

An Opportunity In Waiting?

Growing healthcare market ripe for
cloud-based marketing automation tools



Healthcare Industry

5.8%

Projected annual healthcare growth rate in the United States between 2014-24

17.4%

Healthcare share of U.S. gross domestic product in 2013

19.6%

Healthcare share of U.S. gross domestic product in 2024 (estimated)



U.S. Healthcare Expenditures

2014 – \$3.0 trillion

2015 – \$3.2 trillion

2016 – \$3.3 trillion



Adoption

16%

Marketing automation usage across all U.S. B2B companies today



65%

Information Technology



8%

Manufacturers



4%

Financial Services



2%

Healthcare



Marketing Automation Vendor Revenues

2014 – \$1.2 billion

2015 – \$1.8 billion



Proof of Performance

451%↑

Increase in qualified leads by firms using marketing automation to nurture sales prospects

10%↑

Increase in revenue over six to nine months for businesses using marketing automation to nurture sales prospects

15%

Estimated reduction in creative production costs by using marketing automation

Evolve

Healthcare
Marketing