

Dynamic Nurture

2024 B2B Nurture Trends Report

Nurture is where revenue happens.
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Behavioral context is missing.
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Limited resourcing is holding nurture back.
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Executive Summary

Our deep dive into **B2B nurture programs** validated trends we regularly see with our clients - while also uncovering major challenges. While most organizations have some form of nurture for inbound leads, too often it's a 'one-size-fits-all' approach rather than a steadily maturing program.

Even though nurture efforts have proven to significantly increase ROI, it continues to be an area of underinvestment. As expectations for B2B marketers steadily expand and resources and attention start to thin across channels - something's got to give.

Extending the insights from our recent *Dimensions of Demand Gen report*, we surveyed **1,500 B2B marketers** from around the world to understand the current state of nurture programs.

These insights continue the conversation around what is and isn't working, helping to set industry benchmarks and reveal some hard truths.



Want to know more about
our services and products?

Key Learnings

ONE

Nurture is where revenue happens.

Most marketers are tapping into their nurture programs for ROI with confidence.

pg. 06



TWO

Behavioral context is missing.

Marketers are segmenting their nurture programs to deliver the strongest results, and those segments tend to be the same static data points.

pg. 16



THREE

Limited resourcing is holding nurture back.

Despite confidence in nurture being key to ROI, B2B marketers are facing bandwidth challenges to execute these programs.

pg. 24

ONE

*Nurture is where
revenue happens.*

*Most marketers are tapping
into their nurture programs for
ROI with confidence.*

Nurture is lit!

Everyone's doing it.

Nearly

9 in 10

marketers say they are currently running nurture programs.

In this report we define **nurture** as all the marketing touchpoints that happen to a lead after it opts-in to your marketing database.

When we refer to a **nurture program**, this is defined as a set of intentionally grouped nurture tactics used to achieve a strategic objective.



Are you currently running a nurture program?

1% Don't know

12% No

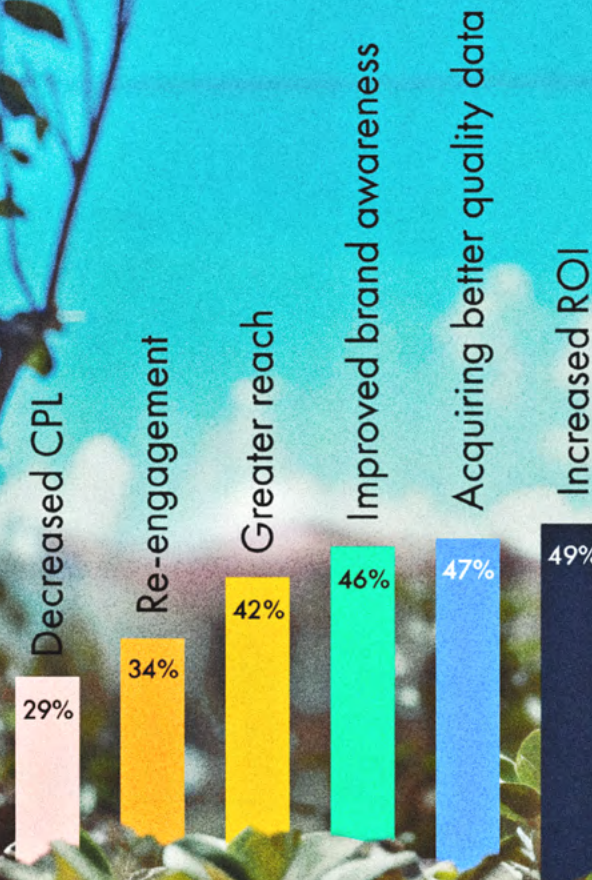
87% Yes

From top to bottom, marketers are running nurture programs for ROI potential.

The **#1 reason** organizations are running nurture programs is to increase ROI.

Directors and Senior Directors are most likely to say the top reason for running nurture programs is to increase ROI (56%), but even for Managers and Senior Managers, ROI is high on the list of priorities (48%).

Which goals are you trying to accomplish with your nurture programs?

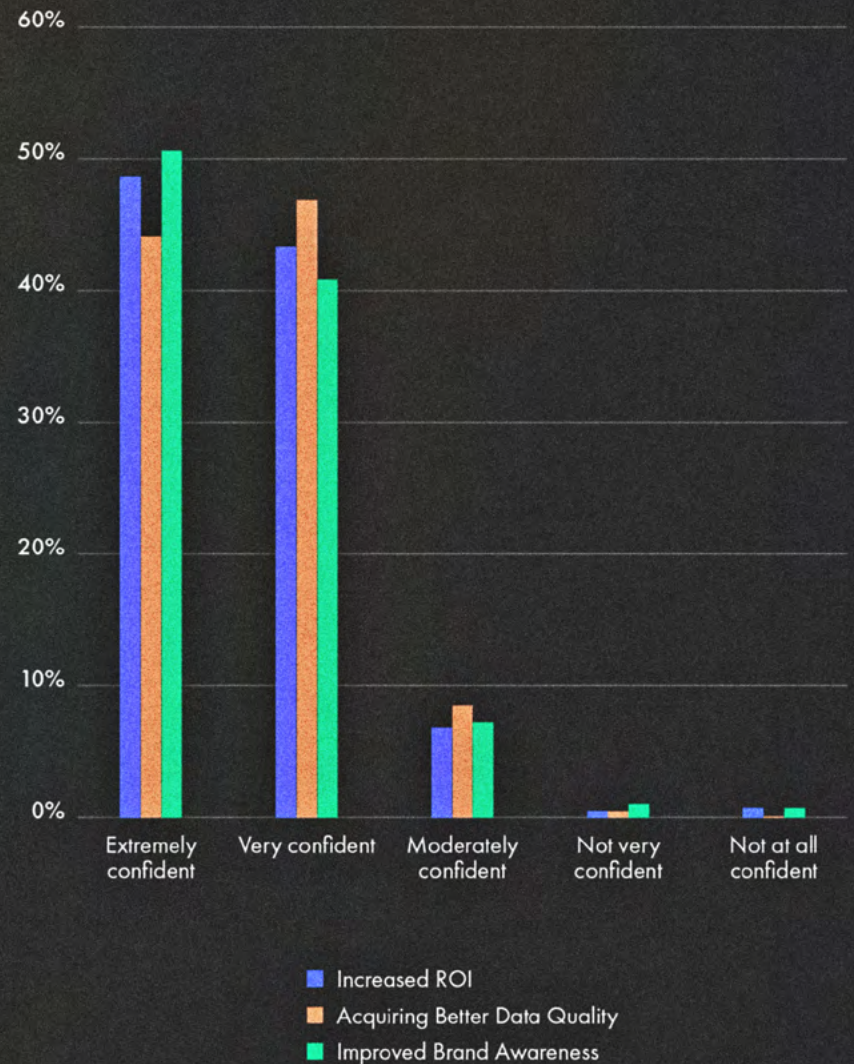




Marketers feel confident about the power of nurture.

About nine in ten marketers say they are confident in their nurture programs' ability to increase ROI.

How confident are you in your nurture programs' ability to accomplish the following goals?





Opportunities to evolve.

Finding the sweet spot.

Getting leads in the door is only half the battle, and with the path to purchase becoming more and more complex, it's important to continue the conversation with your prospects through nurture. But the ROI is realized not just in a nurture program existing, but ensuring that you're delivering value, not just volume.

Balance meeting your buyer's needs without trying to manipulate

funnel progression. That may look like fewer, more meaningful engagements. This shift in focus benefits your leads and contributes to brand trust.

In a world cluttered with marketing messages, delivering quality interactions that genuinely address a prospect's needs can cut through the noise. This isn't about flooding inboxes or stalking leads through programmatic display, it's about strategic, well-timed engagement that speaks directly to your buyer.

Waste nothing

&

deliver everything.

Our zero-waste philosophy is about optimizing every component of your demand generation campaign.

TWO

*what the heck, who ate
the cake I just made!?*

Behavioral context *is missing.*

Marketers are segmenting their nurture programs in several ways to deliver the strongest results, and those segments tend to be the same static data points.



Firmographic data is still the reigning champ for nurture segmentation.

Only

34%

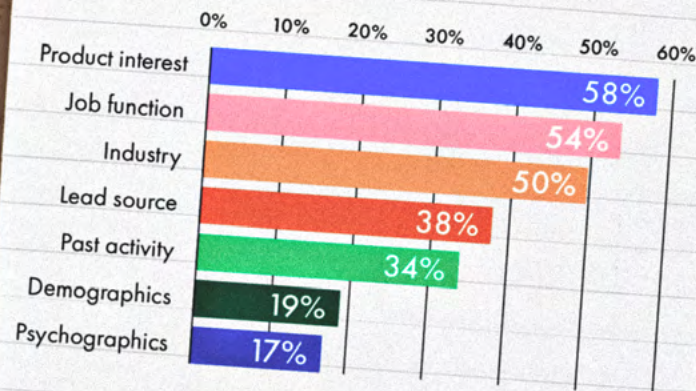
of marketers are segmenting based on what the lead actually engaged with.

But nearly

6 in 10

marketers running nurture programs say they are segmenting the programs by product interest. Which feels promising for a more dynamic, engagement-based approach to segmentation.

How are you currently segmenting your nurture programs?



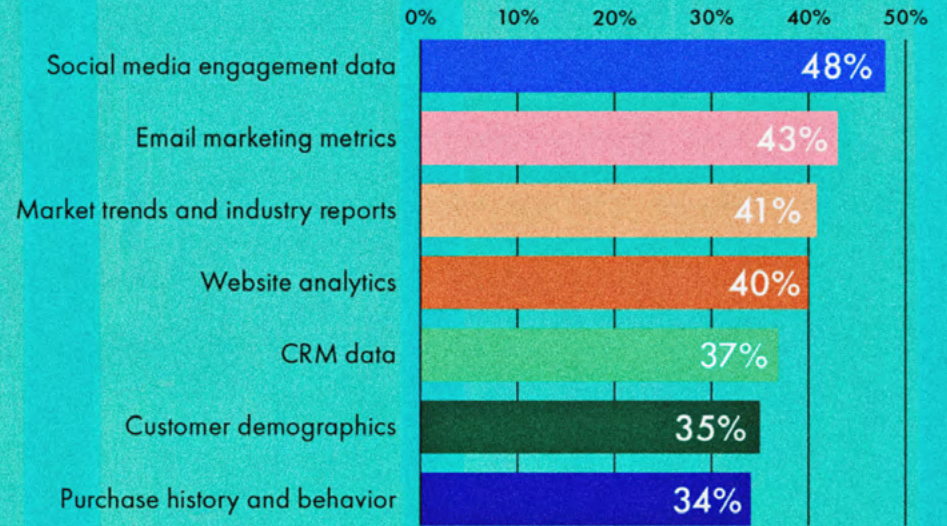
But the emphasis of static data for nurture segmentation is at odds with the importance of dynamic data in overall marketing strategies.

91%

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

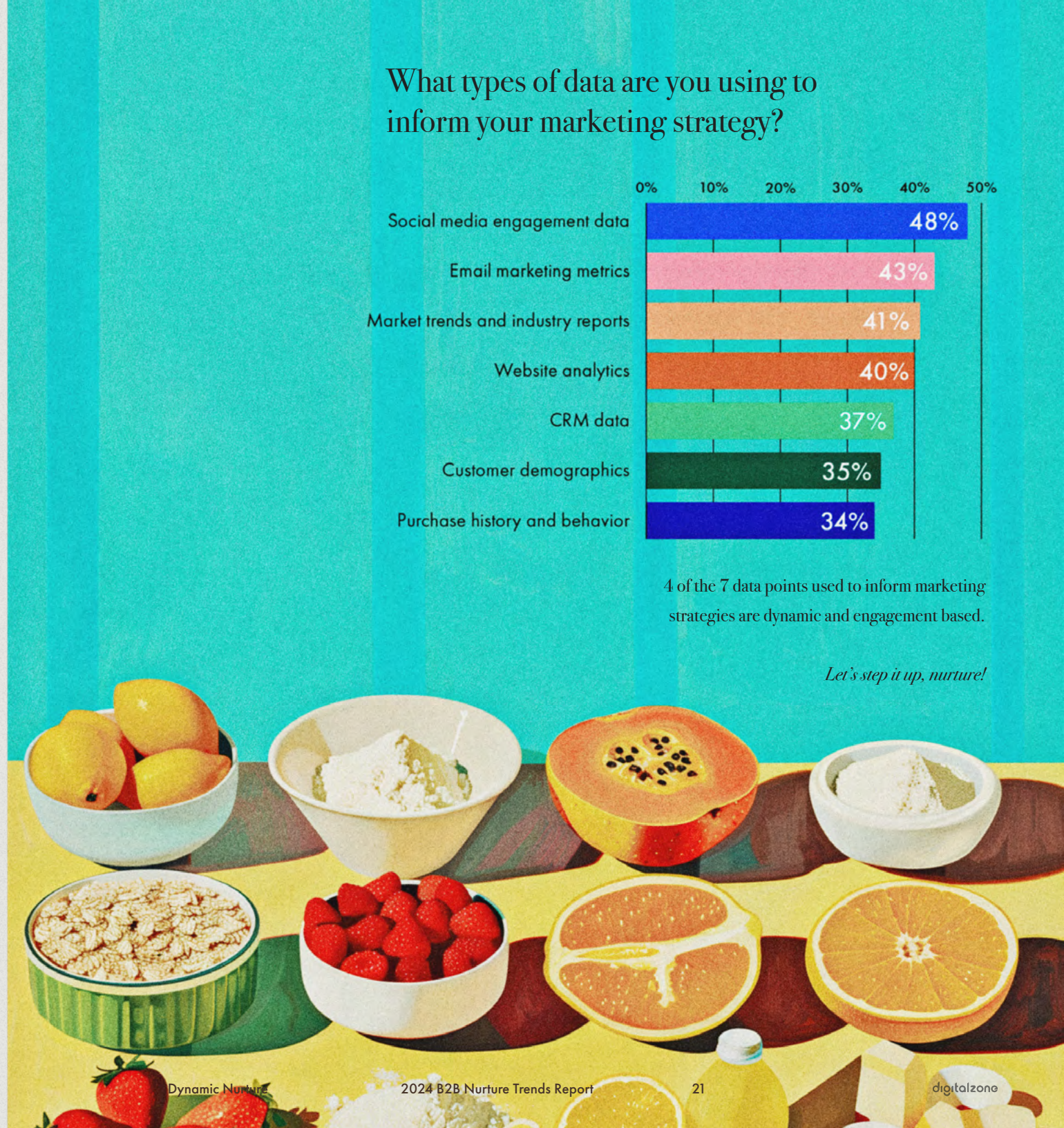
And of course, data is important! Today, marketers are using data every chance they get to drive informed strategies. So why rely on firmographic data to drive nurture segmentation?

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



4 of the 7 data points used to inform marketing strategies are dynamic and engagement based.

Let's step it up, nurture!





Opportunities to evolve.

Choose your own nurture adventure.

Too often there is a 'set it and forget it' mentality to building nurture segments around firmographic data. The modern B2B buyer has a penchant for choosing their own adventure. You have to let their content engagement lead their nurture journey.

For example, if you have an inbound lead that's a CFO and they engage in a product-centric piece of content it might make

sense to nurture them with more information about that particular product. But if you're solely basing your nurture on the fact that their title is CFO, you may deliver them collateral that has more to do with their title rather than what they are showing interest in.

It's a much better brand experience to offer your prospects a nurture that's relevant to the actions they're taking, rather than firmographic data like title and industry.



Waterfall

Waterfall is the **only content syndication solution that delivers HQLs 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](#)



THREE



Limited
resourcing
is holding
nurture back.

Despite confidence in nurture being key to ROI, B2B marketers are facing challenges around bandwidth to execute these programs.



*Maybe I should have
hired a contractor...*

Underinvestment
in nurture
programs is
making it difficult
to succeed.

The top 3 challenges B2B
marketers face regarding
the success of nurture
programs are:

1

Technical limitations

2

Resource limitations

3

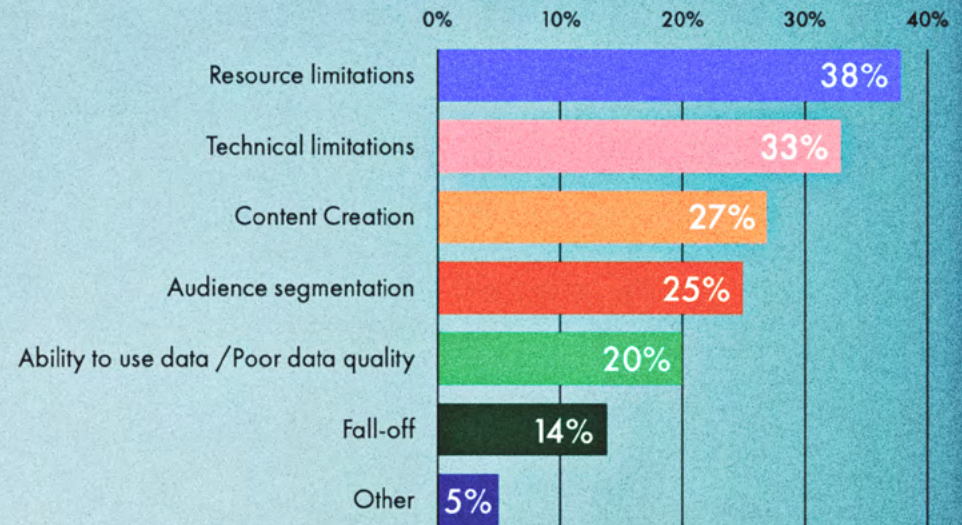
Content creation

For those not running nurture programs, there seems to be a common denominator.

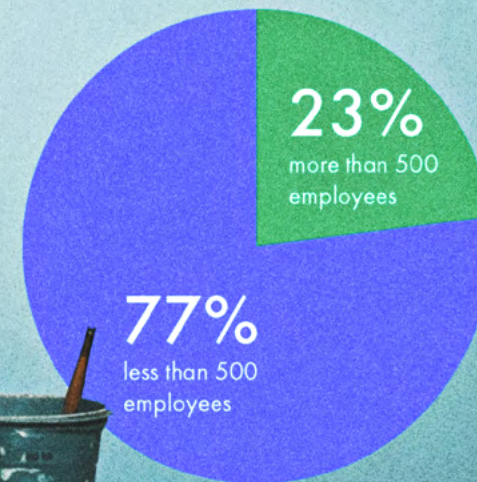
If you have limited resources, it's a lot harder to run nurture programs.



Why are you not currently running nurture programs?



Companies not running nurture programs by business size.



Smaller companies are even *less likely* to run nurture programs compared to larger companies.



Opportunities to evolve.

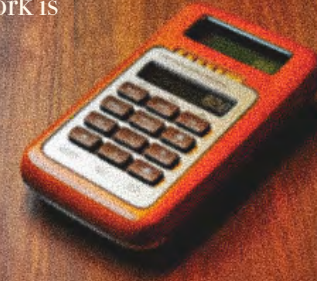
Embrace the path of least resistance.

Research proves that a nurture program is your best shot at converting inbound leads. While standing up nurture efforts can feel overwhelming, don't let perfection stand in the way of progress. It's not necessary to develop robust nurtures for every segment, or unique content for every ICP.

If resourcing is an issue, identify and prioritize your most important segment(s) first. Rather than creating unique content for your nurture, start by adjusting how you highlight the value in your content in a way that will best resonate with your targeted segment.

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

The modern B2B buyer has changed. They are digital natives that expect seamless brand experiences and a degree of personalization baked into all their touchpoints.

Marketers have an opportunity to win by **being intentional about their nurture programs.** With only 5% of buyers in the market for what you're selling at any given time, that leaves most of the market heavily reliant on your nurture programs.

So how do you prioritize active buyers without neglecting your future buyers? You **develop lead generation campaigns that serve both** and build a nurture program that embraces where

prospects are in the funnel based on their dynamic engagement signals – not just where you'd like them to be.

A test and learn approach is key to developing an always-maturing program, but also to ensure you don't become paralyzed by trying to create the perfect program. **Set realistic goals** and work towards them and you'll steadily see the ROI come in.



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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

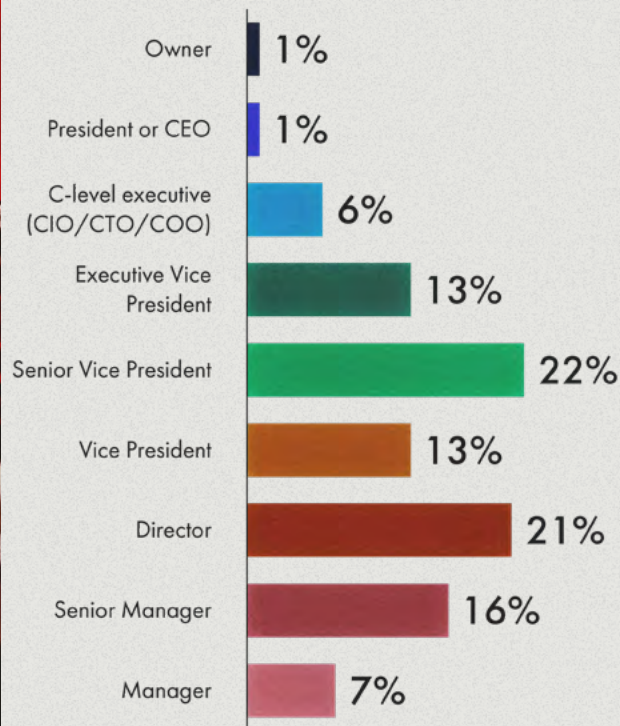


About the Study

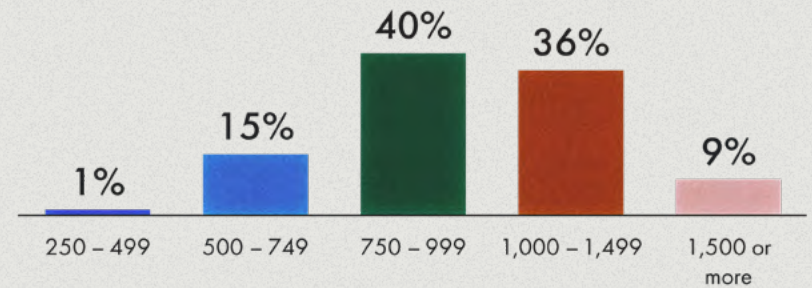
Survey Respondents and Methodology

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.

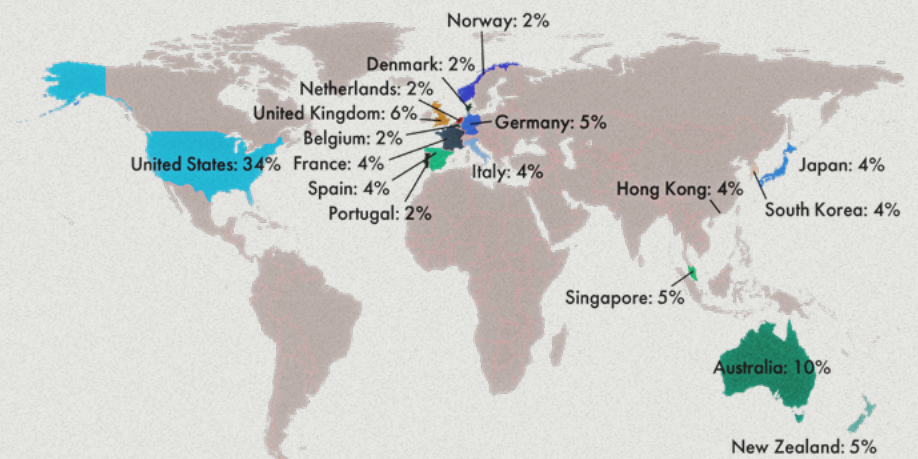
Job Level



Company Size



Country



Markets surveyed: US, EMEA, and APAC

Fielding Dates: Nov - Dec 2023

Survey Length: 14 minutes

Margin of Error: 2.43%

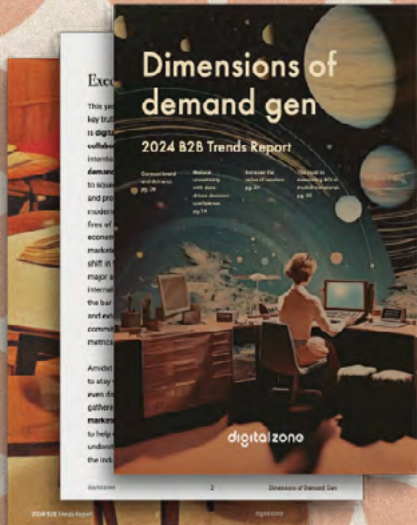
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Check out our Dimensions of demand gen report.

This research uncovers new and emerging industry trends and helps establish some new benchmarks for 2024.

Dimensions of demand gen

2024 B2B Marketing Report



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