

# DEMAND GENERATION BENCHMARK SURVEY

2023

Orgs Prioritizing Retargeting, Personalization & Lead Nurturing Amidst Economic Turmoil & Third-Party Cookie Depreciation



## EXECUTIVE SUMMARY

There are several factors influencing the B2B marketing climate throughout 2023: Economic uncertainty, widespread tech layoffs and the impending demise of third-party cookies. With those three challenges creating the perfect storm for disruption, *Demand Gen Report's* "2023 Demand Generation Benchmark Survey" found that marketers are responding in-kind by looking to strengthen the tools and strategies already at their disposal to remain within their conservative budgets.

While 42% organizations are still planning to increase their budgets throughout 2023, that number pales considerably to the **72% of companies** that anticipated an increase in 2022. Despite the comparative lack of budget, expectations are still high: More than 75% of companies are striving to meet aggressive growth goals. To meet that mammoth task without breaking the bank, practitioners indicated that they're prioritizing customer renewals, lead nurturing and personalization/customization.

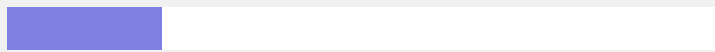
With an eye on retargeting campaigns and keeping leads warm, this survey report will uncover how marketers are striving to do "more with less." As marketing departments must work harder to get better results, the report will discuss:

- How organizations are refining their current strategies to warm leads and create retargeting campaigns;
- The increased focus on intent and signal data in the face of third-party cookie depreciation;
- The key demand generation areas marketers plan to invest in throughout 2023;
- The most successful strategies utilized across each stage of the buyer's journey; and
- Why marketers are embracing multichannel campaigns and strategies.

## BALANCING SMALLER BUDGETS WITH HIGHER GROWTH GOALS

While the 2022 iteration of the survey found just 7% of respondents indicated an overall budgetary decrease, the 2023 survey served as a sharp contrast: Almost one-third (32%) indicated a decrease. Still, 24% of respondents indicated their budget will remain unchanged – maintaining the 72% increase seen in 2022 – while 42% plan to persevere and increase their budgets. Specifically:

**22%** indicated their budget will increase up to 10%; and



**20%** indicated their budget will increase by more than 11%.



The report found that 29% of marketers said budgets will remain static in 2023, while 44% anticipate some sort of increase, nearly mirroring the overall boost in marketing budgets. Still, these findings reflect the potential of a looming recession, as marketers are traditionally more aggressive with their demand gen budgets: 69% of marketers predicted an increase in 2022, accompanied by 60% in 2021.

When asked what areas of demand generation will see increased budget prioritization in 2023, respondents indicated:

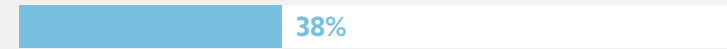
Account-based marketing



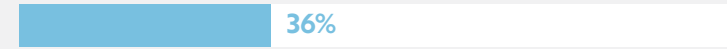
Content marketing



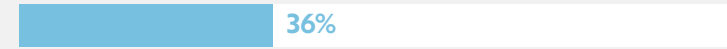
Sales enablement



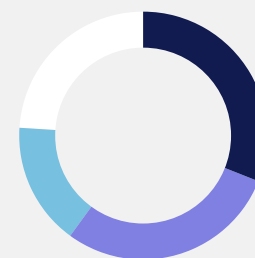
Personalization/customization of buyer engagement



Customer marketing/expansion and renewals



Playing spoiler to the conservative budgets is the amount of total revenue growth companies are projecting for 2023. Despite the outside factors impacting teams' bandwidth and budgets, the survey uncovered that organizations still expect sharp growth. Specifically:



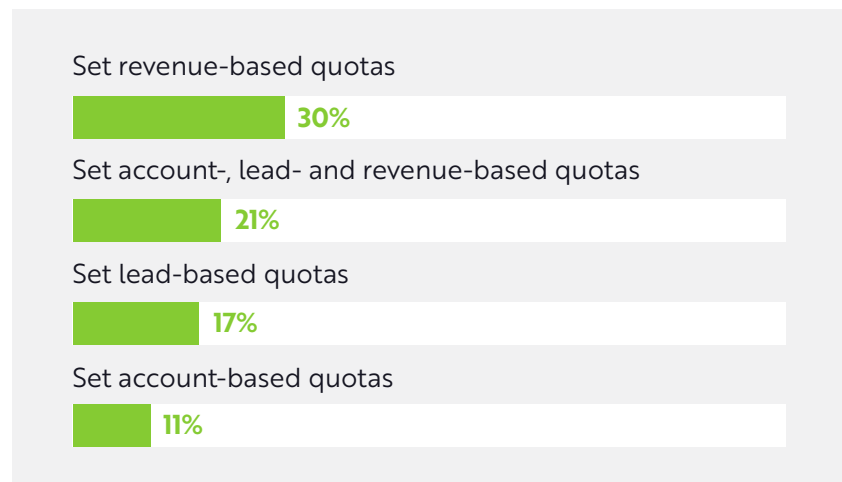
**31%** projected revenue growth increases between 11% and 20%

**29%** projected revenue growth increases between 1% and 10%

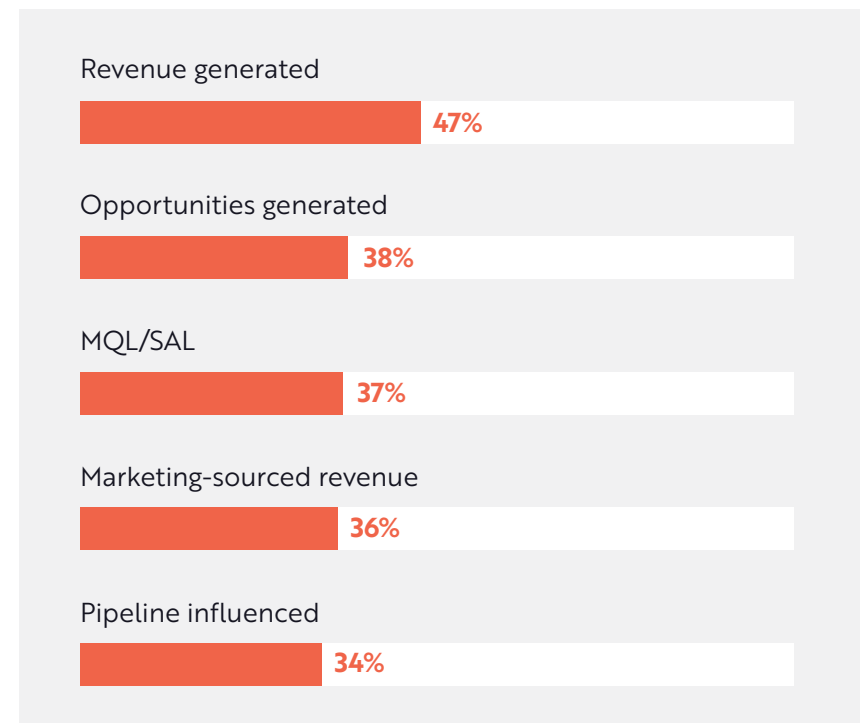
**16%** projected revenue growth increases of more than 20%

## ALLOCATING INVESTMENTS TO MEET BUYERS AT EACH STAGE

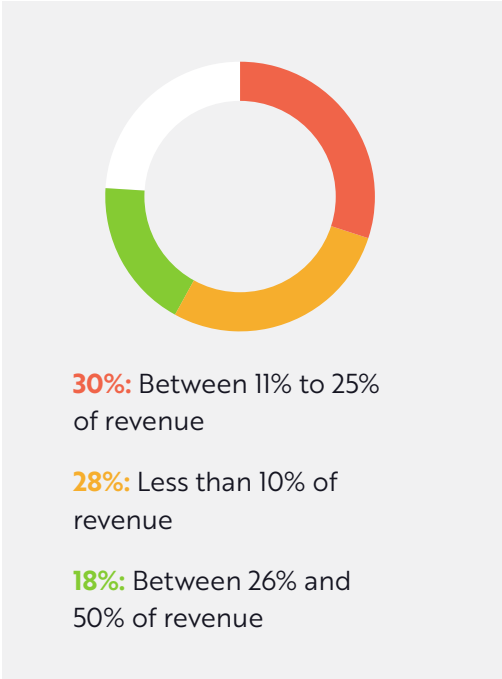
A new question posed to marketers in 2023 revolved around specific investments in marketing operations, with respondents indicating they anticipate slight to substantial increases (51%). As such, these investments are resulting in more mature performance quotas. Specifically, practitioners indicated they:



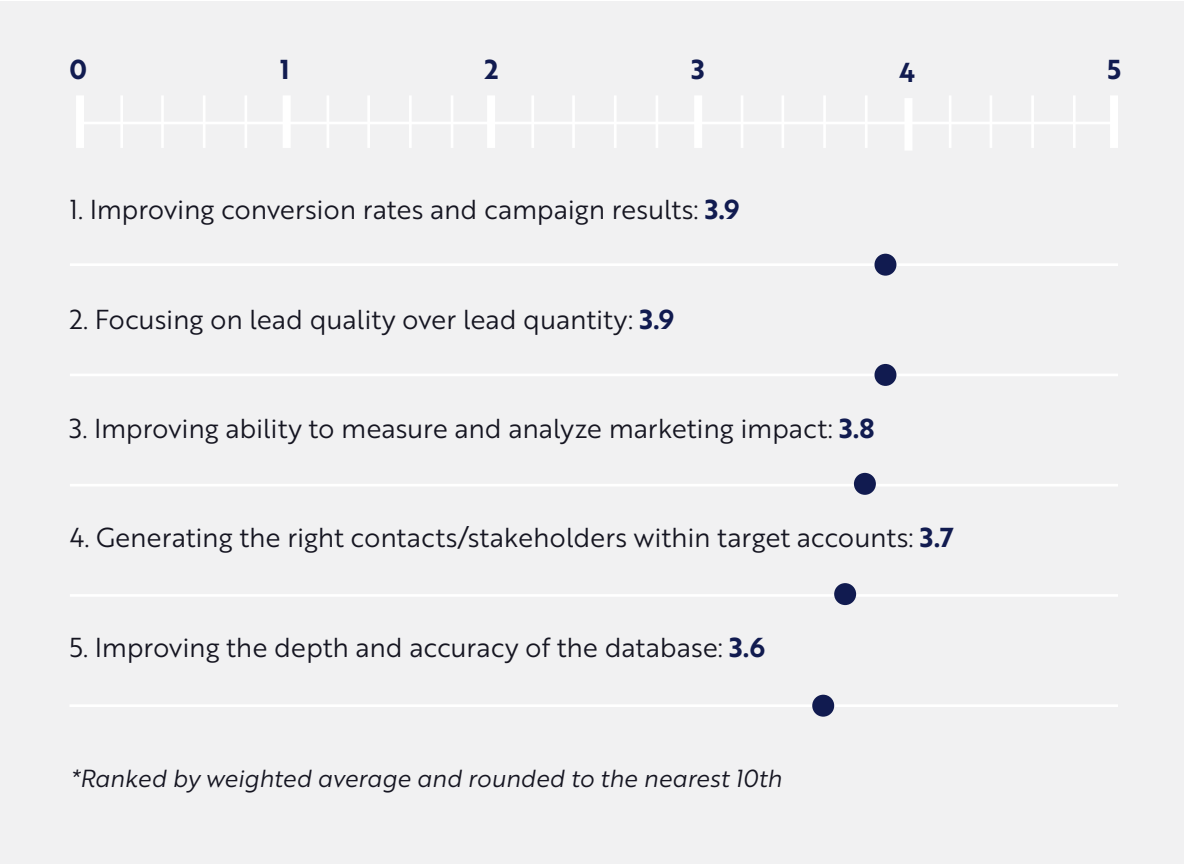
It's clear that organizations have become more well-rounded in how they set quotas, as only a mere 11% could balance account-, lead- and revenue-based in 2022. Shifting over to the metrics marketers are measured on, respondents indicated:



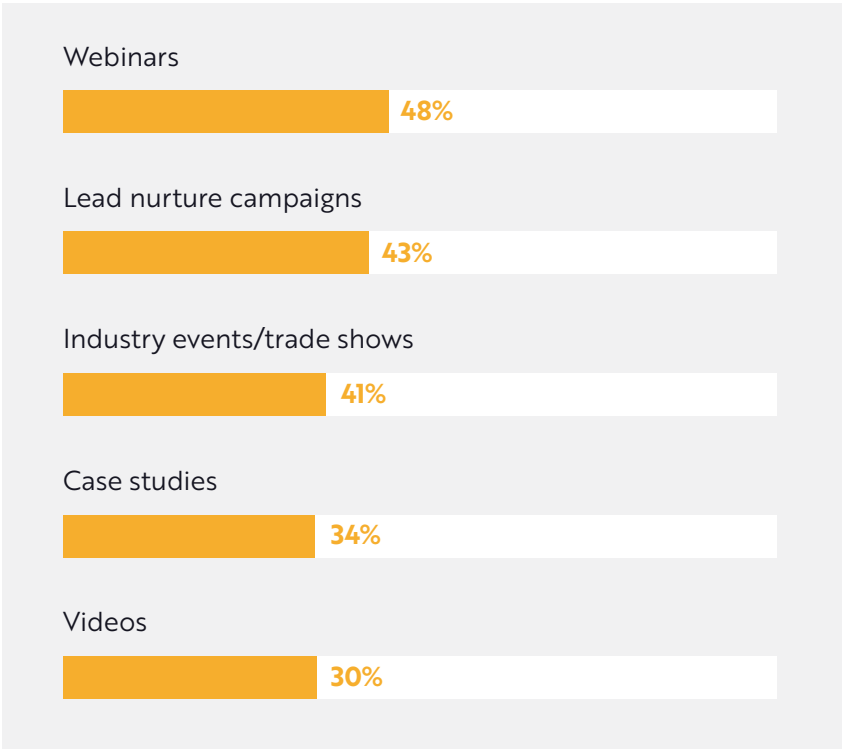
For lead-based measurements, in particular, marketers are drawing a line between the value of high-quality leads and revenue generation. When asked if revenue growth is attributable to marketing-sourced leads, 59% of respondents said yes, indicating marketing-sourced leads specifically accounted for:



To maintain positive momentum and meet their aggressive revenue goals, there were several growth milestones that respondents had in mind. Most notably, they revolved around increasing database quality and accuracy. When asked their top priorities for demand generation throughout 2023, practitioners indicated:

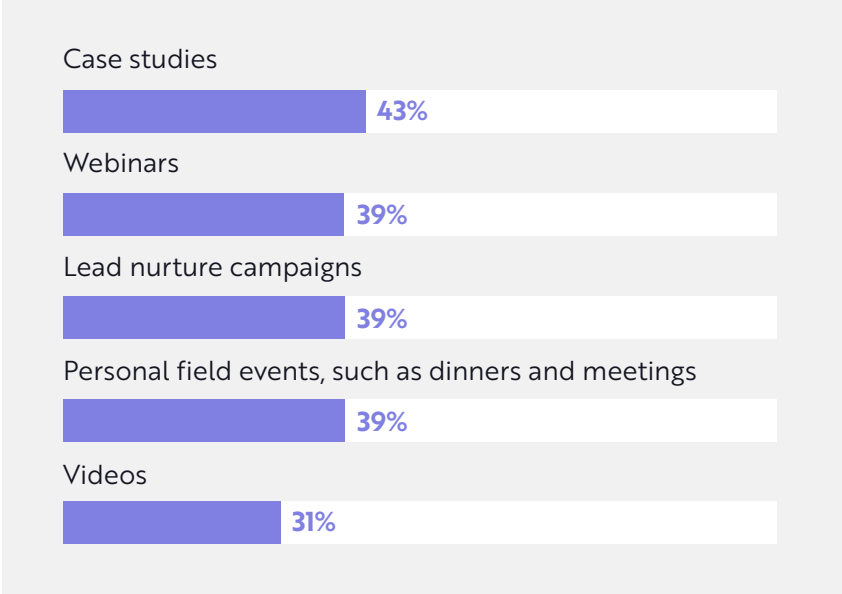


With a clear focus on reaching the right leads and improving measurement, marketers are looking to the past to see what previously worked across all stages of the buyer's journey. When asked which engagement tactics worked best for top-of-funnel leads in 2022, respondents pointed to:



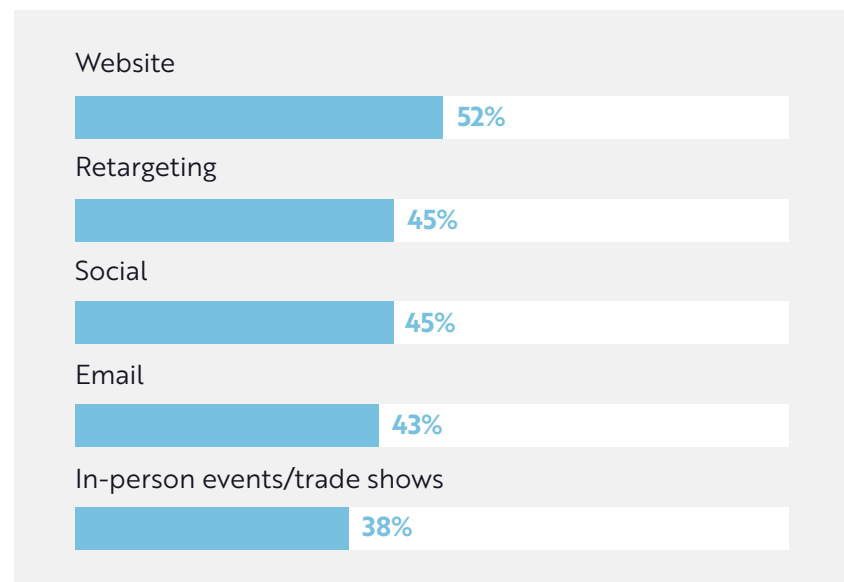
While webinars remained an industry staple year-over-year (YoY), trade shows/industry events and lead nurturing nearly doubled in use after only accounting for 20% and 25% of the vote, respectively, in 2021. And though not as substantial, both case studies and videos saw marginal growth in the early stages of the buyer's journey.

In terms of successful middle- and late-stage engagement strategies in 2022, the top five tactics remained the same – they just switched ranks:



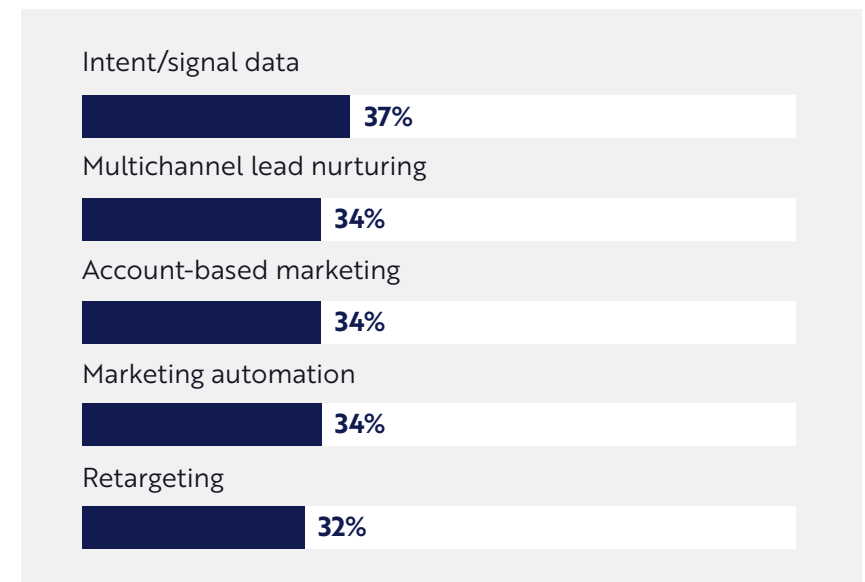
## IMPLEMENTING PATHWAYS FOR FIRST-PARTY/INTENT COLLECTION

Across all stages of the buyer's journey, it's clear that in-person engagements are mounting a remarkable comeback as a top demand generation channel. Coupled with the rise of success with video and increased focus on lead nurture campaigns, marketers are allocating their 2023 investments accordingly. According to the survey, the key areas practitioners plan to invest in include:

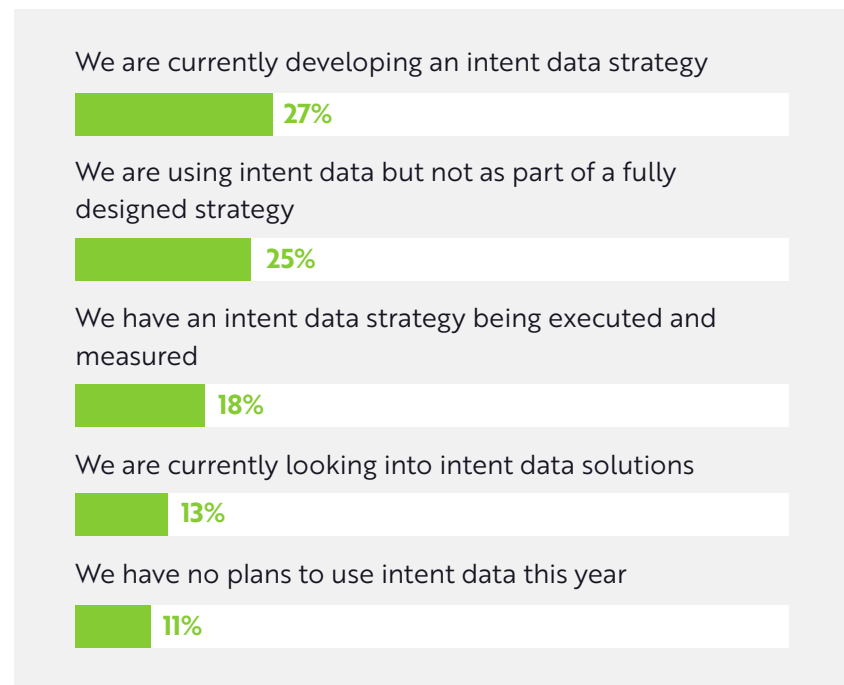


It's clear that marketers are diversifying their advertising strategies and relying on both physical and digital pathways to engage with leads and prospects. In the face of third-party data depreciation, it's promising that marketers are focused on creating richer, stickier channels that encourage buyers to engage directly with a company and share their information.

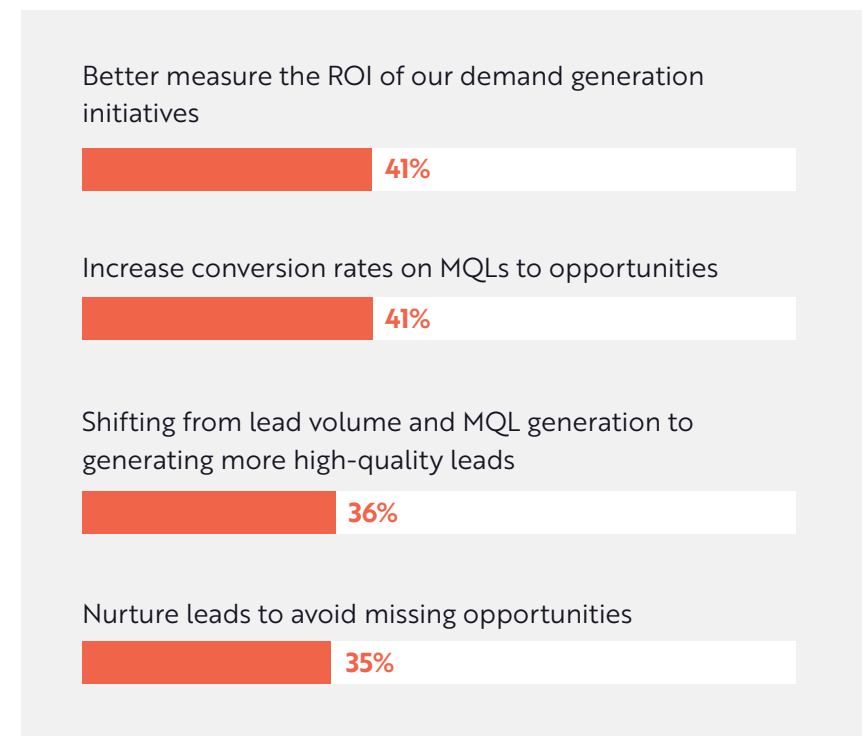
Continuing with forward-looking investments, marketers doubled down on their desires for multichannel strategies and setting themselves up for success in the cookie-less world. When asked what tools/tactics they plan to test and/or deploy in 2023, respondents pointed to:



As demonstrated by marketers' desired areas of investment in 2023, intent data is taking center stage — and rightly so, considering its ability to accurately determine prospects' level of interest. However, despite high adoption, it appears marketers aren't quite using intent data as strategically as they should — but they're looking to change that. When asked what the current state of intent data usage at their organization was, respondents said:



Successfully acting on those tools and tactics requires a hyper-coordinated team effort across multiple departments. To that end, 45% of practitioners indicated their top demand generation priority for 2023 is promoting better sales and marketing alignment around go-to-market initiatives (45%). Holistically rounding out the top five are:





## PROMOTING ALIGNMENT WHILE JUGGLING 'QUALITY VS. QUANTITY'

Of course, a major debate marketing frequently faces is “quality versus quantity.” In the past, organizations focused on gathering as many leads as possible, but recent years have brought a focus to smaller lead pools with a higher likelihood of conversion. When asked how they’re addressing the “quality versus quantity” challenge of their demand generation initiatives, respondents are working to capitalize on buyers’ attention while they have it. Specifically, respondents said:

We’re practicing ABM to ensure we’re targeting the right stakeholders



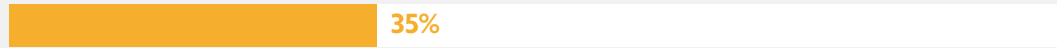
We’re using intent data to better assess prospects that are actively researching a buying decision



We’re actively communicating with sales to ensure leads are being followed up on



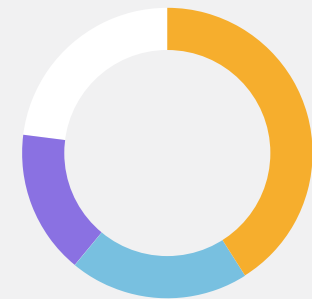
We’re using our BDR/SDR teams to extensively qualify prospects



We’re A/B testing our messaging to ensure content resonates with our target audience



Following the theme of alignment, when asked to describe their approach to brand building and demand generation execution, respondents said:

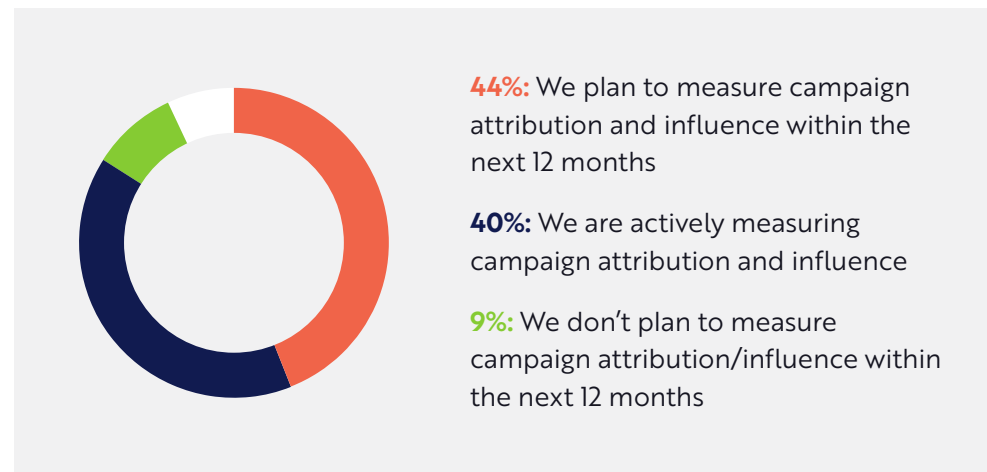


**41%:** Our brand and demand marketing work together on shared campaigns and goals

**20%:** Our brand and demand marketing plan together but don’t share the same goals

**16%:** We have a fully integrated approach to brand and demand marketing

In hindsight, the “Demand Generation Benchmark Surveys” of years past sent somewhat of mixed signals about marketers’ true measurement abilities. In 2022, nearly 50% of respondents indicated they’re actively measuring campaign attribution and influence, while just over one-third said they’re putting a measurement plan in place. However, in 2023, a much humbler 40% of respondents indicated they’re actively measuring those factors, while 44% admitted they don’t have a plan in place yet.



This shows that practitioners are starting to better understand the sophisticated system of multichannel measurement and adjusting their strategies as such to ensure accuracy.

## CONCLUSION

When it comes to successful demand generation tactics in 2023, marketers must deliver greater results while figuring out how to maximize their smaller budgets. To help “do more with less,” practitioners are taking an inward look and working to refine the tools and strategies currently at their disposal. As organizations prioritize the warming of leads and targeting campaigns, they’re also focusing on enhancing their data and enriching their websites.

### About the Survey

*The “2023 Demand Generation Survey Report” collected responses from 157 B2B practitioners in January 2023, with most respondents based in the U.S. The majority of respondents (38%) work in the software/technology industry, while 18% work in business services/consulting. Other industries represented include financial services, retail, consumer products, telecom, healthcare and manufacturing.*



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*Demand Gen Report* is a targeted online publication that uncovers the strategies and solutions that help companies better align their sales and marketing organizations, and ultimately, drive growth. A key component of the publication's editorial coverage focuses on the sales and marketing automation tools that enable companies to better measure and manage their multi-channel demand generation efforts.

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