MEASURING PERFORMANCE
CONTENT MARKETING
The B2B Marketer’s Perspective

Ascend2 Research Conducted in Partnership with KoMarketing, March 2021
The B2B Marketer’s Perspective on Measuring Content Marketing Performance

Measuring the impact of content marketing allows business-to-business (B2B) marketers to optimize campaigns for better engagement and more effectively attribute ROI.

But what are the strategies, tactics, and trends behind measuring content marketing performance for B2B marketers?

To help answer this question, Ascend2 and our KO Marketing fielded the Measuring Content Marketing Performance Survey. We thank the 318 marketers who responded to this survey between February 17, 2021 and February 25, 2021.

This report, titled The B2B Marketer’s Perspective on Measuring Content Marketing Performance, represents the opinions of the marketing professionals responding to the survey operating in the B2B (Business-to-Business) channel.

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Top Challenges

Measuring the return-on-investment (ROI) of content marketing is critical to optimizing a strategy, but nearly half (46%) of B2B marketing professionals consider determining ROI to be a top challenge when it comes to measuring content marketing performance. 44% of B2B marketers also face a lack of budget and resources necessary to effectively measure strategic success.

Measuring Performance

Two-thirds (66%) of marketers operating in the B2B channel find it difficult to measure the performance of a content marketing strategy compared to one-third (34%) who find it to be either moderately or extremely easy. 57% describe this difficulty as moderate while another quarter (25%) of those surveyed report that gauging the effectiveness of content marketing is moderately easy.

Strategic Success

Despite there being a two-thirds majority of B2B marketers who find measuring content performance to be difficult, only 13% of those surveyed report that they are unsuccessful at it. Over one-quarter (26%) of B2B marketing professionals describe their strategy as very successful, or best-in-class compared to the competition. The remaining 61% say they are somewhat successful at measuring content performance.

Elements for Effective Measurement

Which of the following strategic elements contribute most to measuring content marketing effectively?

- Establishing a reliable process/strategy: 61%
- High-functioning staff/resources: 40%
- Defining organizational goals: 38%
- Customer journey mapping: 33%
- Unified data: 32%
- Identifying personas: 30%
- High-functioning tech stack: 28%

Content marketing typically involves utilizing a wide range of channels across an overall marketing strategy. One-in-five (21%) B2B marketers report using six or more tools to measure content marketing performance. Another 37% of those surveyed say they use between three and five tools.
tools and 29% are measuring performance with two tools or less.

Most Important Tools

Which types of tools are B2B marketers finding to be most effective for measuring content marketing performance? Over half (53%) of those surveyed put analytics tools at the top of this list. Customer Relationship Management (CRM) systems and marketing automation technologies are also critical to overall success according to 38% and 34% of B2B marketers, respectively.

Most Important Metrics

About half of B2B marketers agree that conversion rate (50%) and website traffic (46%) are among the most important metrics to consider when measuring the overall performance of a content marketing strategy. Engagement on social media channels is also ranked high on the list of important metrics for 39% of those surveyed.

Effect of ROI on Budget

An overwhelming majority of B2B marketers report that having the ability to measure content marketing ROI is important when it comes to allocating budget for content strategy. Over half of those surveyed go so far as to say that measuring ROI is extremely important during content marketing budget discussions. Only 8% consider it to be unimportant.
ABOUT THE RESEARCH PARTNERS

Our Mission: Deliver strategic online marketing programs tailored to maximize results. We help B2B organizations get found online, drive more leads, and build brand visibility. We do this through strategic search, social media and content marketing programs tailored to your specific business challenges.

Learn more about KoMarketing

METHODOLOGY

Ascend2 benchmarks the performance of popular digital marketing strategies and tactics using a standardized questionnaire and a proprietary 3-Minute Survey format.

This survey was fielded to a panel of marketing professionals and marketing research subscribers by KoMarketing and Ascend2 and the report was published in March, 2021.

Survey Respondents: N=318

Number of Employees
- More than 500 32%
- 50 to 500 22%
- Fewer than 50 46%

Role in the Company
- Owner / Partner / C-Level 47%
- VP / Director / Manager 38%
- Non-Management 15%