



2022 Marketing & Sales Metrics Study

For the transportation, logistics and supply chain industry



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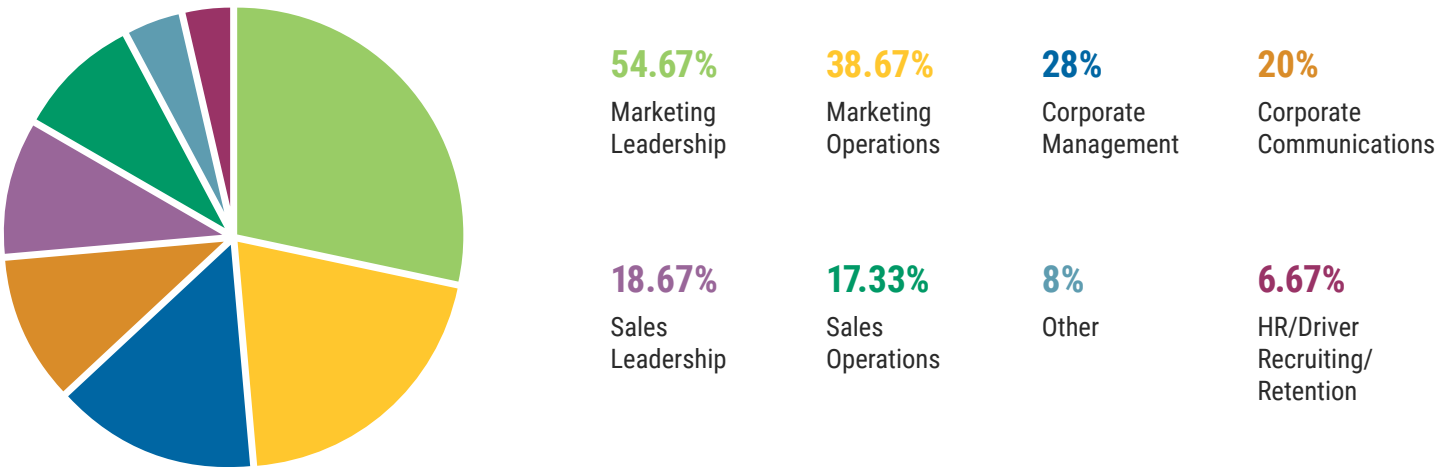
The 2022 TMSA Marketing & Sales Metrics Study is the fifth biennial study conducted by the Transportation Marketing & Sales Association (TMSA). TMSA created this study to help business professionals in transportation, logistics and supply chain better understand marketing and sales performance and tactics in their industry. The study also shows how these tactics and results evolve over time and provides a benchmark you can use for your organization’s marketing and sales efforts.

TMSA’s last survey came out in 2020, with data collection occurring prior to the COVID-19 pandemic. This iteration of the TMSA Marketing & Sales Metrics Study takes a look at how the pandemic has impacted sales and marketing for transportation and logistics organizations for years to come. The study includes not only whether sales teams are hitting their quotas and what marketing channels are utilized most, but takes a deeper dive into what technologies companies are using and how.

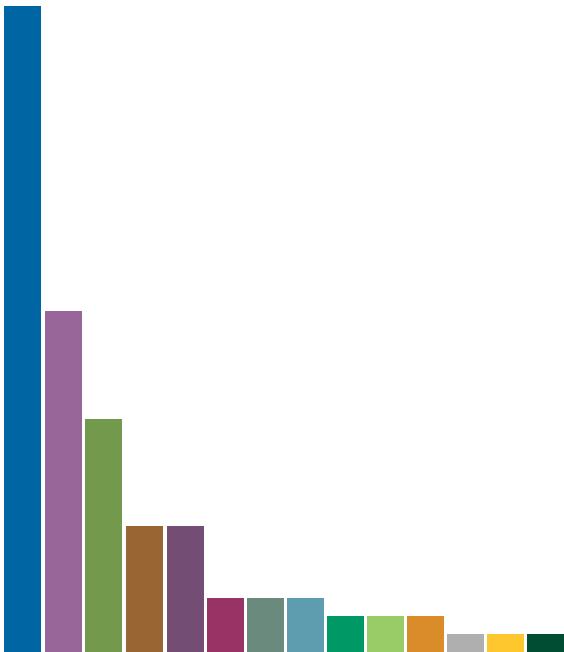
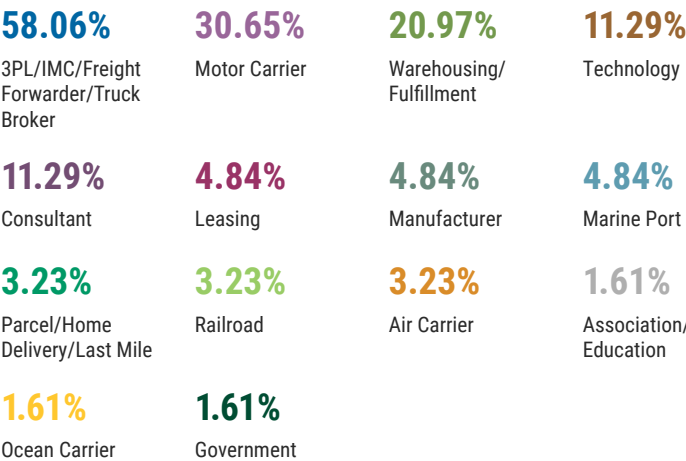
Respondent Demographics

This study was conducted through a survey by the Transportation Marketing & Sales Association (TMSA). It ran from July to August 2022, and 75 professionals from the transportation and logistics industry responded. The majority of the respondents came from marketing and sales roles at transportation and logistics companies of varying sizes and specialties.

Function/Department That Describes Respondents Role



Organization Type



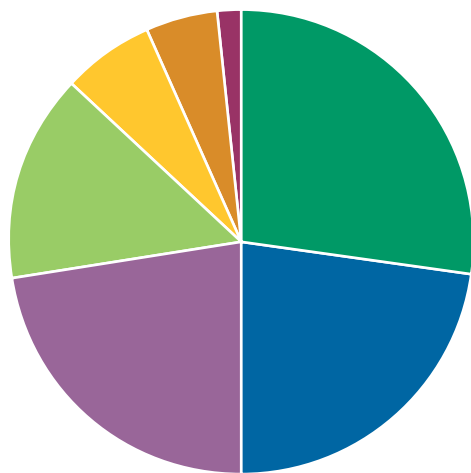
Respondent Demographics

Company Size



22.58%	20.97%	19.35%	16.13%
Large Enterprise (1,000 – 4,999 employees)	SMB Enterprise (100 – 499 employees)	Micro Enterprise (Less than 50 employees)	Small Enterprise (50 – 99 employees)
11.29%	6.45%	3.23%	
Medium Enterprise (500 – 1,000 employees)	Major Enterprise (5,000 – 9,999 employees)	Giant Enterprise (More than 10,000 employees)	

Company Approx. Revenue



27.42%	22.58%	22.58%	14.52%
More than \$100 million but less than \$500 million	Less than \$5 million	More than \$5 million but less than \$100 million	More than \$500 million but less than \$1 billion
6.45%	4.84%	1.61%	
More than \$1 billion but less than \$2.5 billion	More than \$2.5 billion but less than \$5 billion	More than \$5 billion	

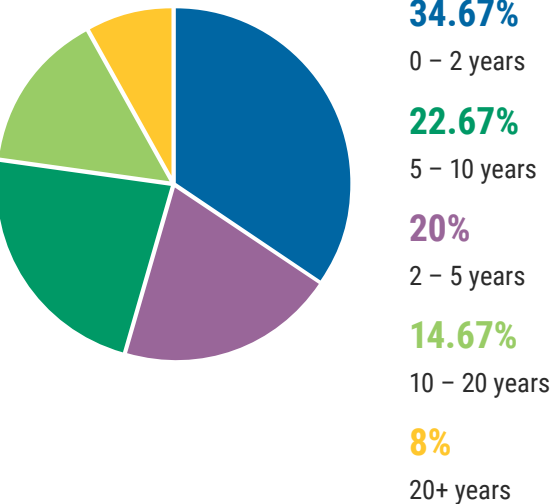
Standout Insights

The Great Resignation's Impact

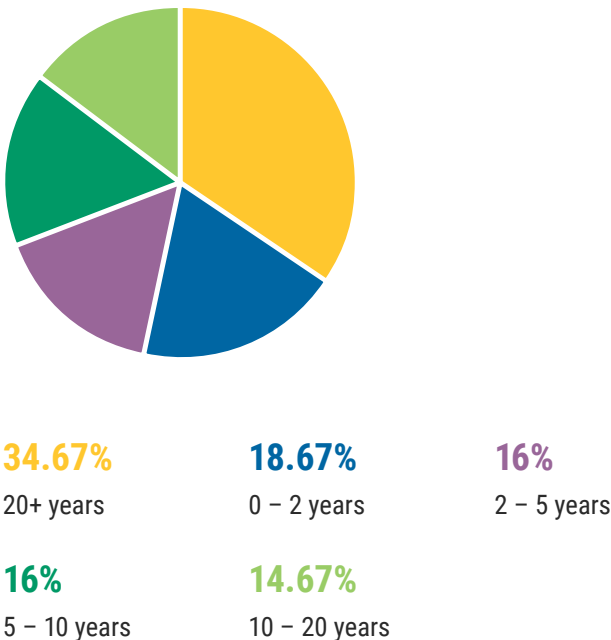
There is almost no company or organization in any industry that did not feel the impact of the Great Resignation. Following the beginning of the COVID-19 pandemic, many workers took stock of their careers and began to leave their jobs on a relatively large scale. In 2021 alone, around 47.8 million people in the U.S. quit their jobs, according to the Bureau of Labor Statistics. This is certainly reflected in the data from this study.

About 35% of the respondents denoted they had been in their role for less than two years. Yet, when looking at survey respondents' longevity in the industry, the numbers looked very different. Around 19% had been in the industry for less than two years, while the rest of respondents had at least two years of experience. In fact, 35% reported more than 20 years of experience in transportation and logistics.

Time in Current Role



Industry Experience



This means that at least 16% of respondents with more than two years of experience had switched roles within the past two years. Note, this likely underestimates the number of respondents who actually switched roles, as many of the respondents with two years of experience or less could have switched roles as well, without it showing up in this data.

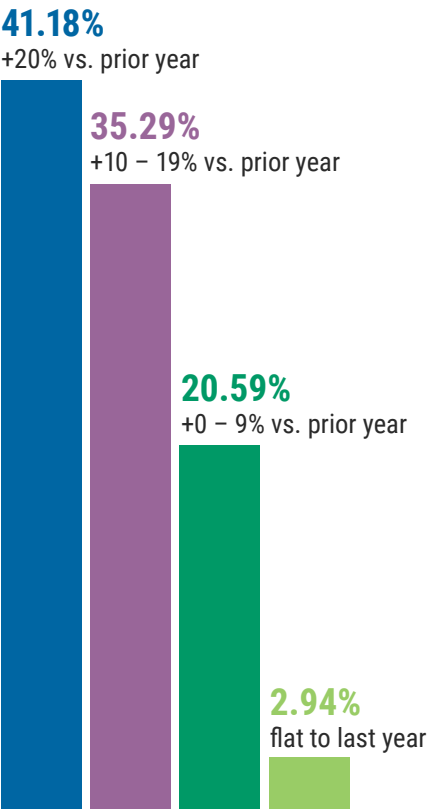
Standout Insights

Significant Sales Growth Amid Recession Fears

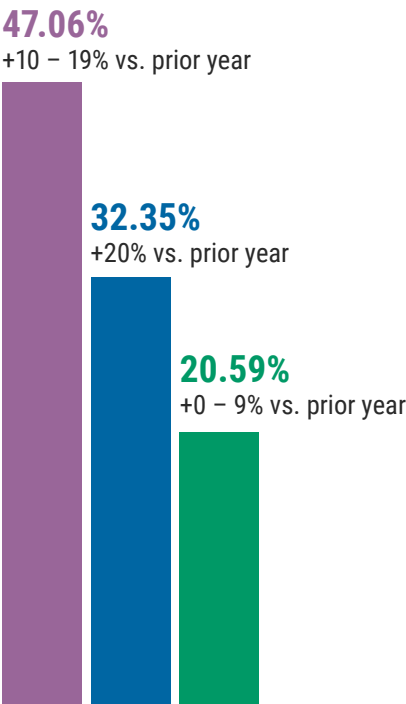
In TMSA’s 2020 study, most respondents stated their sales results had improved each of the two years prior. With the results from this survey, this trend continues.

In fact, there were no respondents that stated their organization had lower sales results in FY 2021 than they had in FY 2020. Moreover, all survey respondents said they expect to improve their sales performance from FY 2021 to FY 2022.

Sales Results for FY 2021



Expected Sales Results for FY 2022



As detailed above, about 32% of respondents feel they are on track to increase their sales results by more than 20% this year, even with suggestions of an impending recession dominating the news cycle as this survey was conducted.

Moreover, while about 50% of respondents said they are not planning a headcount change, it’s worth noting that more than a quarter of respondents were planning to hire salespeople in 2022 or 2023. Only 4% planned a headcount reduction.

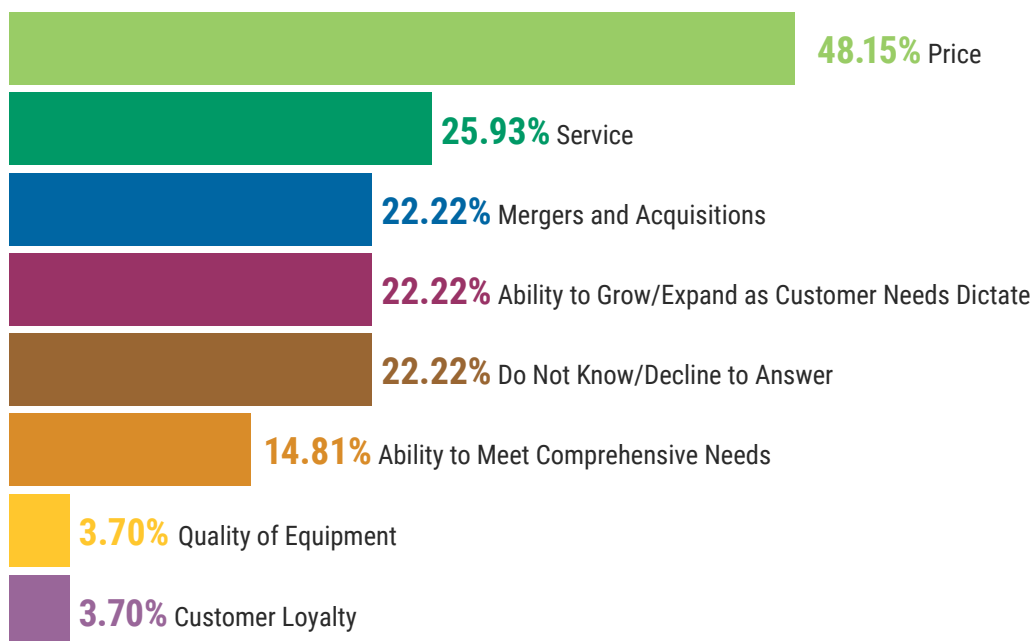
Standout Insights

Price Was the Largest Contributor to Lost Business, Followed by Service

The final standout insight is that the survey shows price is still the largest reason for lost business, which was the same result found in 2020. However, the runner-up factor has shifted.

Results from the 2020 TMSA Metrics Study found “mergers and acquisitions” was the second largest contributor to lost business. This year, it has moved to third, with service taking its place.

Factors Primarily Responsible for Losing Business



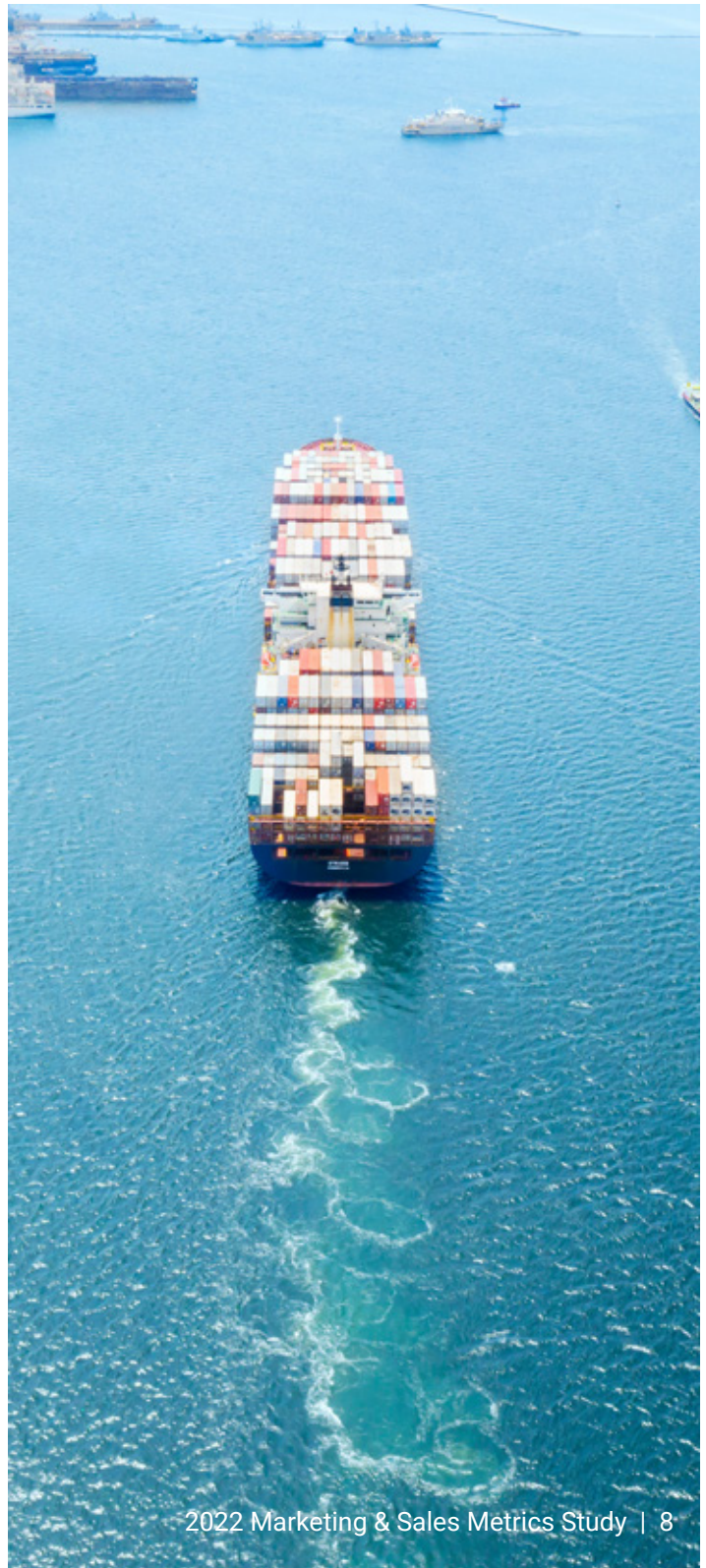
One of the potential causes of service taking up the number two spot could be due to supply chain disruptions over the past two years. Gaining access to adequate warehouse space and transportation has been difficult, even for the nimblest transportation and logistics companies. These issues can hamper the quality of service. Further emphasizing this is the fact that the “ability to grow/expand as customer needs dictate” is tied with mergers and acquisitions this year, even though it was in a distant fourth place in the 2020 study.

Technology

Throughout the COVID-19 pandemic (and beyond), companies were faced with relying on technology like never before. While tackling issues like distributed workforces, non-integrated software and increased customer expectations, businesses grappled with how to enable effective employees while meeting demand.

This section encompasses how sales and marketing professionals in transportation and logistics are utilizing various technologies and software and which platforms they are using.

TMSA has seen significant growth in the use of marketing automation and CRM systems over the years. However, survey results indicate there are still improvements that can be made, as there are still many companies not integrating these systems.

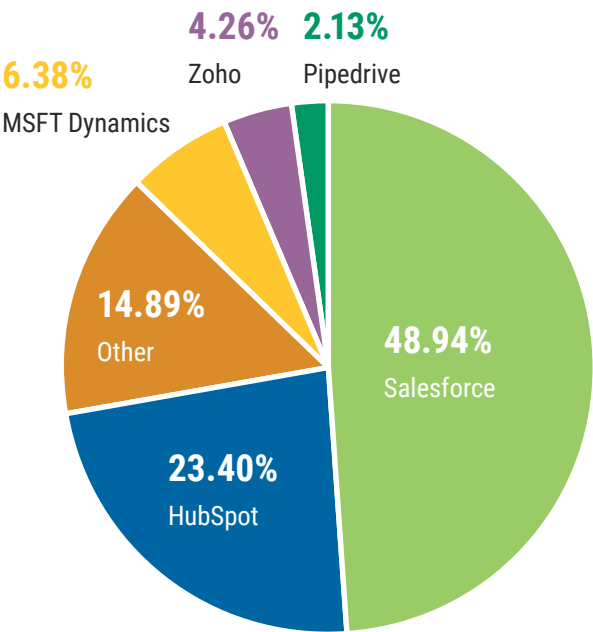


Technology

Customer Relationship Management (CRM) Systems

Compared to the 2020 report, CRM usage has ticked up slightly, but not significantly. Around 90% of the respondents stated their organizations use a CRM or sales automation system, compared to 87% in the 2020 report. In other words, only 10% of participating companies aren't using a CRM to manage their sales output.

Most Popular CRM Platforms



Of the CRM systems these organizations used, Salesforce still reigns supreme as the most popular platform at 48.94% of respondents. Notably, this is more than a 10% increase when compared to the 2020 report, where only 36% of the respondents used Salesforce. The second-place finisher was HubSpot, at 23.4%. The rest used much smaller or more niche CRM systems, such as Zoho, Pipedrive or Microsoft Dynamics.

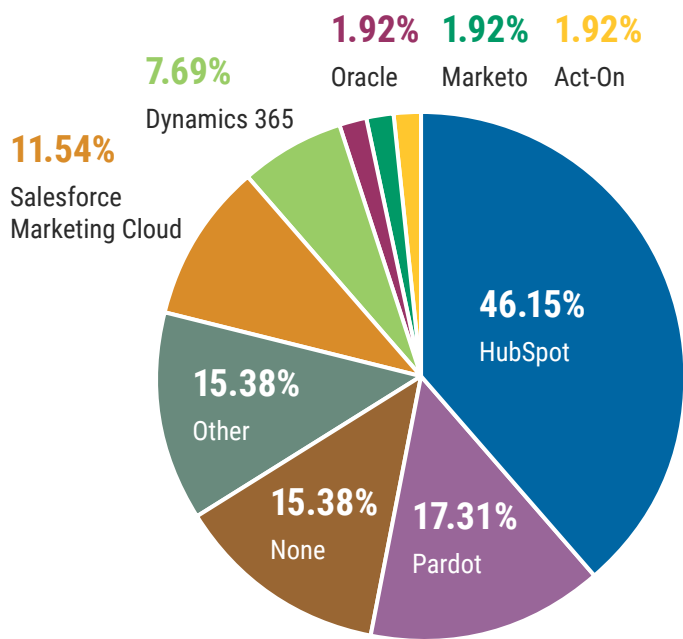
Overall, about 73% of respondents are planning to stick with their current CRM platform over the next 12 months. Note, nearly 12% of respondents said they are looking to switch or deploy a new CRM in the next year.

Technology

Marketing Automation Tools

HubSpot and Salesforce switch spots when it comes to marketing automation tools, with HubSpot taking the number one spot and Salesforce's Pardot as runner-up.

Most Popular Marketing Automation Platforms



84.62% of respondents used some type of marketing automation tool, with HubSpot's market share at 46% of respondents. Pardot is in the number two spot at 17%, interestingly, followed by Salesforce Marketing Cloud. Generally speaking, Marketing Cloud is Salesforce's B2C marketing automation platform, while Pardot is more B2B-focused. Combined, almost 29% of respondents said they used one of the Salesforce platforms.

The rest is split between platforms like Dynamics 365, Marketo and Oracle. Still, even after taking these platforms into account, more than 15% of respondents said that they did not use any sort of marketing automation software.

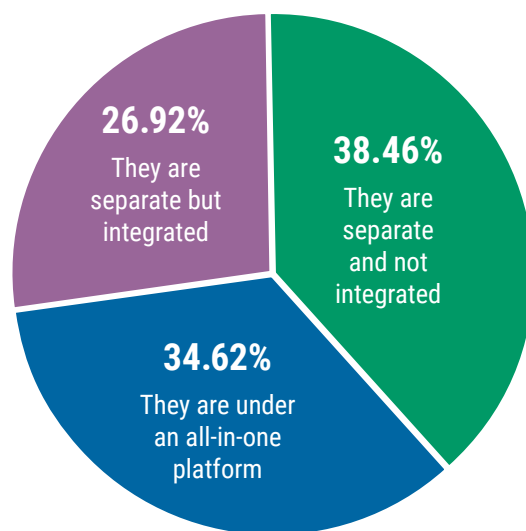
Technology

Technology Integration

Today, many organizations are moving toward RevOps, where marketing, sales and customer service teams work together toward common revenue goals. For this to be done successfully, an organization's software should be integrated to increase efficiency and give better visibility into valuable data for team members across different departments.

Yet, 38% of companies do not integrate CRM, marketing automation platforms and CX software (if they use one). Of those respondents that do have data integration, about 35% have it all under one platform, while 27% have separate but integrated systems.

Data Integration



Sales

This section of the report echoes many of the takeaways from the 2020 report that was taken prior to the COVID-19 pandemic. Overall, sales teams performed well, with the majority of teams hitting 90% of their sales quotas or more. However, the primary reason for poor sales performance is now “economic conditions,” which is a notable shift from the 2020 report that attributed poor sales performance to the salespeople themselves.

Sales Staffing, Recruiting and Training

According to the survey results, the average team had about 14 outside sales reps and 13 inside sales reps, with an average of four sales directors or managers.

Of the ways that sales reps are deployed, the most popular option is to deploy reps by named account at 42.86%, followed by territory, then by industry/vertical, then by account size. This order echoes the 2020 report, which shows that the pandemic has not affected the way sales teams are deployed.

Sales Reps Deployment



54.29%
By Named
Accounts

42.86%
By Territory

31.43%
By Account
Size

22.86%
By Industry/
Vertical

17.14%
Other

8.57%
Do Not Know/
Decline to
Answer

When responding to what percentage of their organization’s revenue is generated from various teams, respondents stated outside sales reps were the largest contributors, generating 52% of overall revenue. Inside sales contributed 33% to overall revenue, in comparison.

The survey also showed there is an even split between organizations that have a formal onboarding process versus those that do not. However, when it came to ongoing sales training, a majority (62.9%) said that they did have ongoing sales training. However, about 30% stated they felt this training was inadequate.

When hiring, around 40% of respondents said they used personality tests or similar tools as a part of the hiring process. Of the respondents that responded no, about 15% were considering adding a test or tool.

Sales

Sales Budgets

Sales budgets varied significantly, which can be expected given the wide range of organizations surveyed. About 13.33% of those who responded to this question stated their sales budget was less than \$250,000. Around 30% of the organizations were between \$250,000 and \$999,000.

Around 25% of the respondents had higher budgets between \$1 and \$10 million. About 5% had a budget of \$10–20 million, and 5% had a budget of \$20 million or more.

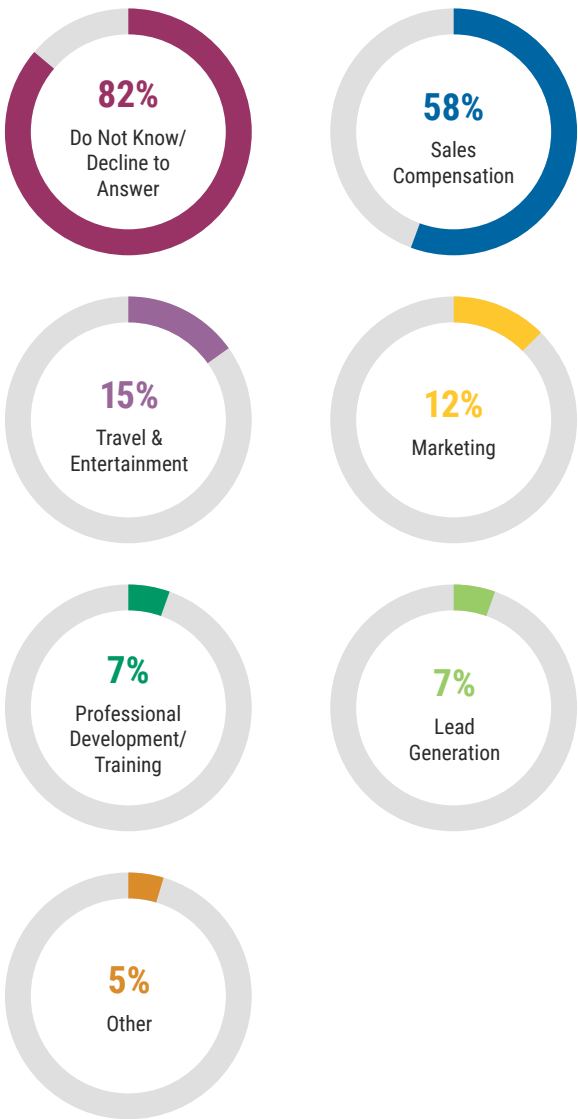
Sales Budgets



33.33%	16.67%	13.33%	13.33%
Do Not Know/ Decline to Answer	\$250,000 – \$499,000	Less than \$250,000	\$500,000 – \$999,000
10%	6.67%	3.33%	3.33%
\$2 Million – \$4.99 Million	\$1 Million – \$1.99 Million	\$10 Million – \$19.99 Million	\$20 Million or More

On average, respondents estimated that 58% of their budget went to sales compensation, such as base salaries, commissions and benefits. That was followed by travel and entertainment costs, which were estimated to take up 15% of the budget on average.

Breakdown of Sales Budgets (Approximately)

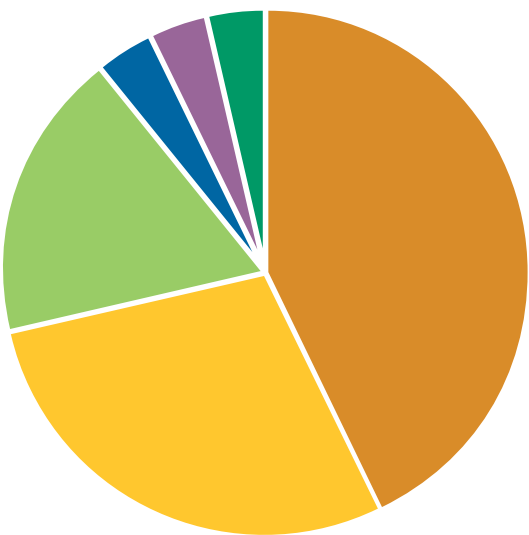


Sales

Sales Quotas

About 29% of respondents said their organization reached its sales quota in the last fiscal year. Moreover, almost 18% of respondents stated they hit 90% of the quota, meaning almost half met or exceeded sales quotas. In all, about 54% of respondents stated that three-quarters or more of their salespeople met or exceeded quotas for the last fiscal year.

Sales Quota Performance

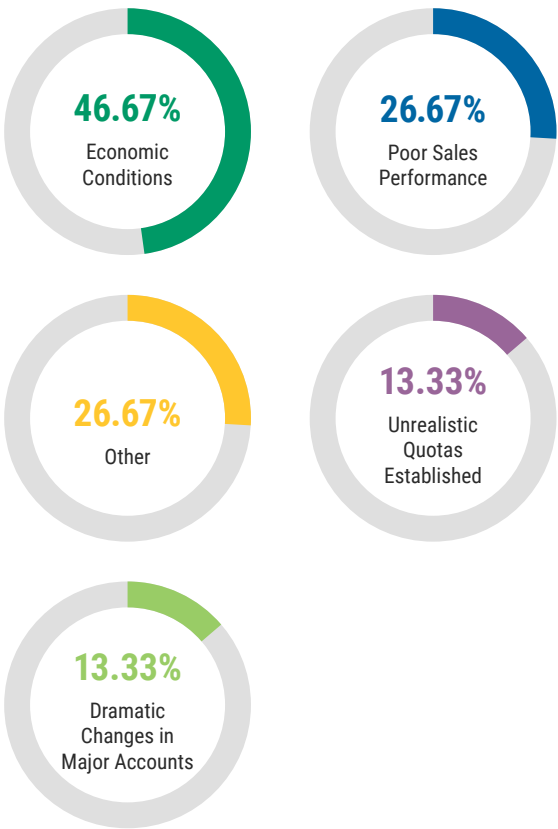


42.86%	28.57%	17.86%
Do Not Know/ Decline to Answer	100%+ of Quota	90% – 100% of Quota
3.57%	3.57%	3.57%
Less than 50% of Quota	50% – 74% of Quota	75% – 90% of Quota

Of the respondents, only 21% stated they had salespeople that did not meet 50% of their quota for the year. The primary cause of this, according to 47% of respondents, was economic conditions. This is a notable shift from the 2020 study, where the primary driver for not meeting a quota was attributed to poor sales performance.

While the “economic conditions” these teams may have been referring to could be COVID-related supply chain issues, it is not certain based on the responses.

Poor Sales Performance Primary Causes

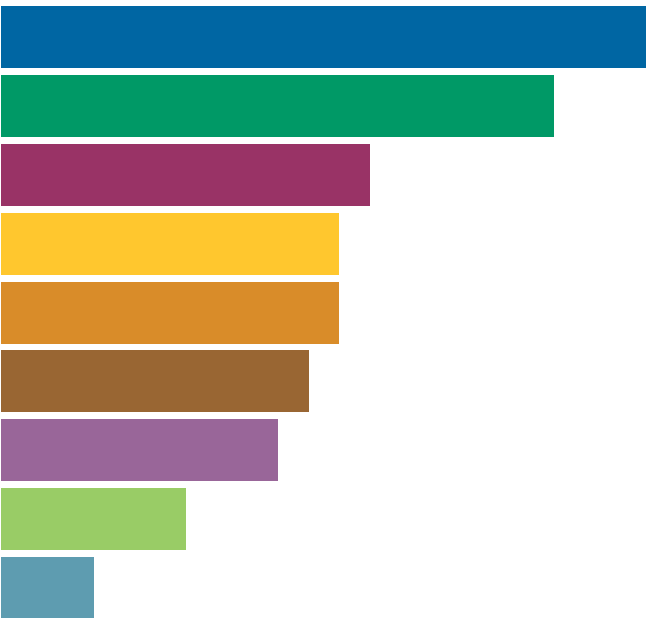


Sales

Sales Measurements and Success

Fifty-seven percent of respondents had a defined qualification for marketing qualified leads (MQLs) and sales qualified leads (SQLs). To move an MQL into an SQL, the leading deciding factor was the industry or service vertical.

Turning MQL to SQL Deciding Factors



52.50%

Industry Vertical

45%

Service Vertical

30%

Financial Strength/
Credit of Lead

27.50%

Service Requirements

27.50%

Lanes/Geographic
Coverage Requirements

25%

Do Not Know/Decline
to Answer

22.50%

Cultural Fit of Customer

15%

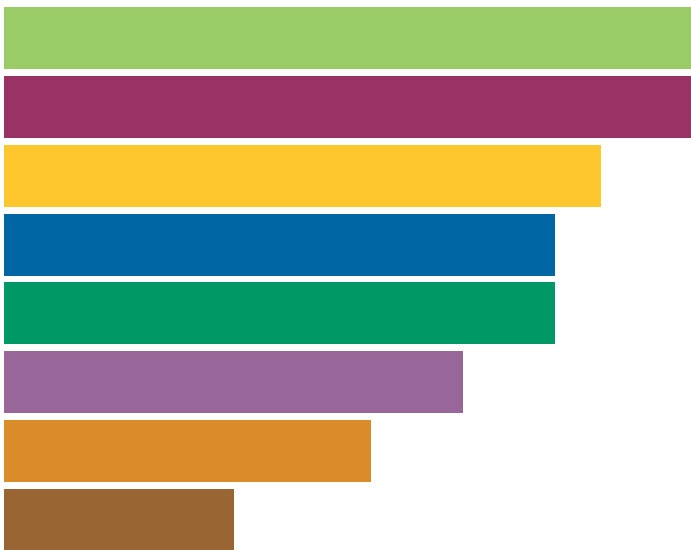
Carrier/Provider-
Friendly Operations for
Pick-up and Delivery

7.50%

Other

These organizations used a variety of metrics to track salespeople’s progress and effectiveness. The two leading metrics tracked were the number of proposals/quotes made and average sales value. The next leading metric after that was the number of sales calls made.

Metrics Regularly Tracked & Published at Salesperson Level



53.57%

Number of Proposals/
Quotes Made

53.57%

Average Sales Value

46.43%

Number of Sales Calls
Made

42.86%

Win Ratio \$ [Dollars won
divided by (Dollars Won + Dollars
Lost)]

42.86%

Percentage of Quota
Attainment (Sold versus
Quota)

35.71%

Win Ratio # (Number of Deals
Won + Number of Deals Lost)

28.57%

Number of Appointments
With Decision-makers

17.86%

Other Metrics Tracked

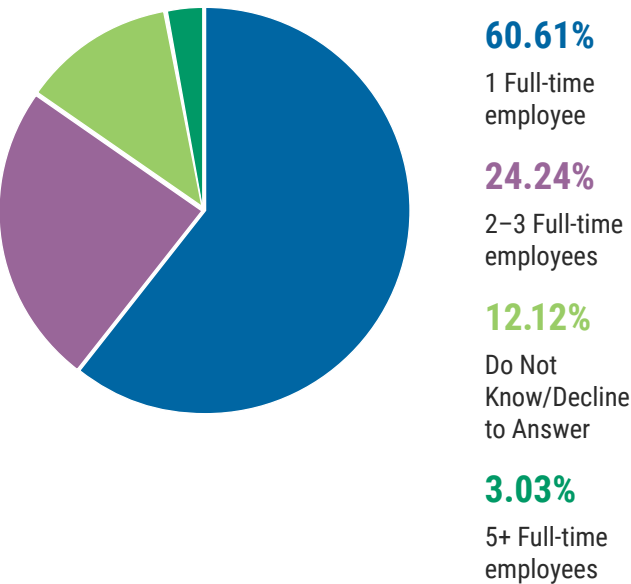
Marketing

Transportation and logistics organizations have seen significant growth, and many marketing budgets have increased with it. However, a solid percentage of respondents said their marketing budgets haven't changed at all. On top of this, more than half of respondents said they only had one team member in charge of their marketing efforts, which is similar to the results of the 2020 study.

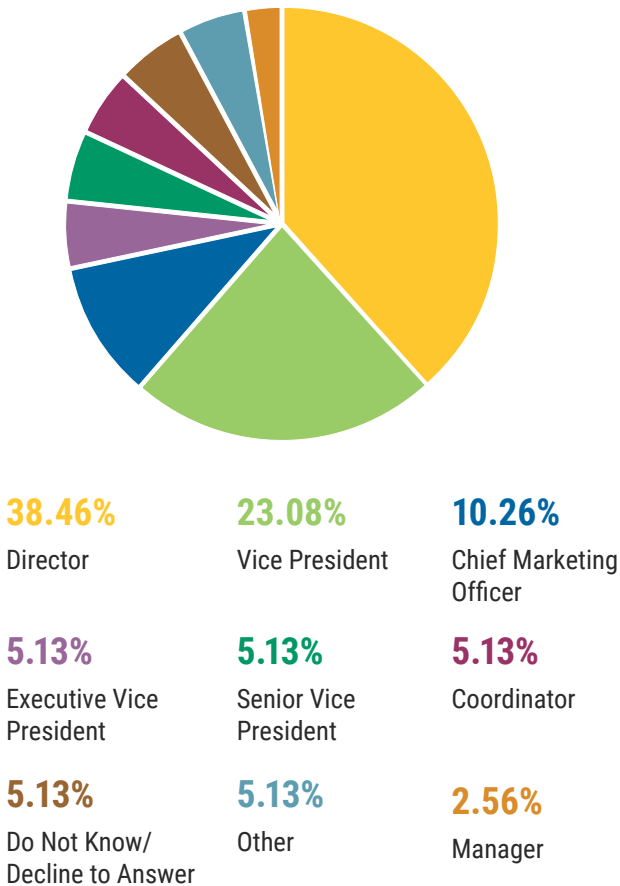
Marketing Employees

While organizations have seen significant growth in revenue, the number of employees servicing various marketing functions remains the same. In general, more than half of the respondents said their organization only had one full-time marketing employee in charge of digital, web and social efforts. About a quarter stated they had two to three employees and only 3% said they had more than five digital marketers.

Number of Digital Marketers



Highest-Ranking Marketing Title



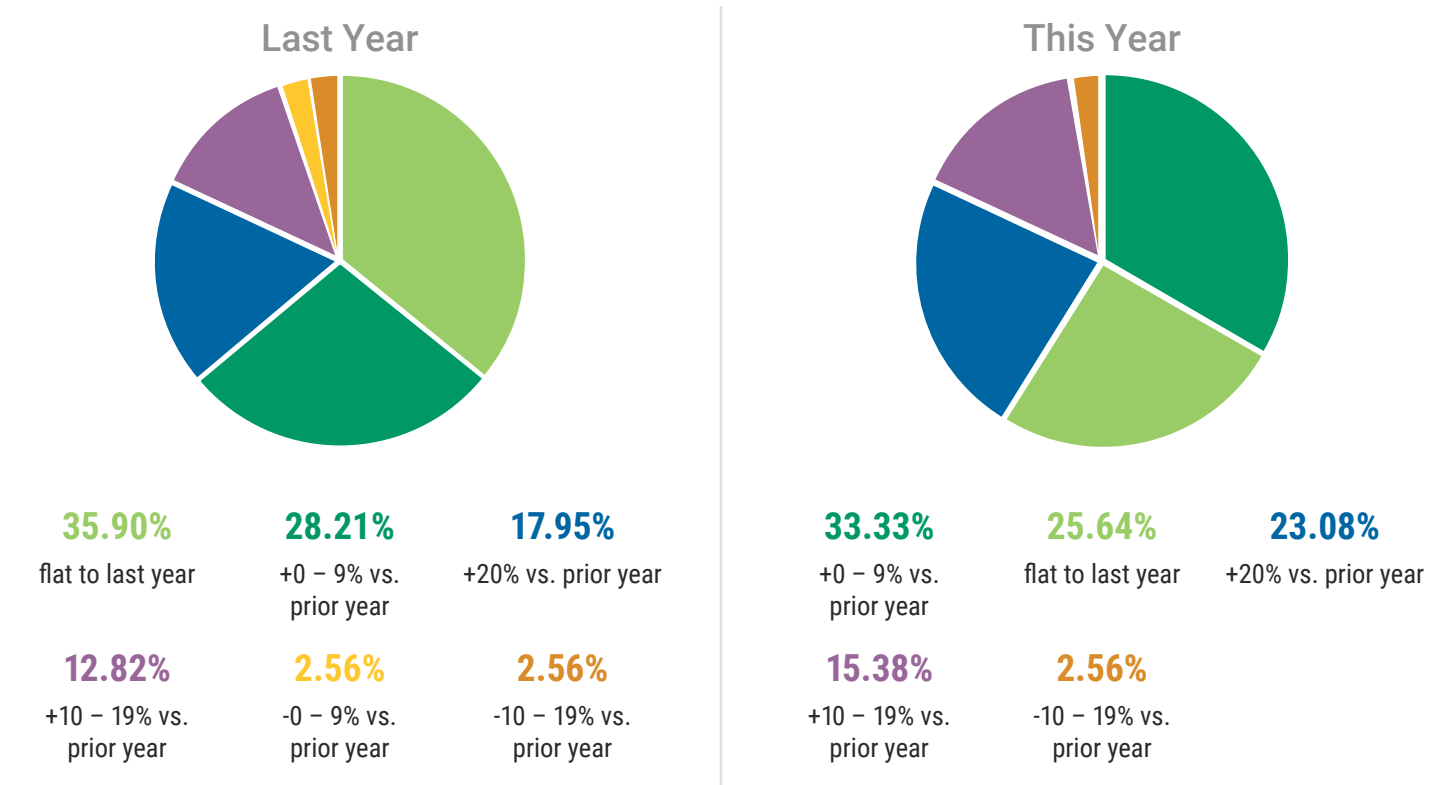
Marketing

Marketing Budget

Marketing budgets over the last two years generally increased or stayed flat. Last year, about 36% of budgets stayed the same from the previous year, while nearly 60% of budgets increased in some way. Of those organizations that increased budgets, about 18% increased their budgets by more than 20% from the prior year.

This year, almost 72% of organizations increased their marketing budgets, with 23% of those increasing it by more than 20%. Still, a quarter of the budgets were flat to the year prior.

Marketing Budget Changes Last Year & This Year

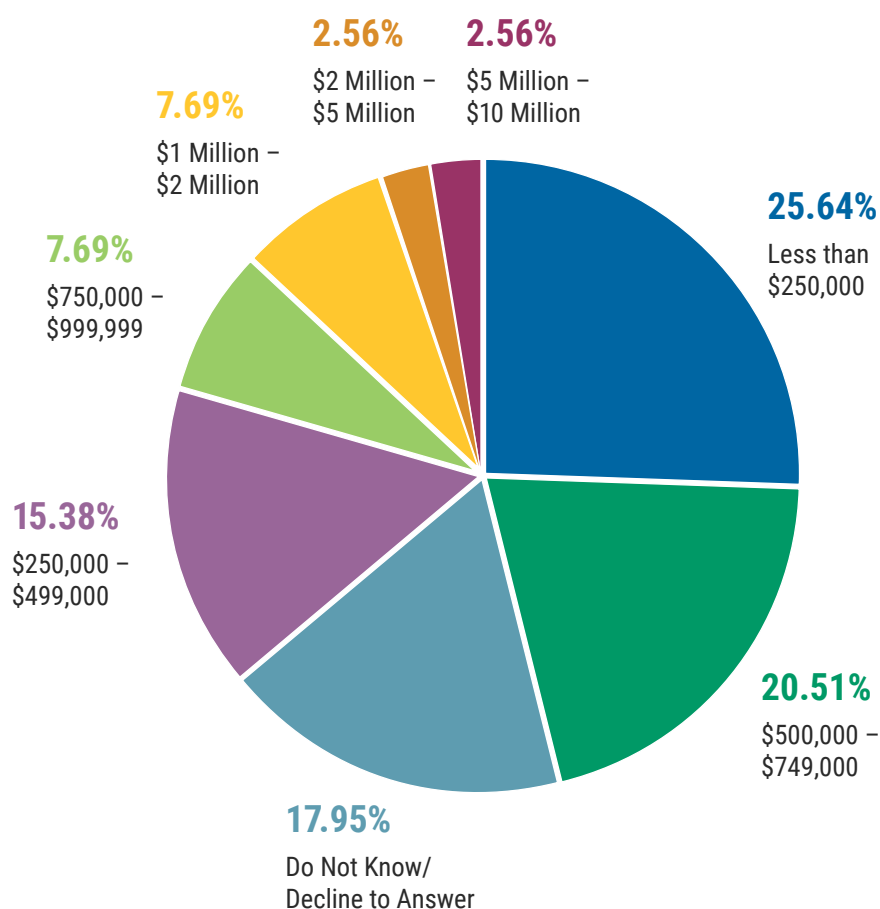


Marketing

Marketing Budget cont.

As far as the overall marketing budget goes, about a quarter of the respondents had a marketing budget of less than \$250,000. About 21% of the respondents stated they had a marketing budget between \$500,000 and \$750,000. Around 12% of the respondents stated their organization had a marketing budget of over \$1 million, but no organization had a marketing budget of \$10 million or more.

Marketing Budget Estimates



Marketing

Marketing Budget cont.

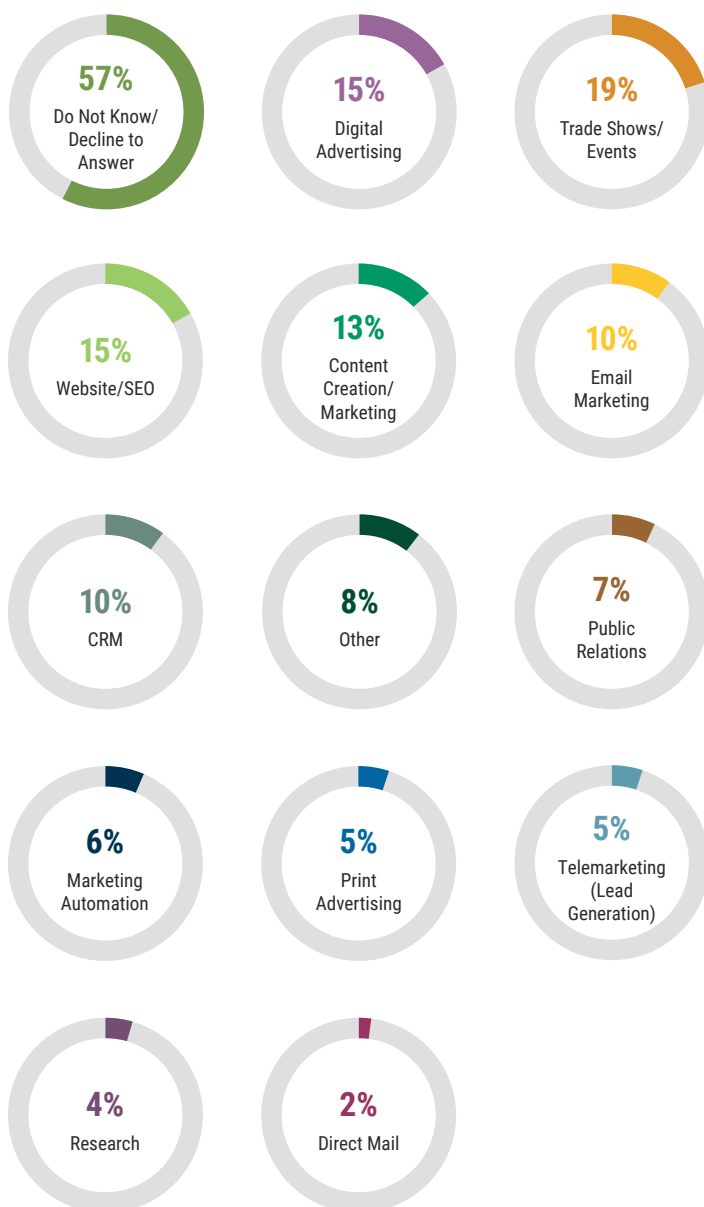
On average, respondents named employee pay as the largest expense in their marketing budgets. Respondents said that 43% of the entire marketing budget went to employee pay. Vendors and agencies made up 21%, while “other” marketing expenses that fell outside of employee pay and vendors/agencies made up 30%. This could include paid social, customer surveys, printed materials, etc.

For specific marketing channels/functions, organizations spent the most of their marketing budget on trade shows/events. On average, organizations felt 20% of their marketing budget could be attributed to trade shows and events. However, when you combine the numbers for digital advertising, content creation/marketing, website/SEO and email marketing, you will see that digital marketing efforts are still taking up a large portion of the budget, averaging at 53%.

Another notable figure is the cost associated with a CRM system, which takes up an average of 10% of marketing budgets.

When discussing what percentage of their marketing budgets went to brand awareness, customer acquisition, customer retention, customer experience or other, organizations felt around 40% of the budget went to customer acquisition/lead generation. Following that was brand awareness at 34%. Customer retention and customer experience were at 14% and 15% respectively, on average.

Marketing Budget Distribution



Marketing

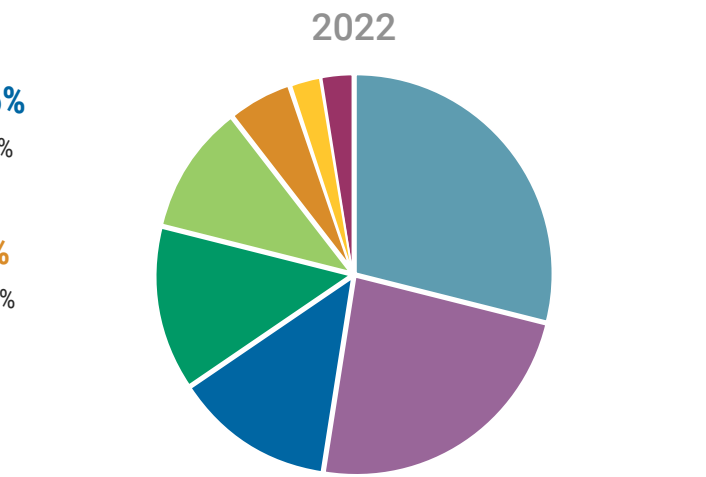
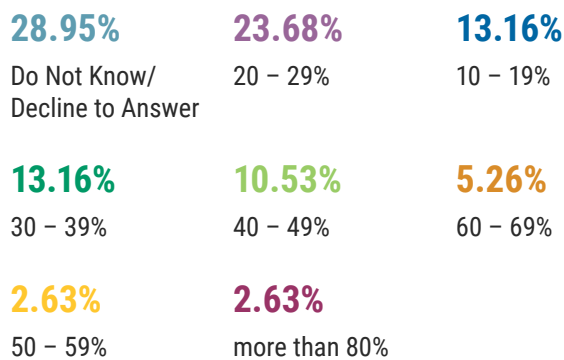
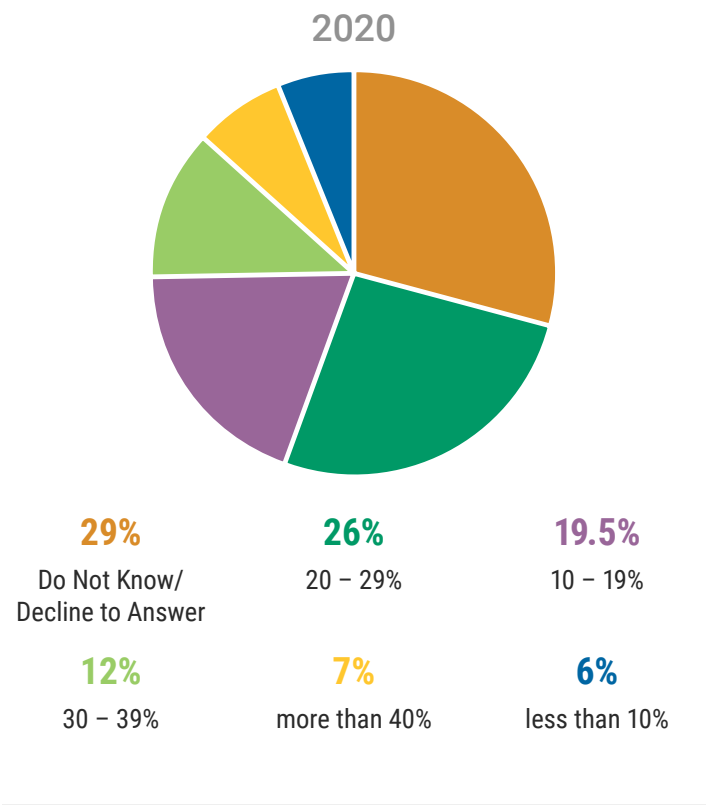
Digital Marketing Metrics

With the above metrics, data shows that transportation and logistics organizations have been and will continue to use a variety of digital marketing tactics and strategies. This report covers a few of those primary channels below.

Email

The TMSA survey looked at average open rates and click-through rates for emails. Open rates generally stayed the same from the previous report. However, there was a noticeable increase in those that had open rates of 40% or more. A potential cause of this could be Apple’s mail privacy update released in September 2021. This update artificially increased some organizations’ open rates because Apple automatically opens and downloads the email so it can’t be tracked when the customer actually opens the email afterward.

Email Open Rates - 2020 Study vs. 2022 Study

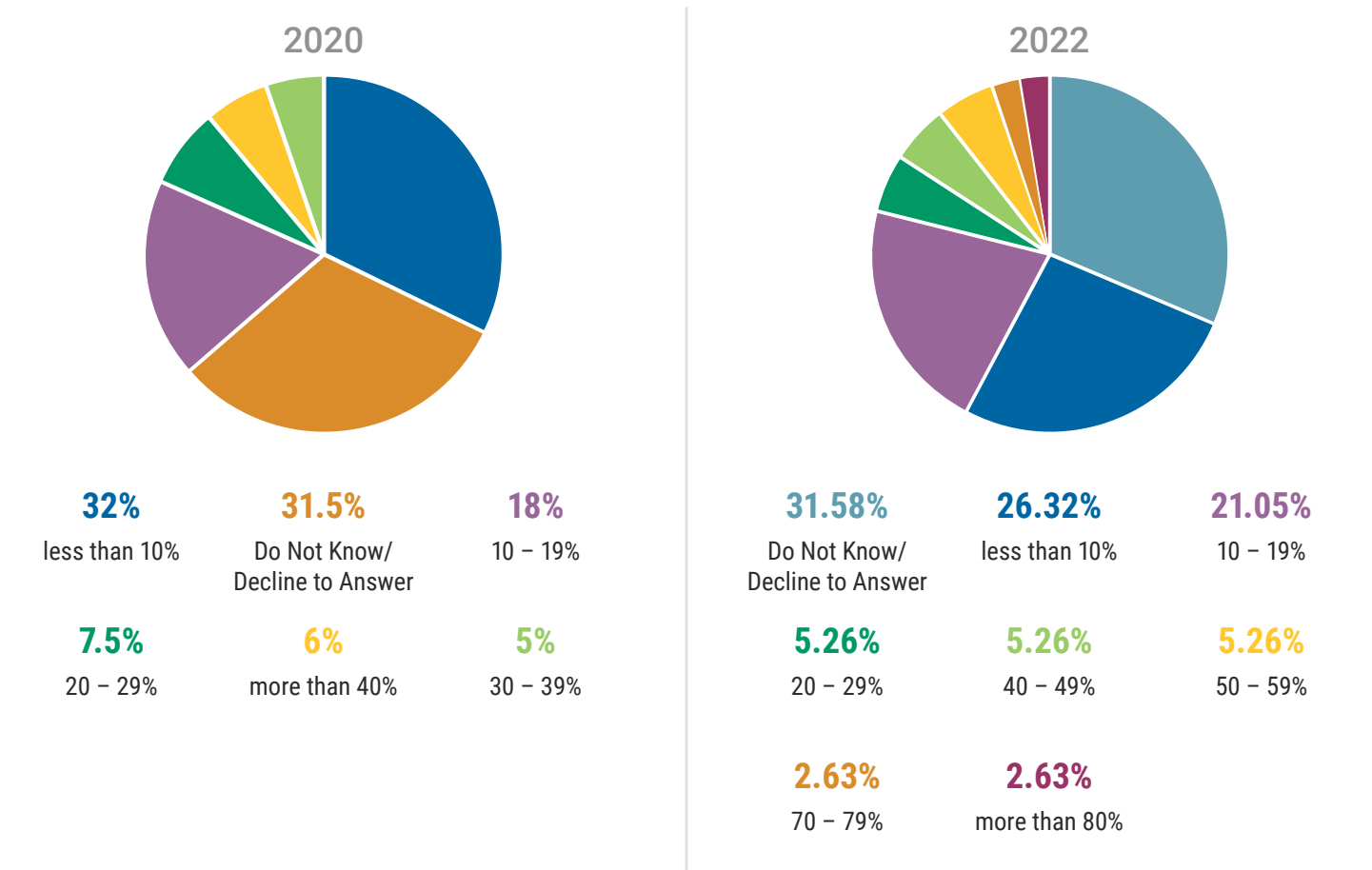


Marketing

Digital Marketing Metrics cont.

All of that said, the percentage of respondents who said their business had click-through rates above 40% increased by 9.68% this year as well, so it's likely Apple's update was not the only contributing factor. Companies learning how to better target their customers and prospects, as well as sending regular and necessary updates throughout the pandemic could have also contributed to the increase.

Email Click-Through Rates - 2020 Study vs. 2022 Study



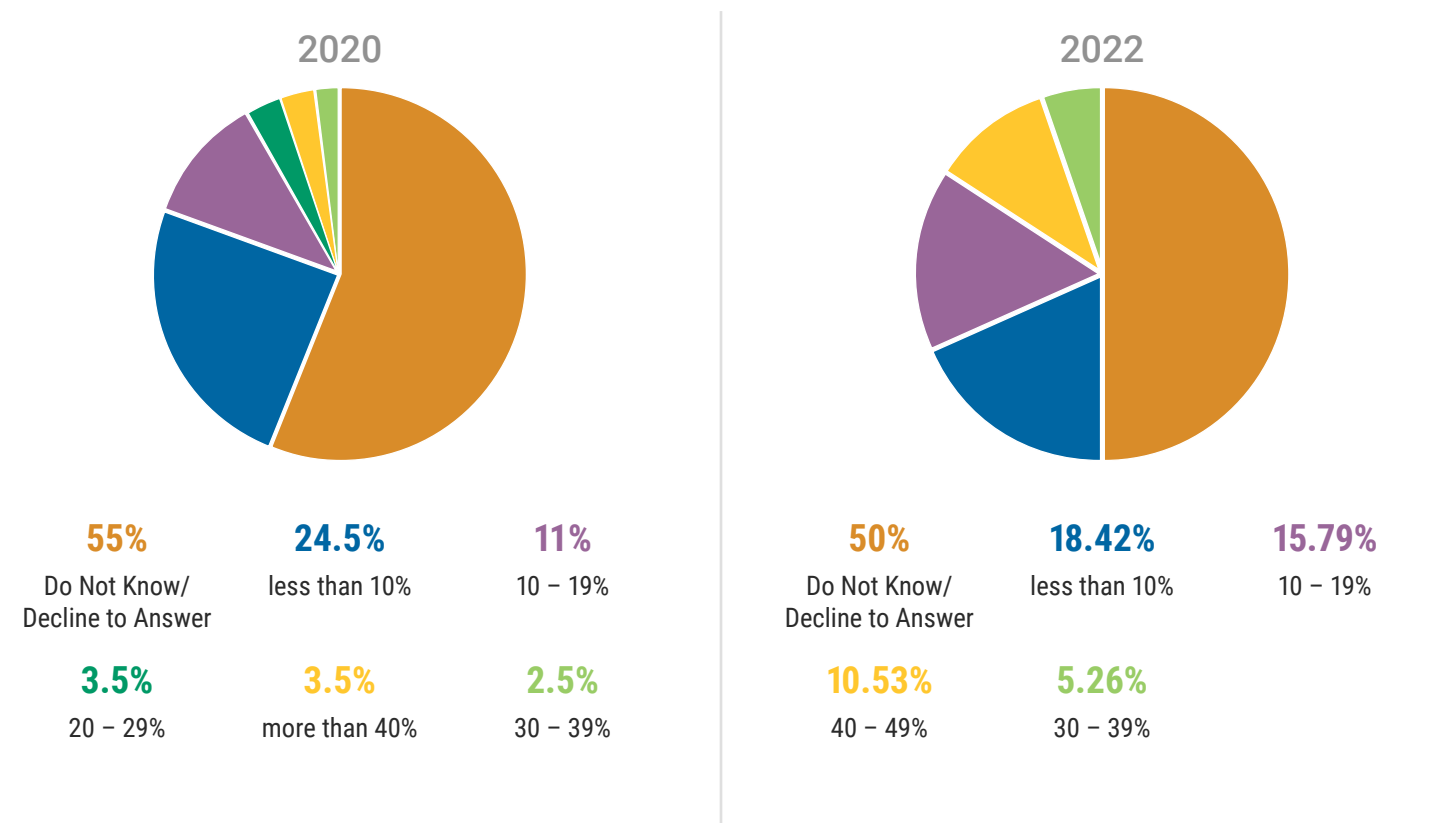
Marketing

Digital Marketing Metrics cont.

Search Ads

The results on click rates for search ads were largely the same as in the last report. Most notably, around 50% of our respondents did not know or declined to answer this question, which could imply there are many transportation and logistics organizations that simply do not use search ads, or an outside agency is handling the execution.

Search Ad Click-Through Rates - 2020 Study vs. 2022 Study



Marketing

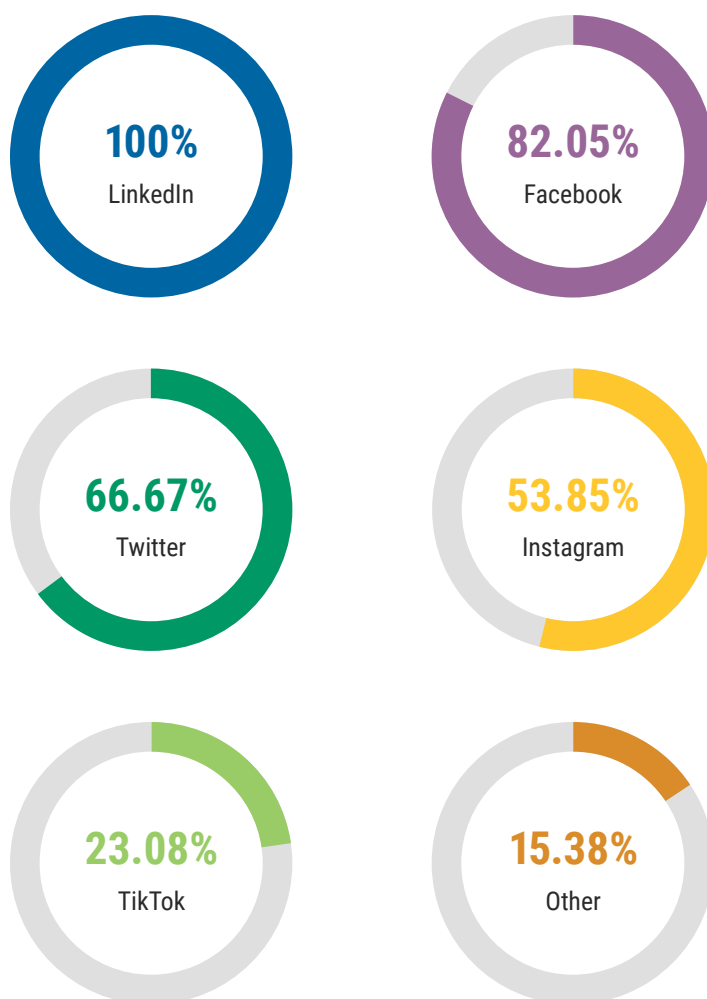
Digital Marketing Metrics cont.

Social Channels

LinkedIn was by far the most popular social media platform, with 100% of respondents saying their organization used it. Following up was Facebook, with 82%. More than 50% of respondents said that their organization used Twitter and Instagram.

However, the biggest stand out for 2022 is the rise of TikTok, with 23% of respondents stating their organization used it. Back in 2019 when the previous survey was conducted, TikTok was not even a category to select, with no respondent even mentioning TikTok in the “other” category.

Social Media Channels Usage

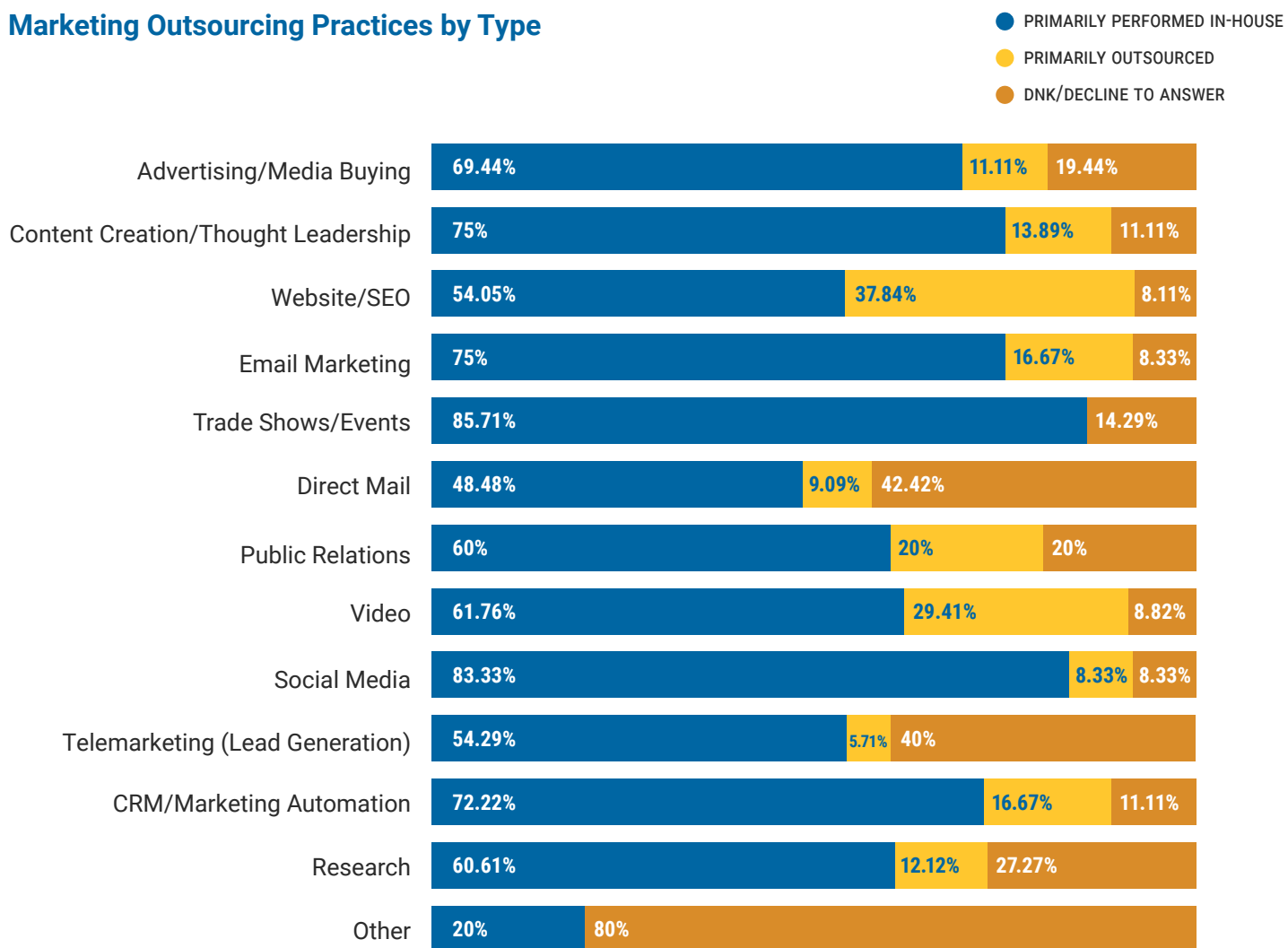


Marketing

Marketing Outsourcing Practices

When it comes to outsourcing, website and SEO work is still the most outsourced activity. This has dipped slightly from the 2020 report, from 43% to 38%. Video was also a highly outsourced option, at 29%. For the rest of the surveyed practices, only 20% or fewer respondents outsourced them. Trade shows/events were the only activity that remains solely in-house, according to respondents.

Marketing Outsourcing Practices by Type



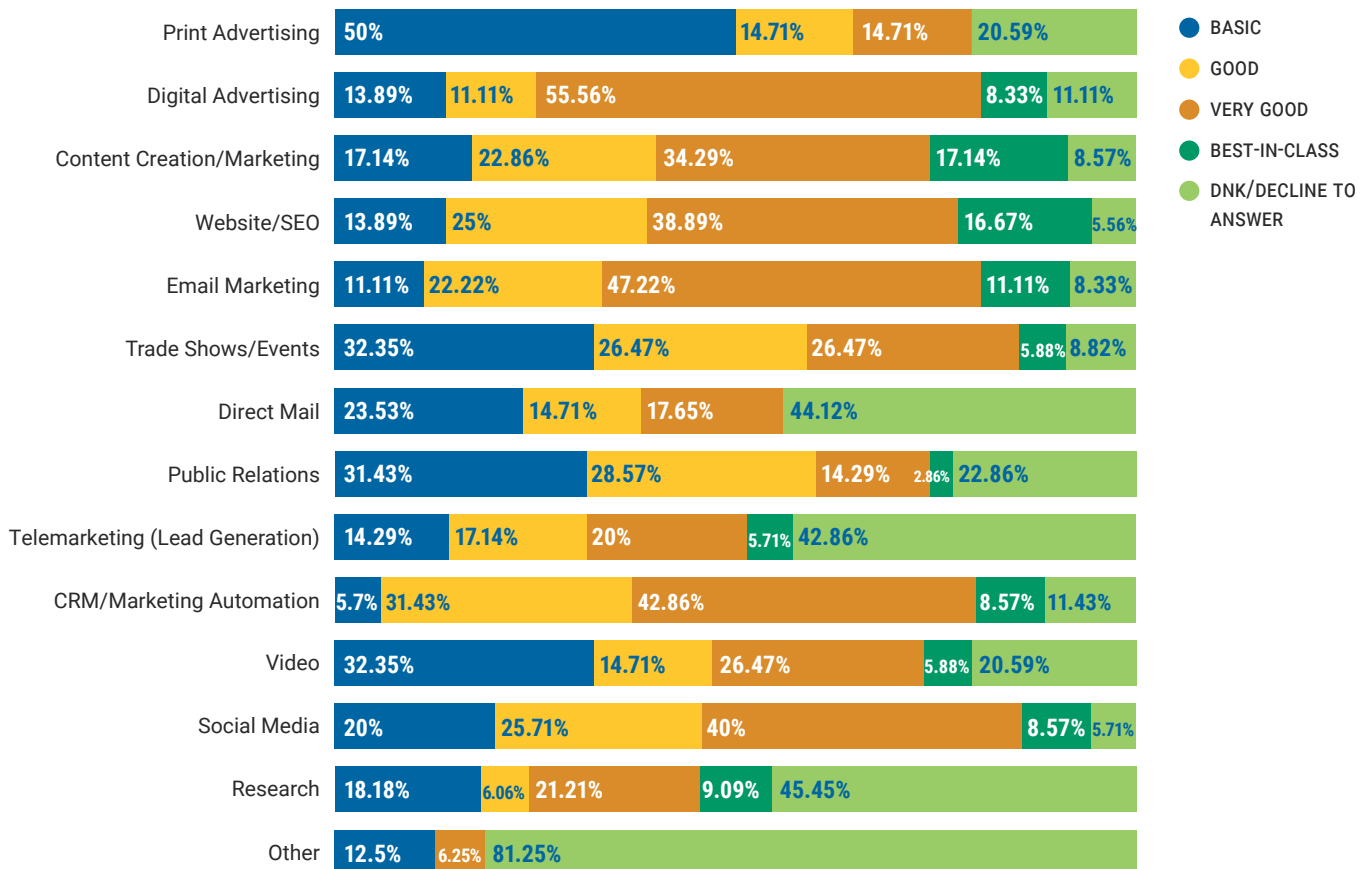
Marketing

Marketing ROI Measurement

A continued challenge for any organization when it comes to marketing is measuring its impact. Certain aspects like good branding can be difficult to measure, but with today's digital and analytical tools, marketers can get closer than ever before.

Respondents were asked how well they could track marketing ROI on a scale from “basic” to “best-in-class” for a variety of marketing activities. The responses generally show that organizations were “very good” to “best-in-class” at measuring a variety of digital marketing activities, such as digital advertising, website/SEO, email marketing and content marketing. Most were less effective at measuring the ROI of traditional advertising methods, such as print advertising, public relations (PR) and direct mail.

Measuring Marketing ROI



Marketing

Marketing ROI Measurement cont.

It can be more challenging to measure traditional advertising methods in comparison to their digital counterparts because they do not have the same type of digital tracking capabilities. For instance, 63% of the respondents stated they automatically track the number of inquiries or leads generated from each initiative inside their marketing automation platform. About 50% have automated tracking for the following metrics:

- Number of leads assigned to salespeople
- Number of leads salespeople follow up with
- Number of leads converted to sales opportunities
- Dollar value of sales opportunities created from marketing leads
- Dollar value of sales opportunities won from marketing leads

Moreover, if they don't automatically track these metrics, almost all the rest of the respondents were at least manually tracking them.



The Transportation Marketing & Sales Association



The Transportation Marketing & Sales Association (TMSA) is the place for sales and marketing professionals in transportation and logistics to unite, grow and advance. TMSA is the only association serving marketing, communications and sales executives in all market segments of transportation and logistics. Members of the TMSA generate more than \$500 billion in revenue and count on the TMSA to guide their marketing and sales efforts to increase their revenue by benchmarking industry standards.

This report is only available to TMSA members. However, nonmembers can receive an abbreviated version of this report or can receive the full report by participating in the survey. If you are interested in participating in the next study or want to become a TMSA member, reach out to TMSA at admin@tmsatoday.org or visit tmsatoday.org.

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