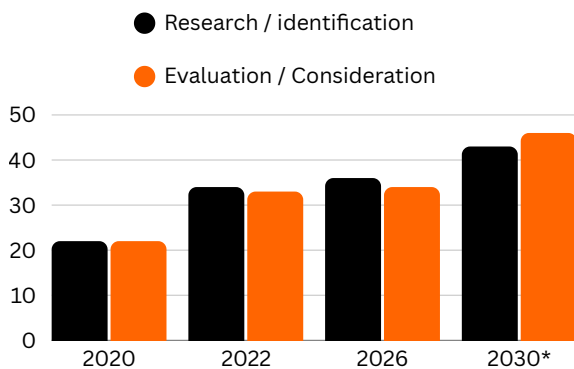


Digital marketing is the Core Engine for B2B Sales Growth

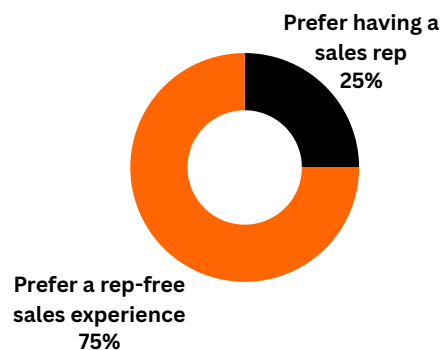
Research results from compiling reputable sources (Gartner, McKinsey, Forrester and 6sense) in order to measure Digital impact towards Large B2B Enterprises.

B2B Customers Find and Choose Suppliers more and more Digitally



Source: McKinsey Global B2B Pulse Survey
*Estimation based on trend

Most of B2B Buyer Prefer Rep-Free Sales Experience



Source: Gartner's B2B Buying Journey Research

70% to 80% of the Journey Completed before Sales Contact



Source: Forrester's To Master B2B Buying Mayhem

B2B buyers navigate an average of 10 different digital channels (like search engines, forums, and AI tools) to self-educate before finalizing a vendor selection

Source: McKinsey Global B2B Pulse Survey

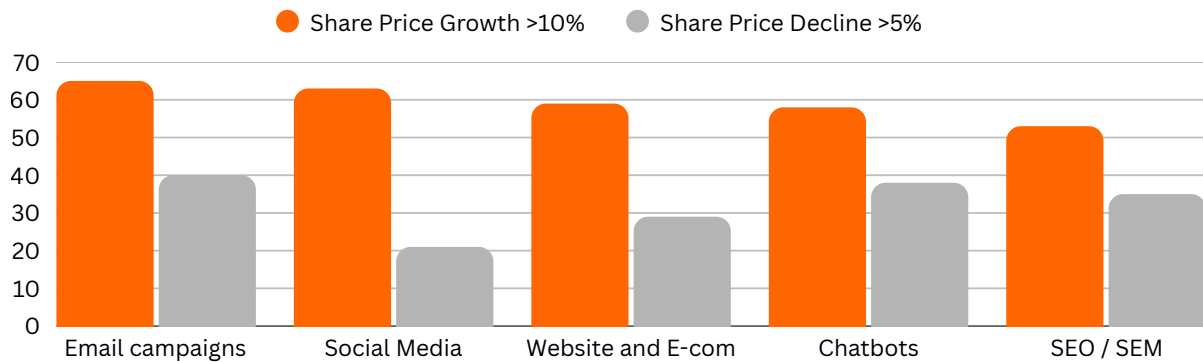
Key Actions for B2B

- **Invest heavily in Early Brand Awareness:** 50% of buyers create their vendor consideration list in the absolute earliest stages of a project
- **Provide "Buying Jobs" Content:** help buying committees complete internal tasks: problem identification, solution exploration, technical requirements, business case (or consensus) creation
- **Publish Peer Proof:** case studies, product demo's, third party reviews in forums and social media

Source: Gartner's Buyer Engagement by Aligning Seller Actions and Digital Content

Personalisation Channels Tactics Help Leaders

% of B2B Business leaders responding positively towards Digital Marketing channels utilized for personalisation in sales process



Source: McKinsey Global B2B Pulse Survey

Sources:

- McKinsey Global B2B Pulse Survey <https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/the-surprising-economics-of-b2b-growth-the-new-survival-threshold-and-what-it-takes-to-thrive>
- Gartner's B2B Buying Journey Research <https://www.gartner.com/en/newsroom/press-releases/2026-03-09-gartner-sales-survey-finds-67-percent-of-b2b-buyers-prefer-a-rep-free-experience>
- Forrester: To Master B2B Buying Mayhem <https://www.forrester.com/press-newsroom/forrester-the-state-of-business-buying-2024/>
- Gartner's Buyer Engagement by Aligning Seller Actions and Digital Content <https://www.gartner.com/en/documents/7093631>