

12 B2B MARKETING

INTELLIGENCE INSIGHTS

THEY DON'T WANT

YOU TO

KNOW

While on the surface it may appear brands are operating fully fledged data-driven strategies, our research among senior B2B Marketers revealed some startling discrepancies in the acquisition and application of Content Intelligence.

What's really going on behind closed doors?

67% perceive a

high threat level

entrants using

emerging AI to

from new market

identify and apply

better intelligence.



56% of B2B marketers say that obtaining the right audience intelligence to create ICPs is one of their biggest challenges.



68% cite data accessibility as the biggest challenge when trying to scale audience reach.





When identifying and prioritizing market opportunities:

44.5% are not leveraging AI to uncover lookalikes.

44.5% don't utilize an ABM strategy.

38.5% choose not to calculate TAM.



62.5% don't use intelligence gathered from content engagement metrics to inform their strategy.



54% report not using behavioral data to build knowledge around content consumption.



Only 45% use intelligence gathered from content understanding to inform personalization and 1-1 messaging.



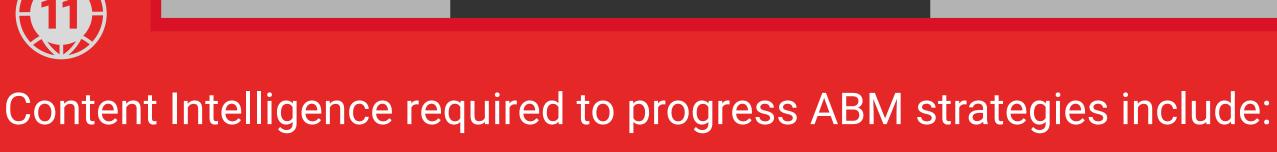
33% say matching the right content to the right channel tactics is their key content knowledge challenge.



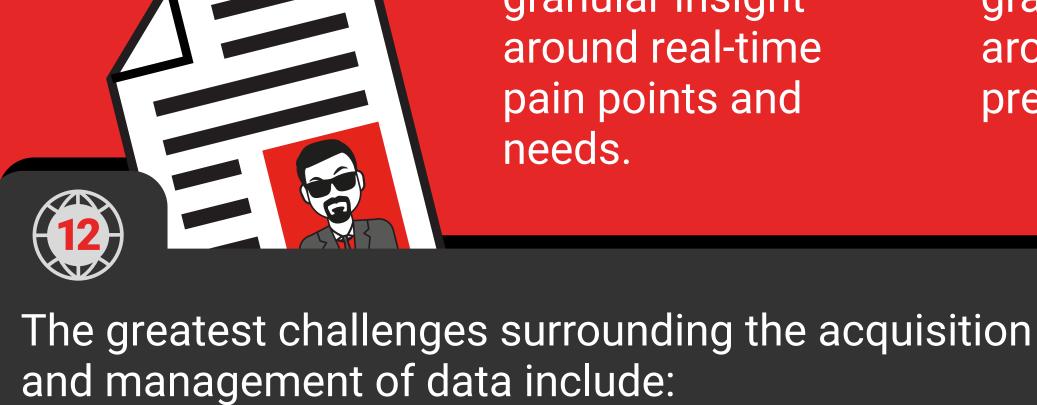
44% report they don't get enough value from content insight to inform the alignment of content to buyer stages.



55% are not getting the right Content Intelligence to improve conversion rates, personalization and 1-1 messaging.



47% more **47%** more

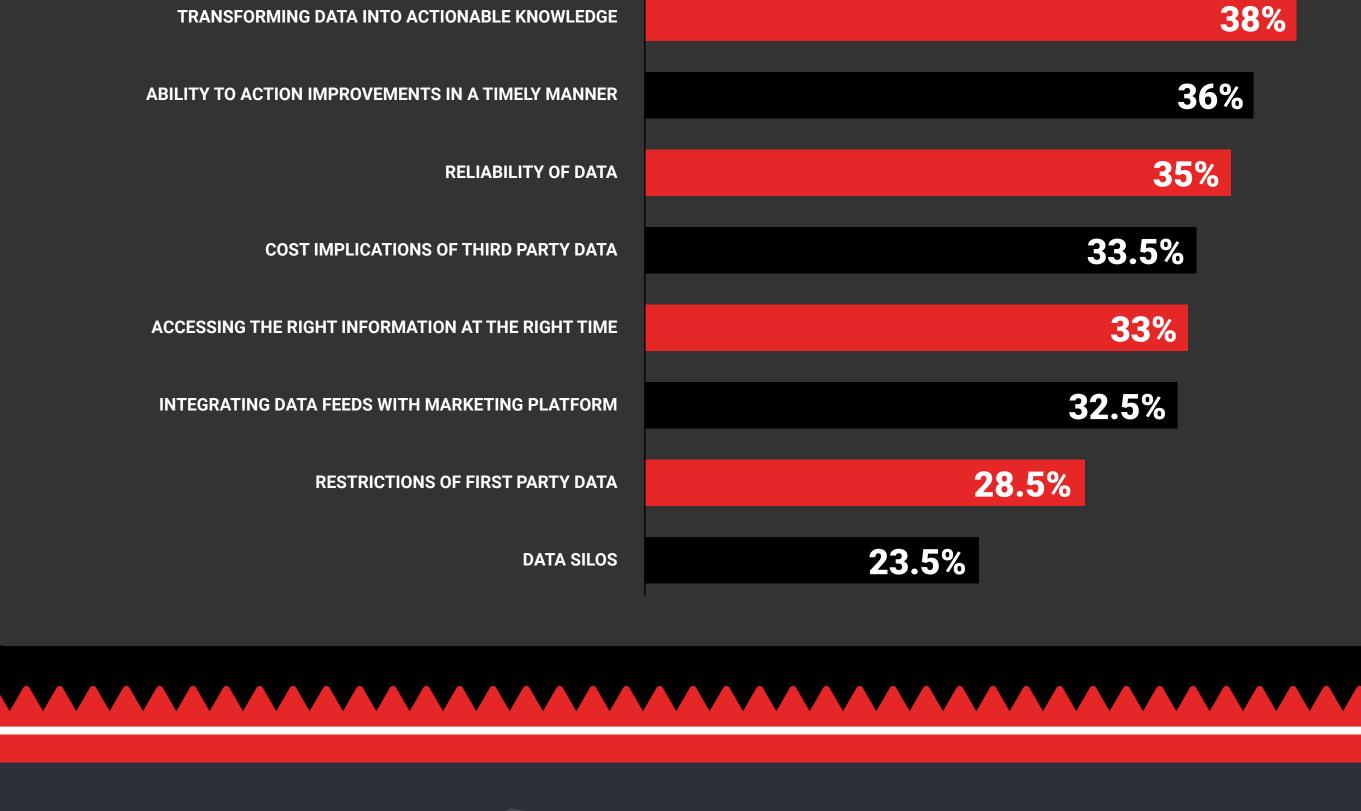


granular insight around real-time pain points and needs.

granular insight around content preferences.

40%

CONSOLIDATING DIFFERENT SOURCES OF INTELLIGENCE TO PROVIDE A 360 VIEW OF TARGET AUDIENCE AND PERFORMANCE



This infographic is based on research conducted by Insights for Professionals, on behalf of Inbox Insight, for the Full Disclosure; The B2B Content Intelligence Report.

ACCESS THE FULL REPORT

Our research set out to uncover how Content Intelligence is being gathered and strategically applied to advance practice. 200 Senior B2B marketers were surveyed for this report, all respondents are

employed by companies with 500 employees or more. About InboxInsight 🎛



Inbox Insight amplify content globally to a Using powerful Content Intelligence, Inbox community of 3.5M active IT, HR, Marketing and Business Professionals, for some of the world's most successful brands.

Insight are able to tailor the most effective B2B demand generation programs to drive cut through and long lasting audience engagements.

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