BUSINESS-TO-BUSINESS

TRENDS IN BUSINESS

- The top customer priority for B2B product sectors was superior product quality (39.1%). When looking at the B2B services sectors, trusting relationships (31.2%) mattered most.

- Emphasis on brand awareness in the B2B space not only differentiates from the bulk of B2B competitor tactics, but also helps establish better recognition during the extended B2B purchase decision process due to COVID.

- 90% of the B2B buyer's decision journey is spent on educating themselves.

- 63% of consumers need to hear company claims 3-5 times before they believe it, meaning multiple chances are needed to convince buyers that a product or service is their solution.

- B2B buyers are purchasing more through suppliers' digital portal as a response to COVID 19.

Sources: American Society of Plastic Surgeons, Forbes, University of Rochester Medical Center, USC, ACSM, recruiter.com

TARGETING TO CONSIDER

Display, native, audio and video assets can be used to execute this targeting.

- **Audience and Demo Targeting:** Target ads based on job title, industry, or specific demo. Find users who have shown a behavior or interest in products or services your business provides.

- **Contextual Targeting and Native Advertising:** Reach users who are reading and consuming content about your products or services or insert native articles next to relevant content.

- **Geofence-Conquest-Device Match-Look Back Targeting:** Geofence competitive locations or events, target devices that match email or CRM databases, look back at prior locations or events by targeting a user's device via GPS location data.

- **Streaming Television (OTT/CTV) and Streaming Audio:** Create brand awareness with :15 and :30 video and audio messages targeting audiences based on shows, videos, podcasts, and music they consume.

- **Retargeting and Click Retargeting:** Re-engage users that visit your website or click on a digital ad.