

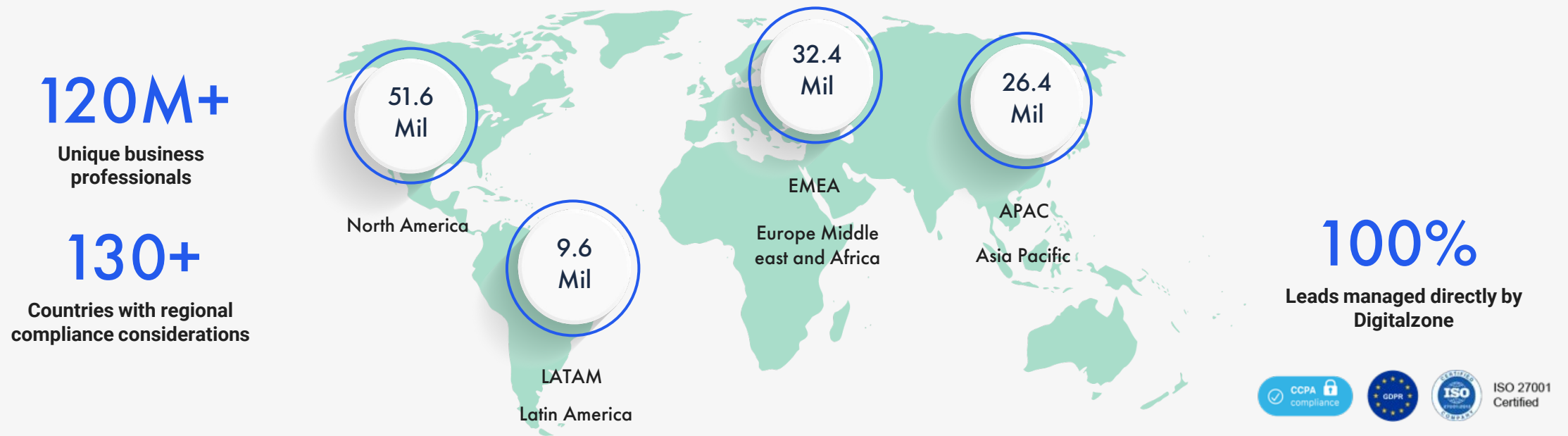
Reframing Demand Gen

digitalzone



About Digitalzone.

Digitalzone is a B2B marketing company driven by our **zero-waste demand generation philosophy**, partnering with our clients to develop the most compelling campaigns for B2B buyers, while delivering measurable impact.



Powered by the Digitalzone Data Cloud, we're using applied AI buyer intelligence for a contact-level approach to ABM.

When marketers and buyers are in sync,
extraordinary things happen.



Dimensions of Demand Gen
Marketers' perspectives



B2B Buyer Beat
Buyers' perspectives

Key Lessons

1. Sustainable ROI comes from multi-channel nurture
2. Targeting has the highest potential for waste
3. Lead journeys supplies crucial data that accelerates the sales pipeline
4. Embracing generational nuances improves engagement



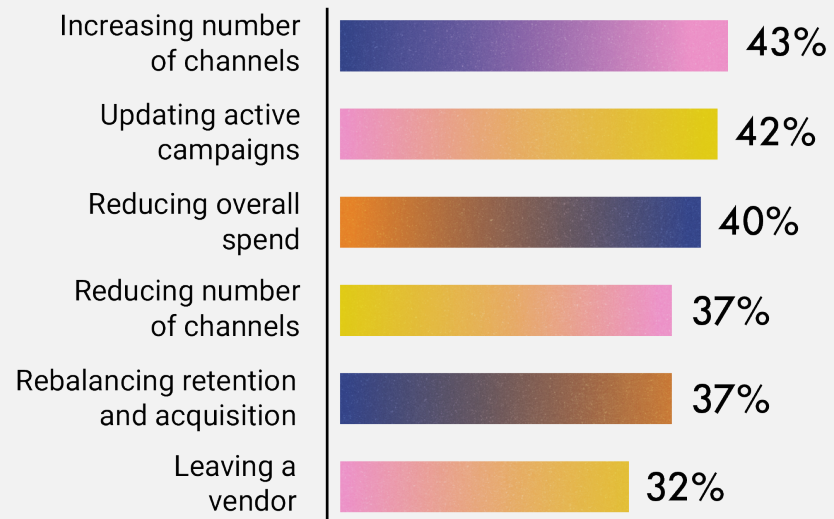
Reframing Demand Gen: Insights on the future of B2B

Lesson 1

Sustainable ROI comes from multi-channel nurture.

Marketers shift to multi-channel

What strategies are you using to optimize ROI?



83%

of buyers need at least **3-10 touches** before they start taking your brand seriously, let alone move toward conversion.

Establishing authority and brand reputation for B2B buyers

How many times do you need to see a brand before considering them reputable?

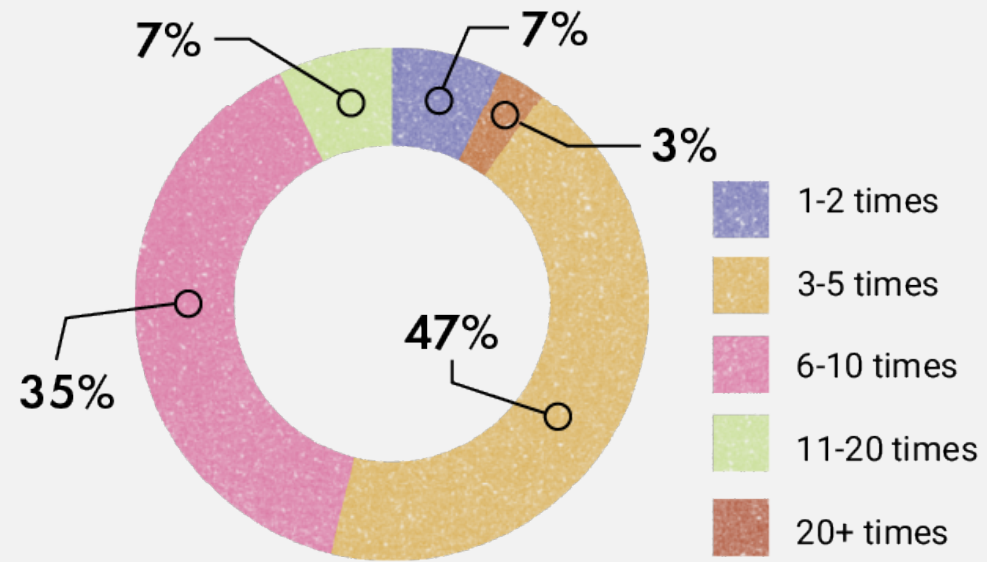
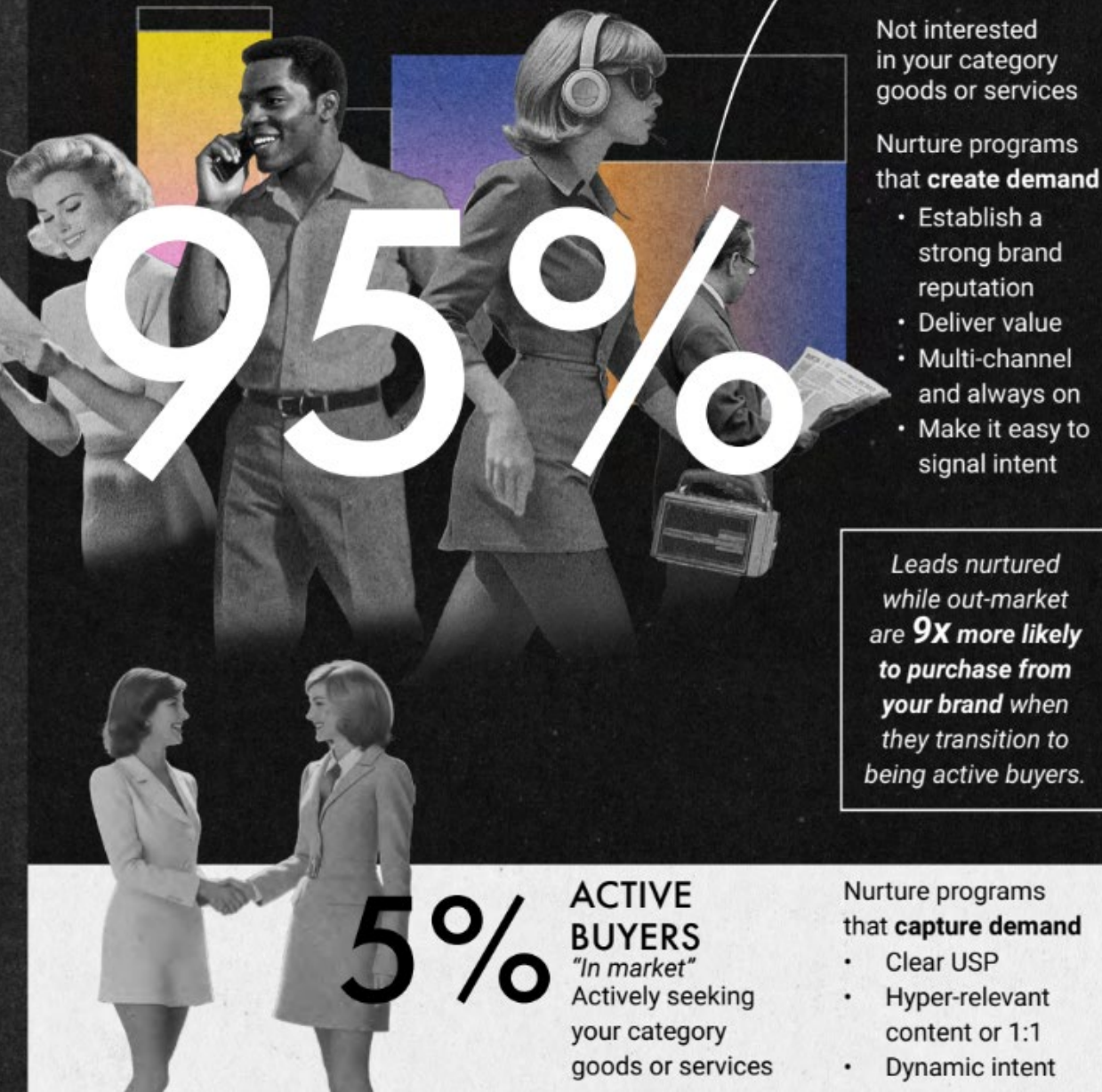


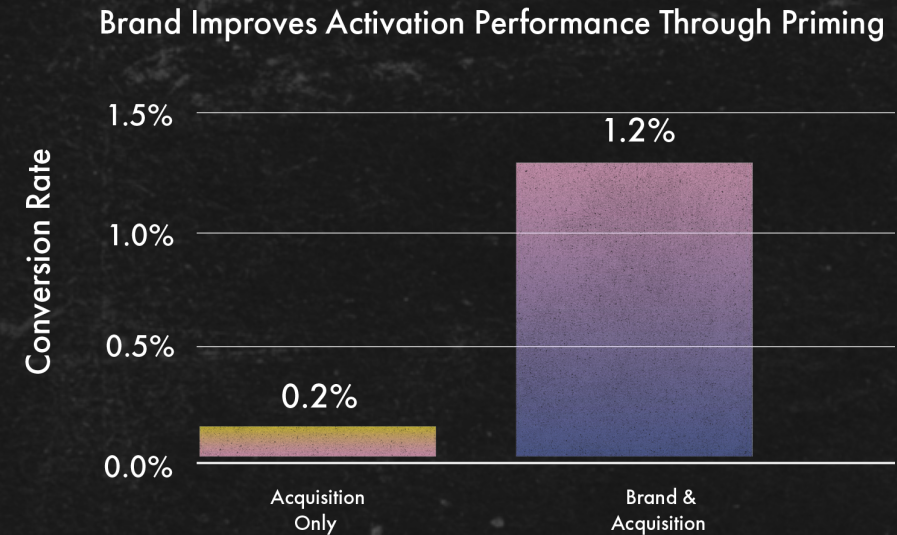
Figure 3:

A sustainable ROI model



Redefining nurture

Continuous, always-on conversation is what drives better outcomes and creates more engaging brand experiences, which requires a multi-channel presence.



Lesson 2

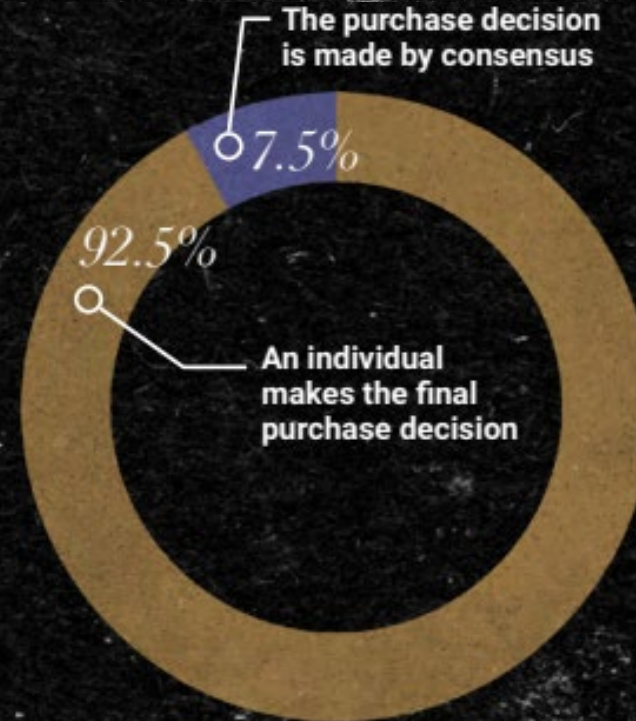
Targeting has the highest potential for waste.

92.5%

Of final purchase decisions are made by an individual

Purchasing is not done through consensus

How do you make the final decision on vendor selection?



Targeting with contact-level intent

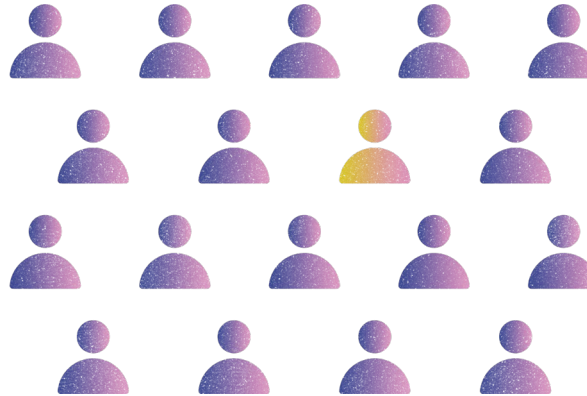
Account-level intent

Account-level intent gathers signals from an entire company but doesn't factor in whether they match your ICP.



Contact-level intent

Contact-level intent focuses on the individual who is signaling intent, offering a sharper insight into whether your lead is truly in-market.



Effective targeting starts with precision, and precision begins with contact-level intent.

So, what about ABM?

Tangible outcomes of Contact-level Precision Targeting:

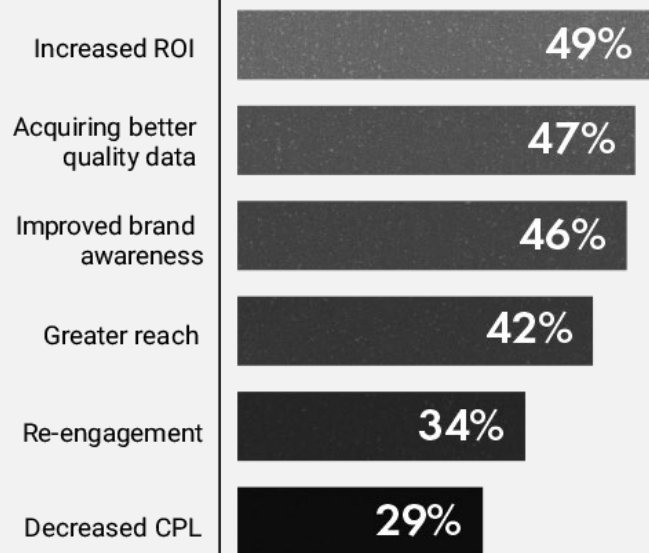
- Build smarter intent-based audiences
- More precision in your ABM efforts
- Persona-based nurture and remarketing

Lesson 3

Lead journeys supply crucial data that accelerates the sales pipeline.

Data is a top priority for nurture strategy

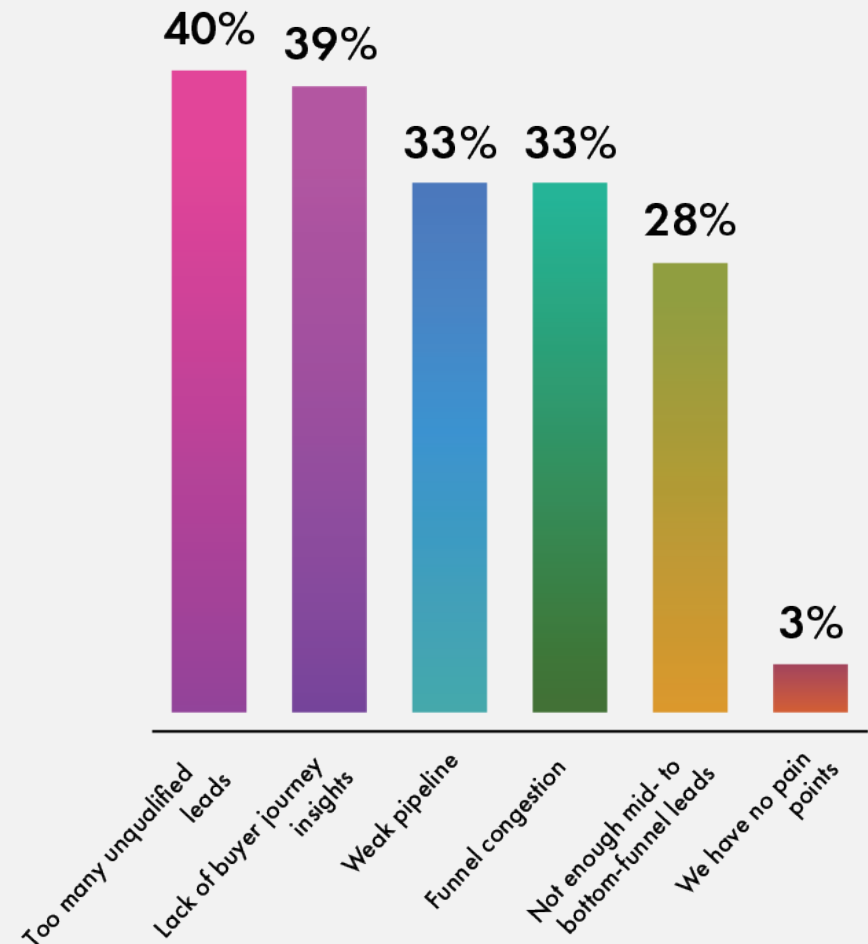
Which goals do you try to accomplish with your nurture programs?



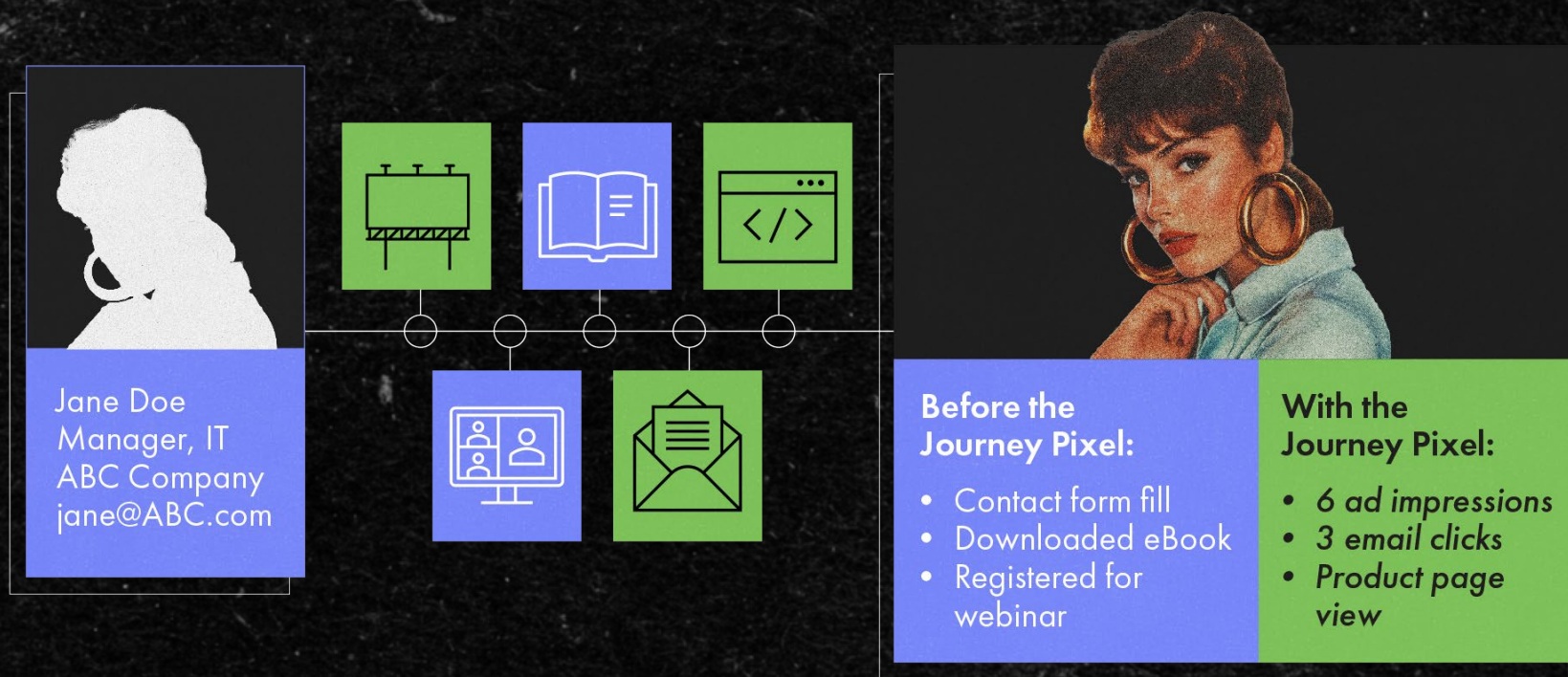
digitalzone

Unqualified leads result from lack of insights

What are the primary pain points for your sales and marketing funnel?



Lead journey reporting with deeper engagement scoring



Digitalzone elevates lead journey reporting by placing the Journey Pixel on every campaign property to provide more visibility into micro-journey engagement. Channels that were previous anonymized, like display ads or your website, now given clear contact-level visibility to inform scoring.

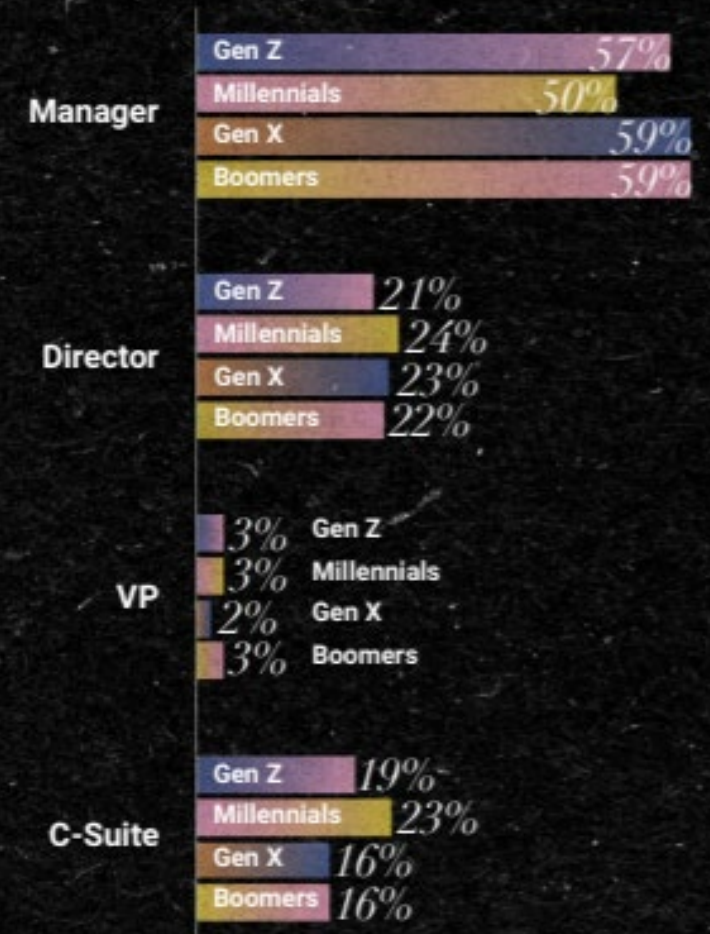
Lesson 4

Embracing
generational
nuances
improves
engagement



*Most purchase decisions
are made by Boomers or
Millennials*

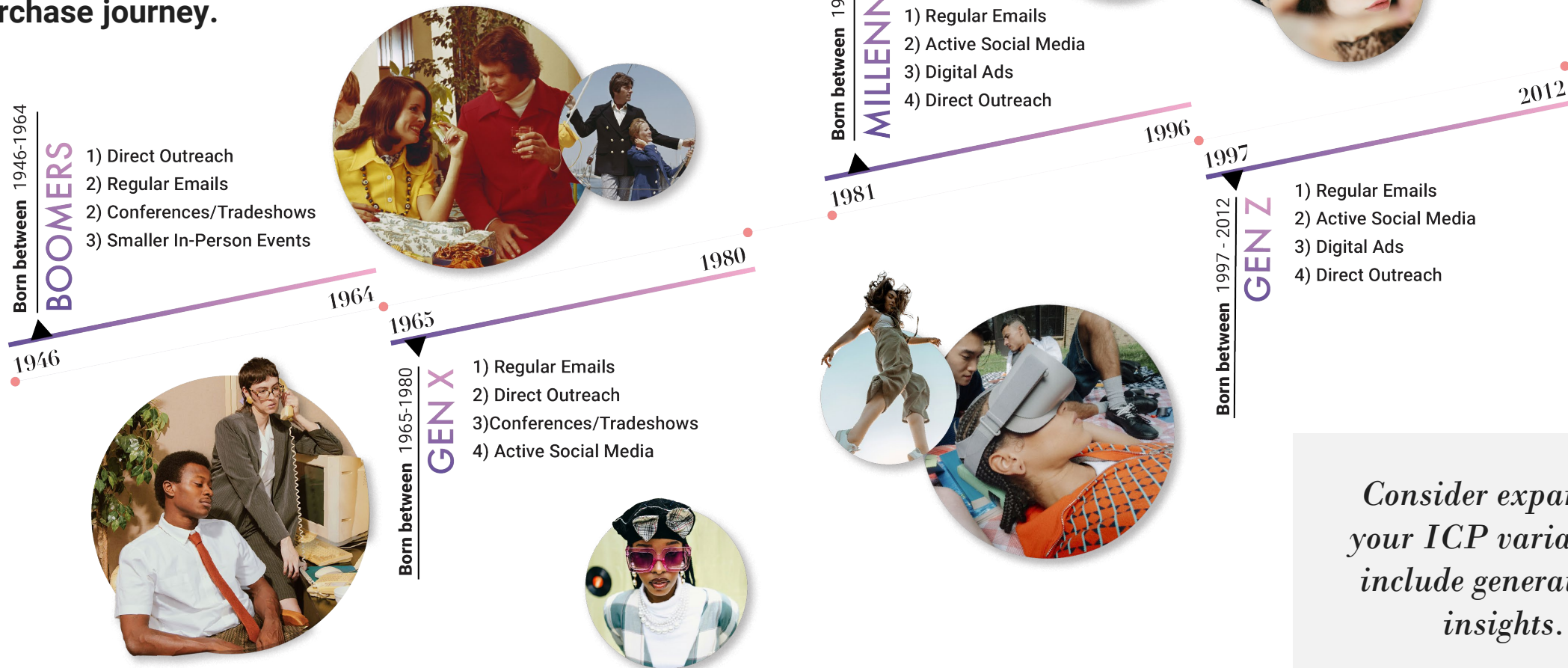
What is your job level?



Generations are shifting, and each has significantly distinct habits and behaviors.

Generational preferences

Top channels during the purchase journey.



Consider expanding your ICP variables to include generational insights.

The Age

of

Opportunity

2024 Insights Report

Special Issue

**All Generations,
All the Insights:**
Top buyer Traits By
Age Group, **Page 8**

Gen X Factor
Old School
Meets New
Rules, **Page 20**

Cross-Gen Sparks
Bc Buyers Can Have
Chemistry Too

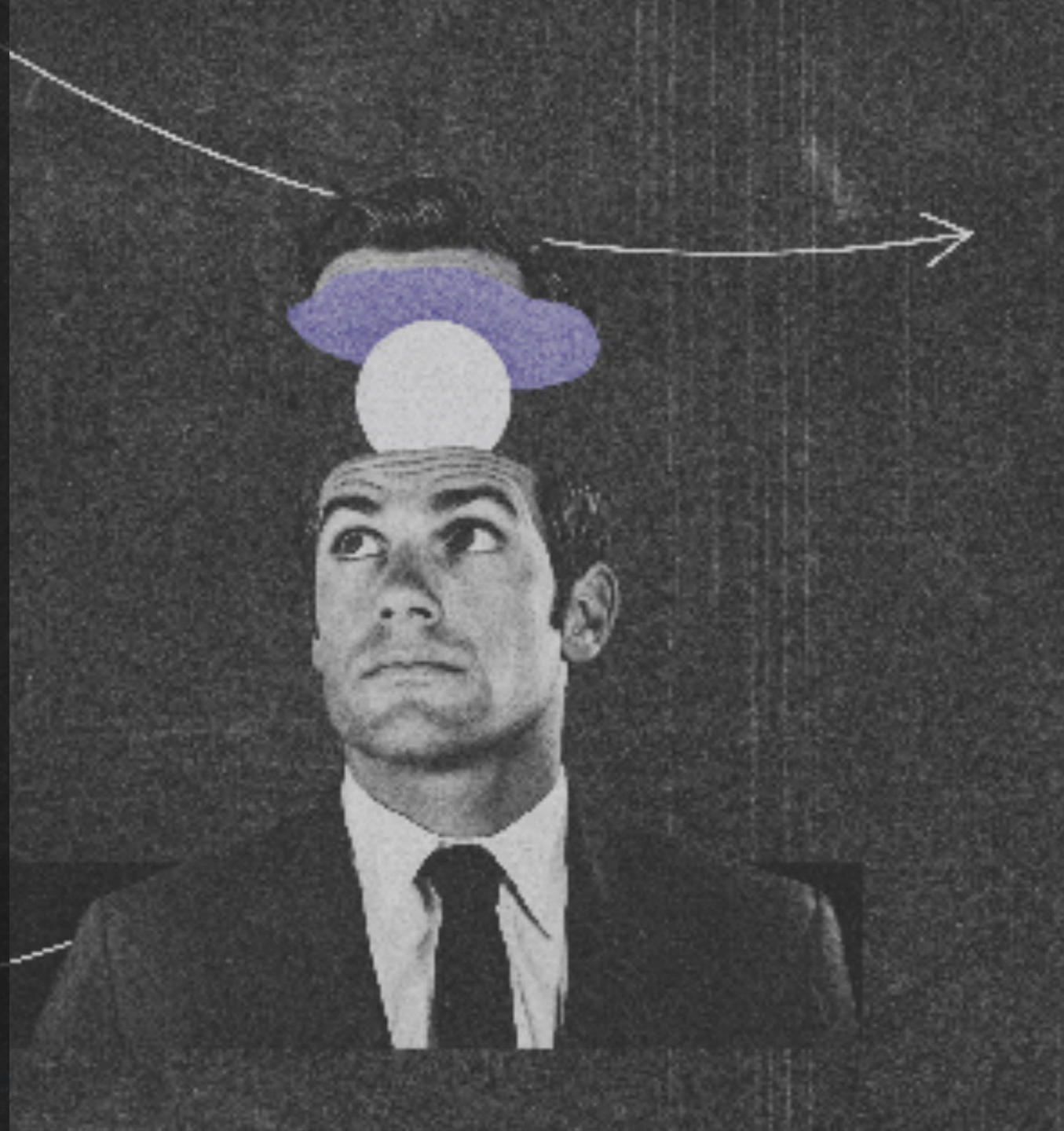
The Future is Zoomer
Bye, Bye, Bye Millennials

digitalzone

Ted
inn
Mill
bler
tech
tran
they
and
up a
orga
futu
dynamic leadership.

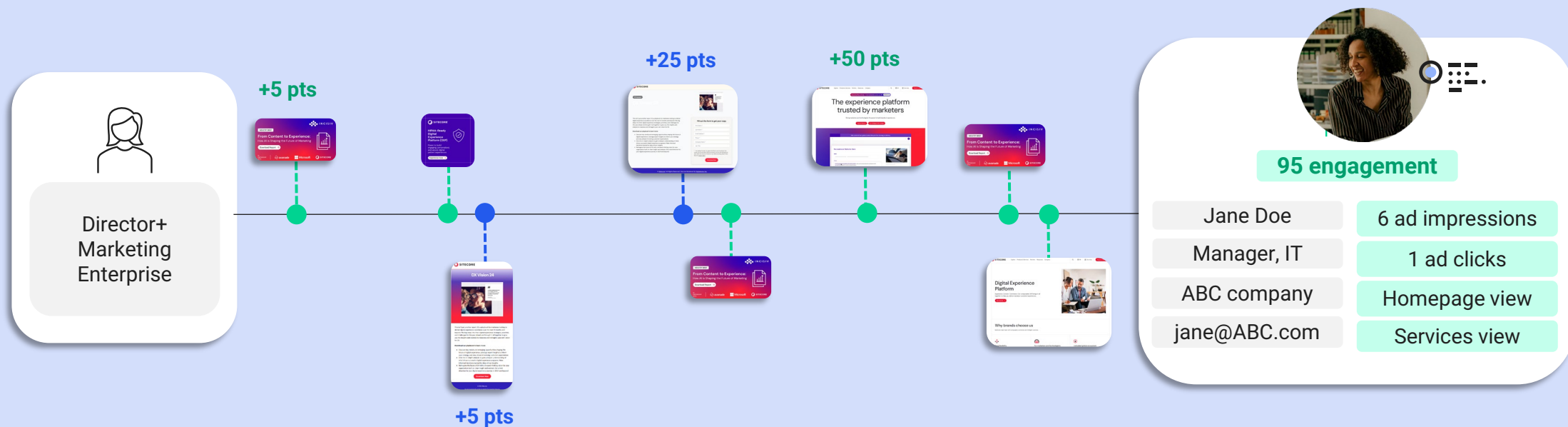
Key Lessons

1. Sustainable ROI comes from multi-channel nurture
2. Targeting has the highest potential for waste
3. Lead journeys supplies crucial data that accelerates the sales pipeline
4. Embracing generational nuances improves engagement



Introducing *Programmatic Nurture*TM

A multi-channel demand generation solution that's powered by the Digitalzone Data Cloud and our Contact-level Precision Targeting to deliver the most transparent journeys, surface high intent leads, and create sustainable ROI.



First-party reach
Contact-level targeting throughout your program for relevant messaging.

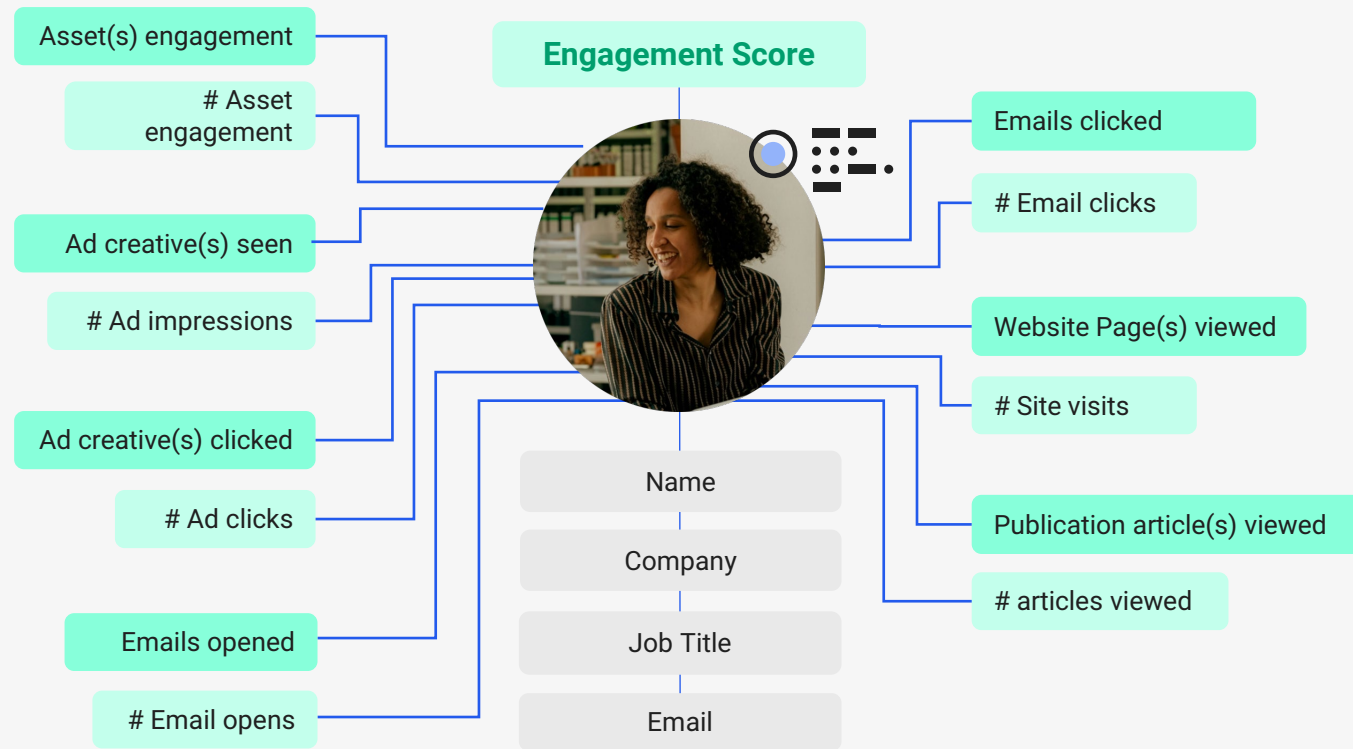
Media attribution
A clearer picture of media impact on revenue.

Unveiled site visits
Move site visitors from unknown to known at the contact-level.

Contact-level reporting
Visibility into the account and contact-level data for insights-driven nurture.

Unmatched contact-level visibility

With the **Journey Pixel** applied across all campaign assets you'll get contact-level visibility into every touchpoint that occurs across the lead journey – which extends to previously anonymized channels like Display and your website for more accurate contact-level insights.



40%+

Identity resolution rate across pageviews and Display engagement

6x

More engagement across digital touchpoints with Contact-Level Precision Targeting

Q&A

Key Lessons from Reframing Demand Gen

1. Sustainable ROI comes from multi-channel nurture
2. Targeting has the highest potential for waste
3. Lead journeys supplies crucial data that accelerates the sales pipeline
4. Embracing generational nuances improves engagement



Thanks for joining!

Be sure to check out our other resources and events

