

BREAKING BARRIERS

Embedding a culture
of marketing-driven
commercial growth
in B2B



Who's Steffen?

Steffen Hedebrandt

B2B marketing nerd

CMO and co-founder at [Dreamdata](#)



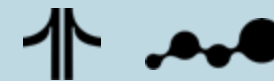
Who's Calvin?



Calvin Field

Demand Generation Lead

hyperexponential



Agenda

Steffen

- ⚡ What's happening at the moment?
- ⚡ B2B customer journey benchmarks
- ⚡ Common measurement mistakes in B2B marketing
- ⚡ How can we better measure the B2B customer journey?

Calvin

- ⚡ Understand your buyer journey
- ⚡ Move away from MQLs
- ⚡ Test now... scale later



Steffen





What's happening at the moment?

Why marketers need to perform
better than ever to keep their job.



Marketing budgets have been cut.



Decreasing

15%

Marketing budgets have dropped from an average of 9.1% of company revenue in 2023 to 7.7% in 2024*



Marketers are being fired.

51%

of companies experienced layoffs in 2023.

18% of these were marketers*

In Q2 2024

28% of companies reported layoffs

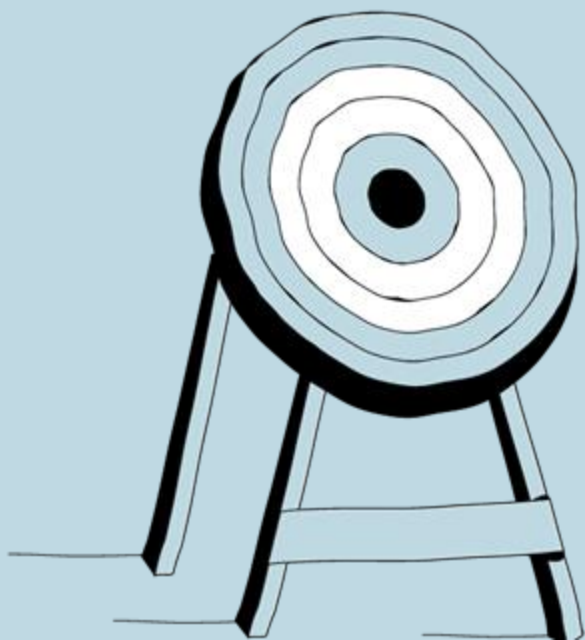
12% being marketing**

**Pavilion Pulse Survey, 2023*

***Pavilion Pulse Report Q2 2024*



Expectations are getting bigger.

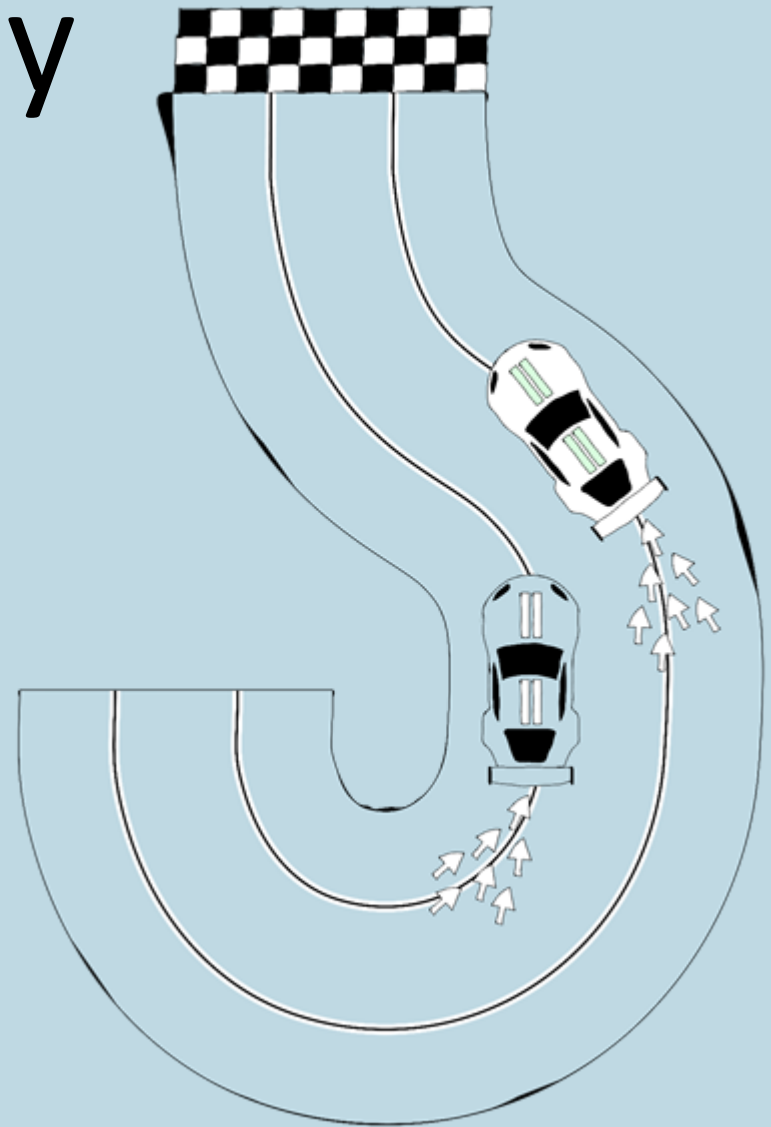


63%

of go-to-market leaders missed their
revenue targets in Q2 2024

“B2B buyers are nearly 70% through their purchasing process before engaging with sellers.”

6Sense





What's the particular challenge with B2B customer journeys?

***Benchmarks:** The data used to compile the following benchmarks is anonymised aggregated data taken from a sample of 414 active Dreamdata user accounts.

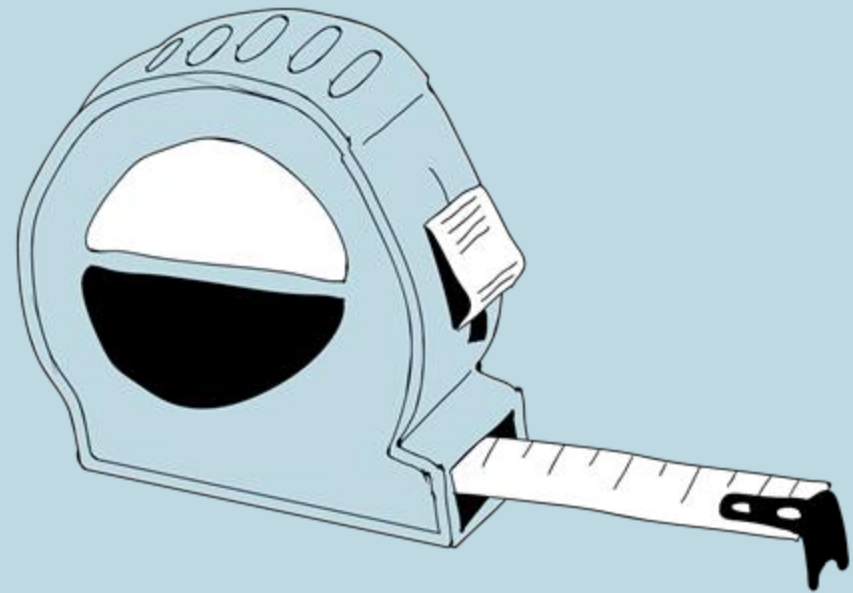
How long is the B2B customer journey?



192
days to revenue

That's over 6 months from the very first
anonymous touch to closed-won.

How long is the B2B customer journey?



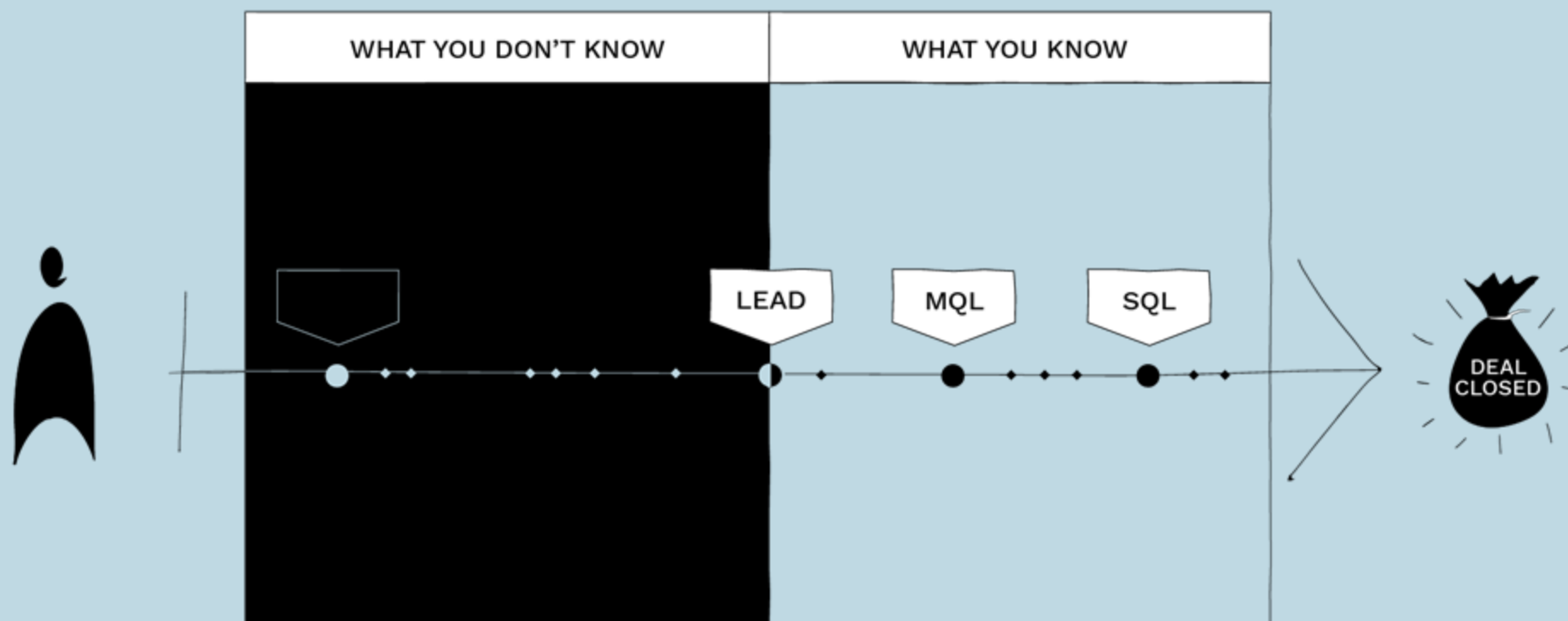
65% longer

customer journeys
for **large companies**

Large companies with >250 employees have an average customer journey length of 242 days.



Research time is **often longer** than the identified customer journey



How many touches does the B2B buyer make before purchasing?



62.4 touches
3.5 channels



How many stakeholders are involved in B2B deals?

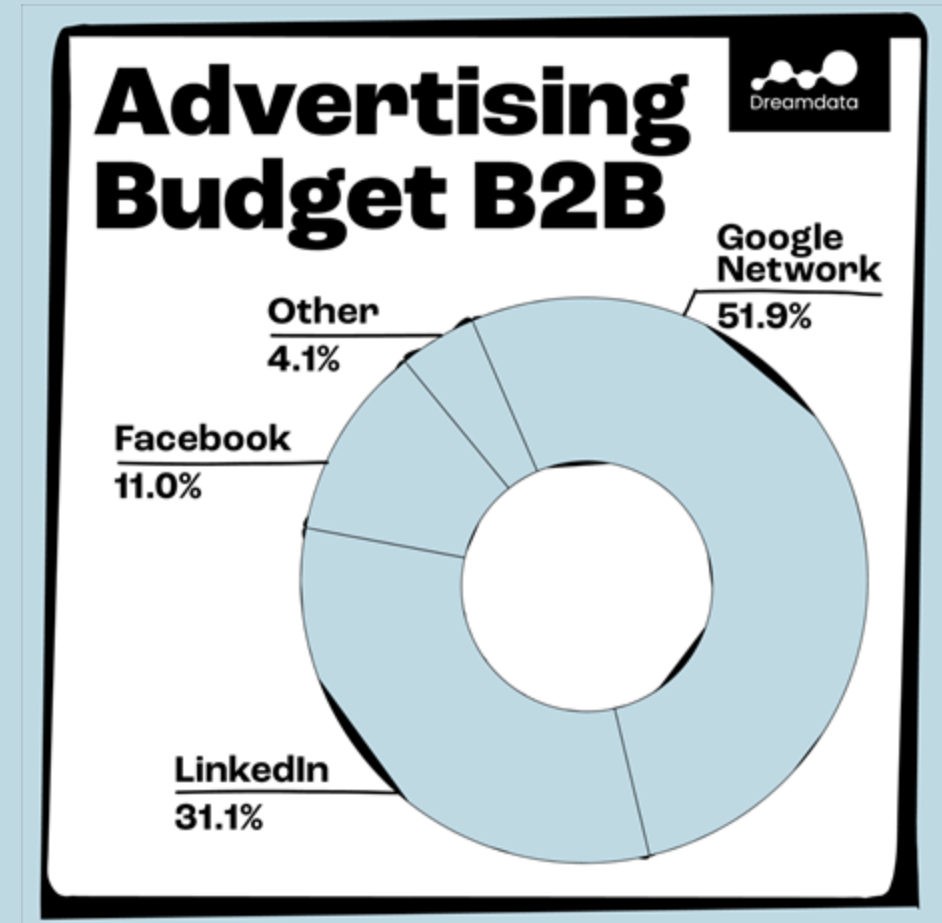
6.3
stakeholders

The average B2B buying journey involves over 6 identified stakeholders.



Ad budget distributions?

- Spend on the Google Network (Search, Display, YouTube) accounts for **over 50% of paid budgets**
- Spend on **LinkedIn Ads** a **third of paid budgets**
- YouTube and Google Display Ads account for **4%** of B2B ad spend
- **Branded terms** on Google Search are **7%** of total ad spend
- Bing receives less than **2%** of ad budgets
-



Ad network performance

- LinkedIn offers the **best cost per company influenced and ROAS** of the major ad networks
- It's **cheap** to buy emails on Facebook
- But Facebook generates only **29% ROAS**, the poorest return of the major ad networks
- Google non-branded Search Ads only generate a **ROAS of 78%**
-

	FACEBOOK	GOOGLE SEARCH	LINKEDIN
CPC	€1.80	€4.00	€4.30
CPM	€9.10	€236.60	€28.70
CTR	0.5%	5.6%	0.6%
COST PER COMPANY	€243	€243	€138
COST PER CONTACT	€157	€254	€411
ROAS	29%	78%	113%
BUDGET	11%	39%	31%

Benchmarks

The true value of LinkedIn Ads

31%

lift in attributed conversions*

20%

lower Cost Per Action*

*on average after implementing LinkedIn Conversions API



7.7x

increase in revenue

attributed to LinkedIn Ads when engagement data was included.



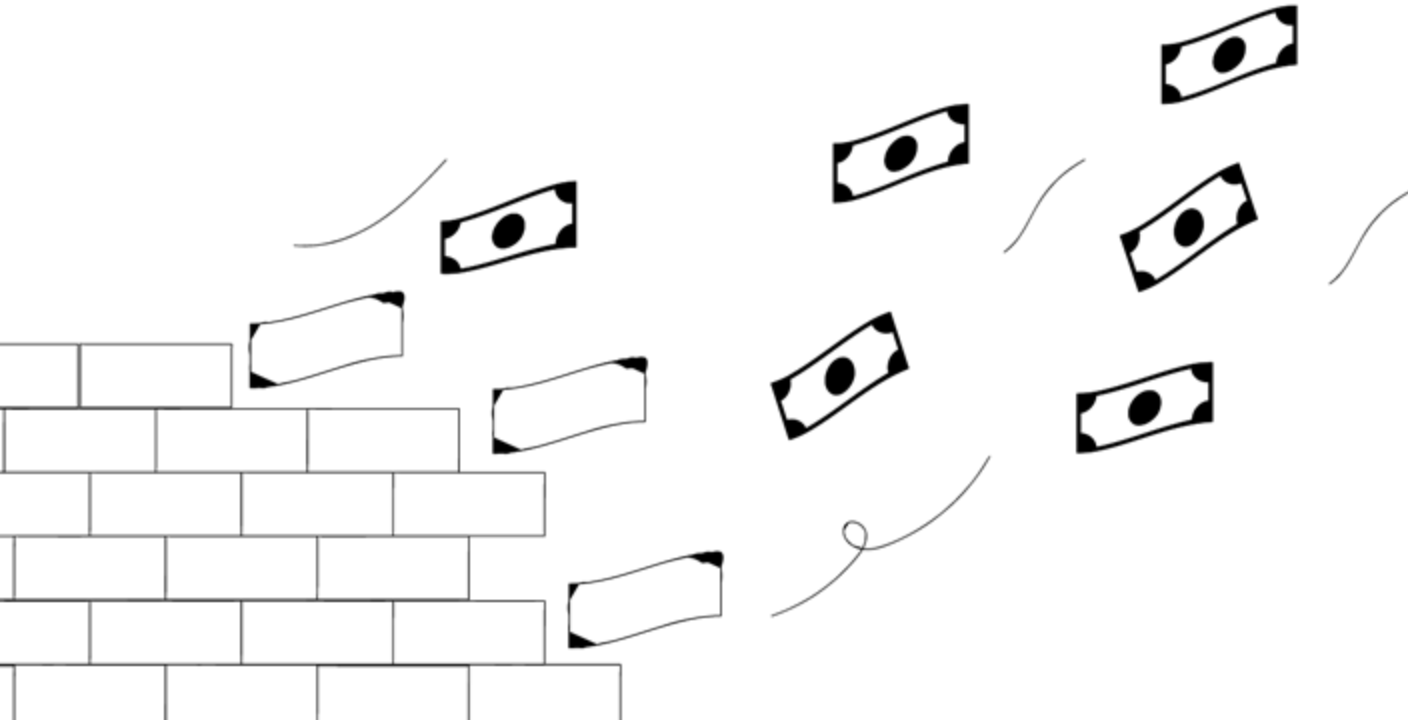
4.3x

more business interactions

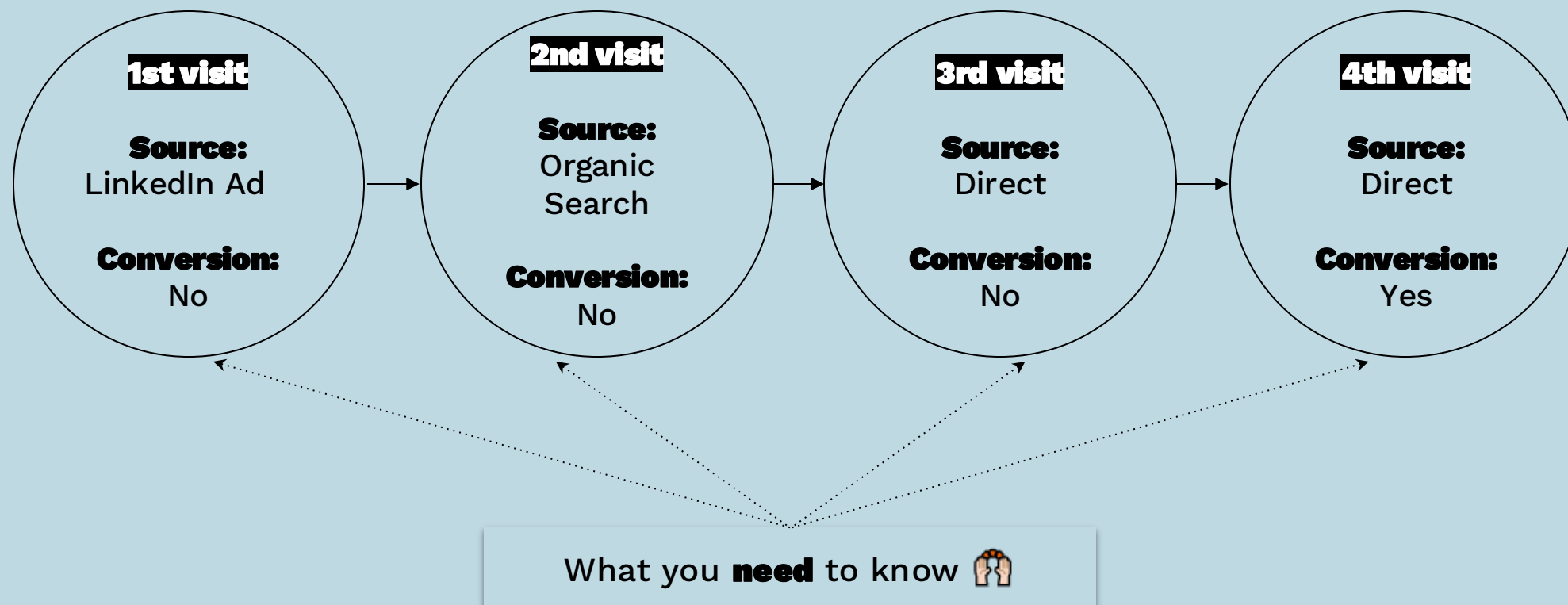
when tracking LinkedIn Ads engagement



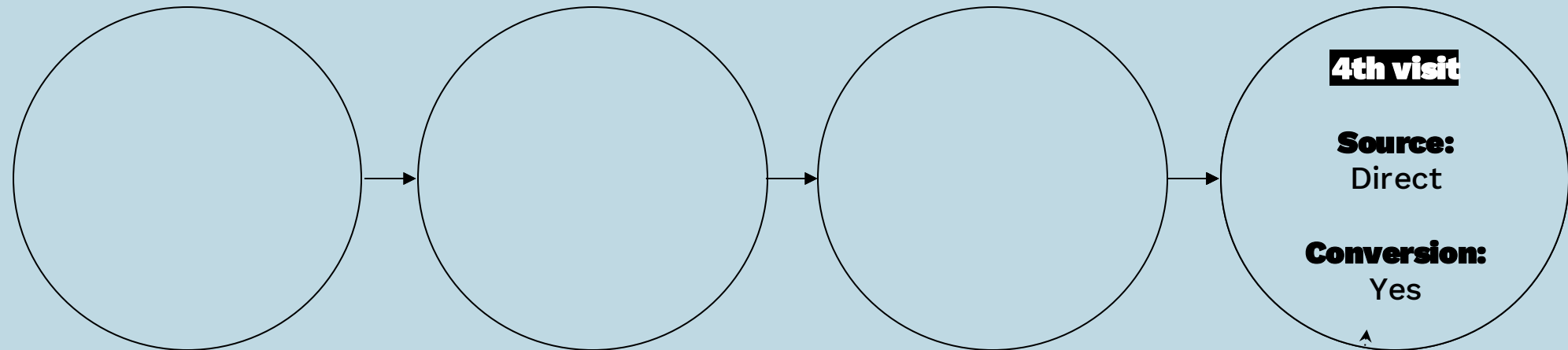
Common measurement mistakes in B2B marketing



The Account-based Marketing Challenge: A journey towards a Demo call booked 📞



The Account-based Marketing Challenge: A journey towards a Demo call booked 📞

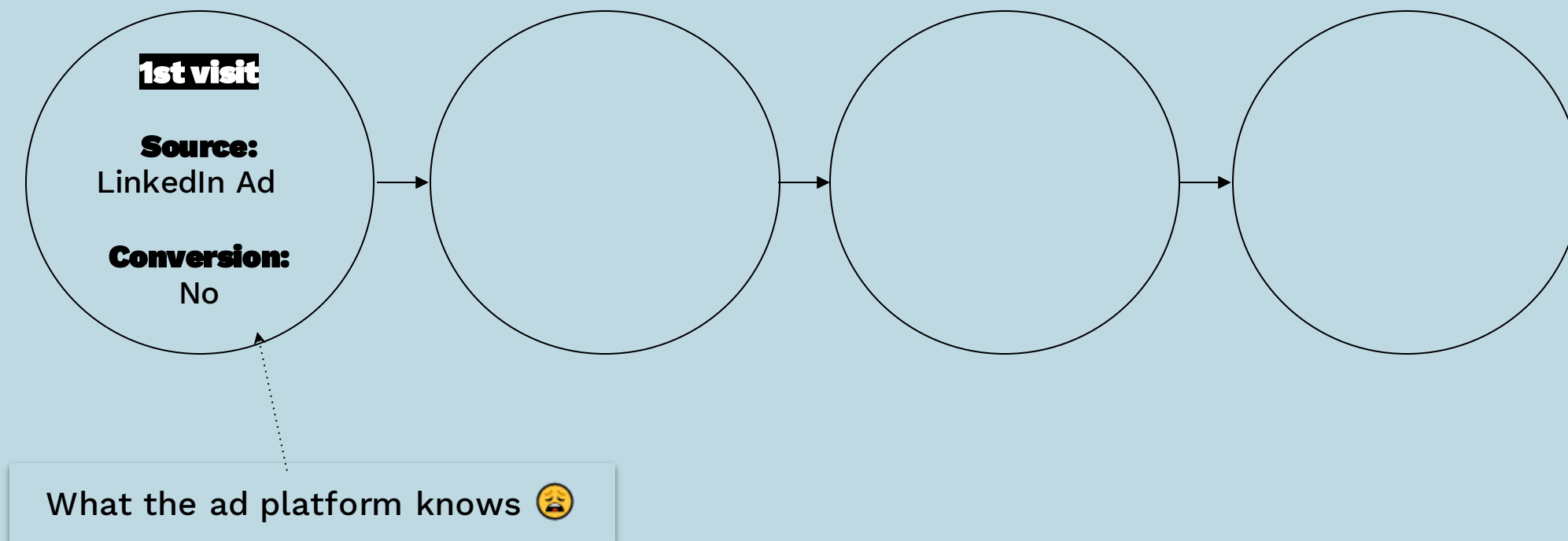


What Google Analytics / CRM will tell you 😞

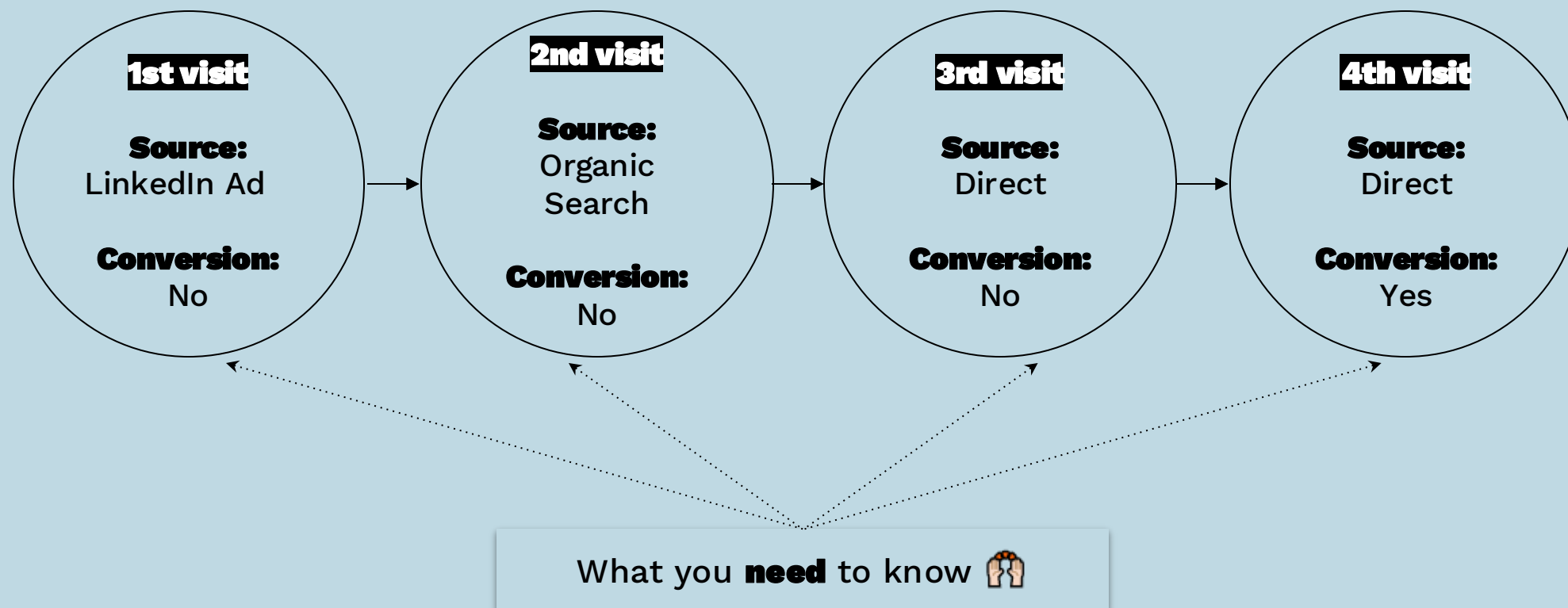
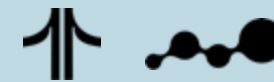


The Account-based Marketing Challenge:

A journey towards a Demo call booked 📞



The Account-based Marketing Challenge: A journey towards a Demo call booked 📞





How can we better measure the B2B customer journey?



Increase visibility of every touch on the customer journey

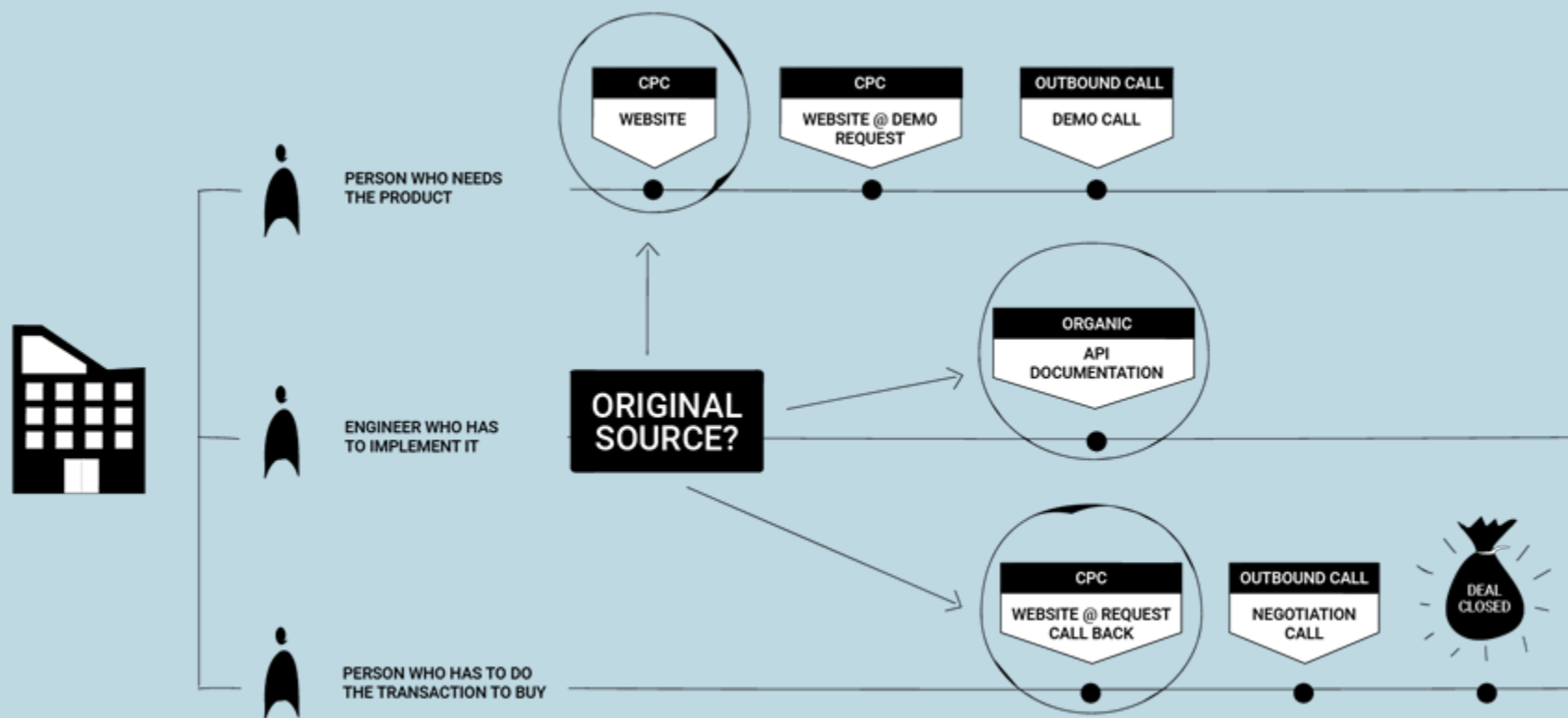
Offline initiatives

- ❑ Measure marketing on revenue
- ❑ Weekly deal sessions - retell the story of what happened
- ❑ Asks prospects where they heard about you (in meetings and on website)

Digital initiatives

- ❑ Digitalise your behavior
- ❑ CRM discipline (log it all!)
- ❑ First-party tracking - website and product
- ❑ UTM everything (don't forget social profiles, ads and emails)
- ❑ Screenshot and store whenever good stuff is posted digitally (e.g. Slack, LinkedIn)
- ❑ Join all of the above data into account-based timelines

The account-based timeline allows you to connect any touch with Revenue







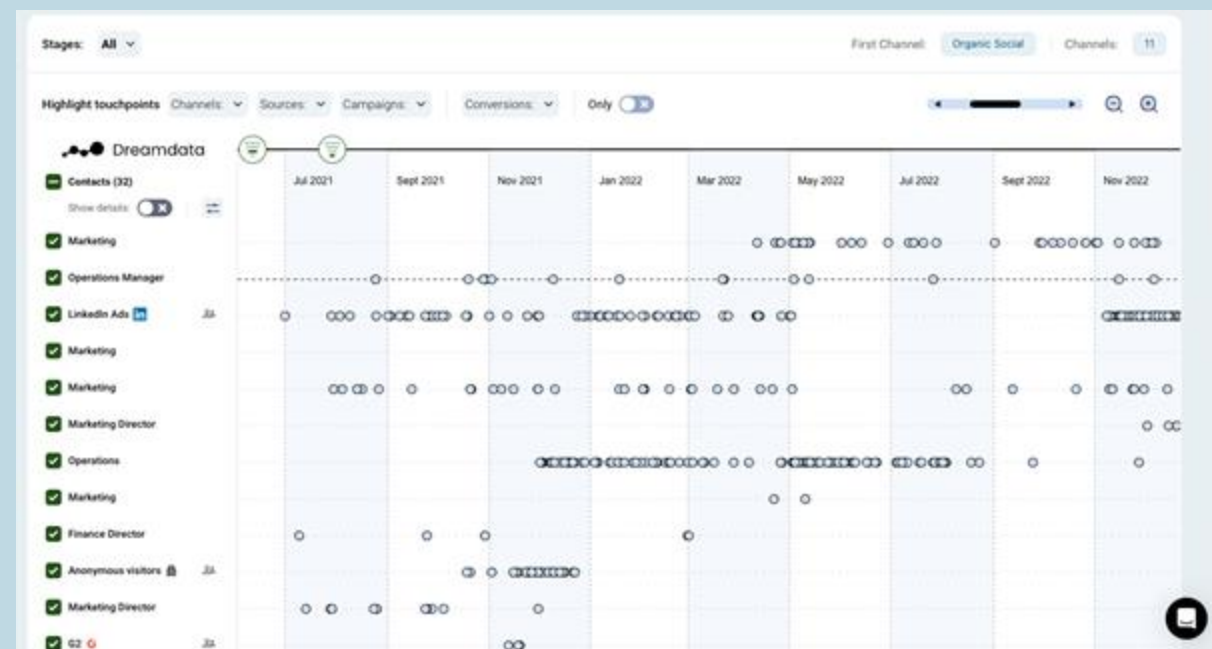
↑ hyperexponential

Calvin



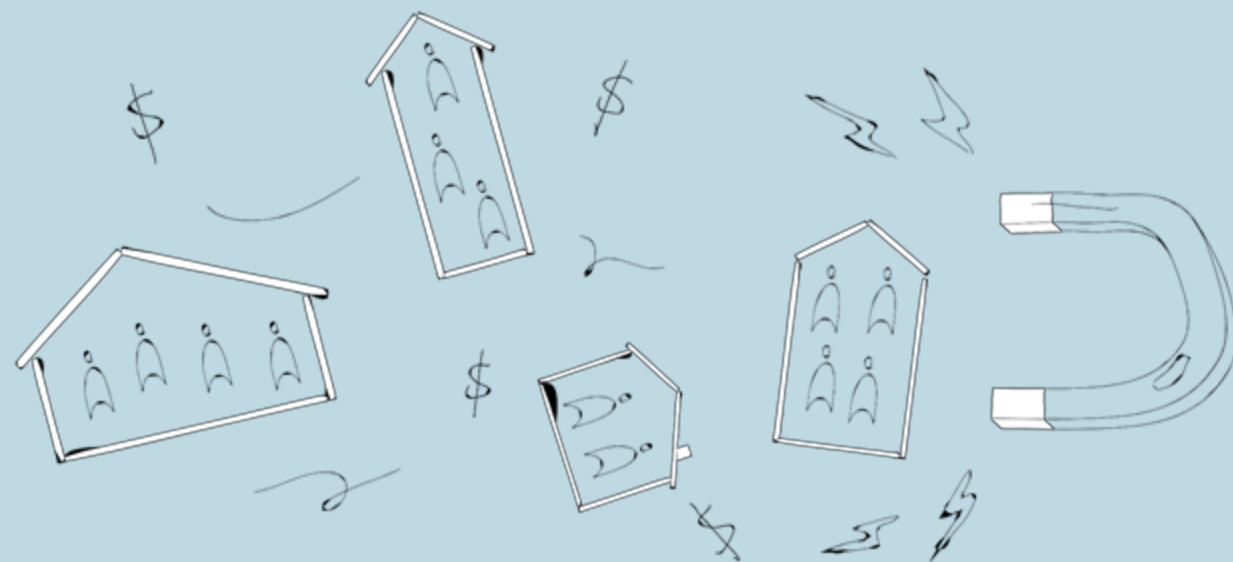
Understand your buyer journey

- Understand the **nuances** of your industry
- **Work closer with sales** to understand both wins and losses
- Implement a **learning culture**





Move away from MQLs!

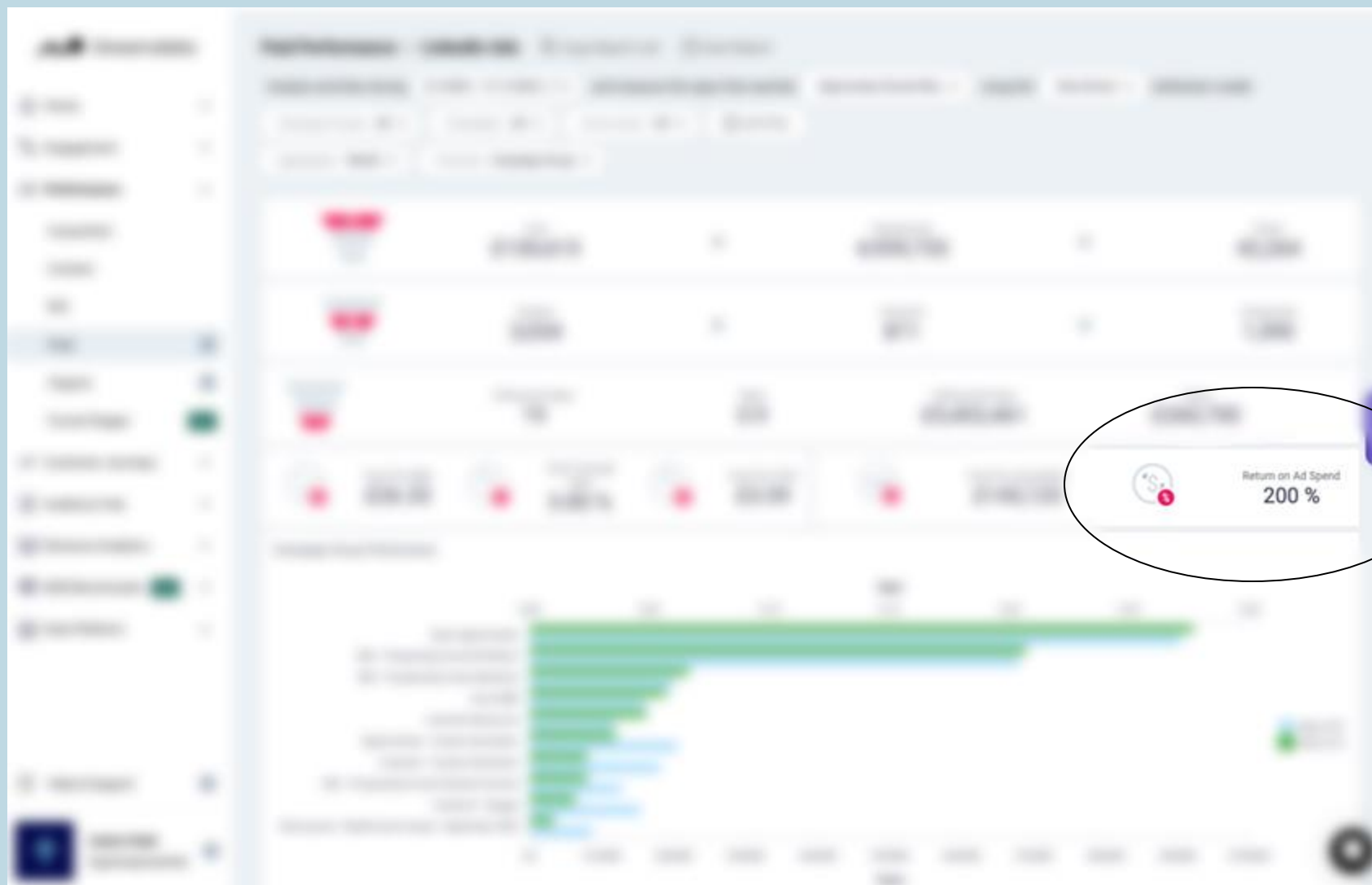


- It's all about **winning accounts!**
- MQLs can be **misleading** when reporting upwards
- Focus pipeline and planning on channels, **not leads!**



Test now... Scale later

"Hi Calvin, quick q for you. I've got your spendesk request to increase the subscription for LinkedIn. Could you give me quick info on what this is for, over what period (annual?) and what's driving the increase please?" - C-level Executive





Steffen Hedebrandt

Co-founder & CMO, **Dreamdata**

 **Connect**



Calvin Field

Demand Generation Lead, Hyperexponential

 **Connect**

Thank you!

We're happy to take any questions.