**Research shows**

According to Forrester Research your customer acquisition cost would be reduced by **33%** which would save you approximately **0** by using Marketing Automation.

That also means that you will increase your marketing budget with **0** which enables you to reach more people.

Gartner Group and CSO Insights say that it is possible to save **0** within the first 6-9 months.

Something that we strongly believe in but also think depends on the line of business/industry is that we have seen how order values generally increased as a result of using Marketing Automation. We have seen that the more complex a deal is, the higher are the order values. Anuuitas Group believes that it would lead to a generally **47%** higher order value in your case, which means that you would earn **0** more during a year. Observe that this calculation does not include the increased sales that Marketing Automation would lead to.

**Sonicians own results**

If the most important way to reach new costumers is through booking meetings and/or through cold calls, then the results from Forrester Research fits well with our observations of the effects at our clients that use our services and the Marketing Automation system named Otto®. In your case the use of our services would mean approximately **0** in savings.

**Great effects on website convertion to leads**

There is not much external information or data on how much more leads you can actually get from websites using Marketing Automation but Aberdeen Group means speaks of a **450%** increase, Bull Solutions speaks of **3 times** more and we have ourselves seen between **150% to 1700% lead-increase**. In order to obtain data on how your increase can be we need to know more about the number of visitors at your website and more.

The result you will get is estimated based on data from: