



State of B2B Buyer Intelligence, Targeting and Segmentation

Key takeaways and findings on how B2B marketers engage the right buyers, at the right time, with the right message

FOREWORD: What Buyers Want

By LeadMD CEO, Justin Gray

As a result of the recent COVID-driven instability, one thing has become incredibly clear: there is no longer room for fluff in marketing. In a time where businesses are shuttering, employees continue to be furloughed and unemployment is at record levels, everyone is clamoring to prove worth. Clear performance metrics are no longer an option to be debated or skirted via historic blockers such as integration or data gaps – the edict from leadership has simply become, “fix it or we’ll find someone who can.”

With this unwavering demand for insight, marketers are being stretched to their limit. The answers to simple questions such as, “Where are our best customers coming from?” or “We’re spending X on marketing technology and tactics, are they leading to better performance?” are nuanced, and even as technology has advanced to help, as you’ll see in our research, marketers are still clamoring for more and better data through which to understand their buyers.

Accessing the actionable data marketers crave will require a less myopic view of the world. Instead of asking, “What is someone



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doing on MY website? How are prospects reacting to MY email campaign?” marketers must move to “What does my buyer care about? Where do they go to understand solutions to their problems? Who do they trust?”

Marketers must consume comprehensive data both at top of funnel, with intent (3rd party data), as well as beyond, into the buying process and continuing through the customer lifecycle.

What we found while speaking to hundreds of marketers, as with previous research like our [sales and marketing alignment report](#), was that marketers are confident they understand their buyers. They’re less confident that they are engaging them at the right time and with the right messaging. **Yet, the results don’t validate either perception.**

As you review this report, you’ll find that those marketers who meet their performance goals are doing some key things, very differently. I hope you find the research as insightful as I did.

In Revenue,

Justin Gray, CEO

LeadMD | *Marketing Performance, Realized.*

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What’s the next rung on your MarTech ladder? [Get your roadmap here](#)

The BIG
QUESTION

HOW WELL ARE MARKETERS NAVIGATING THE B2B
BUYING LANDSCAPE?

The Answer
FAIRLY WELL.

Generally optimistic about the state of B2B buying
and their impact on business.

Executive Summary

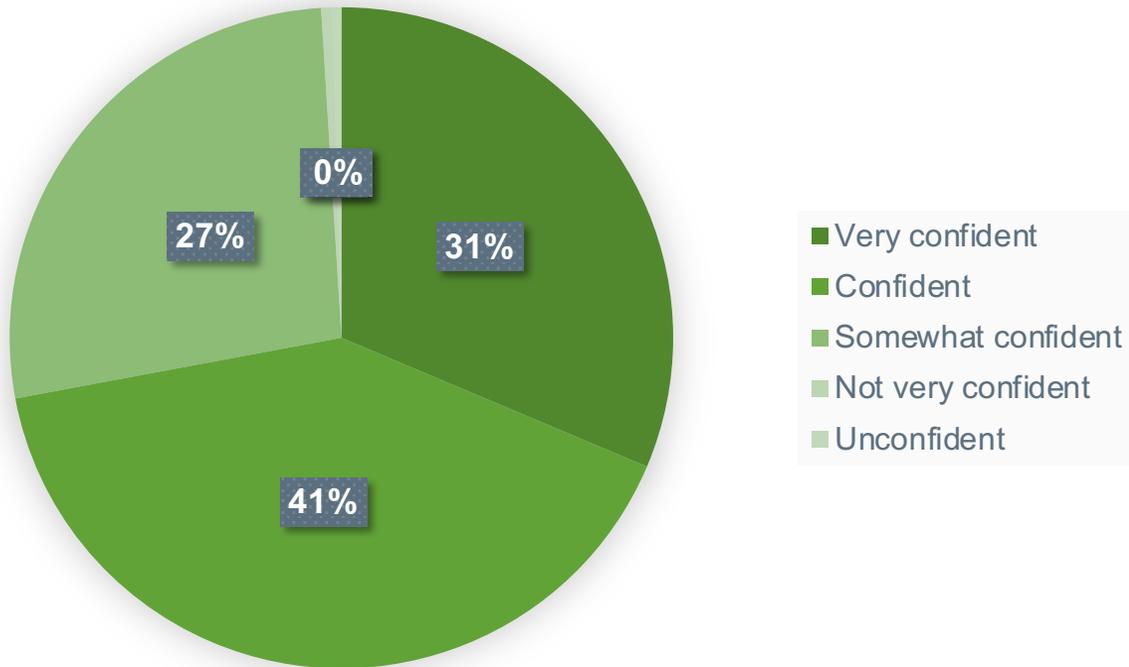
Marketers are confident they're targeting the right buyers at the right time. Although COVID-19 has impacted buyer behaviors, most notably with an increase in educational content consumption, marketers still feel they have a pulse on their buyers and can effectively market to them.

Yet, the marketers meeting their goals are operating differently. B2B marketers using the latest marketing technology (intent data and ABM platforms) were more likely to see success when pairing technology with more traditional forms of buyer intelligence performed through 3rd parties or in-house, specifically product, or sales-led research.

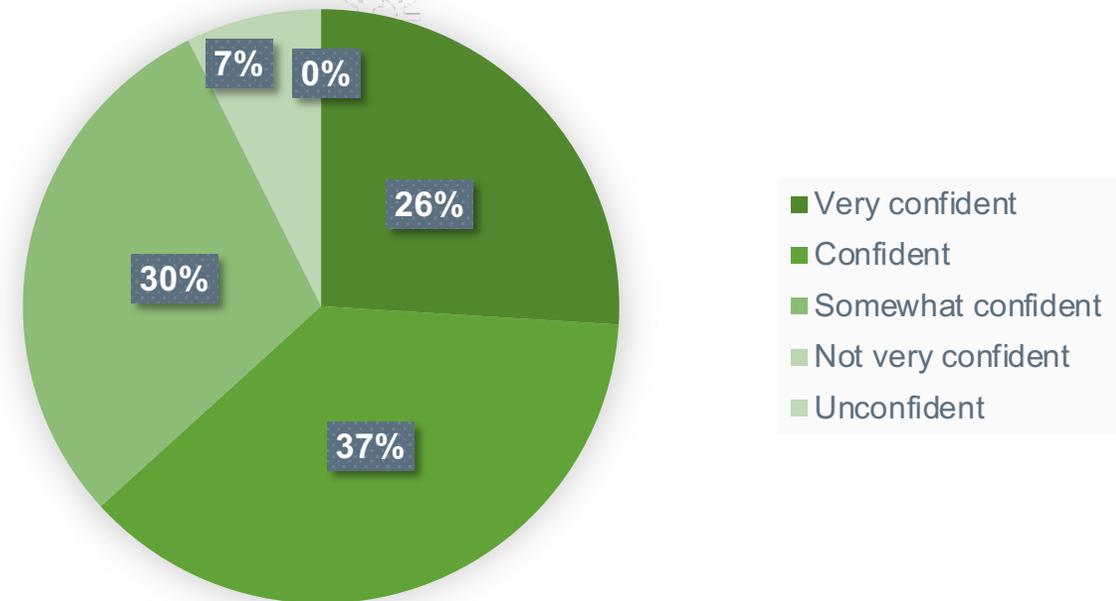
Budget is a major factor. Marketing executives indicate lack of budget as the main blocker in their ability to better connect to buyers and effectively communicate throughout their journey.

Q: Target audience confidence

How confident are you that you are targeting the *right buyers* with your current go-to-market strategy?



How confident are you that you are targeting the *right buyers at the right time* with your current go-to-market strategy?



Additional **Insights**

What would improve your ability to understand your buyers?

If we knew and were able to connect with the decision makers

What are the trends they are seeing in their business from their customers?

Access to better data

More/better research and metrics

Having more data

Tracking capabilities

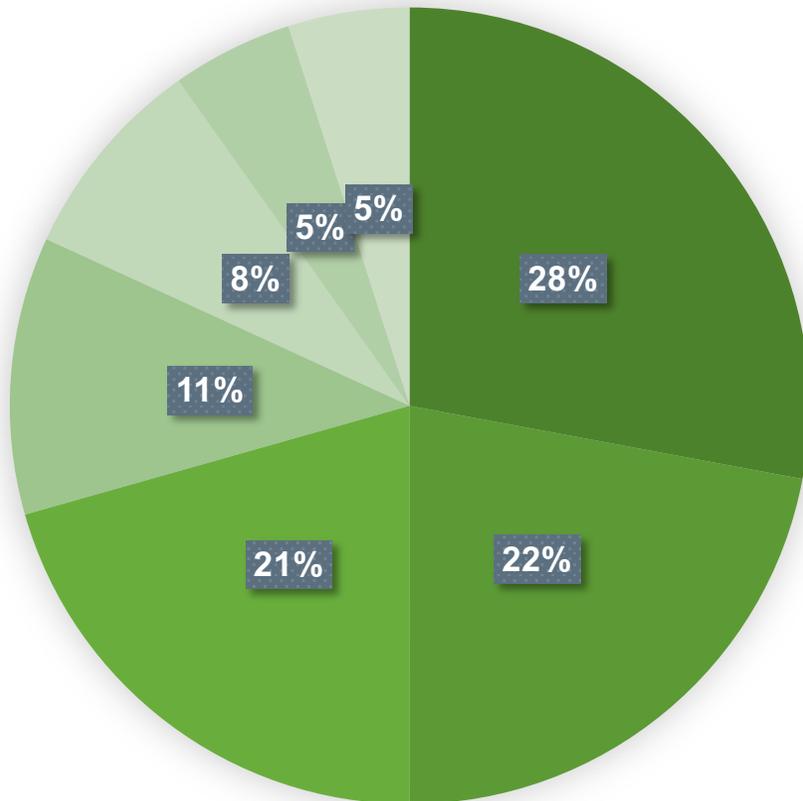
Better data connected to media buying options

Market Research

More budget for research

Takeaway: Marketers crave **more** data and research on their buyers to improve confidence they're connecting with them in the right way

Q: How do you develop insight about your buyers? Select the one that best applies.



- Current third party research (done in the last two years)
- We have an internal insights team who conducts research
- The marketing team does our own formal research
- We rely on internal knowledge and opinions
- Older third party research (done more than two years ago)
- We use research produced by another team [product, sales, etc]
- We don't have any buyer research

Insights

86% of respondents leveraging 3rd party research or internal research teams work at companies with more than 100 employees.

So, Marketers *Feel* Like They Understand
Their Buyers

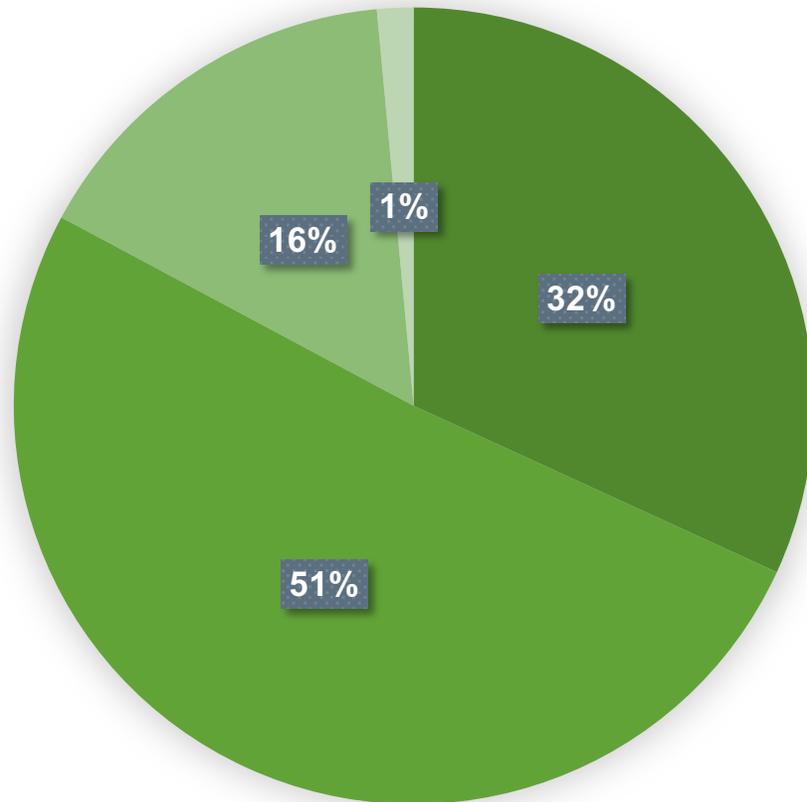
BUT, DO THEY?

The Answer

SOMETIMES.

Although marketers already have a lot of data on buyers, they struggle to operationalize it and ultimately see the results.

Q: How effective is your overall engagement with buyers at the top of the funnel?



- Great, we regularly meet goals
- Good, we usually meet goals
- It could use some work, we rarely meet goals
- We need to re-evaluate, we never meet goals

💡 *Insights*

Despite over 70% of marketers saying they feel confident that they understand their buyers, only 32% report regularly meeting their goals.

What are the 32% of marketers who meet goals doing differently?

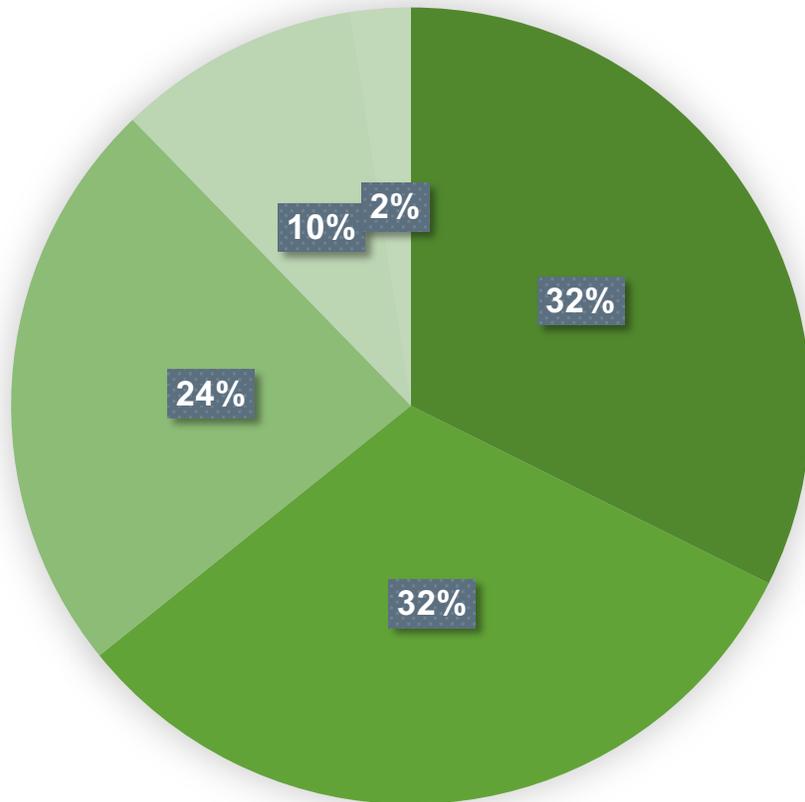
3X more likely

To feel they have all the MarTech they need to be successful

2X more likely

To prioritize investing in buyer research *and* adjusting messaging based on buyer persona

Q: What is your main challenge in capturing insights about your buyers?



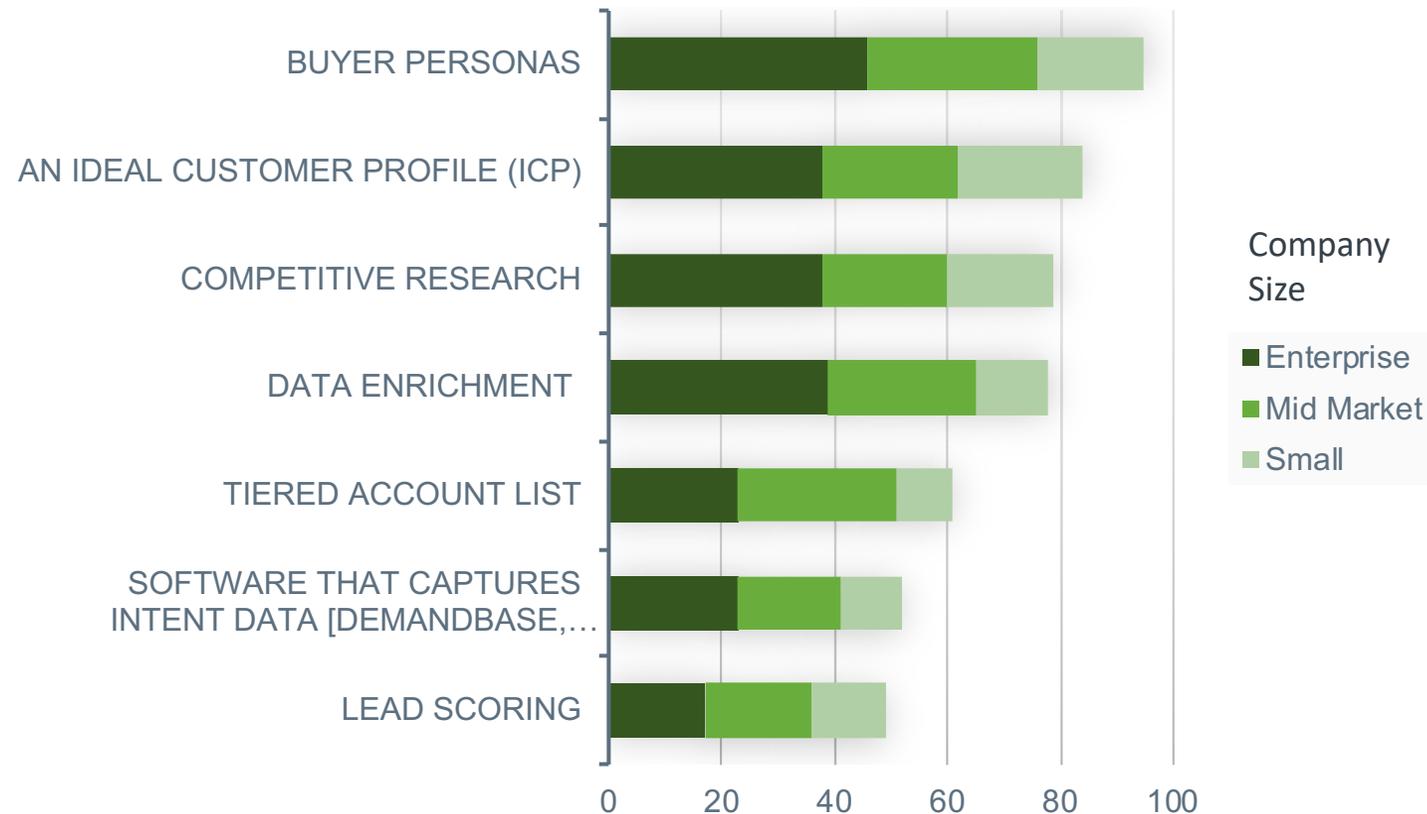
- Challenges making insights actionable
- Inability to know if buyers are really in the market looking for solutions
- Inability to perform buyer research due to limited budget
- We have no challenges relating to capturing buyer insights
- Other

💡 *Insights*

Director level and below were 3X more likely than marketing executives to list making insights actionable as their top challenge.

Respondents struggling to operationalize insights also rated their MarTech stack as insufficient.

Q: Which of the following does your team use to guide your marketing strategy?

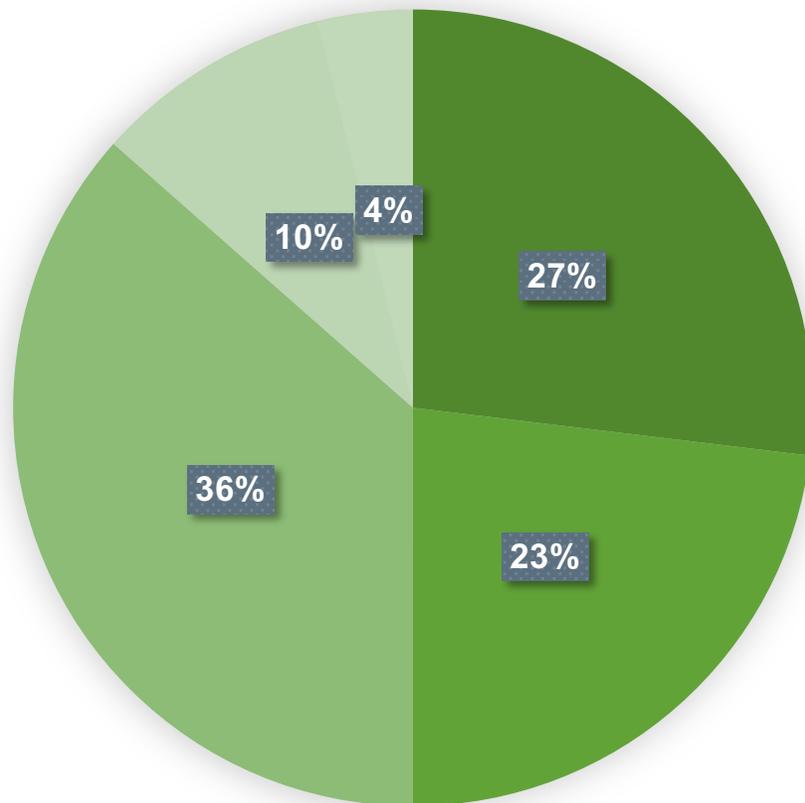


Insights

Tiered account lists and lead scoring peak in usage for mid market orgs. Enterprise orgs are twice more likely to use data enrichment and competitive research than small businesses, due in part to the expense of these tools.

Q: How has intent data impacted your business?

Note: Asked only of marketers using intent data platforms (6Sense, Demandbase, Terminus, etc.)



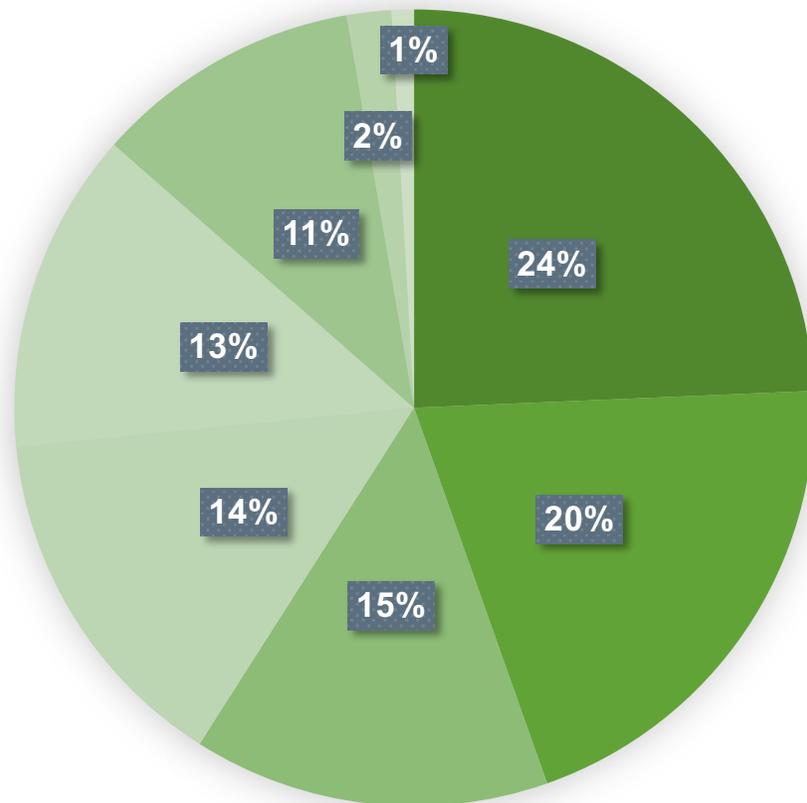
- Improved our ability to engage with prospects at the right time
- Improved our conversion rate overall
- Positively impacted our marketing and sales process
- Sales teams use it regularly to determine priority accounts or buyers
- We've seen no business impact

Insights

96% of the marketers using intent data report positive impacts on their business. This data is helping marketers connect with buyers at the right time, and better understand them overall.

Q: What prohibits you from leveraging Intent Data software solutions?

Note: Asked only of marketers *not* using intent data platforms (6Sense, Demandbase, Terminus, etc)



- Don't have the budget
- Don't have time to explore the differences
- Can't convince my boss to invest
- We are currently in contracting talks to implement
- Don't know they exist
- Don't have a need right now
- It's too confusing to understand
- Other

Insights

VP and above titles stated budget as a blocker 15% more than other roles. Less than 10% of VP+ marketers reported not knowing about intent or finding it too confusing to explore

Conclusion – What should you do next?

Assess your results. If you're not meeting your number at the top or bottom of your funnel, it's time to revisit page 13. Marketers meeting their number prioritize buyer research – real research, not gut feelings.

Focus on practical application. Research absent of the practical application doesn't produce results either. Take an operational lens to your insights and make them actionable in your systems to identify the right buyers, at the right time, with the right messaging. Marketers who do this well outperform others dramatically.

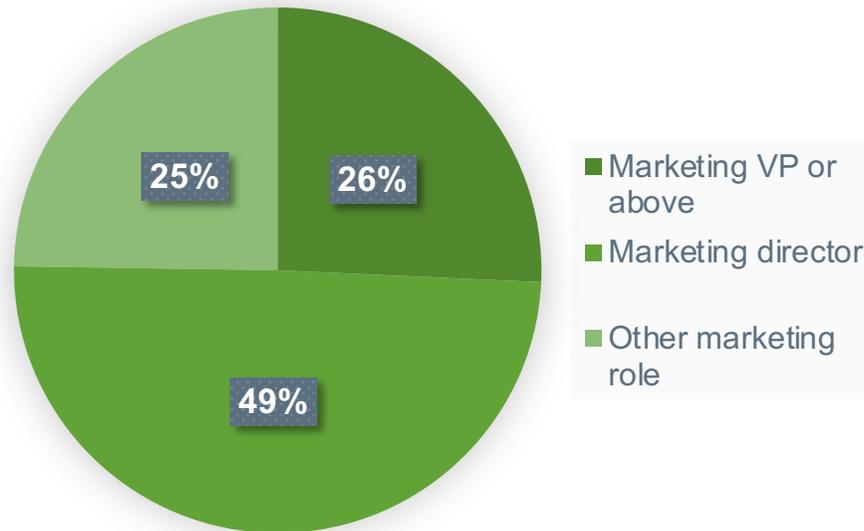
Invest in technology to scale. Do NOT start here. Only once you have real, practical insights is it time to invest in technology. And even then, as your organization grows, so too will your tech stack.

What's the next rung on your MarTech ladder? [Get your roadmap here](#)

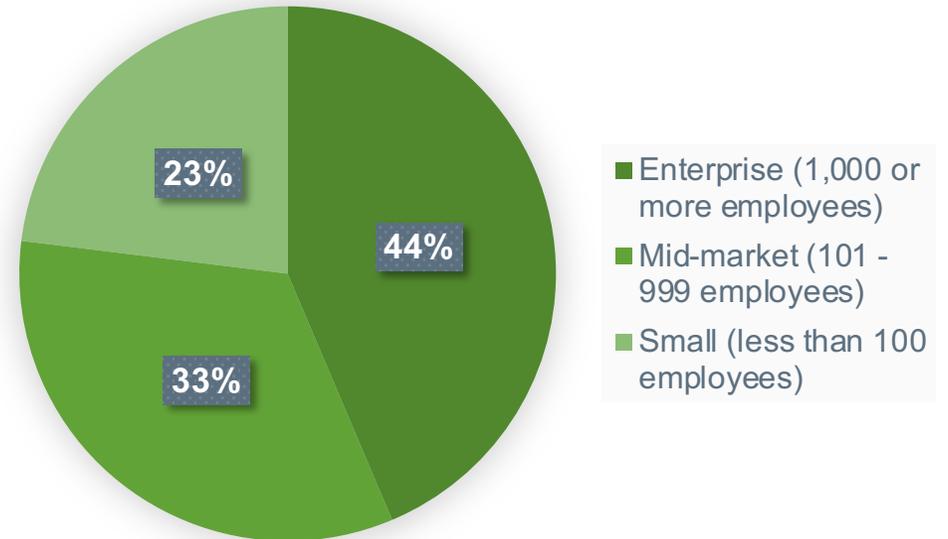
Methodology

204 Respondents, all working in B2B considered purchase organizations

Role



Company Size



Industry

Software / technology development	Business services	Retail / ecommerce	Manufacturing	Finance / banking / insurance	Healthcare	Education	Wholesale	Legal services	Real estate	Hospitality	Construction	Government / Military	Other
15.20%	14.22%	11.27%	10.29%	10.29%	5.88%	4.90%	4.41%	3.92%	2.94%	2.94%	2.45%	1.96%	9.31%

We're here to help.

After over a decade on the front lines of digital marketing and sales, helping over 3,500 hyper-growth to enterprise organizations from B2B to B2C, the constant that has remained is the need to form meaningful conversations.

That has not changed.

Our role remains, as it always has been, to enable you to have those conversations effectively, leveraging people, processes and technology.

If you have questions, need help, or simply want to kick ideas around,
we're here to help.

About LeadMD

LeadMD is a revenue performance consultancy that leverages our experience with over 3,500 implementations to make your **vision actionable** and your **outcomes measurable**.

How? By breaking down the typical siloes of technology and strategy, LeadMD collaborates with clients to make their vision of excellence operational.



LEADING THE WAY THROUGH BEST PRACTICES



OUR EXPERIENCED LINEUP



BEST IN BREED PARTNER NETWORK





Thank you!

STRATEGY | PLANNING | TACTICS | TECHNOLOGY | CONTENT & CREATIVE | DATA | PEOPLE