your online properties.



## CUSTOMER OPTIMIZATION

Activities that improve the user experience and turn more visitors into customers.

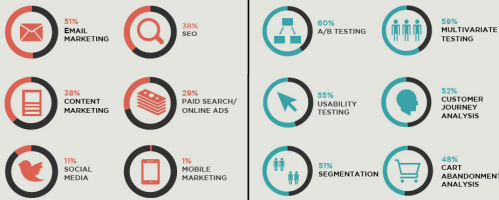


Conversion rate is the ratio of achievements of a defined goal (purchase, signup) to the number of applicable visits to the website.

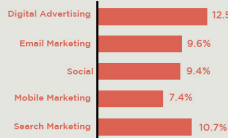
## ACQUISITION CHANNELS QUICKLY BECOME SATURATED

## PLACING A PREMIUM ON COMPANIES THAT HAVE A HIGHER CONVERSION RATE

### WHICH TACTICS WORK BEST?



### SPENDING



**LACK OF RESOURCES (52%)** was the most commonly cited barrier preventing organizations from improving conversion rates followed by lack of budget (36%) and conflict of interest between different departments (28%).

**DESIGN, DEVELOPMENT AND MAINTENANCE** of corporate website makeup **10.7%** of the digital marketing budget.

### AVERAGE CONVERSION RATES



**THREE OUT OF FIVE** businesses believe that conversion rate optimization is crucial to their overall digital marketing strategy.

Organizations that adopt a structured approach to improving conversion rates **ARE TWICE AS LIKELY TO SEE AN INCREASE IN CONVERSION.**

**36% OF B2B MARKETERS** say they can't accurately attribute online conversions to the correct marketing channels.

### CONVERSION TRENDS IN 2014



Making Your Online Business More Profitable.

<http://advertisingweek.org/Press/2013/10/2014-Summary-Analysis-Value-of-Digital-Marketing>  
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