



Marketing Buying Behavior: Research Results

How do Marketing buyers
research a tech purchase?

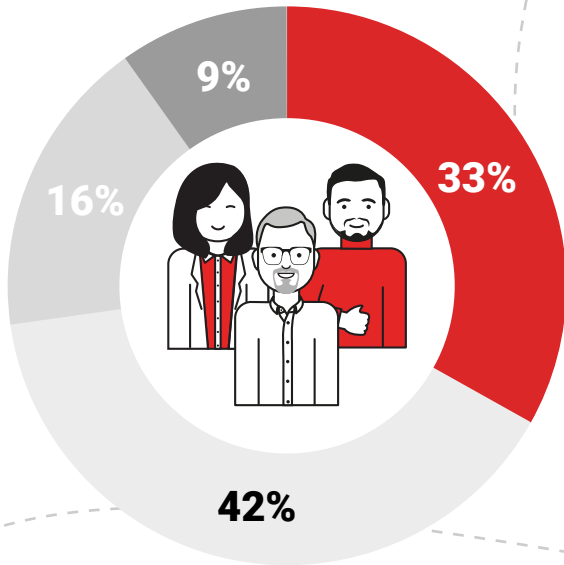
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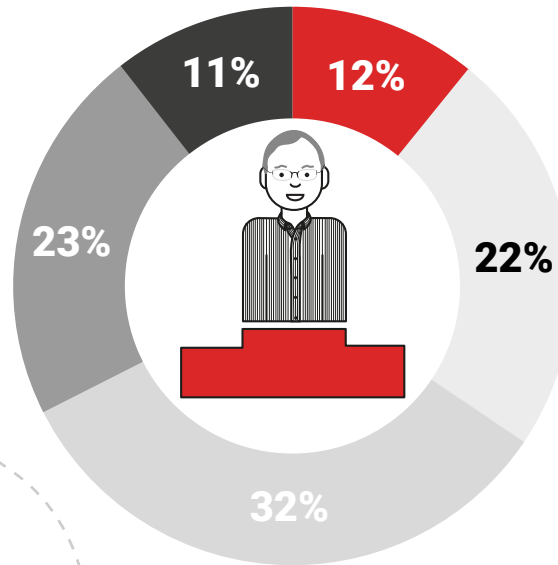
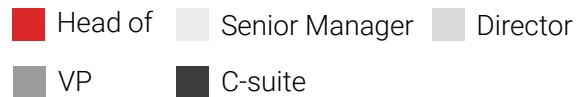
Sample

We surveyed 250 senior leaders working in Marketing located across the USA (200) and the UK (50). All survey participants play some part, large or small, in B2B technology purchasing decisions in their company.

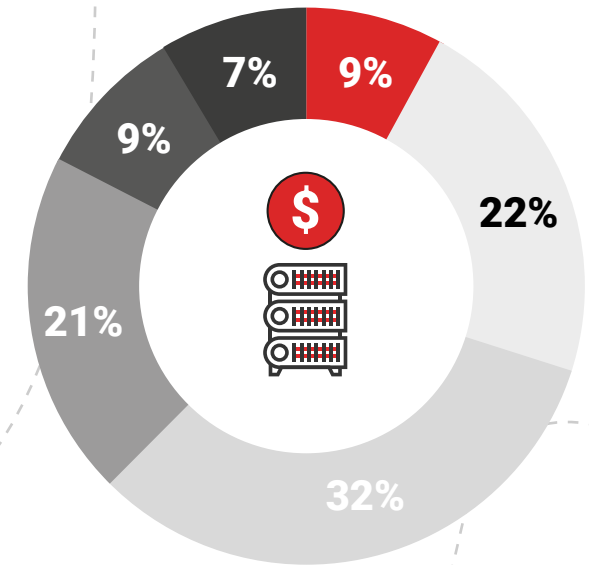
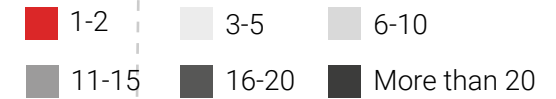
HOW MANY EMPLOYEES ARE THERE IN YOUR ORGANIZATION?



WHAT IS YOUR AUTHORITY LEVEL WITHIN YOUR ORGANIZATION?



HOW MANY TECHNOLOGY PURCHASES WERE YOU INVOLVED IN LAST YEAR?

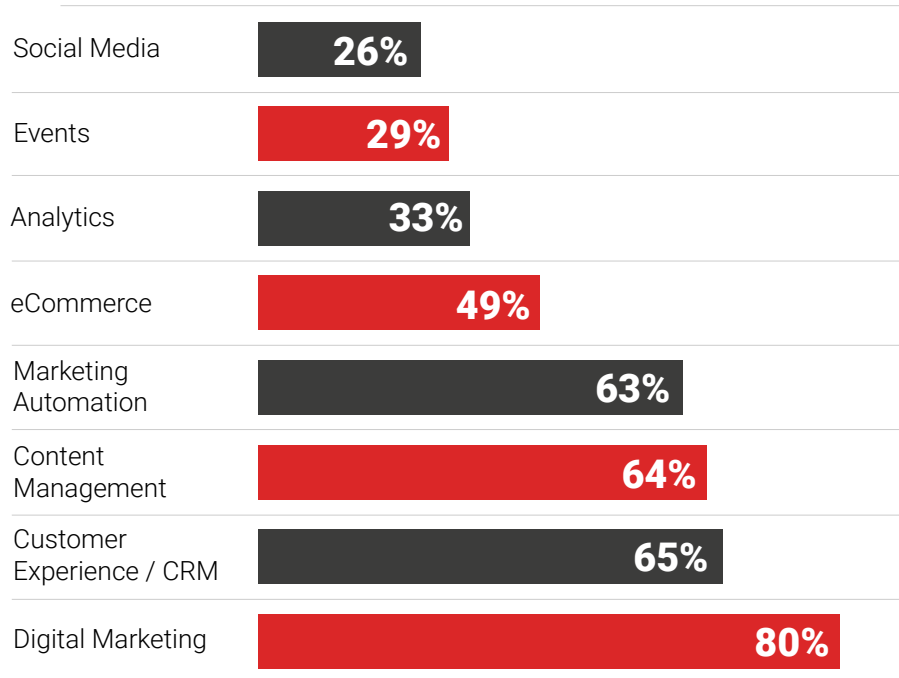


All decision makers in this survey have been involved in at least one technology purchase in the last year. Over 68% of these buyers are highly experienced in purchasing, investing in 6 or more projects across the year.

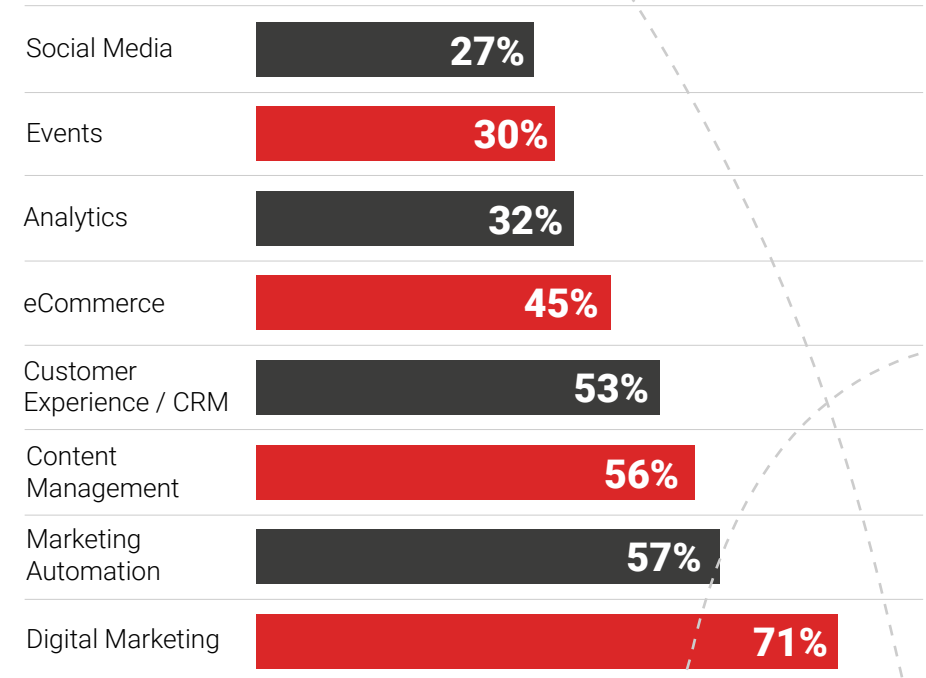
What are Marketing decision makers interested in?

We tapped into our network of Marketing professionals and used bespoke analytics to track their content consumption. The findings tell us a lot about what topics they are interested in, how they like to conduct their research, and what factors influence their buying decision.

WHICH TOPIC AREAS ARE YOU INTERESTED IN RESEARCHING MORE IN 2020?



WHICH TYPES OF TECHNOLOGY DO YOU INTEND TO INVEST IN NEXT YEAR?



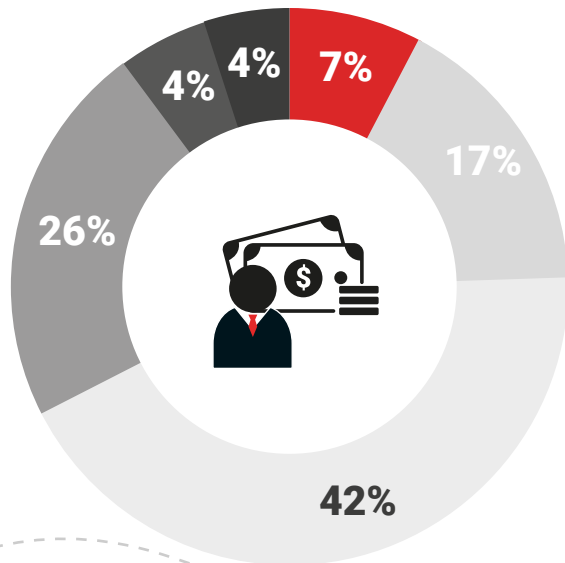
“Topics being researched directly align to products that they plan to purchase.”

Who is involved in a tech purchase?

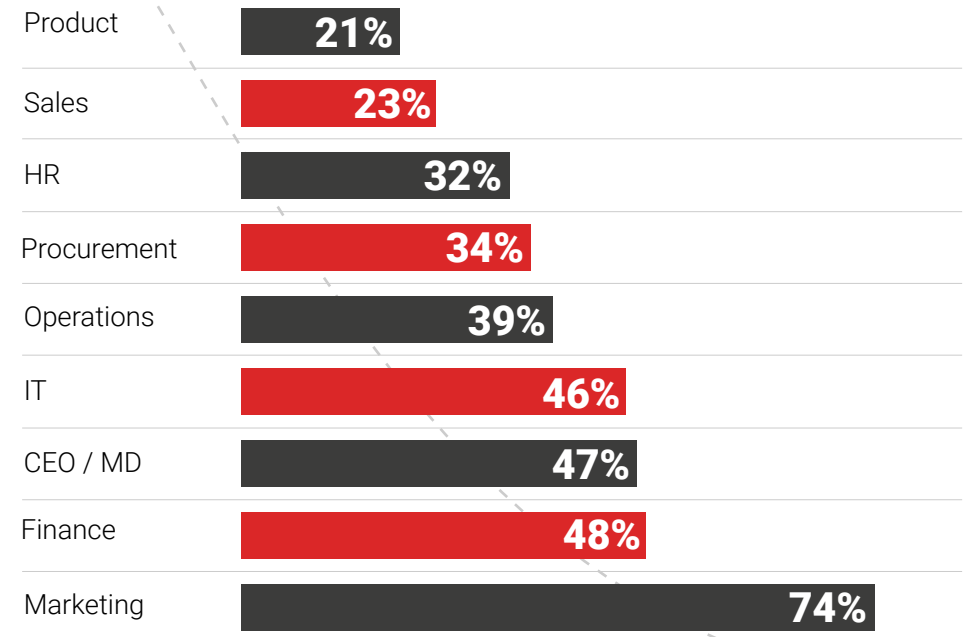
When promoting content to marketing tech decision makers, it's important to consider different stakeholders. In a lot of cases, there are multiple decision makers involved and they often have conflicting goals and requirements.

APPROXIMATELY HOW MANY PEOPLE ARE INVOLVED IN THE BUYING PROCESS FOR NEW TECHNOLOGY PRODUCTS?

Just me 2-4 5-9
10-15 15-20 More than 20



WHICH DEPARTMENTS ARE INVOLVED IN THE BUYING PROCESS FOR NEW TECHNOLOGY PRODUCTS? (TICK ALL THAT APPLY)








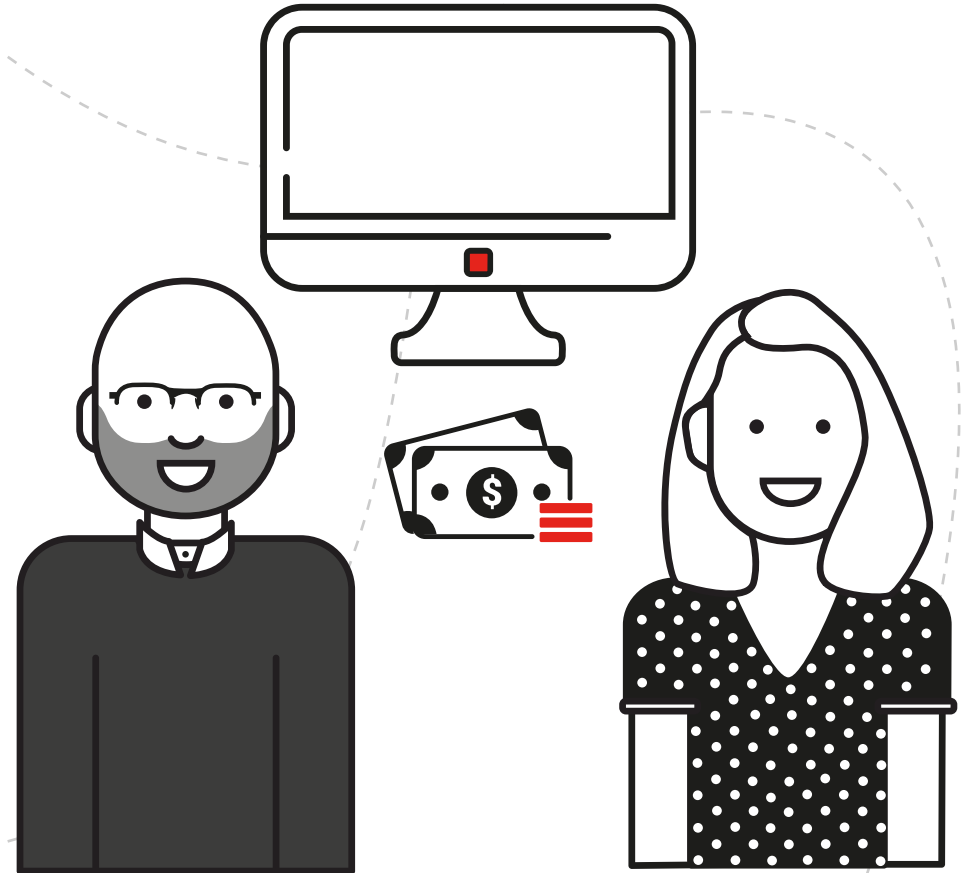
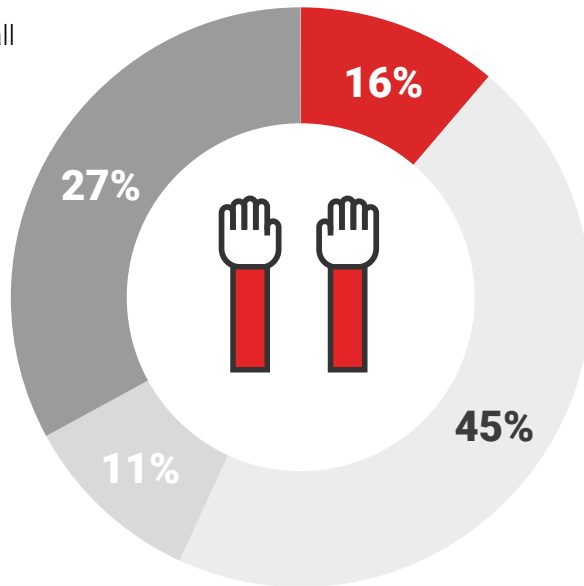
“34% of buying decisions involve more than 10 stakeholders.”

Customer loyalty

With 45% of people choosing an existing vendor for new technology purchases, it's evident that there's a huge opportunity for repeat sales.

FOR EACH PURCHASE LAST YEAR, DID YOU SEEK A NEW VENDOR OR PURCHASE FROM AN EXISTING VENDOR?

-  Purchased through a channel partner
-  Existing Vendor
-  Combination of all
-  New Vendor
-  Not sure

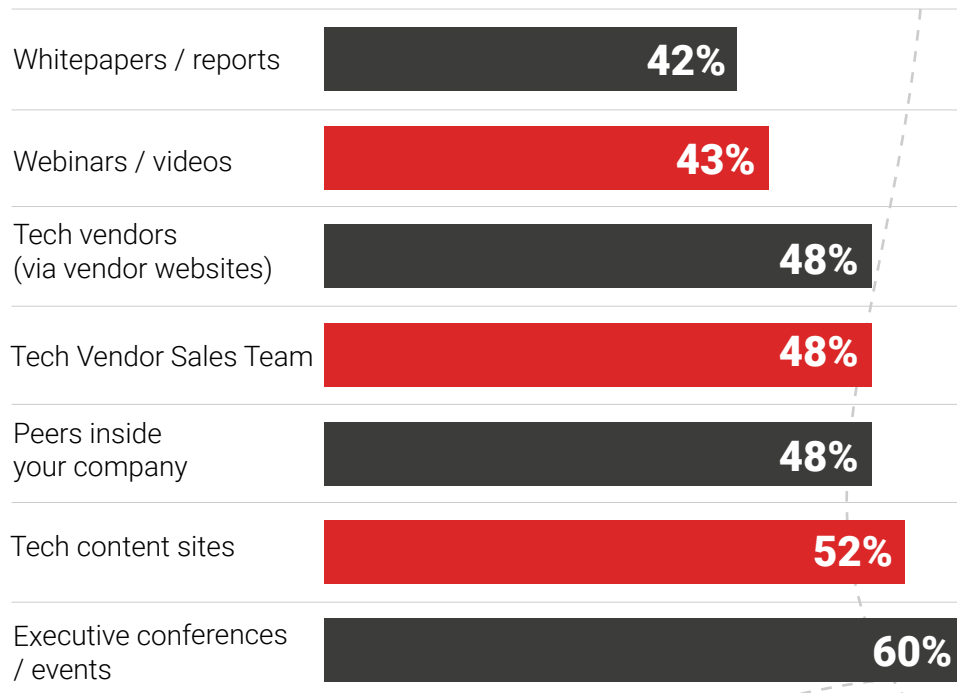


“16% of buyers purchase only through a channel partner. 11% use a combination of channel and direct from vendors.”

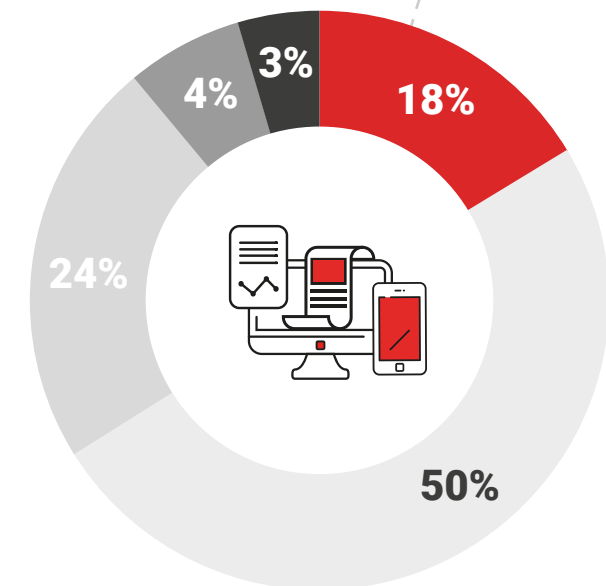
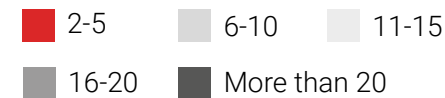
How do marketing buyers do their research?

The research phase is a critical step in the buying process. This is when demand generation marketers will have opportunities to connect with their intended audience.

WHICH SOURCES OF INFORMATION DO YOU TRUST WHEN RESEARCHING A PURCHASE? (TICK ALL THAT APPLY)



HOW MANY SOURCES OF INFORMATION DO YOU READ/DOWNLOAD/WATCH ABOUT A TOPIC WHEN RESEARCHING A PURCHASE?

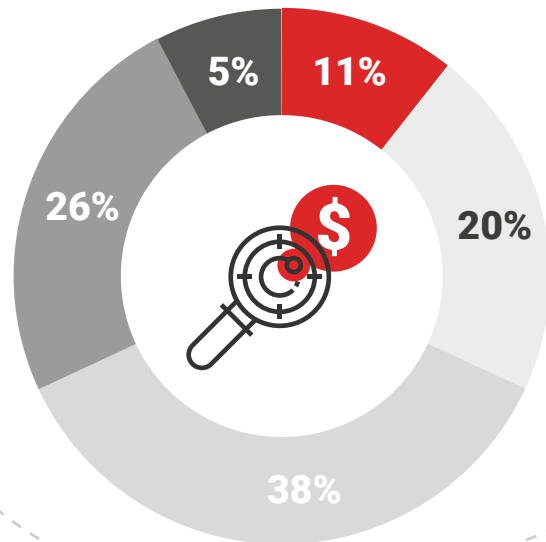


“81% of respondents research more than 6 pieces of content before committing to a decision about what to buy.”

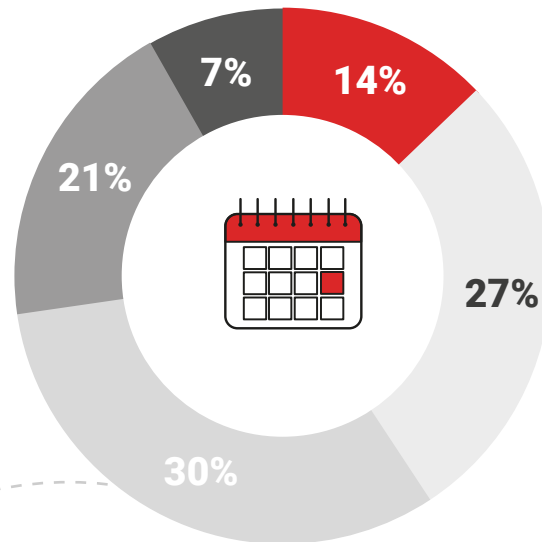
How long does the marketing buying journey take?

Tech buying timelines can be complex and there are three distinct phases of the process to consider: research, purchasing and implementation.

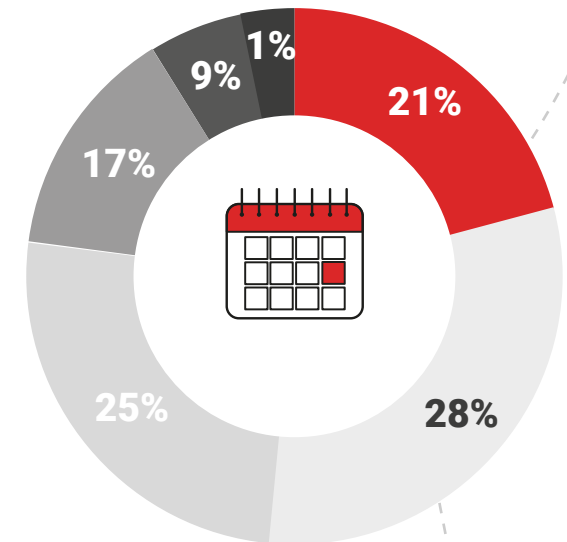
HOW LONG DO YOU SPEND RESEARCHING A NEW TECHNOLOGY BEFORE COMMITTING TO A DECISION?



WHAT WAS THE LENGTH OF THE BUYING CYCLE FOR NEW PURCHASES YOU MADE LAST YEAR?



WHAT WAS THE LENGTH OF THE IMPLEMENTATION PERIOD FOR PREVIOUS PURCHASES YOU'VE MADE?



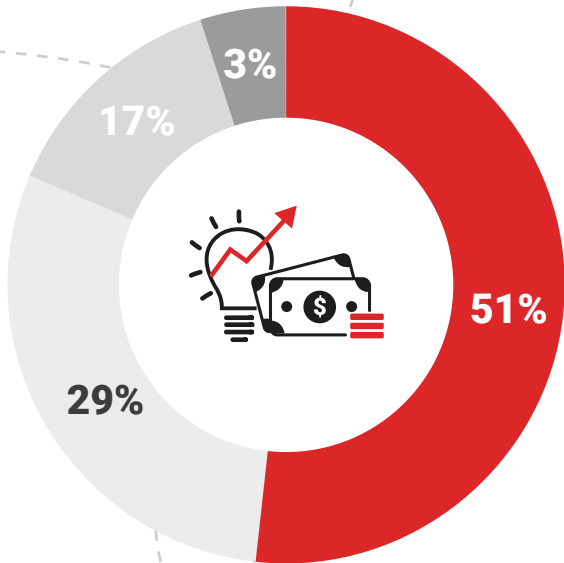
“99% are ready to complete each stage within a year.”

How do marketing buyers plan their budgets?

90% said that they invested more than expected last year. Not only does this affirm the increased buying potential in technology, but it shows that budgets aren't always fixed which means many prospects can still be turned into opportunities even without assigned budgets.

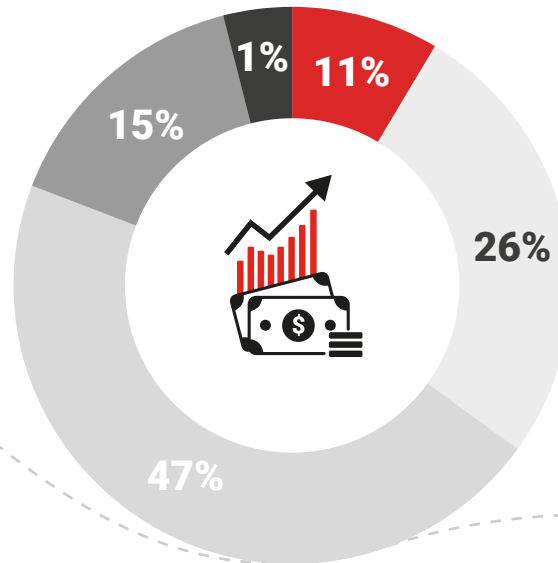
WHEN DO YOU PLAN YOUR BUDGETS?

- Annually
- Quarterly
- Project by project based on objective
- Zero Base Budgeting (business case required for each new spend)



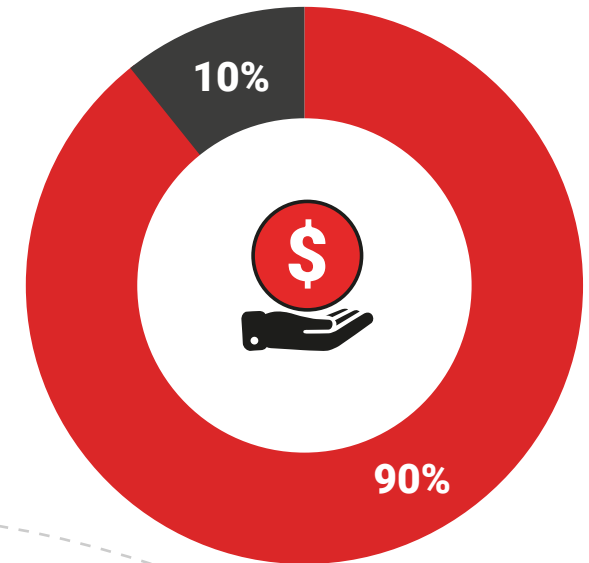
WHAT % OF YOUR BUDGET DID YOU INVEST IN TECH LAST YEAR?

- 0-10%
- 11-25%
- 26-50%
- 51-75%
- 75-100%



DID YOU INVEST MORE OR LESS THAN YOU EXPECTED TO IN 2019?

- More
- Less

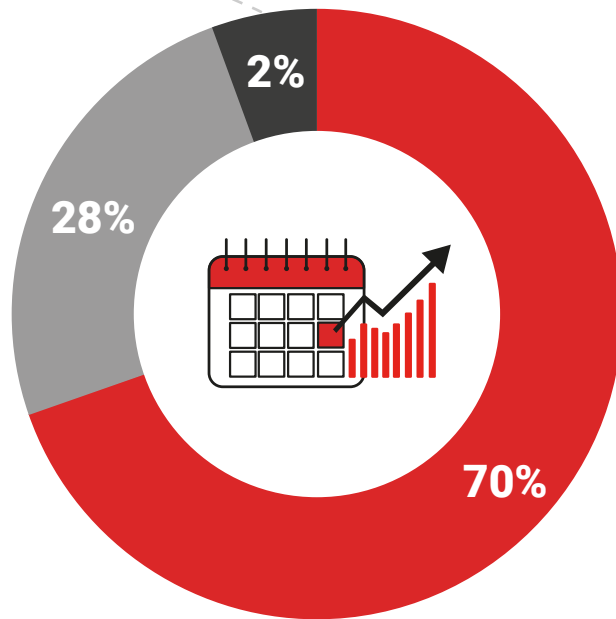


How much are marketing buyers spending?

80% of the respondents spent over \$100,000 on technology last year, and our survey shows that 98% are likely to spend the same or more in the next 12 months.

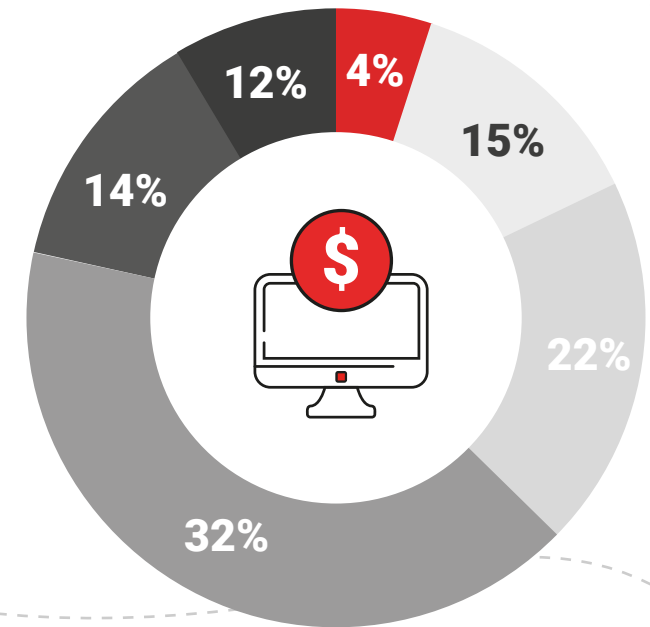
COMPARED TO THE PAST 12 MONTHS - WILL YOUR OVERALL TECHNOLOGY BUDGET INCREASE, DECREASE OR REMAIN THE SAME IN THE NEXT 12 MONTHS?

- Increase
- Remain same
- Decrease



HOW MUCH DID YOUR DEPARTMENT SPEND ON TECHNOLOGY LAST YEAR?

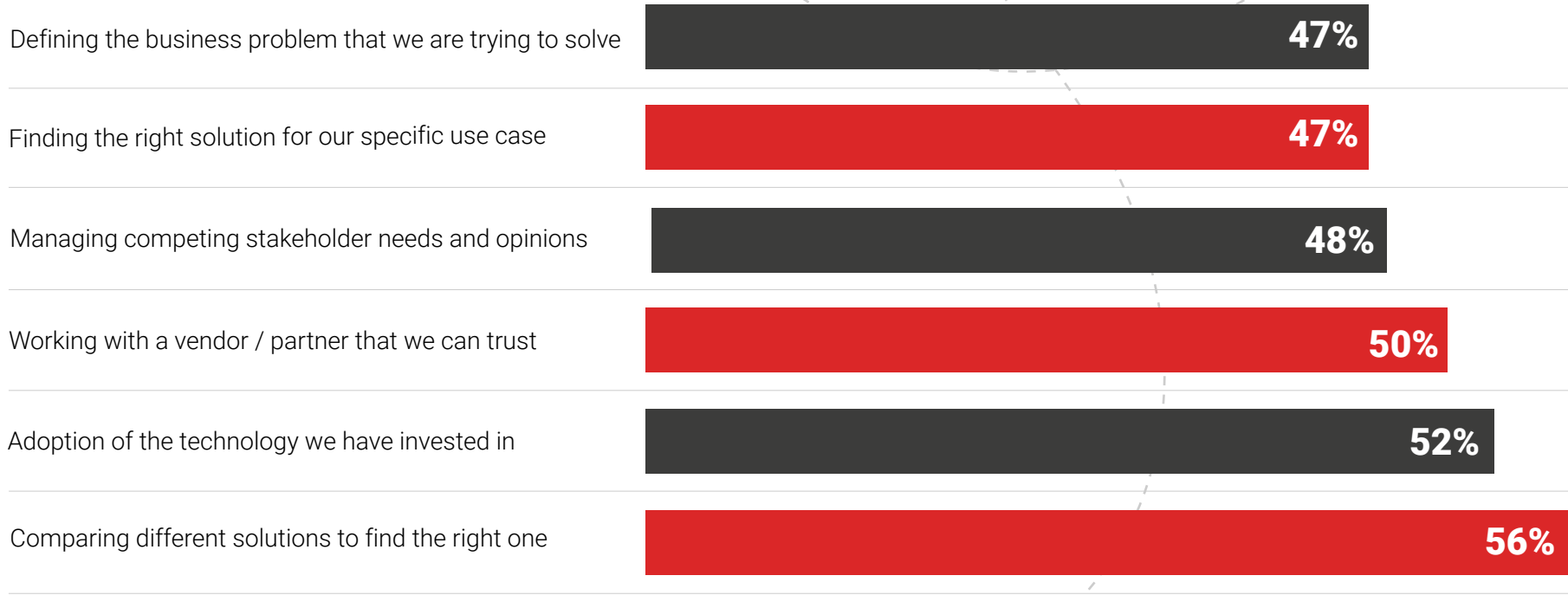
- \$10-50K
- \$50-100K
- \$100-250K
- \$250-500K
- \$500K-1M
- More than \$1M



What stands in the way of the marketing buying decision?

B2B tech marketers should consider these challenges, then see what content they could produce to champion your brand within the decision-making process. How can you make it easier to compare your solution with the competition?

WHAT ARE YOUR 3 BIGGEST DECISION MAKING CHALLENGES?

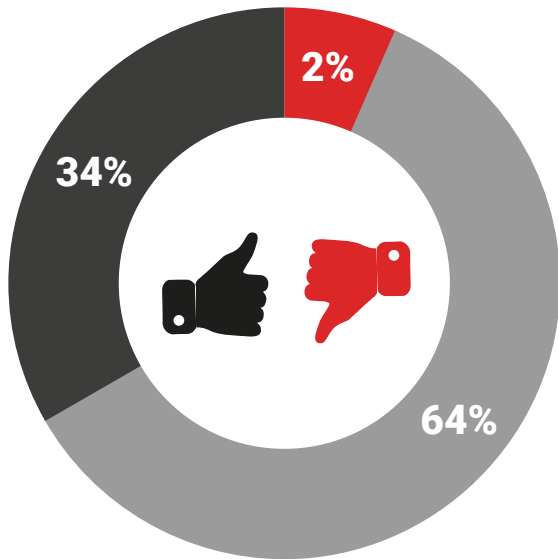


“By helping your prospects navigate their buying challenges, you can become the vendor of choice and close the deal.”

How successful are their marketing projects?

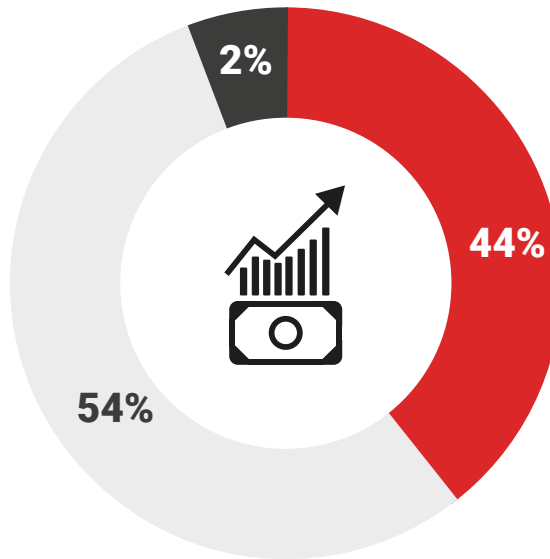
HOW HAVE YOUR RECENT TECH PURCHASES COMPARED TO YOUR EXPECTATIONS?

- Not met my expectations
- Met my expectations
- Exceeded my expectations



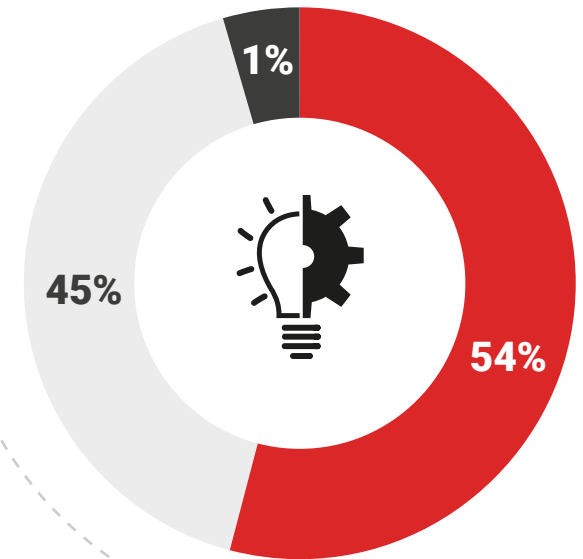
HAS YOUR ORGANIZATION REALIZED ANY COST SAVINGS FROM TECHNOLOGY STRATEGIES OVER THE PAST 12 MONTHS?

- Yes, significant cost savings
- Yes, some cost savings
- No
- Don't know



HAS YOUR ORGANIZATION REALIZED ANY EFFICIENCY GAINS FROM TECHNOLOGY STRATEGIES OVER THE PAST 12 MONTHS?

- Yes, significant cost savings
- Yes, some cost savings
- No
- Don't know



“98% of buyers are satisfied, with a third stating that products exceeded their expectations.”