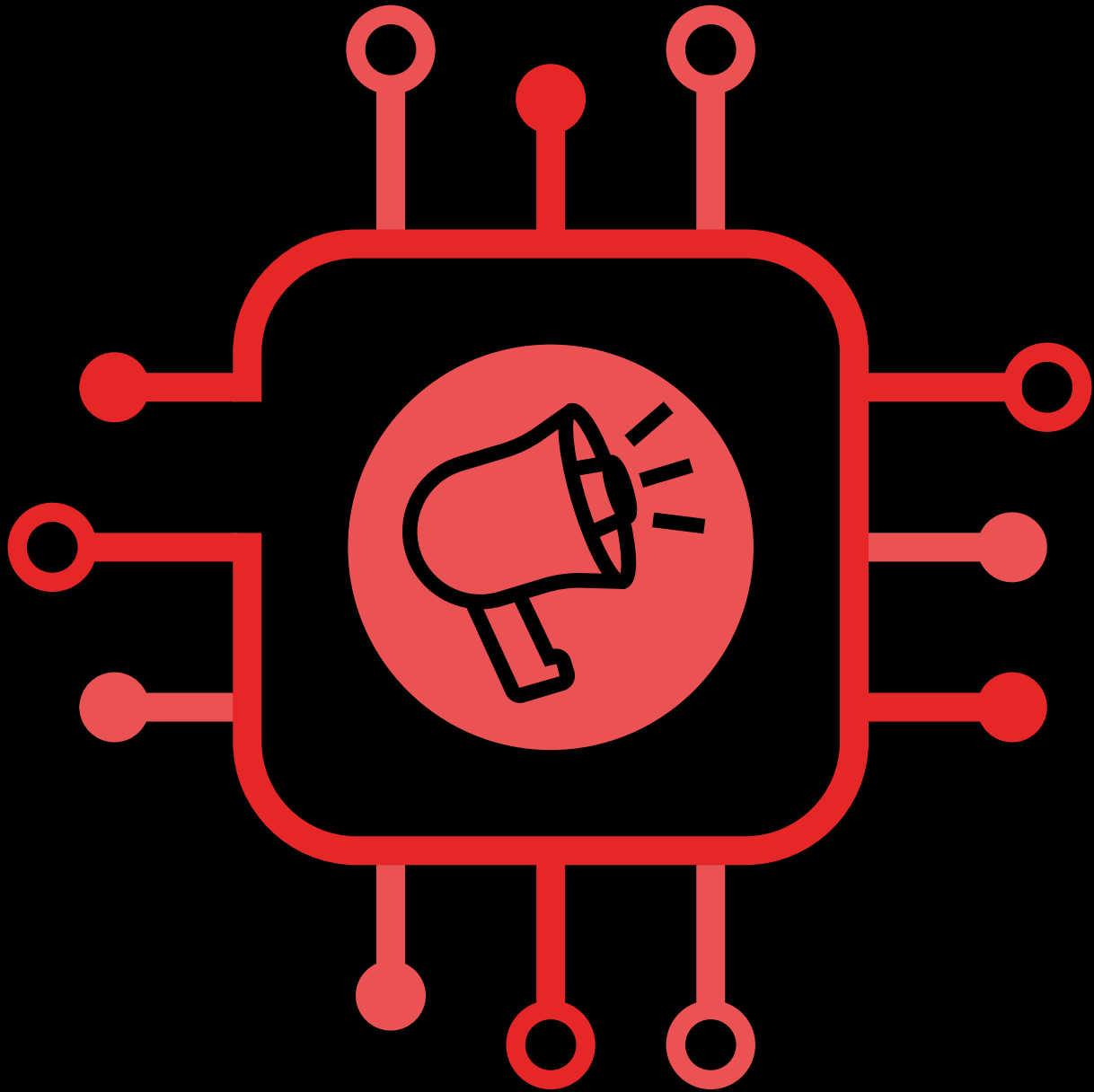**InboxInsight**

A DATA-DRIVEN
ACTIVATION GUIDE
AND CATEGORY
REPORT.

Digital
Marketing

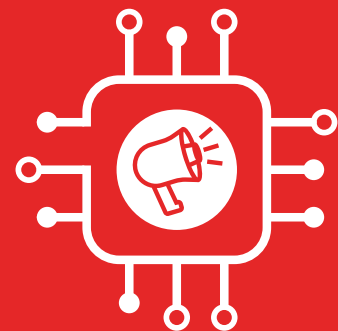# ACCELERATING B2B SALES FOR DIGITAL MARKETING COMPANIES

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)**, we reveal the top obstacles facing digital marketing 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.

CONTENTS

WHAT VALUE WILL THIS MINI GUIDE PROVIDE DIGITAL MARKETING VENDORS?

Digital marketing is undergoing massive change. Whether it's through the impact of automation, artificial intelligence tools like ChatGPT or the sunsetting of Universal Analytics, marketers are becoming increasingly accustomed to operating in an industry that's constantly reinventing itself.

On top of all of this change and innovation, marketing departments and leaders are having to navigate an uncertain economy. Budgets **looked like they were recovering** from COVID-19 lows in 2022, but with recession forecasted and the economy on a downturn, it's often the marketing budget that suffers first.

However, the news isn't all bleak. The meteoric rise of ChatGPT and other AI tools reflect a long-standing trend – significant and continued investment in marketing tools and solutions. For all the economic uncertainty we're facing, the market size of these solutions and services continues to grow. For instance, the advertising solutions market is expected to become a trillion-dollar market by the end of 2032, **according to Fact.MR**, while the email marketing space **will hit $23.95 billion** by the end of the decade – a CAGR of 18.8% from 2022 to 2030.
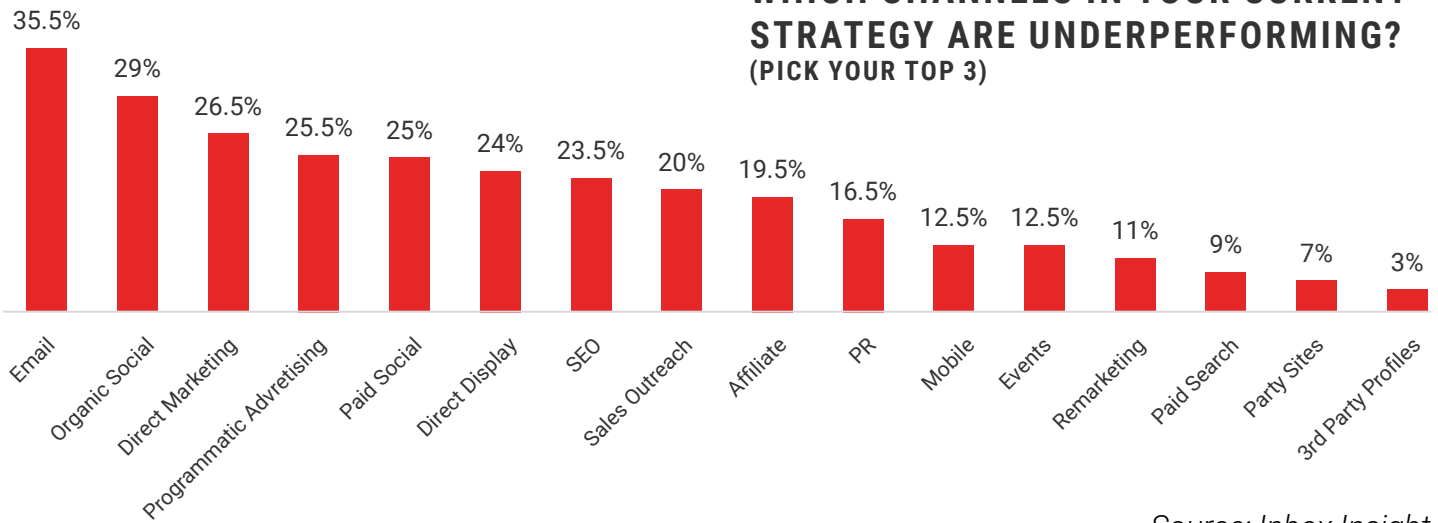
What this means for digital marketing vendors is that significant sales and revenue opportunity exists – providing you know who to target, when and how.

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.

KEY PAIN POINTS FOR DIGITAL MARKETING PROFESSIONALS

WHICH CHANNELS IN YOUR CURRENT STRATEGY ARE UNDERPERFORMING?
(PICK YOUR TOP 3)

Channel	%
Email	35.5%
Organic Social	29%
Direct Marketing	26.5%
Programmatic Advretising	25.5%
Paid Social	25%
Direct Display	24%
SEO	23.5%
Sales Outreach	20%
Affiliate	19.5%
PR	16.5%
Mobile	12.5%
Events	12.5%
Remarketing	11%
Paid Search	9%
Party Sites	7%
3rd Party Profiles	3%

Source: Inbox Insight

<20% is the average **Email Open Rate**, while the average click-through is just **11.8%** *(Constant contact)*.

60% or more of people will ignore or **delete emails** that **aren't optimized for mobile** *(dyspatch)*.

Email was found to be the most **underperforming channel in their current strategy** – followed by **organic social** and **direct marketing** – in an IFP + Inbox Insight survey of B2B marketers *(Inbox Insight)*.

WHICH EMAIL PAIN POINTS DO YOU MOST STRONGLY IDENTIFY WITH?
(PICK YOUR TOP 3)

Pain Point	%
Low Click Through Rates	55.5%
High Bounce Rates	46.5%
Below Average Industry Open Rates	45.5%
Targeting The Right Seniority Levels	44%
Low Send Volumes	43.5%
Poor Data Quality	30.5%
High Unsubscribe Rates	25.5%

Source: Inbox Insight

73.68% Maximizing the value of data i.e. fully understanding what the data is telling us

62.68% Creating one accurate report that unifies data from different systems

44.98% Integrating legacy systems and modern marketing platforms

35.89% Enriching our data

34.93% Reporting data manually and not tracking the right metrics

25.84% Data cleansing

22.01% Using the right tool

Source: IFP

63% of B2B marketers find **Engagement** to be their biggest **social media marketing challenge**, followed by **Measuring ROI (55%)** (*ChiefMarketer*).

49% of B2B marketers consider social media to be the most difficult method of generating leads (*Insider Intelligence*).

63% of marketing leaders find **integrating** and **unifying data** from different systems to be a key challenge according to an IFP survey (*IFP*).

32% of marketing leaders **rate their data and analytics structure** as either '**fair**' or even '**poor**' (*IFP*) (*Netscout*).

96% of marketers are **concerned about the accuracy of their data** (*IFP*).

41% of analysts state that **low trust in marketing reporting due to data inconsistencies or errors** is a significant challenge (*Adverity*).

The three biggest barriers to successful multi-channel management are **budgets being spread too thin across channels (40%), creating one accurate report that unifies data from different channels (35%)** and **providing a seamless multichannel experience (29%)** (*Inbox Insight*).

HOW CONCERNED ARE YOU ABOUT THE ACCURACY OF YOUR DATA?

3.83%

16.75%

22.97%

17.22%

39.23%
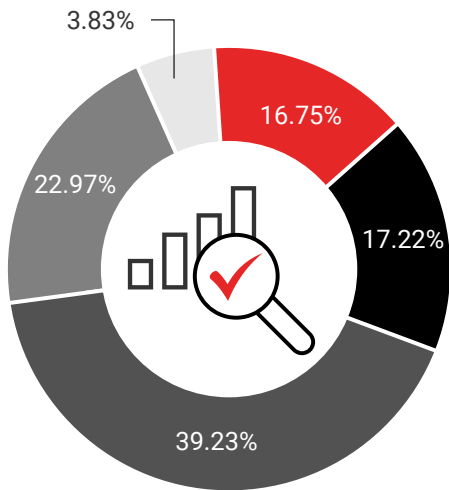
- ● Extremely concerned
- ● Very concerned
- ● Moderately concerned
- ● Slightly concerned
- ● Not concerned at all

Source: IFP

RATE YOUR DATA AND ANALYTICS INFRASTRUCTURE

4.31%

20.57%

27.75%

47.37%
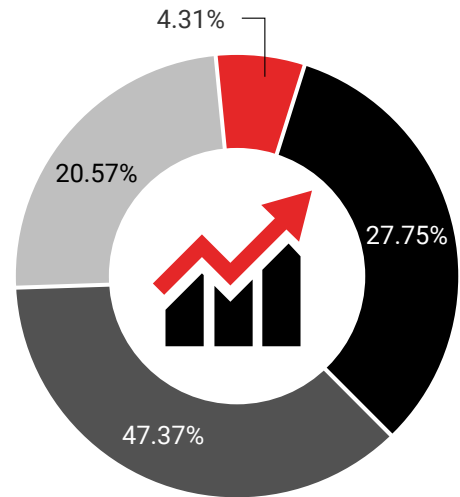
- ● Poor
- ● Fair
- ● Good
- ● Excellent

Source: IFP

Top marketing attribution challenges

Minimal understanding and skills	53.3%
Lack of tools and applications	50.0%
Cross channel journeys	43.8%
Sales & marketing misalignment	37.5%
Siloed data	28.1%
Insufficient time	28.1%
Lengthy sales cycles	15.6%
Lack of budget	12.5%
Not enough staff	9.4%
No buy-in from colleagues	3.1%
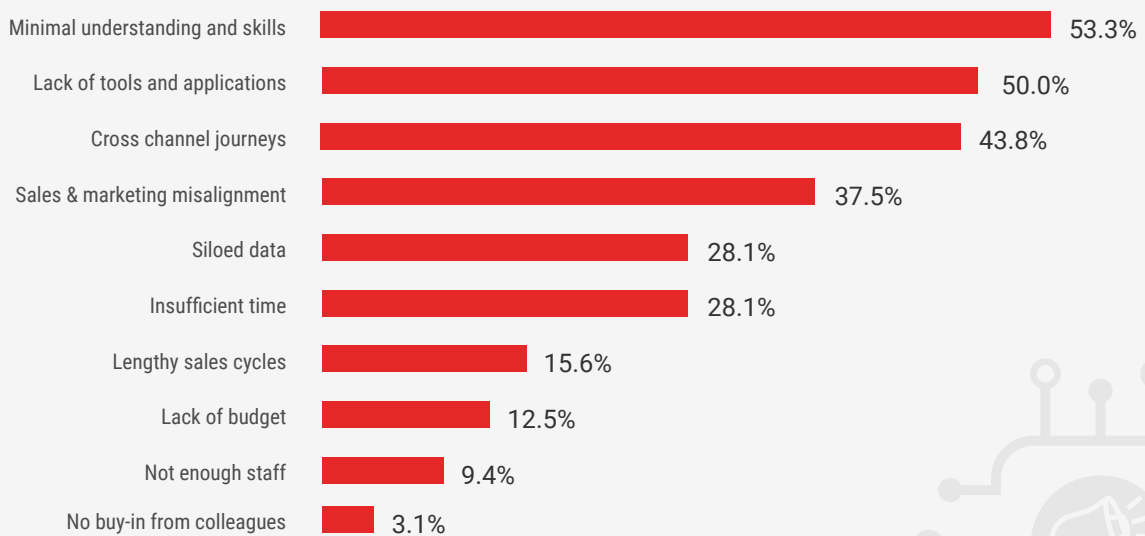
Source: Ruler Analytics

MARKET TRENDS & INVESTMENT AREAS FOR DIGITAL MARKETING COMPANIES

- The **email marketing** space size was valued at USD **6.02 billion** in 2021 and is projected to reach USD **23.95 billion** by 2030, growing at a CAGR of 18.8% from 2022 to 2030 (_Verfied Market Research_).

- According to IFP + Inbox Insight research, **direct marketing, email** and **programmatic advertising** are the three most critical channels for B2B marketers in their strategies (_Inbox Insight_).

- **46%** of B2B marketers **use Facebook** as part of their social media marketing strategy (_Social Media Examiner_).

GLOBAL EMAIL MARKETING MARKET

$6.02 BILLION — 2021
$23.95 BILLION — 2030
CAGR 18.8%
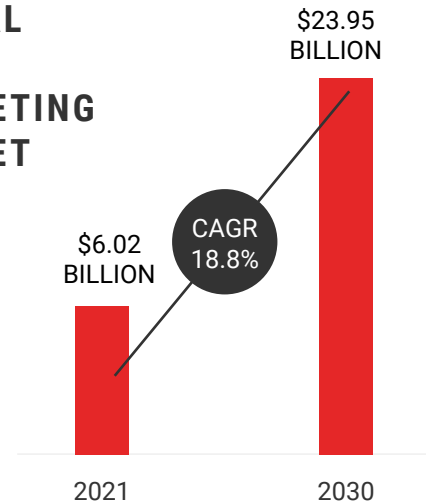
Source: Verified Market Research

WHICH CHANNELS ARE MOST CRITICAL TO YOUR STRATEGY? (PICK YOUR TOP 3)

Channel	%
Direct Marketing	30%
Email	25%
Programmatic Advertising	24%
Paid Social	21.5%
Paid Search	21%
Mobile	21%
Organic Social	19.5%
Direct Display	19%
3rd Party Profiles	17.5%
SEO	15.5%
Events	15.5%
Partner Sites	15.5%
Sales Outreach	15%
PR	14%
Remarketing	14%
Affiliate	12%
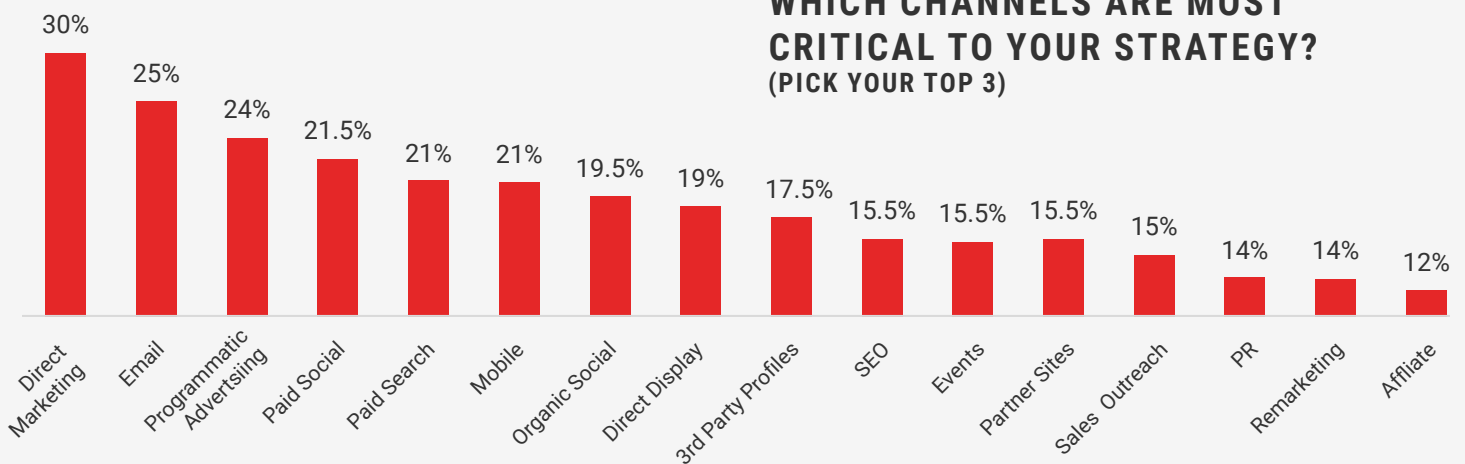
Source: Inbox Insight

- The **average daily usage of social media** in January 2023 was **2 hours and 31 minutes**. However, since 2020 **there's been a 12% increase in people claiming to use social media less** than they used to (_GWI_).

- Over a third of marketers **plan to invest in data analytics** (**39%**) **marketing automation** (**38%**), **CRM** (**36%**) and s**ocial media management** (**34%**) tools in the next 12 months (_IFP_).

- The global **data integration market** was valued at **$12.14 billion in 2022** (_Globe News Wire_).

- The market for **data management platforms** (DMP) is estimated to be worth **$2.46 billion** and could reach as much as **$7.44 billion by 2029** (_Maximize Market Research_).

MARKET TRENDS & INVESTMENT AREAS FOR DIGITAL MARKETING COMPANIES

- **75%** of businesses are **using a multi-touch attribution model** to measure their marketing performance *(Ruler Analytics)*.

- The global **advertising services** market reached **$665 billion** USD in 2022, and is anticipated to become a trillion-dollar market by the end of 2032 *(Fact.MR)*.

- The global **affiliate marketing** space is worth **$17 billion** as of 2023 – up from $13 billion in 2016 *(Mhojhos Research)*.

- In **2023**, Google accounts for an estimated **26.4%** of the total digital advertising revenue generated in the US and is the largest digital ad publisher in the country ahead of **Facebook** (**24.1%**) and Amazon (**14.6%**) *(Statista)*.

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

Tool	Percentage
Data Analytics	38.76%
Marketing Automation	37.80%
CRM	35.89%
Social Media Management	33.97%
Project Management	25.36%
CMS	22.01%
Chatbot Software	19.62%
DAM	18.18%

Source: IFP

	2019	2020	2021*	2022*	2023*
Amazon	7.8%	10.3%	11.6%	13.3%	14.6%
Facebook (including Instagram)	23.6%	24.9%	23.8%	24.2%	24.1%
Google	31.6%	28.9%	28.6%	27.7%	26.4%

- Google
- Facebook (including Instagram)
- Amazon

Source: Statista

IDENTIFYING DEMAND FOR DATA & ANALYTICS SOLUTIONS

Right now your target audience are 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 digital marketing solutions is at its highest enables a data driven targeting approach to be implemented, ensuring maximum efficiency of your marketing spend by focusing 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 WITH INBOX INSIGHT TO HAVE A CUSTOM TAL CREATED FOR YOU.

Contact Us

NAM

COMPANY SIZE

	100
MICRO (1 - 9 EMPLOYEES)	148
SMALL (10 - 49 EMPLOYEES)	139
MEDIUM-SMALL (50 - 199 EMPLOYEES)	107
MEDIUM (200 - 499 EMPLOYEES)	85
MEDIUM-LARGE (500 - 999 EMPLOYEES)	79
LARGE (1,000 - 4,999 EMPLOYEES)	79
XLARGE (5,000 - 10,000 EMPLOYEES)	81
XXLARGE (10,000+ EMPLOYEES)	83

EMEA

COMPANY SIZE

MICRO (1 - 9 EMPLOYEES)	90
SMALL (10 - 49 EMPLOYEES)	95
MEDIUM-SMALL (50 - 199 EMPLOYEES)	93
MEDIUM (200 - 499 EMPLOYEES)	94
MEDIUM-LARGE (500 - 999 EMPLOYEES)	89
LARGE (1,000 - 4,999 EMPLOYEES)	88
XLARGE (5,000 - 10,000 EMPLOYEES)	83
XXLARGE (10,000+ EMPLOYEES)	81

TOP INDUSTRY INTEREST: NAM

NAM

	Company Name	Business Domain	Company Size	Industry	Topics Spiking in Interest	Average Company Surge Score
1	SunTrust Banks, Inc.	suntrust.com	XXLarge (10,000+ Employees)	Finance	36	68
2	Comcast Corporation	comcast.com	XXLarge (10,000+ Employees)	Telecommunications	36	68
3	Halliburton Company	halliburton.com	XXLarge (10,000+ Employees)	Resource Extraction	36	67
4	Nelnet, Inc.	nelnetinc.com	XLarge (5,000 - 10,000 Employees)	Finance	35	69
5	Fish & Wildlife, Washington State Department of	wa.gov	Small (10 - 49 Employees)	Government	35	67
6	Marriott International, Inc.	marriott.com	XXLarge (10,000+ Employees)	Hospitality & Hotels	35	68
7	University of Florida	ufl.edu	XXLarge (10,000+ Employees)	Education	35	68
8	iHeartMedia, Inc.	iheartmedia.com	XXLarge (10,000+ Employees)	Media & Internet	35	67
9	Arizona State University-Downtown Phoenix	asu.edu	Medium-Large (500 - 999 Employees)	Education	35	67
10	Aerotek, Inc.	aerotek.com	XXLarge (10,000+ Employees)	Business Services	34	68
11	John L. Scott, Inc.	johnlscott.com	Medium (200 - 499 Employees)	Real Estate	34	68
12	Robert Half International, Inc.	roberthalf.com	XXLarge (10,000+ Employees)	Business Services	34	68
13	H&R Block, Inc.	hrblock.com	XXLarge (10,000+ Employees)	Finance	34	68
14	Datacamp, Inc.	datacamp.com	Medium (200 - 499 Employees)	Software	34	69
15	Ameriprise Financial Advisors	ampf.com	Small (10 - 49 Employees)	Finance	34	68
16	Fulton Country School District	fultonschools.org	XXLarge (10,000+ Employees)	Education	34	69
17	State of Wisconsin	wisconsin.gov	XXLarge (10,000+ Employees)	Government	34	69
18	State of Delaware	delaware.gov	XXLarge (10,000+ Employees)	Government	34	69
19	University of Kentucky	uky.edu	XXLarge (10,000+ Employees)	Education	34	67
20	Acorn Direct Marketing Limited	epsilon.com	XLarge (5,000 - 10,000 Employees)	Business Services	34	69
21	Nordstorm, Inc.	nordstrom.com	XXLarge (10,000+ Employees)	Retail	34	67
22	Buechele VPS, UG	buechele-networks.de	Micro (1 - 9 Employees)	Software	34	71
23	American Express Company	americanexpress.com	XXLarge (10,000+ Employees)	Finance	34	66
24	Texas A&M University-College Station	tamu.edu	XLarge (5,000 - 10,000 Employees)	Education	34	71
25	The City University of New York	cuny.edu	XXLarge (10,000+ Employees)	Education	34	68
26	Liberty Mutual Holding Company, Inc.	libertymutual.com	XXLarge (10,000+ Employees)	Insurance	33	66
27	Sears	sears.com	XXLarge (10,000+ Employees)	Retail	33	69
28	Windermere Real Estate Services Company	windermere.com	XLarge (5,000 - 10,000 Employees)	Real Estate	33	68
29	Charles Schwab Corporation	schwab.com	XXLarge (10,000+ Employees)	Finance	33	67
30	Meredith Corp	meredith.com	XLarge (5,000 - 10,000 Employees)	Media & Internet	33	71

NAM

INDUSTRY	
CONSUMER SERVICES	131
BUSINESS SERVICES	129
SPORTS	128
RECREATION	128
AGRICULTURE	128

(Reference line marked at 100)

TOP INDUSTRY INTEREST: EMEA

EMEA

	Comany Name	Business Domain	Company Size	Industry	Topics Spiking in Interest	Average Company Surge Score
1	Oxford Photovoltaics Limited	oxfordpv.com	Small (10 - 49 Employees)	Manufacturing	36	68
2	IWG PLC	regus.com	XLarge (5,000 - 10,000 Employees)	Business Services	35	69
3	CSM Ingredients	csmingredients.com	Medium-Small (50 - 199 Employees)	Manufacturing	35	69
4	Manchester Digital	manchesterdigital.com	Small (10 - 49 Employees)	Media & Internet	34	68
5	Fastspeed A/S	fastspeed.dk	Small (10 - 49 Employees)	Media & Internet	34	68
6	Research Development UK	uk.net	Micro (1 - 9 Employees)	Education	33	68
7	Balfour Beatty PLC	balfourbeatty.com	XXLarge (10,000+ Employees)	Construction	33	68
8	Virtual1, Ltd.	virtual1.com	Medium-Small (50 - 199 Employees)	Telecommunications	33	67
9	Federal-Mogul Holdings Corp	federalmogul.com	XXLarge (10,000+ Employees)	Transportation & Travel	33	69
10	Woking College	woking.ac.uk	Small (10 - 49 Employees)	Education	32	69
11	UBS Group AG	ubs.com	XXLarge (10,000+ Employees)	Finance	32	68
12	University Partnership Programme	upp-ltd.com	Medium (200 - 499 Employees)	Real Estate	32	68
13	Porter Novelli, Inc.	porternovelli.com	Large (1,000 - 4,999 Employees)	Business Services	32	69
14	Nottingham Trent University	ntu.ac.uk	XLarge (5,000 - 10,000 Employees)	Education	32	67
15	Northern Powergrid (Northeast) Limited	northernpowergrid.com	Large (1,000 - 4,999 Employees)	Business Services	32	69
16	Style Holidays Limited	thomascook.com	XXLarge (10,000+ Employees)	Transportation & Travel	32	69
17	Sunet	sunet.se	Medium-Small (50 - 199 Employees)	Telecommunications	32	67
18	Thomson Reuters Corp	thomsonreuters.com	XXLarge (10,000+ Employees)	Software	32	69
19	SAP SE	sap.com	XXLarge (10,000+ Employees)	Software	32	70
20	G.Network Communications	g.network	Medium (200 - 499 Employees)	Telecommunications	31	68
21	Mayer Brown LLP	mayerbrown.com	Large (1,000 - 4,999 Employees)	Legal	31	69
22	Loughborough University Services, Ltd.	lboro.ac.uk	Large (1,000 - 4,999 Employees)	Energy, Utilities & Waste	31	68
23	Capgemini SE	capgemini.com	XXLarge (10,000+ Employees)	Software	31	70
24	AREP	arep.fr	Large (1,000 - 4,999 Employees)	Construction	31	69
25	Stockholms Stadsnät AB	stosn.net	Small (10 - 49 Employees)	Media & Internet	31	69
26	Merck & Co., Inc.	merck.com	XXLarge (10,000+ Employees)	Healthcare	31	70
27	The Sheffield UTC Academy Trust	utcsheffield.org.uk	Small (10 - 49 Employees)	Education	31	70
28	Oracle Corporation	oracle.com	XXLarge (10,000+ Employees)	Software	31	69
29	Essensys PLC	essensys.co.uk	Medium-Small (50 - 199 Employees)	Software	31	66
30	LOKO IT-specialisten BV	loko.nl	Small (10 - 49 Employees)	Software	31	68

EMEA

INDUSTRY	
	100
CULTURAL	111
GAMING	110
BUSINESS SERVICES	103
NON-PROFIT	102
RECREATION	99

CREATING CONTENT THAT RESONATES

By studying the surging intent topics with the largest relevant audiences in digital marketing, it can help you prioritize your content focus. And by analyzing 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.
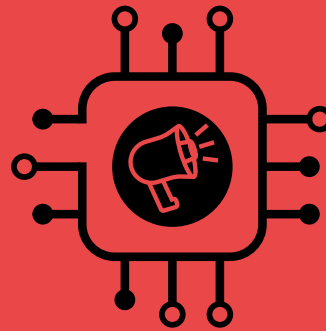
MARKETING TOOLS
IS SEEING THE LARGEST % CHANGE IN INCREASED SEARCHES WITH
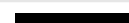
+89%

UPLIFT IN THE PAST 90 DAYS IN NAM AND
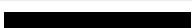
+59%

IN EMEA.

NAM

	Topic Field	Percent Change	Businesses with Spiking Intent
1	Marketing Tools	89%	632,570
2	Email Management Software	5%	139,993
3	Corporate Communications	16%	117,029
4	Social Networking	-8%	113,935
5	Market Expansion	-44%	86,001
6	Customer Behaviour	-67%	35,907
7	Social Publishing	-74%	31,325
8	Marketing Collaboration	-7%	30,339
9	Real-Time Reporting	-2%	27,115
10	Digital Marketing	26%	24,835
11	Lead Generation Software	-33%	20,486
12	Digital Media	71%	20,408
13	Mobile Marketing	83%	19,814
14	Display Advertsing	161%	18,896
15	Third-Party Data	32%	17,907
16	Content Strategy	-23%	15,689
17	Demand Generation	-47%	14,759
18	Marketing Campaign	-18%	13,040
19	Global Marketing	-5%	10,461
20	B2B Marketing	16%	9,350
21	Social Listening	125%	9,021
22	Lead Generation	-44%	7,368
23	Customer Journey	-68%	7,110
24	Marketing Operations	75%	6,510
25	First-Party Data	-7%	5,148
26	Click-Through Rate (CTR)	14%	5,069
27	Sales and Marketing Automation	-57%	5,047
28	CRM Management	8%	4,744
29	Inbound Marketing Software	-45%	3,914
30	Marketing Funnel	15%	3,663
31	Intent Data	-57%	3,416
32	Programmatic	-47%	3,123
33	Channel Marketing	-8%	2,924
34	Marketing Attribution	106%	2,633
35	Marketing KPI	4%	2,443
36	Custom Audiences	-89%	1,894
37	Marketing Automation Tools	-91%	1,026

EMEA

	Topic Field	Percent Change	Businesses with Spiking Intent
1	Marketing Tools	59%	61,233
2	Email Management Software	-12%	19,063
3	Corporate Communications	33%	11,845
4	Market Expansion	-42%	10,862
5	Social Networking	-21%	10,106
6	Digital Marketing	67%	4,713
7	Customer Behaviour	-18%	4,396
8	Marketing Collaboration	-12%	4,071
9	Real-Time Reporting	-15%	4,029
10	Social Publishing	-83%	3,010
11	Content Strategy	-18%	2,915
12	Marketing Campaign	-7%	2,796
13	Digital Media	27%	2,793
14	Third-Party Data	45%	2,619
15	B2B Marketing	28%	2,440
16	Global Marketing	-10%	2,209
17	Lead Generation Software	-46%	2,049
18	Customer Journey	-23%	2,017
19	Demand Generation	-43%	1,621
20	Click-Through Rate (CTR)	225%	1,102
21	Mobile Marketing	-8%	1,045
22	Display Advertising	22%	991
23	CRM Management	12%	829
24	Sales and Marketing Automation	-51%	792
25	First-Party Data	24%	760
26	Marketing KPI	18%	585
27	Lead Generation	-24%	582
28	Social Listening	53%	528
29	Intent Data	-23%	500
30	Marketing Operations	45%	470
31	Inbound Marketing Software	-83%	391
32	Marketing Funnel	-37%	340
33	Programmatic	4%	299
34	Channel Marketing	-34%	213
35	Marketing Attribution	22%	166
36	Markting Automation Tools	-85%	157
37	Custom Audiences	-92%	76

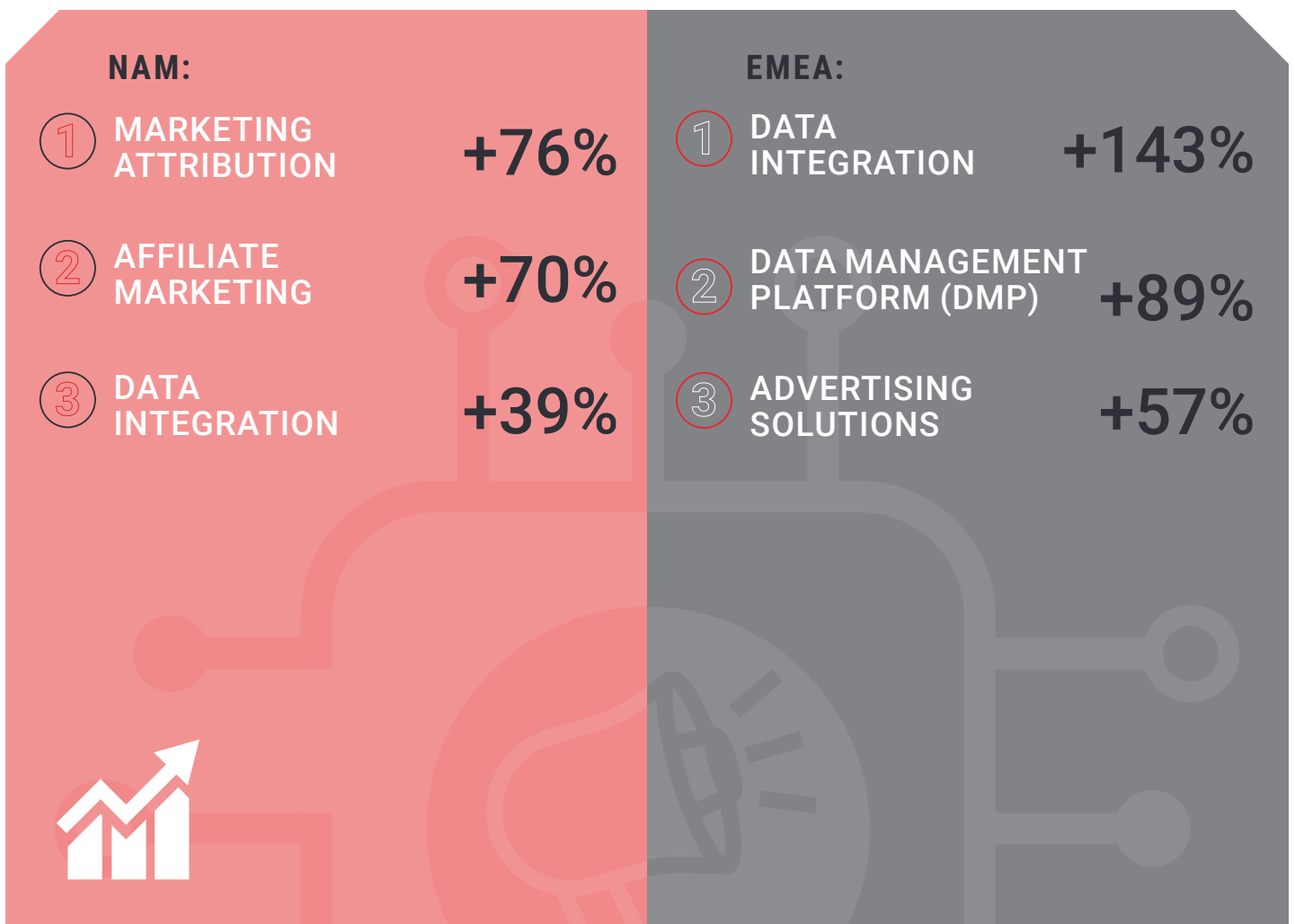## THE TOP 3 TOPICS WITH GREATEST SPIKING INTENT IN NAM ARE:

1.	Marketing Tools – **632,570** actively searching businesses	**+89%**
2.	Email Management Software – **139,993** actively searching businesses	**+5%**
3.	Corporate Communications – **117,029** actively searching businesses	**+16%**

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

1.	Marketing Tools – **61,233** actively searching businesses	**+59%**
2.	Email Management Software – **19,063** actively searching businesses	**-12%**
3.	Corporate Communications – **11,845** actively searching businesses	**+33%**

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.

TOP 3 SURGING 'MARKETING TOOLS' CATEGORIES BASED ON % CHANGE IN THE PAST 3 MONTHS:

NAM:

①	MARKETING ATTRIBUTION	**+76%**
②	AFFILIATE MARKETING	**+70%**
③	DATA INTEGRATION	**+39%**

EMEA:

①	DATA INTEGRATION	**+143%**
②	DATA MANAGEMENT PLATFORM (DMP)	**+89%**
③	ADVERTISING SOLUTIONS	**+57%**

NAM - MARKETING TOOLS DEEP DIVE

	Topic Field	Percent Change	Businesses with Spiking Intent
1	Advertising Solutions	9%	75,647
2	Data Visualization	-13%	52,342
3	User Identification	24%	42,628
4	Content Marketing	8%	20,924
5	Cloud Integration	-38%	14,796
6	Data Integration	39%	10,056
7	Social Media Marketing	-32%	8,794
8	Affiliate Marketing	70%	6,677
9	Marketing Analytics	17%	5,593
10	Data Management Platform (DMP)	-13%	5,015
11	Search Engine Optimization (SEO)	-25%	4,153
12	Content Personalization	-57%	3,882
13	CRM Software	11%	3,733
14	Marketing Attribution	76%	2,438
15	Marketing Automation Tools	-90%	1,125
16	Conversion Rate Optimization (CRO)	-90%	775

EMEA - MARKETING TOOLS DEEP DIVE

	Topic Field	Percent Change	Businesses with Spiking Intent
1	Advertising Solutions	57%	16,299
2	User Identification	19%	9,9981
3	Data Visualization	20%	6,298
4	Cloud Integration	28%	5,017
5	Data Integration	143%	3,883
6	Content Marketing	20%	2,876
7	Data Management Platform (DMP)	88%	1,332
8	Social Media Marketing	-21%	1,220
9	CRM Software	9%	698
10	Marketing Analytics	-19%	695
11	Search Engine Optimization (SEO)	-36%	351
12	Content Personalization	52%	324
13	Affiliate Marketing	35%	199
14	Marketing Attribution	36%	168
15	Marketing Automation Tools	-82%	163
16	Conversion Rate Optimization (CRO)	-81%	103

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 digital marketing space as identified from our IFP first party data can help give an indication of what's working well at present:

TOP 5 PIECES OF CONTENT BY VIEWS:

1. Navigating the Consumer Attention Span in Your Digital Marketing Efforts
2. 5 Hard Truths for Marketers Driving Digital Experience
3. 10 Essential KPIs All Marketing Teams Need to Keep Track of
4. 7 Ways to Supercharge Your ABM Strategy with Real-Time Intent
5. Scaling Digital Content Creation in Today's Workplace

TOP 5 PIECES OF CONTENT BY DWELL TIME:

1. State of Inbound Marketing Trends
2. Navigating the Consumer Attention Span in Your Digital Marketing Efforts
3. 7 Monthly SEO Tasks to Add to Your Digital Marketing Strategy
4. An In-Depth Guide to Web 3.0: All You Need to Know
5. 10 Must-Know Stats About Intent Data for Demand Generation

TOP 5 PERFORMING EMAIL SUBJECT LINES:

1. 5 Types of Content that Will Bring Your Customer Journey to Life
2. 7 Strategies to Drive Sales Acceleration for B2B Marketers
3. A Guide to Cross-Channel Marketing
4. Intent Data: What Are the Benefits to Your Business?
5. Let's Explore the Digital Marketing Trends and Data for 2022

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

- Interest in **marketing tools** is on the rise. Over **600,000 businesses** in NAM are displaying spiking intent in this topic, while in EMEA it's the number one spiking topic in the entire digital marketing category

- Within marketing tools, **email management software** is a top 3 area of spiking intent across both NAM and EMEA. With email considered a critical yet underperforming medium among B2B marketers according to _Inbox Insight +IFP research_, it's no surprise that they're turning to software solutions in an attempt to optimize this channel.

- Improving analysis and management of data is a key driver behind the surging intent for **data management platforms** and **data integration** in the last 3 months.

- **Intent data** is a key area businesses should be covering in their content, with _'Intent Data: What Are the Benefits to Your Business?'_ and _'7 Ways to Supercharge Your ABM Strategy with Real Time Intent'_ are among the highest performing pieces of content in this category.

- B2B marketers are working hard to adapt their strategies to the **multichannel** and **omnichannel expectations** of their customers. _'A Guide to Cross Channel Marketing'_, one of the top five performing subject lines in our email sends, reflects this interest.

- A particular pain point businesses would do well to target within multichannel marketing is **attribution** – the number one surging 'Marketing Tools' tag in NAM over the last 3 months with an increase of **76%**.

- Marketers remain keen on **keeping up to date with the latest trends** in the industry and the implications of new innovations, hence the high engagement observed on pieces like _'The State of Inbound Marketing Trends'_ and _'An In-Depth Guide to Web 3.0: All You Need to Know'_. Covering trends in your content that apply to your services/product is a simple yet effective way to engage readers (and potential customers).

- Improving the **customer experience** and **gaining more insights on the customer journey** are key aims for this audience, with _'5 Types of Content That Will Bring Your Customer Journey to Life'_ and _'5 Hard Truths for Marketers Driving Digital Experience'_.

- Marketers are also keenly aware of our **rapidly decreasing attention spans** and are applying this to their content strategy, which goes some way to explaining why _'Navigating the Consumer Attention Span in Your Digital Marketing Efforts'_ was such a high performer by both views and dwell time.

- The majority of the highest-performing content in this category are informative guides and listicles, but **SEO** (_'7 Monthly SEO Tasks to Add to Your Digital Marketing Strategy'_) and **KPIs** (_'10 Essential KPIs All Marketing Teams Need to Keep Track of'_) were two areas in particular that marketers are looking to gain more insight on.
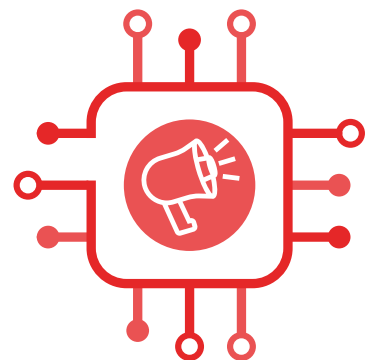
WHAT'S NEXT?

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, optimize your channels and improve your targeting strategies which together will drive pipeline velocity and accelerate the sales process.

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DISCOVER THE FULL CUSTOMER EXPERIENCE RESEARCH REPORT

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LOOKING FOR EVEN MORE WAYS TO ACCELERATE YOUR SALES PROCESS?

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