

# Lead generation

Insights from today's B2B marketers



**B2B marketers face constant pressure**

to generate high-quality leads for their sales team.

The vast number of lead gen tactics have made this challenge **more complex than ever before.**



**600+**

**marketing professionals were surveyed.**

Here are some of the highlights.

**68%**

of B2B marketers consider quality leads the top priority

**BUT**

**59%**

find this as the biggest challenge

## So what works?

The top five most effective tactics in generating high-quality leads include:

- Email**
- SEO**
- Webinars**

TOP

**3**

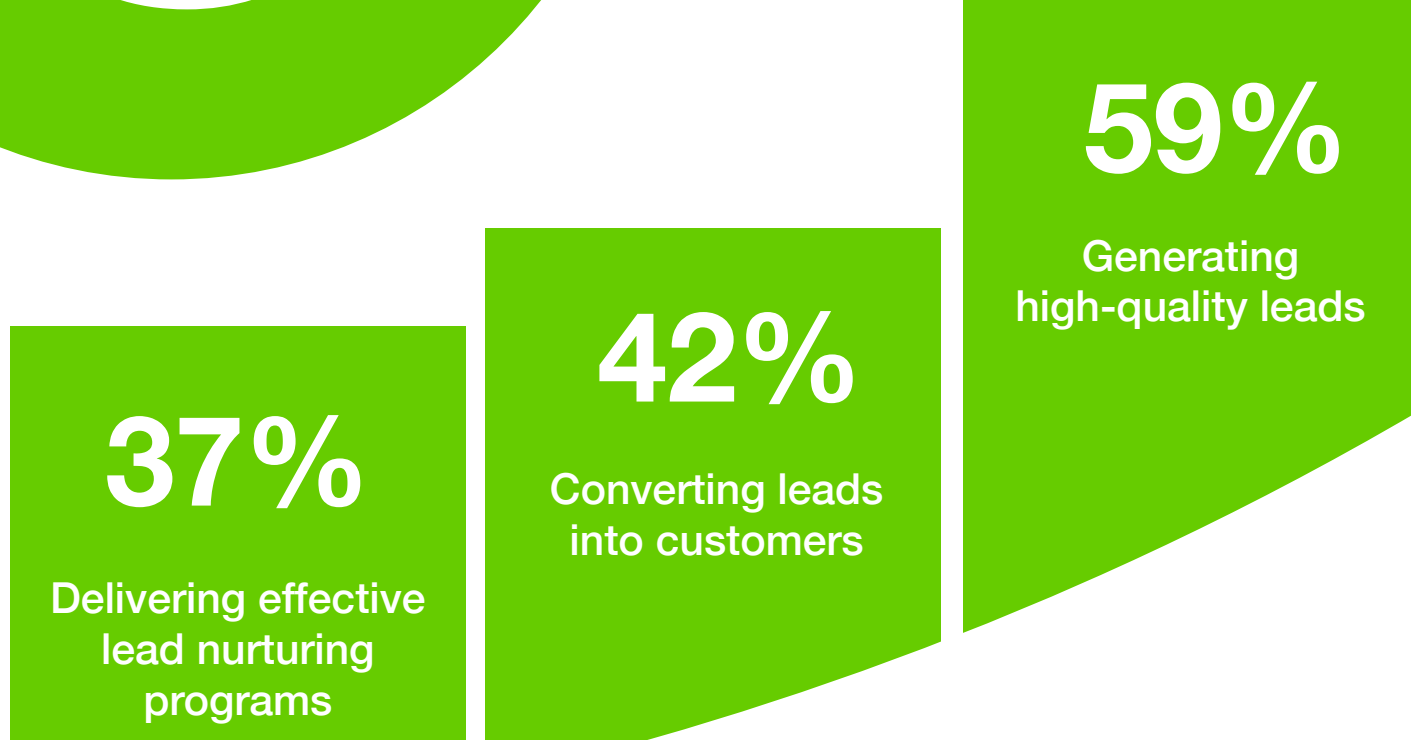
## lead generation priorities



TOP

**3**

## lead generation challenges



## B2B marketers have spoken

and the top 5 very effective tactics for lead generation are:



**Download**

the B2B Lead Generation Trends Report and gain more insights.