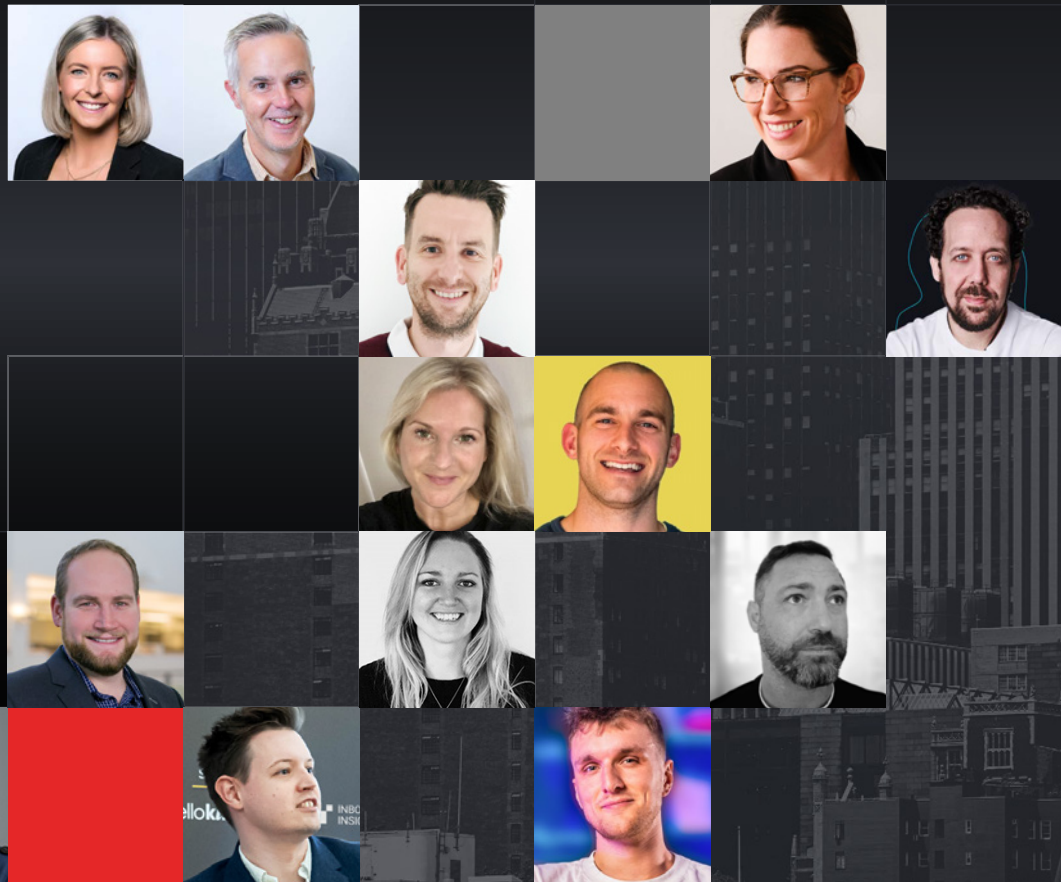


B2B Tech Buying Behavior

Revenue Marketing Experts Discuss
Our Latest Research into the
Modern B2B Buying Process



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Revenue Marketing Experts Discuss Our Latest Research Into the Modern B2B Buying Process

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Revenue Marketing Experts Discuss Our Latest Research Into the Modern B2B Buying Process

Insights from the B2B Agency and Market Leaders

The B2B Tech Buying Behavior 2024 Report provides deep data from over 800 B2B tech buyers. We also engaged leaders in B2B revenue to provide their reactions and perspectives about the newest information revealed in our research. Their thought leadership adds actionable insights for businesses as they apply these findings to their own marketing strategies.

Purchasing decisions are even more complex in today's B2B technology landscape. Understanding the evolving intricacies is crucial to tailoring marketing and sales strategies effectively to engage and convert potential customers.

Our B2B Tech Buying Behavior 2024 Report delves deep into the entire buying journey to shed light on current trends and key factors influencing businesses. These comprehensive learnings draw on 120+ data points from 800+ B2B marketers across the United States and European/Middle Eastern/African regions, spanning various industries.

This research provides valuable information and practical guidance to refine your marketing strategies, particularly in demand generation. From exploring triggers for technology research to content consumptions and budget considerations, we decode the behaviors and preferences that guide technology purchases today.



“This insightful research highlights the increasingly complex nature of B2B decision-making within tech and the importance of implementing a strategy that truly supports buying units throughout the lengthy decision process.”

Ross Howard
Product Marketing
Director - Inbox Insight

EXECUTIVE SUMMARY

Inbox Insight conducted research with over 800 B2B marketers across the USA and EMEA regions, spanning various industries to compile the B2B Tech Buying Behavior 2024 Report.

Key Findings Include:

- The triggers for a new technology search are often the desire for enhanced product capabilities or dissatisfaction with current poor integration and unmet business needs.
- The complex nature of B2B buying decisions, involving multiple stakeholders and extended timelines.
- The preference for software comparison websites, product review sites, and business news sites as trusted information sources.
- The significant impact of cost, brand recognition, and technology integration on purchase decisions.
- The dominance of LinkedIn as a platform for work-related content and the increasing importance of short-form video content.
- The preference for email as the primary method of vendor contact and the expectation of personalized support from subject matter experts.
- The crucial role of valuable content and industry affiliations in building trust with B2B buyers.
- The substantial technology budgets and increasing spending power of B2B organizations.

Foreward:

By Steve Armenti.

(Founder, ex-Google & DigitalOcean)



The hidden complexities of B2B tech buying and how marketing can cope.

We're all experiencing the current headwinds in tech. Marketers, especially, are facing slashed budgets, increasing revenue targets, and unrealistic expectations from executives.

It's nerve wracking. We started 2024 with a solid strategy. But now the reality of budget cuts and new, bigger targets is bearing down on us. Am I good enough? What if I missed something? I hear this often.

Take a deep breath. You got this. This year will build character, strength, and resilience for marketers. Those with a growth mindset will adapt and reach new levels in their career.

Companies like Inbox Insight are equipping marketers with cutting edge data and insights to be able to make informed decisions as we close out the year. In this year's report you'll learn:



WORKING TOGETHER

80% of B2B purchases involve 4+ stakeholders



TIME IS A CRITICAL RESOURCE

72% of buying processes take 1-6 months.



TRUST DRIVES DECISIONS

90% of buyers are more likely to engage with recognized brands.



CONTENT CONSUMPTION IS EVOLVING

74% use LinkedIn for work content, but 57% also turn to YouTube.

So, what can you do with these insights today?

- 1) Develop persona-based content strategies that support multi-threading at accounts. Create tailored content that addresses the specific concerns and priorities of your buying committee and distribute that content through account-based GTM activities.
- 2) Develop thought leadership nurture campaigns that span 6+ months. Develop a series of high-value touchpoints (emails, retargeting, webinars, events) that reach prospects at each stage of the extended buying process. Focus on delivering value and building relationships over time.
- 3) Expand your thought leadership program. Regularly publish content from the voices of leadership and experts in your company (in addition to your brand), tell the stories of your customers and their success. Position your company as a trusted authority in your space across all platforms where your customer engages.
- 4) Invest in video content. YouTube is a safe decision, but LinkedIn is also moving towards a video first experience. You can use these platforms' advertising capabilities to target your TAL and buying committee and pipeline engagement.

This moment in B2B tech is an opportunity to define your career. "The obstacle is the way", says Ryan Holiday. By embracing the complexity we're all dealing with, we can turn a pain point into a catalyst for growth.

The B2B tech landscape is rapidly evolving. What we do this quarter may need to change next quarter. But each time you optimize you are building your story – your growth story. It's not about the situation we're in, it's about how we react and handle it that will define us.

Identify the Buyer: Who Is Buying and Why?

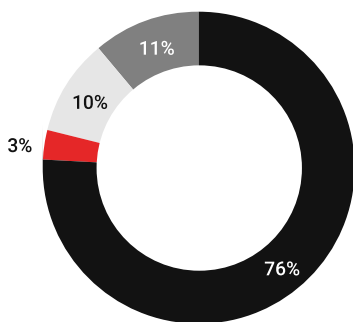
It's important to understand who your B2B tech buyers are so you can create content that speaks to their roles.

Overall, many of these decision-makers are senior leaders working in Information Technology departments within the software/technology, finance, and banking sectors.

DEPARTMENT AND REGION

76% IT departments
57% based in the US

Which department do you work in?



INFORMATION TECHNOLOGY
 HUMAN RESOURCES
 MARKETING
 FINANCE

INDUSTRY

36% Software/technology
12% Finance and banking

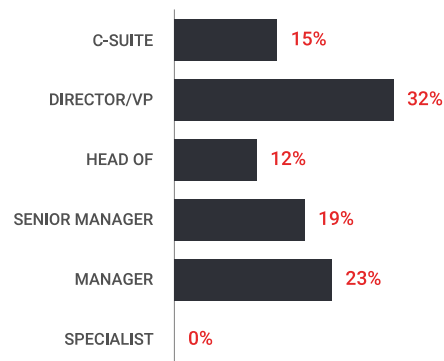
COMPANY SIZE

26% 500 to 999 employees
17% 1000 to 2499 employees

SENIORITY LEVEL

32% Directors/VPs
22% Managers

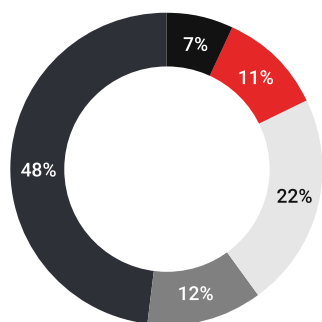
What is your seniority level in your organization?



ROLE WITHIN BUYING TEAM

48% Ultimate decision-makers
22% Influencers

What is your role within your buying team?



CHAMPION
 POWER USER
 FINANCIAL RATIFIER
 ULTIMATE DECISION-MAKER
 INFLUENCER



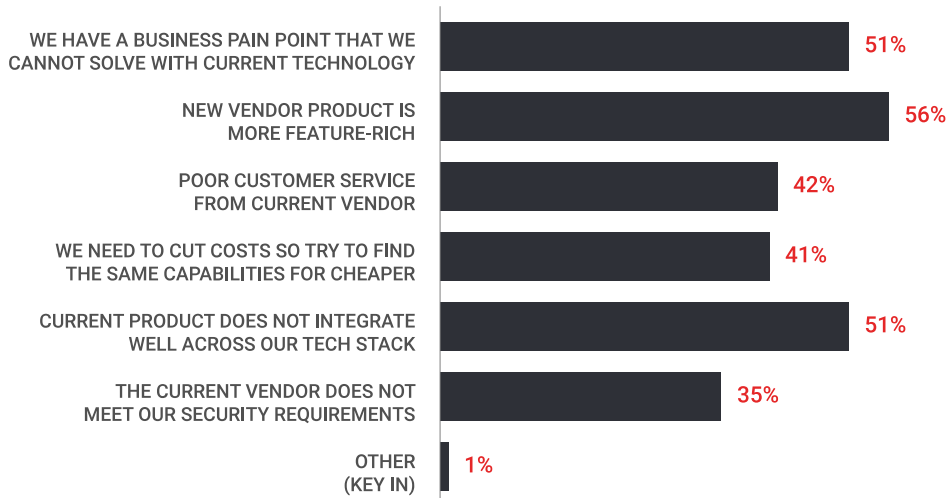


Starting the Buyer Journey

Why do buyers begin looking for new solutions? Understanding what triggers their search and creating programs that address their pain points will increase lead generation and engagement.

B2B buyers are looking for richer product capabilities that solve for challenges with their current technology, such as poor integration, poor customer service, and unmet business needs.

What triggers you to research a new technology vendor to replace an existing one? (Tick all that apply)



What does this mean for my business?



Understanding the 'who' and the 'why' behind each buyer signal will help in planning outreach and messaging.

Assess how your products and services align to the needs of the buyer, who they are, and why they are in market. Based on the research, buyers are entering the

buying cycle mainly because of pain points that they have operating their businesses or with an existing vendor.

Make sure that your messaging aligns to pain points that your customers want to solve and how by using your service alleviates this pain.

Identify How Buyers Make Decisions

Research & Evaluation

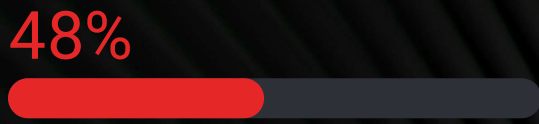
Once companies have decided to start their buying journey, they go about research and evaluation of potential tech solutions in a variety of way. This process is very comprehensive and can take a significant amount of time and involve several stakeholders; so it's important to create content and demand-generation programs that provide the information they need at each step along the way.

Remember, over half (58%) of these individuals have sign-off and approval authority for the purchase. Involvement in technology selection:

Marketers targeting this audience should focus on delivering compelling thought leadership and product information to support the research and evaluation stages.



The technology purchasing process is both complex and collaborative:



Just under half (48%) of B2B decision-makers are involved in 10 or more technology purchases per year (24% handling more than 15 purchases annually)



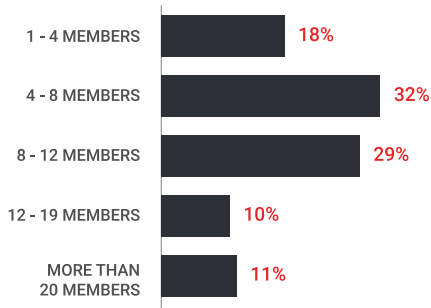
Over 80% of B2B buyers involve 4 or more stakeholders in their technology purchasing decisions (31% involving 4 to 8 members and 29% involving 8 to 12 members)



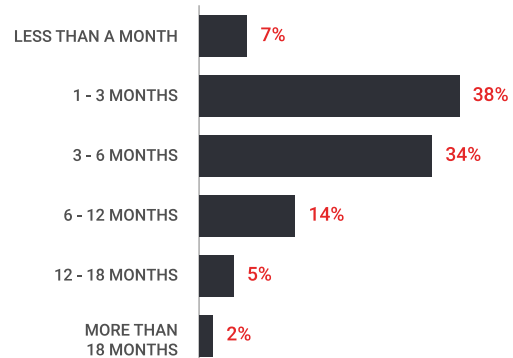
Understanding the number of stakeholders involved in these many purchases can help create more effective marketing and sales strategies to engage the right decision-makers.

Companies also dedicate significant time to the buying process and researching new technologies:

How many stakeholders are usually involved in your technology purchase?

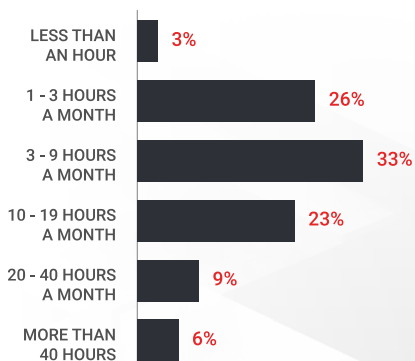


What is the average length of buying process for a technology purchase?



Since over one-third of B2B buyers spend between 1 and 6 months on their buying process (38% report 1 to 3 months; 34% report 3 to 6 months) and hours of research per month, marketers should provide extensive, valuable information to potential customers throughout the lengthy consideration process.

How much time do you dedicate to researching a new technology while considering a purchase?



Decision-Making Factors

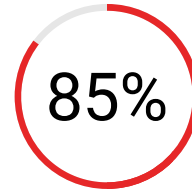
Not surprisingly, cost and trust play important roles when it comes time to select a tech vendor.



stated that cost has a considerable impact on their final purchase decision—reinforcing the importance of offering competitive and transparent pricing to appeal to B2B audiences.



either agreed (47%) or strongly agreed (43%) that they are more likely to engage with content from a brand or vendor they recognize and trust.



of decision-makers are inclined to shortlist vendors they recognize and trust.

However, there are other considerations in decision-making that might be less obvious to marketers:

Tech Integration

90%

of B2B buyers either agree or strongly agree that a vendor's ability to seamlessly integrate with their existing technology significantly influences their decision to add them to the shortlist.

RFP Competition

75%

of respondents, are required to go through an RFP (Request for Proposal) process or get multiple prices from their procurement department. B2B marketers need to be prepared to participate in rigorous RFP procedures alongside multiple competitors to successfully engage with the majority of their potential customers.

What does this mean for my business?



Brand recognition and pricing rank highly as buyers are making purchase decisions. Plan your marketing accordingly, making sure that you understand the right channels to promote your brand to identified potential buyers. When engaging with a prospect, make sure that your pricing structure is transparent and easy to understand.

EXECUTIVE SUMMARY



Jamie Hendrie
CEO - Inbox Insight

“Trust has always been at the foundation of B2B relationships but how organisations achieve it is shifting. With more content sources than ever before and buyers becoming more self-reliant during their buying journey, brands need to recognise the importance of laying the foundations with a strong always-on brand strategy and supporting this by consistently meeting their buyers where they are, in a way they want to be engaged with.”



Jeff Marcoux
CMO & Marketing
Professor – ex Bombora
+ Microsoft

Jeff is a dynamic marketing leader and professor of marketing who excels in driving strategic initiatives that bridge marketing and sales, using data-driven insights to fuel transformative growth and operational excellence in B2B environments.

“The 2024 B2B Tech Buying Behavior report reveals and confirms the significant shifts in the decision-making landscape of the tech industry. With over 80% of purchases now involving multiple stakeholders (as also identified by Pavillion, ebsta, and 6sense in their own research), the buying process is more complex and collaborative than ever before. This continues to underscore the importance of multi-threading within accounts early and speaking to the varied priorities of each key stakeholder involved.

Additionally, the report points to a rise in tech budgets, despite longer buying cycles. This suggests a strong demand for innovation, coupled with increasing concerns about integration and addressing unmet needs. This presents a significant opportunity for vendors to differentiate themselves by not only offering cutting-edge solutions but also by anticipating future challenges and delivering seamless integration. Vendors who can derisk the purchasing process, create mutual success plans, and establish a roadmap will have an edge of those who simply focus on the sale.

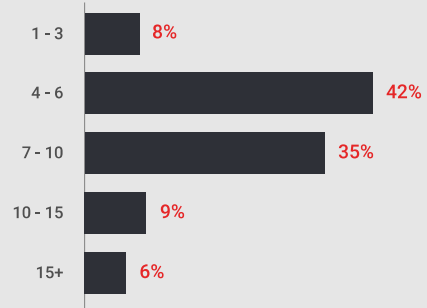
Ultimately, success in this evolving landscape will hinge on a vendor’s ability to establish credibility well before a sales engagement, engage buyers early, successfully multi-thread deals, and provide innovative, integrated solutions that address prospects fear of messing up over their fear of missing out.”

Educating the Buyer: What Resources Are Buyers Using?

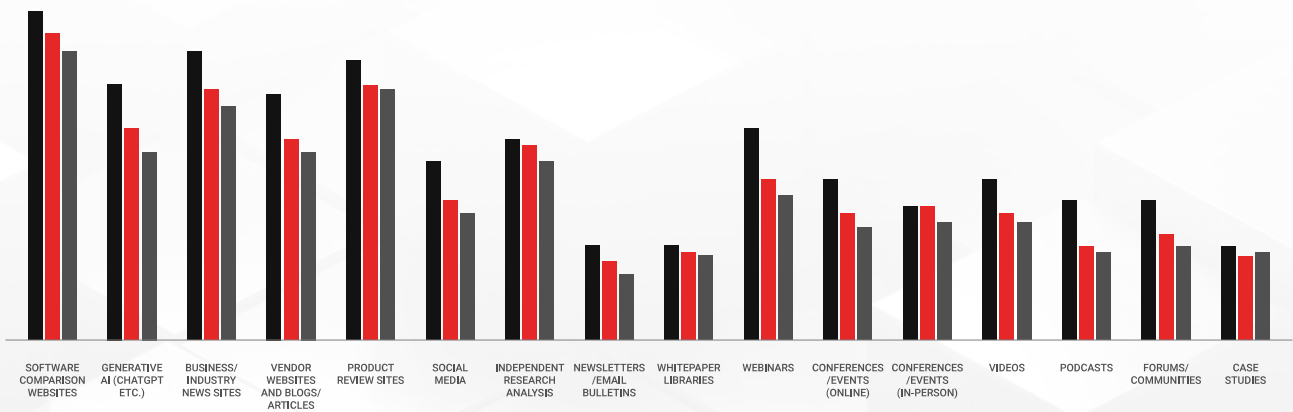
B2B buyers consult several different source, reflecting their data-driven approach to decision-making and the depth of their research process.

Marketers should create multiple pieces of content about their technology that help potential buyers conduct this extensive research.

How many sources of information do you read/download/watch about a topic when researching a purchase?



What channels do B2B buyers trust the most when researching business challenges?



Which sources of information do you prefer when researching your business challenges? (Tick all that apply)

Which sources of information do you trust when evaluating the technical requirements of a solution? (Tick all that apply)

Which sources of information do you trust when shortlisting brands for a purchase decision? (Tick all that apply)



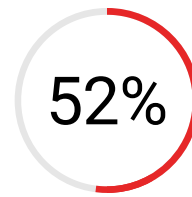
But where are buyers looking for this content as they conduct their research? Overwhelmingly, buyers report a preference for software comparison websites and product review sites.



prefer to use software comparison websites for researching business challenges



trust software comparison websites when evaluating technical requirements (46% rely on product review sites)



trust software comparison websites when shortlisting brands for a purchase decision (45% rely on product review sites)

However, it's important to note that they are also looking to business or industry news and even vendor websites, blogs and articles. So, marketers need to ensure the correct distribution to optimize their content and channel strategies, enabling them to better reach and influence this audience.

NOTE: These statistics also demonstrate the growing influence of AI-powered information sources in the research and evaluation processes. So this is an important channel to watch.

These are the information sources that B2B buyers find most credible and trustworthy when researching and evaluating potential vendors, which can help marketers better tailor their content and outreach strategies.



EXECUTIVE SUMMARY



Liz Wood
VP of GTM and Global
Demand - MOI Global

Leading departments and key growth initiatives driving measurable revenue growth and customer retention.

“The B2B tech buyer journey is indeed intricate and certainly not linear. We also know that if you aren’t on the “Day 1 List,” your likelihood of closing a deal is slim (less than 10%). The question is, how do you get on the Day 1 List and how can you accelerate that purchase decision in your favor?”

What I love about this piece is the focus on the increasing importance of building an integrated strategy around the complete buyer journey in B2B tech buying (even well before the point of problem recognition) as well as the necessity of speaking to and with (not at) the multiple stakeholders involved in a purchase, end approver and influencer alike.

Of particular interest and the WHY:

1)

The volume of platforms buyers go to for professional research >> we can’t only play in the same and comfortable sandboxes anymore. Buyers are and will seek out the valuable information they need wherever they can find it. As marketers, we must acknowledge that diversity, do the research to help guide engagement strategies, and cater messaging based on how our customers want to buy, not how we want to sell.

2)

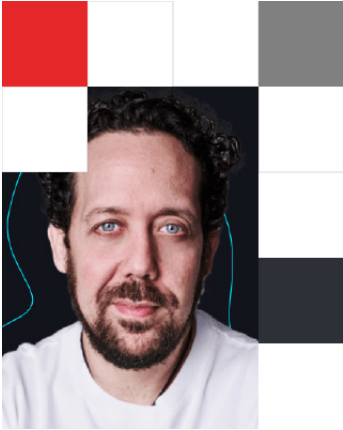
The importance of a strong content marketing strategy >> Create things that are worth distributing, that are relevant to the environment in which that content is placed, and that force a choice, not a competitor comparison.

3)

The continuous decline of cookie tracking availability >> this is huge and indicates that valuable interactions and engagements will be tracked less and less. Does this mean we walk away from what we can’t track? No. Einstein said it. *“Not everything that counts can be counted, and not everything that can be counted counts.”* I think we’ll start to see a stark acceleration of GTM strategies and measurement frameworks being re-evaluated moving into 2025

Here’s to the industry being flipped on its head once again; I’m excited to be along for the ride.”

EXECUTIVE SUMMARY



Oren Greenberg
Growth Marketing Advisor
for B2B SaaS + Founding
Partner at Kurve

“With so many buying decisions it isn’t surprising sellers are having a hard time getting access to power. Spending time running due-diligence on every purchase a team member wants would leave little time to run other key decisions regarding the business. What’s interesting with 49% of buyers considering 2 to 4 vendors, is that based on the 2024 Buyer Experience Report” by 6sense found that 81% of B2B buyers have a preferred vendor at the time of first contact, and more than 90% have prior experience with at least one of the vendors they considered.

There’s a lot of research backing up what respondents said regarding Brand recognition and engagement, and it’s influence on decision making. I’m not surprised 41% of B2B tech buyers agree that they struggle to find trustworthy online information about technology solutions. The majority of B2B tech solutions are niche - and as such don’t lend to enough (helpful) content being produced about them. With 4-6 sources of information used when researching a purchase, it’s clear that both AI and search which are both powered by blog posts & website articles are here to stay and are worth investing in. Same with aggregators like G2 & Capterra. It’s funny that Gen AI outranks Vendors sites & blogs/articles as that’s the primary source of B2B content Gen Ai draws on. This shows people don’t understand how Gen AI works.

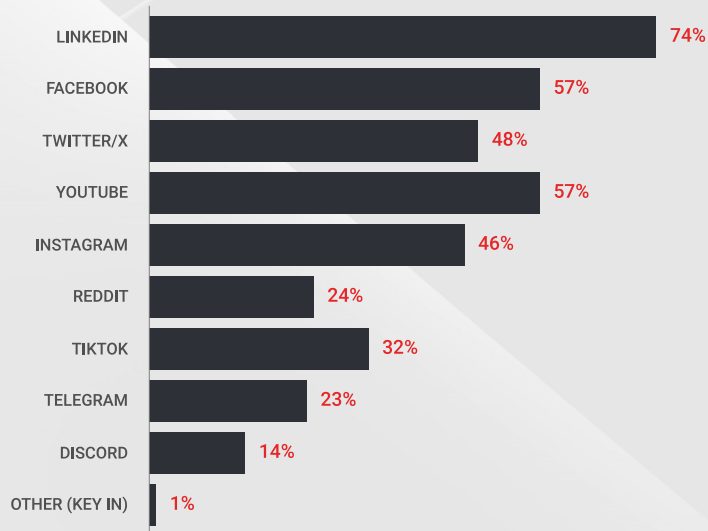
I’m also not surprised that B2B buyers are increasingly selective about the brands they share their personal information with. With the onslaught of forms with automated email nurture sequences & SDR outreach, there’s a growing reluctance unless the offer is from a credible brand.

The question on personalisation hides some nuance. What buyers want is relevance, personalisation without context that’s specific to them isn’t helpful.”

Content Consumption

Among the many types of content buyers consumer, some specific platforms and types of content stand out:

Which social platforms do you use for work-related content?
(Tick all that apply)



Notably, LinkedIn is the dominant social platform with 74% of B2B buyers using the site. However, over half also use Facebook and YouTube (with nearly half using X).

Webinar vs. Podcast engagement

Although buyers tend to prefer webinars as an effective engagement tool, a sizable portion engage with both or prefer podcasts. B2B marketers should consider this split in preferences when allocating resources.

40%

are more likely to engage with webinars

34%

engage with both equally

23%

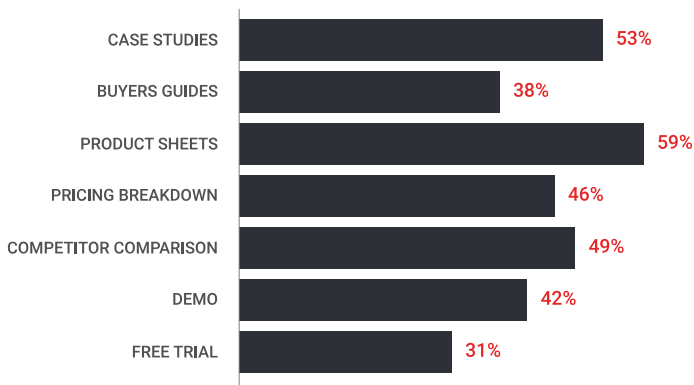
prefer podcasts



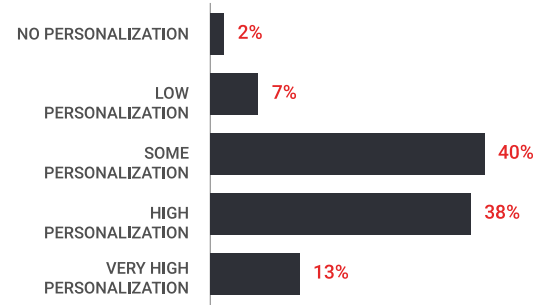
Vendor Evaluation

When it comes time to evaluate a shortlisted vendor, buyers tend to prefer content more specific to the technology itself.

What information helps you evaluate a shortlisted vendor solution with greater ease? (Tick all that apply)



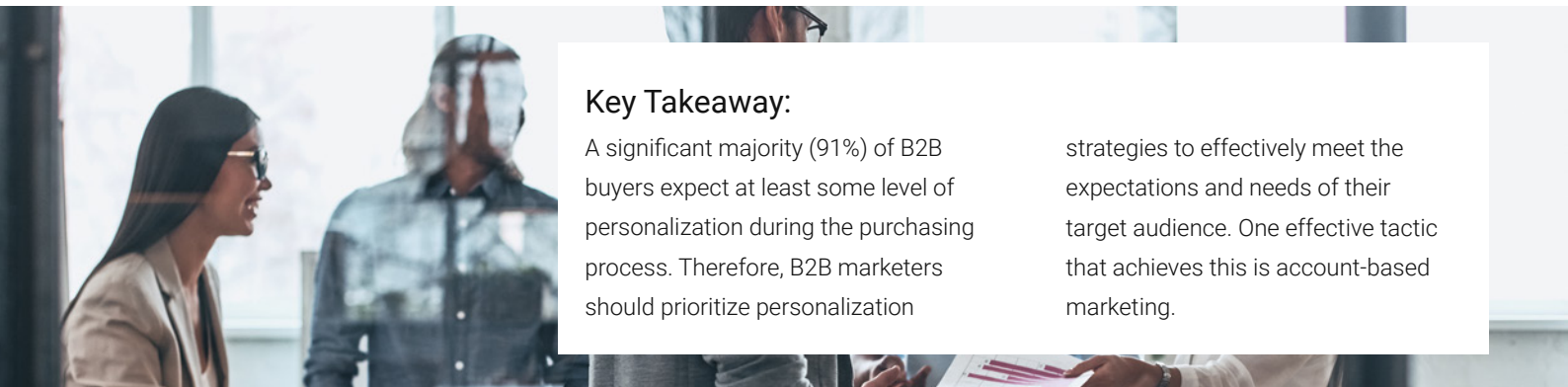
What level of personalization do you expect when researching and buying a B2B solution?



Vendors should ensure they provide comprehensive product details, compelling case studies, competitive comparisons, and transparent pricing to address the needs of this influential audience.

More than half (51%) of decision-makers want a high or very high level of personalization when evaluating B2B purchases.

NOTE: However, B2B buyers are increasingly selective about the brands they share their personal information with. Over half (52%) of respondents expressed a preference for providing their details only to brands they know and trust. This underscores the need to create trust and engagement through content personalization and lead capture for B2B marketers.



Key Takeaway:

A significant majority (91%) of B2B buyers expect at least some level of personalization during the purchasing process. Therefore, B2B marketers should prioritize personalization

strategies to effectively meet the expectations and needs of their target audience. One effective tactic that achieves this is account-based marketing.

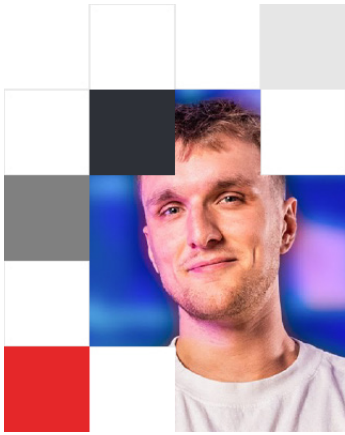
What does this mean for my business?



Buyers are stating that software comparison websites and LinkedIn are among the trusted sources they use to research potential vendors. As you plan your buyer marketing, make sure that these channels are included for. Educating the buyer about your brand in the channels where they are in 'research mode' is critical for your message to be well received.

Ensure that messaging in market is vertical- specific when targeting key industry verticals. Ensure the marketing message addresses the pain points specific to your prospect's industry, highlighting how your service solves industry-wide challenges.

EXECUTIVE SUMMARY



Tal Baker-Phillips
Sales Leader - lemlist

"Case studies being important reflects two things - buyer's lack of trust and buyer's selfishness. "Is this product actually as good as they say it is?" And "Will this product actually work for me/my company?" Are the questions being answered.

If you can get as many different case studies in as many different industries, use cases, scenarios, you're on to a winner. If I had a euro every time someone asked me 'Hey Tal does lemlist work for X industry prospecting Y ICP in Z geography...' I'd be retired on a boat in the south of France by now.

When it comes to 91% of buyers expecting personalization... Hmmm they think they do, I think what they want is relevance, not personalisation. They don't want the buyer to know what colour t-shirt they're wearing + what they're star sign is, they want to know that the product they're about to buy is actually going to solve the problem they're facing without any subsequent problems appearing down the line.

Relevance beats personalisation every day of the week. A good example is sharing a relevant case study of that buyer's industry vs a random vague one that doesn't apply. That's 10x more valuable than "Hey Elon noticed Tesla just raised exactly \$235 billion dollars last Wednesday and that in an interview you personally said it was like a dream come true! Anyway, here's a huge paragraph talking about how great my product is..."



Stefanie Hinten-Reed
VP Client Services at
Just Global - B2B Tech
Marketing Leader,
ABM Strategist and
Content Champion

With full-funnel solutions from brand to demand to ABM, Just Global deliver services across strategy, media, creative, content and analytics to break down marketing silos. This integration drives performance to achieve and exceed objectives.

The agency is headquartered in San Francisco, with offices and service hubs around the world to deliver truly integrated and global marketing solutions for Enterprise B2B clients. Our team of B2B global specialists combines AI and human expertise to innovate at scale, personalizing and measuring every engagement.

Just Global is the current Global B2B Agency of the Year, with a vision to Reinvent B2B to deliver exceptional business results in as true partners to customers.

Visit www.justglobal.com for more information.

“What’s interesting about the research findings is that while they may not seem entirely new, they significantly bolster the notion that the traditional B2B Marketing playbook requires reform. With B2B Tech buyers’ decision-making cycles spanning months or over a year, long-term strategies for relationship building are key. However, what’s even more critical is recognizing that the buyer controls their journey. The belief that buyers work through a linear set of ‘gates’ or are ready to buy when a brand dictates is clearly outdated. A telling stat from the report reveals that nearly half of B2B buyers (49%) are actively engaging with content on-demand, which supports the shift away from rigid, brand-controlled sales funnels.

If you believe that, 95% of customers are not actively in the market marketing’s role becomes one of creating resonance, building brand equity, and ensuring content is readily available when buyers seek it. By focusing on producing the right kind of content, when audiences are in market to buy, the decision who to buy from is a simple uplift.

This brings us to content creation itself. Buyers increasingly value educational materials and actionable insights. especially since nearly half (49%) of buyers expect personalized outreach after engaging with educational content.

Add to that the increasing number of people involved in the buying committee (economic, functional and technical) and the fact that buyers are directing their own (digital) journeys, the need for creating a variety of content and touchpoints that keep the brand top of mind throughout the decision process is key. But not all content produced is equal. According to the report, 45% of B2B buyers are seeking thought leadership content from vendors to aid their decision-making, indicating a clear preference for insights that provide value beyond product details and promotional material. Yet we all know B2B content has a long way to go to focus genuinely on what helps the buyer. According to the Trust Index survey in 2023, 71% of decision-makers are often or sometimes disappointed with the quality of B2B gated content (never mind ungated!). Add to that the fact that the average person reviews two to five pieces of content before making any decisions, there has never been a greater need for high-quality content in the market. And with that challenge comes of course the opportunity; the brand that focuses on audience led content that genuinely helps the buyer will win the fight for share of mind across these extended buying cycles.

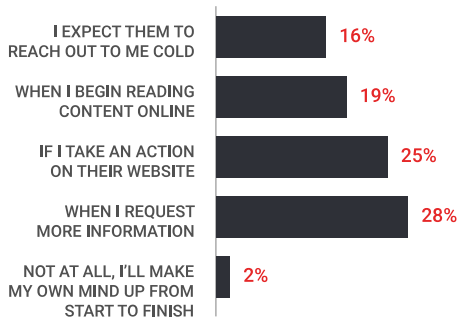
A final point worth mentioning is the rising importance of peer-generated content. With buyers self-directing much of their content consumption, a lot of the buyer journey is becoming invisible to marketers and with that the opportunity to influence. As the report notes, 44% of B2B buyers trust impartial, third-party content more than vendor-provided information, and peer reviews and case studies are becoming more influential in decision-making. This growing reliance on social proof highlights the need for marketers to prioritise customer testimonials, reviews, and peer recommendations to foster trust and influence purchasing decisions.”

How Do Buyers Want to Interact With Vendors?

Understanding buyers' expectations and preferences is key for developing impactful outreach strategies and successful relationships.

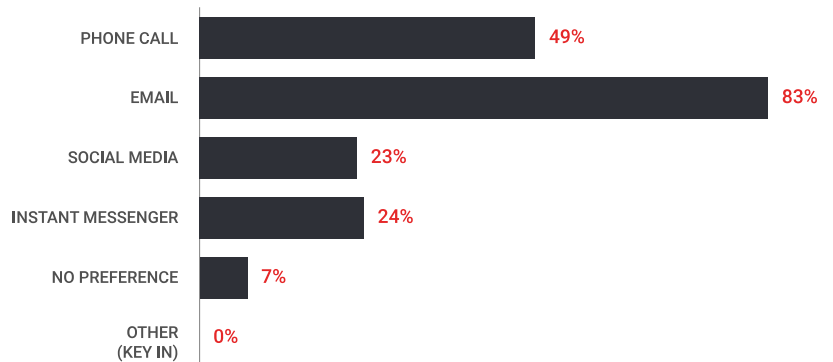
Expectations of vendor contact

At which point would you expect a B2B vendor to contact you during the buyer process?



Preferred methods of contact

How would you prefer sellers reach out to you? (Tick all that apply)



Insights into buyer expectations are essential for B2B marketers to build meaningful relationships and effectively support decision-makers throughout their purchasing journey.

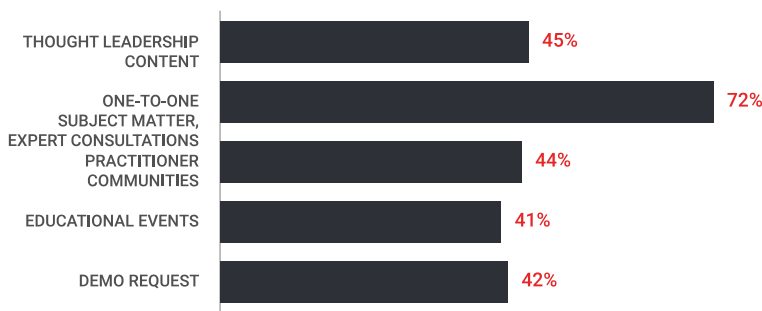


When and how you reach out to potential buys matters. Certainly, marketers should contact buys when they request information; however, the data suggests there may be an opportunity to engage even earlier.

The vast majority (83%) of B2B buyers prefer for sellers to reach out to them via email; however, respondents are open to receiving phone calls from sellers, suggesting that a personalized, direct approach can still resonate with many B2B buyers.

Educational support expectations

What type of educational support would you expect from a B2B vendor? (Tick all that apply)



Buyers have high expectations when it comes to educational support from vendors. Expert consultants and thought leadership rank high, so significant resources should be invested in this quality content. This highlights the importance of high-touch, personalized support for B2B decision-makers.



EXECUTIVE SUMMARY



Joel Harrison

Co-founder and Editor-in-Chief of B2B Marketing - www.b2bmarketing.net

Joel has been a passionate advocate and enthusiast for excellence in B2B marketing for over 20 years.

“When it comes to seller/vendor follow up to inbound enquiries, traditional channels still rule, hands down. Just under 50% would prefer a phone call, whilst 83 percent favour email. Less than a quarter opted for social media or instant messenger. However, the way that the question was asked (with respondents able to select more than one option and the total adding up to more than 100%, meaning that results also inevitably showed second or third preferences) the hierarchy of response mechanisms is not possible to discern.

Respondents highlighted the importance of trust in decision making, with 75% of respondents saying that they trust brands or vendors if they are affiliated with a subject matter experts or influencers. Further 79% of respondents agreed or strongly agreed that content that they trusted content from an impartial third party was more than that originating from a vendor.

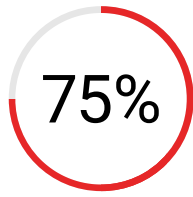
However, this is slightly debunked by the high usage of genAI at all stages of the buying process, which implies buyers are using genAI to shortcut information gathering process. Although there’s obviously a pragmatic benefit to this, it is likely that they may be trading speed for objectivity, with GenAI responses not being able or required to discern between objective or subjective content and opinions found across the web. Yet again, this highlights the potential unexpected and unrecognised implications of the proliferation of GenAI in marketing, which is something that we all need to be mindful of.”

Trust and Credibility are Key

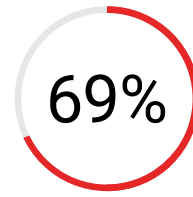
Building a trusted brand is essential to securing B2B technology sales. There are several specific factors that are important to establishing this trust with potential buyers.



of B2B buyers either agree or strongly agree that they trust a brand more if they receive valuable content from that vendor.

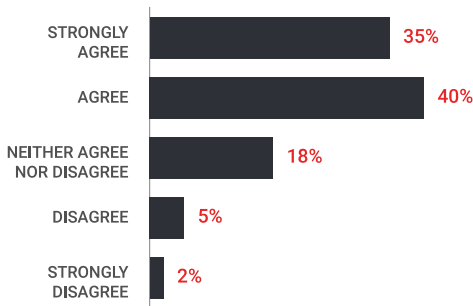


of decision-makers trust a brand more if it is affiliated with industry experts or influencers.

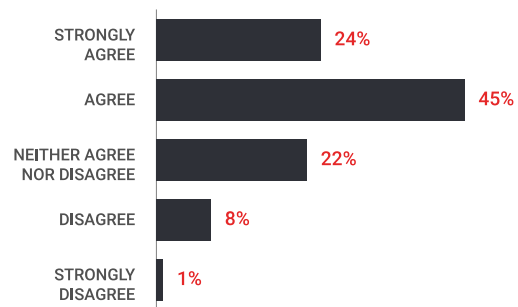


of B2B buyers agree or strongly agree that they trust impartial third-party content more than vendor-provided information about business challenges and technology solutions.

How much do you agree with this statement?
“It makes me trust a brand/vendor more if they are affiliated to industry subject matter experts or influencers.”



How much do you agree with this statement?
“I trust content about business challenges and technology solutions more when it is from an impartial 3rd party rather than a vendor.”



EXECUTIVE SUMMARY



Jennifer Brennan
VP Customer Strategy -
Inbox Insight

“As peer review and unbiased perspectives become more of a dominant source of trusted information, brands who are winning are the ones who are re-aligning their strategy with this in mind.

In the search for insight and validation, buyer’s research now extends well beyond content produced by brands, and trust is sought in a variety of ways. This is demonstrated with the stat that 75% of decision-makers now trust brands more if they are affiliated with industry experts.

As a result, we are seeing a rise of influencer marketing in B2B to amplify campaigns and reach ready-made communities which include key decision-makers.”



Jane Frankland
Cybersecurity Influencer |
Advisor | Author |
Speaker | LinkedIn
Top Voice

“In the realm of cybersecurity and high-value IT purchases, trust is paramount. Buyers often surround themselves with a small network of trusted parties, leveraging their collective expertise to navigate the complexities of cybersecurity solutions. This circle of trust ensures that informed decisions are made, balancing technological needs with security assurances.

Social media marketing has become increasingly effective, particularly on platforms like LinkedIn, where buying committees frequently convene. Here, businesses with a robust reputation can gain significant brand visibility. Influencers are crucial in this ecosystem, offering valuable insights and independent endorsements that can sway buyer perceptions. By sharing expert knowledge and experiences, influencers can demystify cybersecurity products, fostering a sense of reliability and confidence among potential buyers, guiding them toward secure and effective solutions.”

EXECUTIVE SUMMARY



Robyn Hartley
Founder - Paper Kite
Media - Specialising in
B2B Social-First Strategy

“This insightful research highlights the increasingly complex nature of B2B decision-making within tech and the importance of implementing a strategy that truly supports buying units throughout the lengthy decision process.

Trust has always been at the foundation of B2B relationships but how organisations achieve it is shifting. With more content sources than ever before and buyers becoming more self-reliant during their buying journey, brands need to recognise the importance of laying the foundations with a strong always-on brand strategy and supporting this by consistently meeting their buyers where they are, in a way they want to be engaged with.

As peer review and unbiased perspectives become more of a dominant source of trusted information, brands who are winning are the ones who are re-aligning their strategy with this in mind.

In the search for insight and validation, buyer’s research now extends well beyond content produced by brands, and trust is sought in a variety of ways. This is demonstrated with the stat that 75% of decision-makers now trust brands more if they are affiliated with industry experts. As a result, we are seeing a rise of social-first strategies and influencer marketing in B2B to amplify campaigns, introducing partnerships with trusted creators who hold ready-made communities which include key decision-makers.

With over half of brands anticipating an increase in budgets next year, marketers have an opportunity to assess where to deploy more marketing spend and focus content efforts with a goal of achieving credibility and confidence with buyers.

By looking to truly align with buyer consumption habits, sufficiently supporting ongoing customer research and providing undeniable support to decision-makers in all the right places, brands can positively enable the buying journey. The findings from this research provide a strong starting block for this evaluation as we start our 2025 preparation and planning.”

EXECUTIVE SUMMARY



Chris Peters

Wavemaker - Experienced B2B marketing leader with over 15 years of experience working with the world's largest brands and most disruptive start-ups.

"75% of decision-makers for your product agree they trust a brand/vendor more if they're affiliated with an industry subject matter expert or influencer. This is a crazy stat that should be stopping you in your tracks.

The modern B2B marketing playbook is evolving.

The ecosystem underpinned by digital marketing is breaking like cheap glass...

Attribution is misrepresenting the realities of the B2B buyer's journey.

Your ICP are ignoring cold outreach.

When buyers come into market they research brands that come to mind first.

Your future customers are costing more to reach with ads.

Your buyer has more vendor choice than ever before.

Our traditional playbook needs a rethink, and how we engage with subject matter experts and influencers is becoming increasingly important to differentiate ourselves from our competitors.

Investing in an emerging growth opportunity, but one that is underinvested can be your competitive advantage.

You can own the conversations that are important to your future customers, and engage with subject matter experts and influencers they trust to build the future mental availability for your brand."

Takeaways for Marketers

Engage with key opinion leaders and creators within a community in your category.

Sponsor publishers and analysts to co-brand content in demand gen programs.

Converting the Most Qualified Prospects: What Are Buyers Spending?

Budget considerations and trends.

Cost is obviously a major factor in any purchase. When it comes to major purchases like B2B technology, marketers need to understand budget allocations and the emerging trends shaping financial decisions. Fortunately, potential buyers have significant financial resources now and looking toward the future.

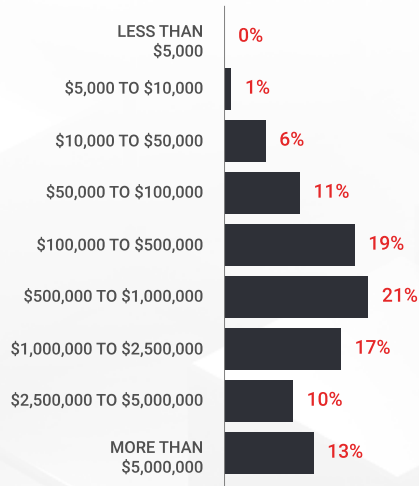
Average budget per technology purchase

What is the average budget in \$ per technology purchase (annual licence if SaaS)?



Annual departmental technology budget

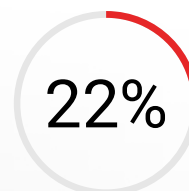
What was your total technology annual budget as a department in \$?



Over half of B2B buyers have significant technology purchase budgets:



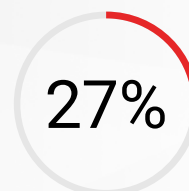
having an average budget ranging from \$100,000 to \$500,000 per purchase



having an average budget exceeding \$500,000 per purchase



of B2B buyers have an annual technology budget of \$500,000 to \$1,000,000



of buyers have a budget of \$1 to \$5 million

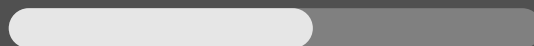
The budgets and opportunities will likely continue to increase:

50%



of B2B decision-makers reported that their budget has increased or greatly increased compared to last year.

57%



anticipate an increase or significant increase in their budgets next year.

What does this mean for my business?

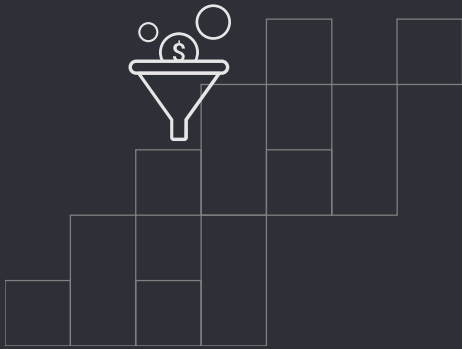


Buyers are reporting increasing or planned increases in technology purchase budgets. Using third-party tools to identify potential buyer power will help to prioritize outreach and marketing dollars. Leverage these tools in budgeting and marketing planning.

With over half of brands anticipating an increase in budgets next year, marketers have an opportunity to assess where to deploy more marketing spend and focus content efforts with a goal of achieving credibility and confidence with buyers.

Ready to Put All This Data Into Action?

Inbox Insight can help you identify, educate, and convert your most qualified buyers. Achieve impact within your key accounts and expedite your sales process.



Knowing how to leverage the purchasing journey can maximize your demand generation results. We regularly conduct and leverage research like this—along with analyzing intent data—to understand how to engage your target audience.

Improve your prospect targeting with Inbox Insight’s Demand Generation services. Utilizing our Insights for Professionals platform, we use comprehensive funnel tactics designed to not only reach but fully engage your ideal customers.

By understanding the triggers, behaviors, and preferences of tech buyers, marketers can develop more effective strategies to engage their target audience, build trust, and ultimately drive successful technology sales.

EXECUTIVE SUMMARY



Ross Howard
Product Marketing
Director - Inbox Insight

“By looking to truly align with buyer consumption habits, sufficiently supporting ongoing customer research and providing undeniable support to decision-makers in all the right places, brands can positively enable the buying journey. The findings from this research provide a strong starting block for this evaluation as we start our 2025 preparation and planning.”



Insight driven outcomes.

Combining demand generation with actionable insights to create effective engagement. With access to over 260m B2B buyers, proprietary intent data modelling tech and the Insights for Professionals content platform, we are ready to support your growth.

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