



BUYER INSIGHTS & INTELLIGENCE SERIES

Applying Actionable Insights To Optimize Every Touch With Prospective Buyers

WEBCAST SERIES

JULY 17-21, 2023

Buying decisions in B2B are not like the impulse purchases in the B2C world. Given the long-term implications a new solution or vendor can have on a brand's strategy and success, B2B buyers are now making decisions based on their confidence a brand will be the right fit for their specific needs. Therefore, it is no surprise that **68% of respondents** to *Demand Gen Report's* "B2B Buyer Behavior Study" said they chose a vendor because they **demonstrated stronger knowledge** of their company and their needs.

To meet the rising expectations of today's buyers, B2B brands are enabling their sales teams at each touch point with actionable insights into the right contacts, areas of interest and deeper intelligence. They are also using these insights to optimize their marketing programs by targeting the right-fit buyers, reaching the right stakeholders at key accounts and communicating with context around their demonstrated pain points and areas of interest.

The *2023 Buyer Insights & Intelligence Series* will feature a mix of B2B practitioners, thought leaders and other experts sharing their experiences and best practices with applying new intelligence signals and insights to deliver highly relevant sales messaging, as well as authentic and contextual marketing campaigns to target audiences.

2023 BUYER INSIGHTS & INTELLIGENCE SERIES

The series will specifically address the latest tools and tactics used by today's top B2B companies to achieve their marketing and sales goals, including:



1,900+
REGISTRANTS
IN 2022



PROMOTED
TO **75,000+**
SUBSCRIBERS



WEEK-LONG
DIGITAL EVENT



PRODUCED BY
DEMAND GEN
REPORT

- **Leveraging signal and intent data** at all stages of the buying cycle to deliver authentic messaging that accelerates deals;
- **Applying AI and other data** for more actionable lead scoring programs and deal prioritization;
- Understanding how to leverage **buyer data and insights from your existing martech stack** to deliver relevant experiences;
- **New approaches to augment lead capture** and reduce the need for long forms during acquisition campaigns;
- **New applications** to determine the right messaging and channels for target prospects;
- **Integrating data** from content syndication, events and other sources into core platforms and accessible reporting;
- Using **reporting and behavioral insights** to understand which campaigns and tactics are really connecting with target buyers — even as they work remotely;
- The latest tools and tactics to **update and enrich your contact base** for deeper coverage, reach and results from segmented campaigns — including updating addresses and phone numbers for staffs working from alternate locations;
- **Analyzing content engagement** to understand buyer preferences and provide relevant experiences; and
- Improving **marketing measurement and attribution** tech and tactics to better align marketing and sales teams around the most effective messaging and motions for target accounts.





ENGAGEMENT
REPORT FOR
YOUR SESSION



REGISTRATION
LIST FOR ALL
SESSIONS*



ALWAYS-ON ASSET
FOR **ON-DEMAND**
PROMOTION



FULL RIGHTS
TO RECORDING
OF YOUR SESSION

BENEFITS OF SPONSORSHIP

- **Custom 30-minute simu-live webcast:** DGR editor to moderate and facilitate Q&A
- **Guided content:** DGR to work with you on the title and focus of webcast
- **Custom engagement report:** Contact information of those who register and attend your session
- **Shared lead pool:** To gain access to the full registration list, sponsors are required to drive a minimum of 50 registrants to their session
- **Custom HTML invite and social image:** DGR will provide you with assets to promote your session to your database
- **Logo inclusion:** On joint promotional page
- **MP4 file of the webcast:** To host on your site, segment for lead nurturing campaigns, etc.
- **Downloadable assets:** Opportunity to post up to five (5) assets within the webinar resources list and receive download details for each
- **Solution Spotlight:** Opportunity to submit your solution to be posted on the DGR site
- **Multi-channel Promotion:** DGR will promote the series through all available channels, including our weekly newsletter (70k+ subscribers), the Demand Gen Report and ABM In Action sites, dedicated emails and social channels.

INVESTMENT: \$19,500

If your solutions are aligned with these core areas of campaign optimization and you are interested in sharing a use case or best practices as part of this series, contact us today!

GET IN TOUCH

* After reaching registration requirement



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