INTELLUM

THE 2025 STATE OF

# Education-Led Growth Report

What Research Reveals About How Education Drives Business Growth

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Education is no longer just a support function—it’s a strategic driver of business growth. This research underscores the measurable impact of Education-Led Growth, proving that when organizations invest in education, they see tangible business outcomes. As we look ahead, companies that prioritize education as a growth strategy will lead their industries.



**Chip Ramsey**
CEO of Intellum

# Executive Summary

**Understanding education's role in go-to-market is critical for program success.**

While it's expected that different departments will approach education differently, what differentiates successful programs is a clear understanding of how education fits into an organization's GTM approach. Companies that intentionally align their education strategy with their broader GTM framework are more likely to see tangible business impact, including increased engagement, revenue contributions, and customer retention.

**Access to analytics & marketing resources drive stronger revenue outcomes.**

Organizations with dedicated analytics and marketing support consistently report higher education-driven revenue contributions. A lack of these resources often leads to uncertainty in impact measurement, limiting the ability to tie education to business outcomes.

**Strategic focus, not just team size, drives education program success.**

While larger education teams naturally have the resources to support multiple business objectives, the most successful programs, regardless of team size, are those with clear strategic alignment. Smaller teams that focus on high-impact initiatives and tightly integrate education into broader business strategies can achieve comparable success to larger, well-resourced teams.

**Early and consistent measurement builds confidence in education's impact.**

Teams that assess program effectiveness within the first three months of launch report higher confidence in education's role in driving business outcomes. Delayed measurement—or a lack of measurement altogether—often results in unclear ROI and missed opportunities for strategic improvement.

**Education's strategic positioning within the company impacts its perceived revenue contribution.**

Teams in Marketing & Sales are far more likely to see education as a revenue driver, while those in Support or HR/L&D often struggle to tie education to direct business impact. This signals that where education sits within an organization influences how effectively it contributes to company-wide goals.

# What is Education-Led Growth?

Education-Led Growth (ELG) is a strategic framework that positions customer and partner education as the primary driver of business growth. By aligning education with revenue, retention, and adoption goals, companies can create measurable business impact.

# Education-Led Growth™ Framework



# Industry

Most respondents work in the software or technology industry (71.1%), with the remaining 29.9% comprising other industries.

- **42.3%** Software
- **27.8%** Technology
- **7.2%** Finance / Insurance
- **4.1%** Education
- **4.1%** Consulting / Specialty
- **4.1%** Business Services
- **3.1%** Security
- **3.1%** Healthcare
- **2.1%** Not for Profit
- **1%** Media / Printing
- **1%** Association (Membership)

# Location

Our respondents were predominantly U.S.-based, with respondents from other geographic areas represented.



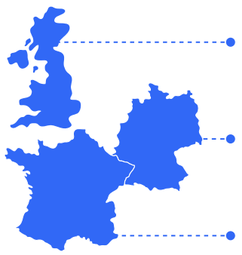
**76.3%** United States



**4.1%** Canada



**2.1%** Australia



**4.1%** United Kingdom

**2.1%** Germany

**2.1%** France



**1%** India

**8.2% Other**

# Company Size

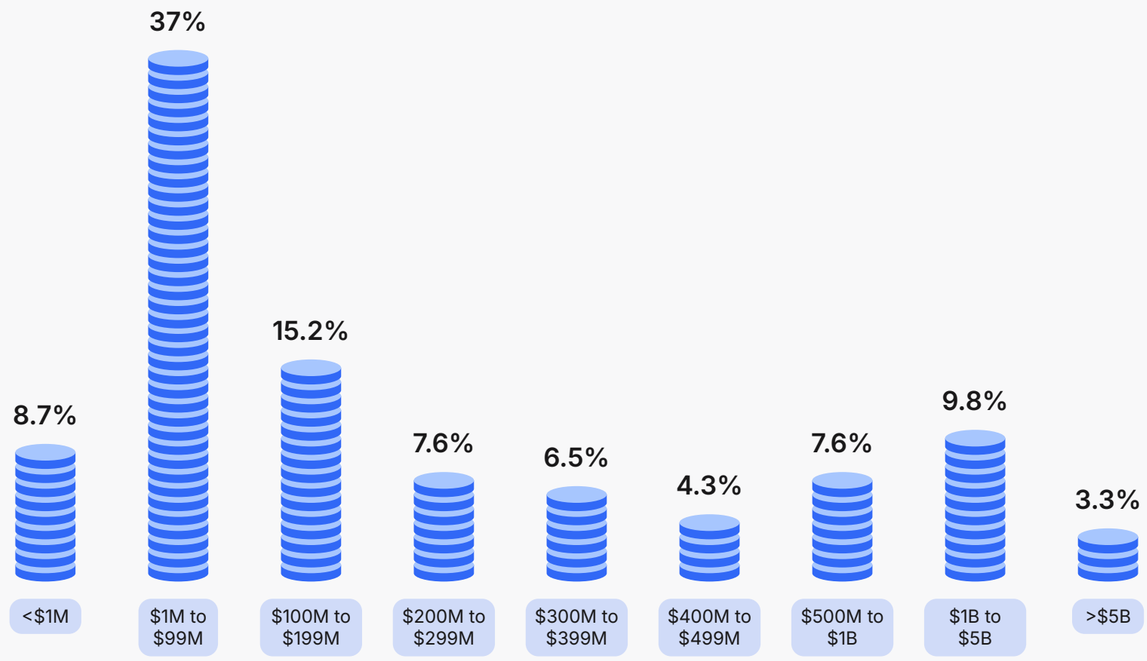
The respondents represented companies with a wide range of employee headcount.

| | |
|---|---|
| 2 - 99 Employees | 17.5% |
| 100 - 499 Employees | 30.9% |
| 500 - 999 Employees | 19.6% |
| 1,000 - 4,999 Employees | 20.6% |
| 5,000 - 19,999 Employees | 9.3% |
| 20,000+ Employees | 2.1% |

# Company Revenue

79% of businesses surveyed were under $500M in revenue.

**5 companies did not disclose their revenue and are not included in this chart.*



# Audience

This research represents a holistic look at education—including customers, partners, employees, and prospects.

**Q: Which of the following audiences do you educate? (Select all that apply.)**

**Employees includes L&D, product enablement, and sales enablement.*

92%

Customers

59%

Employees

58%

Partners

46%

Prospects

# Roles Represented



## 34%

**FULL-TIME PRACTITIONER**

Work within a team or as an individual contributor



## 28%

**DIRECTOR**

Manage a team of managers and high-level contributors



## 23%

**MANAGER**

Manage a team of functional practitioners



## 7%

**PROJECT MANAGER**

Manage ad hoc project teams



## 3%

**OUTSIDE CONSULTANT**



## 3%

**VICE PRESIDENT**

In charge of one/several large departments



## 2%

**C-LEVEL EXECUTIVES**

e.g., CEO, CMO

# Education doesn't have just one home in the organization.

The majority of respondents reported into customer success (27.4%), customer experience (14.7%), or customer education (12.6%), with representation in other functions across the organization.

**Q: Which of the following best describes the department your education team reports to? (Select one.)**

**27.4%**
Customer Success

**14.7%**
Customer Experience

**12.6%**
Customer Education

**9.5%**
Marketing

**8.4%**
Professional Services

**5.3%**
HR / Learning & Development

**5.3%**
Sales

**2.1%**
Education Services

**2.1%**
Support

**1.1%**
Education in its Own Department

**1.1%**
Partner Marketing / Success

**10.5%**
Other

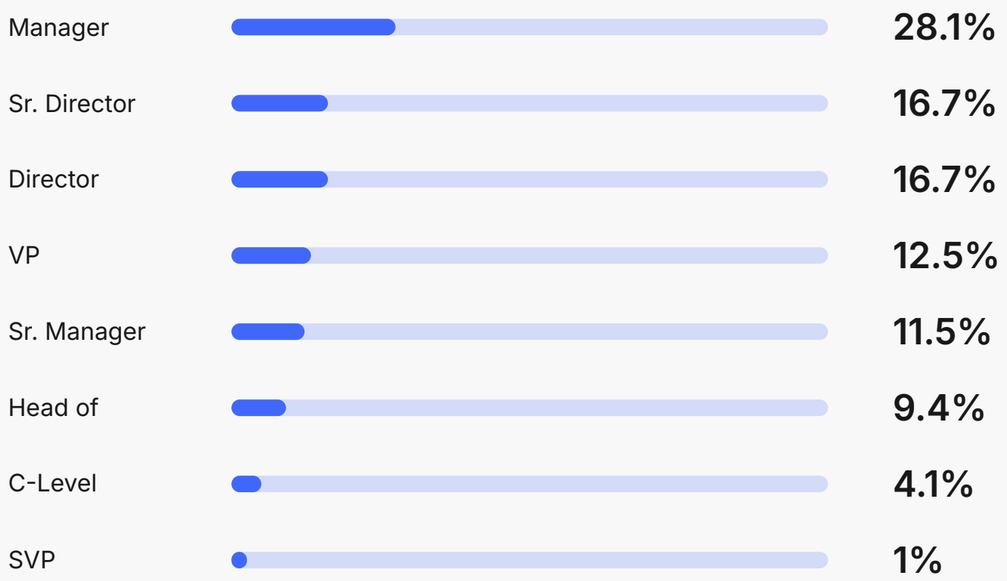
# Senior-level representation matters.

We wanted to know: What level of leadership representation does education have? And what impact does that have on team performance?

27% of respondents have education representation at the executive leadership level—and a whopping 39.6% don't have representation above the manager or senior manager level.

That representation matters. The data showed that education programs with senior leaders at the helm had a stronger focus on revenue, higher education engagement rates, and more access to analytics tools to prove impact.

**Q: What is the highest title for your customer/partner education program?**



# Customer success and product teams are the top collaboration partners.

Nearly three-quarters of respondents collaborate with Customer Success, reinforcing education's role in retention. Product teams (71%) are also key partners, likely due to their influence on training content. However, only 48% collaborate with implementation teams and just 34% with Customer Experience, signaling missed opportunities to align education with onboarding and customer satisfaction.

**Q: Which other teams do you collaborate with most closely? (Select all that apply.)**



# Few companies have deep penetration of education and training throughout the customer base.

For those who are able to measure frequency of training, only 19% are training more than 61% of their audience each year, while 19% educate less than 20%.*

While it's unrealistic to expect 100% adoption of anything, this data highlights an opportunity for greater impact.

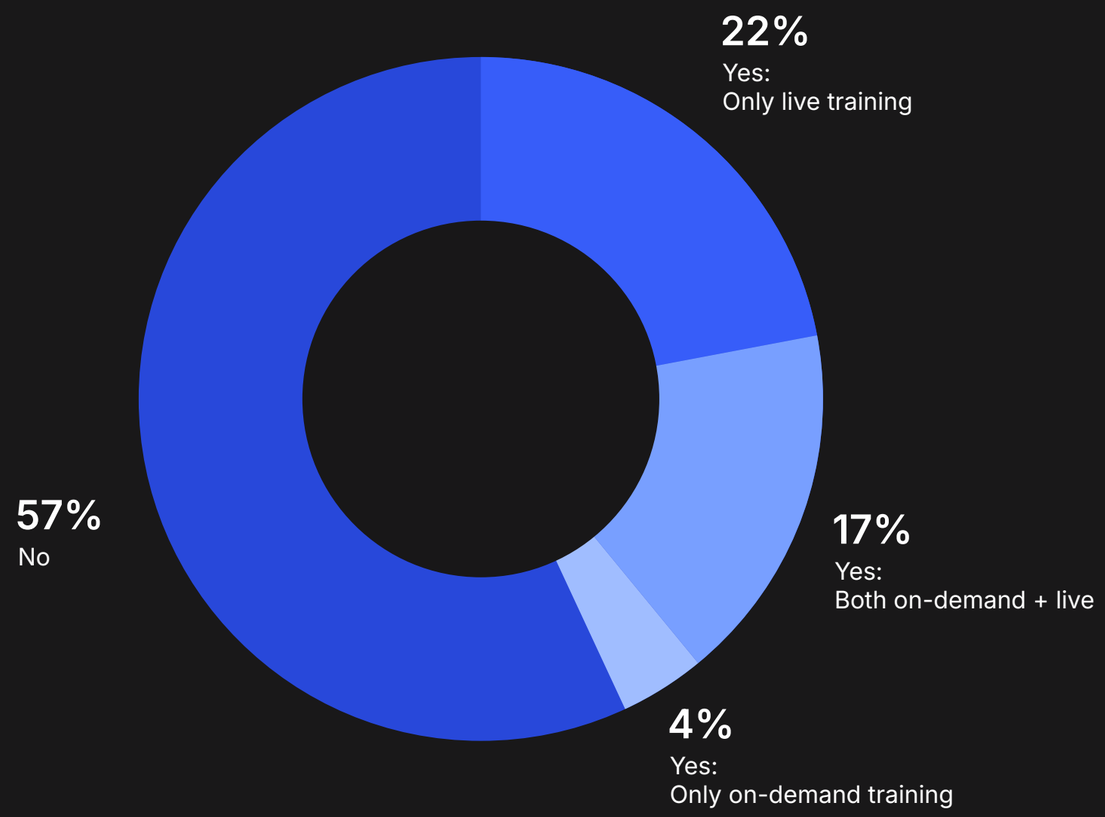
**Q: What percentage of your educated audience completes at least one educational program or training per year?**



# The majority of education programs are offered for free—charging mainly for live training.

Of those surveyed, 57% did not charge for any of their education programs. For those who did charge, 22% charged only for live training, 17% for both on-demand and live training, and 4% for on-demand only.
While charging for education creates opportunities for revenue, the decision to charge varies based on goals.

**Q: Do you charge for your education programs? (Choose the option most relevant to you.)**



# Business Outcomes

Within the Education-Led Growth framework, we focus on four core business outcomes—**revenue, retention, performance**, and **cost reduction**—that define the strategic impact of education programs.



## Retention



## Growth



## Performance



## Cost Reduction

# Performance and retention metrics take priority.

Surprisingly, only 57% of respondents are focused on cost reduction as a key objective for education.

In these numbers:

- **Revenue** includes increased revenue, increased product activation, and increased active users.
- **Retention** includes reduced churn, improved sentiment, and improved product adoption.
- **Performance** includes improved ramp time, increased goal attainment, and enhance skill proficiency.
- **Cost Reduction** includes reduced content creation, support, and onboarding costs.

**70%**

**Revenue**

**84%**

**Retention**

**75%**

**Performance**

**57%**

**Cost Reduction**

# Which business outcomes should education programs target?

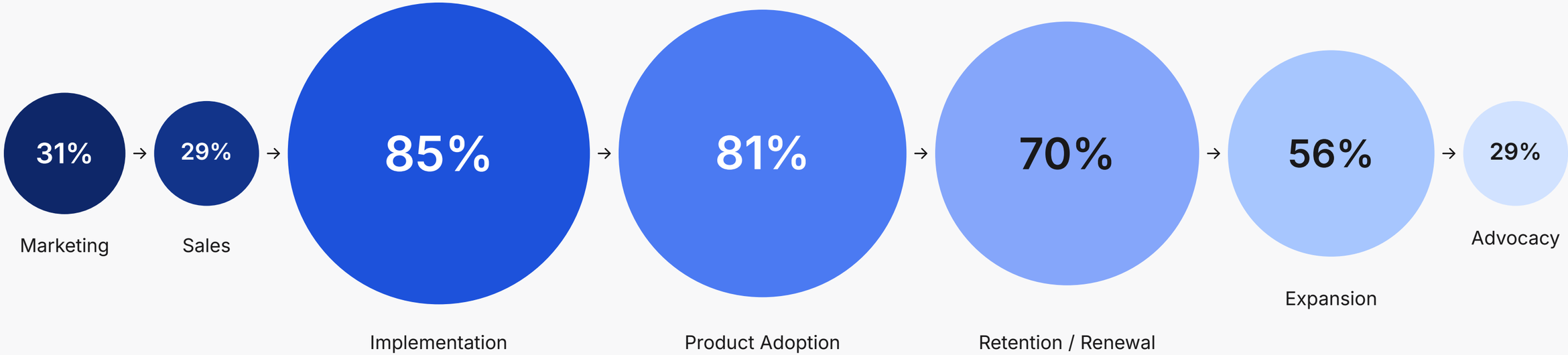
As with many things in the world of education, there is no one-size-fits-all approach to business outcomes. When it comes to which matter most, the answer is “it depends”—usually largely on where education sits in the organization. Not surprisingly, education teams that sit in Marketing or Sales prioritize revenue and new lead generation. Teams that operate out of Customer Success focus on retention, expansion, and product adoption. Professional Services education teams emphasize implementation and billable training.

What the data does support is that larger teams address multiple outcomes, while smaller teams prioritize key metrics (most importantly, revenue).

# Education is applied to every stage of the customer lifecycle, but largely post-sale and pre-renewal.

The most common lifecycle stages education is applied to are implementation (85%), product adoption (81%), and retention/renewal (70%). Less than a third are using education as part of marketing, sales, or customer advocacy—areas where education can have a more direct impact on revenue.

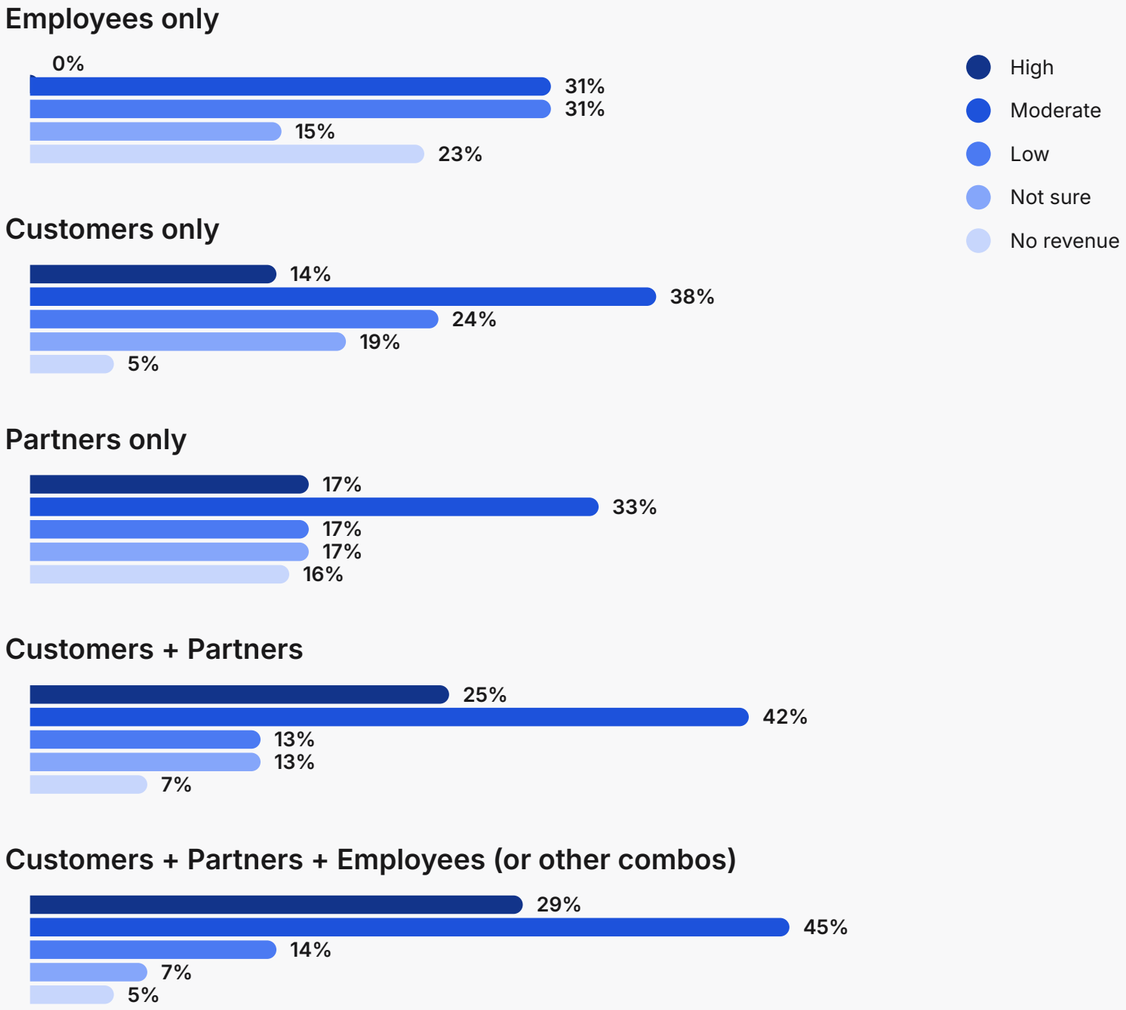
**Q: What stages of the customer lifecycle do your education programs target? (Select all that apply.)**



# Educating multiple audiences increases revenue impact.

Teams that educated multiple audiences (e.g., customers, partners, and employees) were more likely to report a strong impact on revenue—and less likely to be unsure of education's contribution to the bottom line. This could indicate that more mature teams tackle broader audiences while maintaining a focus on revenue impact.

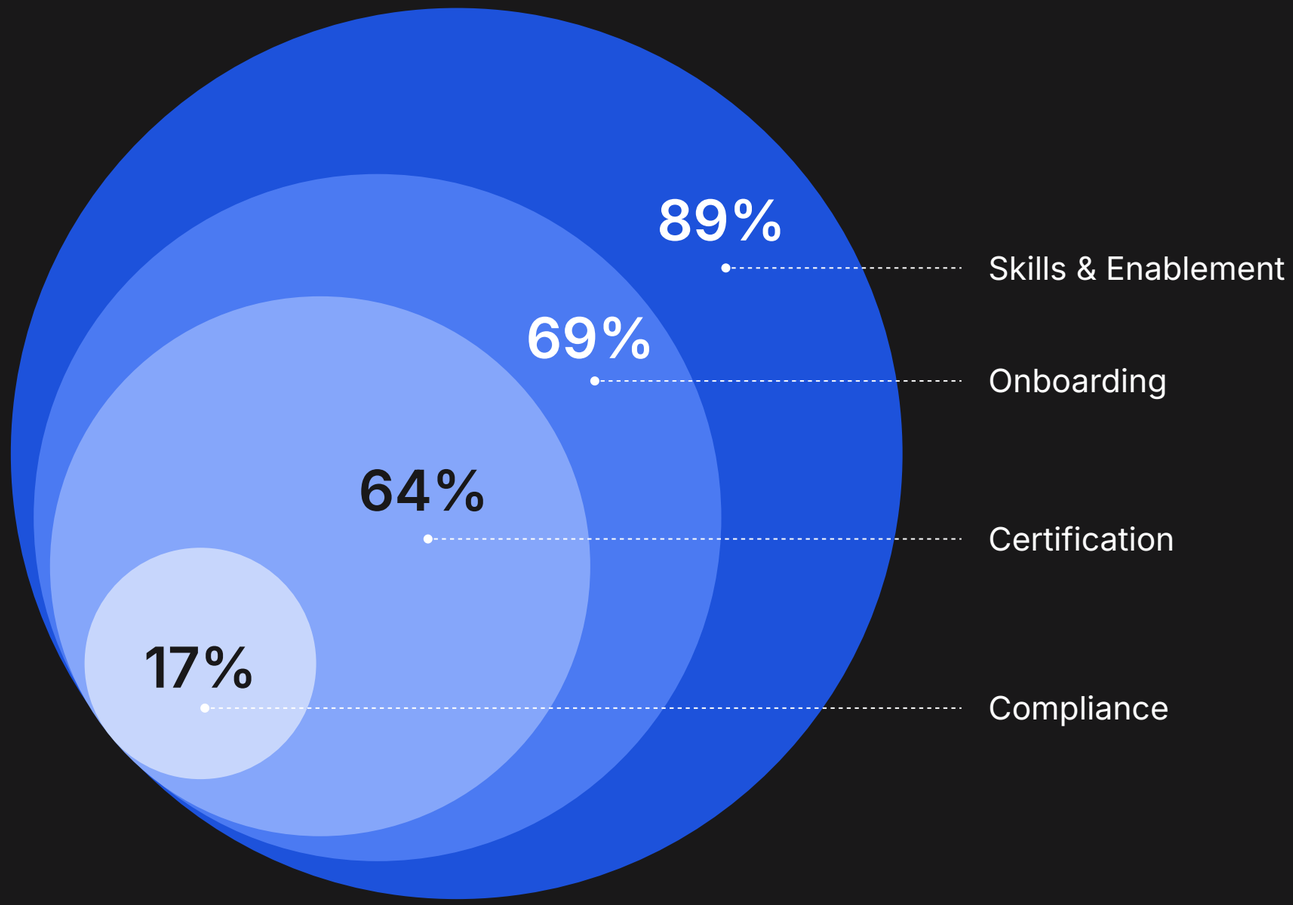
## Audience Educated vs. Revenue Effectiveness



# Top Education Initiatives

The primary use case is largely Skills & Enablement (which includes upskilling, product enablement, etc.), followed by Onboarding and Certifications. Few respondents were responsible for compliance initiatives.

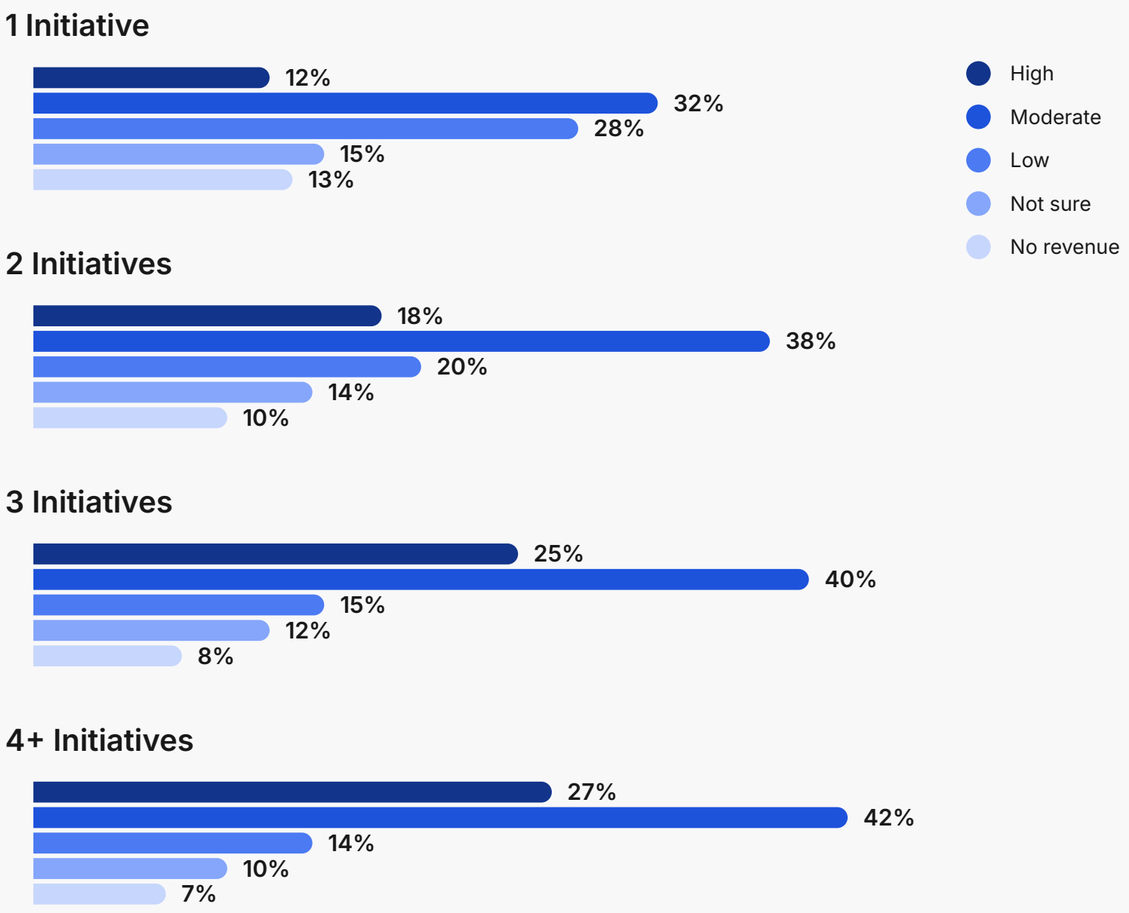
**Q: Which of the following education initiatives is your team responsible for? (Select all that apply.)**



# Organizations with multiple initiatives report higher effectiveness.

Teams that offered multiple education initiatives (e.g., a combination of onboarding, skills & enablement, certification, and/or compliance) were more likely to report higher effectiveness in driving revenue—and less likely to report having a low impact on revenue. This could indicate that more mature teams not only tackle broader audiences, but also deliver multiple types of education initiatives.

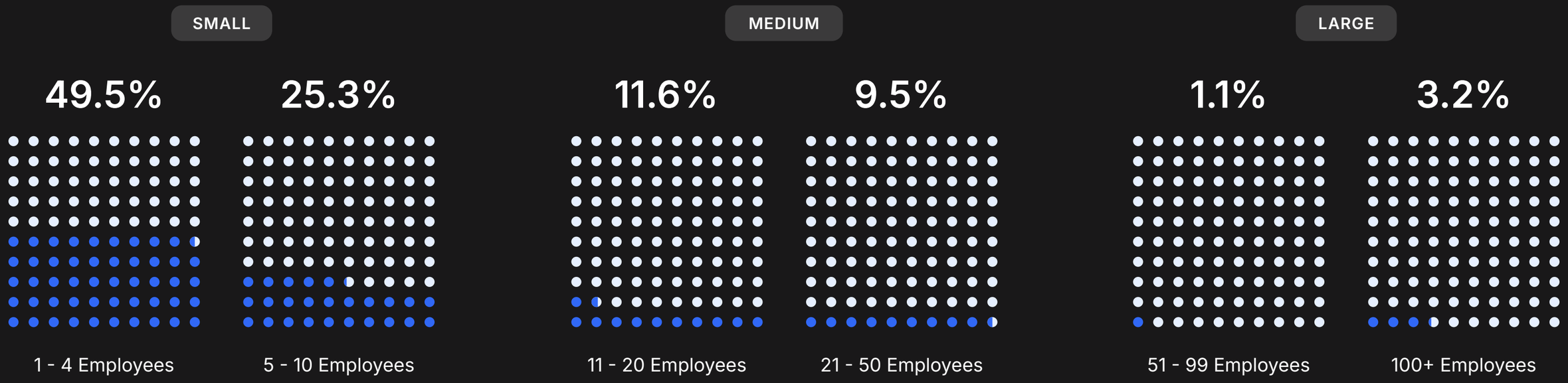
## Number of Initiatives vs. Revenue Effectiveness



# Education team size varies, but errs on the smaller side.

Almost half of those surveyed are on teams of 1-4 employees—with another 37% comprising 5-20 employees. Less than 15% had teams larger than 21 employees. While larger team size is often tied to the size of the overall organization, there's not a definitive correlation between company size and education team size.

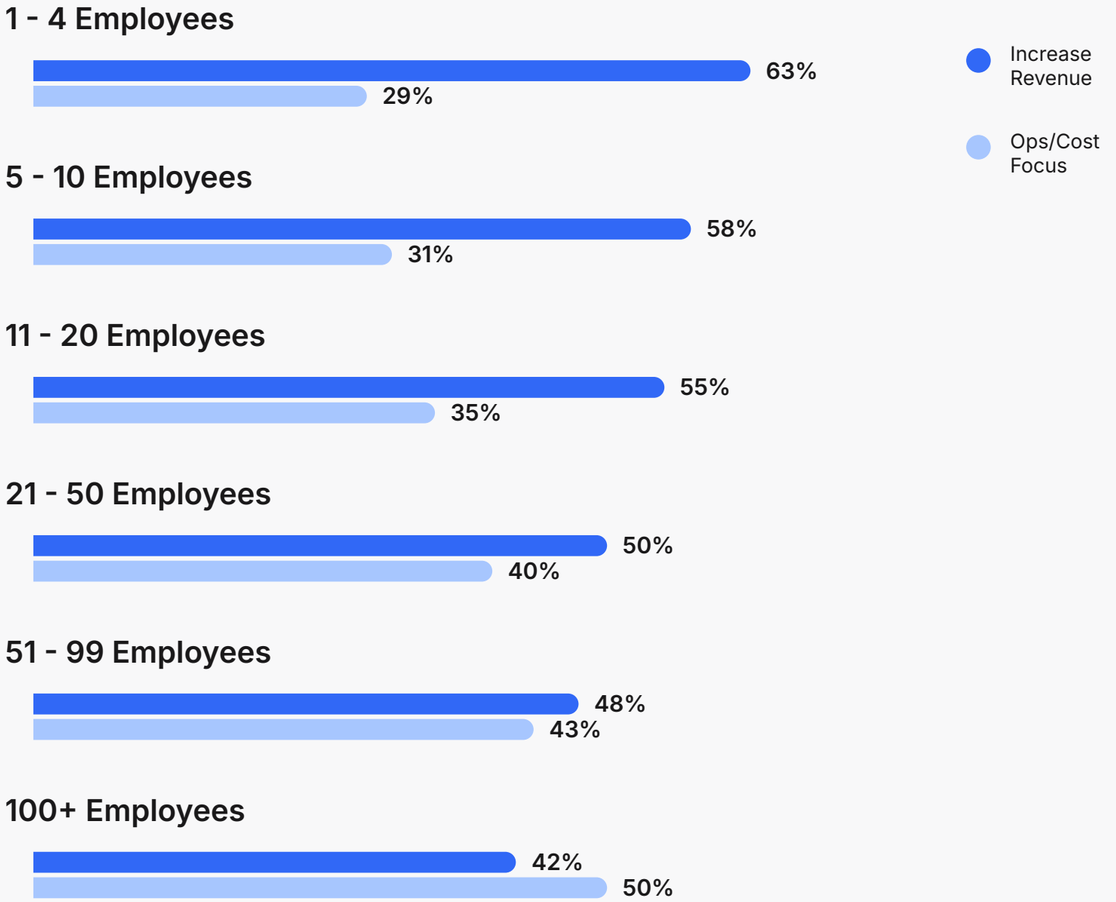
**Q: Using your best estimate, how many employees are on your education team? (Select one.)**



# Team size influences strategic priorities—larger teams shift focus toward operational efficiency over revenue growth.

Teams with 100+ employees focus more on cost efficiency than revenue growth, while smaller teams balance multiple business objectives to prove value. These smaller teams are much more likely to tie impact to revenue over other business metrics.

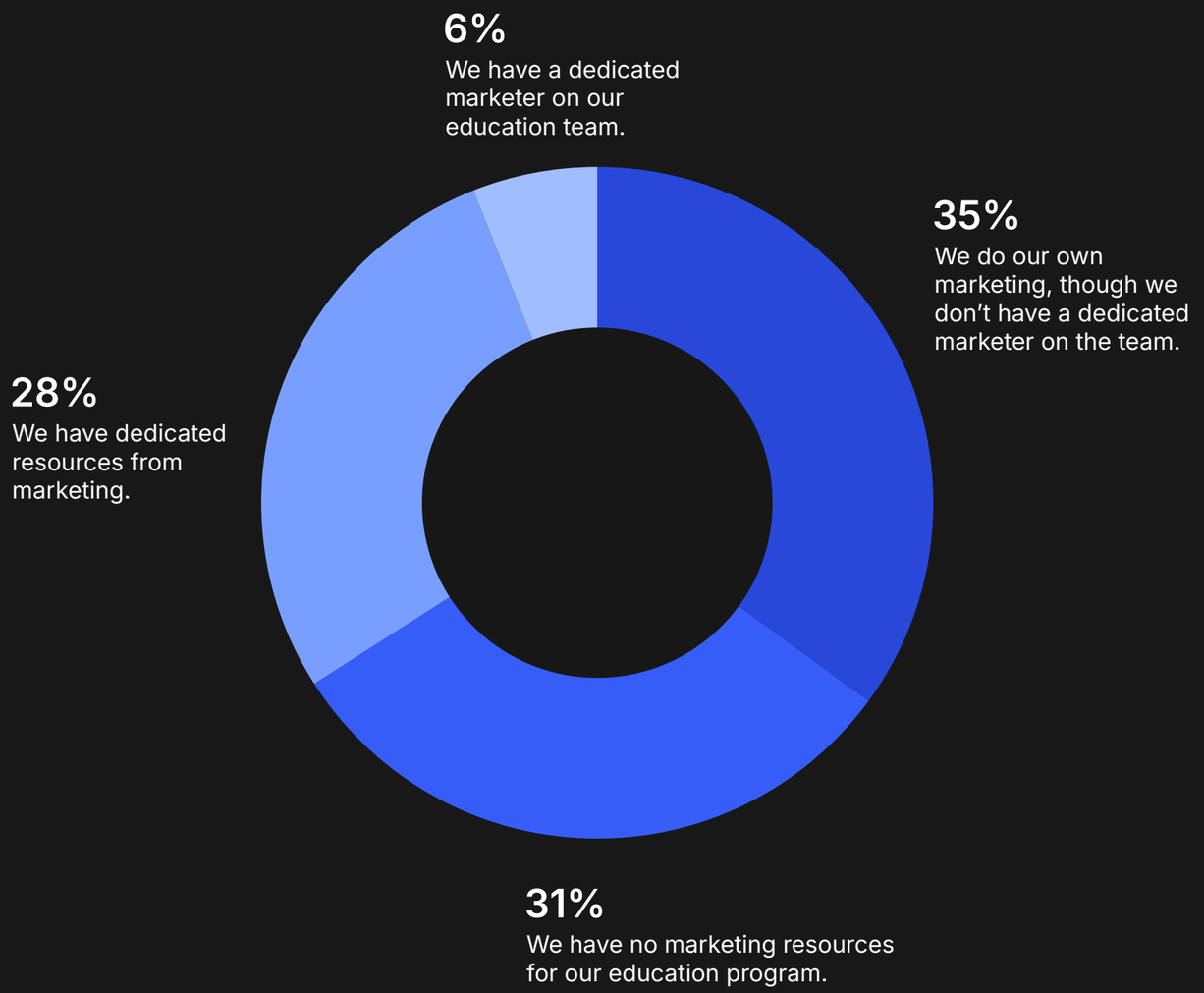
## Team Size vs. Strategic Priorities



# The state of marketers on education teams.

When respondents were asked about access to marketing for education programs, the answers were pretty evenly distributed between: we do our own marketing, though we don't have a dedicated marketer on the team, we have no marketing resources for our education program, and we have dedicated resources from marketing. Only 6% of respondents identified they have a dedicated marketer on their education team.

**Q: Which of the following represents your access to marketing for your education programs?**



# Dedicated marketing resources employ a broader range of tactics and tie to greater revenue impact.

Teams with a dedicated marketer or central marketing support generally employ wider, more advanced promotional and reengagement strategies. These marketing resources (especially a dedicated marketer) relate strongly to greater self-reported revenue effectiveness.

## Marketing Access vs. Revenue Effectiveness



# The most commonly used channels for learner acquisition are email marketing and personalized outreach from other departments.

While fewer respondents leverage additional tactics, it's encouraging to see a diverse mix of promotional strategies in use, highlighting the varied approaches organizations take to drive engagement.

**Q: What tactics do you use to promote your education programs? (Select all that apply)**

**70%**
Email Marketing

**70%**
Personalized Outreach for Other Departments
(e.g., Customer Success, Sales)

**42%**
In-app Messaging

**41%**
Inclusion in Product Launch or Sales Collateral

**38%**
Social Media Marketing

**31%**
Website Banners and Pop-ups

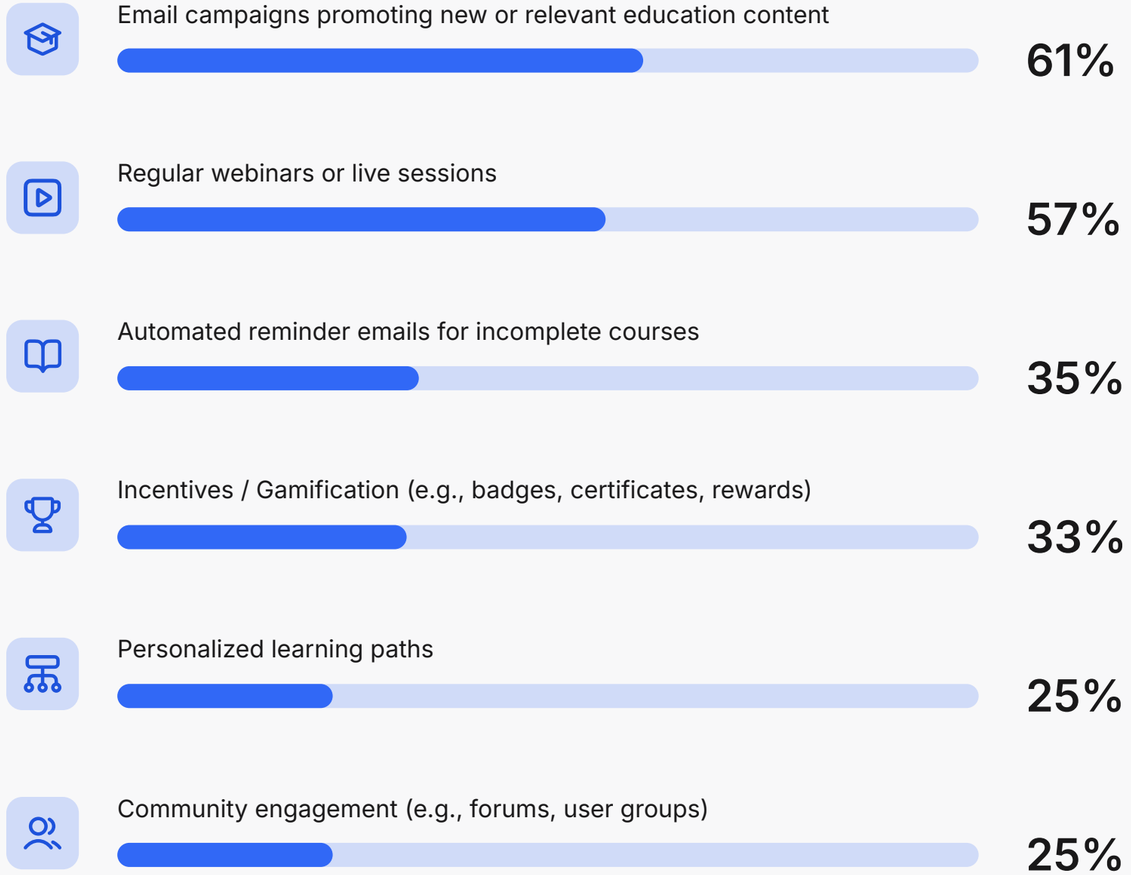
**6%**
Paid Advertising
(e.g., PPC, Sponsored)

**11%**
Other

# Email remains the primary channel for re-engaging learners, followed by regular webinars or live sessions.

Sustained engagement is key to a successful education program, ensuring learners return to develop new skills, stay informed on product updates, and continue their learning journey.

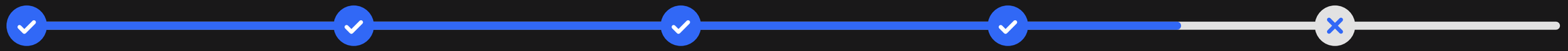
**Q: How do you engage and re-engage learners over time? (Select all that apply)**



# Most education leaders start measuring impact soon after a new initiative launches.

60% of respondents are measuring impact within 3 months of launching an education initiative—showing a strong commitment to proving impact. Teams that measure within 3 months are more likely to integrate education into product success and see greater revenue impact.

**Q: On average, how long after launching an education initiative do you start measuring its impact on business goals?**



**25%**
Immediately

**35%**
Within 3 months

**9%**
6 - 12 months

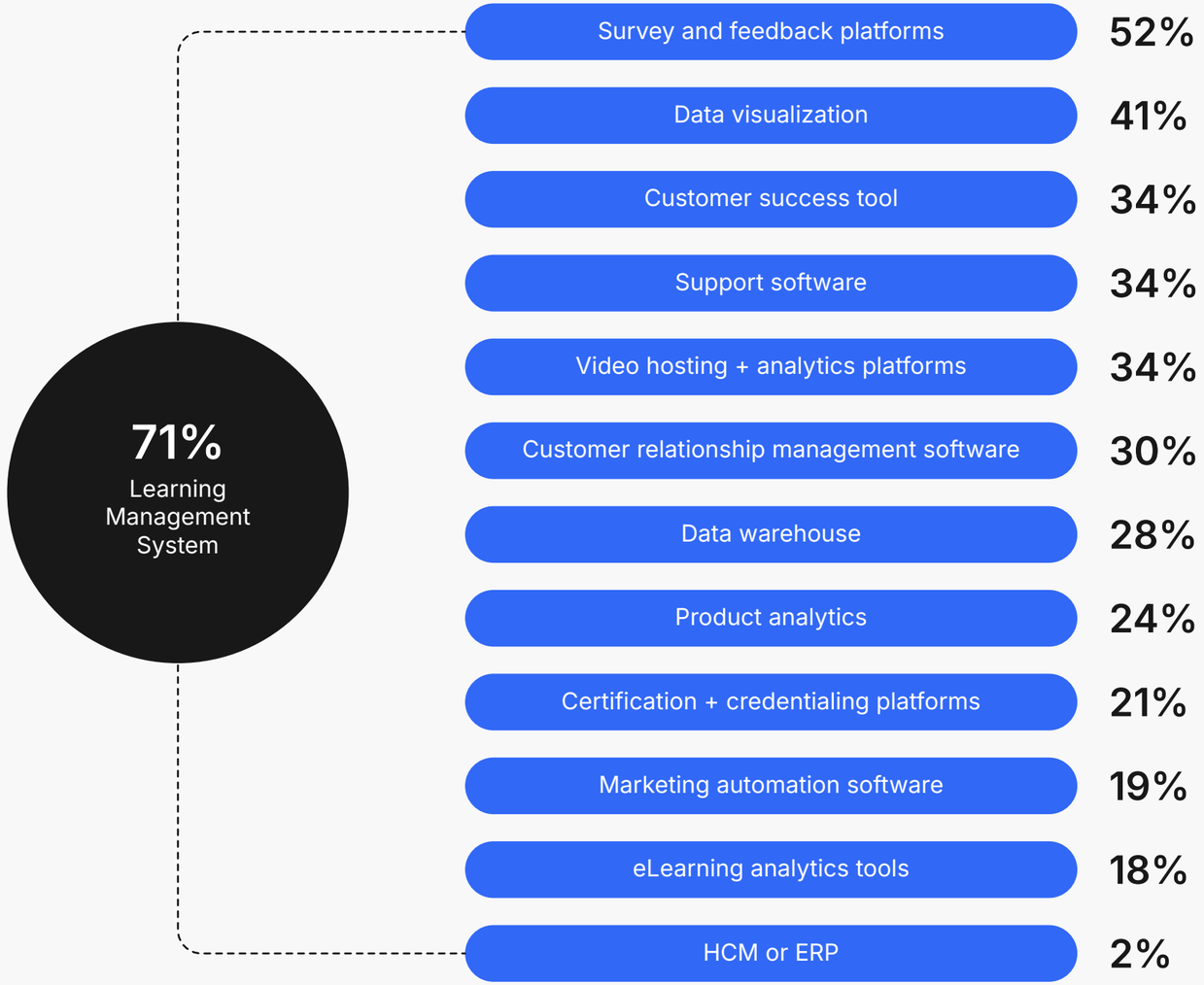
**3%**
1 year or more

**28%**
Not consistently measured

# Where does the data live?

We asked respondents to share what makes up their analytics tech stack—and received a diverse mix of answers! At the heart of most learning programs is a learning management system (LMS). Beyond the LMS, the most frequently used tools for analyzing education impact are surveys, feedback forms, and data visualization tools. Depending on the business outcomes you're driving and the maturity of your business, which platforms you integrate with and have access to will vary.

**Q: Which analytics tool(s) is your education team using to measure impact? (Choose all that apply.)**



# Regardless of what's in the tech stack, most teams struggle with integration between systems to fully measure impact.

When asked what challenges prevented our respondents from effectively measuring and achieving business outcomes, the most common obstacle identified was a lack of integration in systems, followed by a lack of access to other platforms that house data and lack of clear metrics or KPIs to define success. The data showed that teams using multiple analytics tools still struggle with integration challenges, reinforcing that tools and access alone don't solve the measurement gap.

**Q: Which of the following challenges prevent your team from effectively measuring and achieving business outcomes through education? (Choose all that apply.)**

**62%**
Lack of integration between systems, making it hard to consolidate data

**36%**
Lack of clear metrics or KPIs to define success

**30%**
Limited visibility into learner engagement or content effectiveness metrics

**28%**
Difficulty aligning education metrics with broader business goals

**18%**
Lack of executive buy-in or stakeholder support for measurement initiatives

**6%**
None of these are obstacles for our team

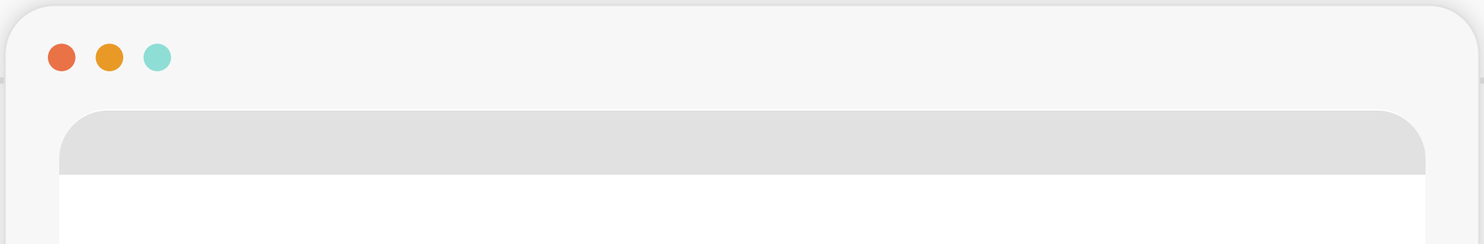
**62%**
Don't have access to other platforms that hold key data for analysis

**30%**
Don't have business intelligence (BI) or data analytics resources for analysis

**30%**
Time constraints prevent consistent tracking and reporting on metrics

**18%**
Don't know how to analyze the data we do have

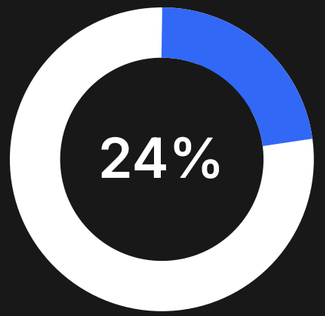
**16%**
Limited or no training on metrics and analytics tools available to us



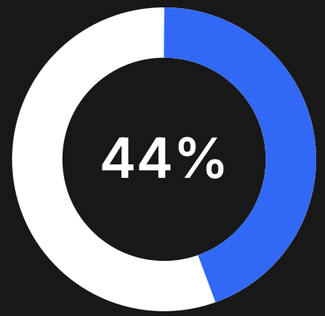
# A majority of programs are tied to the broader success of the product(s) in the market.

We wanted to zoom out and understand the impact of education on a company's GTM motion—and were pleased to see that 68% of respondents said their education programs are tied to the broader success of their product(s) in the market. In competitive markets, great education can be a differentiator.

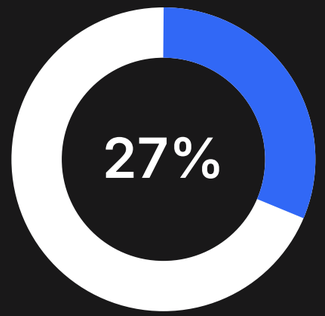
**Q: How closely do you feel your team's education programs are tied to the broader success of your product(s) in the market?**



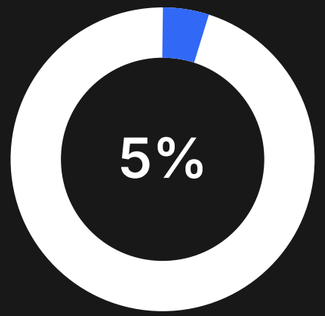

Very closely




Somewhat closely




Minimally




Not at all

# Education is integral to a company's go-to-market strategy—but there's room to grow.

Not surprisingly, much of the alignment of education with a company's GTM is focused on the post-sale customer experience. But some are thinking about the impact of education on marketing and expansion revenue—and it's these teams, focused on revenue growth and demand generation, that see the highest GTM alignment.

Finally, 20% aren't integrated in GTM strategy at all, representing an opportunity for greater alignment to drive business impact.

**Q: What role does education play in your organization's go-to-market strategy? (Select all that apply.)**



# Key Recommendations

How do you make sure your education program is designed to deliver real business impact? Here are a few suggestions, based on the data.

### Align education with revenue-focused outcomes.

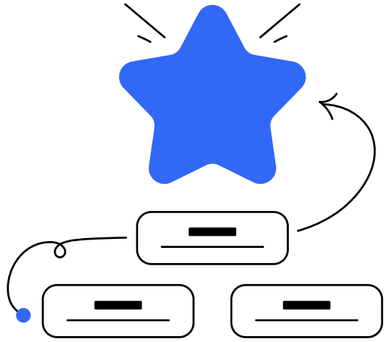
Regardless of company size, revenue remains a priority. Consider how education can be monetized or used to drive lead generation, expansion, or product adoption.

### Refine marketing strategies.

If you don't already, use email campaigns, automation, and incentives to drive new and returning learners.

### Expand education's influence.

If your program is currently driving its desired impact, there's a case to be made to grow. As you increase the number of audiences you train and education initiatives you run, you'll see greater impact.



### Prioritize the lifecycle stages where you can make the biggest impact.

Too many touchpoints dilute education's impact. Start by focusing on the lifecycle stages where education can drive greater success.

### Improve measurement and KPIs.

Track business outcomes within 3 months and implement clear metrics for success for every education initiative.

# Recommended Resources

Need help taking action? We've got you covered.



### Making the case to formalize or expand education?

Download our Business Case Template.

Download →



### Need help defining and communicating your strategy?

Use this editable Strategy Deck Template.

Download →



### Not sure which metrics to measure or how to prove impact?

The Practical Guide to Metrics is about to become your best friend.

Download →



### Looking for data to support the impact of customer education?

Download the 2024 Customer Education Benchmarks & Trends Report from Forrester.

Download →

# Research Methodology

Survey Period

**Nov - Dec 2024**

Participants



Recruited through Customer Education Slack, Customer Education Management Association, email campaigns, and LinkedIn

Verification



Respondents verified by name and email to ensure valid entries

Design

**26 Questions**

Primarily multiple-choice and “choose all that apply”

Response Handling



Undisclosed responses (skipped questions) were excluded from calculations. Percentages rounded to the nearest whole number

Sample Size

**97**

Total Respondents

Tools Used

**Survicate**

For data collection

Analysis conducted in Google Sheets and Looker

Analysis



Basic percentage breakdown and deeper data relationship analysis through dashboards, exploring interdependencies between question responses

# Research Methodology

**METHODOLOGY NOTES:**

✳

For page 16, roughly one-fourth of respondents were unsure what percentage of their audience completes at least one educational program or training per year.

✳

For page 17, respondents who did not disclose an answer to this question were removed from the analysis for this question.

✳

For page 20, respondents selected from 12 possible objectives (select all that apply), which were then grouped into four overarching business outcomes—revenue, retention, performance, and cost reduction—to provide a clearer view of how education programs align with strategic goals.

# About Intellum

Intellum provides a corporate education platform that includes all the tools an organization needs to create, deploy, manage, track, and continuously improve highly personalized, engaging educational experiences.

Book a Demo →

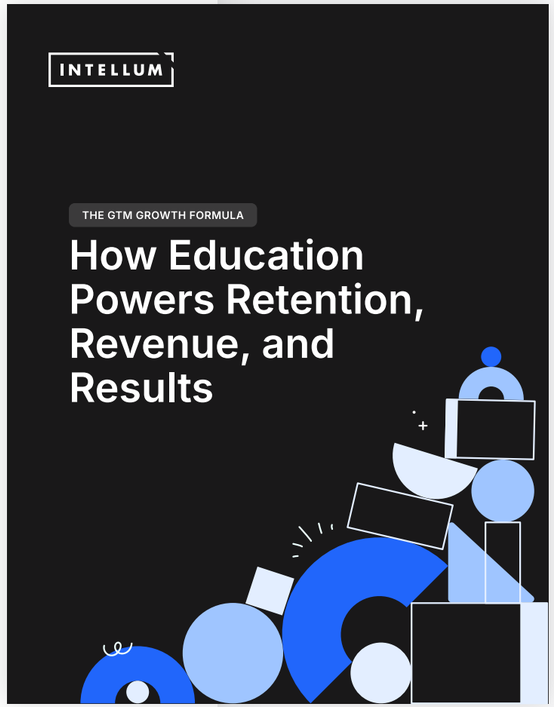
EDUCATION-LED GROWTH

# How Education Powers Retention, Revenue, and Results

In this free ebook, you'll learn how to:

- Reduce churn by empowering customers to see value faster
- Accelerate sales cycles and drive expansion through education
- Improve retention and increase product adoption with strategic learning
- Build a scalable education strategy that fuels business growth

Download Ebook →



# Want to Share This Report?

A rising tide lifts all boats—and sharing this data on Education-Led Growth helps us all elevate the critical role of education.

Our only request is that you cite and link to this report:

**2025 Education-Led Growth™ Report →**