10 Stats That Will Drive Your Sales & Marketing Alignment Strategy

Poor alignment between your sales and marketing teams

and a lack of visibility into cross-functional data are sure to put you off track.

From sub-par conversion rates to bad customer experiences, sales and marketing misalignment puts your company at a competitive disadvantage and impacts revenue at every turn. While the divide makes the two teams feel at odds, their goals are the same: **to acquire customers and drive more revenue.**

When sales and marketing can become one cross-functional super-team, the result is accelerated customer acquisition and a better buying journey for your customers.

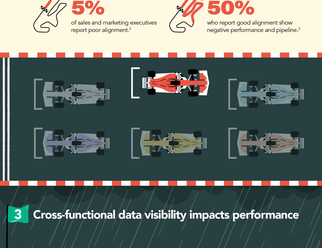
Check out these **10** **eye-opening** sales and marketing stats to help rally the relationship between your sales and marketing teams.

1 Lack of alignment = lost revenue

An estimated

$1 trillion/yr

is lost due to a lack of sales and marketing coordination.[1]

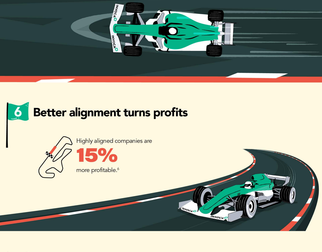


2 You might not be as aligned as you think

Less than **5%** of sales and marketing executives report poor alignment.[2]

Over **50%** who report good alignment show negative performance and pipeline.[2]

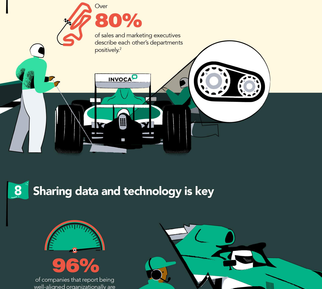
3 Cross-functional data visibility impacts performance



46% of marketers report that data quality & accuracy negatively impact marketing optimization.

28% say data is siloed and difficult to access.[3]

4 Marketing leads are getting lost

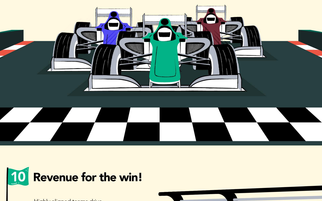


79% of marketing leads never convert due to a failure to nurture consumer connections.[4]

5 Alignment speeds growth

Highly aligned organizations see a **32%** year-over-year revenue growth.[5]

Less aligned competitors saw a **7%** decrease in revenue.[5]



6 Better alignment turns profits

Highly aligned companies are **15%** more profitable.[6]

7 Culture isn't grinding the gears

Over **80%** of sales and marketing executives describe each other's departments positively.[7]

8 Sharing data and technology is key

96% of companies that report being well-aligned organizationally are aligned on their sales and marketing technology, too.[1]

9 Aligned teams finish strong

Businesses with strong sales and marketing alignment are...

58% better at retaining customers.[1]

67% more effective at closing deals.[1]

10 Revenue for the win!

Highly aligned teams drive **208%** more revenue as a result of their marketing efforts.[1]

Schedule a demo

Learn how Invoca Active Conversation Intelligence enables better alignment between your sales and marketing teams.

Schedule a demo

Data sources:

1. LinkedIn: Art of Winning Report
2. The LeanAM Sales and Marketing Alignment Report
3. Forrester: Death of First-Party Data Report
4. HubSpot
5. Aberdeen Group study
6. Sirius Decisions
7. Act-On: Alignment, Technology, and Revenue Impact