

# Dimensions of demand gen

## 2024 B2B Trends Report

Connect brand and demand.  
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Reduce uncertainty with data-driven decision confidence.  
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Increase the value of vendors.  
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The road to measuring ROI is multidimensional.  
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digitalzone



## Executive Summary

This year's research brought us a few key truths: the modern B2B marketer is **digitally fluent, data equipped, collaborating with vendors**, and intentional about **aligning brand and demand strategies**. Hard pressed to squeeze value out of every dollar and prove ROI on every penny, the modern marketer is shaped by the fires of the pandemic and recent economic uncertainty. Not only are marketers experiencing a generational shift in their B2B buyers, but there's major shift in defining and optimizing internal ROI. Marketers are raising the bar - both on their internal team and external vendors - while staying committed to realistic, shifting metrics of success.

Amidst rapid change, marketers need to stay vigilant on industry shifts - even down to micro-trends. We've gathered **insights from 1,500 B2B marketers** from around the world to help demand gen professionals understand the current state of the industry.

### We answer some of the most pressing questions:

*What demand gen strategies are working?*

*How are marketers interacting with third party vendors?*

*How are marketers using data to enhance demand gen strategies?*

*How are marketers measuring and evaluating ROI of demand gen tactics?*

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These discoveries not only contribute to setting industry benchmarks but also illuminate the path to refining your demand generation strategies - to craft more precise and high-performing campaigns.



## *Our media kit.*

*Want to know more about  
our services and products?*

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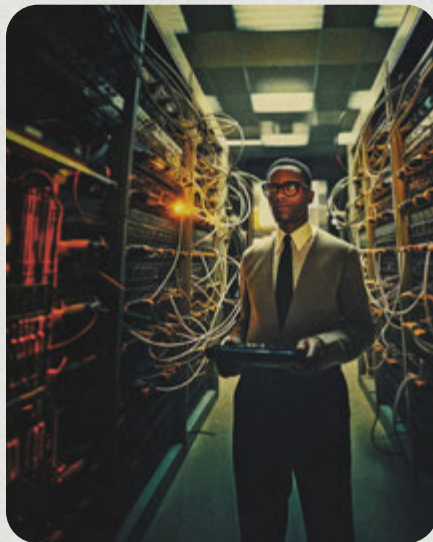
# Key Learnings

## ONE



### Connect brand and demand.

Most B2B marketers are taking a full-funnel approach to demand gen. But even while ensuring strategies are aligned across brand and demand, marketers continue to face challenges when passing those leads to the sales organization. *pg. 06*



## TWO



### Reduce uncertainty with data-driven decision confidence.

Marketers are confident in the variety of strategies they're using to develop their target audiences and are harnessing AI to create meaningful insights and optimize performance. *pg. 14*

## THREE



### Increase the value of vendors.

Nearly every single marketer noted working with a demand gen vendor, but with hefty investments, there can be a lot to lose. Marketers have picked up on some data quality and communication issues that are snuffing the potential relationship (and ROI) between outsourced and in-house from blooming. *pg. 24*



## FOUR



### The road to measuring ROI is multidimensional.

Nearly all organizations are actively measuring ROI, but it's not a one-size-fits-all approach to measuring success. There are a mix of data points that are used to get to this business-critical metric, and even more approaches to optimize it. *pg. 32*





# Connect brand *and demand.*

One part brand,  
two parts demand.

Down the hatch.

**Most B2B marketers are taking a full-funnel approach to demand gen.** But even while ensuring strategies are aligned across brand and demand, marketers continue to face challenges when passing those leads to the sales organization.



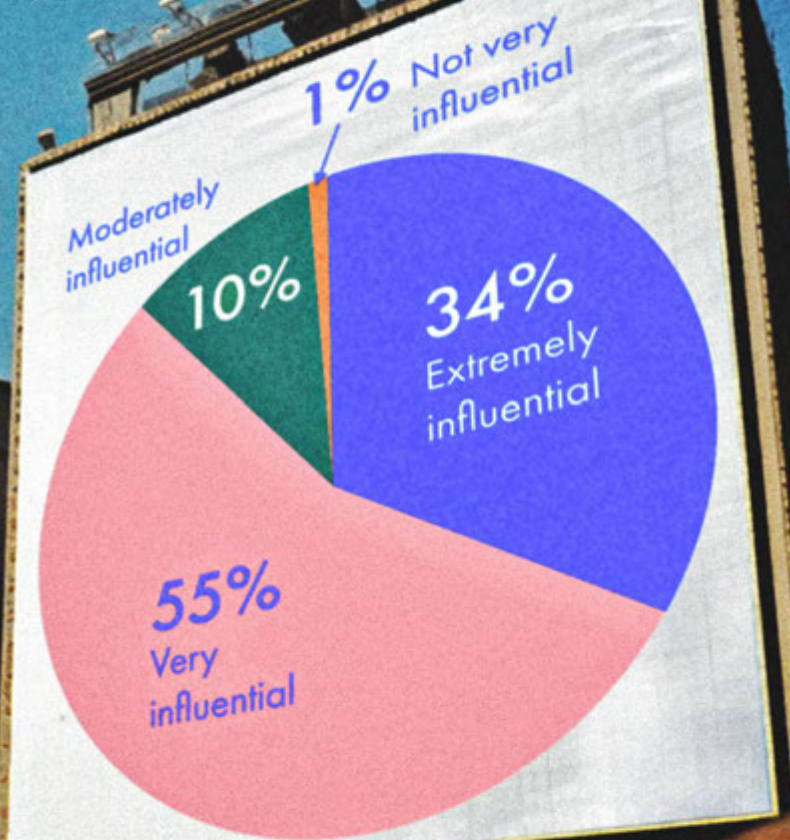
Hands down,  
marketers are  
prioritizing  
alignment **across  
brand strategy  
and demand  
generation.**

99%

of marketers say that their  
brand strategy is influential to  
their demand gen programs.

*How's that for  
mutual agreement?*

How influential is brand  
strategy to your demand  
gen programs?





Despite this alignment, unqualified leads challenge the sales and marketing funnels.

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40%

of marketers cite unqualified leads as their primary pain point.

*Ouch.*

33%

of orgs recognize a weak internal pipeline stalling sales.



*Hello?*



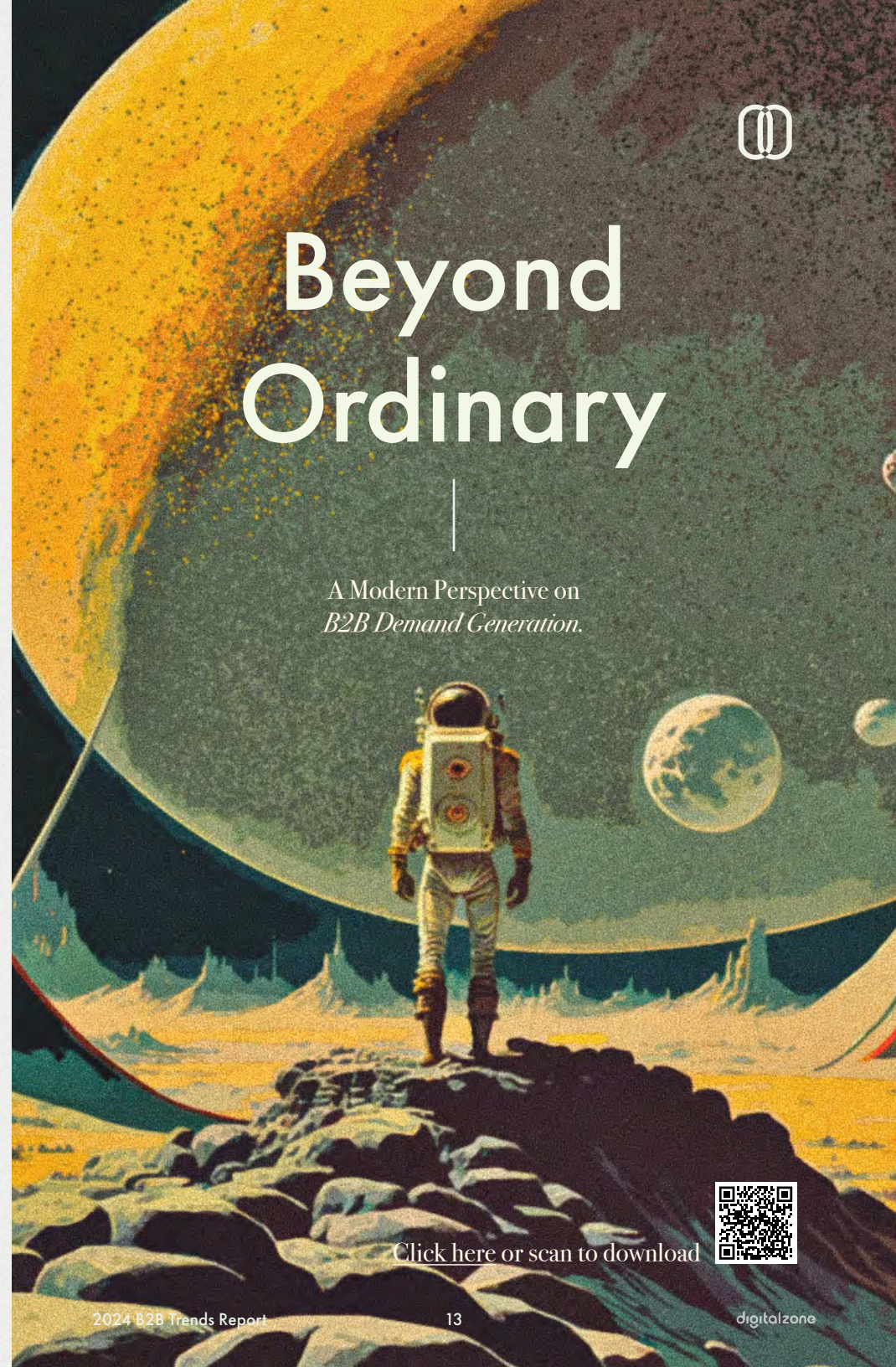


*Opportunities to evolve.*

## Stop being cross-team shy.

While marketing may be aligned across demand and brand, without sales you're the final rung short of your ladder. Smash interdepartmental siloes and start working together to identify, track, and close your ideal B2B customer.

Sit down together – Zoom is fine – and start defining team roles across the buyer journey. Where are you going to collaborate? When does sales take the communication lead? If it gets overwhelming – break things down into small initiatives for quick victories that boost momentum.



# Beyond Ordinary

A Modern Perspective on  
*B2B Demand Generation.*



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## Reduce uncertainty with data-driven decision confidence.

Marketers are confident in the strategies they're using to develop their target audiences, but there's an emerging need for customer journey data to better utilize AI to create meaningful insights and drive personalization in content.

No human can connect the threads of hundreds of data streams. Let a bot weave them.



*Nearly all B2B  
marketers agree that  
data is critical.*

Stop trying to run  
Windows 11 on a  
1970's PC.

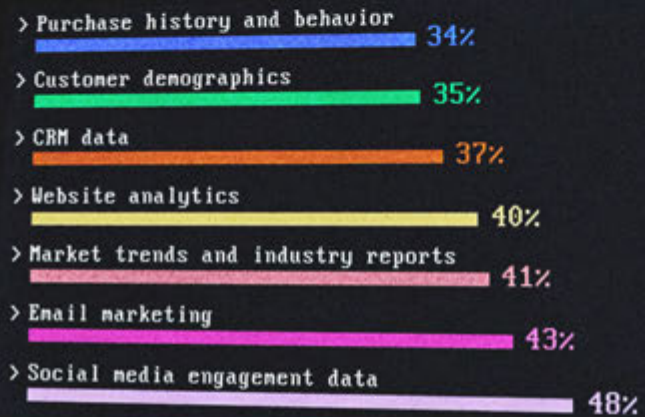
*Without data,  
you're a decade  
behind user  
insights + profiles.*

91%

of B2B marketers say the use of  
data in their marketing efforts is  
very important.



What types of data are you using to inform your marketing strategy?




Which of the following strategies are you primarily using to develop your target audiences?



39%

of marketers expressed a concern about lack of buyer journey insights.





Harnessing AI has become  
*the new norm.*

● ● ● ● ● ● ● ● ○  
*9 in 10*

marketers are using AI to create personalized  
content for their target audiences.

Introduce AI.  
Leverage insights.  
*Blast off.*

How are you  
employing AI to  
generate insights  
for your marketing  
strategy?

Natural Language  
Processing (NLP) for  
sentiment analysis

Predictive  
analytics

Personalization  
algorithms

Automated  
pattern  
recognition

Automated  
content  
generation

37%

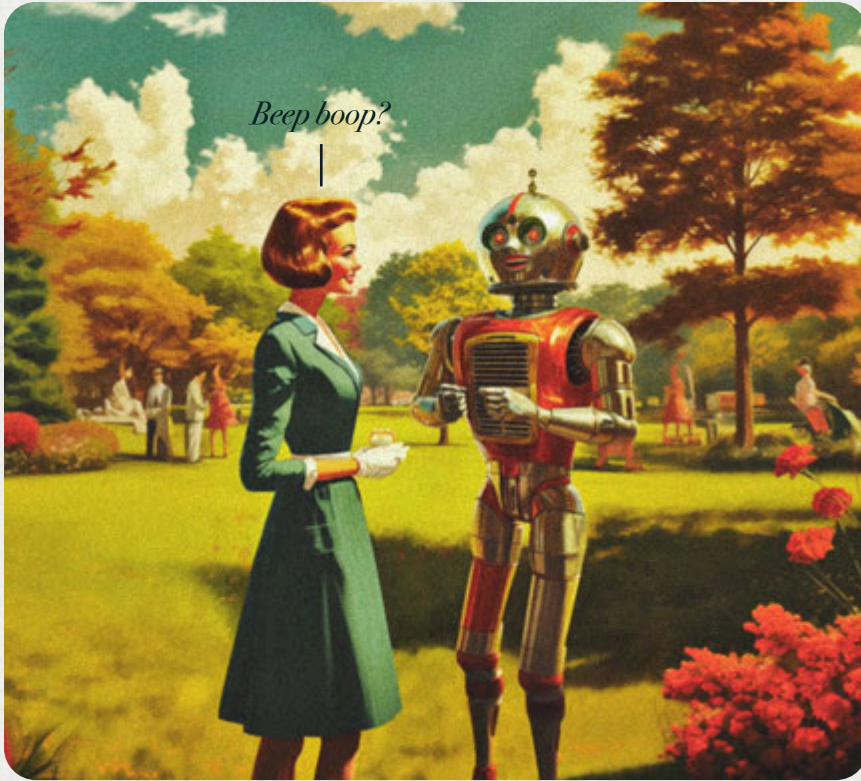
42%

43%

48%

51%





*Opportunities to evolve.*

## Integrate customer context into data.

Data is king of the digital economy and demand generation is no different. Access to data focuses your marketing, optimizes your budget, and creates more personalized experiences. But raw data isn't going to strategize itself. It's on marketers to devote time to

critically outline customer journey insights and contextualize data. **Use GenAI, third party vendor analysis, Google Analytics.** There are hundreds of tools at your disposal to optimize your strategy, but a competitive advantage will come to those who are able to layer customer journey data to make more meaningful marketing decisions.



# Waterfall

Waterfall is the **only content syndication solution that delivers HQL leads along with unique engagement data** designed to help you understand where buyers are in their journey and strategize what to do next.

*The next evolution  
in content syndication.*



Click here or scan to learn more





## Increase the value of vendors.

**Nearly every single marketer noted working with a demand gen vendor, but with hefty investments, there can be a lot to lose. Marketers have picked up**

on some data quality and communication issues that are snuffing the potential relationship (and ROI) between outsourced and in-house from blooming.



Vendors are a great way to improve micro-data to increase conversions.

99%

of marketers are using at least one third party vendor for demand gen. With the top reason being that they solve for insufficient or outdated customer data for targeting.

Data quality emerges as the most significant pain point for orgs engaging with demand gen vendors.

54%

of marketers said data quality is the most significant issue with demand generation vendors in the past 12 months.



Pain continues with limited mobility.

B2B marketers want *quick responses and campaign agility.*

76%

of marketers point to issues in communication and customer support....

....while an additional

32%

see problems in vendor agility.







*Opportunities to evolve.*

## Raise the bar on vendors.

Outside of organizational change, marketers need to start holding vendors more accountable for what they're delivering.

**Here are four important questions you should regularly evaluate your demand gen vendors against:**

1. How do you manage data quality? Do you regularly check for major data issues? I.e. duplicate data, invalid entries, failed email/address validation.
2. What internal data quality issues have you fixed? How can we prevent bad data in our org?
3. Who were our top leads last month, and how did we target them?
4. Are we communicating effectively – and via what channels?



**What's a demand gen partner network?**

*And why should you care?*

[Click here](#) or scan to learn more






## FOUR

*The road to  
measuring ROI is  
multidimensional.*

Nearly all organizations are actively measuring ROI, but it's not a one-size-fits-all approach to measuring success. There are a mix of data points that are used to get to this business-critical metric, and even more approaches to optimize it.





If economic  
uncertainty taught  
us anything, it's that  
**ROI matters.**



Of all the B2B marketers  
we surveyed,

**99%**

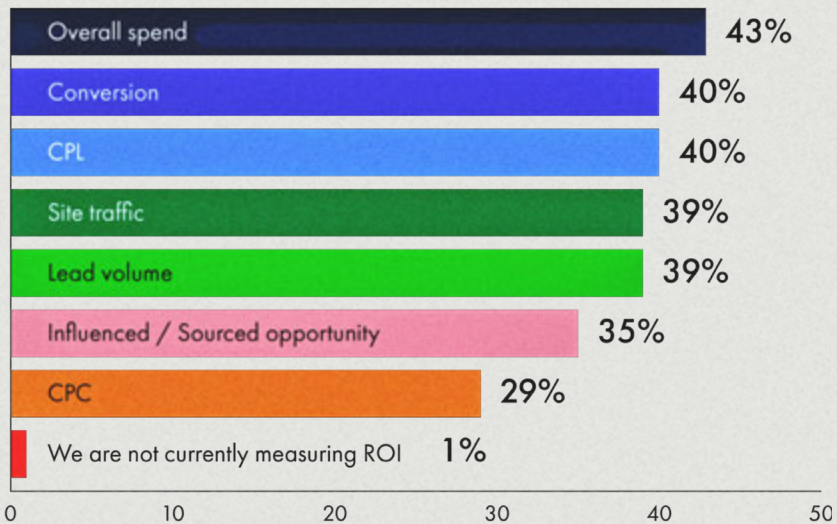
said they are currently  
measuring ROI.





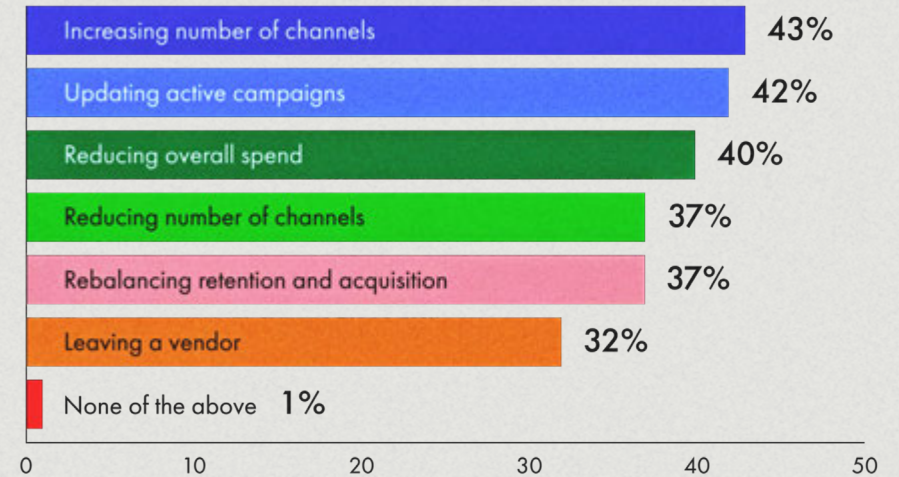
Most organizations are using multiple sources and data points to measure ROI.

How are you currently measuring ROI?



Organizations aren't just measuring ROI, they're taking steps to optimize it as well.

What strategies are you using to optimize ROI







*Opportunities to evolve.*

## Commit to realism

B2B buying is complex and so is measuring ROI. Sales cycles are longer, there's a buying committee to consider, and the buyer's journey is far from linear. These dimensions of measuring ROI make it unique to each organization. This doesn't mean that marketers are off the hook, it largely means they will need to create more transparency around the ways in which they're measuring and reporting.

**Start by getting real** - without the fuss of impressing other teams, shooting for the moon, and stomping your way to unheard-of demand gen. What can you realistically accomplish? And how does that strategy begin to build on itself quarter over quarter, and year over year? Start relishing in making goals that your team can complete – and hopefully surpass – and your ROI metrics become a way to show off just how much you've accomplished, instead of an insurmountable mountain of disappointment.



## Lead forecasting calculator

*Guesswork is so basic.*



**The Lead Forecasting Calculator eliminates uncertainty** and delivers a precise forecast of how many leads you'll need to hit your revenue goals on time.

**Go on. Give it a try.**

[Click here](#) or scan to use the tool





## Final thoughts

So much has changed in the last few years and B2B marketers have an opportunity to evolve how they deliver demand generation campaigns. **B2B marketing is not a singles game – get the roses ready and start creating and nurturing complex relationships with sales, vendors, and anyone else who can help you target your ideal buyer.** No matter how killer your campaign strategy may be, if sales can't execute your plan – it's wasted energy. If your third-party vendor communication is stale and inflexible – hold them accountable for their part in the relationship.

Start playing the team sport, and let data be your captain. **Let data-driven insights lead your**

**demand gen campaigns, follow up your sprints, and give context to your B2B roadmap.** When you're done (and we all know marketing is never done) start looking back at how to measure success. ROI is going to be unique to your team, campaign, goal, target audience – and other micro-qualifiers. No excuses, though – **transparency is the key to reaping ROI.**

Get real about what you can measure, how you should measure it, and where you hold yourselves and others accountable for every stage of the buyer journey.



# digitalzone

## About Digitalzone

**At digitalzone we're creating the world's most human demand gen company.**

As the only pure in-house demand gen vendor, digitalzone is committed to delivering the highest level of quality, compliance, and customer service. We partner with our clients to create engaging content syndication campaigns that convert. All powered by our global community of 105M unique business professionals.

We're your no-nonsense, zero-waste demand gen partner.

**Learn more at [digitalzone.com](https://digitalzone.com)**

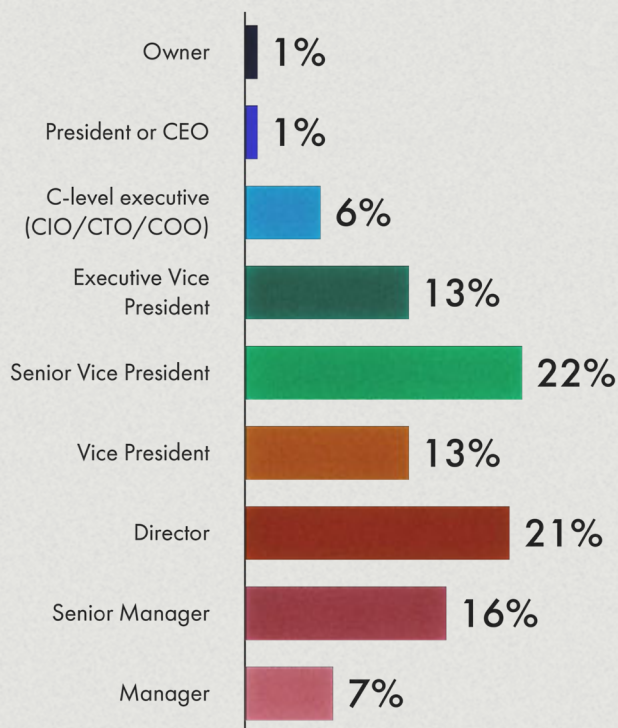


# About the Study

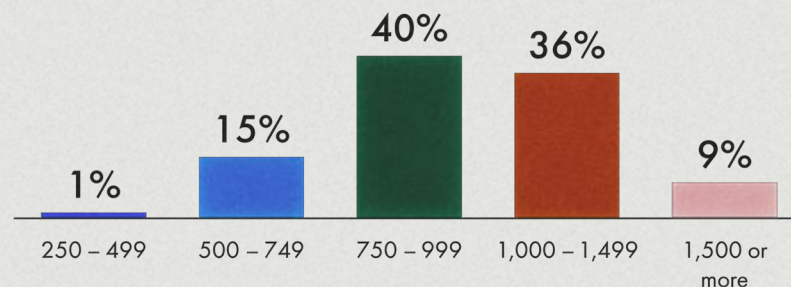
## Survey Respondents and Methodology

To help B2B companies better understand the current state of demand generation, digitalzone surveyed 1,500 global B2B marketers at the manager level or above across a wide range of industries and company sizes.

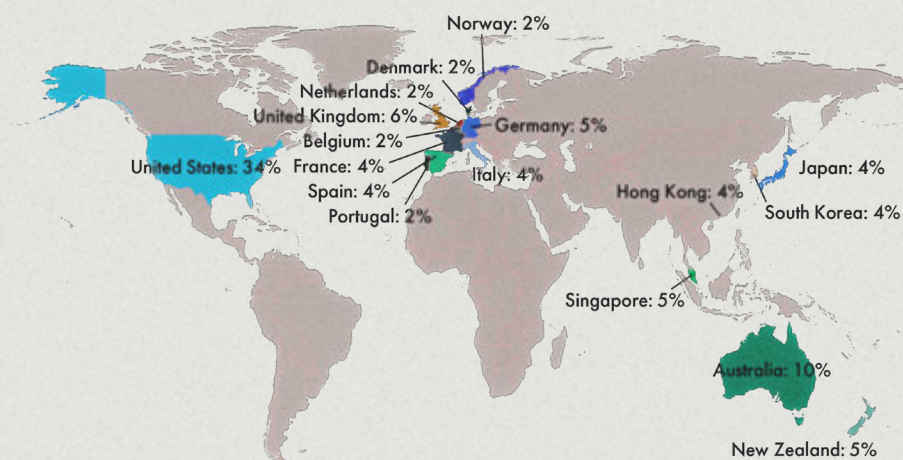
## Job Level



## Company Size



## Country



*Markets surveyed: US, EMEA, and APAC*

*Fielding Dates: Nov – Dec 2023*

*Survey Length: 14 minutes*

*Margin of Error: 2.43%*



# Our media kit.

Want to know more about our services and products?

**Download the Digitalzone media kit** for more information on our approach, differentiation, and offerings.

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