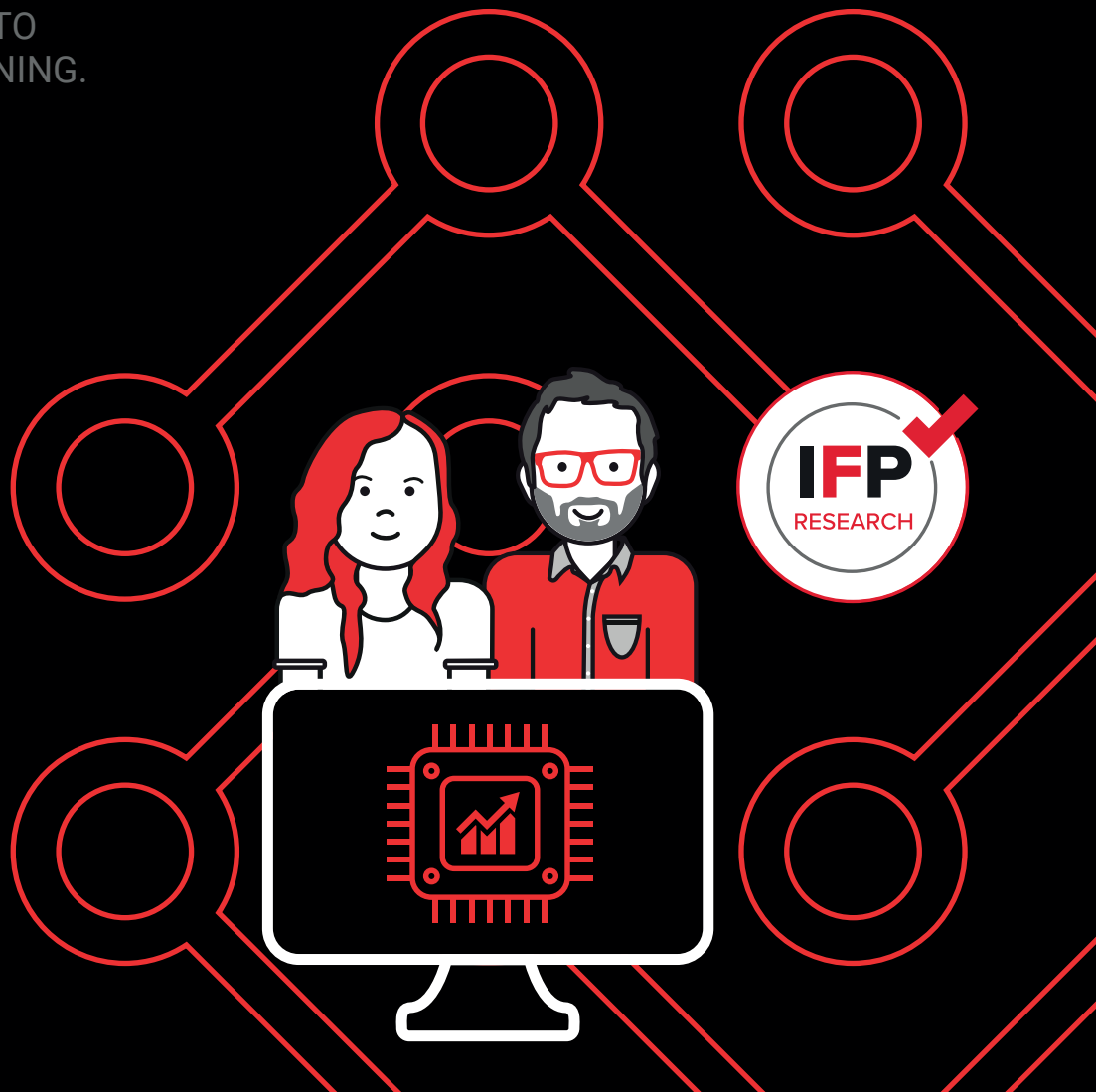


B2B Tech Buyer Behavior

UNIQUE INSIGHTS
FOR **2021/22**

ESSENTIAL RESEARCH TO
FUEL EFFECTIVE PLANNING.



B2B TECH BUYER BEHAVIOR: UNIQUE INSIGHTS FOR 2021/22

While shifts in tech buyer behavior have always occurred, recent macro factors such as the global pandemic have seen mass disruption and accelerated flux at unprecedented speed.

*How are tech buyers rising to these new challenges?
How are they finding better ways to source, research
and engage with vendors?*

This report sets out to provide vendors with the most relevant and timely insights to better understand and engage their target buyers.

Where does this research comes from?

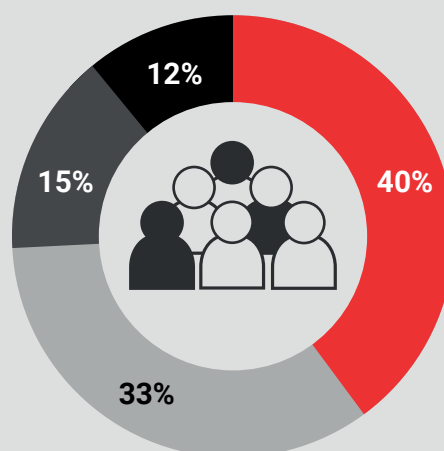
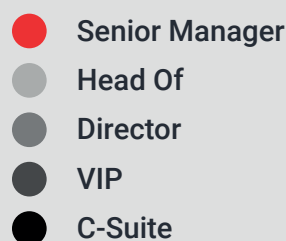
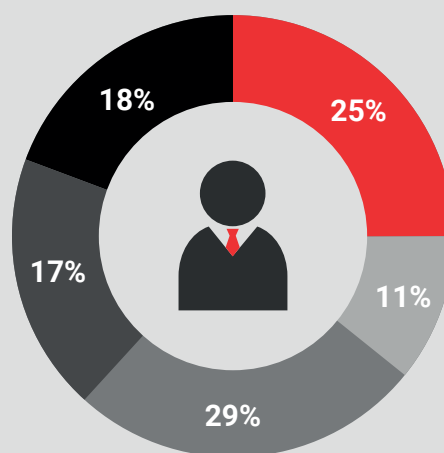
Inbox Insight is the gateway to 4.1M active senior business professionals specializing in HR, Marketing, IT and Management via our centralized publishing hub, [Insights for Professionals \(IFP\)](#).

IFP members benefit from free access to over 7,000 resources across over 250 different categories. The wide range of content contributed by leading industry brands and thought leaders facilitates information exchange across every stage of the buyer cycle, from infographics and analyst reports right through to buyer guides and product specs. This provides us with a vast collection of digital signals curated on individual, buying collective and account levels, providing strong indications of buyer intent.

Within these communities we also have exclusive access to first party research panels which enable us to reveal the most significant challenges faced by today's tech buyers.

Sample

We surveyed 1500 senior leaders across the USA (75%) and UK (25%). All survey participants influence B2B technology purchasing decisions in their company.



Research methodology

Our established approach relies on multiple data sources to get the bigger picture and draw the most accurate analysis.

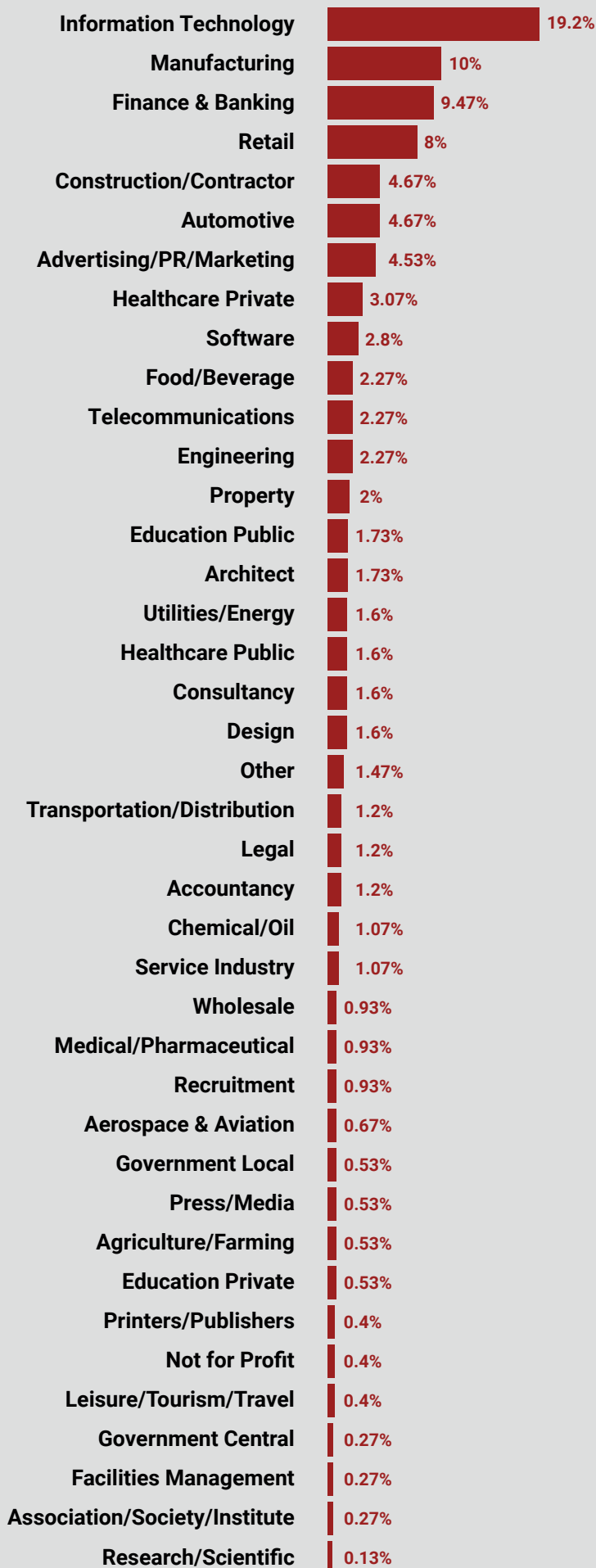
Opted-in IFP membership enables progressive intent profiling, allowing us to get an accurate understanding of real-time user intent. While our AI supported platform consolidates data and delivers accurate algorithms to provide us with high quality predictions and forecasting.

Leveraging a multichannel presence across a range of digital datapoints provides the means for a 360° view of today's tech buyers.

This combined with our InboxINTELLIGENCE first party research panels, enables both quantitative and qualitative data collection, providing a full and highly reflective view of established and emerging tech buyer behaviors.

WHAT THIS REPORT COVERS

- SECTION 1:
Tech Buyer Challenges
- SECTION 2:
Tech Buyer Investment
- SECTION 3:
Tech Buyer Trends
- SECTION 4:
Tech Buyer Engagement
- SECTION 5:
Benchmarking Against Industry Leaders
- SUMMARY:
Key Research Takeaways



SECTION 1:

TECH BUYER CHALLENGES

WHAT ARE THE KEY CHALLENGES IDENTIFIED BY TECH BUYERS?

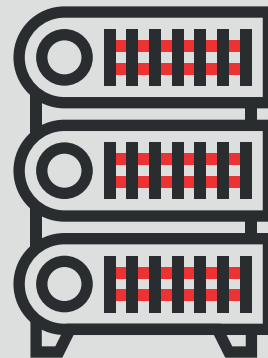
Each specific market has its own set of challenges, and understanding which pain points impact buyers directly is vital for identifying where competitive advantage can be gained.

Such intelligence permits vendors to tailor their USPs accordingly and produce custom content that provides value from a customer centric perspective. Here's a run down of the top buyer obstacles across IT, Marketing and HR identified from our first party research...

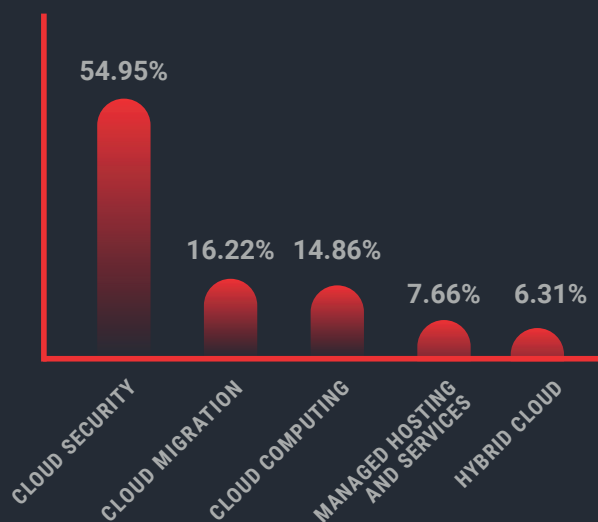


WHAT ARE THE KEY CHALLENGES IDENTIFIED BY IT TECH BUYERS?

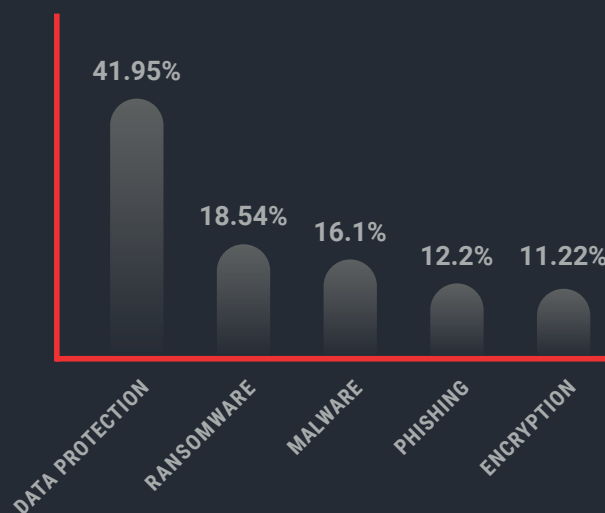
These challenges were identified in the following key fields of IT expertise:



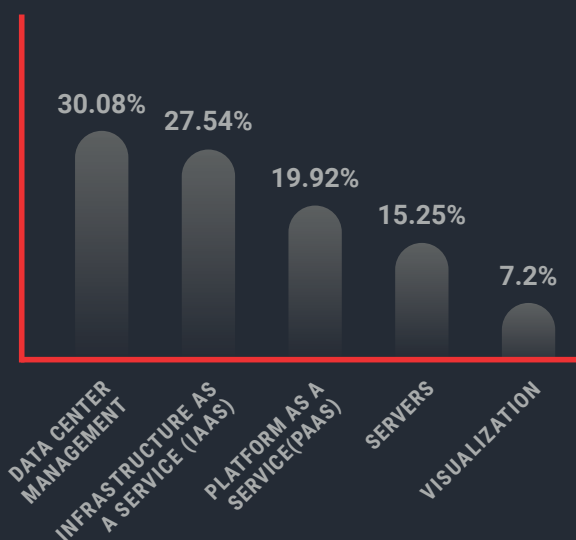
CLOUD MANAGEMENT



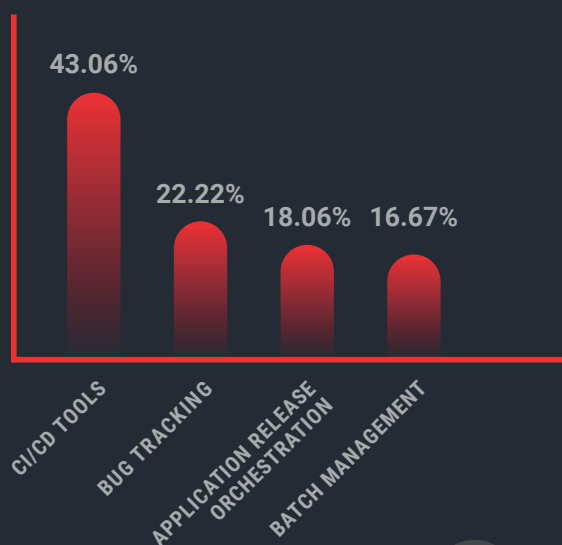
CYBERSECURITY



DATA MANAGEMENT



DEVOPS



OBSERVATIONS

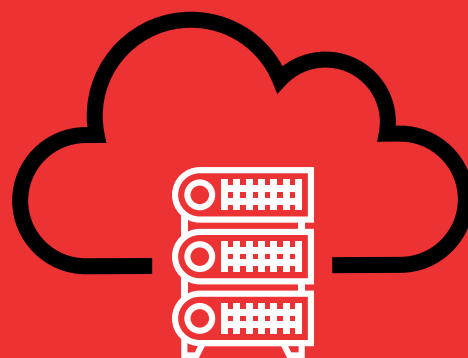
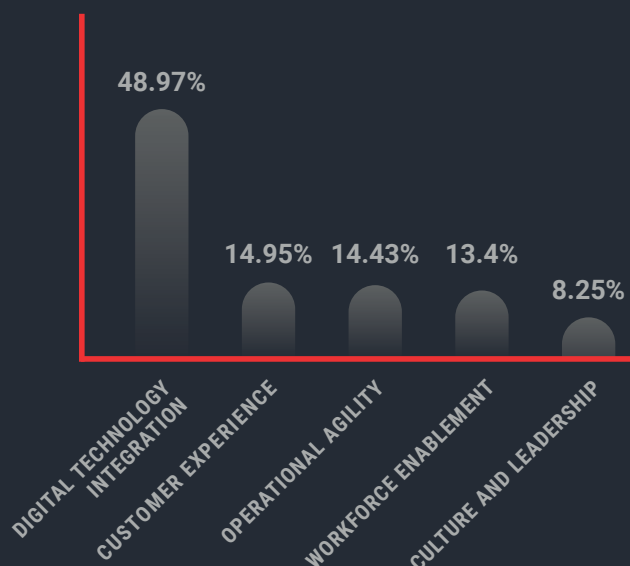
Data protection (41.95%) is the most prevalent challenge in the Cybersecurity market, while **Cloud Security** is the most pressing (54.95%) from a Cloud Management perspective. This indicates a strong correlation between the need and uptake of storing data in the cloud and that of keeping it secure.

Unsurprisingly, **Data Center Management** is a top pain point for over 30% of IT professionals operating in this field of expertise. Knowing how to effectively manage data in a way which supports both accessibility and security are likely to be ongoing issues that continuously call for up-to-date solutions.

For over 43% of IT professionals specializing in DevOps, **CI/CD Tools** are considered a significant challenge, suggesting solutions that enable teams to remove tedious and time-intensive work through automating development, deployment, and testing will be of huge value to this market.

In terms of **Digital Transformation**, almost half (48.97%) of IT professionals believe that **Digital Technology Integration** is a real barrier to success. This encompasses all of the above findings; digital processes and technologies such as the cloud are increasingly sophisticated, meaning successful integration requires the digital know-how and capabilities – which is not always easy to come across.

DIGITAL TRANSFORMATION



30%

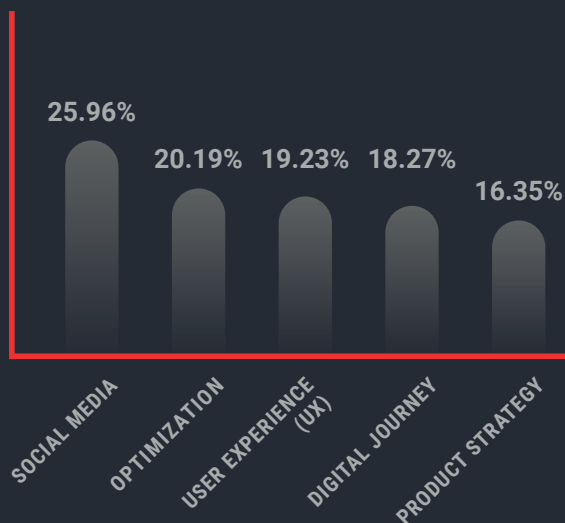
OF IT
PROFESSIONALS
RECOGNIZE
**DATA CENTER
MANAGEMENT
AS A TOP PAIN
POINT**

WHAT ARE THE KEY CHALLENGES FACED BY B2B MARKETING TECH BUYERS?

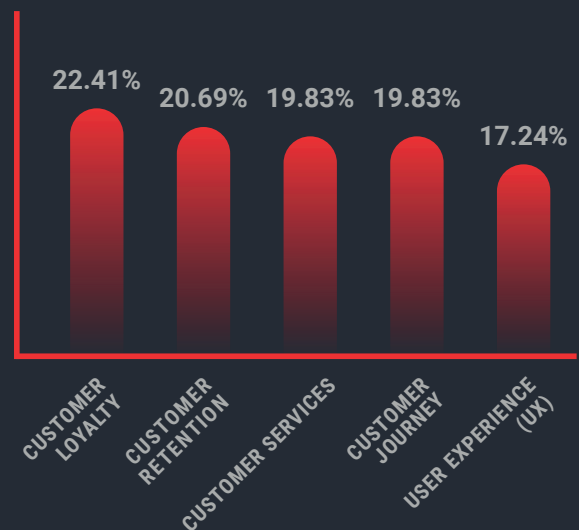
Our research uncovers the key challenges identified in the following fields of Marketing expertise:



DIGITAL ANALYTICS



CUSTOMER EXPERIENCE

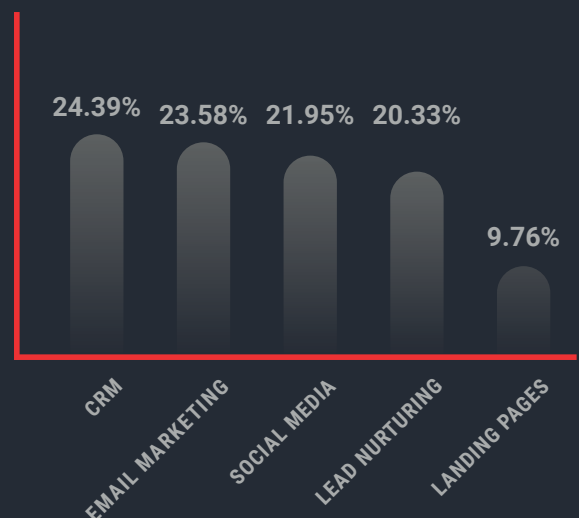


OBSERVATIONS

When it comes to Digital Analytics, **Social Media** is the top challenge for over a quarter of marketing professionals. It also appears as a sticking point for over 21% specializing in Marketing Automation. This suggests solutions offering better visibility over social performance and which enable more comprehensive analysis, along with compatibility with marketing automation platforms, would fulfil a prevalent need.

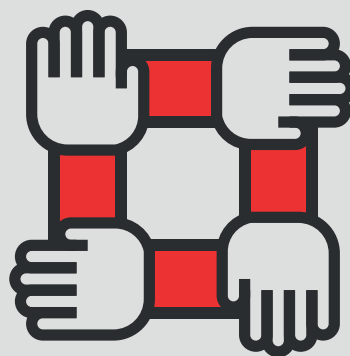
Customer Loyalty (22.41%), closely followed by **Customer Retention** (20.69%) are top concerns for marketers from a customer experience perspective. This reflects the fact that **Customer Relationship Management** (CRM) scores highest in the automation rankings; effectively managing customer relationships goes hand in hand with encouraging loyal and returning customers.

MARKETING AUTOMATION

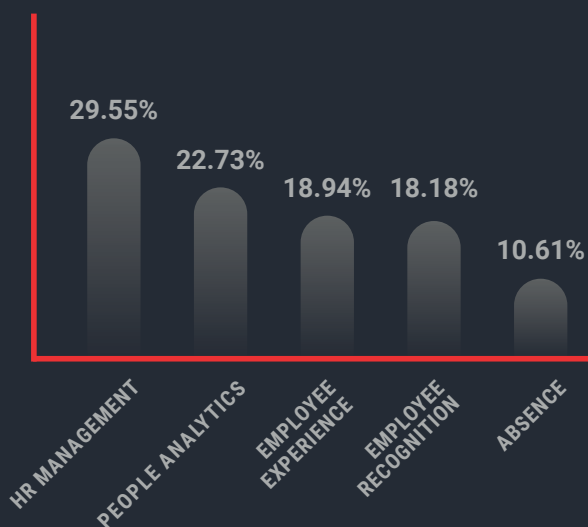


WHAT ARE THE KEY CHALLENGES IDENTIFIED BY HR?

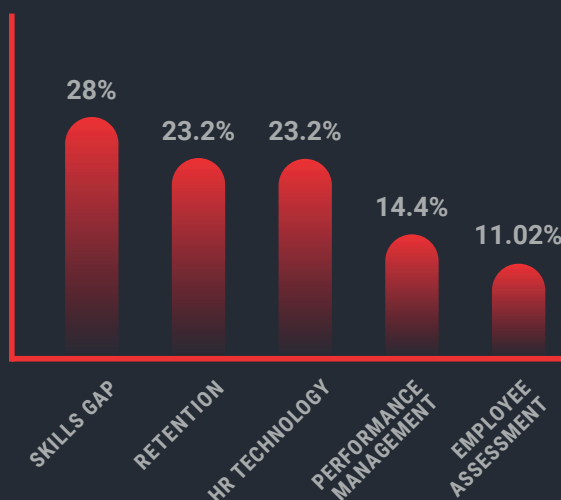
Our research identified the following challenges broken down into the corresponding fields of HR expertise:



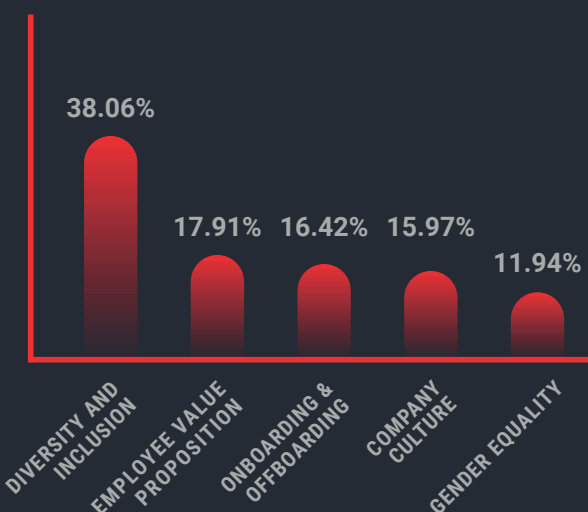
EMPLOYEE ENGAGEMENT



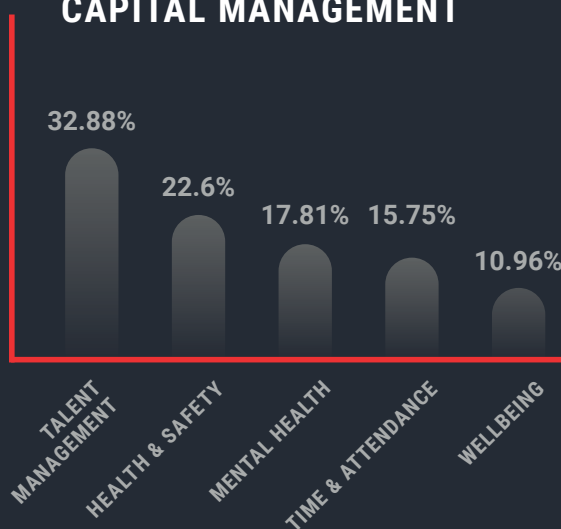
LEARNING & DEVELOPMENT



RECRUITMENT



WORKFORCE & HUMAN CAPITAL MANAGEMENT



OBSERVATIONS

The **Skills Gap** (28%), closely followed by **Retention** (23.2%) are cited as top pain points by buyers operating in the Learning and Development market.

It appears **Learning and Development** and **Employee Engagement** are closely interlinked, hence why HR Management is recognized by almost a third of HR professionals (29.55%) as a key challenge. HR need to be managing and implementing training plans and initiatives to promote cross skilling and upskilling, which will in turn reduce the skills gap and increase employee retention.

Furthermore, **Talent Management** is a top struggle (32.88%) from a workforce and human capital management perspective, while **Diversity and Inclusion** is the main obstacle by far (38.06%) when it comes to recruitment. This only continues to highlight the need for effective HR management to be able to create strong talent initiatives and schemes to help boost morale, motivate employees and create a diverse workforce which feels as one.



NEARLY

30%

**OF HR
PROFESSIONALS
RECOGNIZE HR
MANAGEMENT
AS A KEY
CHALLENGE**



SECTION 2:

TECH BUYER INVESTMENT

We've taken a deep dive into buyer investment intentions to uncover **how** and **where** buyers are planning to focus their resource. These key insights reveal strong in-market tendencies and inform us of the areas of greatest interest when it comes to targeting buyers.



IT INVESTMENT

CLOUD MANAGEMENT



OBSERVATIONS

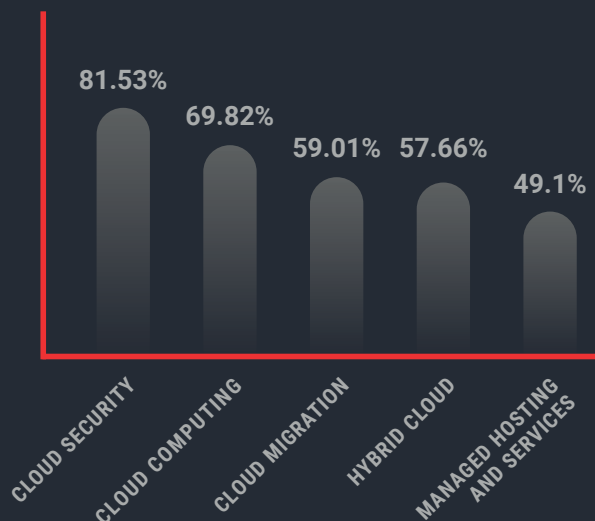
32.43% of IT professionals intend to invest between \$250,000 and \$500,000 on Cloud Management, while 13.96% plan on spending over \$1,000,000.

With remote working at its highest, most businesses now hold some form of sensitive data in the cloud leaving them vulnerable to cybercriminals. Therefore, it is unsurprising to see **Cloud Security** (81.53%) remains a clear focus for businesses moving into 2022.

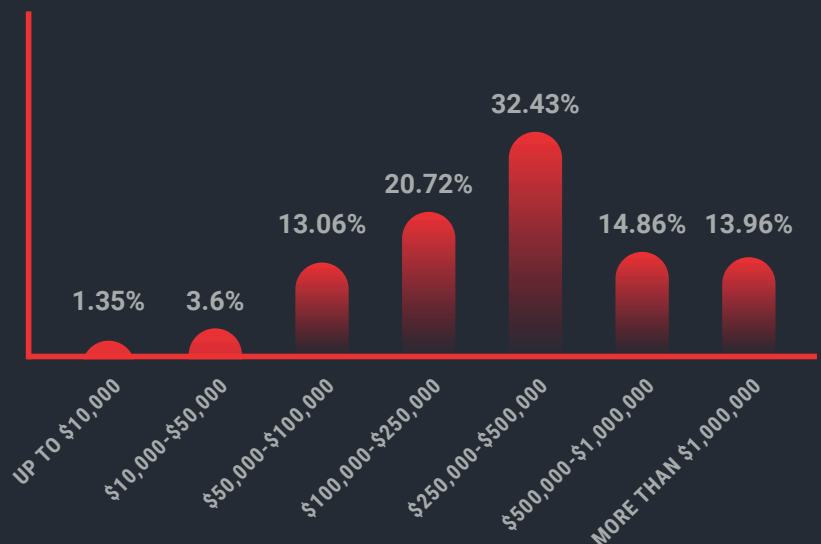
32%

of IT professionals
intend to invest between
\$250,000-\$500,000
on Cloud Management

WHICH AREAS OF CLOUD MANAGEMENT DO YOU PLAN TO INVEST IN?



HOW MUCH DO YOU INTEND TO INVEST ON CLOUD MANAGEMENT?



IT INVESTMENT

CYBERSECURITY



OBSERVATIONS

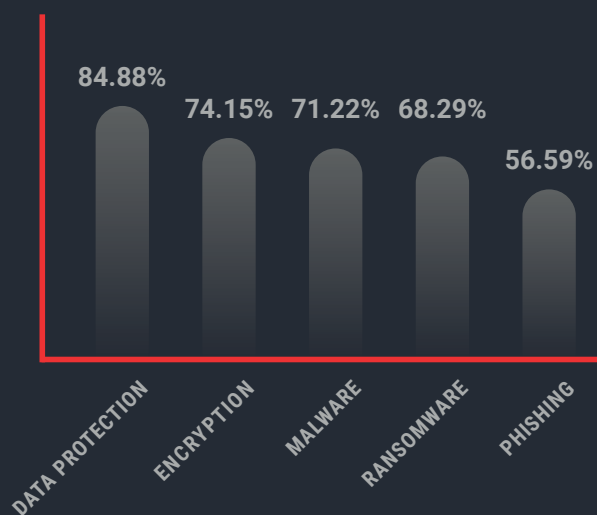
37.07% of IT professionals plan to invest between \$250,000-\$500,000 on Cybersecurity, with 30.73% looking to spend above this, coinciding with their main focus, **Data Protection** (84.88%) for the next 18 months.

As cybercriminals are constantly savvy to the latest hacking techniques, the need for strong data protection only continues to grow. What's more, in light of tightened GDPR regulations consumers now fully expect their data to remain secure at all costs.

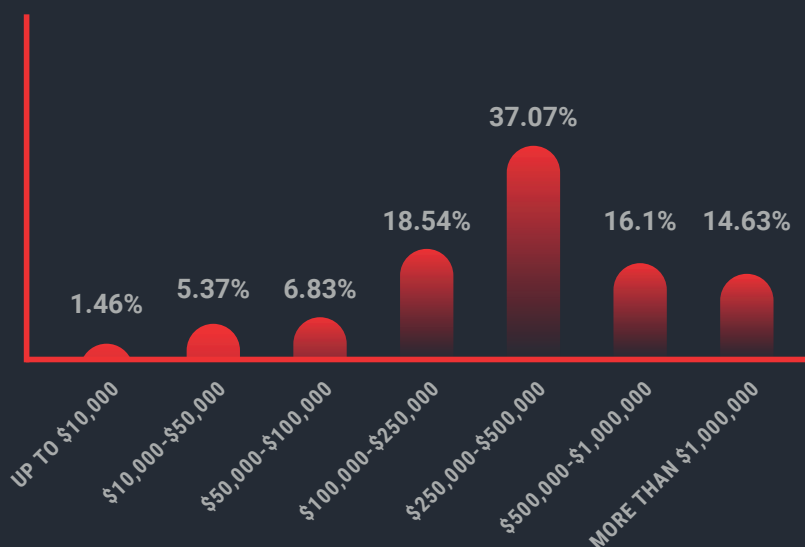
37%

of IT professionals
plan to invest between
\$250,000-\$500,000
on Cybersecurity

WHICH AREAS OF CYBERSECURITY DO YOU PLAN TO INVEST IN OVER THE NEXT 18 MONTHS?



HOW MUCH DO YOU INTEND TO INVEST ON CYBERSECURITY?



IT INVESTMENT

DATA MANAGEMENT



29%

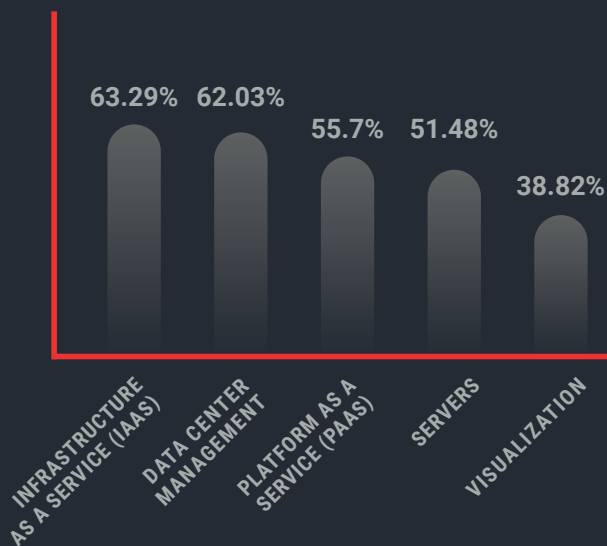
of IT experts intend
to invest between
\$250,000-\$500,000
on Data Management

OBSERVATIONS

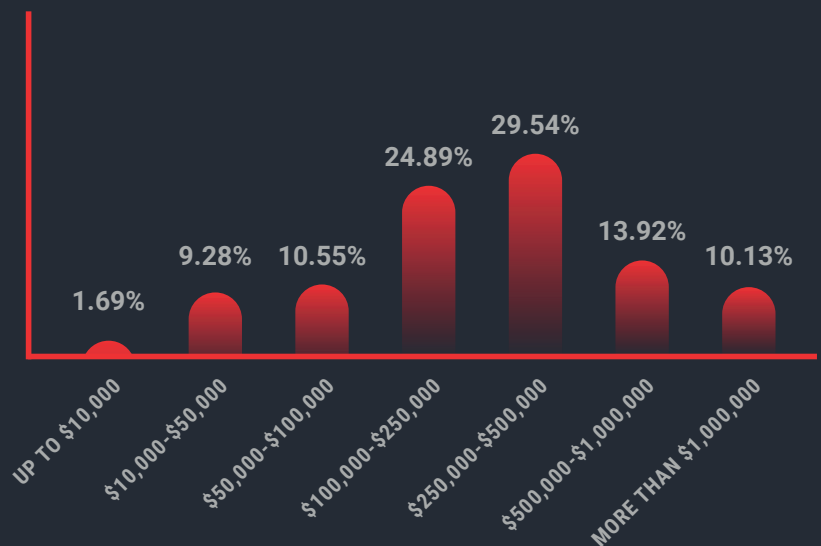
29.54% of IT experts intend to invest between \$250,000-\$500,000 on Data Management, with 24.05% aiming to spend above this. Over the next 18 months, 63.29% say top areas of expenditure will be **Infrastructure as a Service (IaaS)**, closely followed by **Data Center Management** (62.03%).

The link between data management expenditure and the management of data centers goes hand in hand, as expected. Ensuring the right infrastructure to maximize the capabilities of data centers and how they are able to manage and store data is crucial to effective data management.

WHICH AREAS OF DATA MANAGEMENT DO YOU PLAN TO INVEST IN OVER THE NEXT 18 MONTHS?

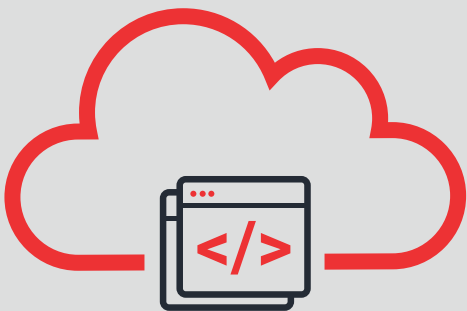


HOW MUCH DO YOU INTEND TO INVEST ON DATA MANAGEMENT?



IT INVESTMENT

DevOps



25%

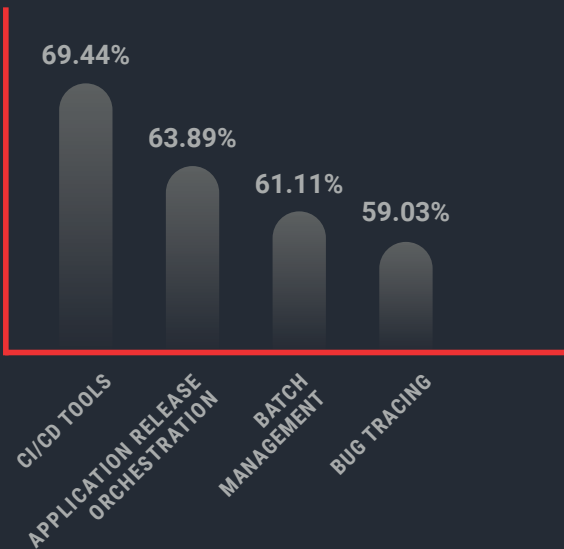
of IT professionals
plan to invest between
\$250,000-\$500,000
on DevOps

OBSERVATIONS

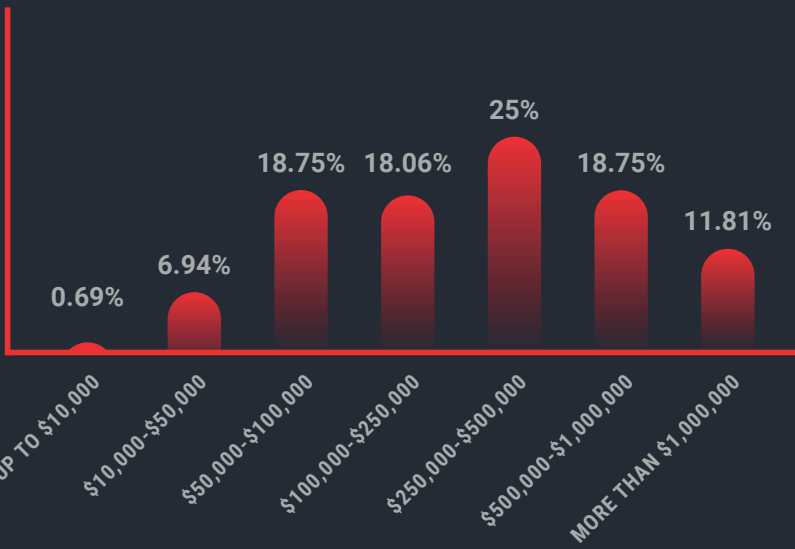
The planned investment on DevOps is far more sporadic than the previous investment indications we've seen. 25% of IT professionals plan on investing \$250,000-\$500,000, closely followed by 18.75% for both \$50,000-\$100,000 and \$500,000-\$1,000,000. This indicates a conflict towards how much to investment in, yet it is clear that it does hold importance across the board at some level.

Over the next 18 months, **CI/CD Tools** are the top investment area according to over two thirds of the IT community (69.44%). This aligns to our previous findings, indicating high demand for **CI/CD Tools** that connect processes and eliminate manual tasks.

WHICH AREAS OF DevOps DO YOU
PLAN TO INVEST IN OVER THE
NEXT 18 MONTHS?



HOW MUCH DO YOU INTEND
TO INVEST ON DevOps?



IT INVESTMENT

DIGITAL TRANSFORMATION



26%

of IT professionals plan to invest up to \$1,000,000 on Digital Transformation

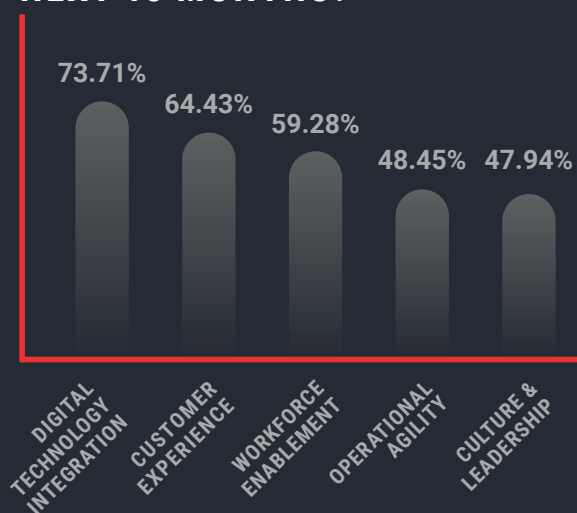
OBSERVATIONS

When it comes to Digital Transformation, 26.8% of IT professionals plan to invest \$100,000-\$250,000 while 25.26% between \$250,000 and \$500,000. A further 26.29% would invest up to \$1 million.

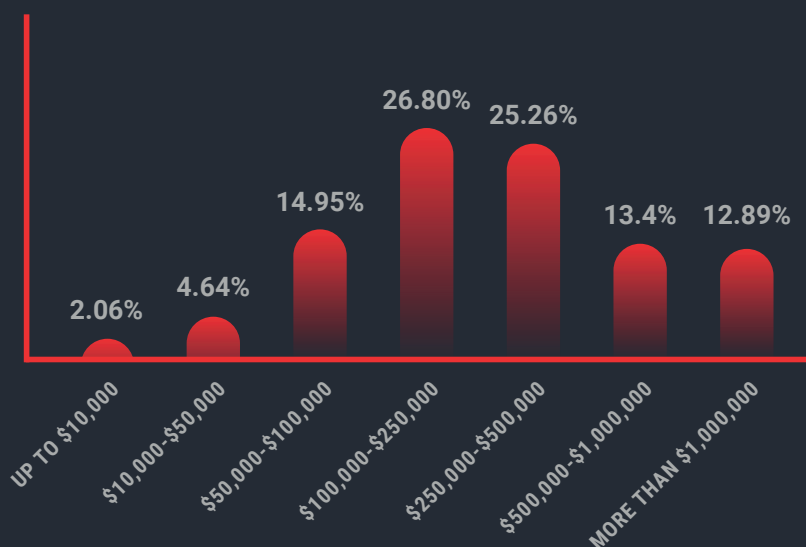
In terms of the main area they look to devote this to, **Digital Technology Integration** comes out top (73.71%). This highlights how Digital Transformation calls for businesses to shift to new operating models which requires the integration of diverse technology across all areas to enable convergence, promote a positive cultural change, drive customer value and facilitate operational agility.

Placing IT as the enabler and driving force of innovation, solutions that address the key areas above while facilitating a smoother transition should garner the attention of in-market buyers.

WHICH AREAS OF DIGITAL TRANSFORMATION DO YOU PLAN TO INVEST IN OVER THE NEXT 18 MONTHS?



HOW MUCH DO YOU INTEND TO INVEST ON DIGITAL TRANSFORMATION?



MARKETING INVESTMENT

CUSTOMER EXPERIENCE



39%

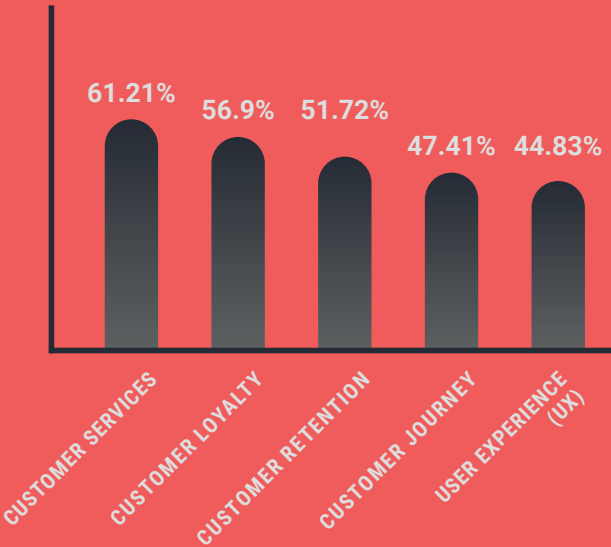
of marketing professionals plan to invest between \$100,000-\$250,000 on Customer Experience

OBSERVATIONS

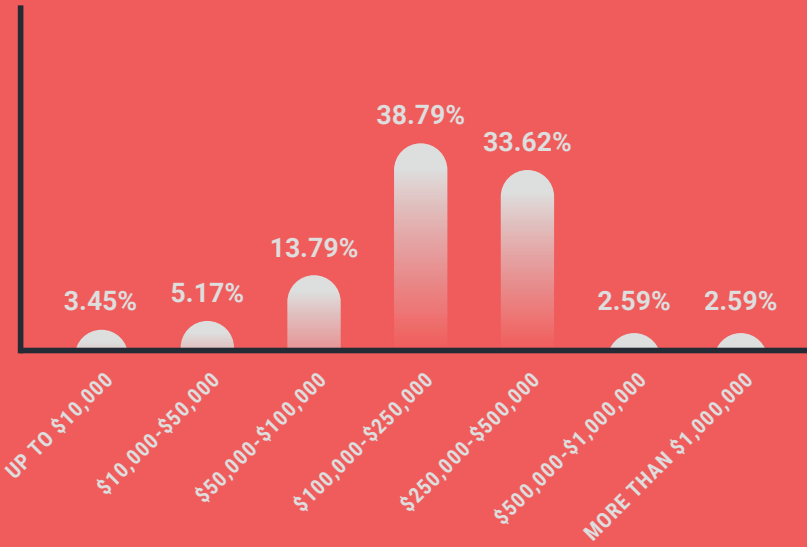
Customer Experience investment predictions provide a clear picture. 38.79% of marketing professionals plan to invest between \$100,000-\$250,000, with \$250,000-\$500,000 coming in as a close 2nd (33.62%) and little (5.18%) thereafter. There appears to be no great difference between the focus areas for investing; **Customer Services** (61.21%), **Customer Loyalty** (56.9%), **Customer Retention** (51.72%), **Customer Journey** (47.41%) and **User Experience** (UX) (44.83%).

It is clear that significant investment is put aside for the Customer Experience as a whole; each element complements one another and goes hand in hand. For example, if customer service is poor, customer loyalty, retention, user experience and the overall customer journey are also likely to be poor, and vice versa. Getting every part of the customer experience right, starting with customer services which oversee the whole experience, is therefore paramount. As such, solutions empowering users to take a holistic approach are likely to attract the attention of buyers, especially if the benefits are clearly articulated in direct relation to the above focus areas.

WHICH AREAS OF CUSTOMER EXPERIENCE DO YOU PLAN TO INVEST IN OVER THE NEXT 18 MONTHS?

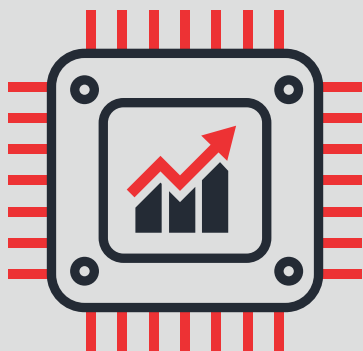


HOW MUCH DO YOU INTEND TO INVEST ON CUSTOMER EXPERIENCE?



MARKETING INVESTMENT

DIGITAL ANALYTICS



44%

of professional marketers intend to invest between \$100,000-\$200,000 in Digital Analytics

OBSERVATIONS

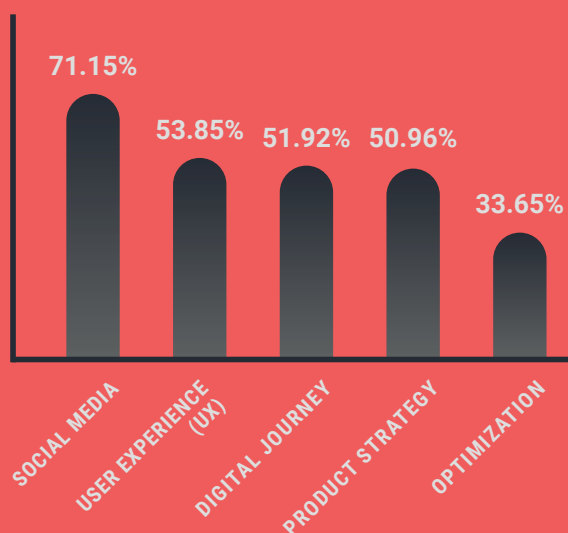
Almost half (44.23%) of professional marketers intend to invest \$100,000-£200,000 in Digital Analytics, while 39.42% say between \$250,000 and \$500,000.

The standout area that they plan to invest in over the next 18 months is **Social Media** at an incredible 71.15%. This aligns to our research findings in Section 1 where **Social Media** was cited as a key challenge for 25.96% of marketing professionals.

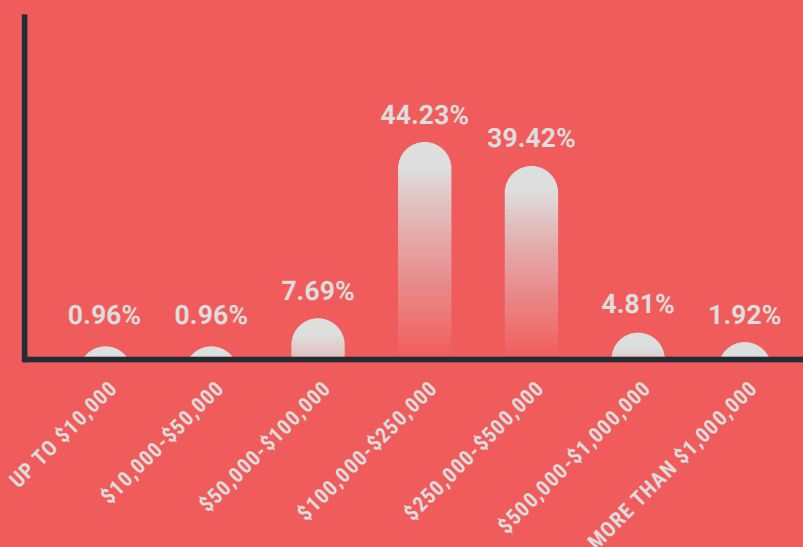
Social Media is clearly a big part of the digital landscape and an effective way of reaching target audiences. Our investment forecast suggests this will only continue to grow and remain a staple part of the B2B digital strategy.

Solutions that address the need for greater performance analytics and integration with marketing automation platforms are likely to capitalize on this growing demand.

WHICH AREAS OF DIGITAL ANALYTICS DO YOU PLAN TO INVEST IN OVER THE NEXT 18 MONTHS?



HOW MUCH DO YOU INTEND TO INVEST ON DIGITAL ANALYTICS?



MARKETING INVESTMENT

MARKETING AUTOMATION



83%

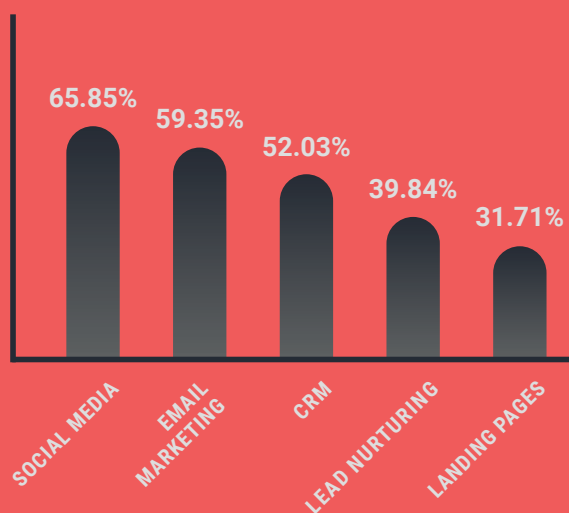
of professional marketers intend to invest between \$100,000-\$500,000 in Marketing Automation

OBSERVATIONS

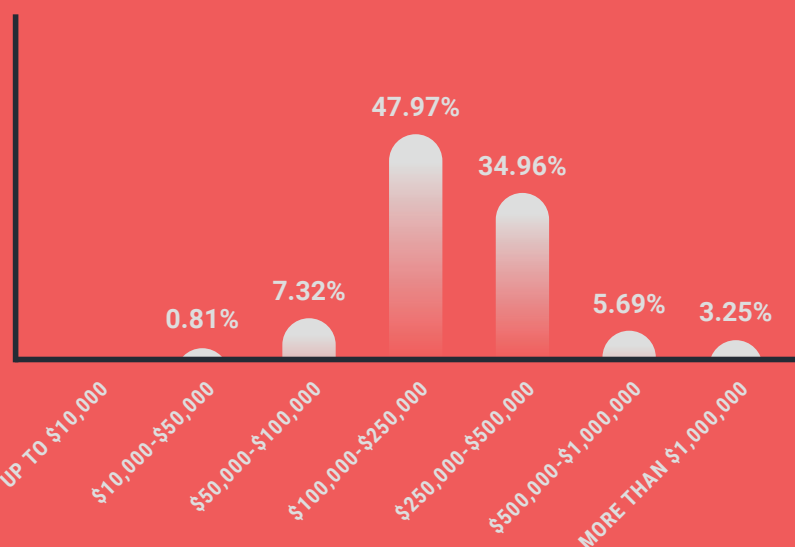
82.93% of professional marketers intend to invest between \$100,000 and \$500,000 in Marketing Automation, with **Social Media** once again coming out as the top area for investment over the next 18 months.

It also appears **Email Marketing** (59.35%) looks set to remain an integral role in the marketing channel mix. The drive towards 1-1 personalization at scale could be a potential driving force for the acquisition of marketing automation solutions that support Email Marketing, along with the rise in nurture strategies leveraging email automation to deliver comms throughout the full demand generation spectrum.

WHICH AREAS OF MARKETING AUTOMATION DO YOU PLAN TO INVEST IN OVER THE NEXT 18 MONTHS?

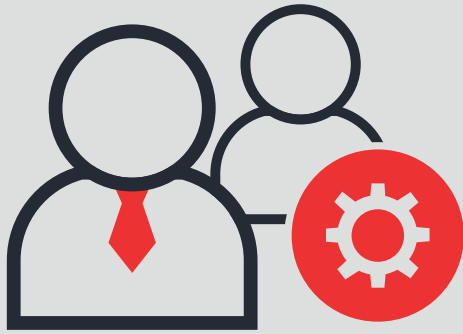


HOW MUCH DO YOU INTEND TO INVEST ON MARKETING AUTOMATION?



HR INVESTMENT

EMPLOYEE ENGAGEMENT



39%

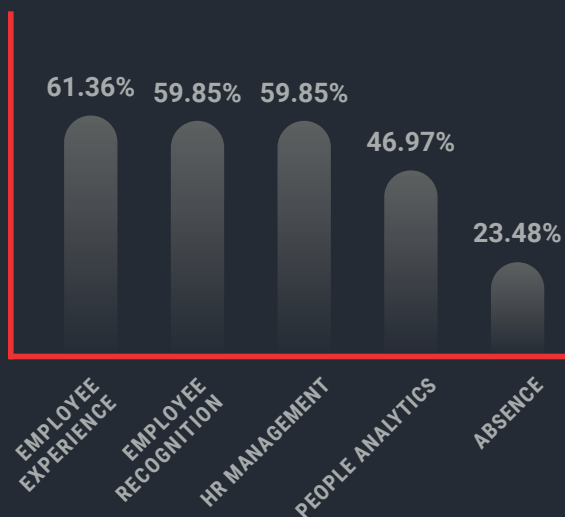
of HR professionals
intend to invest between
\$100,000-\$250,000
in Employee Engagement

OBSERVATIONS

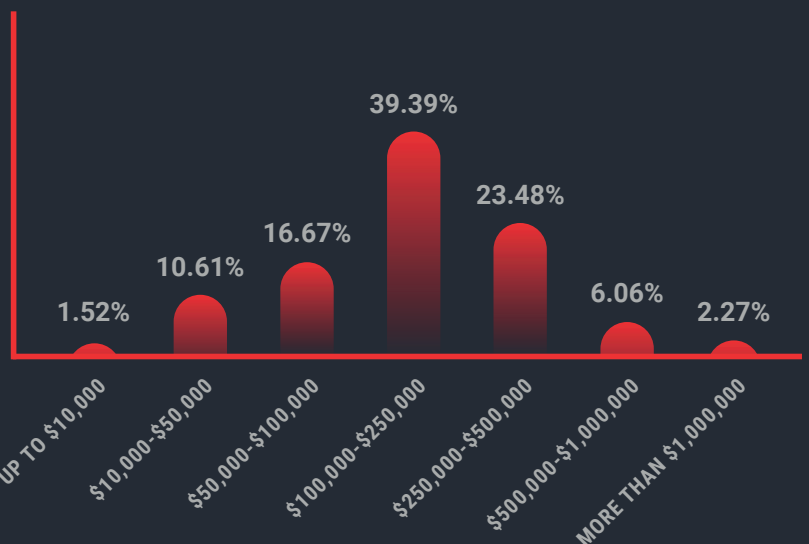
There is one clear winner, \$100,000-\$250,000 (39.39%), when it comes to intended investment in Employee Engagement. Otherwise, the consensus is spread in decreasing intervals either side to form a smooth curve. This indicates a fair investment in Employee Engagement, backing up the findings from Section 1 which found **HR Management** to be a top challenge for 29.55% of HR professionals.

In addition, **Employee Experience** (61.36%), **Employee Recognition** (59.85%) and **HR Management** (59.85%) form the top 3 Employee Engagement investment areas for the next 18 months. This suggests solutions that provide benefits to these core areas will meet current demand.

WHICH AREAS OF EMPLOYEE ENGAGEMENT DO YOU PLAN TO INVEST IN OVER THE NEXT 18 MONTHS?



HOW MUCH DO YOU INTEND TO INVEST ON EMPLOYEE ENGAGEMENT?



HR INVESTMENT

LEARNING AND DEVELOPMENT (L&D)



70%

of HR professionals
intend to invest
\$100,000+ in Learning
& Development

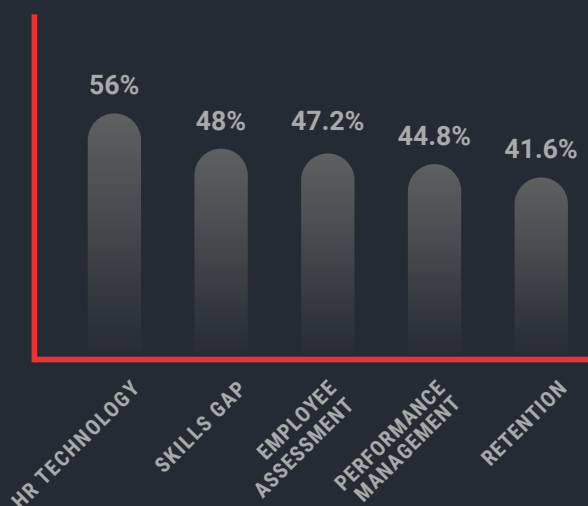
OBSERVATIONS

Good investment is intended for Learning and Development (L&D), with 69.6% of HR professionals planning to invest \$100,000 and above in this field. The fact that 48% look to invest in the **Skills Gap** over the next year and a half just confirms our finding in Section 1 that the **Skills Gap** is a significant challenge (28%) for the HR professional community.

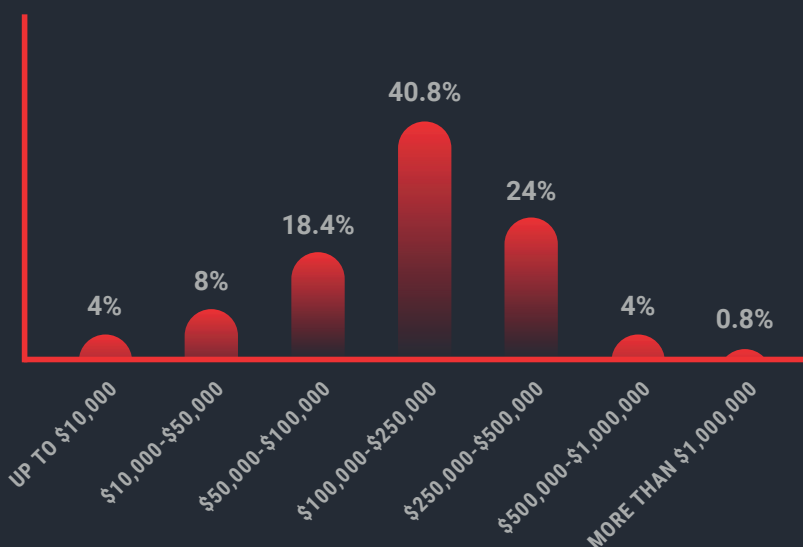
Similarly, **HR Technology** was identified as the third biggest L&D obstacle (23.2%) and comes out top for planned investment (56%), showing a clear correlation.

This demonstrates over half of HR professionals are in-market for tech solutions and therefore the next 18 months will be an optimum time to intercept those buyers.

WHICH AREAS OF L&D DO YOU PLAN TO INVEST IN OVER THE NEXT 18 MONTHS?



HOW MUCH DO YOU INTEND TO INVEST ON L&D?



HR INVESTMENT

RECRUITMENT



39%

of HR professionals
intend to invest
\$100,000-\$250,000
in Recruitment

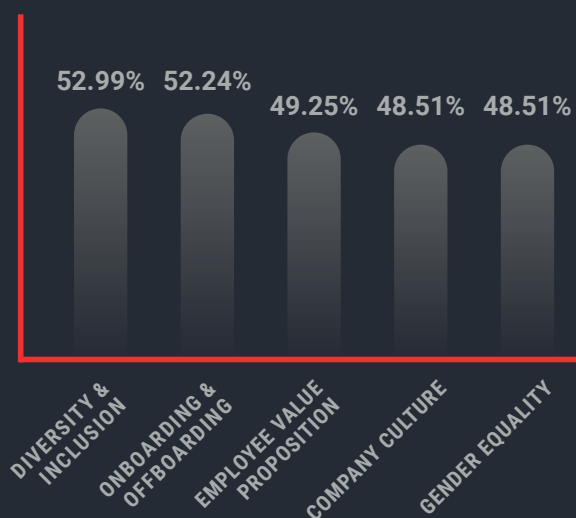
OBSERVATIONS

The \$100,000-\$250,000 bracket has once again come out top for being the most popular investment amount (38.81%) – this time concerning the world of Recruitment. 52.99% of HR professionals believe **Diversity and Inclusion** is where their investments need to be focused, followed closely by 52.24% for **Onboarding and Offboarding**.

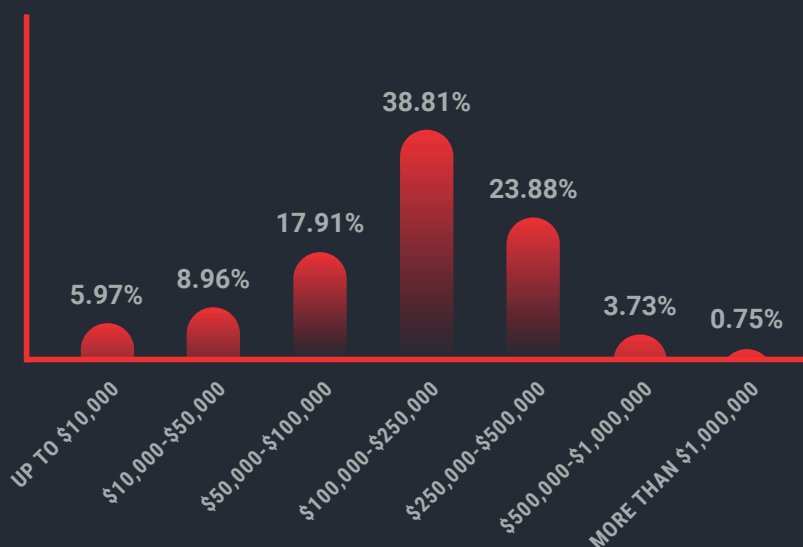
Our research in Section 1 flagged **Diversity and Inclusion** as the top challenge by far (38.06%) when it comes to Recruitment. This is reflected only too clearly in the 18 month investment plan. Yet, interestingly, **Onboarding and Offboarding** was only considered an obstacle by 16.42% but comes in a close second for investment (52.24%).

This implies that HR professionals are anticipating the onboarding and offboarding process to become a greater challenge over the next 18 months. This could be down to the increase in remote working since the COVID-19 pandemic and consequently, increasing need for onboarding and offboarding to be performed remotely.

WHICH AREAS OF RECRUITMENT DO YOU PLAN TO INVEST IN OVER THE NEXT 18 MONTHS?



HOW MUCH DO YOU INTEND TO INVEST ON RECRUITMENT?



HR INVESTMENT

WORKFORCE AND HUMAN CAPITAL MANAGEMENT



39%

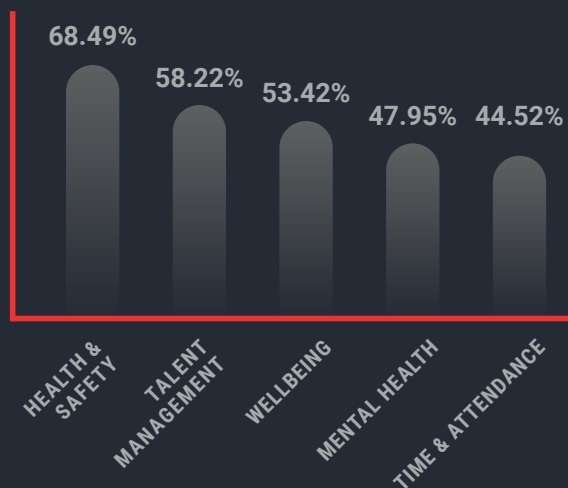
of HR professionals plan to invest between \$250,000-\$500,000 in Workforce and Human Capital Management

OBSERVATIONS

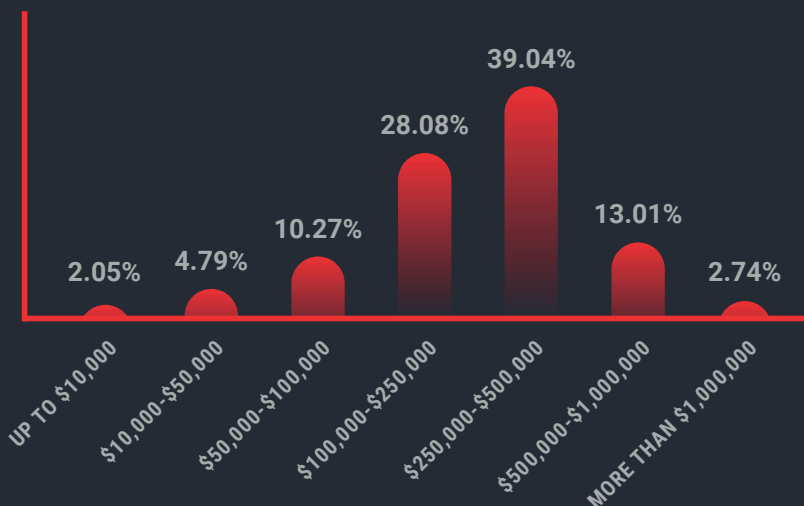
39.04% of HR professionals plan to invest between \$250,000 and \$500,000 in Workforce and Human Capital Management, with 28.08% predicting \$100,000 to \$250,000. The key areas of focus are **Health and Safety** (68.49%) and **Talent Management** (58.22%). This is very reflective of the key pain points experienced in the HR community as explored in Section 1 where 32.88% found **Talent Management** the main struggle, while 22.6% cited **Health and Safety**.

The focus on Health and Safety has grown due to the extra staff safety measures and protocols in place to safeguard against the coronavirus. Likewise, managing Talent Development and training throughout remote working may have taken a step back compared to when in the office, which could account for the high in the rankings flagged in our research.

WHICH AREAS OF WORKFORCE AND HUMAN CAPITAL MANAGEMENT DO YOU PLAN TO INVEST IN OVER THE NEXT 18 MONTHS?



HOW MUCH DO YOU INTEND TO INVEST ON WORKFORCE AND HUMAN CAPITAL MANAGEMENT?



SECTION 3:

TECH BUYER TRENDS

FIRST PARTY RESEARCH VERSUS INTENT DATA – WHAT IS THE DATA TELLING US?

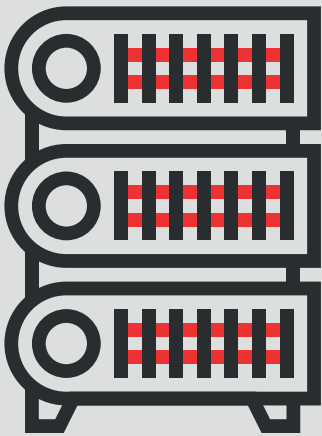
For this section we have compiled both first party research from our panel with our first party intent data to provide crucial insight into what people say they are interested in (research panel) versus what they actually do (captured by our intent data).

Central to our approach is to not rely on just one individual data source. We use a multichannel approach to get a 360 view of the data to see the fullest picture possible. This way we can be sure that our research findings are truly reflective of what people are actually doing.

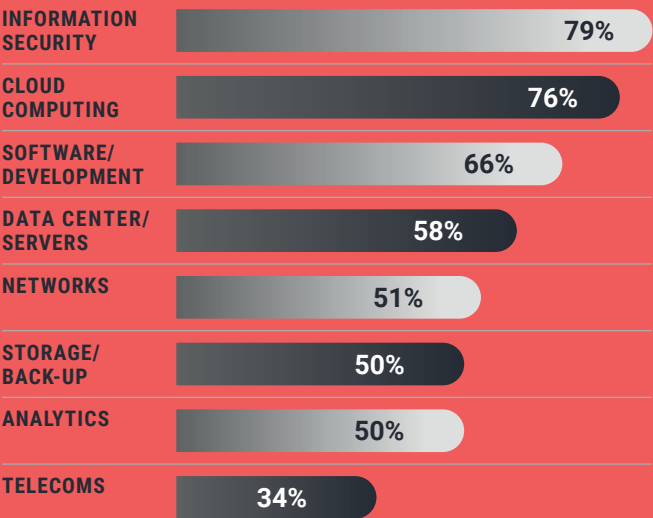


INFORMATION TECHNOLOGY (IT)

FIRST PARTY RESEARCH VERSUS INTENT DATA:
WHAT IS THE DATA TELLING US?



WHICH TOPIC AREAS ARE YOU INTERESTED IN RESEARCHING MORE?



HOW DOES THIS COMPARE WITH MoM CHANGE IN FIRST PARTY INTENT TAGS?

Change by Intent Tag MoM

INTENT CATEGORY	% CHARGE MoM
SECURITY	73.53%
TELECOMMUNICATIONS	65.81%
LEADERSHIP	57.28%
NETWORK	51.17%
DATA CENTER	48.36%
ANALYTICS	45.08%
SOFTWARE	44.91%
CLOUD	38.34%
STORAGE	37.55%

OBSERVATIONS

79% of our research panel cited **Information Security** as the key focus of their research. This correlates with the top intent tag category, **Security**, which has increased 73.53% month on month (MoM).

Cloud Computing (76%) and **Software / Development** (66%) have seen a MoM rise in their corresponding intent tags of 38.34% and 44.91% respectively. While this is not as high as Security, it is still significant and reflective of research interests.

When it comes to changes seen across sub tags MoM, **Software as a Service** (SaaS) has experienced an overwhelming 5275% increase, confirming the interest in software related research by 66% of IT professionals.

IT Security has experienced a 207.77% MoM increase across sub tags – placing it near the top at 13th in the list. **Cloud Computing** follows closely (76%) and has seen a 10.14% increase.

These insights show existing demand in these key topic areas and, when combined with insights from Sections 1 & 2, provide robust evidence of where vendors should be investing money into their content marketing to intercept demand.

SECTION 3: TECH BUYER TRENDS

Change by Sub Tag MoM

INTENT TAG	% CHARGE MoM
SOFTWARE AS A SERVICE (SAAS)	5275%
IT PROJECT MANAGEMENT	3050%
MOBILE DEVICE MANAGEMENT	1050%
INSIDER THREAT	511.86%
BUSINESS INTEGRATION	459.85%
HYBRID CLOUD	407.28%
THREAT INTELLIGENCE	406.52%
API	375%
CLOUD MIGRATION	342.57%
IoT	236.64%
INFRASTRUCTURE	235.46%
HACKERS	209.09%
IT SECURITY	207.77%
WEB MANAGEMENT	200%
COMMUNICATIONS	196.16%
STORAGE MANAGEMENT	167.67%
SOFTWARE	147.35%
FIREWALL	139.19%
CYBERCRIME	124.77%
CONNECTIVITY	119.06%
COLLABORATION	114.6%
IT STRATEGY	99.23%
IT COMPLIANCE	89.69%
DIGITAL TRANSFORMATION	83.55%
DATABASE	72.09%
EMPLOYEE EDUCATION	67.62%
DATA SCIENCE	65.96%
ANALYTICS	61.27%
CHANGE MANAGEMENT	60.51%
PRINTERS	57.47%
DISASTER RECOVERY	56.56%
CONFERENCING	54.83%
BIG DATA	52.87%
SERVERS	52.50%
VIRTUALIZATION	50.74%
RPA	46.53%
END USER COMPUTING	45.37%

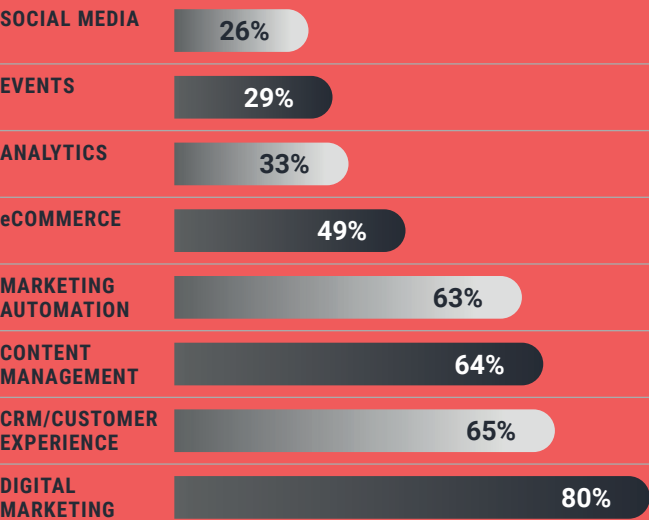
Change by Sub Tag MoM

INTENT TAG	% CHARGE MoM
CLOUD SECURITY	40.52%
ENDPOINT SECURITY	37.71%
SUPPORT	35.36%
NETWORKS	28.35%
PLATFORM AS A SERVICE (PAAS)	26.69%
ENCRYPTION	25.03%
DATA CENTER MANAGEMENT	23.61%
SD-WAN	16.84%
IT MANAGEMENT	14.64%
CLOUD COMPUTING	10.14%
DATA MANAGEMENT	9.12%
MANAGED HOSTING & SERVICES	7.07%
INFRASTRUCTURE AS A SERVICE (IAAS)	2.46%
MANAGED SERVICE PROVIDER	0%
WIRELESS NETWORKING	-3.02%
OFFICE 365	-3.45%
BYOD	-11.72%
ANTIVIRUS	-11.72%
INFRASTRUCTURE MONITORING	-11.94%
OPERATING SYSTEM	-17.39%
BUSINESS INTELLIGENCE	-24.41%
ARTIFICIAL INTELLIGENCE	-25.18%
DOWNTIME	-33.33%
DIGITAL WORKSPACE	-35.71%
RANSOMWARE	-37.43%
CONTACT CENTER	-41.60%
AGILE	-46.39%
APPLICATION DEVELOPMENT	-51.16%
BLOCKCHAIN	-58.22%
PROGRAMMING LANGUAGES	-59.48%
DATA PROTECTION	-62.55%
PHISHING	-73.57%
MALWARE	-88.95%
HARDWARE	-94.59%
DISTRIBUTED DENIAL-OF-SERVICE (DDoS)	-96%
CONTENT MANAGEMENT & DELIVERY	-100%
IT FINANCE	-100%

MARKETING

FIRST PARTY RESEARCH VERSUS INTENT DATA:
WHAT IS THE DATA TELLING US?

WHICH TOPIC AREAS ARE YOU
INTERESTED IN RESEARCHING MORE?



HOW DOES THIS COMPARE WITH MoM
CHANGE IN FIRST PARTY INTENT TAGS?

Change by Intent Tag MoM

INTENT CATEGORY	% CHARGE MoM
SOCIAL MEDIA	60.41%
DIGITAL MARKETING	55.22%
MARKETING TECH	54.66%
eCOMMERCE	52.35%
CUSTOMER EXPERIENCE	43.18%
EVENTS	42.27%
LEADERSHIP	30.24%



OBSERVATIONS

Top research topics for marketers in 2021 are **Digital Marketing** (80%), **Customer Experience / CRM** (65%) and **Content Management** (64%).

This is interesting when compared to the MoM change in intent tag, where **Social Media**, in contrast, comes in top at 60.41%.

However, the 55.22% MoM increase in **Digital Marketing** intent tag does correspond with our research panel, placing it top on the research list for marketers, as does **Customer Experience** (43.18%).

When looking at MoM changes of sub tags, a large proportion of Social Media related tags span the entire list, supporting the notion buyers are actively investigating this topic area in order to address challenges identified in Section 1.

This correlates with the intent tag findings but again, not so much with marketing research intentions. However, sub tags **Digital Marketing** (71.43%), **Customer Experience** (58.73%) and **Content Management System** (CMS) (83.58%) very much do intertwine with the research topics of interest.

SECTION 3: TECH BUYER TRENDS

Change by Sub Tag MoM

INTENT TAG	% CHANGE MoM
ADTECH	5,666.67%
USER EXPERIENCE (UX)	2,866.67%
CUSTOMER RETENTION	1,080.83%
DATA	537.62%
RETAIL	358.59%
SOCIAL LISTENING	349.93
METRICS AND ROI	341.64%
B2B MARKETING	310.36%
INBOUND MARKETING	300%
WEBSITE	188.51%
ACCOUNT-BASED MARKETING (ABM)	175.24%
INFLUENCER MARKETING	149.22%
PERSONALIZATION	115.81%
VIDEO	101.11%
SOCIAL ENGAGEMENT	100%
INTERNATIONAL MARKETING	100%
TELEMARKETING	100%
MARKET RESEARCH	94.36%
CONTENT MANAGEMENT SYSTEM (CMS)	83.58%
DIGITAL MARKETING	71.43%
CUSTOMER EXPERIENCE	58.73%
SOCIAL STRATEGY	52.13%
OMNICHANNEL	51.08%
EVENTS	45.3%
BRAND	42.37%
DIGITAL ASSET MANAGEMENT (DAM)	38.89%
CUSTOMER LOYALTY	38.04%
WEBINARS	37.68%
PR	37.65%
eCOMMERCE	33.87%
MOBILE MARKETING	30.77%
SOCIAL MEDIA	30.12%
SOCIAL ANALYTICS	28.09%
PRODUCT	28.02%
CONTENT MARKETING	26.41%
PAID SOCIAL	25.29%

Change by Sub Tag MoM

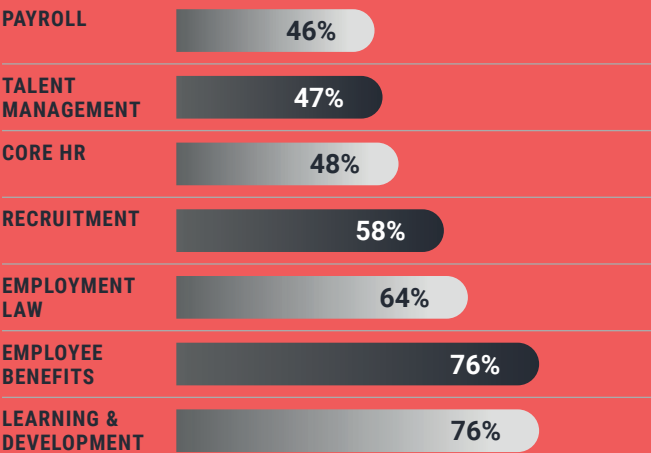
INTENT TAG	% CHANGE MoM
SOCIAL PLATFORMS	25.06%
PRINT	20.39%
CUSTOMER SERVICE	15.4%
MarTech	13.35%
DIRECT MAIL	3.51%
MARKETING STRATEGY	1.57%
OUTDOOR	0%
MARKETING MANAGEMENT	-1.47%
SEARCH ENGINE OPTIMIZATION (SEO)	-2.66%
CRM	-4.3%
MARKETING AUTOMATION	-4.99%
EMAIL	-10.26%
PPC	-12.66%
LEAD GENERATION	-16.58%
GRAPHIC DESIGN	-18.76%
CHATBOTS	-24.30%
B2C MARKETING	-67.9%
PROGRAMMATIC	-69.35%
SOCIAL GROWTH	-83.09%
COPYWRITING	-86.43%
CUSTOMER JOURNEY	-88.29%
ADVERTISING	-90.23%
MEDIA PLANNING	-98.02%
RADIO	-98.08%



HUMAN RESOURCES (HR)

FIRST PARTY RESEARCH VERSUS INTENT DATA:
WHAT IS THE DATA TELLING US?

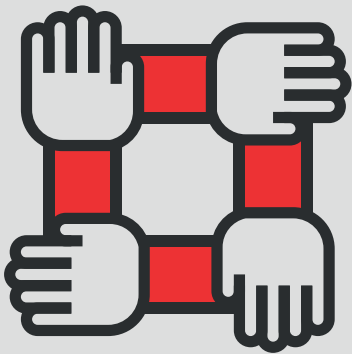
WHICH TOPIC AREAS ARE YOU
INTERESTED IN RESEARCHING MORE?



HOW DOES THIS COMPARE WITH MoM
CHANGE IN FIRST PARTY INTENT TAGS?

Change by Intent Tag MoM

INTENT CATEGORY	% CHARGE MoM
EMPLOYMENT LAW	88.75%
PAY AND BENEFITS	67.32%
TALENT MANAGEMENT	64.67%
RECRUITMENT & ONBOARDING	41.58%
L&D	38.03%
LEADERSHIP	24.8%
EMPLOYEE WELFARE	16.9%



OBSERVATIONS

Learning and Development (L&D) and **Employee Benefits** are joint top areas of research interest for HR professionals who participated in our survey panel, both at 76%. **Employment Law** (64%) and **Recruitment** (58%) follow.

When compared to MoM change in intent tag, there is a positive correlation; **Employment Law** 88.75%, **Pay and Benefits** 67.32%, **Recruitment** 41.58% and **L&D** 38.03%. This indicates a match between what the HR community are saying and what they are actively looking to do.

The **Employee Discipline** sub tag has increased 2528.7% MoM, reflecting the interest shown towards employment law. The **Recruitment** sub tag has risen 66.98% and **L&D** 36.85%, again highlighting the clear intent of these subject areas in line with research interests for 2021.

However, **Employee Benefits** has seen a decrease (-4.23%), regardless of the fact it's down as a top area to explore. Could this suggest that employers know this should be of high importance on the agenda, but in reality it is in fact far down the line?

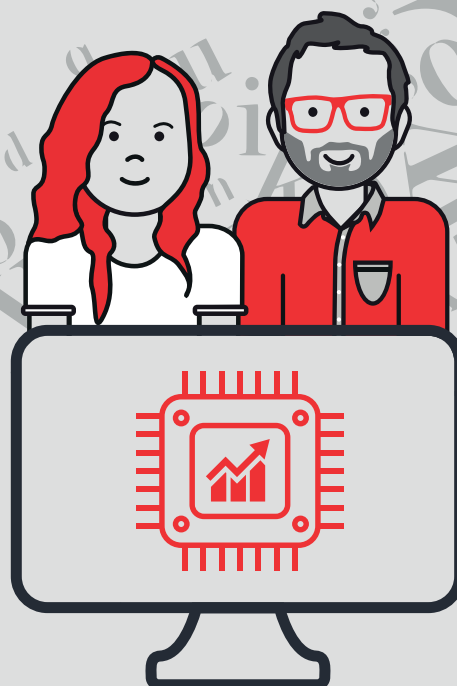
SECTION 3: TECH BUYER TRENDS

Change by Sub Tag MoM

INTENT TAG	% CHANGE MoM
EMPLOYEE DISCIPLINE	2,528.7%
CORPORATE SOCIAL RESPONSIBILITY	903.7%
EMPLOYEE RECOGNITION	588%
PERFORMANCE MANAGEMENT	270.74%
ABSENCE	262.5%
EMPLOYEE BEHAVIOR	254%
SALARY	194.31%
PEOPLE ANALYTICS	165.94%
RETENTION	96.21%
OFFBOARDING	89.27%
WORKFORCE MANAGEMENT	88.12%
TALENT MANAGEMENT	86.95%
ONBOARDING	84.88%
PAID TIME OFF	67.35%
RECRUITMENT	66.98%
WELLBEING	58.28%
GENDER EQUALITY	50%
EMPLOYMENT LAW	46.52%
HEALTH & SAFETY	44.27%
EMPLOYEE ASSESSMENT	43.01%
SKILLS GAP	42.29%
LEARNING & DEVELOPMENT	36.85%
TIME & ATTENDANCE	30.5%
EMPLOYEE VALUE PROPOSITION (EVP)	27.23%
FLEXIBLE WORKING	26.2%
EMPLOYEE ENGAGEMENT	25.76%
DISCRIMINATION	20.29%
DIVERSITY & INCLUSION	18.63%
HUMAN CAPITAL MANAGEMENT	18.23%
HR STRATEGY	13.33%
HR TECHNOLOGY	12.67%
COMPANY CULTURE	8.42%
INTERNAL COMMUNICATIONS	4.63%
EMPLOYEE EXPERIENCE	0.29%
HR MANAGEMENT	0%
RETIREMENT PLANNING	0%
HR COMPLIANCE	-1.09%

Change by Sub Tag MoM

INTENT TAG	% CHANGE MoM
EMPLOYEE BENEFITS	-4.23%
PHYSICAL HEALTH	-4.86%
EMPLOYMENT CONTRACTS	-7.24%
MENTAL HEALTH	-19.13%
EMPLOYER BRANDING	-23.08%
SOCIAL RECRUITING	-29.77%
OUTSOURCING	-43.75%
DISPUTES	-50.95%
PAYROLL	-85.43%
RECRUITMENT BIAS	-99.37%



WANT ACCESS TO THE LATEST B2B INSIGHTS?

Sign up to our newsletter the InboxInsider to receive monthly top trending intent tag reports straight to your inbox.

[SIGN UP](#)

SECTION 4:

TECH BUYER ENGAGEMENT

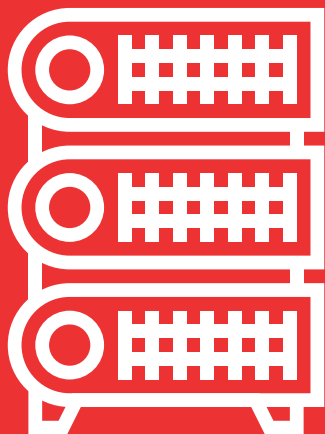
HOW ARE B2B TECH BUYERS ENGAGING WITH CONTENT TO CONNECT WITH THE RIGHT VENDORS?

Here we uncover vital intel over buyer content consumption in order to establish any trends or pertinent behaviors that indicate in-market tendencies.

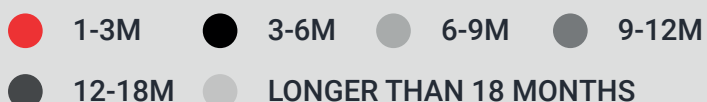
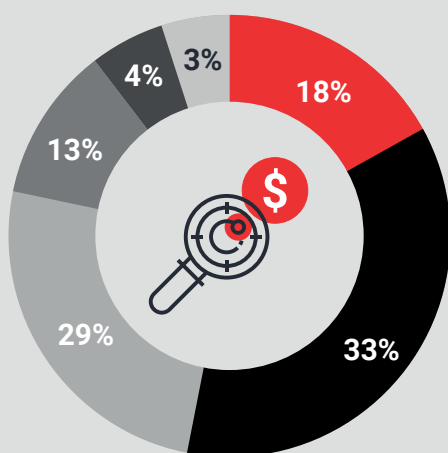
Such insights can provide value to vendors when identifying when and how to intercept buyers at crucial touchpoints in the decision making process. The following research is from our fully consenting panel of senior professionals.



INFORMATION TECHNOLOGY (IT)



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



OBSERVATIONS

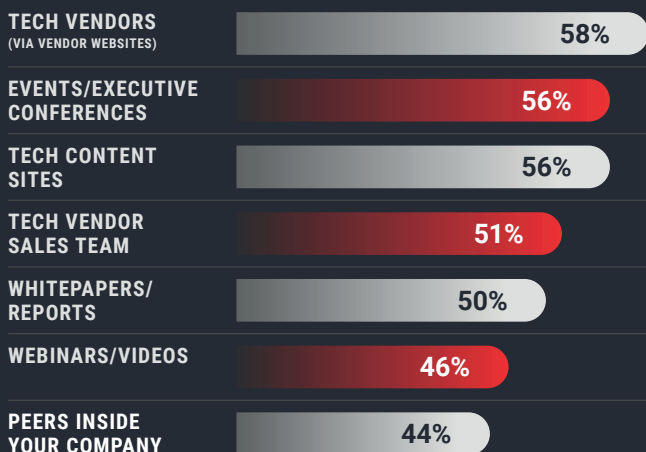
33% of IT buyers spend **3-6 months** researching a new technology before committing to a decision. 29% spend **6-9 months**, while just 3% take **longer than 18 months**. **Tech Vendors** (58%) are the most trusted source of information, followed closely by **Executive Conferences / Events** (56%) and **Tech Content Sites** (56%).

Interestingly, **Peers inside Company** (44%) come out as the least trusted. This could be down to the fact that **90% of business professionals** believe that there is usually or always one member of the DMU who will try to influence the decision to match their own.

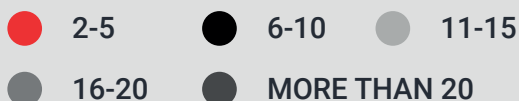
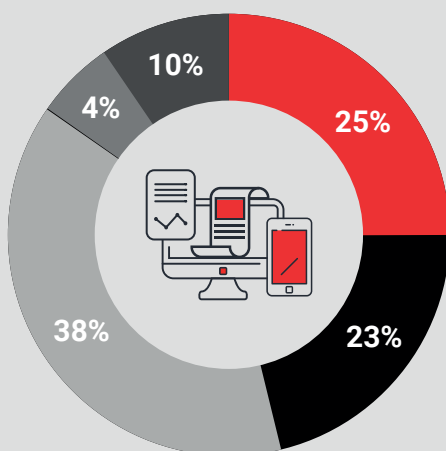
Over a third (38%) of IT buyers rely on **11-15 sources** of information about a topic when researching a purchase. Yet, 25% research based on just **2-5 information sources** while 10% opt to read, download or watch **more than 20 sources**. There is quite a difference across the board here, suggesting there are potentially a range of DMU members influencing the purchase decision all with different information needs that are reflected in different content consumption habits.

The level of complexity of the purchase decision is also likely to impact on the amount of time invested in the research and evaluation stages.

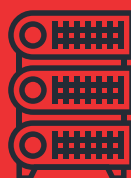
WHICH SOURCES OF INFORMATION DO YOU TRUST WHEN RESEARCHING A PURCHASE (TICK ALL THAT APPLY)



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



33%
of respondents research **more than 10 pieces** of content before committing to a decision about what to buy.



MARKETING



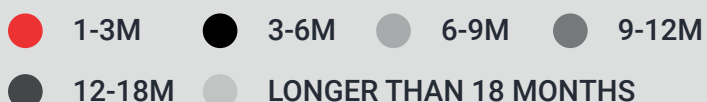
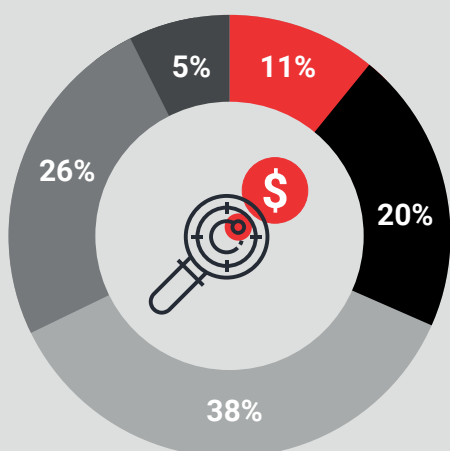
OBSERVATIONS

38% of marketing buyers spend **6-9 months** researching a new technology before making a decision. 26% take **9-12 months**, while just 5% take **longer than 12 months**.

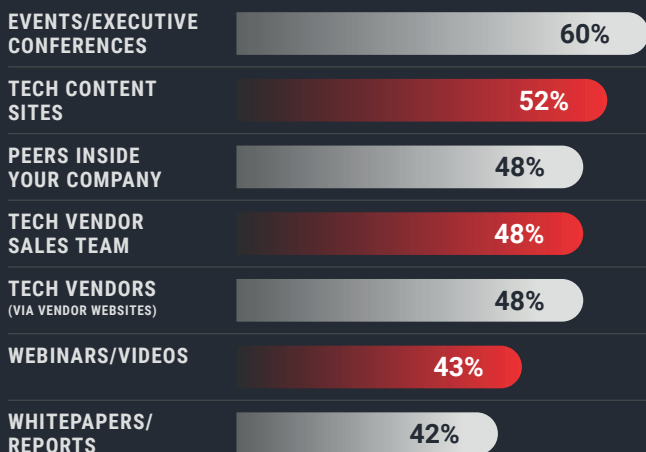
Executive Conferences / Events (60%) are the most trusted source of research information for marketing buyers. This is followed by **Tech Content Sites** (52%) and interestingly **Peers inside Company** (48%). This indicates that marketers are far more trusting of their peers' opinions than tech buyers are.

Half of marketing buyers read, download or watch between **11-15 sources** of information when researching a purchase topic. 24% rely on **6-10** while just 3% utilize **more than 20 sources**. As with IT buyers, **11-15** has received the majority vote which indicates a buyer tendency to dive into a substantial number of resources before making a final decision.

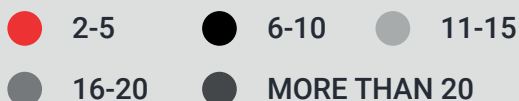
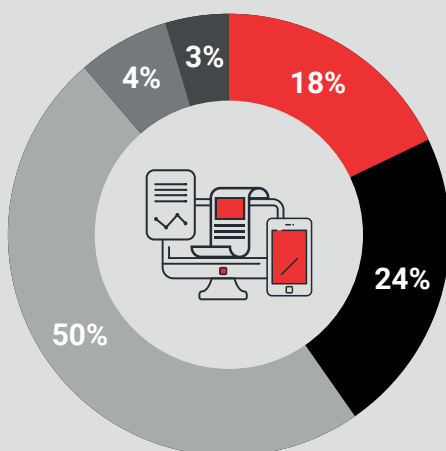
HOW LONG DO YOU SPEND RESEARCHING A NEW TECHNOLOGY BEFORE COMMITTING TO A DECISION?



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.



HUMAN RESOURCES (HR)



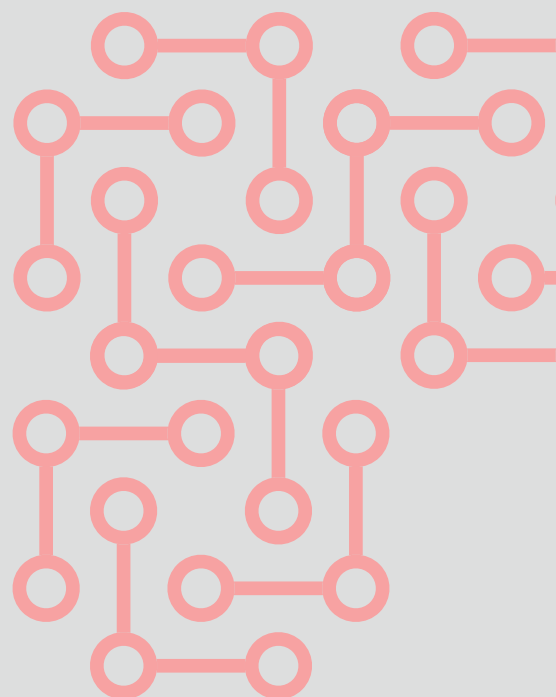
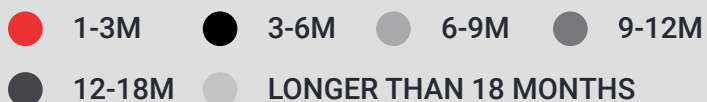
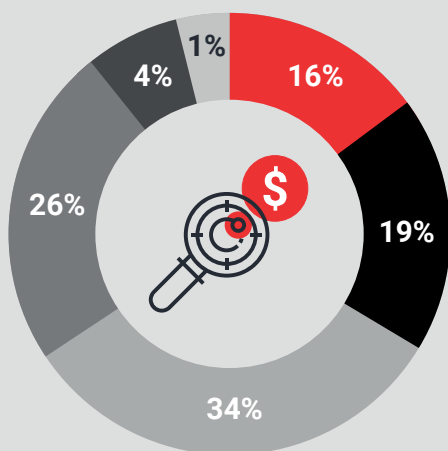
OBSERVATIONS

34% of HR buyers spend **6-9 months** researching a new technology before committing to a decision. 26% spend **9-12 months** while just 1% **longer than 18 months**. Notably, this follows a very similar trend to that seen with marketing buyers.

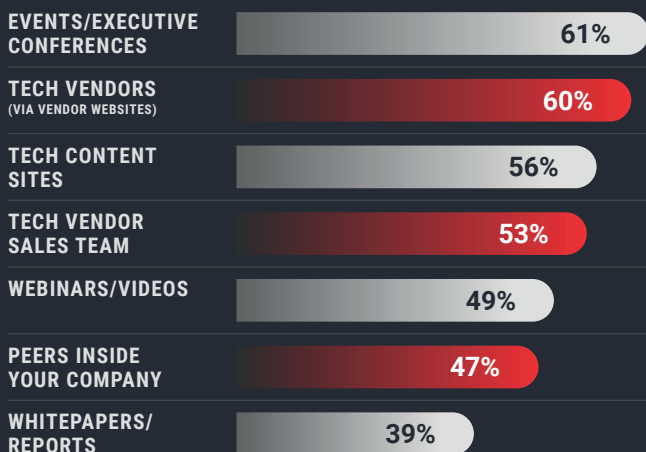
The most trusted source of purchase information is **Executive Conferences / Events** (61%), with **Tech Vendors** a close second (60%), followed by **Tech Content Sites** (56%).

When it comes to the number of information sources relied upon, almost half (48%) of HR buyers read, download or watch **11-15 resources**, 24% utilize **6-10** and 4% go with **more than 20**. Once again, 11-15 has come out top by a significant mark, highlighting the fact that buyers across all three disciplines like to have a fully informed decision backed by a range of information sources before committing to a purchase decision.

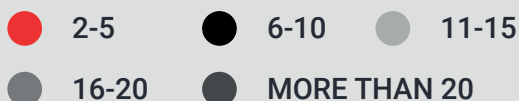
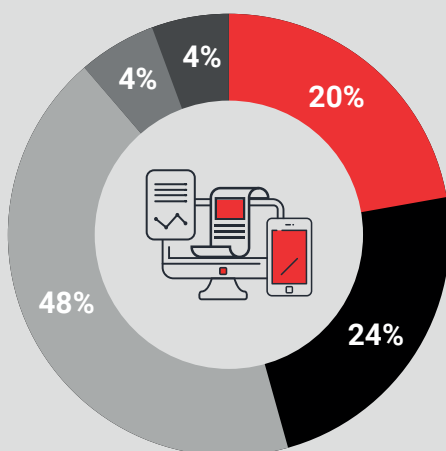
HOW LONG DO YOU SPEND RESEARCHING A NEW TECHNOLOGY BEFORE COMMITTING TO A DECISION?



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?



56%
of respondents research **more than 10 pieces** of content before committing to a decision about what to buy.



SECTION 5:

BENCHMARKING AGAINST INDUSTRY LEADERS

As many vendors are seeking to understand the ways specific markets have changed and what this means for their strategic operations, we have experienced a surge in demand for custom market and competitor intelligence.

Natural Language Processing (NLP) can be used to provide insights that tap into competitors' content strategies by crawling and identifying keywords and topics that underpin their tactics, from which efforts can be benchmarked against. This content intelligence can provide a significant advantage, allowing vendors to craft value propositions with compelling content and stand-out titles which strongly resonate with target audiences and deliver superior value as a result.

USING OUR NLP CAPABILITIES, WE HAVE CRAWLED AND COLLATED INSIGHTS ON ALL THE TOP PERFORMING COMPANIES OPERATING WITHIN IT, MARKETING AND HR AND RESPECTIVE FIELDS OF EXPERTISE.

HERE IS A SUMMARY OF OUR FINDINGS:

What is NLP?

Natural Language Processing (NLP) is a concept within Artificial Intelligence (AI) whereby computers analyze, understand and draw meaning from human language to provide useful insights. It scans thousands of websites and online platforms to map key data against your Ideal Customer Profile (ICP). Combined with firmographic intent, it is then possible to find other companies that have the same need of your product.

WHICH TECH COMPANIES HAVE THE BEST PERFORMING SEO WITHIN IT?

TOP LEVEL INSIGHT - IT

CYBERSECURITY

[SEE IT ONLINE HERE](#)



TECHNICAL SEO INSIGHTS:

Review the SEO optimization of Cybersecurity companies.

- The average blog **description length** of Cybersecurity companies is **136 characters**. The recommended range is 50-160.
- The average blog **title length** of Cybersecurity companies is **64 characters**. The recommended range is 40-60.
- WSO2 consistently publishes blogs with titles within the **recommended character count**. (50 characters).
- CyberGRX has the highest average Technical SEO score among the Cybersecurity companies (98/100).

DEEP DIVE

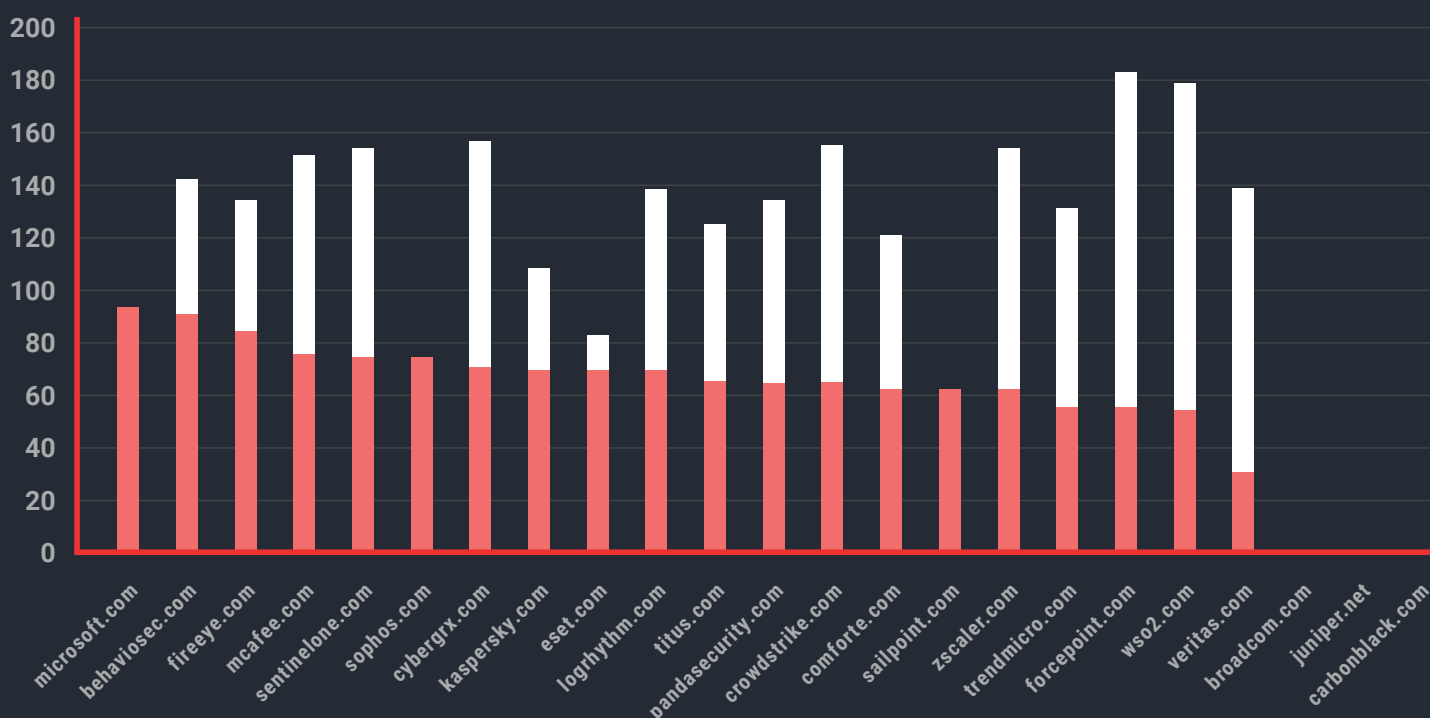
Individual breakdown of SEO Impact Parameters governing competitor blog content operating in Cybersecurity:

TITLE LENGTH

*Recommended title length
is 40-60 characters*

DESCRIPTION LENGTH

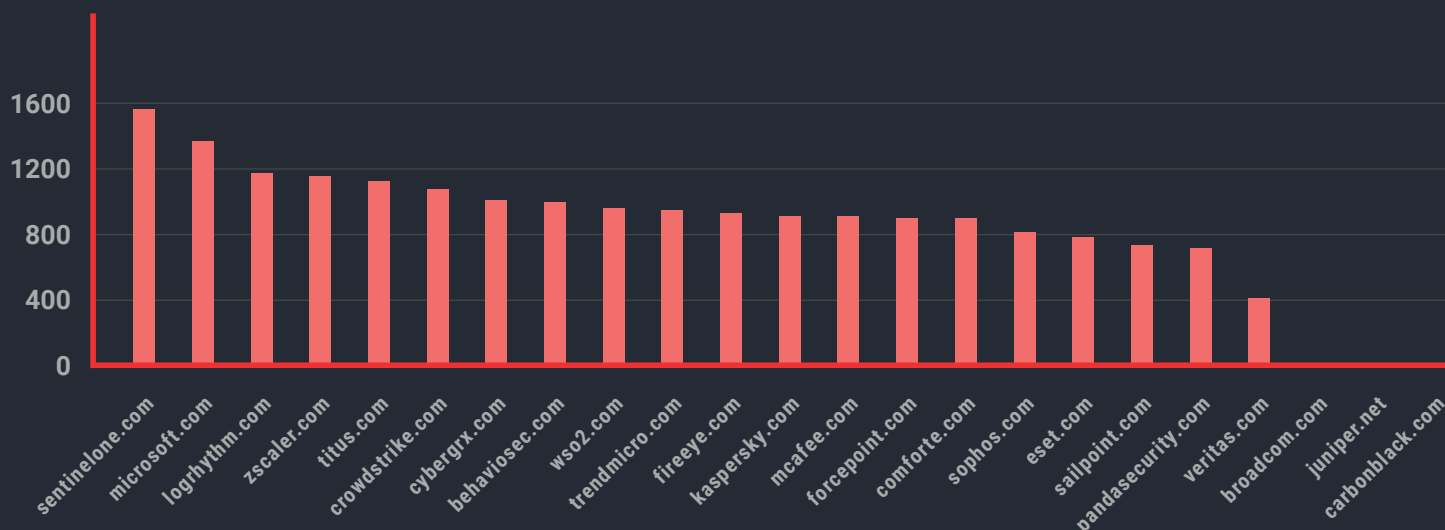
*Recommended description length
is 50-160 characters*



SECTION 5: BENCHMARKING AGAINST INDUSTRY LEADERS

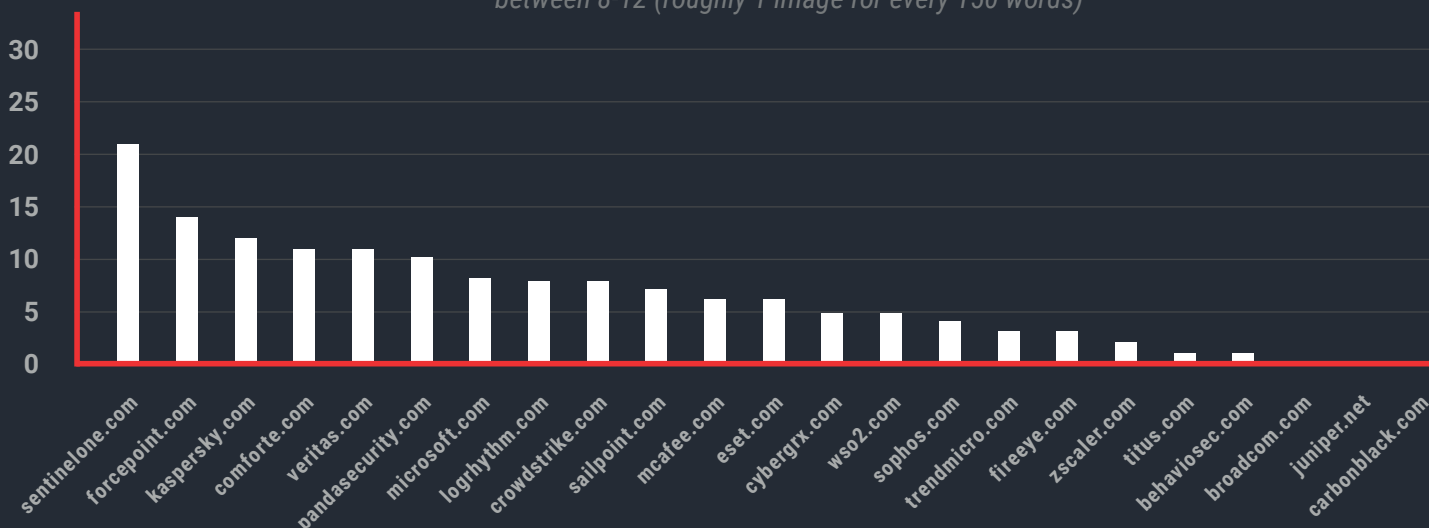
NUMBER OF WORDS

The recommended number of words is 1,200-2,000



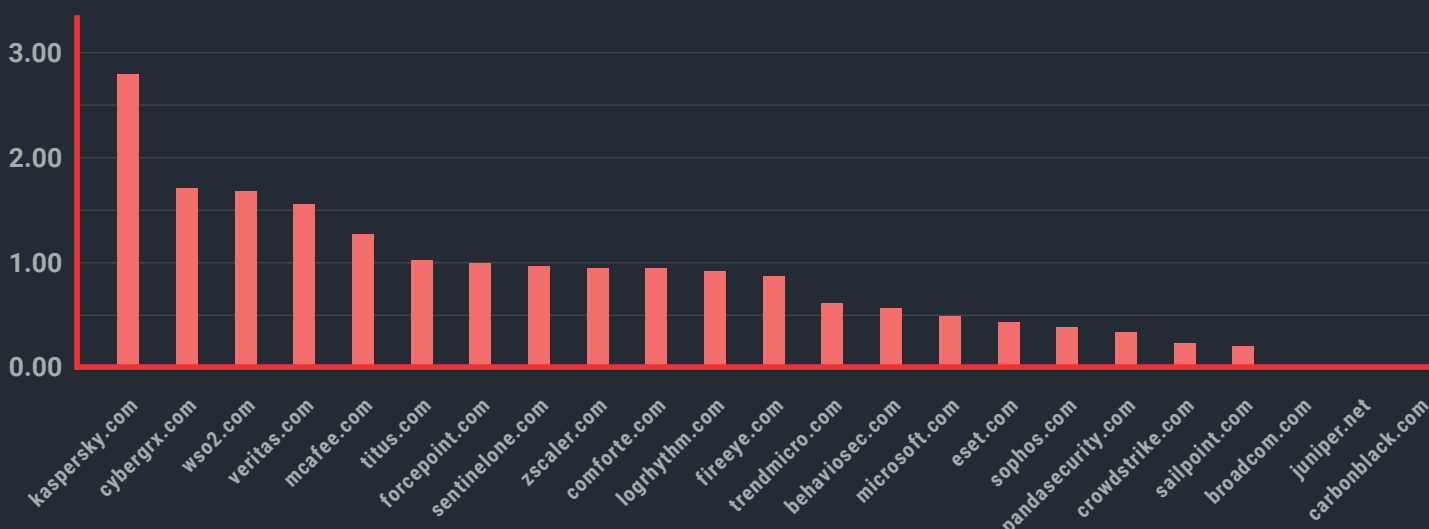
NUMBER OF IMAGES

The recommended number of images per article is between 8-12 (roughly 1 image for every 150 words)



LOAD TIME

Google recommends a load time of under 0.5 seconds

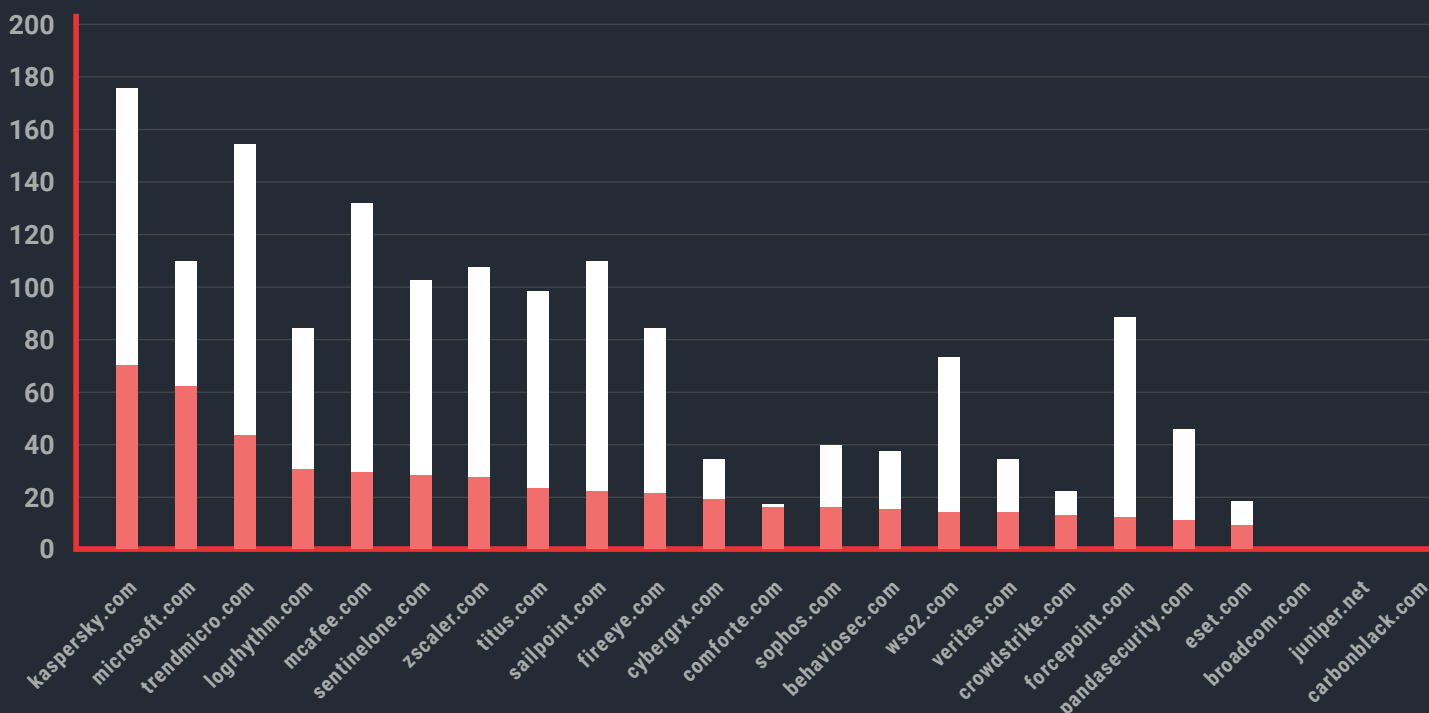


EXTERNAL LINKS

The recommended number of external links per article is 5-10 (roughly 1 for every 230 words)

INTERNAL LINKS

The recommended number of internal links is 5-150



OBSERVATIONS

The recommended blog description length is **50-160 characters**. The average blog description length of Cybersecurity companies is **136 characters**, fitting nicely towards the upper limit. The recommended blog title length is **40-60 characters**, while the average title is in fact **64 characters** putting most companies outside the optimized title length. This suggests a trend for longer titles perhaps due to the complexity of the terminology.

Interestingly tech company WSO2 consistently publish blogs with titles that **average 50 characters**, remaining right in the middle of the recommended character limit. However, when it comes to blog description length, WSO2 average at **179 characters** – exceeding the recommended length. Their technical SEO score remains high nonetheless, at **95/100**.

Of the top Cybersecurity companies, CyberGRX has the highest average technical SEO score, **98/100**. They remain within the recommended blog description length, averaging at **156 characters** but actually exceed the advised title length, averaging **67 characters**. Again, going slightly over the recommendation doesn't appear to have hindered the brand.

Tech giant Microsoft average highest of all the tech companies at an impressive **90 characters**. Microsoft's technical SEO score still remains largely unscathed despite this, scoring **97** as well as the highest domain rank position by far with a score of **7.56/10**.

TOP LEVEL INSIGHT - IT

CLOUD MANAGEMENT

[SEE IT ONLINE HERE](#)

TECHNICAL SEO INSIGHTS:

Review the SEO optimization of Cloud Management companies.

- The **average number of internal links per page** of Cloud Management companies is **45**. The recommended range is 50-150.
- The average blog **description length** of Cloud Management companies is **137 characters**. The recommended range is 50-160.
- Cloudreach consistently publishes blogs within the **recommended word count**. (1,614 words).
- Limelight Networks has the highest average Technical SEO score among the Cloud Management companies (99/100).

KEY OBSERVATION:

The average number of internal links per page is 45. This falls outside of the recommended range (**50-150**).



TOP LEVEL INSIGHT - IT

DevOps

[SEE IT ONLINE HERE](#)

TECHNICAL SEO INSIGHTS:

Review the SEO optimization of DevOps companies.

- The **average number of internal links per page** of DevOps companies is **61**. The recommended range is 50-150.
- The average **readability** of DevOps companies is **41.0**. The target readability score is between 60-70.
- Atlassian consistently publishes blogs within the **recommended word count**. (1,566 words).
- GitLab consistently publishes blogs with descriptions within the **recommended character count**. (121 characters).

KEY OBSERVATION:

Average readability of DevOps companies falls short of target score. Focusing on readability could provide a quick win in helping your content performance.



TOP LEVEL INSIGHT - IT

DIGITAL TRANSFORMATION

[SEE IT ONLINE HERE](#)

TECHNICAL SEO INSIGHTS:

Review the SEO optimization of Digital Transformation companies.

- The average blog **description length** of Digital Transformation companies is **146 characters**. The recommended range is 50-160.
- The average **number of words** of Digital Transformation companies is **987**. The recommended range is 1,200-2,000.
- Fujitsu consistently publishes blogs with descriptions within the **recommended word count**. (110 characters).
- BMC Software has the highest average Technical SEO score among the Digital Transformation companies (97/100).

KEY OBSERVATION:

The average number of words for Digital Transformation falls short of the recommended range (**1200-2000**). This provides opportunity for optimizing your content to gain competitive edge through ensuring your content is within the recommended limit.



TOP LEVEL INSIGHT - IT

DATA MANAGEMENT

[SEE IT ONLINE HERE](#)

TECHNICAL SEO INSIGHTS:

Review the SEO optimization of Data Management companies.

- The **average number of internal links per page** of Data Management companies is **78**. The recommended range is 50-150.
- The average **load time** of Data Management companies is **0.71 seconds**. The target load time is under 0.5 seconds.
- Dropbox consistently publishes blogs within the **recommended word count**. (1,511 words).
- Iron Mountain has the highest average Technical SEO score among the Data Management companies (99/100).

KEY OBSERVATION:

The average load time of Data Management businesses is **0.71 seconds**. This is almost 50% over the target load time of **under 0.5 seconds**. Reducing load time will improve your bounce rate and encourage visitors to stay on your site for longer.



WHICH TECH COMPANIES HAVE THE BEST PERFORMING SEO WITHIN MARKETING?

TOP LEVEL INSIGHT - MARKETING

MARKETING AUTOMATION

SEE IT ONLINE HERE



TECHNICAL SEO INSIGHTS:

Review the SEO optimization of Marketing Automation companies.

- The average **readability** of Marketing Automation companies is **44.1**. The target readability score is between 60-70.
- The average **number of words** of Marketing Automation companies is **1,216**. The recommended range is 1,200-2,000.
- Censhare consistently publishes blogs with titles within the **recommended character count**. (51 characters).
- Censhare has the highest average Technical SEO score among the Marketing Automation companies (98/100).

DEEP DIVE

Individual breakdown of SEO Impact Parameters governing competitor blog content operating in Marketing Automation.

10 VIDEO TAGS USED BY TOP TECH COMPETITIVE SET

#TAGS
AUTOMATIC SPEECH RECOGNITION TECHNOLOGY
DATA STRATEGY
CONTENT MARKETING
EMAIL DELIVERABILITY
CONTENT MANAGEMENT SYSTEM
SELF SERVICE
CUSTOMER RELATIONSHIP MANAGER
DIGITAL EXPERIENCE
CUSTOMER SUCCESS
MARKETING TECHNOLOGY

TEXT ANALYSIS OF KEYWORDS USED BY COMPETITIVE SET

KEYWORDS	KEYWORDS
CONTENT MARKETING CALENDAR	CONNECTED CUSTOMER COMMUNICATIONS
HOLIDAY EMAIL MARKETING	CUSTOMER SERVICE AUTOMATION
AUTOMOTIVE CUSTOMER REPORT	GROWTH MARKETER HACKING
AGILE EMAIL MARKETING	EMAIL MARKETING TACTICS
CONTENT MARKETING STRATEGY	CUSTOMER SERVICE PHILOSOPHY
GROWTH MARKETING STRATEGIES	CUSTOMER EXPERIENCE STRATEGY
CUSTOMER EXPERIENCE MARKETING	EMAIL MARKETERS
SCALABLE MARKETING STRATEGIES	CUSTOMER COMMUNICATIONS CHALLENGES
DEVOTED READERS	CUSTOMER SERVICE INTERACTION
CUSTOMER COMMUNICATION STREAMS	EMAIL DRIP CAMPAIGNS
GROWTH MARKETING APPROACHES	CONTENT MARKETING
CONTENT MARKETING PROGRAM	GREAT CUSTOMER EXPERIENCE
RELEVANT CUSTOMER EXPERIENCES	CUSTOMER LIFECYCLE MARKETING
LINE PHONE SYSTEM	

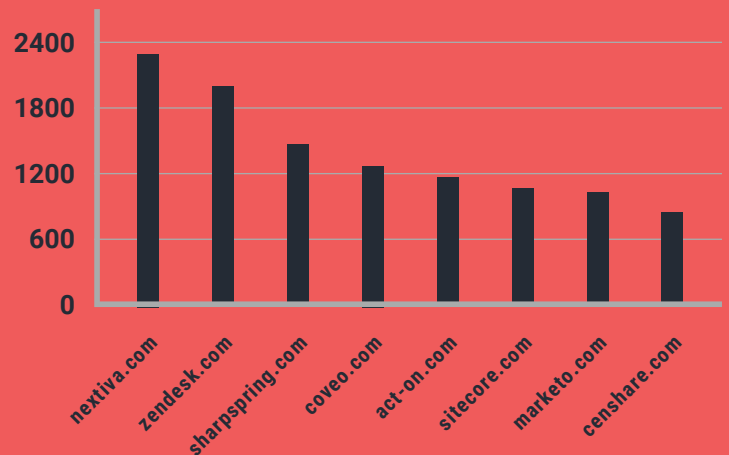
SECTION 5: BENCHMARKING AGAINST INDUSTRY LEADERS

GOOGLE RANKED KEYWORDS USED BY COMPETITIVE SET

RANKED KEYWORDS
ZOOMERS GENERATION
RE ENGAGEMENT
VOIP MEANS
VOIP MEANING
NETWORKING DIAGRAMS
WEB BOT PREDICTIONS FOR 2021
COLLECT FEEDBACK FROM CUSTOMERS
GOOD FEEDBACK EXAMPLES CUSTOMER SERVICE
GETTING FEEDBACK FROM CUSTOMERS
WHY CUSTOMER FEEDBACK IS IMPORTANT
MEDIA PITCH EMAIL EXAMPLES
CUSTOMER FEEDBACK COLLECTION
COMPANY FEEDBACK
PITCHING A PRODUCT PRESENTATION
HOW TO WRITE A BUSINESS PITCH
COLLECT CUSTOMER FEEDBACK
EVALUATING CUSTOMER SERVICE PERFORMANCE
PRODUCT PITCH PRESENTATION
GET FEEDBACK FROM CUSTOMERS
DIGITAL TIPPING
SALES PITCH PRESENTATION EXAMPLES PDF

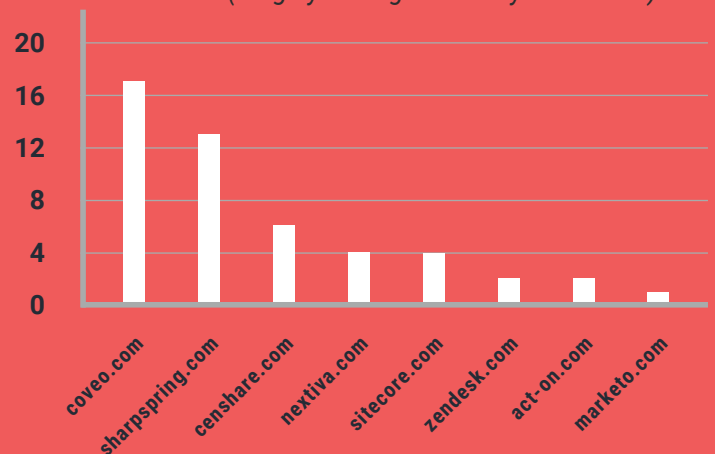
NUMBER OF WORDS

The recommended number of words is 1,200-2,000



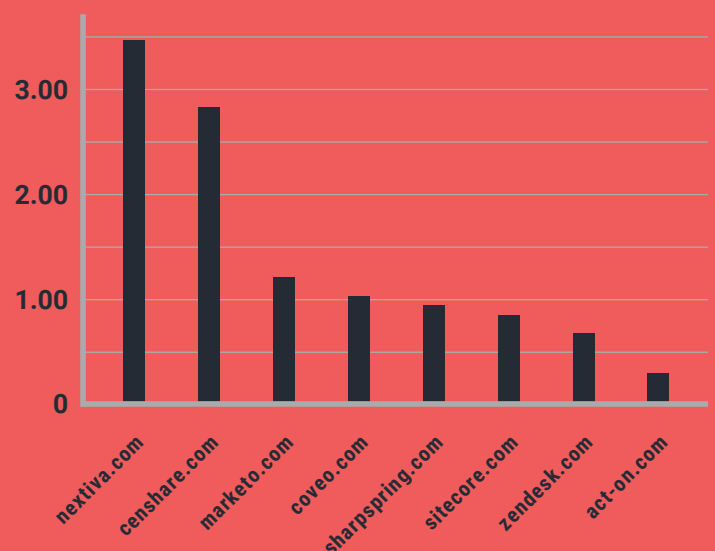
NUMBER OF IMAGES

The recommended number of images per article is between 8-12 (roughly 1 image for every 150 words)



LOAD TIME

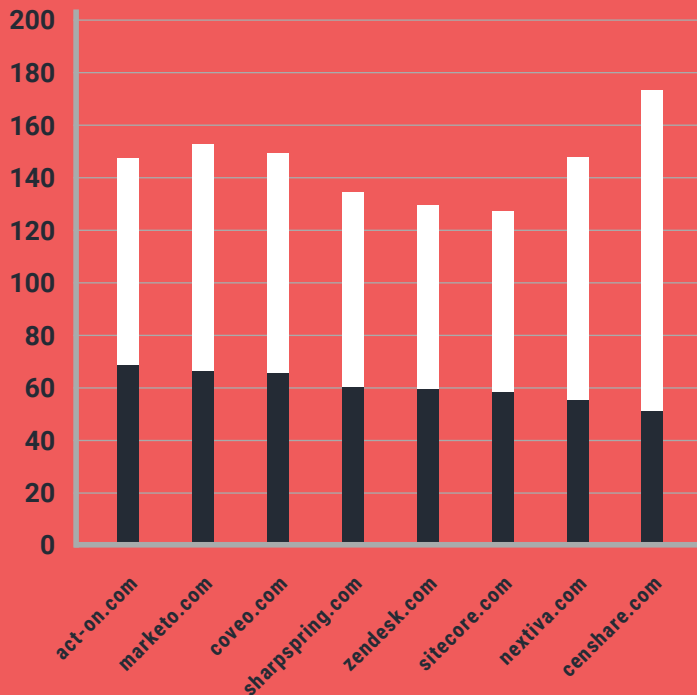
Google recommends a load time of under 0.5 seconds



SECTION 5: BENCHMARKING AGAINST INDUSTRY LEADERS

DESCRIPTION LENGTH

The recommended description length is 50-160 characters

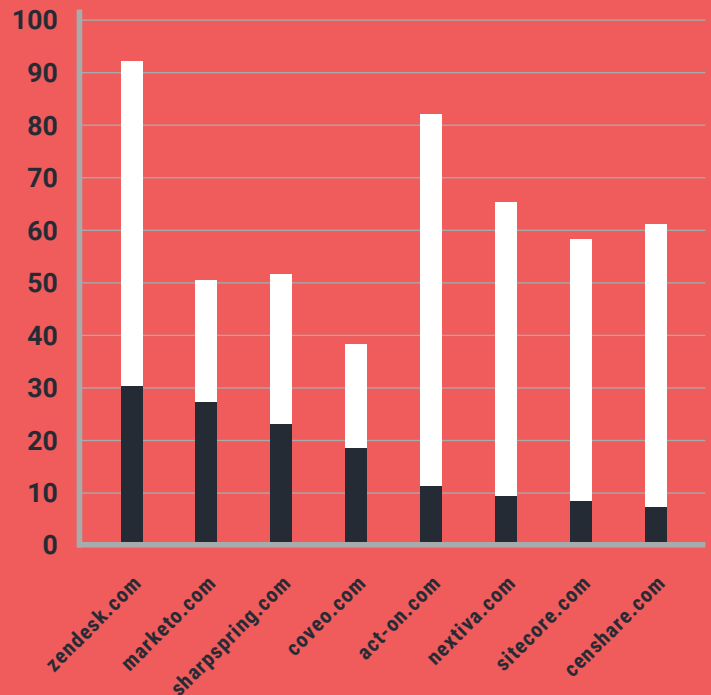


TITLE LENGTH

The recommended title length is 40-60 characters

INTERNAL LINKS

The recommended number of internal links is 5-150



EXTERNAL LINKS

The recommended number of external links per article is 5-10 (roughly 1 for every 230 words)

OBSERVATIONS

The target readability score for marketing automation companies is between **60-70**. The average falls considerably short of this at just **44.1**. Resource needs to be focused on improving readability to improve the user experience.

The recommended number of words in a blog is **1,200-2,000**; a limit which Marketing Automation businesses fit right into with an average of **1,216**. This is towards the lower end of the scale, suggesting anything too long can in fact put readers off.

Censhare continuously publish blogs with titles inside the advised count, averaging at **51 characters**. The company also has the highest average technical SEO score of all marketing automation companies

(**98/100**), though interestingly, average at just **837** words for their blogs – below the recommendation. What's more, Censhare's average load time is a staggering **2.83 seconds** compared to the ideal **<0.5 seconds**. Despite this, they remain a strong performer.

Zendesk and Sitecore are joint second highest SEO scoring brands with a score of **97/100**. Zendesk are one of the few companies who opt for longer blogs, averaging **1,993 words**, while Sitecore fall below the recommended word count with an average of just **1,065**. Regardless of the considerable difference in blog length, with Zendesk almost doubling that of Sitecore, their SEO scores both indicate well optimized articles.

TOP LEVEL INSIGHT - MARKETING

ABM

[SEE IT ONLINE HERE](#)

TECHNICAL SEO INSIGHTS:

Review the SEO optimization of ABM companies.

- The **average number of internal links per page** of ABM companies is **46**. The recommended range is 50-150.
- The average **number of words** of ABM companies is **970**. The recommended range is 1,200-2,000.
- Terminus consistently publishes blogs with descriptions within the **recommended character count**. (132 characters).
- Terminus has the highest average Technical SEO score among the ABM companies (97/100).

KEY OBSERVATION:

ABM companies are falling below average for the number of internal links per page, averaging just **46** compared to the **50-150** recommendation. Internal links connect your content and encourage readers to visit more of your site, improving your SEO score.

ABM firms are also below the average number of words in blogs at just **970** rather than the **1,200-2,000** ideal. Blogs need to include enough copy to rank highly in Google and stand out above competitors.

TOP LEVEL INSIGHT - MARKETING

DIGITAL ANALYTICS

[SEE IT ONLINE HERE](#)

TECHNICAL SEO INSIGHTS:

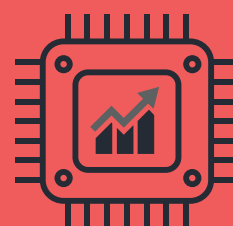
Review the SEO optimization of Digital Analytics companies.

- The average **readability** of Digital Analytics companies is **38.4**. The target readability score is between 60-70.
- The average blog **title length** of Digital Analytics companies is **63 characters**. The recommended range is 40-60.
- Dynatrace consistently publishes blogs within the **recommended word count**. (1,160 characters).
- Snowflake has the highest average Technical SEO score among the Digital Analytics companies (97/100).

KEY OBSERVATION:

Digital Analytics companies are really falling short of the target readability score (**60-70**) at just **38.4**. This is almost half of where they need to be.

Focusing on readability increases the likeliness of your target audience reading and interacting with your content and should therefore be a pivotal part of your content strategy.



TOP LEVEL INSIGHT - MARKETING

CUSTOMER EXPERIENCE

[SEE IT ONLINE HERE](#)

TECHNICAL SEO INSIGHTS:

Review the SEO optimization of Customer Experience companies.

- The average blog **description length** of Customer Experience companies is **147 characters**. The recommended range is 50-160.
- The average blog **title length** of Customer Experience companies is **65 characters**. The recommended range is 40-60.
- Bazaarvoice consistently publishes blogs with descriptions within the **recommended character count**. (129 characters).
- Acrolinx has the highest average Technical SEO score among the Customer Experience companies (98/100).

KEY OBSERVATION:

The average blog title length of tech companies operating in Customer Experience is **65** characters, taking them just above the advised range. This highlights that such brands opt for longer rather than shorter titles, possibly due to the nature of articles they are producing.



TOP LEVEL INSIGHT - MARKETING

MarTech

[SEE IT ONLINE HERE](#)

TECHNICAL SEO INSIGHTS:

Review the SEO optimization of MarTech companies.

- The average **readability** of MarTech companies is **42.9**. The target readability score is between 60-70.
- The average blog **title length** of MarTech companies is **60 characters**. The recommended range is 40-60.
- Yext has the **fastest average load time** of the MarTech companies (0.359 seconds).
- Uberflip consistently publishes blogs with titles within the **recommended character count**. (60 characters).

KEY OBSERVATION:

MarTech is another industry falling considerably below when it comes to readability, with a score of just **42.9** compared to the target **60-70**. This could be down to the technical nature of topics covered, suggesting more explanation is needed that can be understood by buyers with more of a non-technical background.



WHICH TECH COMPANIES HAVE THE BEST PERFORMING SEO WITHIN HR?

TOP LEVEL INSIGHT - HR

WORKFORCE/HUMAN CAPITAL MANAGEMENT

SEE IT ONLINE HERE



TECHNICAL SEO INSIGHTS:

Review the SEO optimization of Workforce Management companies.

- The **average number of internal links per page** of Workforce Management companies is **63**. The recommended range is 50-150.
- The average **number of words** of Workforce Management companies is **1,474**. The recommended range is 1,200-2,000.
- Ceridian Dayforce consistently publishes blogs within the **recommended word count**. (1,783 words).
- Workday HCM has the highest average Technical SEO score among the Workforce Management companies (97/100).













DEEP DIVE

Individual breakdown of SEO Impact Parameters governing competitor blog content – discover which companies are top for SEO...













TOP PERFORMERS VS MOST FREQUENT PUBLISHERS

Keep track of the top performing publishers across blogs, video, and social media.

TOP CONTENT PERFORMERS

Blogs	Youtube	LinkedIn	Twitter
#1  adp.com ADP Workforce Now's Blog Page	#1  adp.com ADP Workforce Now's Youtube Channel	#1  rippling.com Rippling's LinkedIn Page	#1  rippling.com Rippling's Twitter Page
#2  workday.com Workday HCM's Blog Page	#2  rippling.com Rippling's Youtube Channel	#2  adp.com ADP Workforce Now's LinkedIn Page	#2  workday.com Workday HCM's Twitter Page
#3  blackline.com BlackLine's Blog Page	#3  blackline.com BlackLine's Youtube Channel	#3  ceridian.com Ceridian Dayforce's LinkedIn Page	#3  ceridian.com Ceridian Dayforce's Twitter Page

MOST FREQUENT PUBLISHERS

Blogs	Youtube	LinkedIn	Twitter
#1  adp.com ADP Workforce Now's Blog Page	#1  selecthub.com SelectHub's Youtube Channel	#1  blackline.com BlackLine's LinkedIn Page	#1  adp.com ADP Workforce Now's Twitter Page
#2  workday.com Workday HCM's Blog Page	#2  blackline.com BlackLine's Youtube Channel	#2  workday.com Workday HCM's LinkedIn Page	#2  workday.com Workday HCM's Twitter Page
#3  blackline.com BlackLine's Blog Page	#3  adp.com ADP Workforce Now's Youtube Channel	#3  adp.com ADP Workforce Now's LinkedIn Page	#3  selecthub.com SelectHub's Twitter Page

SECTION 5: BENCHMARKING AGAINST INDUSTRY LEADERS

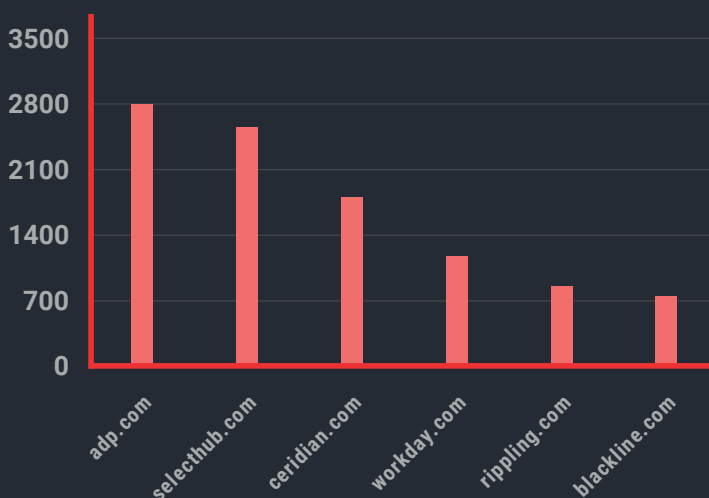
KEY OBSERVATION:

It appears frequency does not guarantee high performance. As we can see from our performance dashboard, Ceridian Dayforce appear in top 3 positions, across 3 channels for best performing publishers despite not appearing in the top spots for most frequent publishers.

When we consider the following dashboards, it is evident Ceridian Dayforce consistently publish blogs within the recommended word count (1783/ 1,200 – 2000). They also meet within SEO Impact Parameters for description length, title length and internal links. This provides a strong indication that adhering to as many of the recommended SEO parameters as possible, will contribute to performance success.

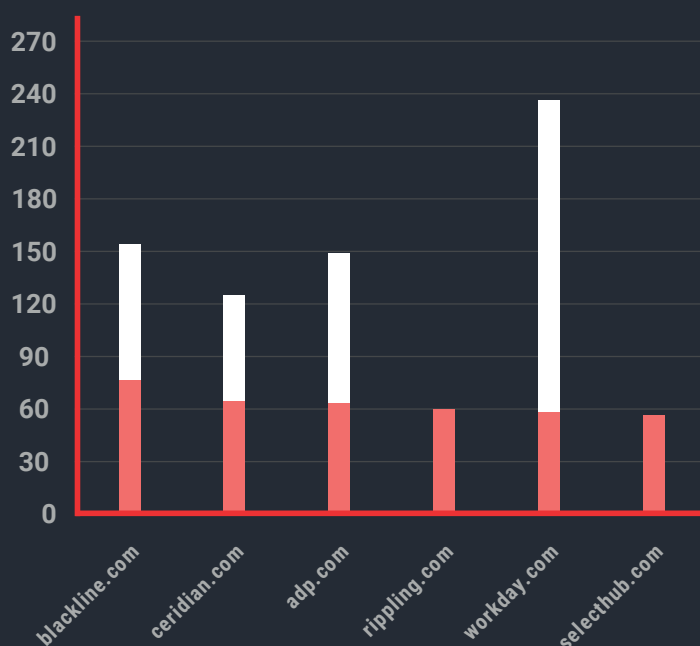
NUMBER OF WORDS

The recommended number of words is 1,200-2,000



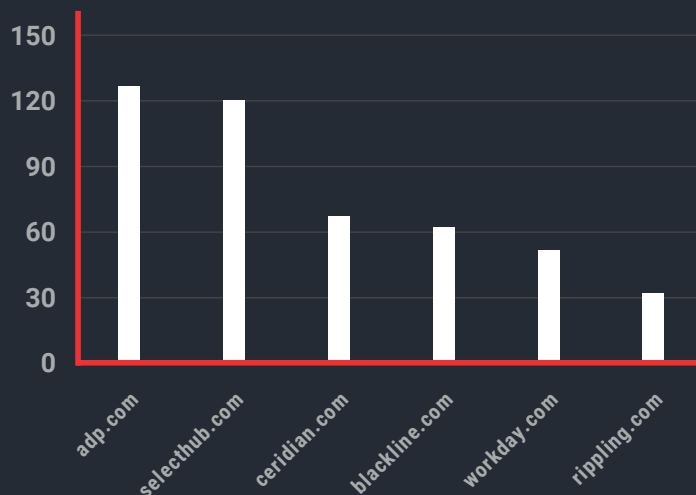
DESCRIPTION LENGTH

The recommended description length is 50-160 characters



INTERNAL LINKS

The recommended number of internal links is 50-150



TITLE LENGTH

The recommended title length is 40-60 characters

TOP LEVEL INSIGHT - HR

EMPLOYEE BENEFITS

[SEE IT ONLINE HERE](#)

TECHNICAL SEO INSIGHTS:

Review the SEO optimization of Employee Benefits companies.

- The average blog **description length** of Employee Benefits companies is **144 characters**. The recommended range is 50-160.
- The average **load time** of Employee Benefits companies is **0.95 seconds**. The target load time is under 0.5 seconds.
- Zenefits has the **fastest average load time** of the Employee Benefits companies (0.528 seconds).
- SurePayroll consistently publishes blogs with titles within the **recommended character count** (52 characters).

KEY OBSERVATION:

Load time appears to be a common and recurring problem, with not a single Employee Benefits company managing to achieve the target (**<0.5 seconds**), averaging at **0.95 seconds** with the closest, Zenefits, achieving **0.528 seconds**. Compressing files and images is a good place to start when looking to reduce load time.



TOP LEVEL INSIGHT - HR

EMPLOYEE ENGAGEMENT

[SEE IT ONLINE HERE](#)

TECHNICAL SEO INSIGHTS:

Review the SEO optimization of Employee Engagement companies.

- The average **load time** of Employee Engagement companies is **0.945 seconds**. The target load time is under 0.5 seconds.
- The average blog **title length** of Employee Engagement companies is **66 characters**. The recommended range is 40-60.
- Achievers has the **fastest average load time** of the Employee Engagement companies (0.55 seconds).
- Lattice consistently publishes blogs with descriptions within the **recommended character count**. (136 characters).

KEY OBSERVATION:

Lattice consistently creates blog descriptions within the recommended **136** character count. However, their SEO score is second lowest of the Employee Engagement tech providers – potentially down to their very low average number of words at just **440**.

This highlights the importance of content length in order to remain competitive.



TOP LEVEL INSIGHT - HR

LEARNING & DEVELOPMENT

[SEE IT ONLINE HERE](#)

TECHNICAL SEO INSIGHTS:

Review the SEO optimization of Learning & Development companies.

- The average **load time** of Learning & Development companies is **0.856 seconds**. The target load time is under 0.5 seconds.
- The average **readability** of Learning & Development companies is **41.0**. The target readability score is between 60-70.
- Cengage consistently publishes blogs with descriptions within the **recommended character count** (138 characters).
- Central has the highest average Technical SEO score among the Learning & Development companies (97/100).

KEY OBSERVATION:

Despite Cengage posting blogs within the recommended description word count (**138 words**), they appear to fall short of the recommended word count. Their blogs average at just **570 words**, less than half of the recommended range. In the long run this could negatively impact their SEO as other tech providers leverage their own blogs to provide more valuable content that drills further into the topic and subtopics that interest their target audiences.



TOP LEVEL INSIGHT - HR

RECRUITMENT

[SEE IT ONLINE HERE](#)

TECHNICAL SEO INSIGHTS:

Review the SEO optimization of Recruitment companies.

- The average **readability** of Recruitment companies is **37.9**. The target readability score is between 60-70.
- The average **number of words** of Recruitment companies is **1,155 characters**. The recommended range is 1,200-2,000.
- Workable consistently publishes blogs with descriptions within the **recommended character count**. (139 characters).
- Greenhouse Software consistently publishes blogs with titles within the **recommended character count**. (57 characters).

KEY OBSERVATION:

The average number of words in blogs published by Recruitment tech vendors is **1,155**, falling just short of the **1,200** minimum recommended count. Workable average are close to this at **1,158 words** and continuously post blogs with descriptions **averaging 139 characters**, within the ideal length. They have the highest technical SEO score of **98/100**, followed closely by Lever (**97/100**) who interestingly have managed to achieve a load time of **0.4 seconds** – below that recommended by Google.



SUMMARY

KEY RESEARCH TAKEAWAYS

THROUGH OUR FIRST PARTY RESEARCH LEARNINGS WE HAVE AIMED TO PROVIDE A DEEP DIVE INTO KEY BUYER INSIGHTS INCLUDING:

- Top challenges identified by tech buyers
- Areas of planned investment for tech buyers over the next 18 months
- Tech buyer trends – comparing first party research to intent data
- Rate of engagement from tech buyers when it comes to researching purchase decisions
- Competitor trends through benchmarking and dashboard analysis.



SUMMARY: KEY RESEARCH TAKEAWAYS

By delving into each of these areas we are able to provide vendors with the most relevant and timely insights to enhance their understanding of, and engagement with, target buyers. Here's our top findings:

Our first party research reveals that protecting your data and keeping it secure in the cloud are top pain points for tech buyers. It's no wonder almost a third intend to invest between \$250,000 and \$500,000 on **Cloud Management**, with 13.96% planning to spend over \$1 million. Intent data reflects this trend with the top intent tag category being **Security** followed by **Cloud Computing**.

Information Security and **Cloud Computing** have also seen a month on month increase across sub tags. With cybercriminals constantly developing their hacking techniques and surpassing any data protection that stands in their way with their increasingly advanced capabilities, it's evident that security will continue to be high on tech buyers' agendas.

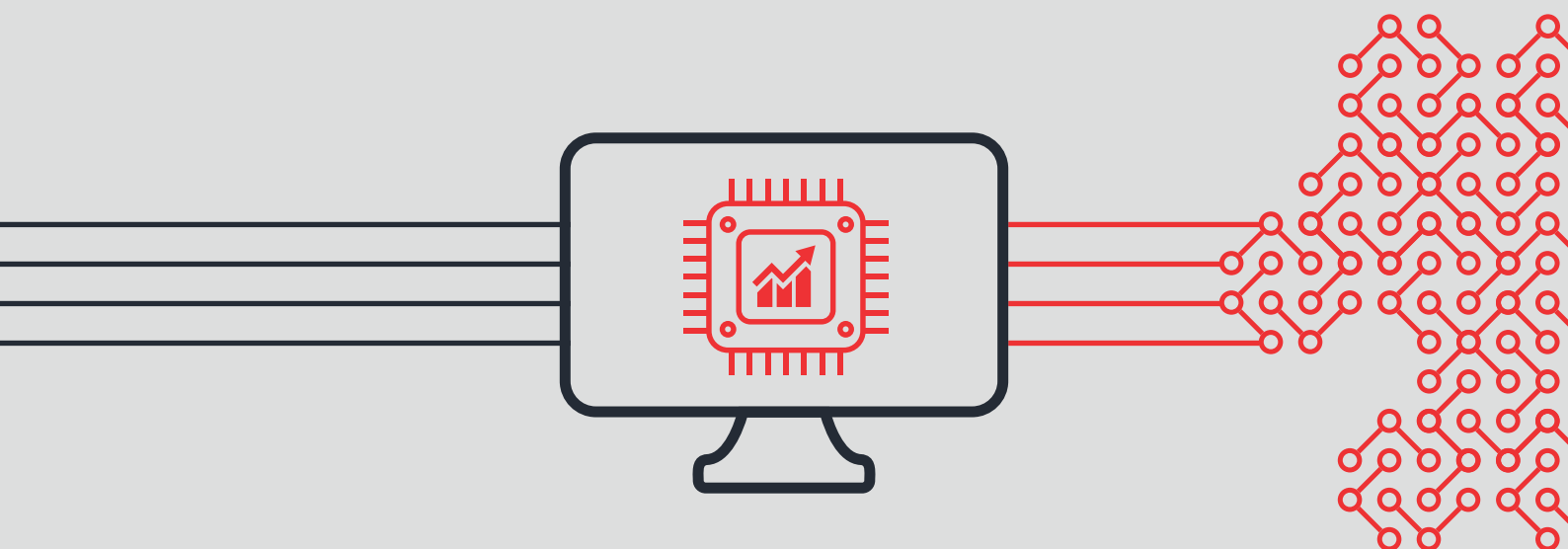
Additional struggles identified by IT buyers are **Data Center Management** and **Digital Technology Integration**. Today's digital landscape is incredibly sophisticated and digital processes and technologies such as the cloud are increasingly complex, meaning successful integration can bring with it great difficulties.

Meanwhile, **Social Media** consistently surfaced as a key challenge within multiple marketing disciplines and appears as one of the most widely researched topic areas, as supported by the high frequency of topic-related intent tags. This indicates established demand which is further reinforced by planned investment revealed by **71.15%** of professionals with key skillsets in Digital Analytics and **65.85%** of Marketing Automation specialists.

In the HR market, **34%** of buyers spend **6-9 months** researching a new technology before committing to a decision and 60% cite **Tech Vendors** as a trusted source of purchase information.

Investment appears to remain healthy with over 54% of **Workforce and Human Capital Management** buyers looking to invest over \$250,000 in new technology. **Employee Experience, HR Technology, Diversity and Inclusion, Health and Safety** are the key topic areas senior HR professionals are looking to invest in over the next 18 months.

When it comes to translating these key findings into an actional plan of attack, competitor intelligence powered by NLP provides a crucial advantage. Transparency over current activity enables vendors to benchmark their own content and identify specific areas for optimization in order to gain a competitive lead.



ABOUT INBOX INSIGHT

Inbox Insight amplify content globally to a community of 4.1M active IT, HR, Marketing and Business Professionals, for some of the world's most successful brands.

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IFP is a centralized knowledge platform that brings together professionals across multiple disciplines and sectors through the common goals of professional development and knowledge acceleration.

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