

Digital Marketing as a tool for B2B New Customer Acquisition

3x B2B Customer realities in 2026

- Increased amount of customers are using AI to discover and compare suppliers. Most often it starts with problem statement.
- Lower web traffic doesn't mean lower digital engagement, most likely the opposite as more people get answers quicker, digitally, with AI
- Digital Marketing role for B2B is becoming more relevant as New Customer generating engine

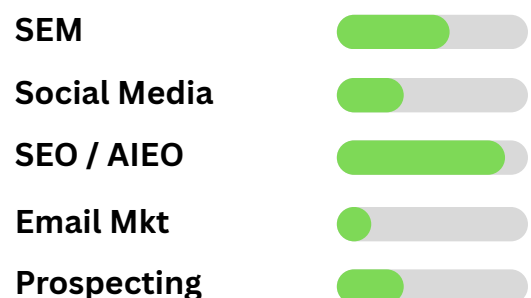
Why this report is important?

Input from various data driven Managers suggests that **30-70% of new customers in B2B come originally from a Digital Lead** (customer enquiry without any previous Sales engagements).

Most common sources of New Customers in B2B in 2026

- Sales engagement (call / email / visit)
- Digital interactions (AI/traditional search, web, social)
- Others (word of mouth, data-driven prospecting)

What are the most effective channels for New Customers Acquisition?



New Customer Lifetime Value - Calculation

$LTV = \text{Avg. Yearly Sales} * \text{Avg. Retention (years)} * \text{Gross Profit Margin}$

Example 0.4M eur avg. annual sales
15 years average lifetime
35% gross margin

Life Time Value = 2.1M EUR