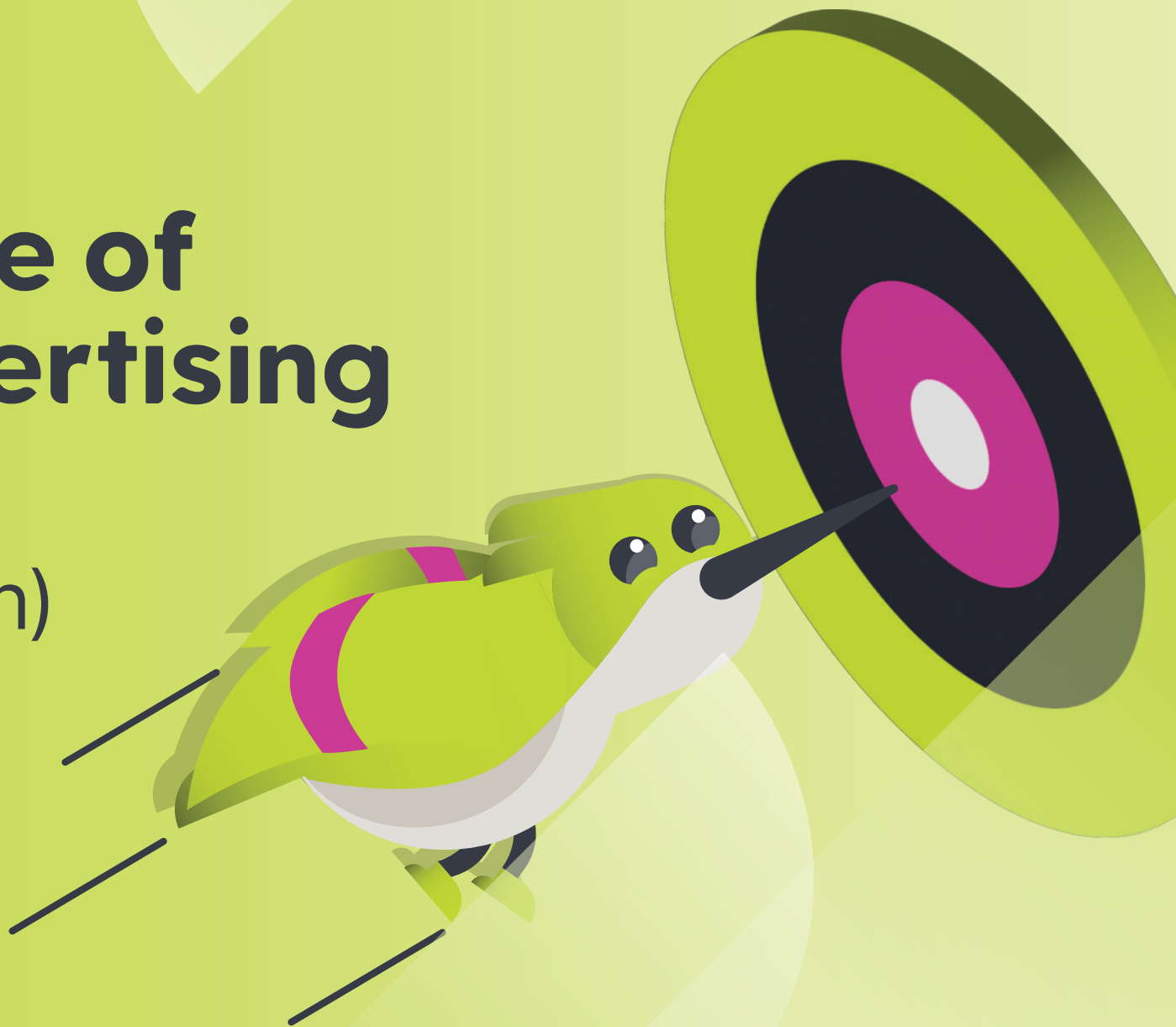




Report

# The State of B2B Advertising Report

(2023 Edition)



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# Introduction

This inaugural report examines the State of B2B Advertising by analyzing the larger picture and recent technological advancements. With a global recession looming and increased emphasis on technology investment ROI, we aim to provide a concise overview of the current state of B2B advertising.

The report incorporates first-party research from our extensive advertising customer base, along with relevant third-party research and insights into Demandbase's current offerings. By leveraging this information, we aim to assist you in making more informed decisions regarding your digital marketing strategies.



# 2023 – The Importance of B2B Advertising

In 2023, the importance of B2B digital marketing has been magnified by the current economic uncertainties, prompting businesses to adopt a “defend the spend” approach in their marketing endeavors. As companies navigate through challenging times, allocating resources to B2B digital marketing becomes increasingly crucial.

Amidst economic uncertainties, B2B marketers are recognizing the need to strengthen their digital marketing budgets. In fact, 78% of B2B marketers plan to increase their digital marketing budgets in 2023.<sup>1</sup> This highlights the growing recognition of the effectiveness of digital strategies in reaching and engaging target audiences. Furthermore, sources project a remarkable 12.3% increase in B2B ad spend in 2023, indicating a significant shift toward digital channels as

traditional methods struggle to deliver impactful results <sup>2</sup>.

The “defend the spend” mindset in B2B digital marketing is further reinforced by the demand for data-driven decision-making. Businesses are therefore prioritizing analytics and measurement tools to evaluate marketing performance and ROI.<sup>3</sup>

Leveraging these insights, companies can optimize their strategies, allocate resources more effectively, and justify their marketing expenditures with tangible results. By embracing digital platforms, B2B businesses can establish a strong online presence, engage with their target audience, and ensure meaningful returns on their marketing investments, even in times of economic uncertainty.

<sup>1</sup> <https://www.integrate.com/press/b2b-marketing-budget-survey-2023>

<sup>2</sup> <https://www.thecurrent.com/b2b-ad-spend-soar-2023>

<sup>3</sup> <https://martech.org/b2b-digital-marketing-budgets-should-grow-in-2023>

DEMANDBASE CUSTOMER STATISTIC

## Value of Demandbase

86% of surveyed organizations say that Demandbase Advertising is indispensable to their business



Source: TechValidate: TVID: 494-426-288

# Market Trends

## The Emergence of Connected TV

Connected TV (CTV) has gained significant momentum as a trending B2B advertising channel in 2023 and beyond. This channel allows video advertising on television sets on applications such as Hulu, Tubi, and hundreds more during television shows or movies. 82% of US households had access to CTV devices by 2021.<sup>1</sup> This number has increased to over 90% in 2023. Furthermore, according to Insider Intelligence, the growth in CTV ad spending underscores the leading position of CTV among digital advertising channels.<sup>2</sup>

With professionals increasingly embracing streaming platforms, B2B advertisers can seize this trend to connect with decision-makers in a targeted and engaging manner.<sup>3</sup> However, understanding audience behavior, crafting personalized messages, and employing data-driven

targeting are crucial steps to optimize the impact of CTV advertising campaigns.

There's also a large transformative effect of CTV on B2B marketing strategies. By incorporating CTV into their marketing playbooks, B2B advertisers can breathe new life into their campaigns, achieving heightened brand presence and improved engagement.<sup>4</sup> In fact, a recent study noted that viewers exposed to both TV and digital ads were 40% more likely to recall the brand than if they saw a digital ad alone.<sup>5</sup>

In summary, the rising scale of CTV, coupled with significant growth in ad spending, positions it as a prevailing B2B advertising channel in 2023 and beyond. Insights from multiple third-parties agree that CTV is at the start of a rapid growth trajectory, and that it presents an opportunity for B2B advertisers to revitalize their marketing approaches and achieve remarkable business outcomes.

DEMANDBASE CUSTOMER STATISTIC

### Value of Demandbase

88% of surveyed organizations say that Demandbase provides innovative advertising solutions



Source: TechValidate: TVID: A53-000-4FB

**Future-proof your B2B marketing with Demandbase and CTV advertising. Target your audience precisely, track performance granularly, and enhance brand awareness with high engagement rates. With CTV, you don't just reach your audience, you engage them, position your brand as a thought leader, and optimize your return on investment. Join the CTV revolution and stay ahead in digital marketing.**

<sup>1</sup> <https://www.marketingprofs.com/articles/2021/45965/ctv-scale-is-here-so-where-are-b2b-advertisers>

<sup>2</sup> <https://www.insiderintelligence.com/content/connected-tv-ad-spending-leads-way-growth>

<sup>3</sup> <https://www.insiderintelligence.com/insights/ctv-fastest-growing-channel-digital-advertising>

<sup>4</sup> <https://www.ascentconf.com/blog/how-connected-tv-revitalizes-b2b-marketing-playbooks>

<sup>5</sup> <https://www.streamtvinsider.com/advertising/viewers-more-likely-remember-tv-ads-mobile-ads-comcast>

# Market Trends

## The Return of B2B Events

A tried and tested method for driving event awareness and registration has been accomplished with targeted display advertising. Since COVID-19 began in early 2020, B2B events were postponed or canceled, which put a pause on this typical ad spend. Moving into 2023, most events are returning to in-person or hybrid formats and attendance is increasing.

The resurgence of in-person B2B events presents opportunities for B2B digital marketing strategies. With a projected 50% increase in B2B event attendance, B2B digital marketers can leverage this upward trend to amplify their reach and impact.<sup>1</sup> By leveraging digital channels such as display, native, video, and connected TV (CTV) advertising in conjunction with in-person event participation, B2B digital marketers can maximize their exposure, generate pipeline, and nurture customer relationships throughout the event lifecycle.

The rise of hybrid event models, combining in-person and virtual elements, offers a prime arena for B2B digital marketers to thrive. By embracing these hybrid formats, digital marketers can extend their reach beyond the confines of physical venues and engage with a global audience. Hybrid events witnessed a 76% increase in global reach compared to pre-pandemic times.<sup>2</sup> Furthermore, the integration of immersive technologies and interactive features enhances the digital marketing experience within these events.<sup>3</sup> B2B digital marketers can leverage these technologies to create engaging virtual experiences, interactive content, and personalized messaging that captivate attendees and leave a lasting impression.

DEMANDBASE CUSTOMER STATISTIC

### Value of Demandbase

90% of surveyed organizations agree that Demandbase is committed to customer success



Source: TechValidate: TVID: 7B3-478-BE8



# Market Trends

## The Importance of Modern B2B Measurement

The effectiveness of B2B advertising campaigns should not be measured alone by traditional B2C metrics such as clicks and conversions. Instead, it should focus on outcomes that drive business, like pipeline and revenue. Clicks can be misleading by themselves, as B2B sales cycles are more complex. For instance, clicks don't fully capture the campaign's impact across a buying group and B2B buyers often avoid clicking on ads (most ad viewers find their own patch to sites and content). Conversions are similarly misleading, as they don't necessarily indicate the holistic engagement across the buying committee. Thus, using these metrics as primary KPIs for B2B advertising is discouraged.

Forrester suggests a shift from traditional advertising optimization to advertising maximization, focusing on efficacy, amplitude, and value.<sup>1</sup> Progressive B2B marketers now aim to justify continued investment in one channel over another by measuring the quality of impressions, clicks, visits, and conversions (efficacy), how well their advertising efforts are influencing increased behaviors with the intended audience (amplitude), and understanding performance and its impact on pipeline and revenue (value). All these metrics contribute to a more accurate understanding of advertising campaigns' efficacy, the extent of their influence, and their actual value or ROI. In this way, businesses can better allocate their budget and strategize their campaigns for optimal results.

Demandbase has developed a comprehensive eBook that challenges traditional B2C metrics and advocates for a shift towards metrics that capture B2B complexities. With expert insights, examples, and clear definitions, the eBook presents a holistic view of B2B advertising measurement, emphasizing three concepts called efficacy, amplitude, and value metrics. By delving into each metric, readers learn how to evaluate advertising efforts, optimize campaigns, and maximize ROI. This eBook serves as a valuable resource for marketers seeking to redefine their measurement approach in the evolving B2B digital marketing landscape.

Download the eBook now at <https://www.demandbase.com/resources/ebook/modern-b2b-advertising-measurement/>



# Market Trends

## The Rise of Bots & IVT (Invalid Traffic)

The rise of invalid traffic (IVT) in B2B advertising necessitates strategic partnerships with well-known and proactive B2B advertising organizations. With IVT rates reaching alarming levels, such as the 20% IVT rate in mobile in-app advertising during Q1 2023, businesses must align themselves with industry leaders committed to combating fraudulent activities, particularly those involving bots.<sup>1</sup>

Engaging with B2B organizations that actively combat bots can provide a range of benefits. These entities utilize state-of-the-art technologies to identify and eliminate false traffic. Advanced algorithms and machine learning tools help to spot dubious bot-related activities, reducing the risk of invalid traffic (IVT) affecting ad campaigns.<sup>2</sup>

B2B-specific advertising organizations often foster robust industry relationships and share expertise, which allows them to keep up-to-

date with the latest trends in IVT and defensive strategies. By using their industry insights and networks, they can take the initiative and stay ahead of the rapidly changing bot environment.<sup>3</sup>

The U.S. sees the highest IVT rate at 23%.<sup>1</sup> This data, along with others, underlines the requirement for robust anti-bot strategies, particularly to combat Sophisticated Invalid Traffic (SIVT), also known as malicious bots, safeguarding digital ad investments. A notable increase in malicious bot activities in the healthcare sector only emphasizes the urgency of taking preventive measures.<sup>4</sup>

By aligning with a B2B-specific advertising partner that is at the forefront of countering bot activities, businesses can leverage their advanced tech, sector know-how, and real-time surveillance systems. Such alliances contribute to a reliable ad environment, ensuring ads reach real audiences. Consequently, businesses can improve brand trust, optimize their B2B ad campaigns' effectiveness, and protect their investments from fraudulent undertakings.



<sup>1</sup> <https://www.pixalate.com/q1-2023-ivt-benchmarks-report>

<sup>2</sup> <https://www.admonsters.com/eletters/bot-fraud-on-the-rise-doubling-yoy/>

<sup>3</sup> <https://www.publift.com/blog/everything-to-know-about-bot-traffic>

<sup>4</sup> <https://healthitsecurity.com/news/malicious-bot-activity-on-the-rise-in-healthcare>



# Demandbase Content

At Demandbase, we are committed to continuously enhancing our ability to identify and remove problematic IPs, including invalid traffic (IVT). What sets Demandbase apart is that our core Account Identification machine learning process includes a base model specifically designed to classify human versus non-human traffic. To further improve our accuracy, we develop additional models that enable us to identify new bot classifications.

In order to identify new instances of bot traffic (IVT), our models analyze a range of behaviors, which include but are not limited to: reviewing IPs that focus solely on impressions URLs (creative validators), tracking IP/Cookies that access unique pages at distinct intervals (such as hitting job pages every 5 seconds, which indicates scraping behavior), and examining IP/Cookies that visit the exact same set of pages in the same order (validators).

To bolster our IVT controls, we leverage the capabilities of tier-1 SSPs, such as Magnite and Index Exchange. Additionally, we implement secondary checks with trusted partners like Oracle's MOAT, Human Security, DoubleVerify, and IAS . Our campaign reporting ensures that fraudulent impressions and associated spend are removed. Moreover, we closely monitor IP switches from impressions to clicks to landings. What sets us apart at Demandbase is our unique approach to bot detection, which combines browsing behavior analysis with frequency monitoring to accurately identify bot-like traffic.

At Demandbase, our commitment to combating IVT is unwavering. By continually refining our models, leveraging industry partnerships, and employing sophisticated techniques, we strive to maintain the integrity of our advertising campaigns and protect our clients' investments from fraudulent activities.



# Google's Deprecation of Third-Party Cookies

The impending deprecation of third-party cookies in Chrome, as outlined in Google's latest (May 2023) article on the Privacy Sandbox<sup>1</sup>, will have a profound impact on B2B digital marketing strategies. As businesses prepare for this change, it becomes imperative to partner with a trusted B2B advertising vendor who can navigate the evolving privacy landscape. These vendors specialize in providing alternative solutions that allow businesses to reach their target audiences while adhering to data protection regulations.

One significant shift resulting from the deprecation of third-party cookies will be increased use of contextual advertising. By displaying ads based on the content and context of web pages, businesses can ensure relevance and effectively engage their intended audience. B2B advertising vendors can play a crucial role in this transition, leveraging advanced algorithms and machine learning to deliver tailored ads within the appropriate context.

Another shift is the need for identity resolution partnerships. As third-party cookies phase out, businesses will increasingly rely on such partnerships to identify and authenticate users without relying solely on cookies. These collaborations help connect fragmented user data

from various sources, allowing businesses to create a unified view of individuals or accounts. By establishing identity resolution partnerships, B2B marketers can ensure accurate targeting, measurement, and personalization in a cookieless environment. Leveraging first-party data, businesses can enhance their understanding of customers while maintaining compliance with privacy regulations.

Considering Google's timeline, which includes supporting scaled testing with one percent third-party cookie deprecation in Q1 2024, B2B marketers must act promptly to adapt their digital marketing strategies. By partnering with a trusted B2B advertising vendor, businesses can proactively address the challenges posed by the deprecation of third-party cookies. Embracing contextual advertising and forming identity resolution partnerships will enable marketers to continue effectively engaging their target audience while respecting privacy concerns and complying with evolving industry standards.



<sup>1</sup> [https://privacysandbox.com/intl/en\\_us/news/the-next-stages-of-privacy-sandbox-general-availability](https://privacysandbox.com/intl/en_us/news/the-next-stages-of-privacy-sandbox-general-availability)

# Demandbase's Point of View

Demandbase remains fully committed to developing and implementing cookieless solutions. The evolving Topics API and FLEDGE framework will be a much easier transition for B2B compared to B2C. The central change here is moving away from individual targeting and measurement to cohort-levels. Cohorts are analogous to accounts.

The scale of first-party data and the understanding of context with the ability to act on it are the two more important requirements in a post-third-party cookie world. Demandbase's platform inherently specializes in connecting data together, enabling the smart execution of these two requirements natively.

We also continue to invest in privacy-friendly data partnerships and we are already integrated with leading identity resolution and alternative ID providers. Additionally, we are actively embracing sophisticated contextual targeting, which has already shown impressive ROI for our customers.

Demandbase is well-prepared to maintain our position as a leader in B2B advertising, with strong B2B identification rates, robust intent data, and the ability to activate our customers' first-party data. The evolving landscape of B2B advertising presents exciting opportunities, and we are ready to seize them.

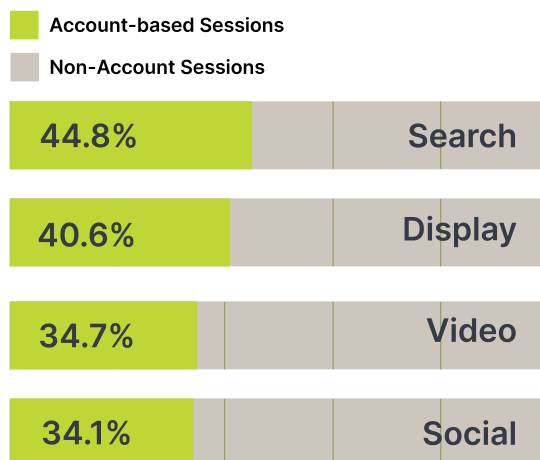


# Traffic Analysis by Channel

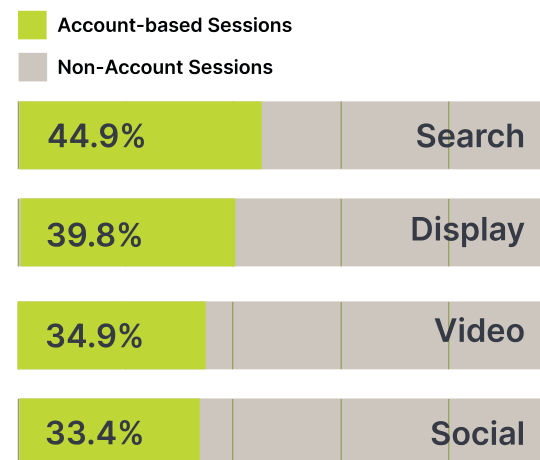
Demandbase analyzed over 506 million web sessions in 2022 to gather the following insights within our customer base. We reviewed UTM parameters to assess both the quantity and quality of traffic with various advertising channels.

These graphs represent the percentage of traffic matched to an account (i.e. business traffic) v. non-account sessions (i.e. consumer traffic) across four key advertising channels. We found that search and display are the top performers for attracting business employees.

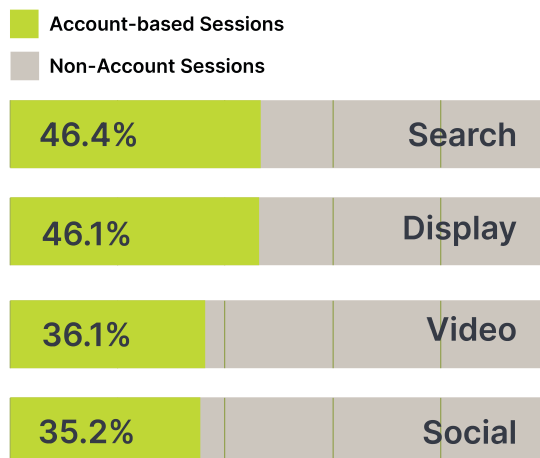
## Traffic Analysis by Medium



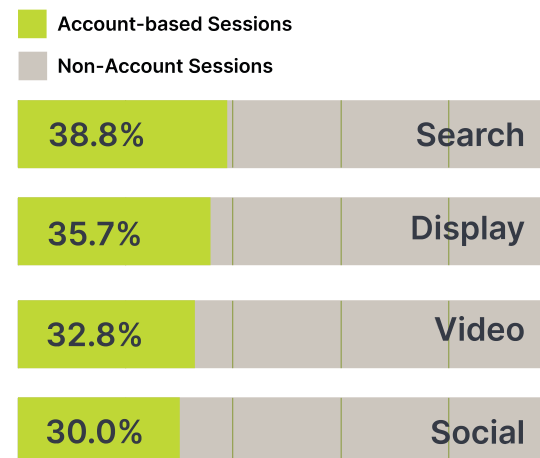
## Traffic Analysis by Medium Software Industry



## Traffic Analysis by Medium Business Services Industry

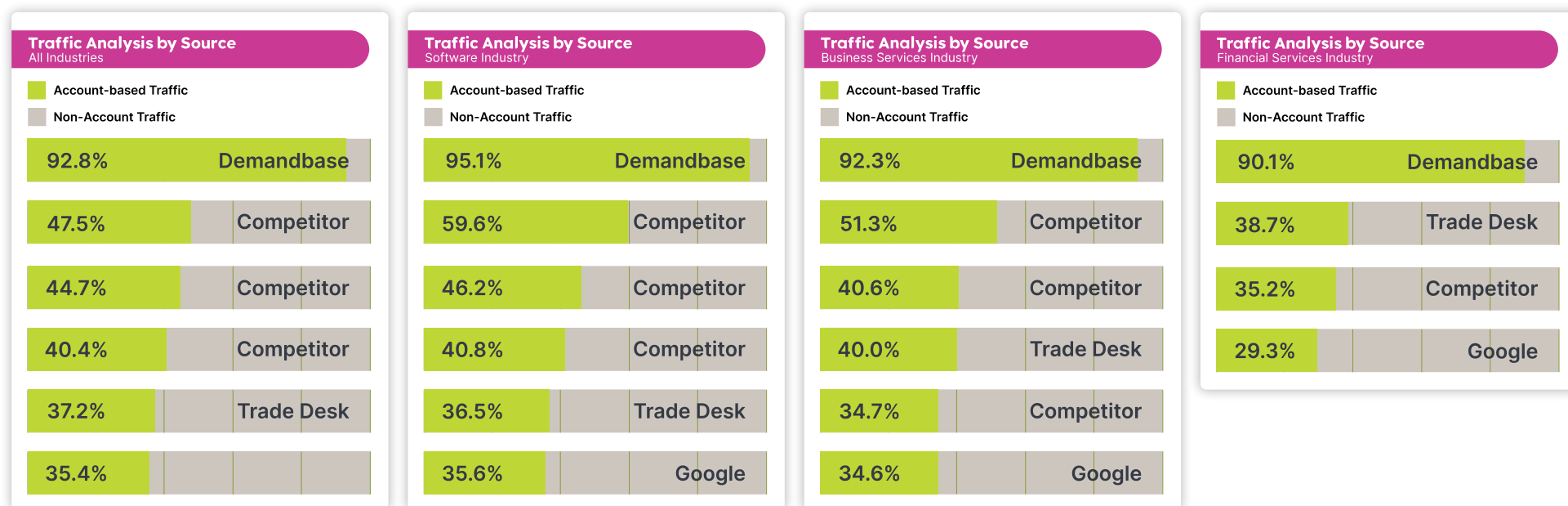


## Traffic Analysis by Medium Financial Services Industry



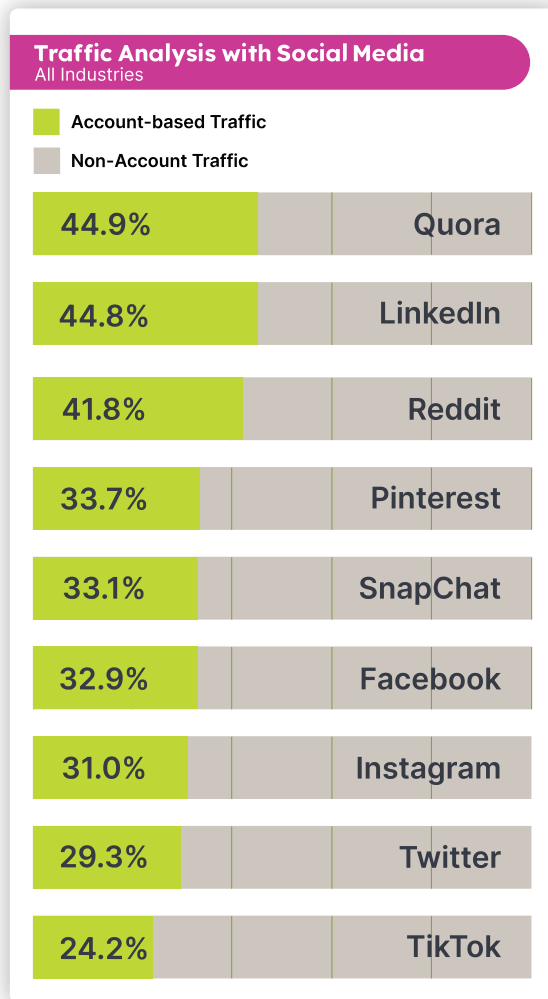
# Traffic Analysis by Source

The following graphs represent the percentage of traffic from account-based sessions (i.e. business traffic) v. non-account sessions (i.e. consumer traffic) across Demandbase and other advertising companies. Demandbase is the clear leader in targeting the highest percentage of account-based traffic due to our high scale and accurate account identification. This includes the use of IPs, cookies, and identity graph identification.

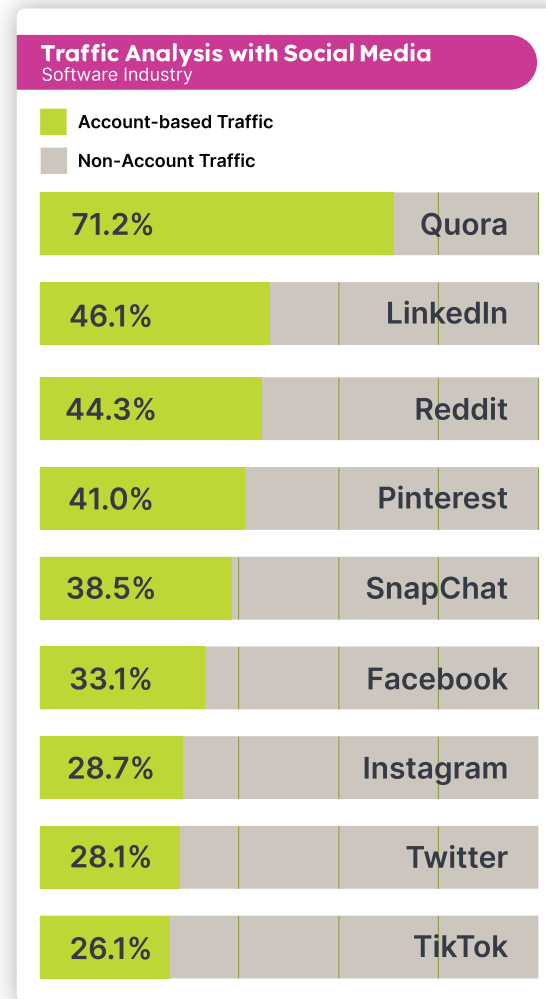


# Traffic Analysis with Social Media

The following graphs represent the percentage of traffic from account-based sessions (i.e. business traffic) v. non-account sessions (i.e. consumer traffic) across all major social channels. Note the differences between industries (e.g. Snapchat was the clear leader for Software Technology clients while being a poor performer in both Business Services and Financial Services). One surprising social media channel was Reddit, which performed very well at attracting company visitors.

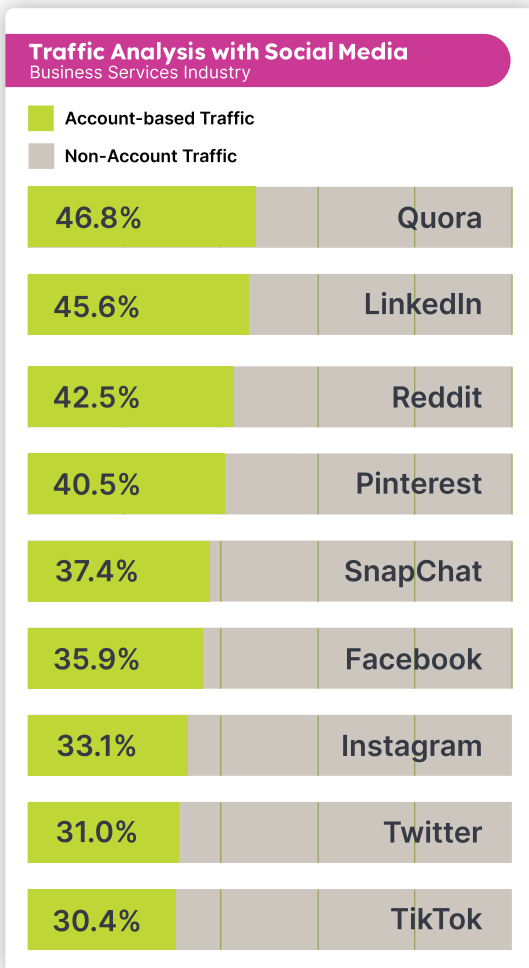


Summary: According to Demandbase's tag data, across all industries, Quora (perhaps surprisingly) attracted the most amount of account-based traffic. LinkedIn follows at #2 (they're not #1 likely due to a significant number of unemployed tech employees and recently graduated college students searching for jobs).

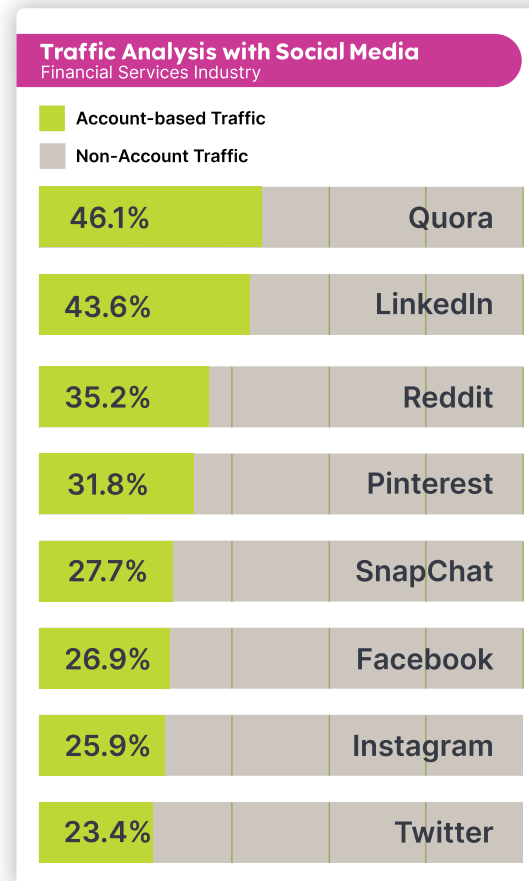


Summary: According to Demandbase's tag data, across software companies, Snapchat had a surprisingly high % of business traffic. Quora and LinkedIn follows at the #2 and #3 spot. Facebook, Twitter, and TikTok performed the worst (as one would expect, given the heavy consumer-advertising focus of those channels).

# Traffic Analysis with Social Media (Cont.)



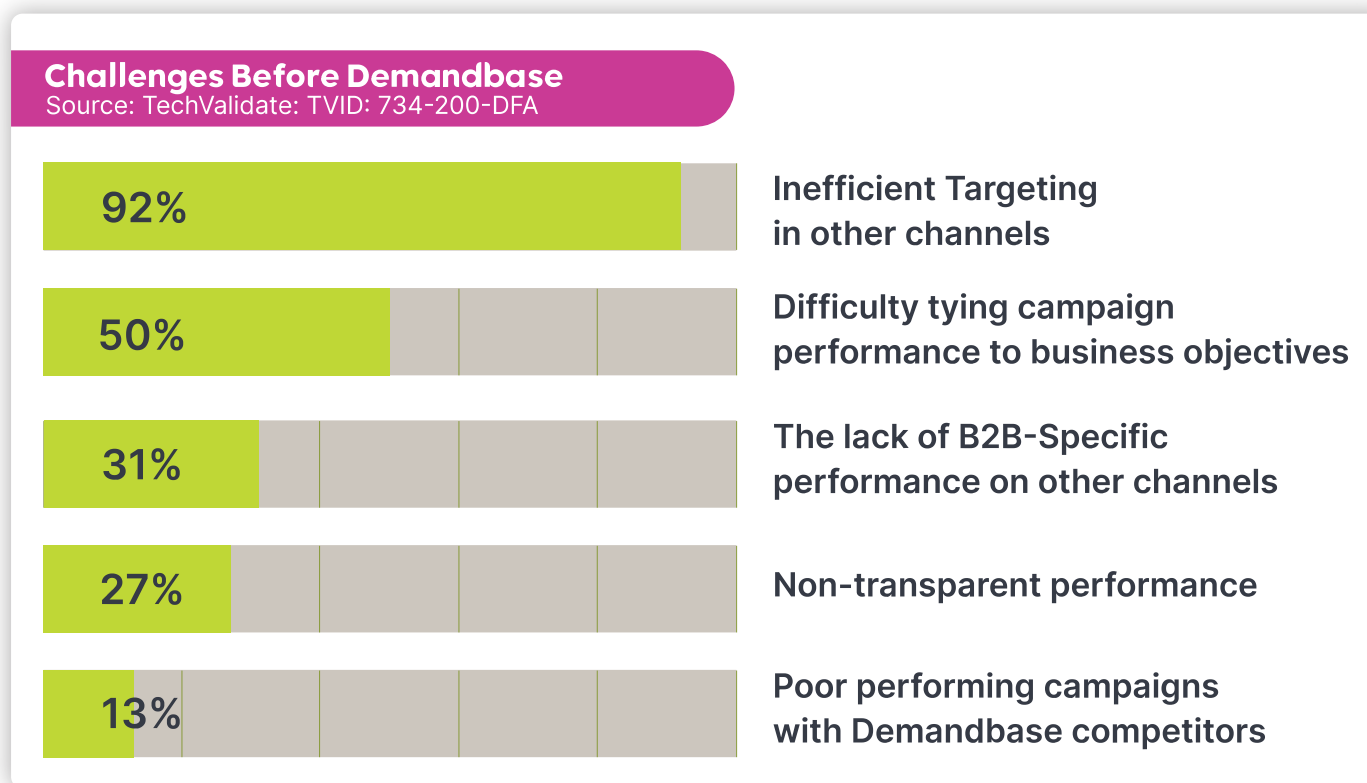
Summary: According to Demandbase's tag data, across business service companies, Reddit had a surprisingly high % of business traffic. LinkedIn and Pinterest follows at the #2 and #3 spot. Interestingly, Snapshat performed the worst within business services, despite performing the best for software companies. Note: This may indicate a large sample bias within this channel.



Summary: According to Demandbase's tag data, within the financial service industry, LinkedIn had the highest % of business traffic. Reddit and Twitter follow at #2 and #3, respectively. The lowest performing social media channel was Instagram and TikTok (as one would expect, given the heavy consumer-advertising focus of those channels).

# Demandbase's Advertising Survey

In May of 2023, we polled a random sample of our advertising customers to understand their top B2B advertising challenges (before Demandbase), what they consider to be their top advertising channels in 2023, and more. The following graphs depict the findings.

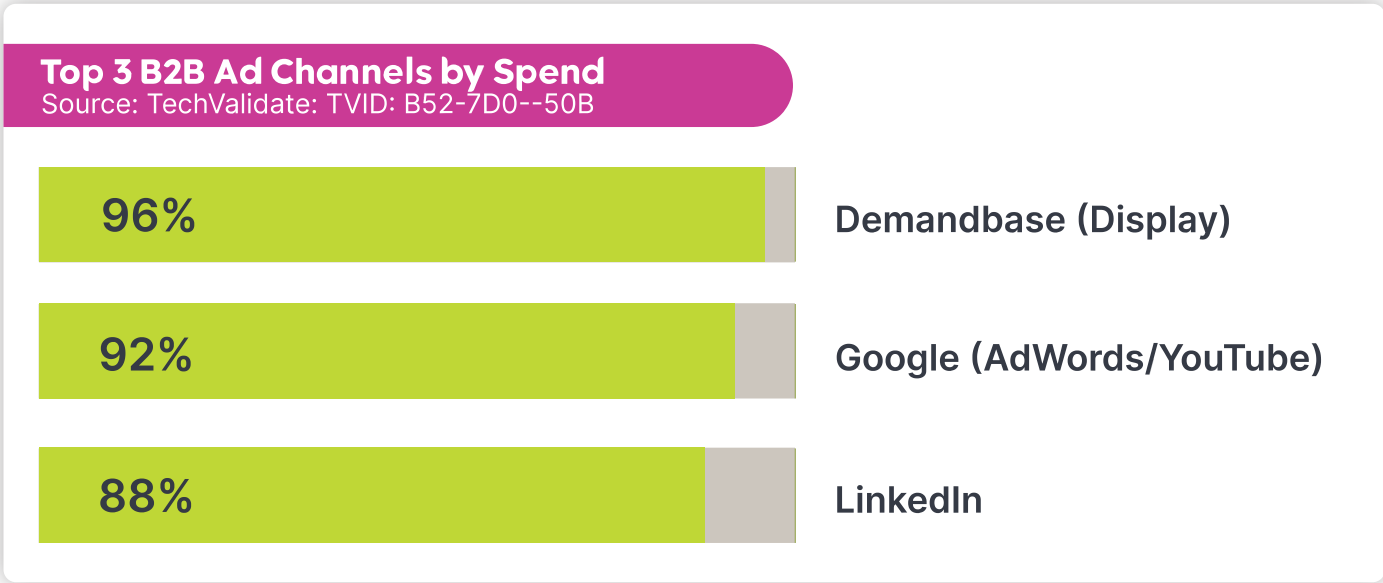


Summary: Respondents were asked to select which challenges they experienced before purchasing Demandbase. The rankings indicate inefficient targeting as being the prime motivator, followed by difficulty tying campaign performance to business objectives, the lack of B2B-specific performance, non-transparent performance, and poor performing competitors.



# Demandbase's Advertising Survey

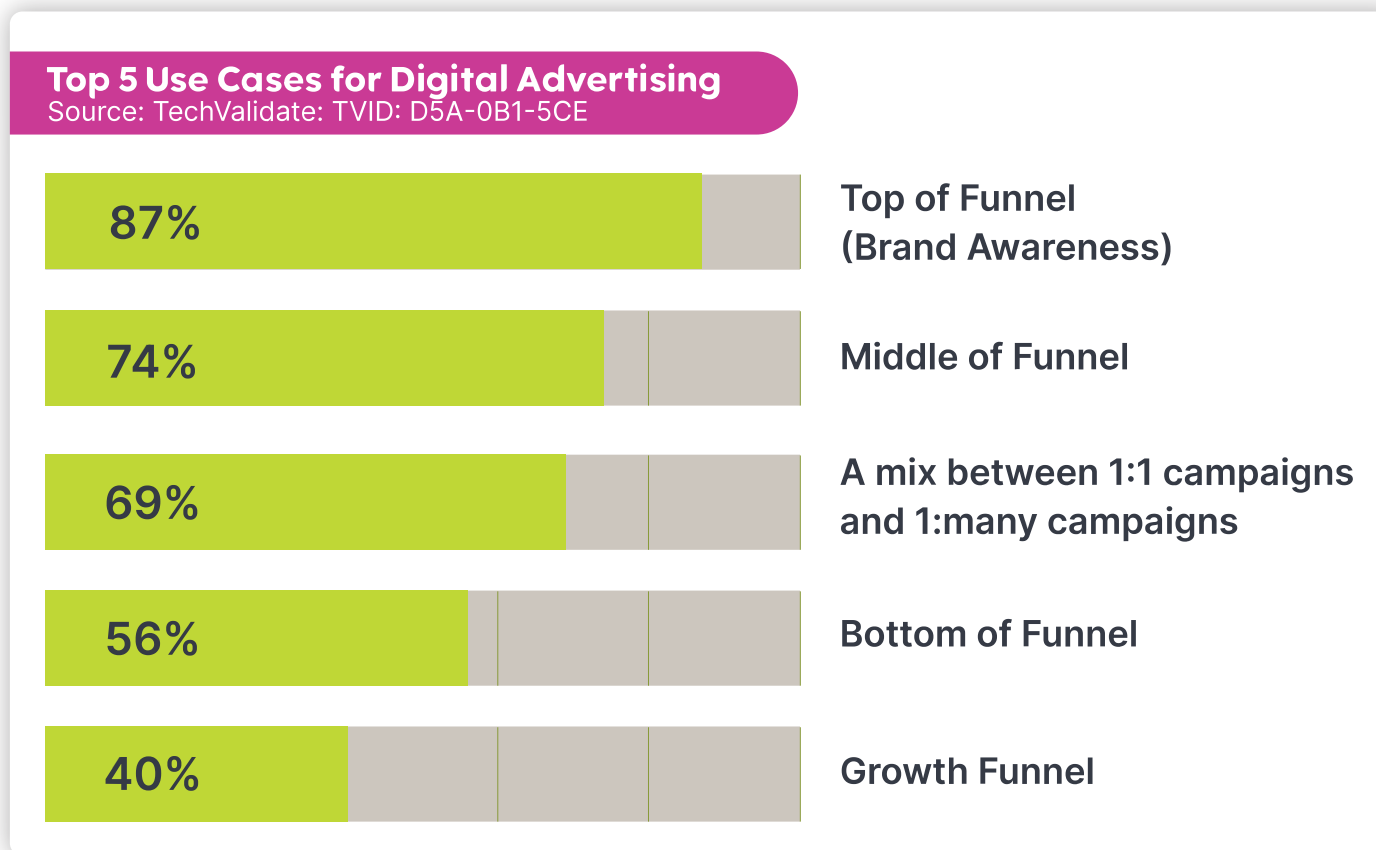
## Top B2B Advertising Channels



Summary: The top 3 B2B advertising channels (by spend) are summarized in this graph. Respondents had a choice between 7 channels. The lowest selected channels selected by respondents were Facebook and Twitter.

# Demandbase's Advertising Survey

The top 5 use cases for digital advertising efforts are:



Summary: Top of Funnel (brand awareness) was indicated as being the top B2B digital marketing use-case, followed by middle funnel, a mix of 1:1 and 1:many, bottom funnel, and growth funnel being number 5. Respondents had a choice between 11 options (multiple-choice). Note: This does not represent the top 5 use-cases with Demandbase, but B2B advertising in general.

# Demandbase's Advertising Successes

## Demandbase Advertising Success

Has your overall advertising budget increased or decreased in 2023?



Source: TechValidate:  
TVID: C83-848-A92

How have budgets spent on Demandbase advertising changed in 2023?

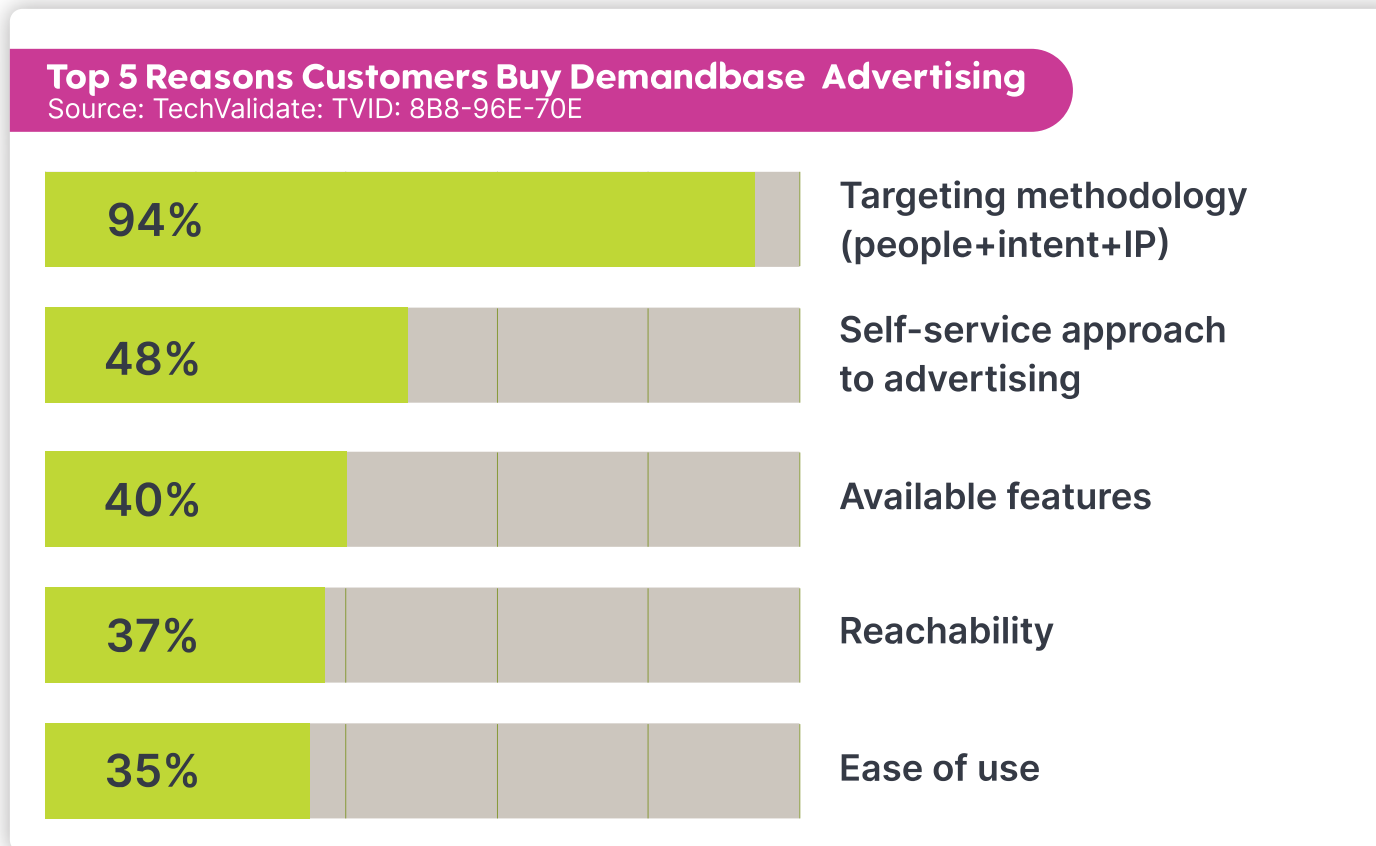


Source: TechValidate:  
TVID: 082-E14-BA8

80% of Demandbase customers have either increased their Demandbase advertising budget or kept it the same year over year, despite the fact that 63% of respondents indicated their overall budget has either remained the same or decreased (which likely include factors related to the overall economic conditions). This indicates that Demandbase customers are funneling more advertising budget into the Demandbase Piper DSP (display, native, video, and connected TV) after seeing success in the previous 12 months.

# Demandbase's Advertising Successes

Top drivers for buying Demandbase



Summary: 94% of Demandbase customer's selected Demandbase due to our unique targeting methodology of using people, intent, and IP addresses. 48% of our customers are actively using our self-serve capabilities.

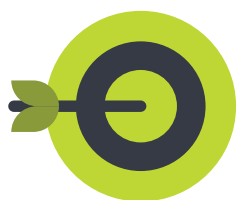
# Demandbase's Advertising Benchmarks

## Display Advertising Benchmarks

The following benchmarks are the result of years of optimization of Demandbase's Piper DSP. When developing these benchmarks, we've taken many variables under consideration. Considerations include the geo-location filters for the campaign, the size of the account list, the number of known contacts associated with the campaign, the robustness of the intent keywords selected on the campaign, the budget, and the flight dates.

### Definitions

- **Reach:** Our ability to serve a meaningful amount of impressions per month to a specific account within the geolocation selected within the campaign.
- **Lift:** Percentage change between the average number of pageviews per day among targeted accounts during the period defined by the Campaigns dashboard date picker and the average for those accounts in the 30 days prior to the campaign launch.
- **Interacted:** Number of accounts that met a threshold for significant website activity within the past 30 days. This definition is customizable. However, for these numbers, we looked at accounts with 3 or more sessions during a 30-day lookback period.



**70-80%+ Reach\***



**.05 -.07%+ CTR**

Personalized creatives typically perform 20% better



**25-45% Lift\*\***

Personalized creatives typically perform up to 50% better



**25-30% Interacted Accounts**

Personalized creatives typically perform 10% better

\*Reachability is much higher in North America compared to other parts of the world

\*\*This is an average across a sample of global display campaigns. Lift is larger in North America

These numbers are compared to all of the accounts being targeted, including reachable & unreachable

# Industry-Based Benchmarks

Industry	CTR
Accounting	.06
Airlines/Aviation	.06
Apparel & Fashion	.07
Architecture & Planning	.06
Automotive	.07
Aviation & Aerospace	.05
Banking	.07
Broadcast Media	.05
Chemicals	.06
Civil Engineering	.06
Computer Hardware	.06
Computer Networking	.05
Computer Software	.07
Construction	.06
Consumer Electronics	.07
Consumer Goods	.07
Education Management	.07
Entertainment	.06
Financial Services	.05
Food & Beverage	.06

Industry	CTR
Food Production	.06
Government Administration	.05
Health, Wellness & Fitness	.06
Higher Education	.06
Hospital & Health Care	.06
Hospitality	.06
Information Technology & Services	.08
Insurance	.06
Internet	.07
Legal Services	.06
Machinery	.06
Management Consulting	.07
Manufacturing	.06
Marketing & Advertising	.07
Medical Devices	.06
Mining & Metals	.06
Nonprofit Organizational Management	.07
Oil & Energy	.06
Package/Freight Delivery	.07
Pharmaceuticals	.06

Industry	CTR
Primary/Secondary Education	.08
Publishing	.06
Real Estate	.06
Restaurants	.07
Retail	.06
Semiconductors	.04
Telecommunications	.08
Transportation/Trucking/Railroad	.06
Utilities	.06
Wholesale	.07
Wine & Spirits	.08

Note: Benchmarks are simply an average. Your actual results will depend on multiple variables, including campaign geo location and company sizes.

# Demandbase's 2023 and 2024 recommendations

2023 has brought significant shifts and challenges in the realm of B2B advertising, highlighting the importance of staying up to date with emerging trends and adopting innovative strategies. This State of B2B Advertising report offers valuable insights into the current landscape and provides recommendations for businesses looking to navigate the evolving digital marketing environment.

This report emphasizes the growing significance of B2B digital marketing, especially in times of economic uncertainty. With a “defend the spend” mindset, B2B marketers are recognizing the need to allocate resources to digital strategies and enhance their online presence. A significant majority of B2B marketers plan to increase their digital marketing budgets in 2023, indicating the industry's recognition of the effectiveness of digital channels in reaching and engaging target audiences.

Two key trends that have emerged in the B2B advertising landscape are the rise of Connected TV (CTV) and the resurgence of in-person B2B events. CTV has gained momentum as a powerful advertising channel, with high adoption rates and significant growth in ad spending. B2B advertisers can leverage this platform to effectively reach decision-makers and revitalize their marketing approaches. Additionally, the return of in-person events provides opportunities for integrating online and offline marketing efforts, driving engagement and business growth. By embracing hybrid event models and incorporating innovative technologies, B2B marketers can create memorable experiences and expand their reach on a global scale.

The report also emphasizes the importance of modern B2B measurement, shifting the focus from traditional B2C metrics

to metrics that reflect the complexities of B2B advertising. By measuring outcomes that drive business, such as pipeline and revenue, B2B marketers can optimize their campaigns and allocate their budgets more effectively.

Furthermore, the report highlights the rise of invalid traffic (IVT) and the impending deprecation of third-party cookies. Combatting IVT requires strategic partnerships with proactive B2B advertising organizations that employ advanced technologies to detect and filter out fraudulent traffic. As third-party cookies phase out, businesses must adapt to alternative solutions such as contextual advertising, identity resolution partnerships, and by maximizing opted-in first-party audiences. Partnering with trusted B2B advertising vendors can help businesses navigate the evolving privacy landscape and effectively engage their target audiences.

As the B2B advertising landscape continues to evolve, businesses are urged to embrace data-driven decision-making, explore emerging channels and technologies, and forge partnerships with trusted vendors. By staying abreast of industry trends and implementing the recommendations presented in this State of B2B Advertising report, businesses can position themselves for success and gain a competitive edge in the dynamic B2B marketing arena of 2023 and beyond.

## To our customers

We greatly appreciate the valuable insights gained from your participation in our advertising survey, which highlight the positive impact of leveraging Demandbase's advertising solutions. Many

# Demandbase's 2023 and 2024 recommendations

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of you have reported significant improvements in key performance indicators, including pipeline, revenue, account engagement, and advertising efficiency. This success can be attributed to not just our unique targeting methodology, but also due to your vision and willingness to partner with us. We are committed to continuously improving our advertising technology to ensure it not only makes your company look good but also helps you meet your revenue goals. Your ongoing feedback is invaluable in this journey.

## To our prospects:

We would like to express our sincere gratitude to you for taking the time to explore the insights and recommendations presented in this report. Your engagement and consideration are greatly appreciated. As you navigate the ever-evolving landscape of B2B marketing, we hope that the information shared in this report will serve as a valuable resource in shaping your future advertising strategies. We remain committed to providing innovative solutions and data-driven insights to support your business goals. Thank you for your time, and we look forward to the possibility of working together in the future.

The key to selecting the right accounts lies in the combination of playing with F.I.R.E. together with predictive models.







Demandbase helps B2B companies hit their revenue goals using fewer resources. How? By using the power of AI to identify and engage the accounts and buying groups most likely to purchase. We combine your sales and marketing data with our validated B2B data to create what we call Account Intelligence. Better data makes better AI. That's Smarter GTM™. For more information about Demandbase, visit [www.demandbase.com](https://www.demandbase.com).

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