

Steal this Deck!

The 2025 B2B Marketing Edge

*How Data-Confident Marketers
Are Accelerating Growth*

A sneak peek at the boldest moves
from the 2025 B2B Marketing
Edge Report

(+ real world tips for marketers!)



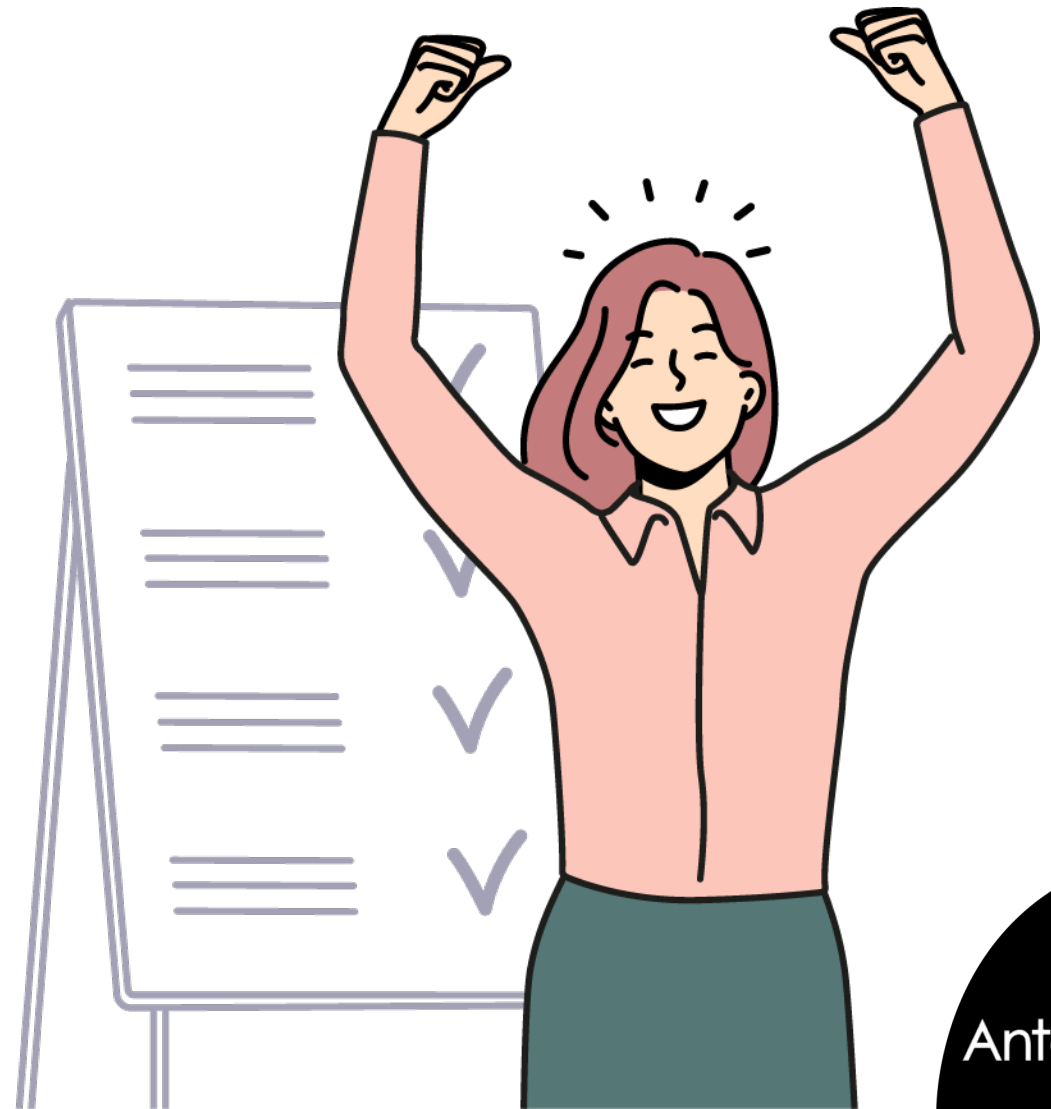
Who are the Growth Gurus?

Growth Gurus are the high-performing B2B marketers uncovered in [The 2025 B2B Marketing Edge](#) report. Based on insights from 450+ marketing leaders worldwide, these marketers share one thing in common: **they're driving significant revenue growth** by mastering their data, adopting AI, and accelerating campaign execution.

In fact, Growth Gurus are:

- 📈 3x more likely to achieve revenue growth
- ⚡ 3x faster at launching campaigns
- 🔍 Leaders in first-party and intent data adoption

This deck reveals the moves that set Growth Gurus apart—so you can **steal them** for your H2 and 2026 plans!



B2B marketers are evolving: **79%** of marketers took on new responsibilities

The modern B2B marketer is wearing more hats than ever, balancing strategy, execution, and even new technologies like AI. This shift reflects rising expectations in the C-suite and evolving buyer demands.

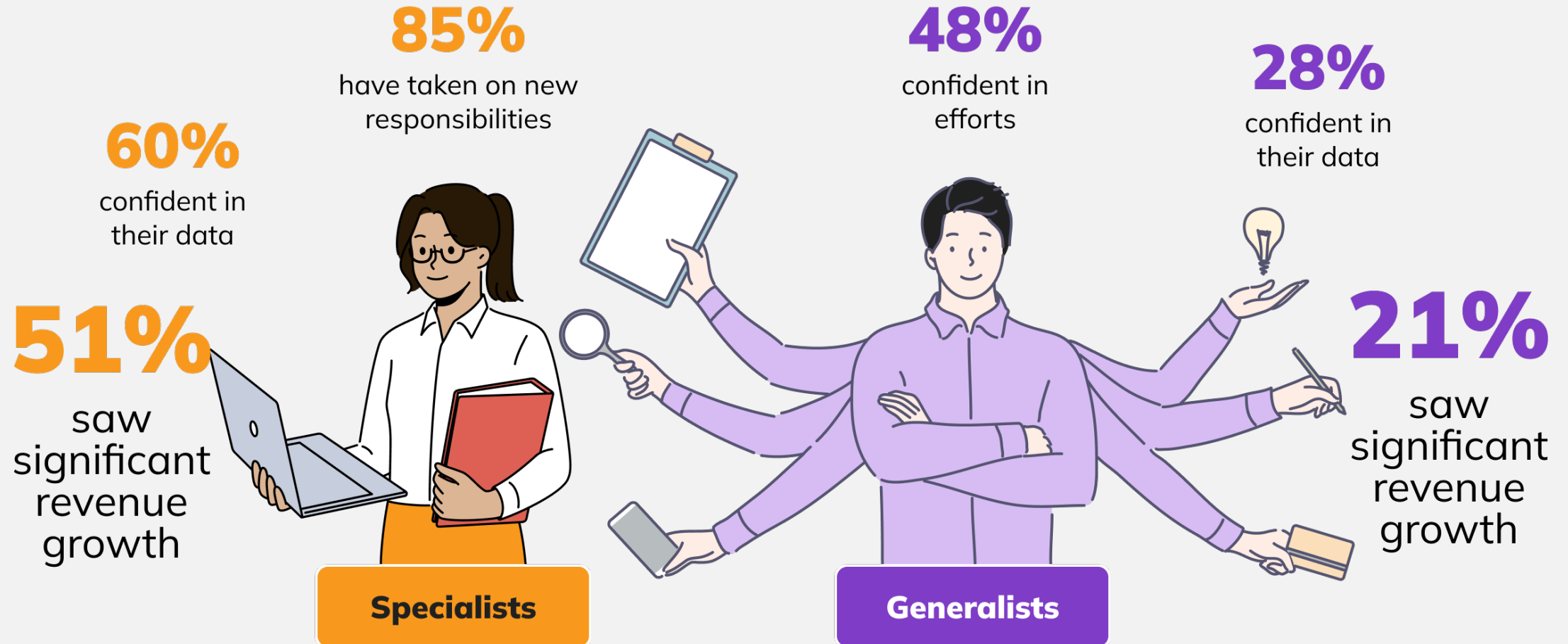
But they are doing fine!

- 97% of marketers have a positive outlook on their success despite these expanded roles.
- 59% report being extremely positive about their ability to deliver results.
- Specialists in particular are thriving: 85% of specialists took on new responsibilities and are outperforming generalists in revenue growth.

Steal this move!

Shift from juggling to prioritizing: Focus on the responsibilities that directly impact revenue and pipeline. Delegate or outsource the rest to stay strategic, not reactive.

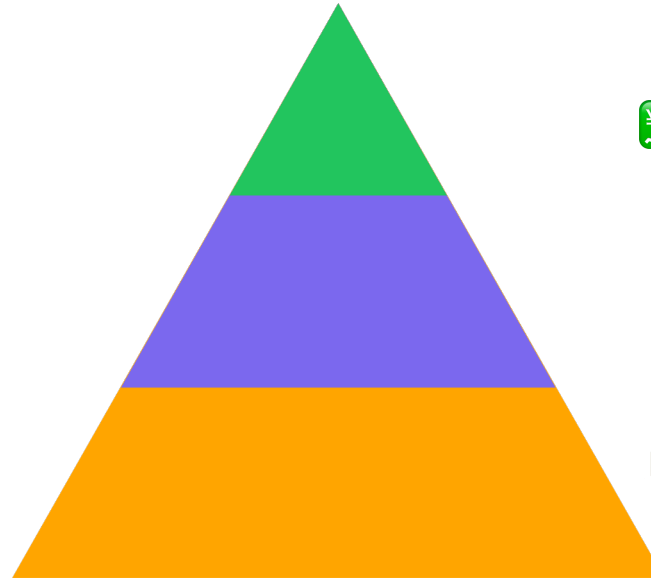
FOCUS WINS: Specialists outperform generalists



Specialists are 2.4x more likely to achieve significant revenue growth

Data Confidence = Revenue

Marketers confident in their data are 3x more likely to report revenue growth



 Growth

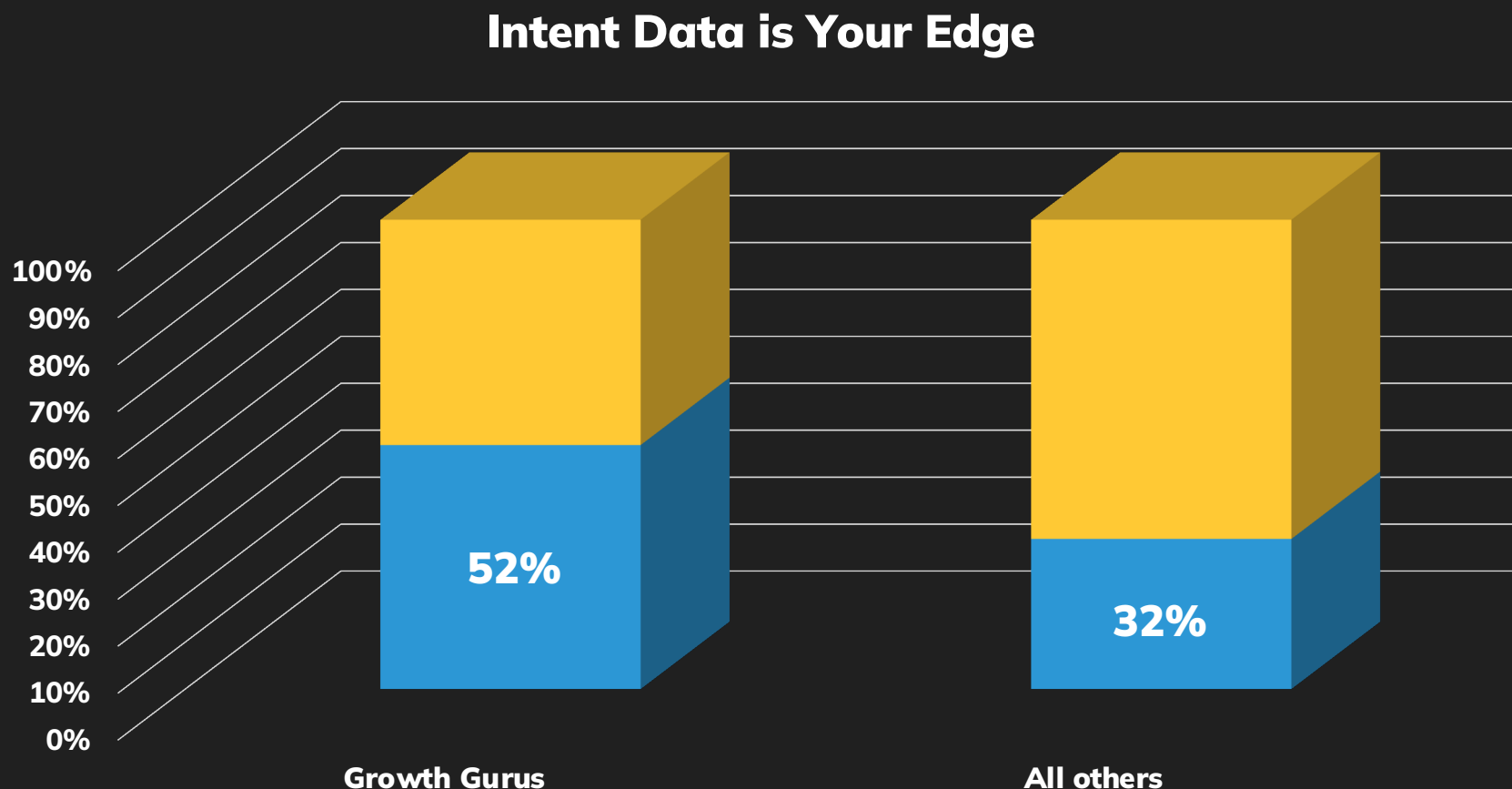
 Confidence

 Data Quality

Steal this move!

Start with one channel. Don't try to fix all your data at once. Focus on cleaning and enriching data for a single, high-impact channel—like email or paid media. Once you've proven the ROI, scale your approach across campaigns.

Growth Gurus use Intent Data 62% more than their peers



Steal this move!

Unleash Intent Data Everywhere. Stop treating intent data like an ABM-only play. Plug it into your email campaigns to re-engage dormant leads, personalize your website to in-market buyers, and power programmatic ads that find prospects before your competitors do. The more channels you connect, the stronger your results.

Growth Gurus move fast!

21% launch campaigns in under 15 days – 3x faster than their peers

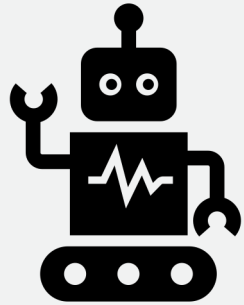
Your launch kit essentials:

- ☐ Data
- ☐ Creative
- ☐ Compliance
- ☐ Approvals



💡 **TIP:** ‘Done’ is better than perfect—fast execution = room to iterate.

Data Driven AI = Multiplier



73%

*...of Growth Gurus say AI
saves time and improves
efficiency*

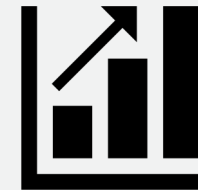
Steal these ideas to start!



Personalization



Nurture
Streams



Performance
Analysis

💡 **TIP:** AI isn't magic. Clean, structured data is the secret ingredient.

70% of Growth Gurus are increasing first party data use

Third-party cookies are fading, and buyers expect transparency. First-party and zero-party data give you the power to build trust, deliver personalized experiences, and stay compliant—all while keeping control in your hands.

Steal this move!

Trade Value for Data. Don't just ask for information—earn it. Create high-value tools, exclusive content, or gated experiences that make prospects want to share their preferences. Start small with one opt-in offer and scale your strategy as engagement grows.

Your Next Move Starts Here

Steal the insights. Apply the moves. Get ahead.

 [Download Full Report](#)

 [Contact us](#) today about accelerating growth

The Edge is yours.

