



# Bridge the gap between sales and marketing.

Let's face it, the connection from click to cash can be elusive, especially if teams aren't unified around the same goals. Here's how to leap over the gaps in your sales and marketing funnel to drive growth—together.

## THE OBSESSION GAP ▶

Too many organizations are not customer-obsessed. Align marketing and sales around the customer experience to shorten the sales cycle, increase win rates, and delight customers.

Only **23%** of B2B marketers claim to have a customer-centric organizational structure.<sup>1</sup>

The buying committee for a technology purchase is made up of an average of

# 16

decision makers.<sup>2</sup>

## ◀ THE CONNECTION GAP

Some connections mean more than others. Reach your destination faster by tailoring the customer experience to the buyer journey, and then spending your time on the contacts that matter most.

## THE HAPPINESS GAP ▶

Impersonal interactions are the quickest way to lose a good lead. Buyers crave personalization, and delivering it will result in loyal customers—and more closed deals.

**94%** of consumers will discontinue their relationship with a brand because of irrelevant marketing.<sup>3</sup>

**20%-30%** of an average salesperson's time is wasted pursuing improperly qualified leads.<sup>4</sup>

## ◀ THE GOALS GAP

Most companies let short-term pipeline wins distract them from long-term revenue goals and closed deals. Bridge the gap between sales and marketing by focusing on the same goal—revenue.

## THE TRANSFORMATION GAP ▶

Disconnected platforms and processes hurt revenue and profitability. Leaders in digital transformation bring together people, process, and technology to improve the customer experience and drive top-line growth.

**67%** of marketers claim to have limited or no visibility into their coverage and gaps across key attributes like persona, buying stage, and product line.<sup>5</sup>

## CLOSING THE GAPS

With Microsoft Dynamics 365 and Adobe Experience Cloud, you can unify your customer data to offer great customer experiences at every interaction. The Adobe and Microsoft integrations allow you to:

### 1

Create a 360-degree view of your customers

### 2

Deliver personalized customer experiences on every channel

### 3

Sell faster and more efficiently with improved processes

### 4

Leverage Adobe and Microsoft's trusted partner ecosystem to create additional value

## Unify sales and marketing data for incredible customer experiences.

[Read the report](#)

<sup>1</sup> Forrester, "Scale Your B2B Customer Obsession With A Go-To-Customer Strategy"; <sup>2</sup> IDG Enterprise, "2017 IDG Role & Influence of the Technology Decision-Maker Study"; <sup>3</sup> Adobe, Cross-Channel Marketing; <sup>4</sup> Moira Smalley, Nucleus Research, "Quantifying the benefits of micro-marketing"; <sup>5</sup> Kapost, "B2B Content Strategy and Operations Benchmark" 2017

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