

# B2B Demand Generation in 2019: Identifying the Buying Cycle and Shift to Intent Targeting

## Importance of Identifying Stages of the B2B Technology Buying Cycle



Quickly adapt strategies



Provide timely answers to key questions



Help differentiate from the competition



Give confidence to your client that you can help them

### Different Stages of the B2B Technology Buying Cycle



### Key Trends About the Buying Committees

**79%**



**10 PEOPLE**

of the respondents said that between one and six people are involved in their purchase process<sup>1</sup>

The typical buying group for a complex B2B solution involves six to 10 decision makers<sup>2</sup>

- Typically made up of a primary decision maker, a project manager, influencers and researchers
- The rapid increase of buying committees has made connecting with decision makers a challenge – as the number of stakeholders increases, the likelihood of decisions being reached is negatively impacted
- It is important for lead-gen teams to make valuable first impressions and continue to add value throughout every stage of the client's buying cycle

## The Shift to Intent Targeting – Facts & Figures

**29%**

B2B companies currently using intent targeting to reach in-market buyers<sup>3</sup>

**84%**

Businesses feel intent is very effective in predicting a sale<sup>4</sup>

**53%**

Companies stated that intent is of top priority to collect information about their target audience<sup>5</sup>

**48%**

B2B companies plan to use intent targeting to reach in-market buyers by 2020<sup>3</sup>

### First-Party Intent Data

VS

### Third-Party Intent Data

First-party data providers capture information about what buyers DO - the direct interaction with a business

Third-party data providers have more limited information gathered through a combination of surveillance methods that is not always verified by the business

### Engagement Triggers



Visitors come to website



User opens app



Customer makes purchases



Newsletter readers open emails



Web browsing



Clicks



Cookies

## Benefits of Working with Spiceworks

### First-Party Intent Telemetry Elements



How-to Posts



Topic Posts



Learning Modules



Product Reviews



Editorial Content



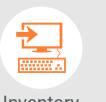
Advertiser Content



Help Desk Tickets



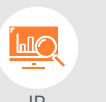
Networking Tools



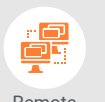
Inventory



Security Tools



IP Scanner



Remote Support

### Intent Targeting Solutions



Intent Email



Intent Audience Extension



Content Syndication



Intent On-Network Display

### Spiceworks Intent Segments

- |  |  |   |  |
|--|--|---|--|
| <ul style="list-style-type: none"> <li>▪ Desktop</li> <li>▪ Laptop</li> <li>▪ Server</li> <li>▪ Networking</li> <li>▪ Printer</li> <li>▪ Data Storage &amp; Backup</li> <li>▪ Virtualization</li> <li>▪ Email</li> </ul> | <ul style="list-style-type: none"> <li>▪ Collaboration Software</li> <li>▪ VoIP</li> <li>▪ ISP</li> <li>▪ Design Software</li> <li>▪ HR Software*</li> <li>▪ CRM &amp; Marketing Automation*</li> <li>▪ ERP Systems &amp; SCM Software*</li> </ul> | <ul style="list-style-type: none"> <li>▪ Security Software</li> <li>▪ Endpoint Security*</li> <li>▪ Network Security*</li> <li>▪ Cloud Security*</li> <li>▪ Database Security*</li> <li>▪ Compliance Management*</li> <li>▪ Productivity Software*</li> </ul> | <ul style="list-style-type: none"> <li>▪ Cloud</li> <li>▪ Infrastructure-as-a-Service*</li> <li>▪ Cloud Migration*</li> <li>▪ Infrastructure Management &amp; Monitoring*</li> <li>▪ Business Intelligence &amp; Analytics*</li> </ul> |
|--|--|---|--|

\*New for 2019

1. Demand Gen Report, 2018 B2B Buyers Survey Report, [http://e61c88871f1fbaa6388d-c1e3bb10b0333d7ff7aa972d61f8c669.r29.cf1.rackcdn.com/DGR\\_DG081\\_SURV\\_B2Bbuyers\\_Jun\\_2018\\_Final.pdf](http://e61c88871f1fbaa6388d-c1e3bb10b0333d7ff7aa972d61f8c669.r29.cf1.rackcdn.com/DGR_DG081_SURV_B2Bbuyers_Jun_2018_Final.pdf)  
 2. Gartner, B2B Buying Journey, <https://www.gartner.com/en/sales-service/insights/b2b-buying-journey>  
 3. Spiceworks, 2019 State of IT Marketing Report, <https://www.spiceworks.com/marketing/state-of-it/report/it-marketing/>  
 4. Demand Gen Report, Practitioner's Guide to Intent Data, [http://e61c88871f1fbaa6388d-c1e3bb10b0333d7ff7aa972d61f8c669.r29.cf1.rackcdn.com/DGR\\_DG094\\_SR\\_IntentData\\_Feb\\_2019\\_Final.pdf](http://e61c88871f1fbaa6388d-c1e3bb10b0333d7ff7aa972d61f8c669.r29.cf1.rackcdn.com/DGR_DG094_SR_IntentData_Feb_2019_Final.pdf)  
 5. Demand Gen Report, Improvements in Data Initiatives, [http://e61c88871f1fbaa6388d-c1e3bb10b0333d7ff7aa972d61f8c669.r29.cf1.rackcdn.com/DGR\\_DG089\\_SURV\\_Database\\_Nov\\_2018\\_Final.pdf](http://e61c88871f1fbaa6388d-c1e3bb10b0333d7ff7aa972d61f8c669.r29.cf1.rackcdn.com/DGR_DG089_SURV_Database_Nov_2018_Final.pdf)

Improve your sales pipeline and target in-market buyers with Spiceworks' first-party intent telemetry

Contact Us



### ABOUT SPICEWORKS

Spiceworks is the marketplace that connects the IT industry to help technology buyers and sellers get their jobs done, every day. The company helps people in the world's businesses to find, adopt, and manage the latest technologies while also helping IT brands build, market, and support better products and services. Founded in 2006 and headquartered in Austin, Texas, Spiceworks empowers people to use technology to make their organizations, their communities, and the world better.

For more information visit <http://www.spiceworks.com/marketing>