



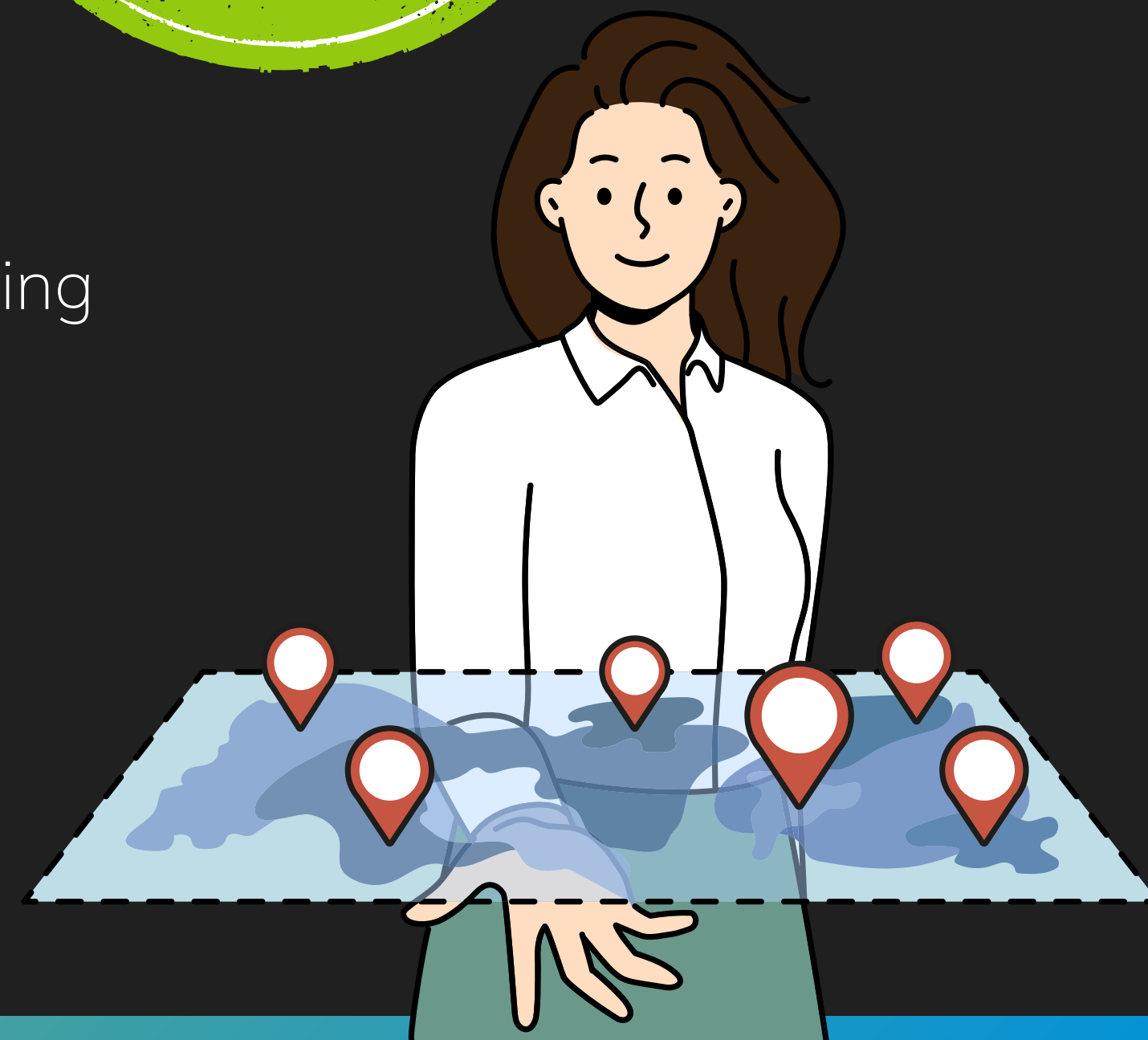
The 2026 B2B Marketing Edge: Control is the Competitive Advantage

The B2B marketers winning right now aren't just executing well. They're in control. Control of their data, their measurement, their audience strategy, and their spend.

**This deck pulls out the moves that set them apart.
Take what works. Make it yours.**

(+ real-world tips for marketers!)

**Steal
this
Deck!**



The Market Got Harder. The Gap Got Wider.

Significant revenue growth dropped from 36% of companies in 2025 to 28% in 2026. Budgets increased for 63% of marketers, but so did the pressure to prove every dollar.

Nearly half (48%) struggle with data quality. 41% deal with team misalignment. 41% are working around siloed data and broken integrations.

The marketers pushing through? They're not waiting for perfect conditions. They're taking control of the things they can actually move.



Four Moves. Measurable Results.

The top performers in our survey of 631 B2B marketing decision-makers across the United States, United Kingdom, and APAC share four things. They use the right data. They sell to buying groups. They measure all the way to revenue. And they stay agile when it counts.

Each of those moves correlates directly with significantly exceeding marketing goals. Here's how to steal them.

- 1 Data Heroes significantly exceed goals at more than twice the rate of their peers.
- 2 38% have fully implemented buying groups. They're seeing results the rest aren't.
- 3 Attribution Leaders are nearly twice as likely to significantly exceed goals.
- 4 Agile marketers outperform. Most marketers are not agile.

**Data Heroes
significantly exceed
goals at more than
twice the rate of
their peers.**

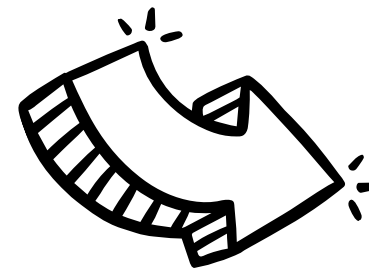


43% vs. 18%

Data Heroes who significantly exceeded goals
vs. all other B2B marketers

40% of B2B marketers qualify as Data Heroes: using the right data, proven in their pipeline. What sets them apart now isn't just which data types they use. Most marketers have broadly adopted intent data and buying group data. What Data Heroes do better is prove it's working.

**STEAL
THIS
MOVE**



Stop chasing every new data type. Start measuring whether your current data is actually driving pipeline. Audit one audience segment this quarter. Track it from first touch to closed deal. When you can prove it, you can scale it. When you can't, you know what to fix.

38% have fully implemented buying groups. They're seeing results the rest aren't.

Of B2B marketers who have fully implemented buying groups, 61% report improved marketing and sales alignment, 59% saw higher win rates, and 55% improved conversion from opportunity to closed revenue.

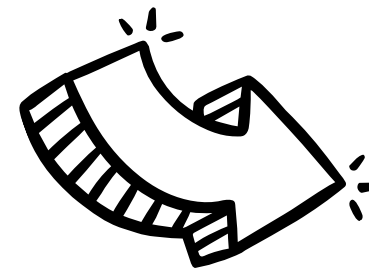
Most companies are still selling to a single lead while 10 to 20 people influence the decision. That's where deals die.

38%

B2B marketers with fully implemented buying groups



STEAL THIS MOVE



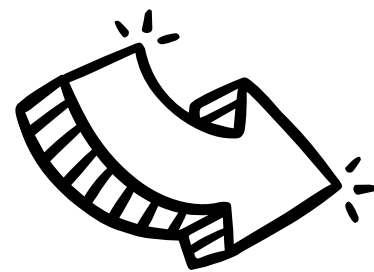
You don't have to overhaul your entire go-to-market to get started. Pick one high-priority account segment and map the buying group for it. Identify the economic buyer, the champion, and at least one technical evaluator. Build one content asset tailored to each role. Run it as a pilot. The data will tell you whether to scale.

Attribution Leaders are nearly twice as likely to significantly exceed goals.

Only 18% of marketers surveyed have full-funnel attribution, tracking activity all the way through to closed revenue. That group significantly exceeded their primary marketing goals at 45%. Non-attribution leaders came in at 24%.

Full visibility changes how you spend, what you prioritize, and how you make the case for budget. It's not just a measurement upgrade. It's a strategic advantage.

**STEAL
THIS
MOVE**



45% vs. 24%

Attribution Leaders who significantly exceeded goals
vs. non-attribution leaders



You don't need a perfect attribution model on day one.

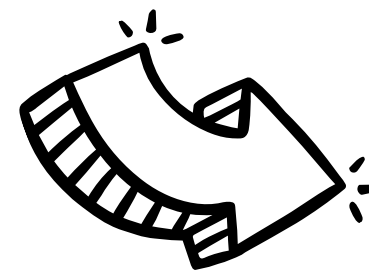
Start by connecting one campaign to one revenue outcome. Work with your revenue operations or sales team to close the loop on a single deal cycle. That one data point gives you the foundation to build the case for a complete model. Done right, attribution pays for itself.

Agile marketers outperform. Most marketers are not agile.

Attribution Leaders are 3x more likely to reallocate mid-campaign (61% vs. 20%). Marketers with significant revenue growth are 2.5x more likely to do so frequently than those without (73% vs. 29%).

The biggest barriers? Slow approval processes, technology limitations, and lack of real-time data. Each cited by 45% of marketers.

**STEAL
THIS
MOVE**



41%

B2B marketers who frequently reallocate spend based on performance data



Agility is a system problem, not a willpower problem.

Work backward from the barrier. If it's approvals, propose a pre-approved reallocation threshold for active campaigns. If it's technology, identify the one platform where you can see performance in real time and start there. Fix the system so your team can move when it matters.

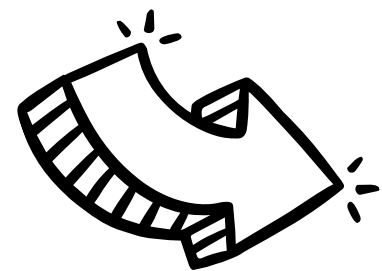
Who marketing reports to changes everything.

For the first time, we asked where the top marketing leader sits. 36% report to the CEO. 33% report to a commercial leader. That second group showed stronger goal alignment and measurability across the board.

When marketing is close to revenue leadership, the KPIs change. The data strategy changes. The credibility changes.



**STEAL
THIS
MOVE**



If you're not already in those conversations, start creating the conditions that get you there. Bring a revenue-tied metric to every leadership meeting. Frame your budget asks in pipeline terms. The more you speak the language of growth, the more often you get a seat at the table where the decisions get made.



You know what separates
the best from the rest.
Now it's time to act.

Control is the competitive advantage in 2026. The marketers pulling ahead have the right data foundation, a buying group strategy that works, and the attribution to prove it.

Getting there doesn't have to be a solo effort. Anteriad's team works alongside yours to build the data foundation, execution, and measurement that turns this year's insights into next year's results.

Read the full 2026 B2B Marketing Edge Report.

If you're ready to act, talk to a specialist today.