

The Rise of Precision
Demand Marketing

B2B Teams
Turn to Buyer
Insights
to Deliver
Next-Level
Personalization





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For B2B marketers, the days of intrusive sales calls, irrelevant display ads, spammy LinkedIn requests, and broad-brush marketing are over. Today's buyers expect personalization at every stage of their journey, across every channel. The stakes are high, as the digital age has placed buyers firmly in the driver's seat. To break through crowded channels and convert prospects into buyers, B2B teams must deliver next-level personalization that speaks directly to a buyer's pain points, needs, and business goals.

But new research shows many organizations are still stuck in the past and have yet to adjust their marketing tactics to deliver the personal touch that today's buyers crave. According to the survey, only 20 percent of marketers personalize their strategies and tactics for buyers. It should come as no surprise then that only 12 percent said their teams are hitting their marketing goals with their current personalization strategies.

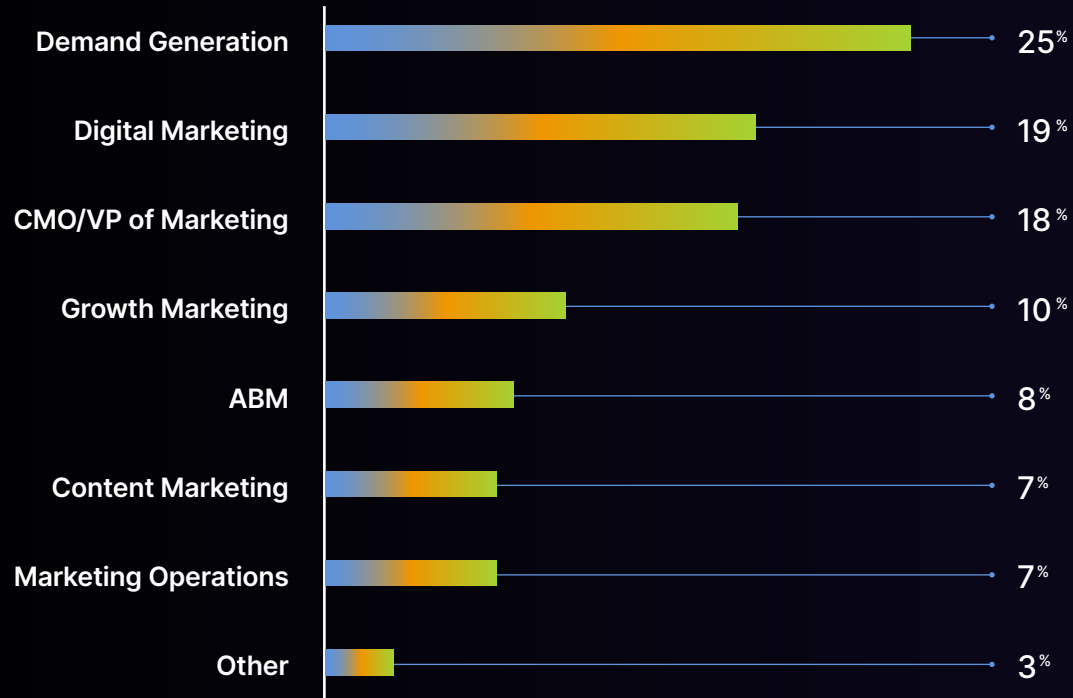
This report examines where marketers are falling short on their personalization efforts and explores the emergence of Precision Demand Marketing (PDM), a new approach that delivers buyers the relevant information they need, right where and when they need it.

Read the report and get powerful insights into:

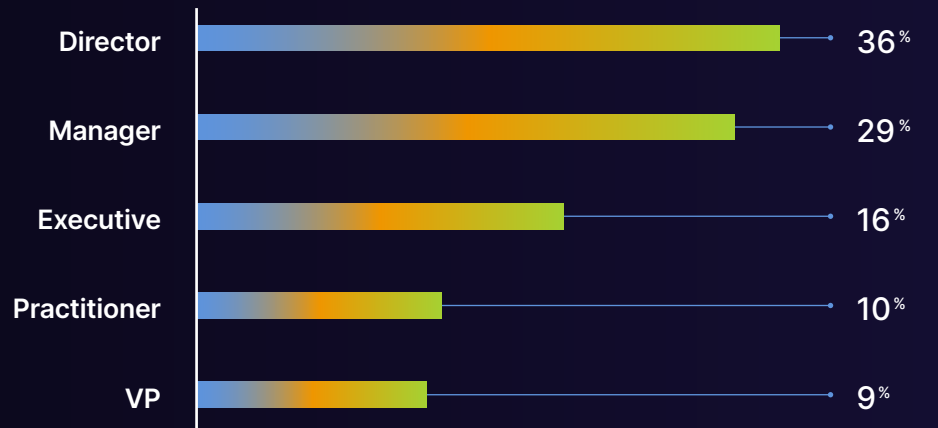
- The top issues preventing B2B teams from executing personalized, buyer-centric approaches.
- How marketers can tear down the walls that prevent teams from working across channels.
- The importance of maintaining a healthy, connected database to gain an accurate view of prospective buyers and accounts.
- Why it's time for B2B teams to rethink their tech stacks.

Survey Overview

What is your function on the marketing team?



What is your level within the marketing team?



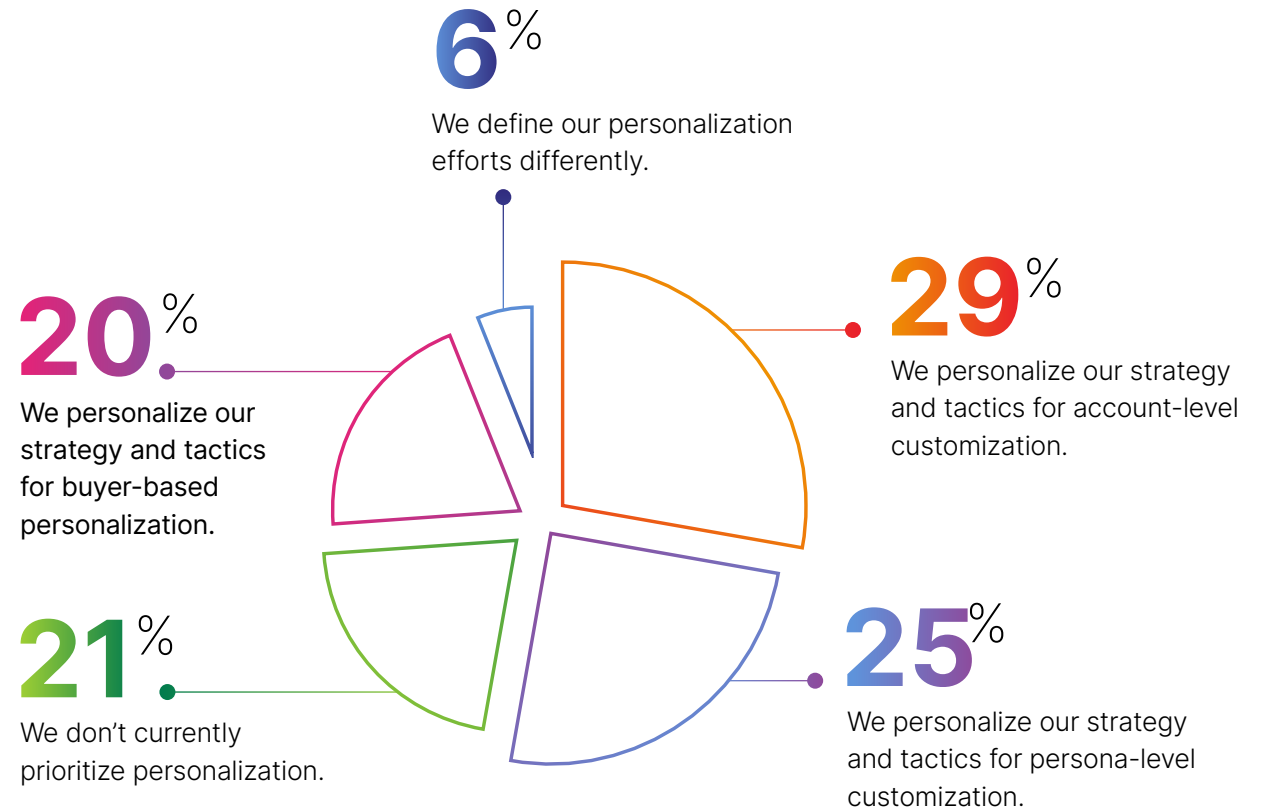
Most marketers
are falling short of
meeting modern buyer
expectations



It's no secret that B2B teams aren't hitting the mark on personalization efforts. According to the survey, only 12 percent of respondents strongly agree with the idea that their teams are meeting their goals. Just 16 percent said their database is effective and unified enough to enable their personalization strategies, while a mere 18 percent said their current tech stacks have actually enabled them to orchestrate a personalization strategy.

Given the data, it's clearly time for marketers to move beyond simply targeting accounts and personas and instead double down on a personalized, buyer-centric approach. After all, accounts don't buy: People do.

What level of personalization do you utilize across your marketing strategy and tactics?



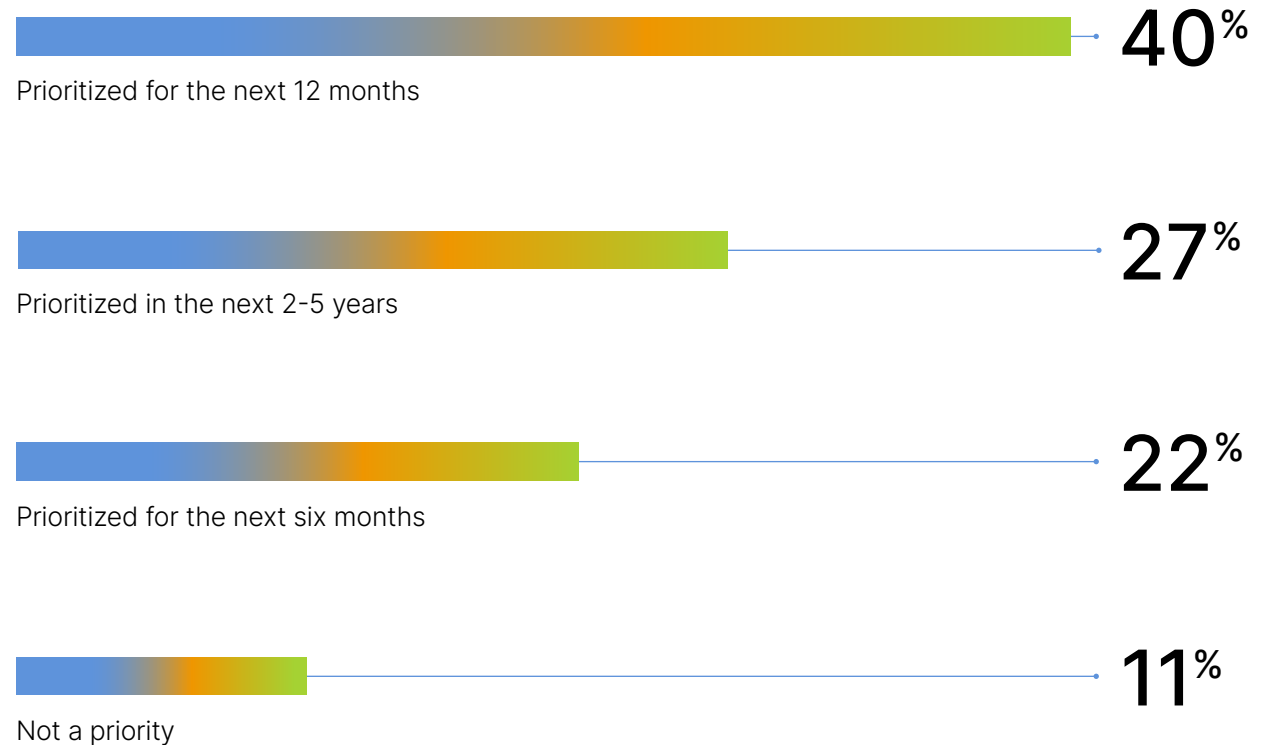
PDM empowers marketers to meet the challenges of this new world. But to reach this level of marketing maturity, B2B teams must first address gaps in their processes. That means tearing down the walls between teams, technology, and data—walls that prevent communication and cross-channel insights and lead to disjointed, impersonal programs with disappointing conversion rates.

What's holding marketers back from personalization?



Despite the challenges, there's hope. More and more marketers now see the value of moving toward buyer-level personalization and are planning to ramp up their efforts in the coming months. Among the respondents, 22 percent said they plan to prioritize buyer-level personalization strategies over the next six months.

How soon do you think your organization will be able to execute scalable buyer-level personalization programs?



Organizational silos
and burnout are
preventing B2B teams
from shifting to a
buyer-centric approach

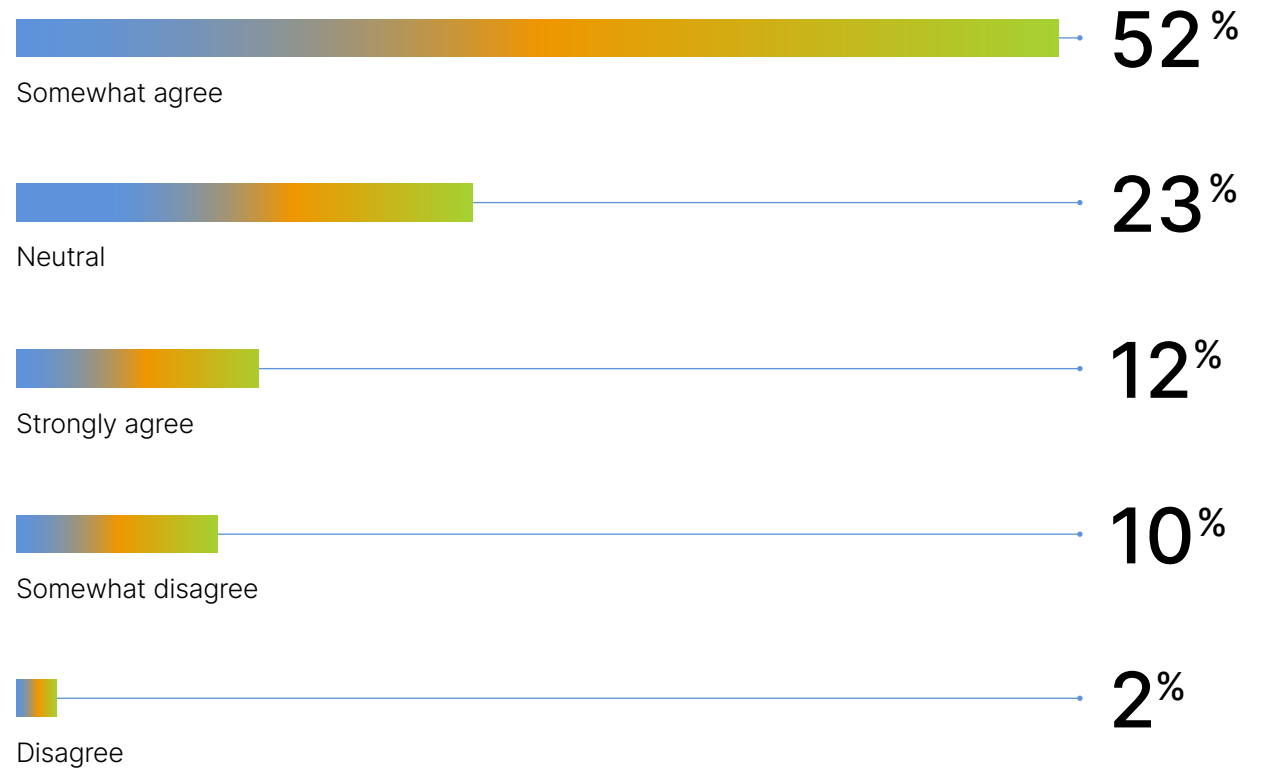


Today's B2B buyers rely on a multitude of digital channels to research purchasing decisions. As sales' role shrinks in the face of self-service buying, the responsibility for connecting with buyers has shifted.

Marketers must deliver connected, personalized, and multichannel buyer journeys that reach prospects where they are, right when they're ready to buy. But too many B2B marketing teams aren't structured to do so. As a result, prospects and clients are the unfortunate recipients of unwanted, intrusive, and irrelevant content rather than the personalized, meaningful vendor interactions they seek.

B2B buyers are consumers at heart. They have a low tolerance for poor digital interactions. If marketers aren't driving conversations, we're driving disconnections. And it's costing millions.

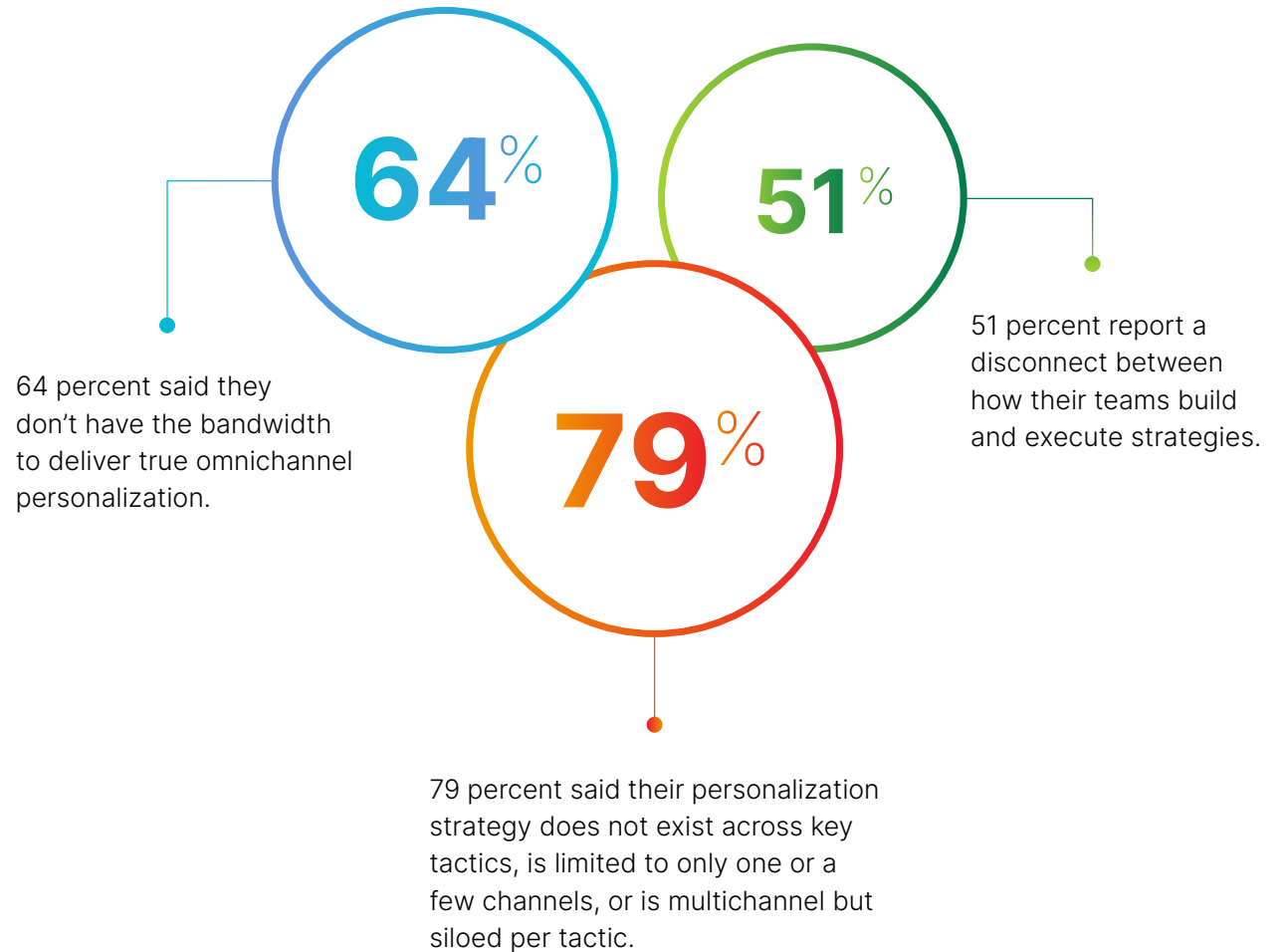
My team is achieving its marketing goals with our current personalization strategy



Organizational silos are major obstacles on the path to delivering omnichannel, buyer-centric experiences. When building marketing campaigns, many marketers must also deal with disconnected data and technology, which prevents them from getting a single, clear view of accounts and buyers.

With so many unaligned teams, marketers are unable to rise to the occasion. They simply can't deliver the personalized programs that reach precisely the right buyers at the right times. This takes a toll on morale and performance, leading to overwhelmed, burned-out marketing teams and higher turnover rates.

What are the negative impacts of organizational silos on omnichannel personalization?



In order to have a single view of prospective accounts, you need a connected database



The foundation of any good marketing campaign is high-quality, in-depth, and up-to-date data. This is especially true when it comes to personalization. If marketers are going to deliver the right messages at the right times, they need to know where each buyer within a B2B buying committee is on their journey, as well as each buyer's pain points and needs.

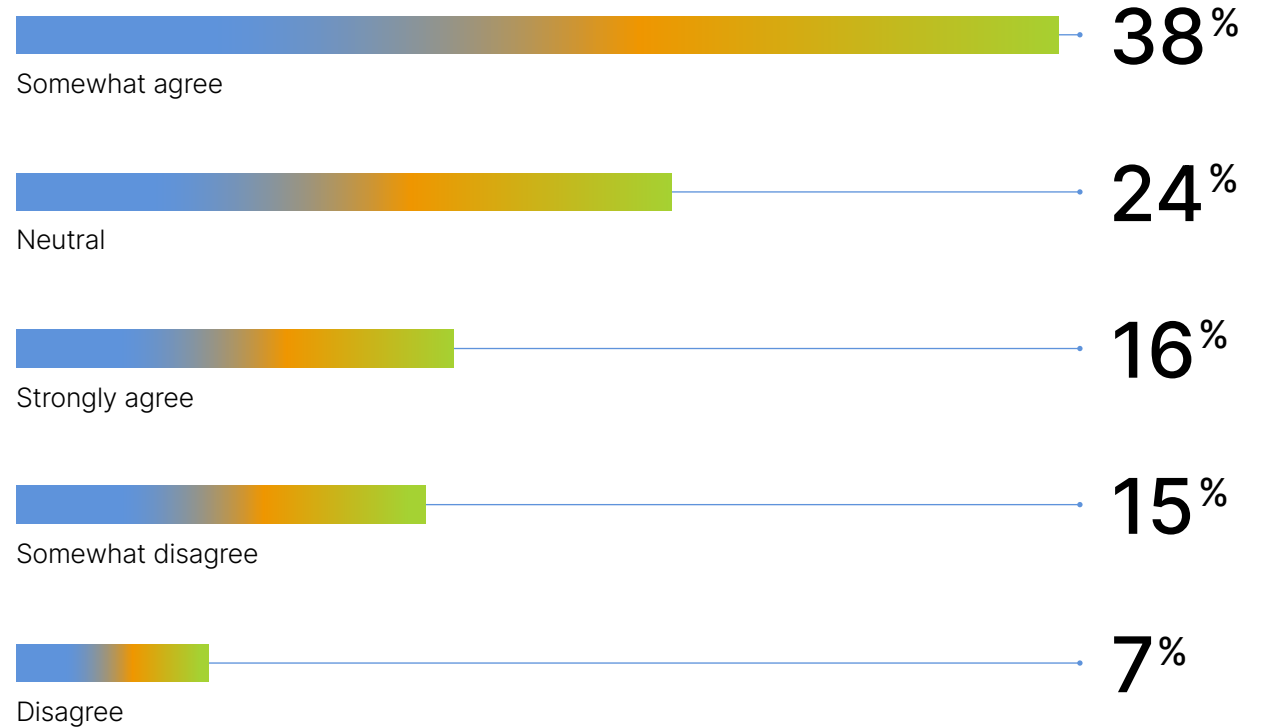
For that to happen, you'll need in-depth account-level, buying committee-level, and buyer-level data—the kind of information that allows marketing teams to intelligently shift channels, messaging, and strategies to create relevant multichannel experiences for every buyer that's based on the needs of the rest of the buying committee and the stage of the account.

But the research shows that most personalization strategies are built on shaky foundations.

In fact, an overwhelming 84 percent of marketers said they do not strongly believe that their databases are effective and unified enough to enable their personalization strategies.

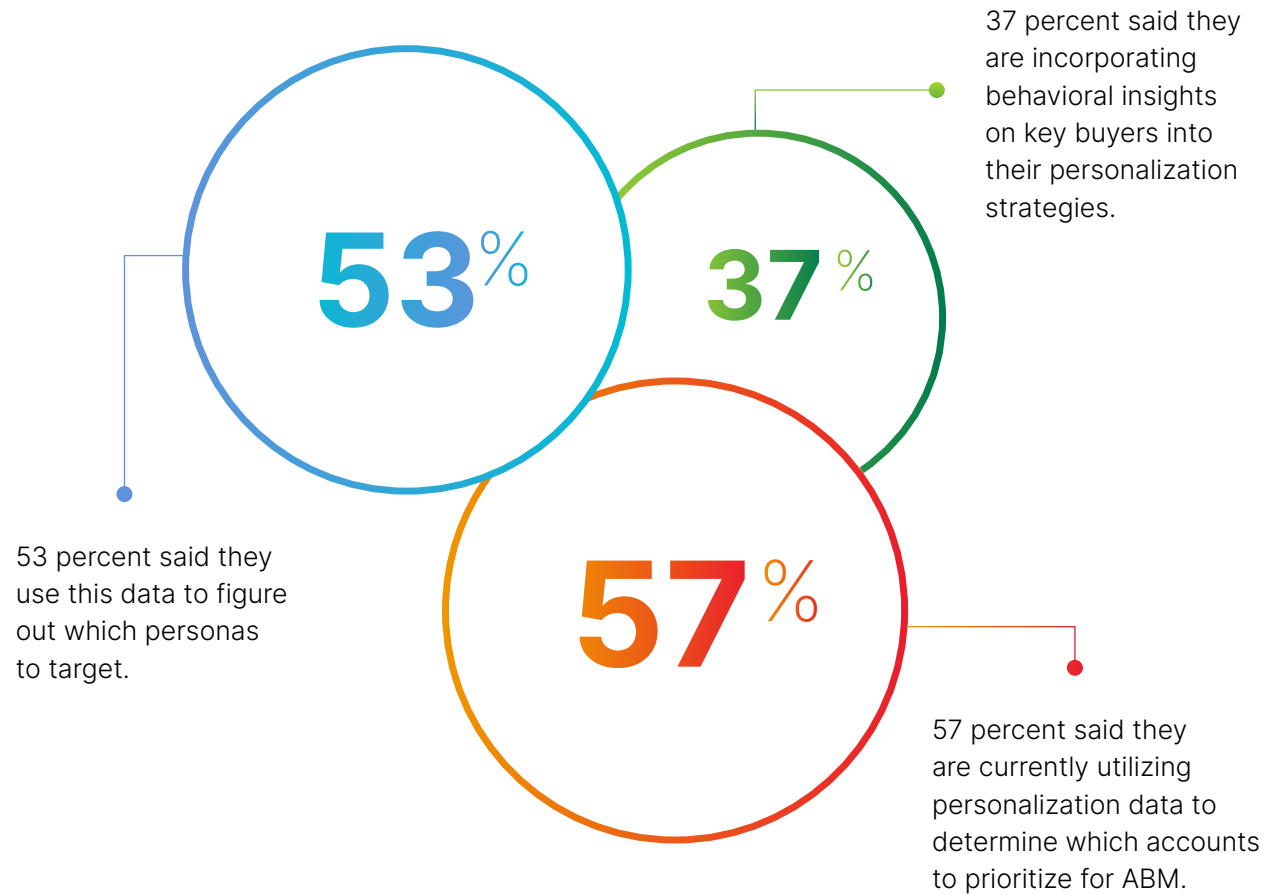


Our database is effective and unified to enable our personalization strategy



Without a connected, single view of prospective accounts and buyers, marketers are forced to rely on less mature personalization strategies, such as account- and persona-level data, rather than behavioral insights. That's why, when asked about their biggest challenges in moving toward a personalized approach, 61 percent cited siloed data.

How are you using Intel, psychographic, technographic, firmographic, PIL and behavioral insight data?



Breaking data out of silos will enable marketing teams to fuse intent, psychographic, technographic, firmographic, PIL, and behavioral insights and apply them to accounts, buying committees, and individual buyers. In short, it will give them a clear understanding of what buyers are really interested in.

Siloed data is preventing B2B teams from providing customized offers that could help convert prospects into customers

94%

Said siloed information was a top issue.



93%

Unable to create a unified view of the buyer.



92%

Challenged by inaccurate or incomplete data on accounts.




92%

Said they lack omnichannel personalization experience.



90%

Struggle with inaccurate or incomplete data on buyers.

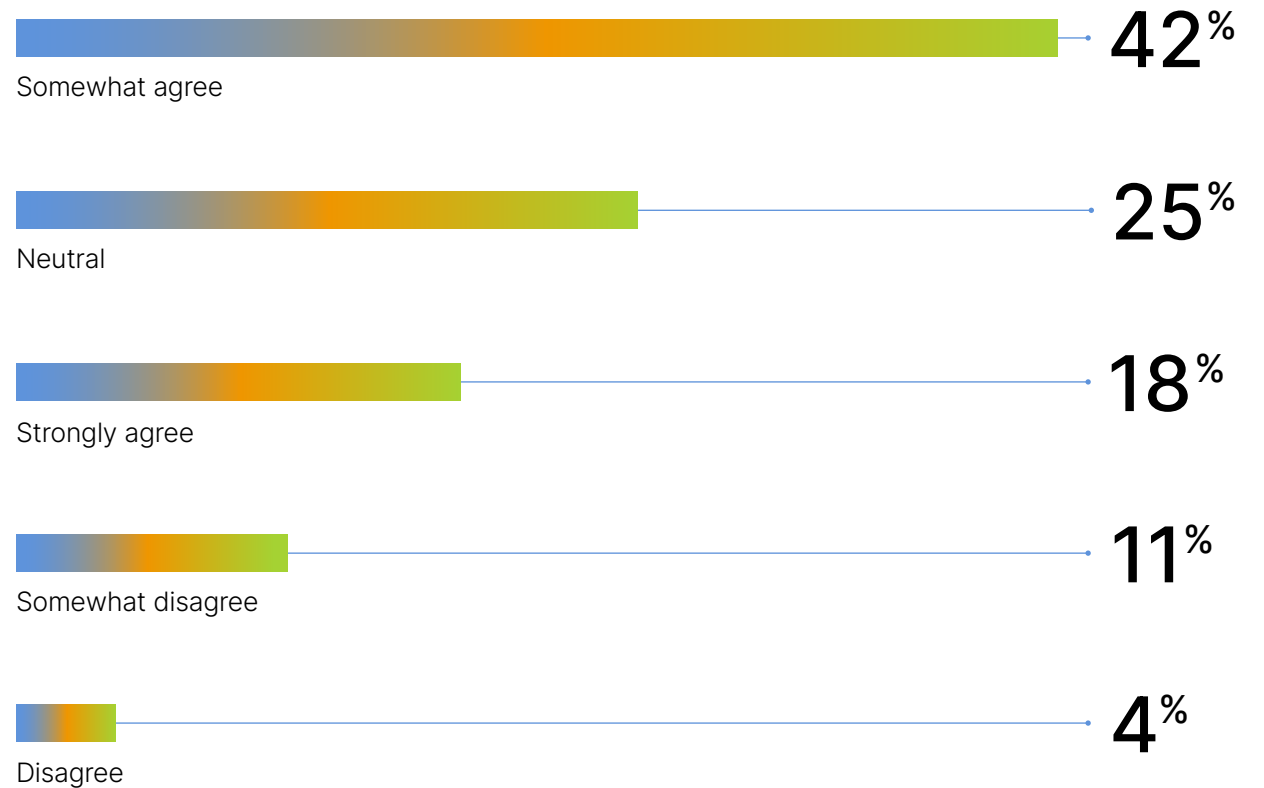


Power personalized
buyer experiences
by rethinking the
tech stack



Moving to personalization requires a closely integrated tech stack through which teams can connect each buyer's journey across channels, identify known and unknown accounts and buyers, and engage with those showing intent. But fragmented technology continues to plague most B2B organizations. More than 80 percent of marketers don't believe their tech stacks have enabled orchestration of personalization strategies.

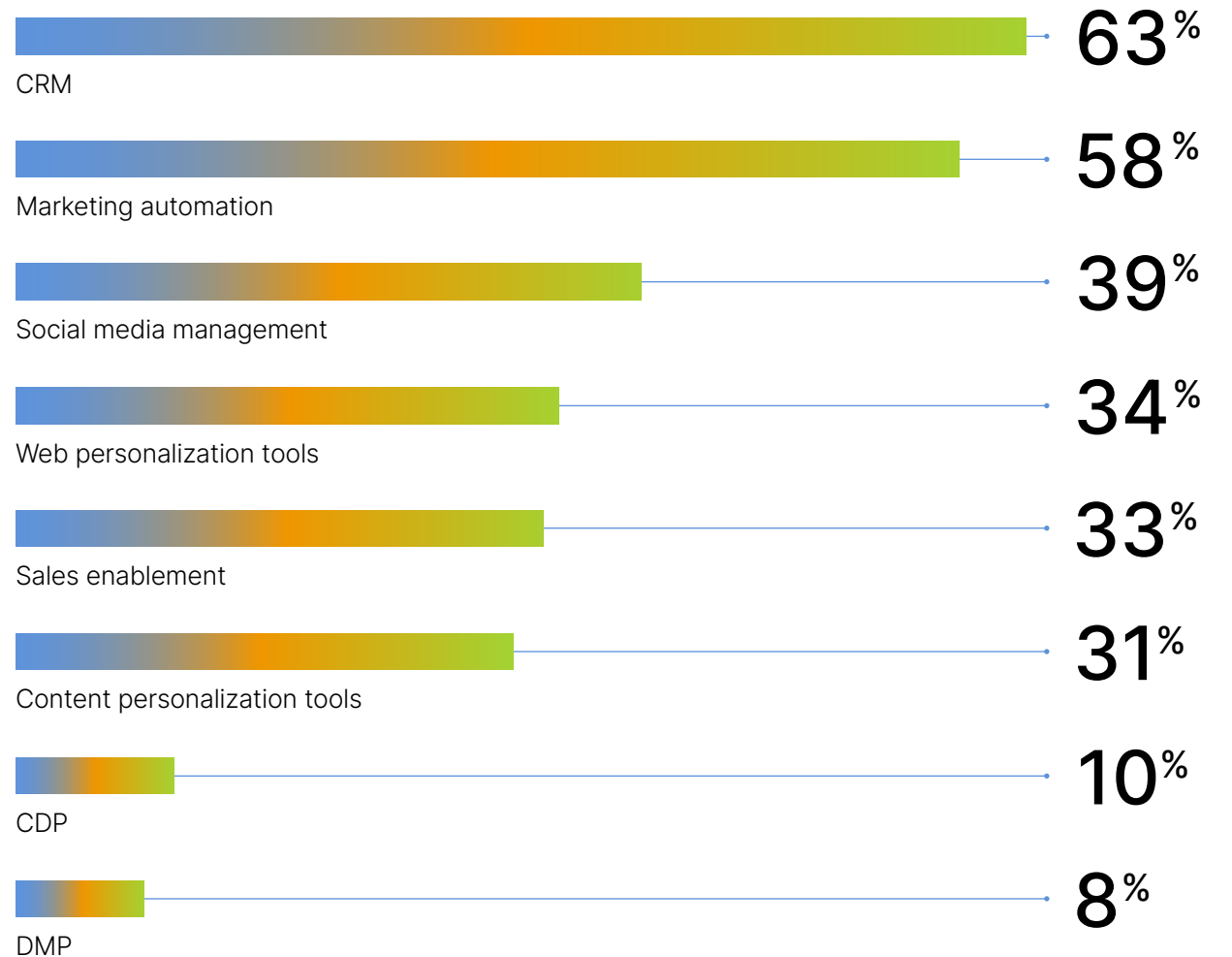
Our current tech stack has enabled the orchestration of our personalization strategy



Many marketers just don't have the platforms they need to tear down their silos and execute omnichannel personalization. In fact, 23 percent of B2B teams say they're missing the right tools to execute a personalized approach and 30 percent said their personalization strategy is siloed by tool. An additional 20 percent said they are only relying on a single activation platform for personalization, though specific examples were not given. One write-in response was from a marketer who is, "doing it manually," highlighting how B2B marketers are still constrained by time-consuming processes. It's this inability to scale that hinders deliverability of the customized, omnichannel experiences that today's buyers expect.

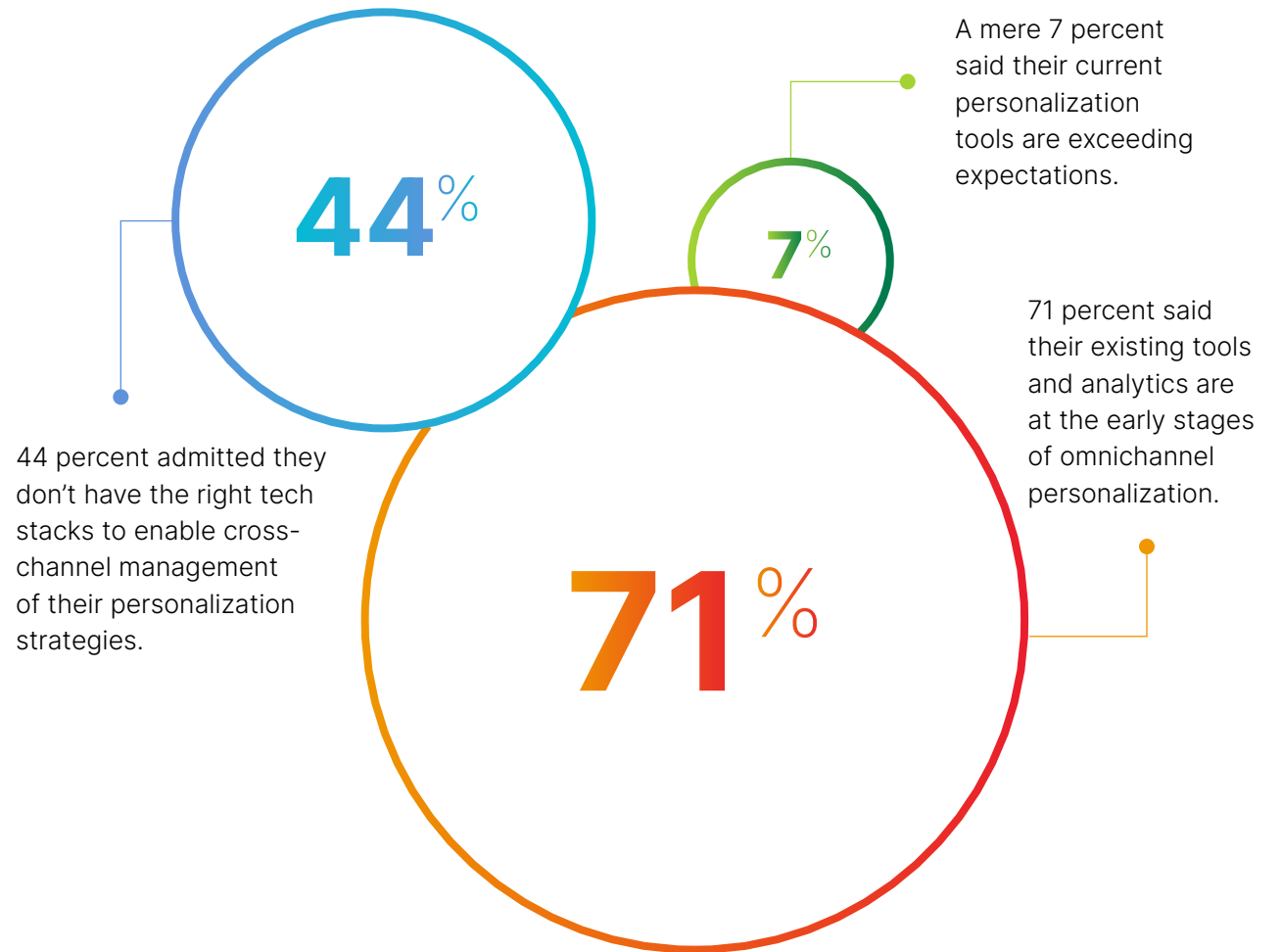
CRM and MA platforms are built to route leads through an email-based funnel to sales, and B2B teams that rely solely on these tools may miss out on the opportunity to activate buyers on other channels. Meanwhile, sales enablement and ABM technology push marketers to focus too heavily on persona- and account-level personalization rather than drilling down to reach the individual buyer. Such tools just aren't designed for multichannel personalization.

What tools do you use to enable omnichannel personalization?



The research shows that too many marketing teams are allowing ill-equipped tech stacks to dictate marketing strategies. By relying on MA, CRM, and ABM platforms, marketers are restricting themselves to focus only on accounts or personas on a single channel. As B2B teams prepare for the year ahead, they must remember that their strategy should guide their tech stack decisions.

Marketers need new technology to enable omnichannel personalization strategies.



Precision Demand Marketing is needed to fill MarTech gaps and promote better personalization.

As B2B buyers grow accustomed to receiving hyper-personalized B2C experiences, many are now expecting the same treatment in B2B. While the research shows that most marketers are just dipping their toes into the power of personalization, it's encouraging to see that 62 percent are planning to ramp up their buyer-based strategies within the next six to 12 months.

Marketers need to break down silos in their data, technology, and organizational structures, and then connect their strategies across channels to create a unified experience. They need to fix their data to more effectively apply and activate account, persona, and buyer-level insights. Furthermore, they should reassess their technology stacks, connect systems, and acquire technology that ensures omnichannel, automatic data governance and enables cross-channel targeting, activation, and measurement.

With these changes, marketing teams can finally align through a single view of accounts, buying units, and buyers to orchestrate the personalized cross-channel experiences B2B buyers crave.

By moving beyond an account-based strategy and into PDM, marketers can deliver buyer-based personalization at scale, help B2B organizations gain deeper insights into prospective accounts and buyers, break through data silos, and better align their teams in 2022 and beyond. When revenue teams relinquish control and move away from marketing-driven and sales-driven approaches to align around a buyer-driven model, a precise personalized approach to marketing will quickly expand across their organizations, delivering predictable results.



Integrate is the leader in Precision Demand Marketing, an emerging category to help B2B marketers develop and deliver an omnichannel demand strategy, convert customer and prospect data records to revenue, and drive marketing ROI. Integrate works with high-growth and enterprise organizations like Salesforce, Microsoft, Akamai, and Pluralsight to power their Precision Demand Marketing strategies. Over the past decade, Integrate has evolved from solving the complex challenges across each demand generation channel to powering account-based, buyer-driven omnichannel experiences. Today, Integrate's Demand Acceleration Platform helps marketers orchestrate connected buying experiences that drive qualified conversations at scale, simplify ABM management, and accelerate revenue generation.

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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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