Focus on Growth

We found that 79% of large B2B marketing organizations (those with more than 500 employees) experienced growth of 10% or more in 2022. After two years of marketing during a pandemic, many B2B brands found their footing in 2022 with a heavier reliance on digital channels and renewed spending from clients ready to move forward.

Going into next year, enterprise B2B marketers are focused on a combination of net-new logos and upsell with current clients, with 53% prioritizing both equally. This will require a combination of demand generation and ABM to ensure that both goals are achieved.

Using Data and Technology

Enterprise B2B marketers are a savvy bunch and realize that they must use new approaches to reach their customers now that so much business buying has moved online. To deliver relevant messaging to the right people at the right time, marketers are leading into data and technology.

We found that 86% of B2B marketers plan to increase their investment in technology, with more than a third - 36% - planning significant increases. Technologies like customer data platforms (CDPs), analytics tools and channel-based marketing activation can help B2B marketers create a personalized, omnichannel approach, but they don’t work without good customer data.

It’s no surprise then, that large B2B marketers are heavily focused on increasing their use of data to reach their audience. However, even the third-party data, as well as more private data has been flagged as a significant concern for marketers. As regulations around the use of third-party data for B2B marketers continue to evolve, showing how they are able to collect and use their own data, and then augment it with valuable insights such as intent data.

Of course, collecting good data is just the beginning. B2B marketers also have to ensure that their technology stack and business processes are set up to make the best use of the data. A good omnichannel marketing strategy needs unified customer profiles that are based on updated, compliant data. What’s more, a technology stack needs to be integrated to facilitate data flow, measurement and optimization.

Large B2B marketers are most focused on unifying data, which helps with the crossing of a “single source of the truth” across various marketing and sales teams. The key is to ensure that the technology stack and business processes are set up to make the best use of the data. A good omnichannel marketing strategy needs unified customer profiles that are based on updated, compliant data. What’s more, a technology stack needs to be integrated to facilitate data flow, measurement and optimization.

What are your top priorities for improving the utilization of data in the year ahead?

- 49% Improving data quality and accuracy
- 34% Improving data relevance
- 37% Improving the data collection strategy
- 24% Improving analytics and performance
- 4% Other

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How do you expect to drive revenue in the coming year?

- 38% Increasing significantly
- 15% Staying the same
- 3% Decreasing moderately
- 1% Decreasing significantly

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The good news is that the B2B marketers we surveyed are optimistic about their ability to increase their performance next year.

With the right data and technology in place, the main focus can be on setting the right approach. B2B marketers can create measurable improvements - by allocating budget to higher performing channels, fine-tuning messaging, and identifying the right audiences.

Methodology
Ascend2 benchmarks the performance of business strategies and the tactics and technology that drives them. Anteriad partnered with Ascend2 to survey 370 B2B marketing professionals with senior manager titles and above, representing businesses in the United States and United Kingdom with more than 250 employees. Each respondent completed a custom online questionnaire during the period of June 24 – July 5, 2022.

Region
United States 66%
United Kingdom 34%

Role
Executive / Partner / Owner 28%
Vice President / SVP / EVP 17%
Director / Sr. Manager 46%
Manager 9%

Company Size (% of Employees)
251 - 500 29%
501 - 1000 38%
1000+ 43%

Next Steps
Enterprises are planning to incorporate more data-driven practices into their marketing, but data alone won’t be enough. B2B marketers need to ensure that they have a seat at the table as their company prioritizes initiatives, selects new technologies and determines where and how they store and use data.

The right data 2023 plan for enterprise B2B marketers should include:

1. **Build together:** If our research proves anything it is the fact that companies with mature data-driven practices across their organization achieve higher revenue. Marketing leaders will be best set up for the future if they create one data-driven strategy that enables companies to tap into centralized data to reach customers at every touchpoint, gain insights and measure results.

2. **Work to unify and normalize data first:** Companies should focus on this foundational element first. Updated, clean data that’s usable across every system is the key element to data success.

3. **Prioritize flexible and transparent data architecture:** With so many enterprises planning to improve their technology, it’s important to keep options open in an uncertain market. Many companies still use a lot of third party data, even as they plan for a first-party data future. A good data strategy enables companies to take advantage of both, across internal data sources and with partners. This means building for a variety of data types to be used across marketing channels.

Get Out In Front With Anteriad
For over 20 years, Anteriad has put B2B marketers in front of their next customer and ahead of their competition. With more than 500 billion buyer-related signals tracked every month on our award-winning Anteriad Marketing Cloud platform, customers like IBM, Microsoft, Forbes, SHRM, and Lenovo benefit from our high-fidelity B2B buyer data, full and self-service multichannel integration, analytics, and expert advisory to generate impactful ROI multiples. Start creating your future today – get to know us at www.anteriad.com.