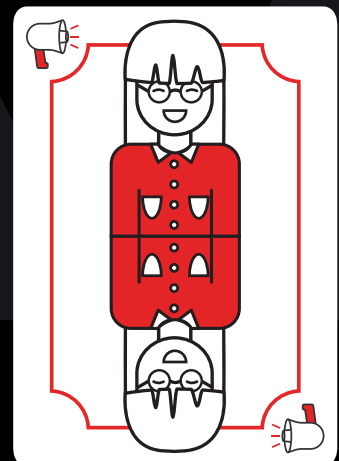
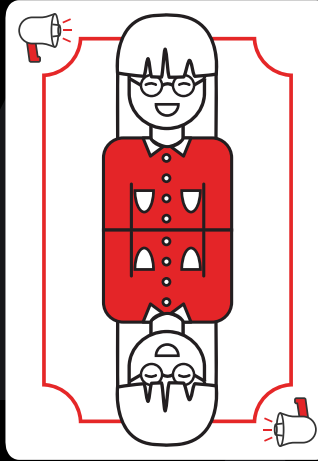


A DATA-DRIVEN  
ACTIVATION GUIDE

# HOW TO MASTER B2B SALES ACCELERATION FOR MARTECH VENDORS



# ACCELERATING B2B SALES FOR MARTECH VENDORS

Using intent data in account-based marketing is not new, but what if you could find out exactly what topics your target accounts are researching; the challenges they are facing; and the specific pain points your prospects are experiencing, all neatly compiled together in an easy to digest guide? If you think it could help, then read on - this is the playbook for you!

Drawing on first-party research from **Insights for Professionals (IFP) Analyst report**, we reveal the top obstacles facing MarTech vendors as well as key category trends shaping the market today. Then, by fusing this market and audience intelligence with data-driven insights into what content topics are trending in your space we're able to guide you towards identifying the exact prospects and accounts in-market for your solution.

**By incorporating this approach into your GTM strategy, you'll be better placed to tailor the right message, to the right audience to fit their specific stage in their buying journey.**

## What value will this mini guide provide MarTech vendors?

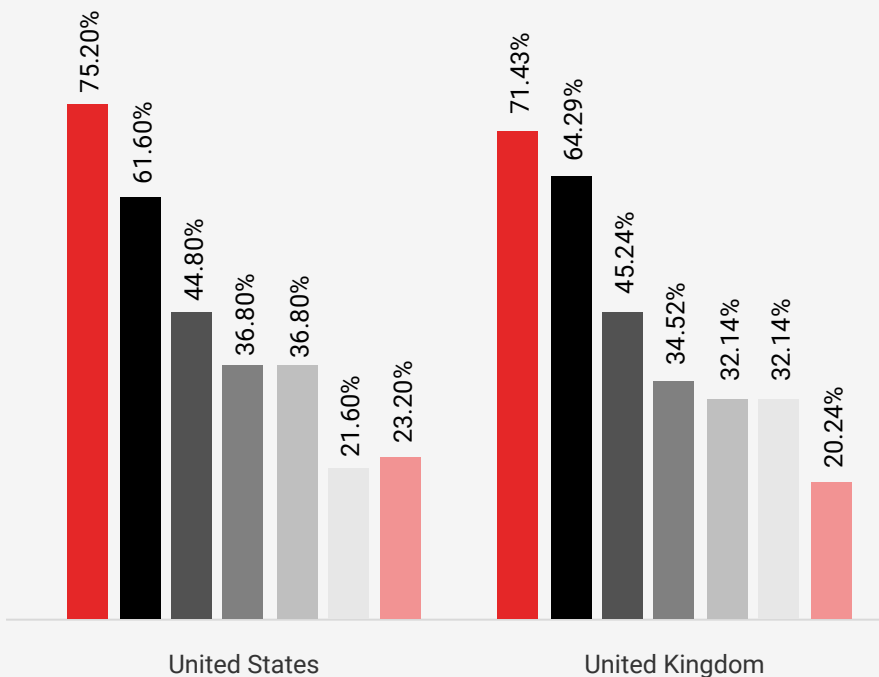
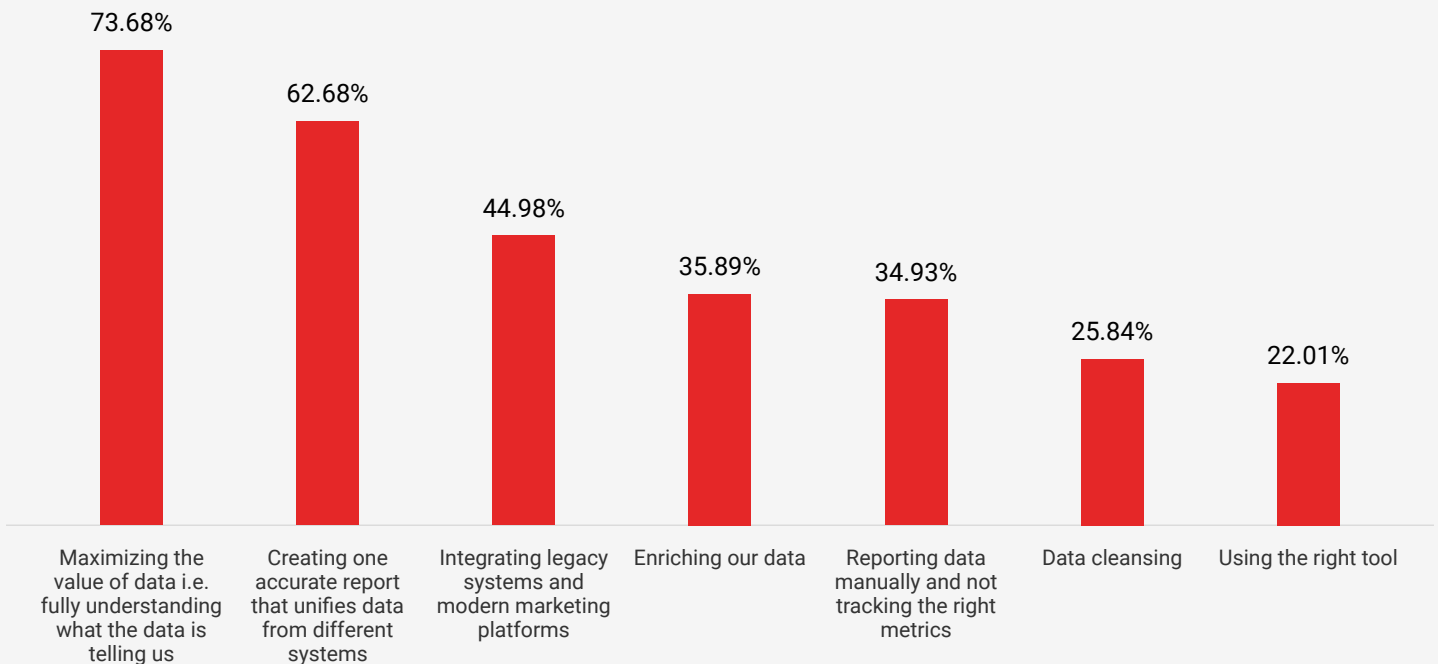
Marketing Ops has risen from relative obscurity to become an integral and vital part of any Marketing organization. For the second year running, Chief Marketing Officers (CMOs) place Marketing Ops in their top 3 investment priorities (**Gartner**). What this means for MarTech vendors is that significant sales and revenue opportunity exists – providing you know who to target, when and how.

**Leverage the following insights to ensure your business is working to solve the pain points identified, adapt to a changing market and capture the demand.**

## CONTENTS

|                                                          |         |
|----------------------------------------------------------|---------|
| What value will this mini guide provide MarTech vendors? | PAGE 2  |
| Key pain points for Marketing Ops professionals          | PAGE 3  |
| Market trends & investment areas for MarTech vendors     | PAGE 4  |
| Identifying demand for MarTech solutions                 | PAGE 7  |
| Creating content that resonates                          | PAGE 10 |
| Key takeaways: How to win                                | PAGE 16 |

# KEY PAIN POINTS FOR MARKETING OPS PROFESSIONALS



- Maximizing the value of data i.e. fully understanding what the data is telling us
- Creating one accurate report that unifies data from different systems
- Integrating legacy systems and modern marketing platforms
- Enriching our data
- Reporting data manually and not tracking the right metrics
- Data cleansing
- Using the right tool

And there is a correlation between the US and UK...

Analyzing data effectively and fully understanding what the information means *(just under 3/4 of marketing professionals)*

Data analysis and deriving the true value of data *(almost 90% of smaller firms)*

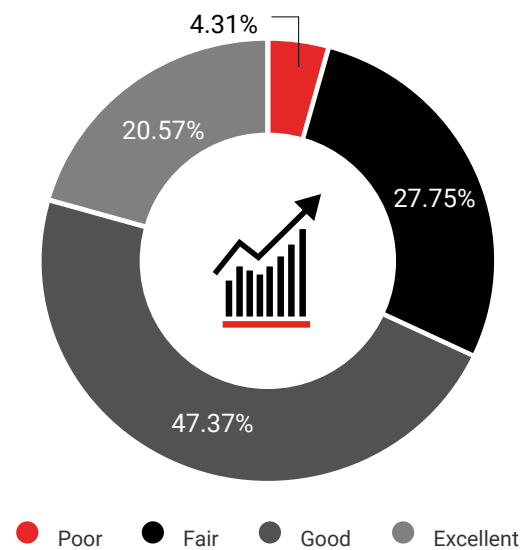
Accuracy of data currently being used *(74% of marketers)*

Accurately measuring and reporting campaign performance (*over 71% of marketers*)

Integrating different marketing technology tools effectively (*2/3 of marketing professionals*)

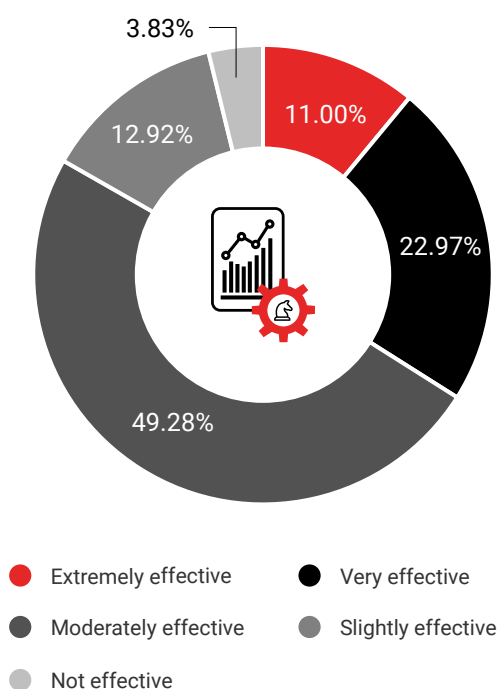
Being able to streamline collaboration across multiple teams (*just under 2/3*)

## RATE YOUR DATA AND ANALYTICS INFRASTRUCTURE



# MARKET TRENDS & INVESTMENT AREAS FOR MARTECH VENDORS

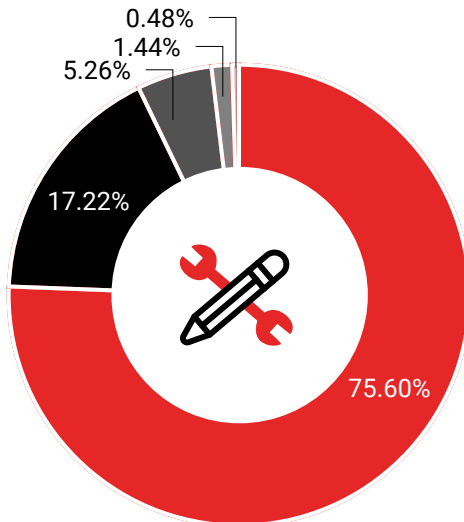
## HOW EFFECTIVE IS YOUR MARKETING AUTOMATION STRATEGY?



# 71%

OF VPS BELIEVE THEIR CURRENT MARKETING AUTOMATION STRATEGY IS ONLY SOMEWHAT EFFECTIVE

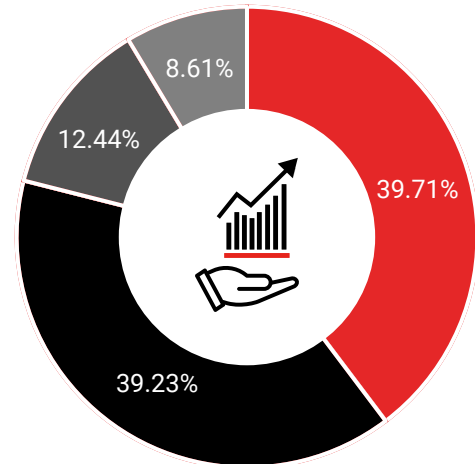
## HOW MANY MARKETING TOOLS/ SOLUTIONS DOES YOUR ORGANIZATION USE?



● 1 - 25 ● 26 - 50 ● 51 - 100 ● More than 100 ● None

**3/4** DEPLOY UP TO 25 DIFFERENT TYPES OF MARTECH TO RUN THEIR MARKETING OPS

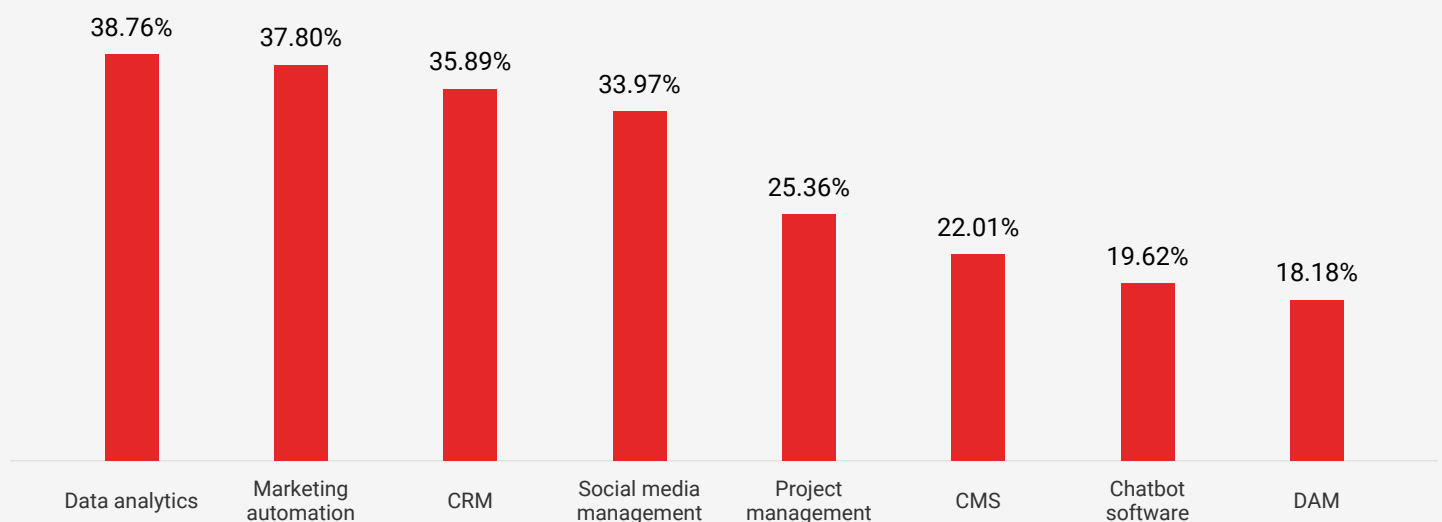
## DO YOU AUTOMATICALLY CLEAN OR ENRICH YOUR DATA VIA A PARTNER?



● Yes ● No ● Don't know ● We're planning to

NEARLY **40%** CLEANSE THEIR DATA AUTOMATICALLY THROUGH AN EXTERNAL PARTNER

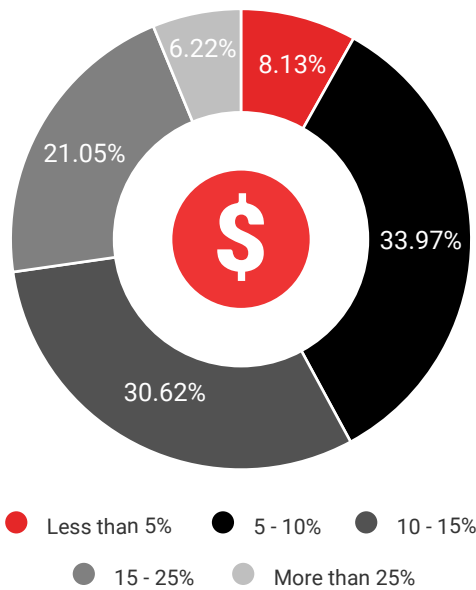
## Which tools do you plan to invest in over the next 12 months?



Over **38%** look to make data analytics a core focus for Marketing technology investments

Over **37%** are prioritizing marketing automation over the next 12 months

## HOW MUCH OF YOUR BUDGET ARE YOU WILLING TO SPEND ON MARKETING TECHNOLOGY?



MORE THAN

# 60%

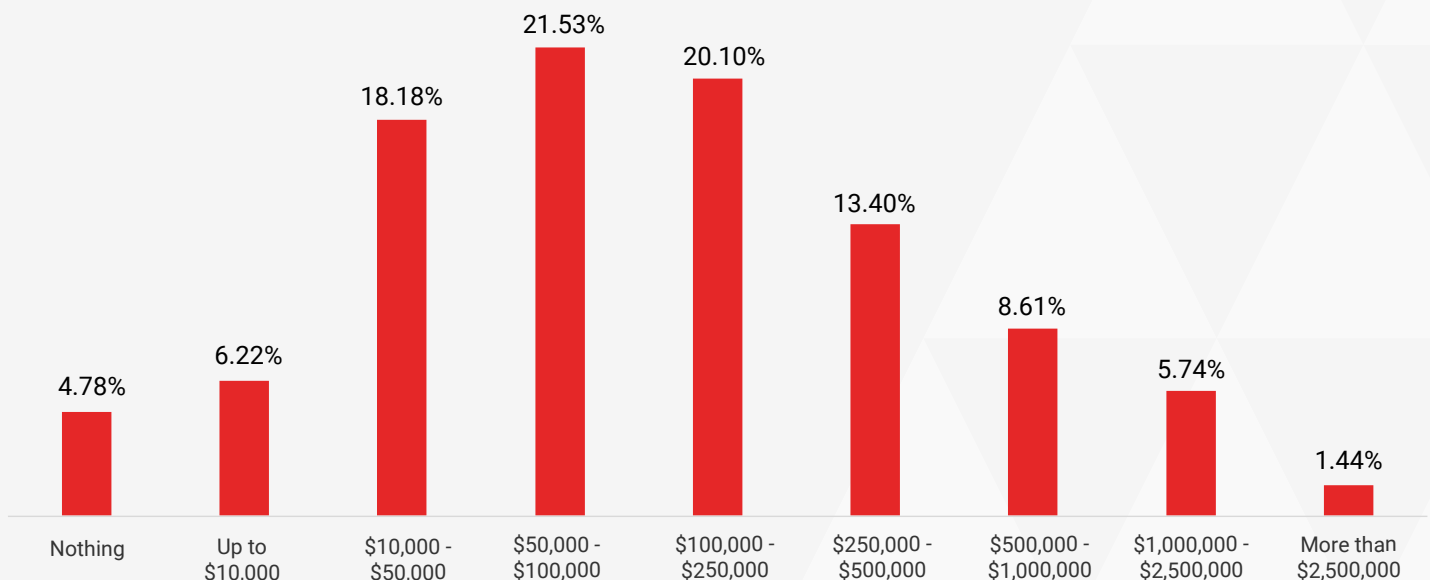
WILL DEDICATE **UP TO 15%** OF THEIR MARKETING BUDGET ON MARTECH

WHILE

# 21%

PLAN TO ALLOCATE **UP TO A QUARTER** ON NEW TECHNOLOGY

## How much are you planning to invest on MarTech solutions in the coming 12 months?



# IDENTIFYING DEMAND FOR MARTECH SOLUTIONS

Right now your target audience is leaving digital footprints everywhere as they move around the web reflecting their interests, challenges and their intent to purchase a particular product. Using intent data we can identify criteria such as company size and industries. Then, drilling deeper into intent topics and specific account data, a Target Account List (TAL) can be built at a country level.

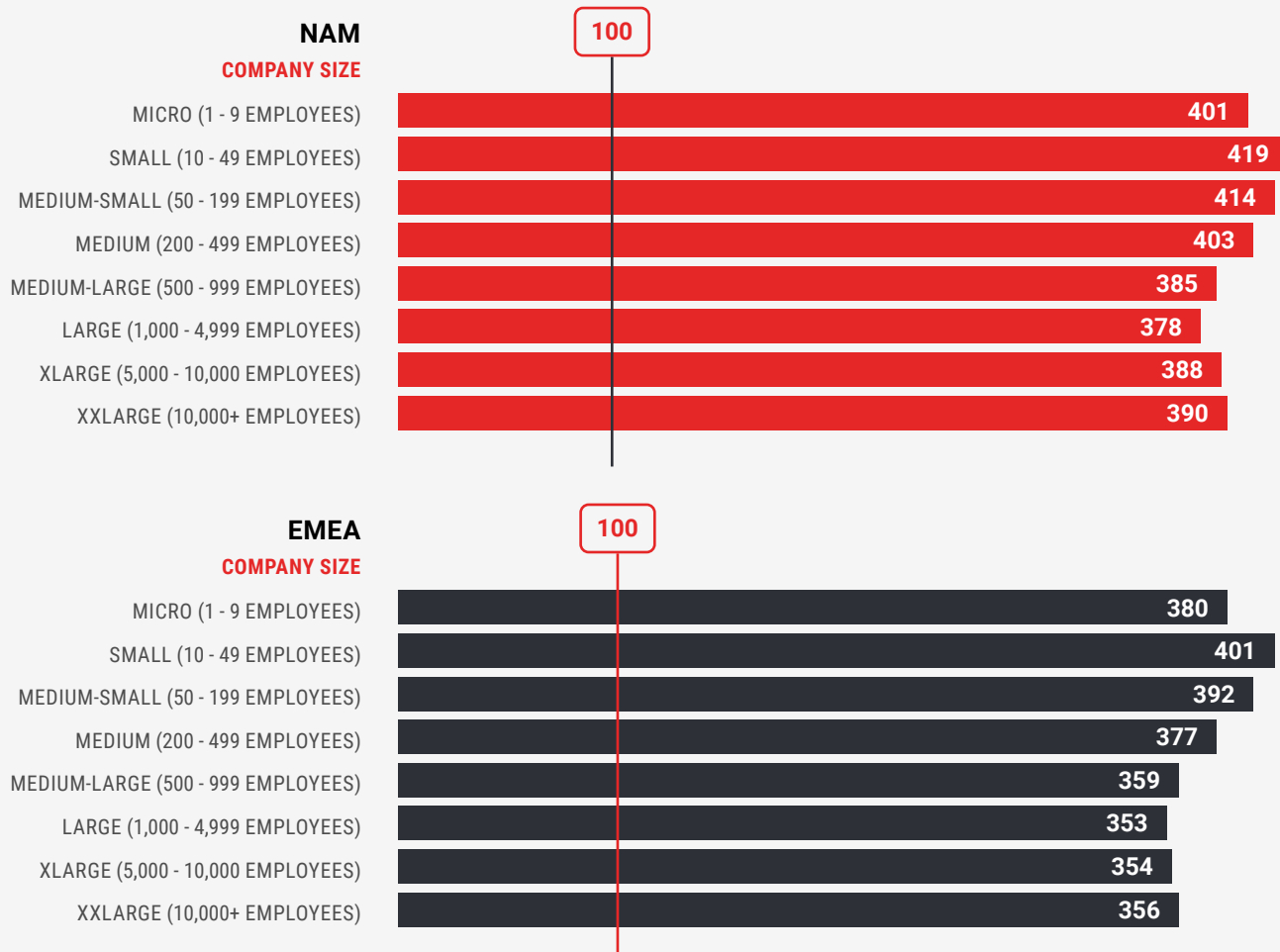
Knowing where the demand for MarTech solutions is at its highest enables a data driven targeting approach to be implemented, ensuring maximum efficiency of your marketing spend by focussing efforts where demand is ready to be captured. Combining insights from a range of third party data sources with our own first party data we can provide your Sales and Marketing teams with a clear view of your audience's buying motives, topic searches, intent velocity and other buyer intelligence.

This rich and robust source of data and insight can transform how your Sales and Marketing teams approach the market and better prioritize where to direct time and resources.

**GET IN TOUCH AND  
CLAIM YOUR CUSTOM  
TARGET ACCOUNT  
LIST TODAY**

[Contact Us](#)

## COMPANY SIZE: NAM VS EMEA



## TOP INDUSTRY INTEREST: NAM

### NAM

|    | Business Domain       | Company Name                        | Company Size                       | Industry                | Topics Spiking in Interest | Average Company Surge Score |
|----|-----------------------|-------------------------------------|------------------------------------|-------------------------|----------------------------|-----------------------------|
| 1  | osu.edu               | Ohio State University               | XXLarge (10,000+ Employees)        | Education               | 29                         | 67                          |
| 2  | redcross.org          | The American Red Cross              | XXLarge (10,000+ Employees)        | Cultural                | 28                         | 67                          |
| 3  | wustl.edu             | Washington University in St Louis   | XXLarge (10,000+ Employees)        | Education               | 28                         | 69                          |
| 4  | ryder.com             | Ryder System, Inc.                  | XXLarge (10,000+ Employees)        | Transportation & Travel | 28                         | 69                          |
| 5  | ny.gov                | New York State                      | Large (1,000 - 4,999 Employees)    | Government              | 28                         | 72                          |
| 6  | ecolab.com            | Ecolab Inc.                         | XXLarge (10,000+ Employees)        | Manufacturing           | 28                         | 68                          |
| 7  | zebra.com             | Zebra Technologies Corporation      | XLarge (5,000 - 10,000 Employees)  | Manufacturing           | 28                         | 68                          |
| 8  | drexel.edu            | Drexel University                   | XXLarge (10,000+ Employees)        | Education               | 28                         | 67                          |
| 9  | remax.net             | Carla Yager                         | Micro (1 - 9 Employees)            | Real Estate             | 28                         | 68                          |
| 10 | usmc.mil              | U.S. Marine Corps                   | XXLarge (10,000+ Employees)        | Government              | 28                         | 69                          |
| 11 | epa.gov               | Environmental Protection Agency     | XXLarge (10,000+ Employees)        | Government              | 28                         | 67                          |
| 12 | holidaywinecellar.com | Holiday Wine Cellar                 | Small (10 - 49 Employees)          | Hospitality & Hotels    | 28                         | 68                          |
| 13 | usu.edu               | Utah State University               | Large (1,000 - 4,999 Employees)    | Education               | 28                         | 69                          |
| 14 | dc.gov                | District of Columbia                | Medium-Small (50 - 199 Employees)  | Government              | 28                         | 70                          |
| 15 | midwesteye.com        | MIDWEST EYE INSTITUTE, P.C          | Medium-Small (50 - 199 Employees)  | Healthcare              | 28                         | 69                          |
| 16 | cushwake.com          | Cushman & Wakefield ACTIV           | XXLarge (10,000+ Employees)        | Real Estate             | 28                         | 66                          |
| 17 | autodesk.com          | Autodesk, Inc.                      | XLarge (5,000 - 10,000 Employees)  | Software                | 28                         | 65                          |
| 18 | mayo.edu              | Mayo Graduate School                | Medium-Small (50 - 199 Employees)  | Education               | 28                         | 68                          |
| 19 | allscripts.com        | Allscripts Healthcare Solutions Inc | XLarge (5,000 - 10,000 Employees)  | Software                | 28                         | 70                          |
| 20 | unitasglobal.com      | Unitas Global                       | Medium-Small (50 - 199 Employees)  | Business Services       | 28                         | 67                          |
| 21 | usf.edu               | University of South Florida         | XLarge (5,000 - 10,000 Employees)  | Education               | 28                         | 68                          |
| 22 | emerson.com           | Emerson Electric Co.                | XXLarge (10,000+ Employees)        | Manufacturing           | 28                         | 68                          |
| 23 | usda.gov              | U.S. Department of Agriculture      | XXLarge (10,000+ Employees)        | Government              | 28                         | 66                          |
| 24 | lowes.com             | Lowe's Companies, Inc.              | XXLarge (10,000+ Employees)        | Retail                  | 28                         | 68                          |
| 25 | gza.com               | GZA GeoEnvironmental, Inc.          | Medium-Large (500 - 999 Employees) | Construction            | 28                         | 67                          |
| 26 | utah.gov              | Utah Interactive, LLC               | Small (10 - 49 Employees)          | Government              | 28                         | 68                          |
| 27 | austinisd.org         | Austin Independent School District  | XXLarge (10,000+ Employees)        | Education               | 28                         | 69                          |
| 28 | safeway.com           | Safeway                             | XXLarge (10,000+ Employees)        | Retail                  | 28                         | 66                          |
| 29 | statefarm.com         | State Farm Insurance Cos.           | XXLarge (10,000+ Employees)        | Insurance               | 28                         | 66                          |
| 30 | morganstanley.com     | Morgan Stanley                      | XXLarge (10,000+ Employees)        | Finance                 | 28                         | 68                          |





## TOP INDUSTRY INTEREST: EMEA

### EMEA

|    | Business Domain    | Company Name                       | Company Size                       | Industry                | Topics Spiking in Interest | Average Company Surge Score |
|----|--------------------|------------------------------------|------------------------------------|-------------------------|----------------------------|-----------------------------|
| 1  | csmingredients.com | CSM Ingredients                    | Medium-Small (50 - 199 Employees)  | Manufacturing           | 27                         | 70                          |
| 2  | eand.com           | Etisalat                           | XXLarge (10,000+ Employees)        | Telecommunications      | 25                         | 66                          |
| 3  | 9mobile.com.ng     | 9mobile                            | Large (1,000 - 4,999 Employees)    | Telecommunications      | 25                         | 70                          |
| 4  | weatherford.com    | Weatherford International PLC      | XXLarge (10,000+ Employees)        | Manufacturing           | 25                         | 66                          |
| 5  | lifelabs.com       | LifeLabs Inc.                      | XLarge (5,000 - 10,000 Employees)  | Healthcare              | 25                         | 68                          |
| 6  | rid-group.com      | RID Group                          | Medium-Large (500 - 999 Employees) | Real Estate             | 25                         | 67                          |
| 7  | telcom.network     |                                    |                                    |                         | 25                         | 68                          |
| 8  | loko.nl            | LOKO IT-specialisten BV            | Small (10 - 49 Employees)          | Software                | 24                         | 68                          |
| 9  | aspiredenver.com   | ASPIRE TECHNOOGY SOLUTIONS         | Micro (1 - 9 Employees)            | Finance                 | 24                         | 70                          |
| 10 | icc.net.sa         | ICC Solutions & Communications Co. | Medium (200 - 499 Employees)       | Software                | 24                         | 70                          |
| 11 | claranet.co.uk     | Claranet Limited                   | Large (1,000 - 4,999 Employees)    | Software                | 24                         | 67                          |
| 12 | uk.net             | Research Development UK            | Micro (1 - 9 Employees)            | Education               | 24                         | 66                          |
| 13 | airbus.com         | Airbus SE                          | XXLarge (10,000+ Employees)        | Transportation & Travel | 24                         | 68                          |
| 14 | mti.com            | MTI Technology Limited             | Medium (200 - 499 Employees)       | Software                | 24                         | 67                          |
| 15 | atos.net           | Atos SE                            | XXLarge (10,000+ Employees)        | Software                | 23                         | 67                          |
| 16 | woking.ac.uk       | Woking College                     | Small (10 - 49 Employees)          | Education               | 23                         | 70                          |
| 17 | manchester.ac.uk   | The University of Manchester       | XXLarge (10,000+ Employees)        | Education               | 23                         | 70                          |
| 18 | sentia.com         | Sentia B.V.                        | Medium (200 - 499 Employees)       | Software                | 23                         | 69                          |
| 19 | nestle.com         | Nestle S.A                         | XXLarge (10,000+ Employees)        | Manufacturing           | 23                         | 67                          |
| 20 | harrogate.gov.uk   | Harrogate Borough Council          | Large (1,000 - 4,999 Employees)    | Government              | 23                         | 68                          |
| 21 | adsgroup.org.uk    | ADS Group Ltd                      | Medium-Small (50 - 199 Employees)  | Non-Profit              | 23                         | 68                          |
| 22 | sag.org            | SCREEN ACTORS GUILD INC            | Medium-Large (500 - 999 Employees) | Non-Profit              | 23                         | 68                          |
| 23 | dreamstream.biz    |                                    |                                    |                         | 23                         | 68                          |
| 24 | wework.com         | WeWork Companies Inc.              | XLarge (5,000 - 10,000 Employees)  | Real Estate             | 22                         | 63                          |
| 25 | emdgrou.com        | EMD Performance Materials          | Medium-Small (50 - 199 Employees)  | Manufacturing           | 22                         | 68                          |
| 26 | shell.com          | Royal Dutch Shell PLC              | XXLarge (10,000+ Employees)        | Resource Extraction     | 22                         | 68                          |
| 27 | neology.co.za      | Neology (Pty) Ltd                  | Small (10 - 49 Employees)          | Media & Internet        | 22                         | 68                          |
| 28 | tenetflorida.com   | Tenet Healthcare Corp.             | XXLarge (10,000+ Employees)        | Healthcare              | 22                         | 69                          |
| 29 | wales.gov.uk       | @Wales Digital Media               | Small (10 - 49 Employees)          | Government              | 22                         | 69                          |
| 30 | hyperion.pl        | Hyperion, SA                       | Medium-Small (50 - 199 Employees)  | Telecommunications      | 22                         | 71                          |

### EMEA

#### INDUSTRY

BUSINESS SERVICES

SOFTWARE

SPORTS

MEDIA & INTERNET

CONSUMER SERVICES

100

443

418

410

394

392









































# CREATING CONTENT THAT RESONATES

By studying the surging intent topics with the largest relevant audiences in Marketing Ops, it can help you prioritise your content focus. And by analysing changes in interest over time you'll also be able to anticipate emerging 'pains' and provide content that addresses these issues.

This way, you'll be in the best possible position to place relevant content and formats in front of in-market buyers at each stage of the buyer journey from the offset – significantly increasing your competitive advantage.



## NAM

|    | Topic Field                     | Percent Change                                                                           | Businesses with Spiking Intent                                                               |
|----|---------------------------------|------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|
| 1  | Marketing Tools                 |  116%   |  466,740  |
| 2  | Data Classification             |  150%   |  26,144   |
| 3  | Email Marketing Software        | -21%    |  20,926   |
| 4  | Digital Marketing               |  47%    |  20,787   |
| 5  | Marketing Optimization          |  93%    |  18,303   |
| 6  | Email Marketing Tools           |  43%   |  16,971  |
| 7  | B2B Marketing                   |  122% |  16,329 |
| 8  | Marketing Campaign              |  45%  |  14,206 |
| 9  | Sales and Marketing Automation  |  58%  |  13,515 |
| 10 | Marketing Software              | -21%  |  12,087 |
| 11 | Marketing Analytics             |  14%  |  11,866 |
| 12 | Inbound Marketing Software      |  40%  |  11,264 |
| 13 | Email Marketing System          | -29%  |  10,649 |
| 14 | Marketing Automation Tools      |  289% |  9,668  |
| 15 | Marketing Management Software   |  92%  |  9,277  |
| 16 | Email Marketing Automation      | -24%  |  9,252  |
| 17 | CRM Software                    |  40%  |  8,898  |
| 18 | Marketing Technology            |  65%  |  8,880  |
| 19 | Marketing Effectiveness         | -28%  |  8,878  |
| 20 | Data Cleansing / Data Scrubbing | -13%  |  7,942  |

## THE TOP 3 TOPICS WITH GREATEST SPIKING INTENT IN NAM ARE:

1. Marketing Tools – **466,740** actively searching businesses **+116%**
2. Data Classification – **26,144** actively searching businesses **+150%**
3. Email Marketing Software – **20,926** actively searching businesses **-21%**

## EMEA

|    | Topic Field                     | Percent Change | Businesses with Spiking Intent |
|----|---------------------------------|----------------|--------------------------------|
| 1  | Marketing Tools                 | 102%           | 46,129                         |
| 2  | Data Classification             | 95%            | 5,698                          |
| 3  | B2B Marketing                   | 133%           | 4,815                          |
| 4  | Sales and Marketing Automation  | 87%            | 4,743                          |
| 5  | Digital Marketing               | 11%            | 3,592                          |
| 6  | Marketing Optimization          | 95%            | 3,414                          |
| 7  | Marketing Effectiveness         | 66%            | 2,845                          |
| 8  | Marketing Campaign              | 51%            | 2,743                          |
| 9  | Email Marketing System          | -26%           | 2,213                          |
| 10 | Data Cleansing / Data Scrubbing | -16%           | 1,905                          |
| 11 | Marketing Ecosystem             | -3%            | 1,638                          |
| 12 | Marketing Analytics             | 7%             | 1,614                          |
| 13 | Content Marketing Analytics     |                | 1,515                          |
| 14 | Marketing Management Software   | 59%            | 1,508                          |
| 15 | Marketing Technology            | 48%            | 1,498                          |
| 16 | Marketing Software              | -6%            | 1,452                          |
| 17 | Email Marketing Automation      | -4%            | 1,345                          |
| 18 | CRM Software                    | 48%            | 1,221                          |
| 19 | Email Marketing Tools           | 18%            | 1,205                          |
| 20 | Marketing Performance           | 13%            | 1,004                          |

## THE TOP 3 TOPICS WITH GREATEST SPIKING INTENT IN EMEA ARE:

































1. Marketing Tools – **46,129** actively searching businesses **+102%**
2. Data Classification – **5,698** actively searching businesses **+95%**
3. B2B Marketing – **4,815** actively searching businesses **+133%**



Diving deeper into Marketing tools as the leading intent topic we can start to see where the largest relevant audiences are currently, but also look at where significant changes in trends are occurring.



































## NAM

|    | Topic Field                        | Percent Change                                                                           | Businesses with Spiking Intent                                                              |
|----|------------------------------------|------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|
| 1  | Advertising Solutions              |  165%   |  114,770 |
| 2  | Cloud Integration                  |  86%    |  84,829  |
| 3  | User Identification                |  17%    |  70,294  |
| 4  | Data Visualization                 |  66%    |  67,210  |
| 5  | Content Marketing                  |  71%    |  31,891  |
| 6  | Social Media Marketing             |  31%    |  15,297  |
| 7  | Marketing Analytics                |  10%    |  10,578  |
| 8  | Data Integration                   |  28%    |  10,170  |
| 9  | Search Engine Optimization (SEO)   |  30%    |  9,973   |
| 10 | Marketing Automation Tools         |  160%   |  9,847   |
| 11 | Content Personalization            |  71%    |  7,951   |
| 12 | CRM Software                       |  18%   |  7,941  |
| 13 | Affiliate Marketing                | -40%  |  5,944 |
| 14 | Data Management Platform (DMP)     |  44%  |  5,457 |
| 15 | Marketing Attribution              | -55%  |  2,247 |
| 16 | Conversion Rate Optimization (CRO) |  9%   |  2,065 |

### TOP 3 SURGING MARKETING TOOL CATEGORIES BASED ON % CHANGE IN THE PAST 3 MONTHS: NAM

- 1 ADVERTISING SOLUTIONS **+165%**
- 2 MARKETING AUTOMATION TOOLS **+160%**
- 3 CLOUD INTEGRATION **+86%**

## EMEA

|    | Topic Field                        | Percent Change                                                                          | Businesses with Spiking Intent                                                             |
|----|------------------------------------|-----------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|
| 1  | Advertising Solutions              |  122%  |  20,183 |
| 2  | User Identification                |  54%   |  18,197 |
| 3  | Cloud Integration                  |  139%  |  17,850 |
| 4  | Data Visualization                 |  38%   |  9,882  |
| 5  | Content Marketing                  |  82%   |  5,608  |
| 6  | Data Integration                   |  80%   |  5,030  |
| 7  | Social Media Marketing             |  67%   |  2,705  |
| 8  | Marketing Analytics                |  23%   |  1,493  |
| 9  | CRM Software                       |  54%   |  1,371  |
| 10 | Data Management Platform (DMP)     |  68%   |  1,155  |
| 11 | Search Engine Optimization (SEO)   |  32%   |  1,062  |
| 12 | Marketing Automation Tools         |  82%   |  962    |
| 13 | Conversion Rate Optimization (CRO) |  38%   |  410    |
| 14 | Content Personalization            | -7%    |  383    |
| 15 | Affiliate Marketing                |  1%    |  379    |
| 16 | Marketing Attribution              | -58%  |  315   |

### TOP 3 SURGING MARKETING TOOL CATEGORIES BASED ON % CHANGE IN THE PAST 3 MONTHS: EMEA

- 1 CLOUD INTEGRATION **+139%**
- 2 ADVERTISING SOLUTIONS **+122%**
- 3 CONTENT MARKETING & MARKETING AUTOMATION **+82%**

Once you know what topics to talk about, it's important to ensure content titles are strong enough to immediately grab the attention of your prospects and encourage strong page views, open rates and click-through rates (CTRs).

Taking a deep dive into the top performing content and email subject lines in the Marketing Operations space as identified from our IFP first party data can help give an indication of what's working well at present:

**IFP** Insights For Professionals Discover Search

Category Hub  
**Marketing Ops**

Follow

Sponsored By  
**IFP** MARKETING  
Learn More

**The State of Marketing Operations in 2022**  
OPTIMIZE YOUR PROCESSES

Marketing ops is critical for governing marketing processes and the strategic planning of campaign activity. So what are business leaders and marketers prioritizing in 2022 and beyond?

LEARN MORE

Data

Marketing Insights for Professionals **IFP** **ARTICLE**  
5 Steps to a Successful CRM Strategy  
MARKETING TECHNOLOGY

Marketing Insights for Professionals **IFP** **ARTICLE**  
The Marketer's Guide to Digital Asset Management  
MARKETING TECHNOLOGY

Marketing Insights for Professionals **IFP** **ARTICLE**  
30% of Your Company Data is Outdated. Here's How to Clean Up Your CRM  
MARKETING TECHNOLOGY

Marketing Insights for Professionals **IFP** **ARTICLE**  
Quality Over Quantity: Why Marketers Should Focus on Data Enrichment  
MARKETING TECHNOLOGY

Marketing Insights for Professionals **IFP** **ARTICLE**  
How Taxonomy is the Magic Behind DAM Success  
MARKETING TECHNOLOGY

**73% of marketers are concerned about the accuracy of the data they're currently using in their organization.**  
The State of Marketing Operations in 2022  
LEARN MORE

**How do you ensure your CRM data isn't compromised?**  
Bad data costs businesses trillions of dollars a year in the United States alone. But when errors occur and have to be fixed, this could hinder your efforts to deliver a high-quality customer experience.  
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### TOP 5 PIECES OF CONTENT BY VIEWS:

1. The Marketers Guide to Digital Asset Management
2. Getting On Top of DAM: 6 Simple Ways to Organise your Digital Assets
3. 29 Best Marketing Tools for your Organization in 2022
4. Why Marketing Data Management remains a Huge Headache for Marketers
5. 30% of your Company Data is Outdated. Here's How to Clean Up your CRM

### TOP 5 PIECES OF CONTENT BY DWELL TIME:

1. 6 Tried and Tested Methods for Automating Your Lead Generation Activities
2. How to Make DAM a Part of Your Business Strategy
3. 29 Best Marketing Tools For Your Business in 2022
4. The Marketer's Guide to Digital Asset Management
5. The AdTech Ecosystem: What Trends Will Impact Marketers in 2022 and Beyond?

### TOP 5 PERFORMING EMAIL SUBJECT LINES:

1. What is a Digital Experience Platform (And Why do You Need One)?
2. Joe, are Applications for Payment Giving You a Headache?
3. How to Take Your Customer Communication to the Next Level
4. Search Bars and Digital Merchandising: How to Create the Ultimate eCommerce Experience
5. Joe, is it Time to Change Your Customer Communication Tactics?

**STRUGGLING WITH CONTENT? GET IN TOUCH WITH  
OUR SPECIALIST CONTENT AND CREATIVE TEAM**

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# KEY TAKEAWAYS: HOW TO WIN

Using the above learnings, MarTech vendors can form a sound understanding of how to win in this space – here's what the data is telling us:

- **Marketing Tools** is seeing the greatest spike in intent, correlating with the 2nd biggest operational pain point for Marketing Ops professionals *'Integrating different marketing technology tools effectively'* (66.51%). This also ties in with the top 3 best performing pieces of content *'29 Best Marketing Tools for your Organization in 2022'* for both views and dwell time.
- *'Data analysis and deriving the true value of data'* is a considerable challenge for 89.5% of smaller firms and 74% of marketers as a whole. This mirrors the spike in **Data Classification** as a topic, as well as top performing content *'Why Marketing Data Management remains a Huge Headache for Marketers'* and *'30% of your Company Data is Outdated. Here's How to Clean Up your CRM'*.
- Top barrier to success *'Accurately measuring and reporting campaign performance'* (71.29%) can be due to *'not being able to pull data from different sources'* (over 60% of both US and UK marketers) – tying in with the 51% increase in **Marketing Campaign** as a spike in intent (2,743 searches and strong performing Data Management content pieces.
- **Digital Asset Management (DAM)** is a high performer when it comes to content themes for both views and dwell time, though doesn't appear in the best performing email subject lines nor spiking intent topics. It does, however, appear as top investment area in the UK (76.2%) and therefore appears to be a topic gaining momentum – worth noting and monitoring any spikes in intent for upcoming content.





# WHAT'S NEXT?

Now you know exactly what your in-market buyers are interested in and are actively searching, use these key insights backed by first party data to guide your theme and content planning.

Data driven targeting and content recommendations will help steer your marketing efforts in the right direction by understanding and addressing the greatest challenges facing marketers at present.

If you are looking for even more ways to accelerate your sales process to drive maximum conversions, download our **7-Step Guide to Sales Acceleration for B2B Marketers**.

From intent data to propensity modelling, ABM to content these 7 strategies will ensure you are making the data driven decisions necessary to increase your marketing efficiency, optimise your channels and improve your targeting strategies which together will drive pipeline velocity and accelerate the sales process.



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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.

Using their first party research facility along with powerful AI technology, Inbox Insight are able to combine a 360° perspective of your target audience with the right multi channel product suite to support your demand generation objectives.

Learn how to put these insights into action to drive cut through and long-lasting audience engagements.

For a custom report of your specific market or competitor intelligence [book a demo](#).



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