

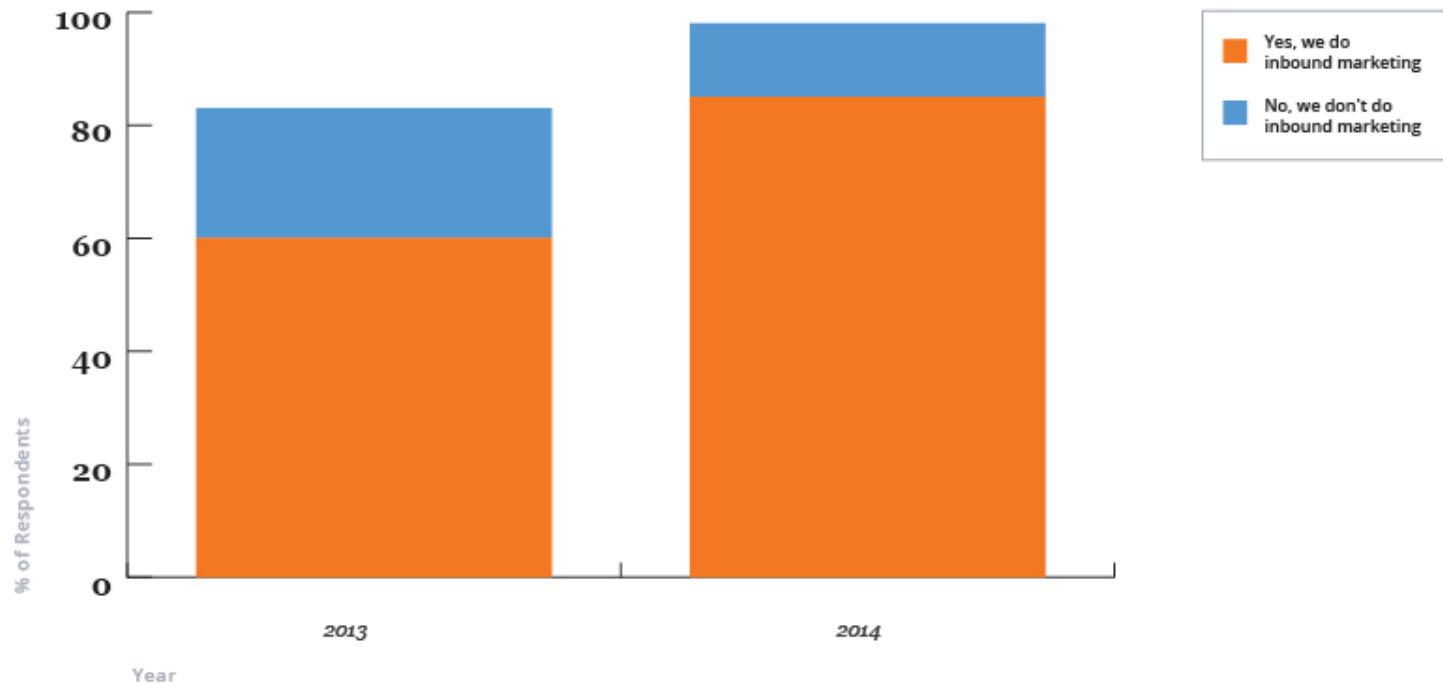


10 Powerful Inbound Marketing Charts

Visual data illustrating the effectiveness of Inbound Marketing

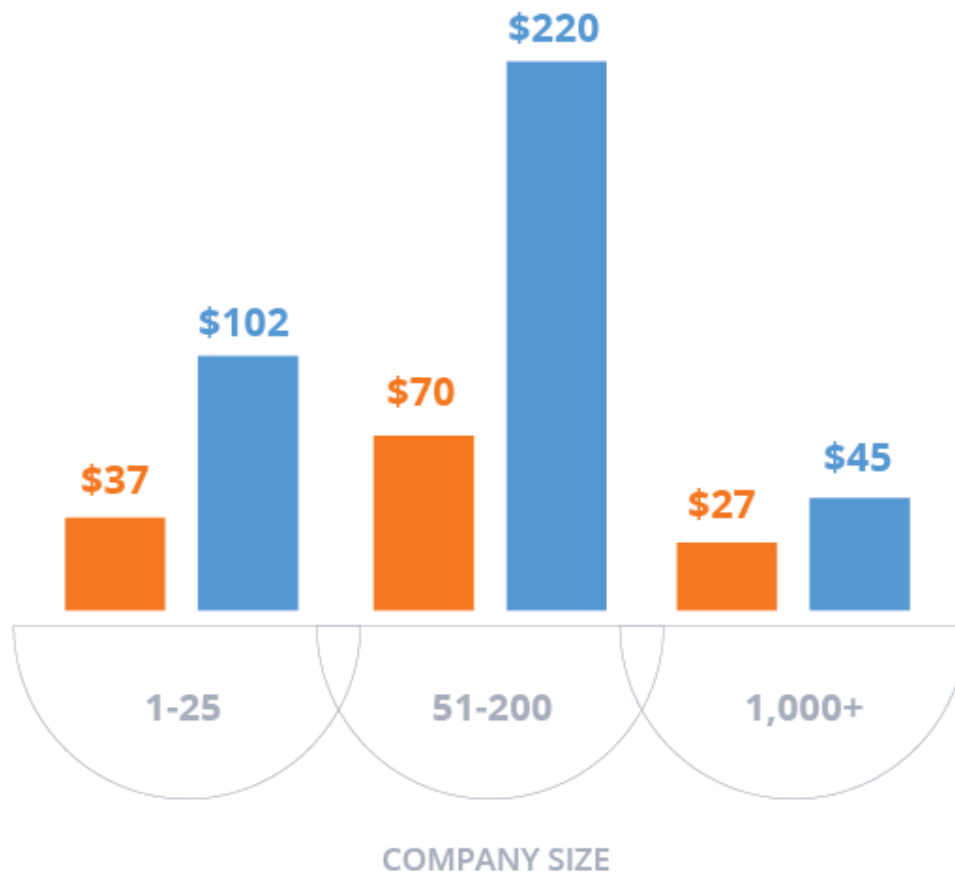
% OF MARKETERS THAT PRACTICE INBOUND MARKETING

Growth of inbound marketing spiking year over year



AVERAGE COST PER LEAD BY COMPANY SIZE

Inbound leads are more cost-effective for North American B2B companies of all sizes

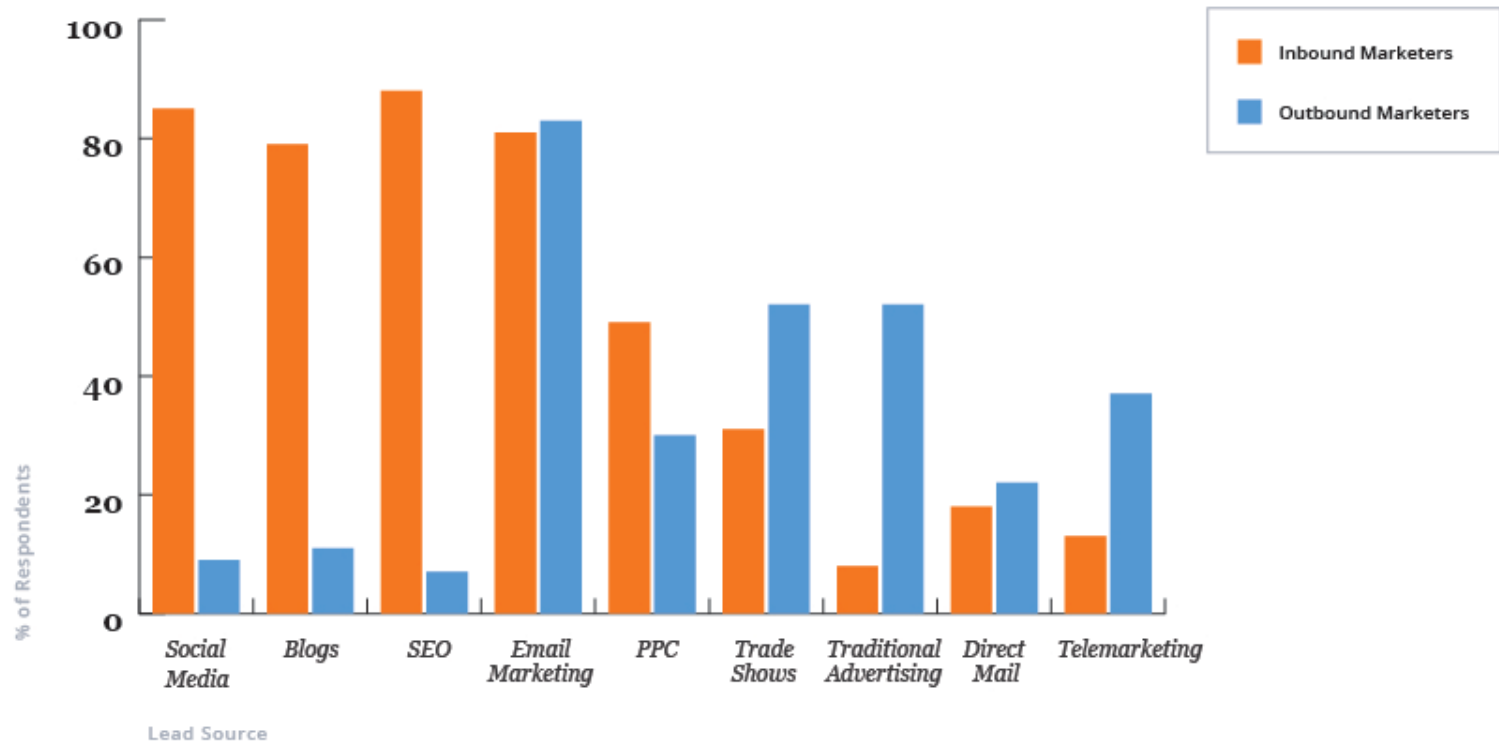


TYPE OF COMPANY

- Inbound
- Outbound

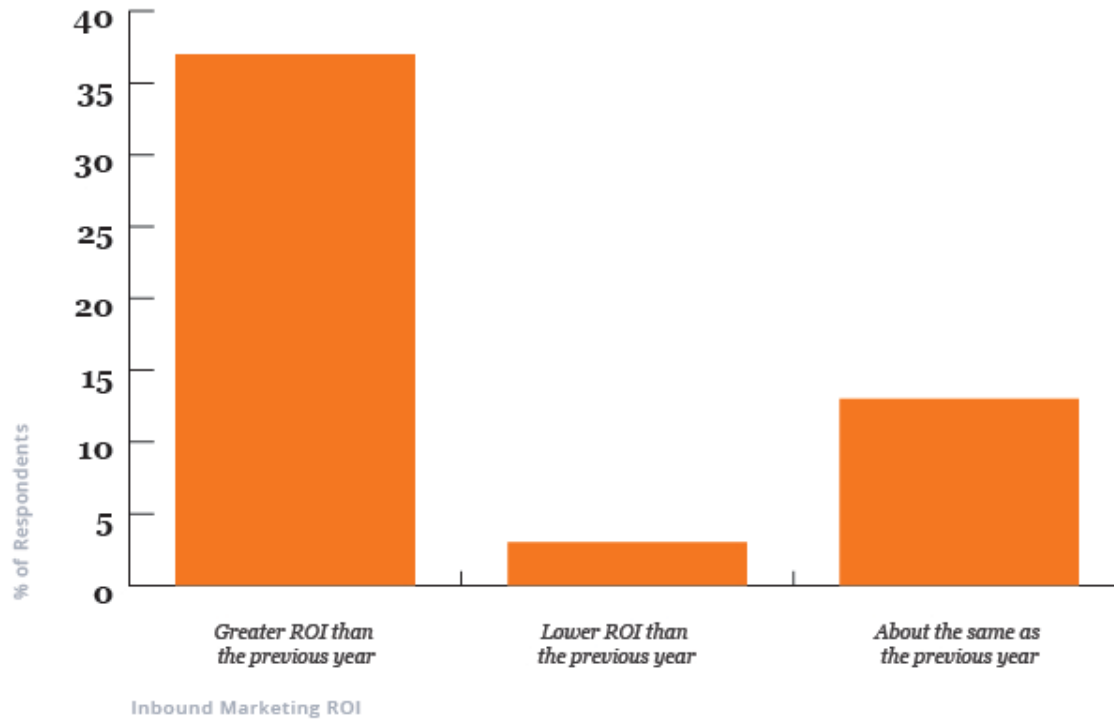
WHICH LEAD SOURCES HAVE BECOME MORE IMPORTANT (OVER LAST 6 MONTHS)

Outbound marketers are placing minimal importance on core inbound channels



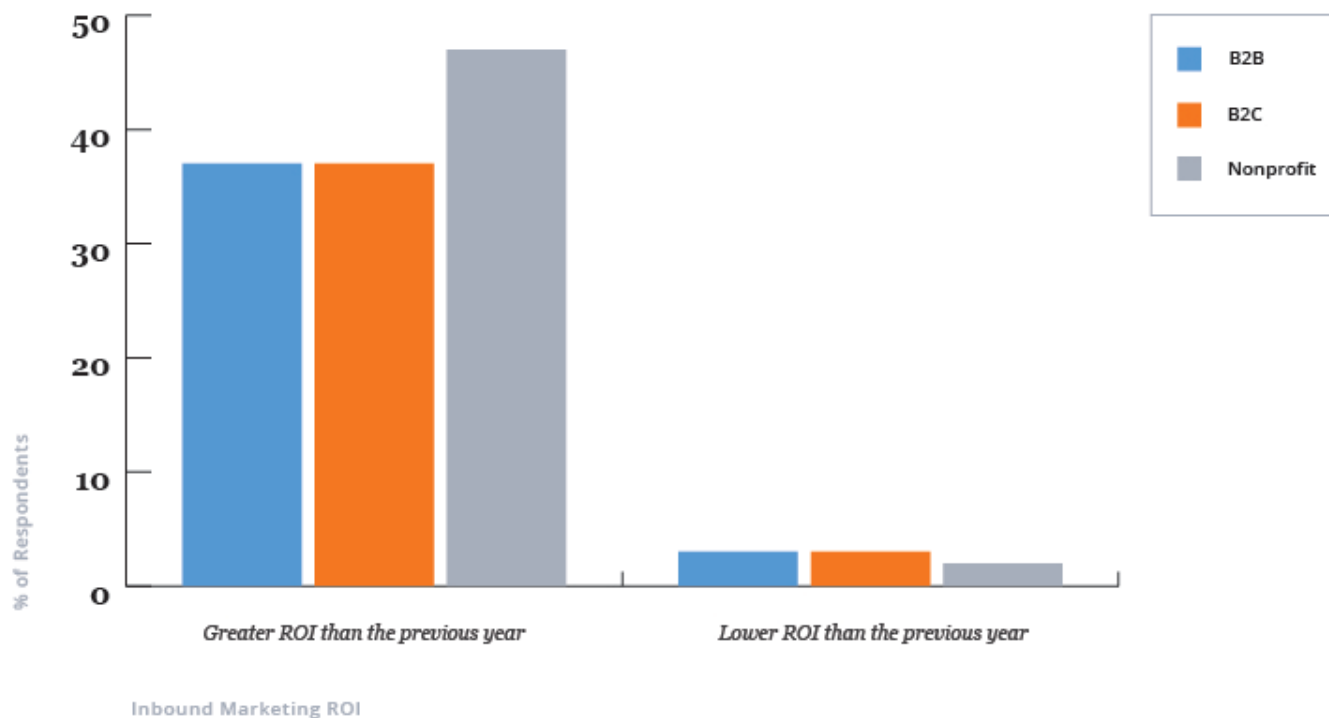
INBOUND ROI IMPACT YEAR OVER YEAR

Inbound marketers that measure ROI are enjoying major impact

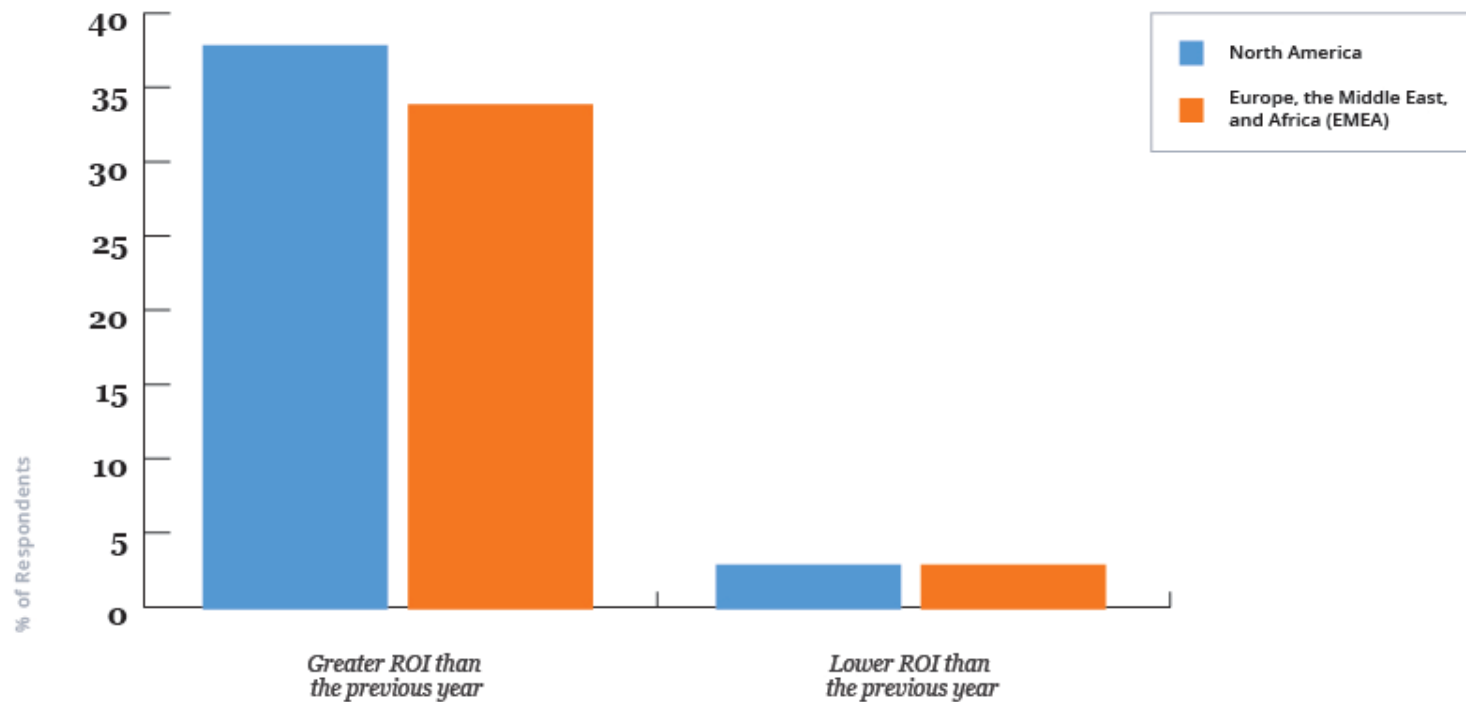


INBOUND MARKETING ROI BY COMPANY TYPE

Companies of all types enjoying greater ROI from inbound



INBOUND ROI BY GEOGRAPHY



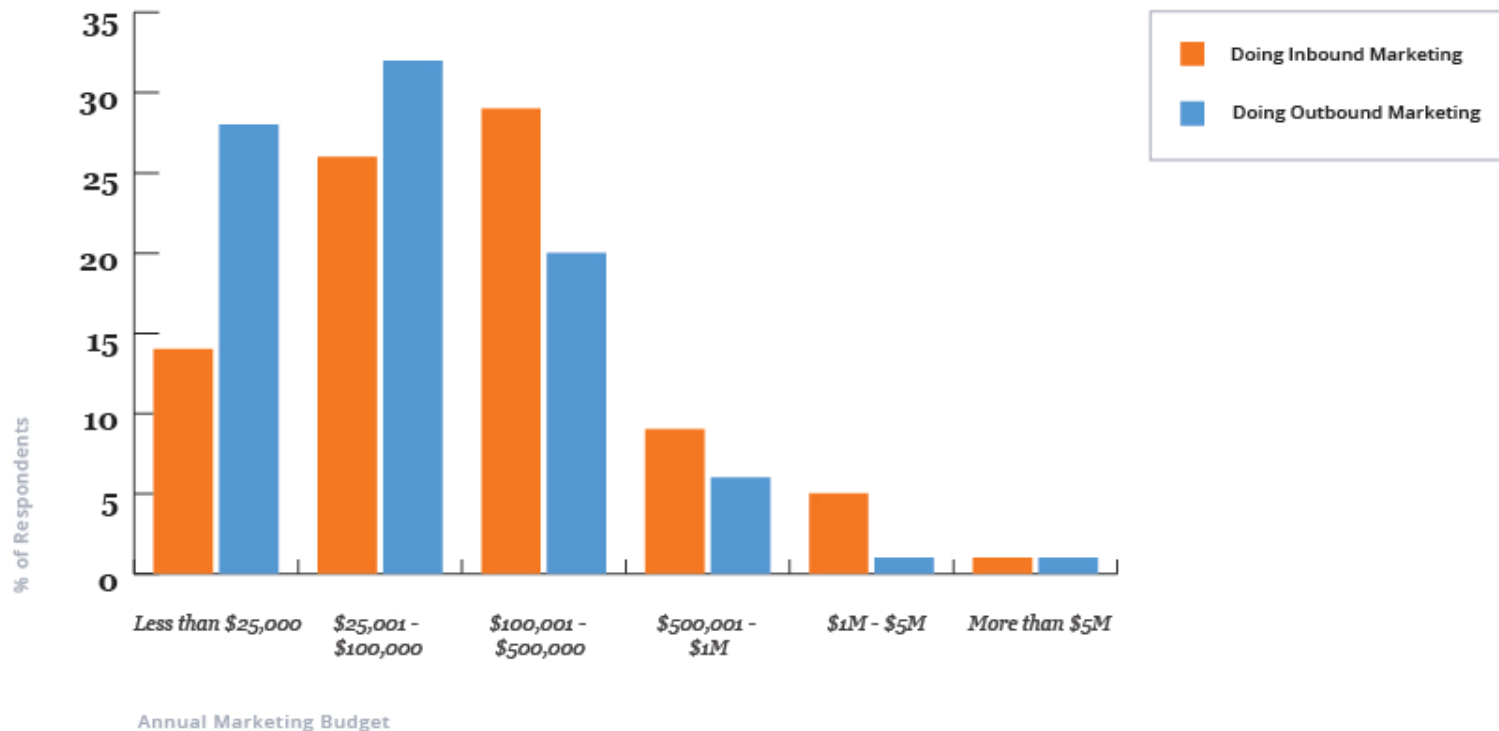


THE IMPACT OF BLOGGING ON INBOUND ROI

Marketers who have prioritized blogging are 13x more likely to enjoy positive ROI

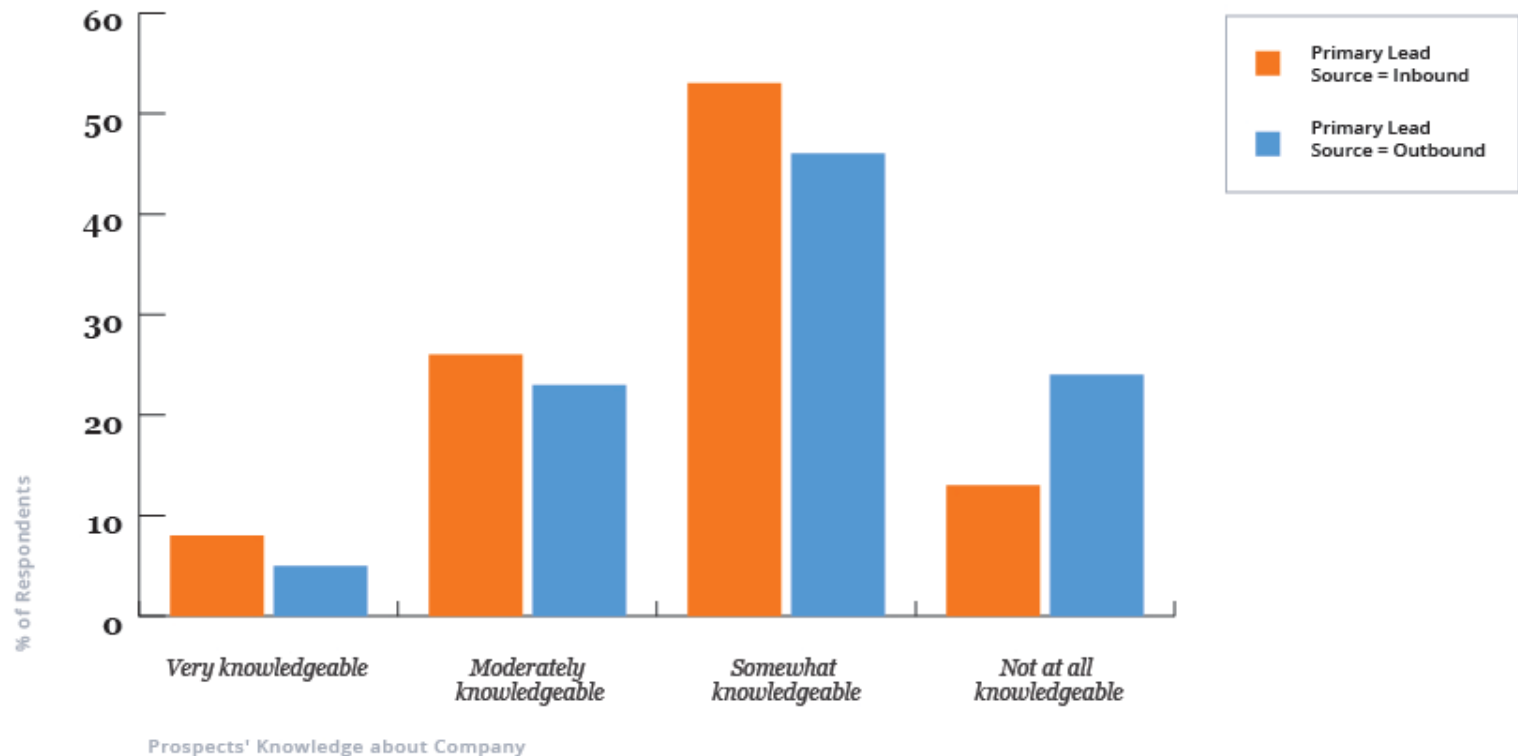
MID-SIZED COMPANIES MARKETING BUDGET BY INBOUND VS. OUTBOUND

Running inbound correlates to larger budget



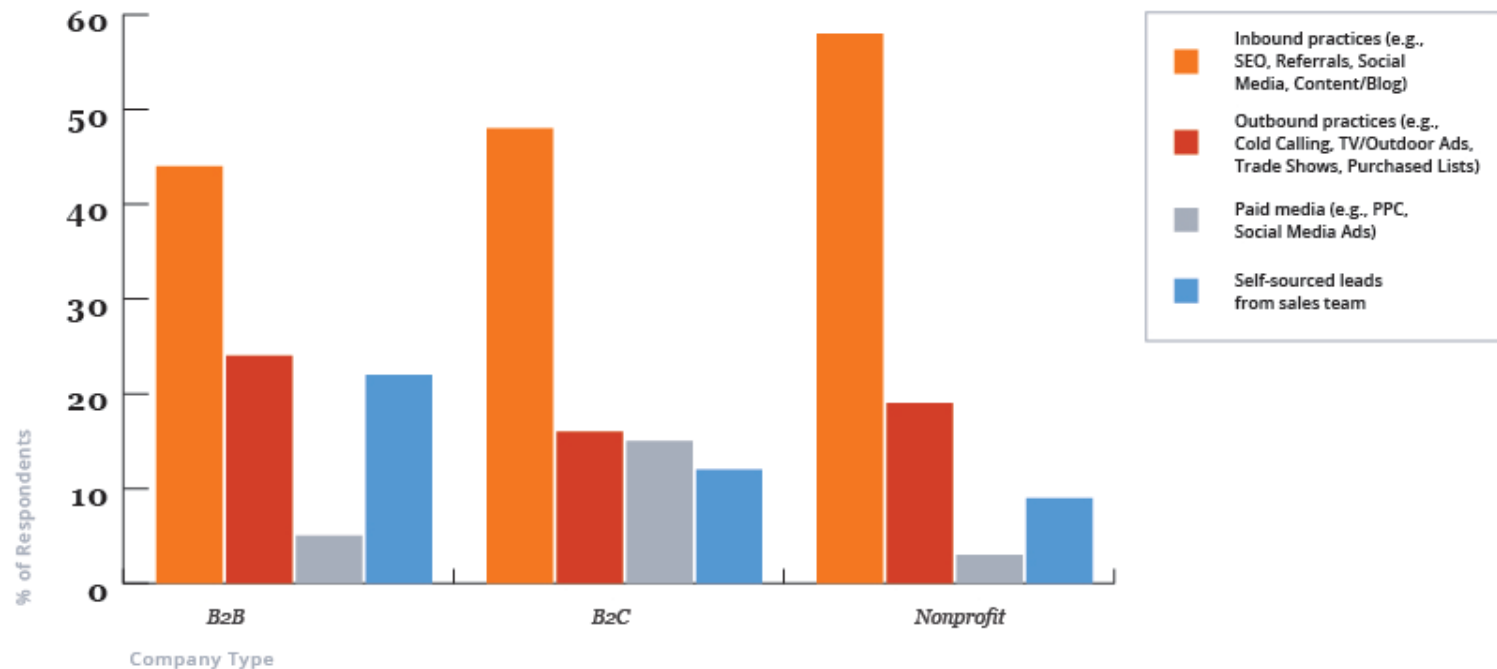
HOW KNOWLEDGEABLE ARE PROSPECTS ABOUT YOUR COMPANY PRIOR TO SPEAKING WITH SALES?

Inbound marketers create more knowledgeable prospects

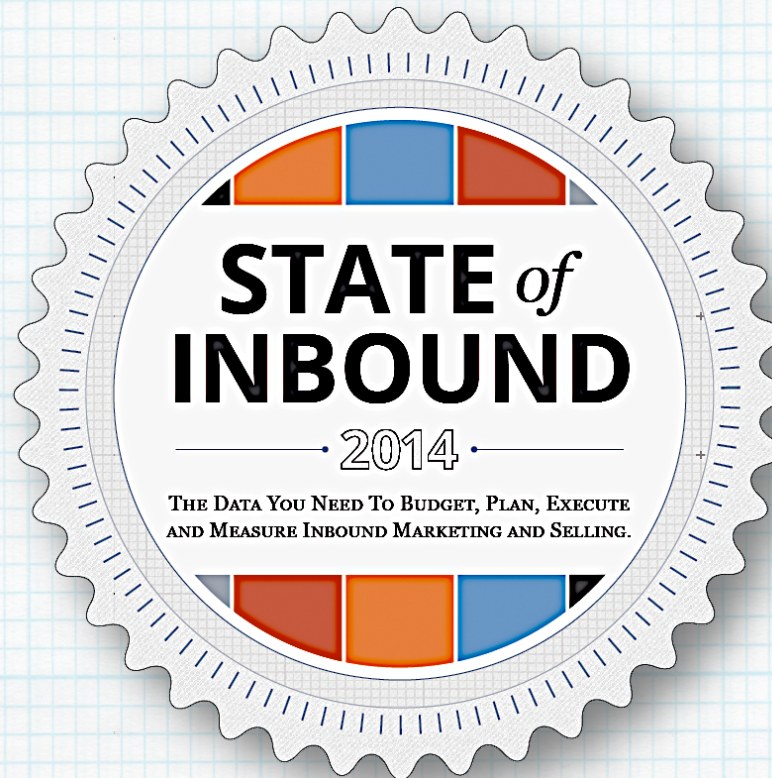


PRIMARY LEAD SOURCE BY COMPANY TYPE

Inbound lead sourcing advantage is greatest for nonprofits



Data compiled from HubSpot's State of Inbound Marketing 2014 Report



[Download the full report here](#)