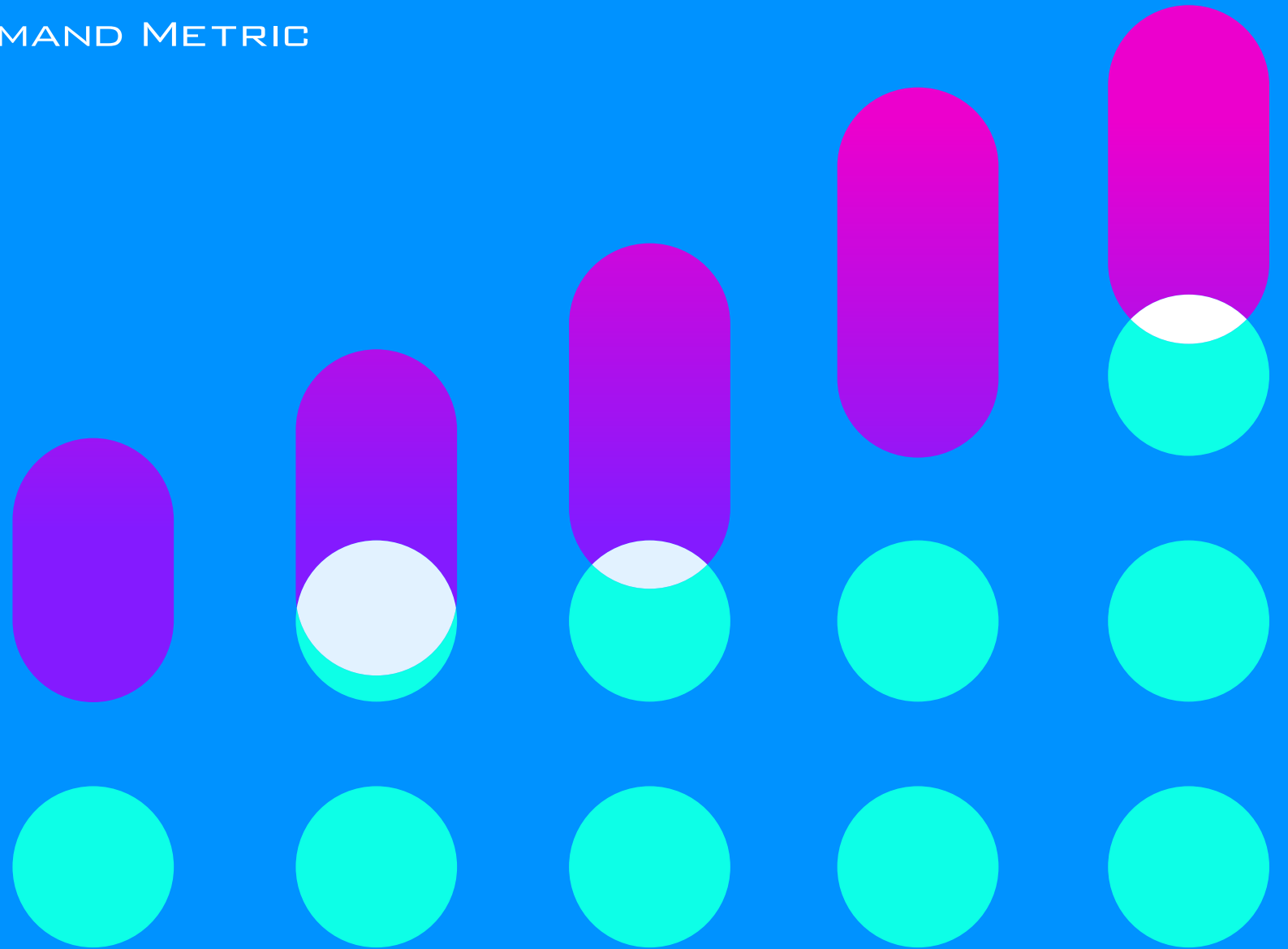


2024 Report

The State of B2B Pipeline Growth



B2B marketers face the challenge of satisfying the insatiable need for qualified leads. The urgency and necessity of supporting pipeline growth requires marketers to orchestrate and execute often complex multi-channel, account-based strategies to meet pipeline goals. As marketers strive to fill pipelines, they face budget or resource constraints and rising scrutiny around data privacy all in the midst of increasing performance expectations.

The “State of B2B Pipeline Growth” study was inspired by a desire to help marketers find more scalable, reliable, and predictable pipeline growth strategies. Pipeline360 and Demand Metric investigated ROI performance, conversion, costs, budgets, spending, the utilization and importance of content syndication, and lead volume.

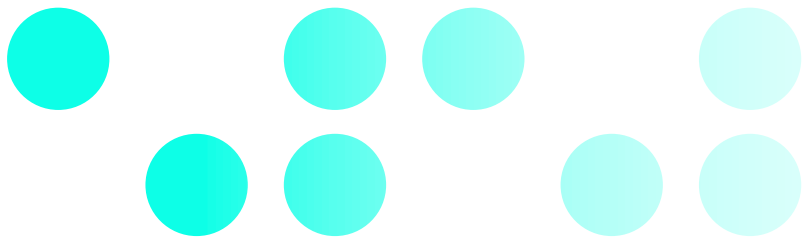
This report shares key findings about the awareness, lead generation, and nurturing stages of the pipeline. These results will help the B2B marketing community refine demand generation strategies to fill their pipeline with more qualified leads and, ultimately, customers.

The study gathered data from over 500 B2B marketers in the United States and United Kingdom. The following report summarizes the results and shares insights from qualified study participants.

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Key Finding 1: Lead Quality & Quantity



80%

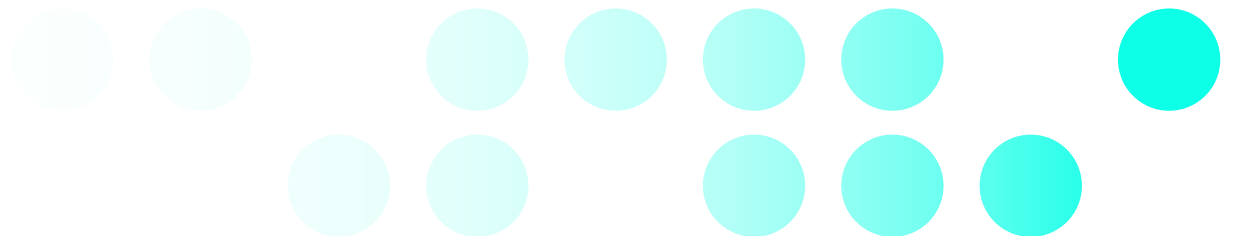
Of study participants agree getting new, qualified leads is mission-critical or an urgent priority.

46%

Almost half feel the quality of their leads are low to neutral.

42%

Feel their lead quantity is insufficient.



Key Finding 2: Budgets & Resources

50%

Half the study participants report cuts to budget, headcount, or other resources is their top challenge.

79%

Over three-fourths are coping with these cuts by consolidating teams and/or job responsibilities.

Key Finding 3: Marketing Investments & Priorities

51%

Of the marketing teams in the study
are investing in digital.

49%

Of the marketing teams in the study are
investing in content creation/strategy.

By contrast only,

12%

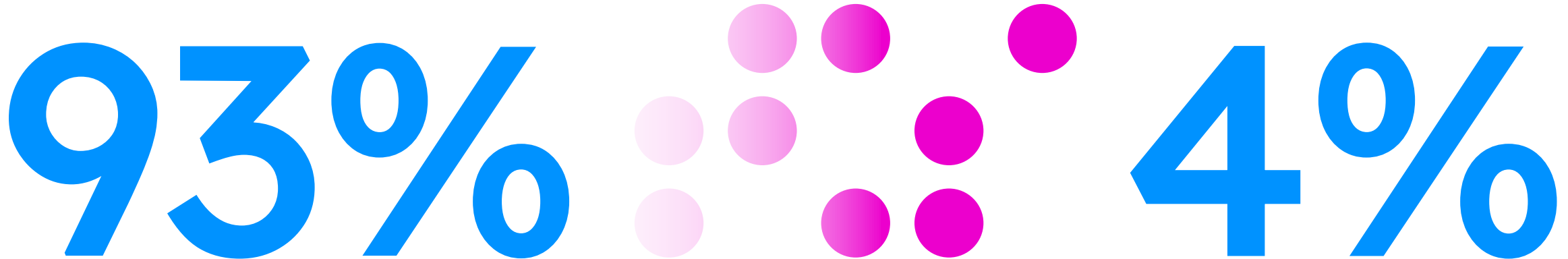
are investing in sales enablement.

9%

are investing in ABM.

Key Finding 4: Data Compliance & Accuracy

Ensuring data compliance and accuracy is a priority for



Of study participants place little to no emphasis on data hygiene.

Key Finding 5: Lead Generation Channels

The top three lead generation channels are:

66%

Paid social

64%

Email

51%

Display advertising

53%

Over half of study participants are meeting their lead generation goals to some, little, or no extent.

Key Finding 6: Content Syndication

23%

Less than one-fourth of study participants are using content syndication for lead generation.

61%

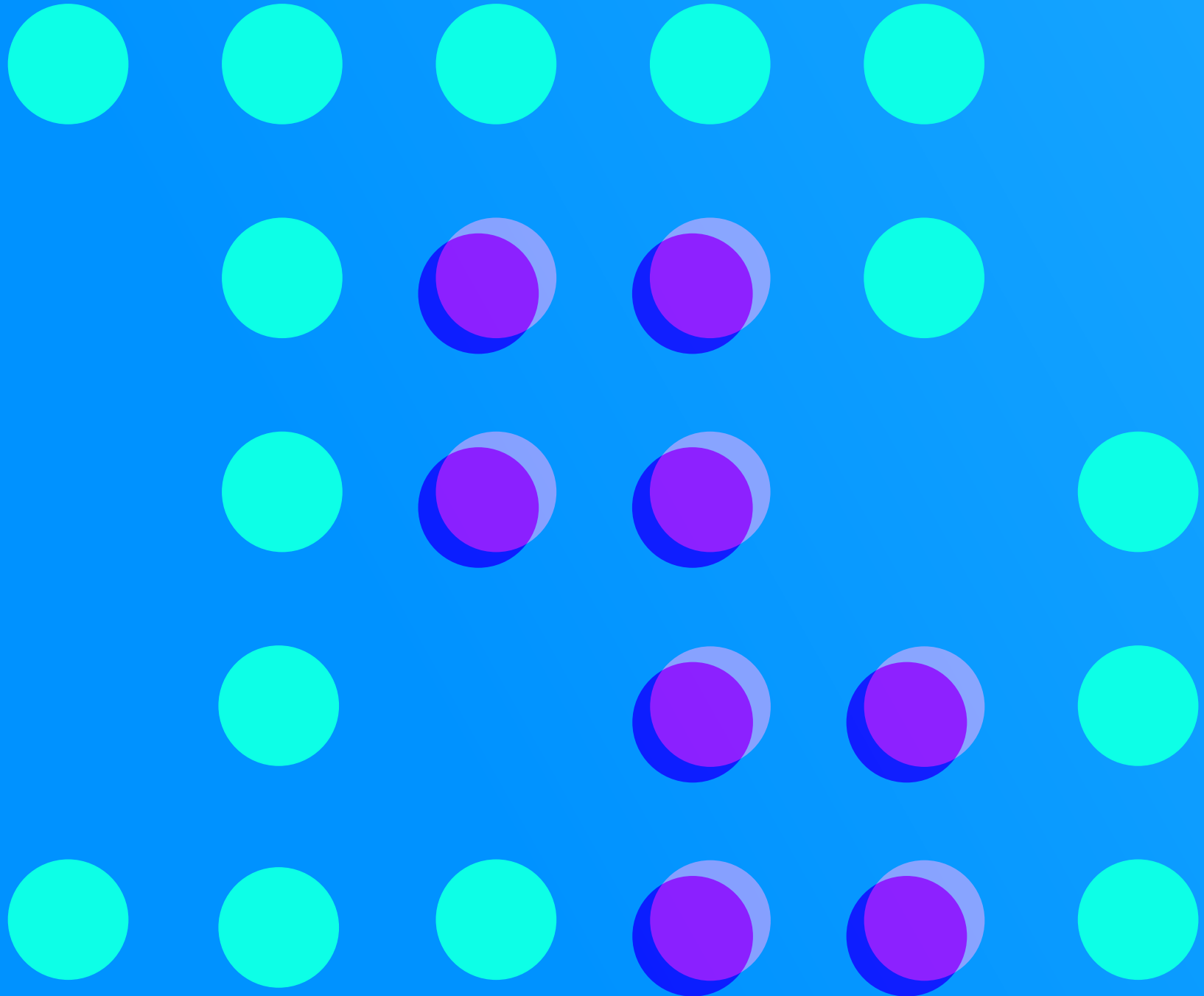
Of those who are using content syndication are able to meet lead generation goals to a great or very great extent.

45%

Of those not using content syndication achieve this same level lead gen goal attainment.

Section 1

Marketing Organization and Budget



The top challenges facing marketing organizations are the same for US and UK B2B marketers.

The challenge of budget, headcount, or other resource constraints tops the list of challenges for both geographies. The economic slowdown and increasing or impossible targets ranks second and third respectively, as **Figure 1** shows.

What challenges are you facing right now in marketing? Check all that apply.

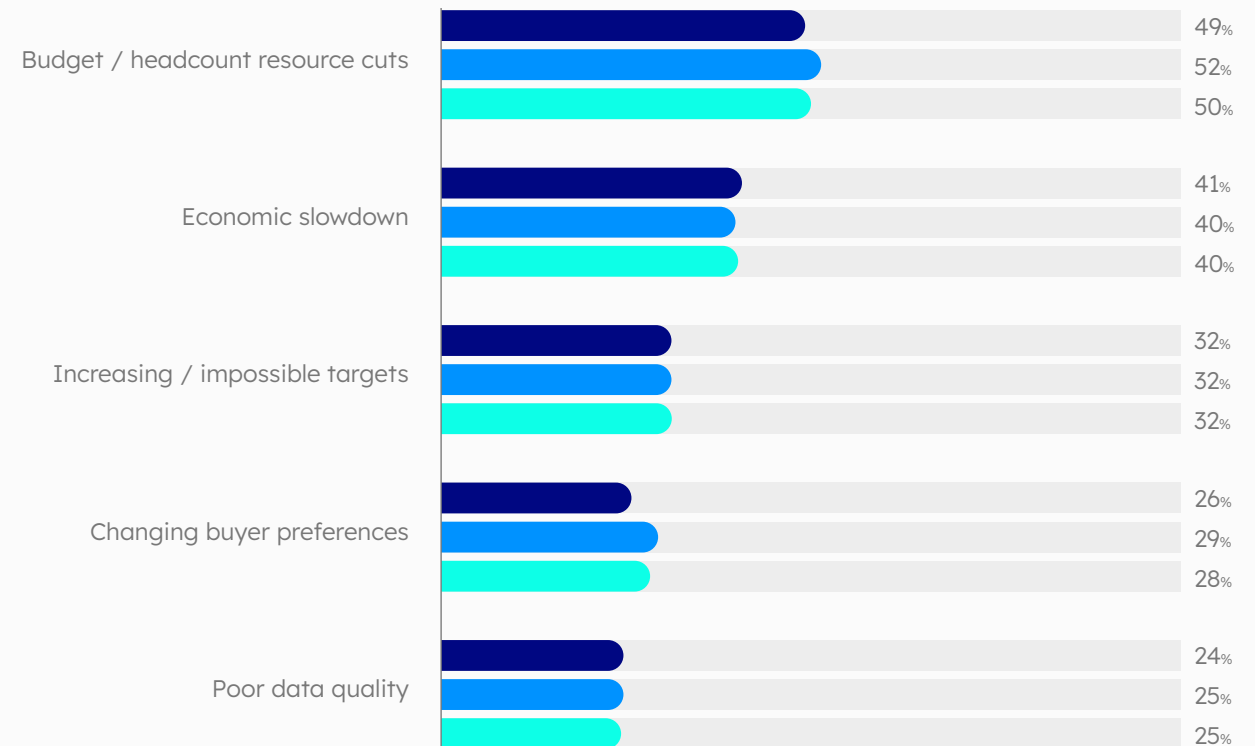
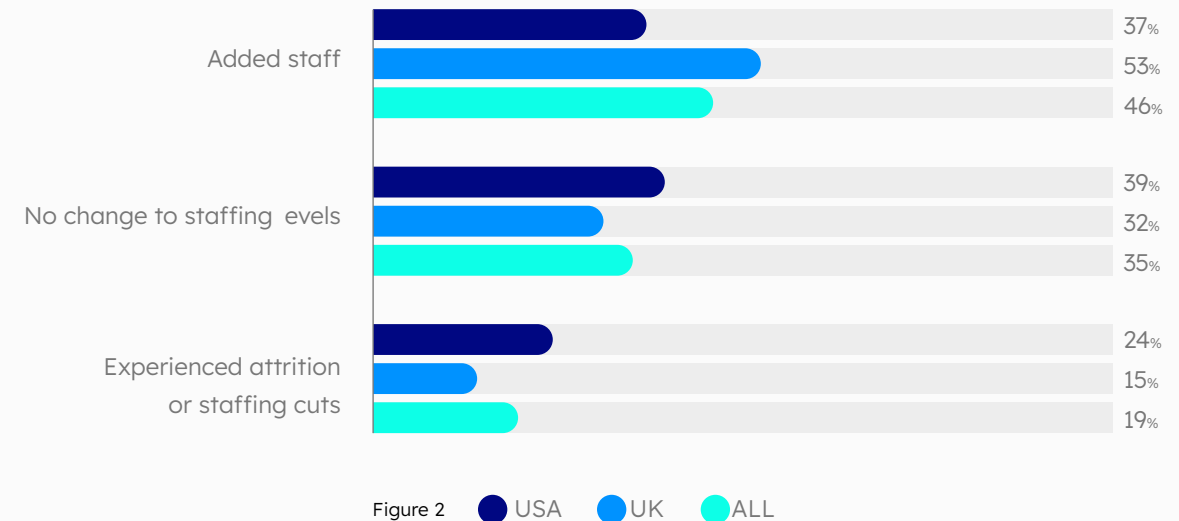


Figure 1 ● USA ● UK ● ALL

A majority of B2B marketing teams in the UK increased staffing levels in the past year, outpacing their US counterparts.

In 2023, over half (53%) of UK study participants added new staff over and above start-of-year levels. US-based marketers were significantly lower on resources, with just over one-third (37%) of US study participants able to grow staffing levels, as **Figure 2** shows.

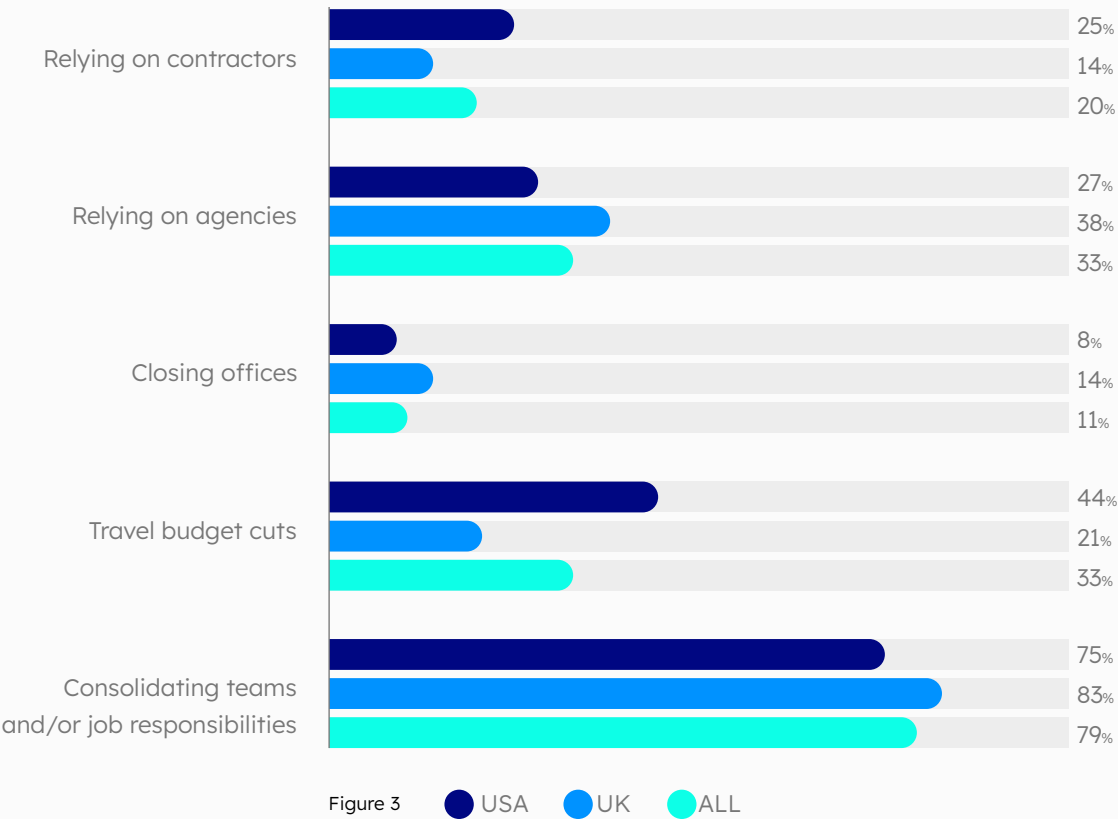
How have your marketing team's staffing levels changed over the past year?



B2B marketers in the UK and US are emphasizing different approaches to dealing with resource constraints.

About one-fifth (19%) of study participants report a net loss of staff since the beginning of the year. B2B marketers in both geographies are consolidating teams and/or job responsibilities as the primary approach to adapting to fewer resources. UK-based study participants are more aggressive in relying on agencies and closing offices as secondary method US B2B marketers are more aggressive using contractors and cutting travel as secondary methods, as **Figure 3** shows.

How is your company adapting to fewer resources? Please check all that apply.



Most B2B marketers expect static or declining budgets in 2024.

Most marketers are bracing for no increase, or worse, a decrease in 2024 marketing budgets. With almost one-third (32%, [Figure 1](#)) dealing with increasing or impossible targets, adding budget constraints to the equation make the fundamental work of marketing seem like an impossible task. **Figure 4** shows expectations for 2024 budgets.

How does your proposed 2024 budget compare to 2023?

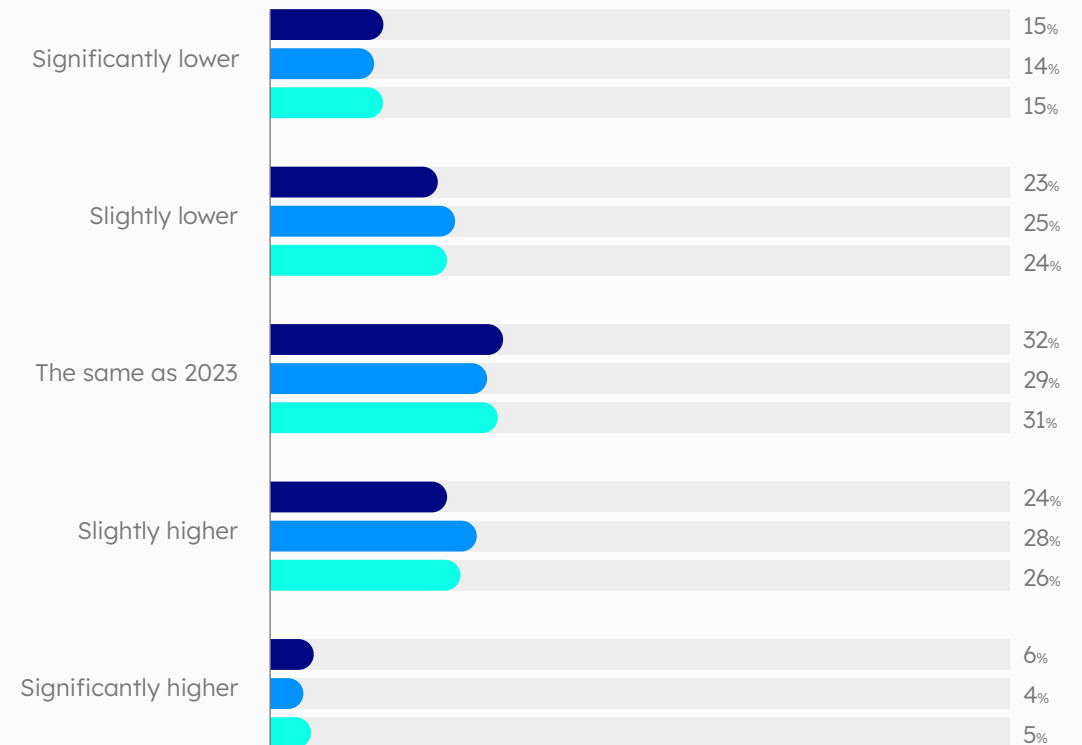


Figure 4 ● USA ● UK ● ALL

Half of study participants report success meeting 2023 goals.

Half (50%) of the marketers in the study report they have been able, to a great or very great extent, to meet their goals for the year. UK marketers (54%) edged out their US counterparts (48%) in this regard, as **Figure 5** shows.

To what extent has your team been able to meet its goals this year?

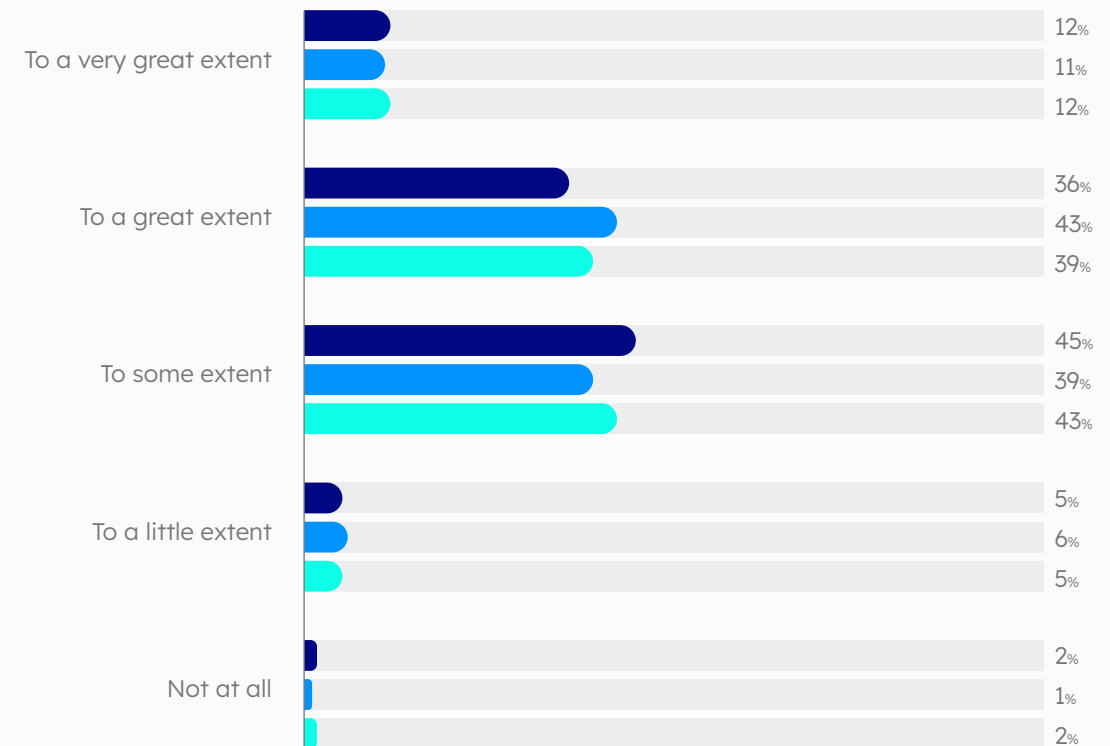


Figure 5 ● USA ● UK ● ALL

Marketing teams are investing in digital, social media, and the content to drive it.

UK and US B2B marketers mirror each other in their top areas of investment: digital, content creation and strategy, and social media. The lowest areas of investment are ABM, sales enablement, and demand generation, as **Figure 6** shows.

Where is your marketing team investing its existing budget?
Please select all that apply:

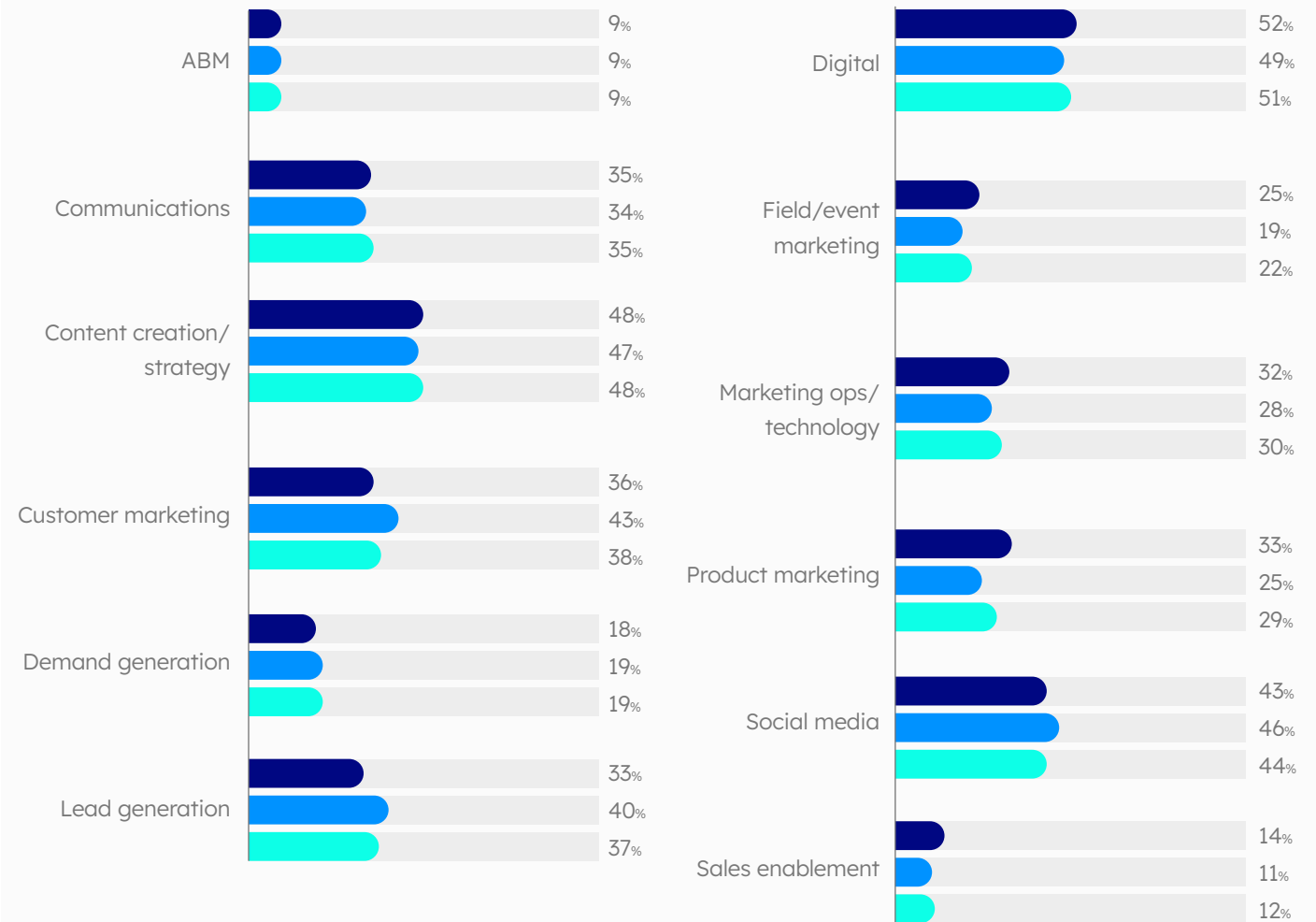
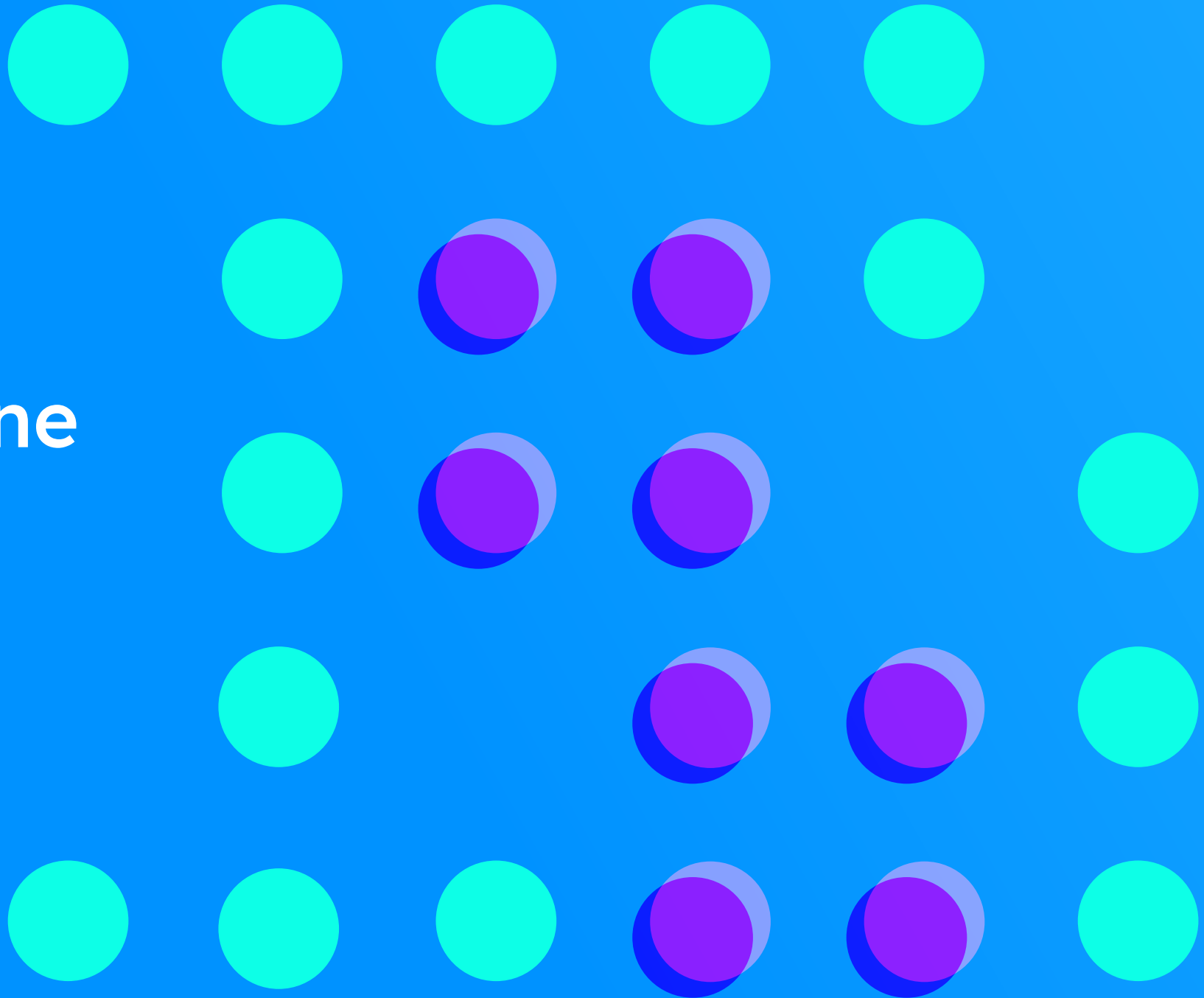


Figure 6 ● USA ● UK ● ALL

Section 2

State of Pipeline Generation.



Getting new, qualified leads remains mission-critical for B2B marketers.

Lead generation remains urgent and critical for 81% of B2B marketers. For the remaining minority, 13% report they have enough leads, and 6% say they don't require leads. These figures differ little for UK and US study participants, as **Figure 7** shows.

Which statement best describes the importance of getting new qualified leads (MQLs) into the pipeline at your company?

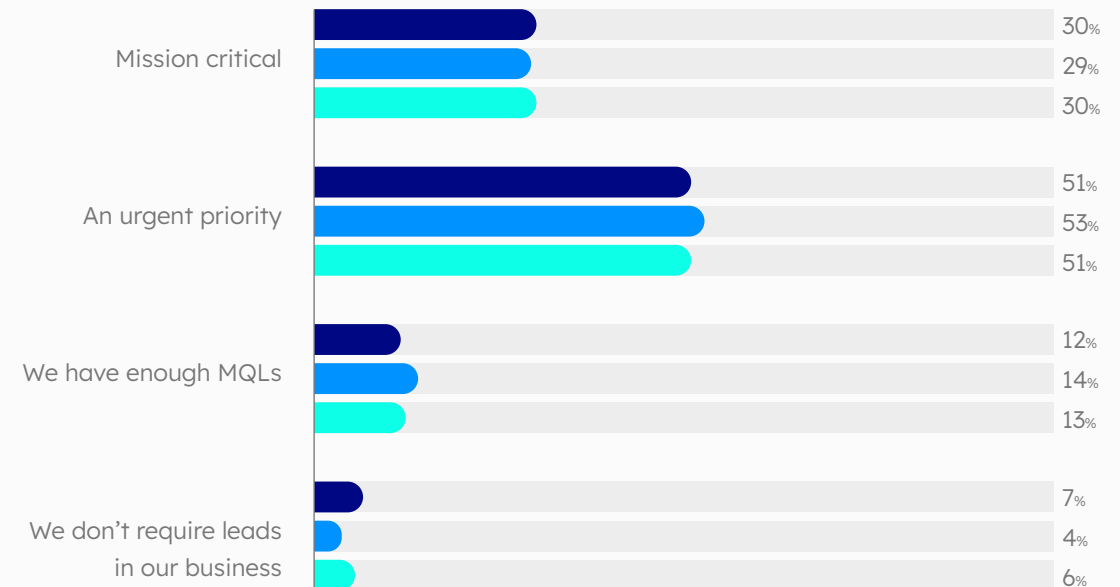
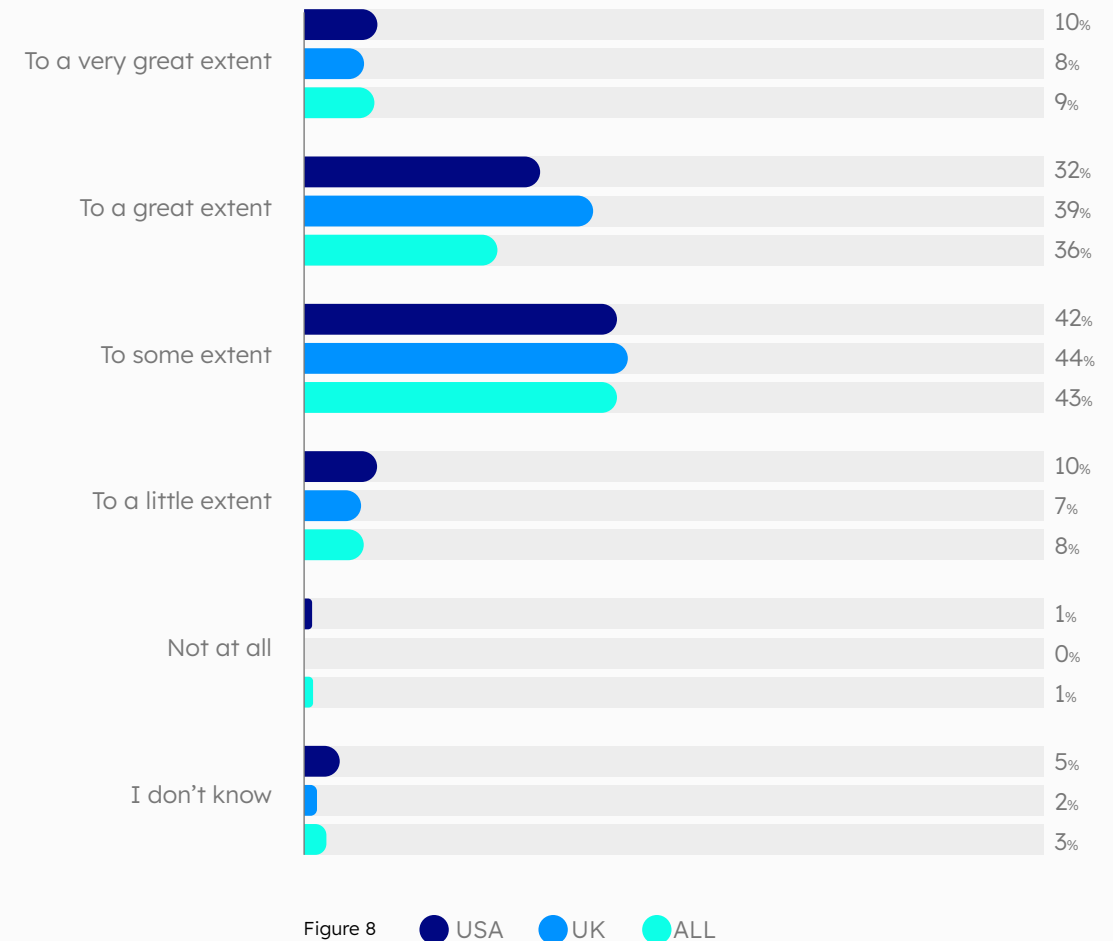


Figure 7 ● USA ● UK ● ALL

Over half of B2B marketers in the study struggle to meet their pipeline goals.

53% of study participants report meeting their lead generation goals to some or no extent. UK and US B2B marketers experience this struggle at similar levels, as **Figure 8** shows.

To what extent have you been able to meet your lead generation goals?



Paid social, email, and display advertising are the preferred lead generation channels.

Two-thirds (67%) of study participants are using paid social, the most-used lead generation channel in the study. Email ranks second (65%) and display advertising third (51%). Subtle differences in channel usage exist between UK and US study participants, as **Figure 9** shows.

What channels are your marketing team using for lead generation?
Please select all that apply:

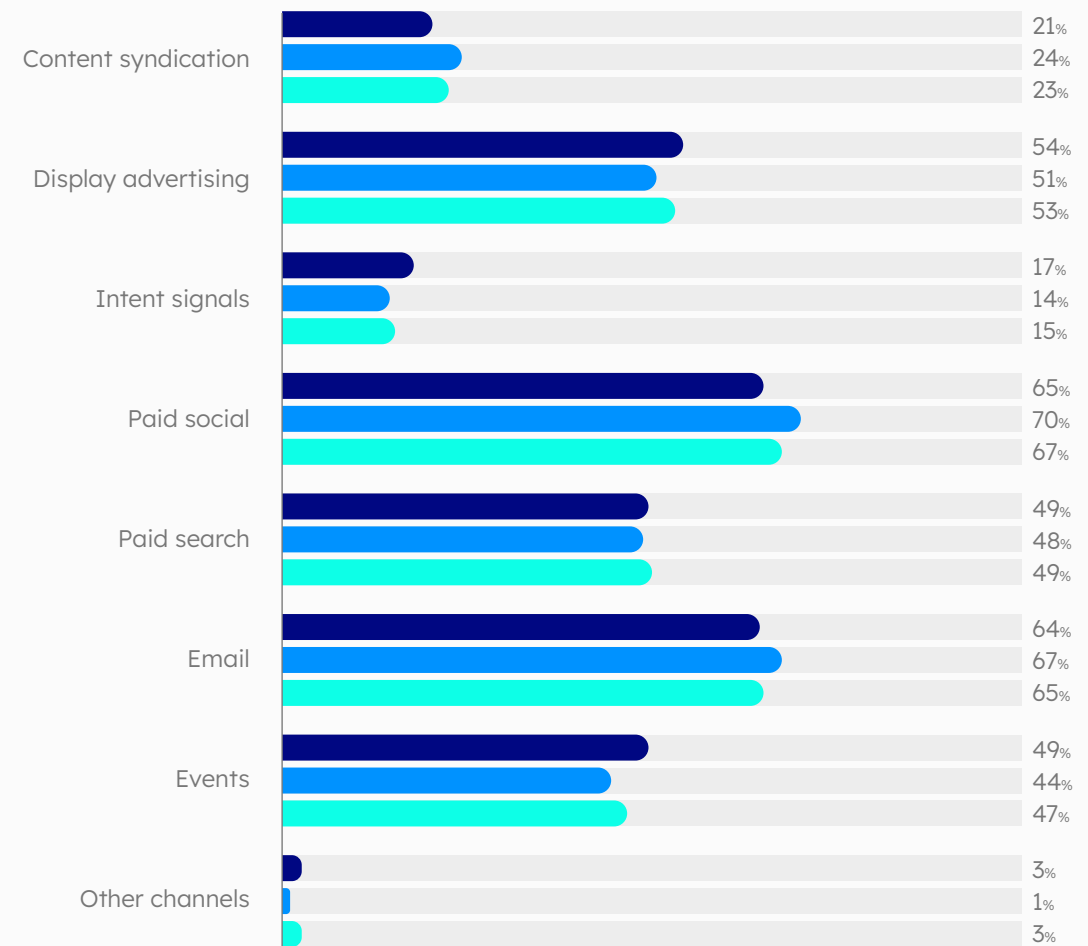


Figure 9 ● USA ● UK ● ALL

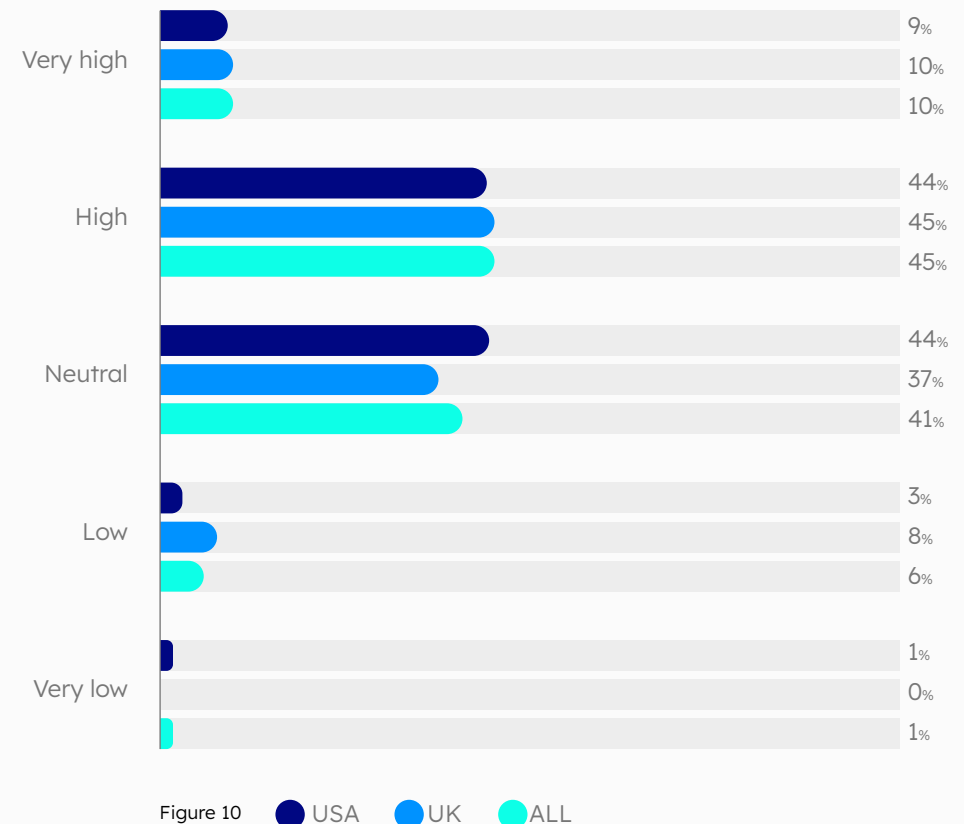
About half of study participants rate average lead quality “high.”

A key measure of any lead generation process is lead quality, and just over half (53%) rate their lead quality as high or very high. UK B2B marketers report a slight quality advantage over their US counterparts, as **Figure 10** shows.

Study participants shared their top three concerns about lead quality:

1. Invalid emails / phone numbers 43%
2. Incomplete data 42%
3. Leads that don't match targeting criteria 38%

How do you feel about the average quality of leads you currently generate?



Almost half of study participants report not having enough leads.

42% of study participants report their lead generation efforts produce slightly less to significantly less than enough. UK study participants are in a slightly more favorable position with respect to lead quantity, as **Figure 11** shows.

How do you feel about the quantity of leads generated?

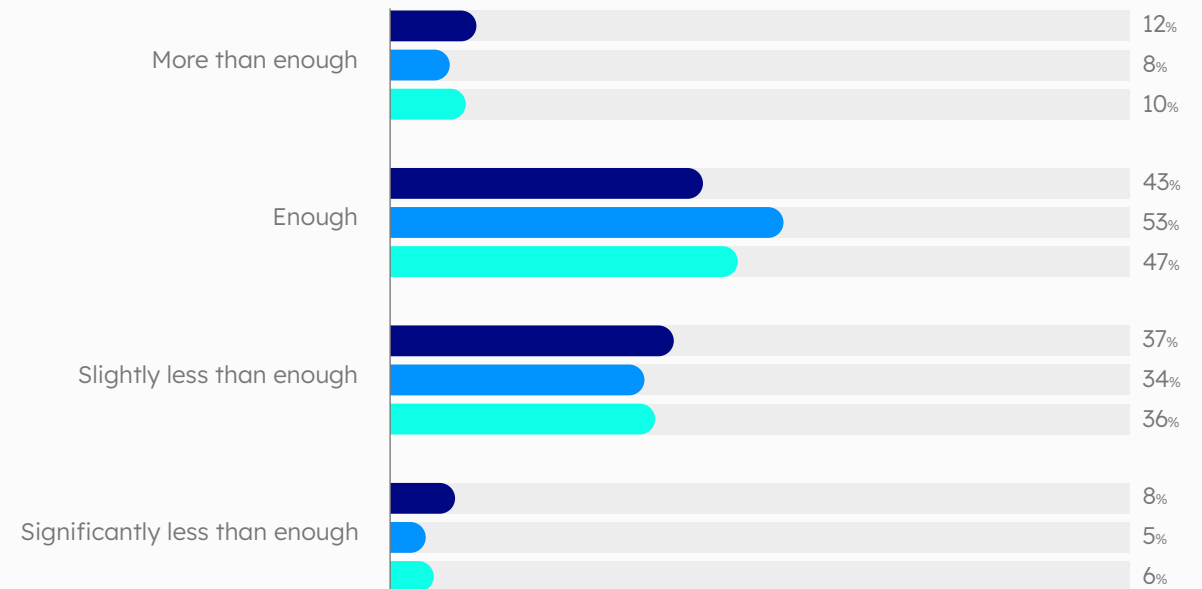


Figure 11 ● USA ● UK ● ALL

Half of B2B marketers are satisfied with their lead generation process.

Satisfaction with lead generation processes is split, with 50% of study participants satisfied or very satisfied, and the remaining 50% neutral to very dissatisfied. Satisfaction with the lead generation process was higher in the UK than in the US.

Overall, how satisfied are you with your lead generation process?

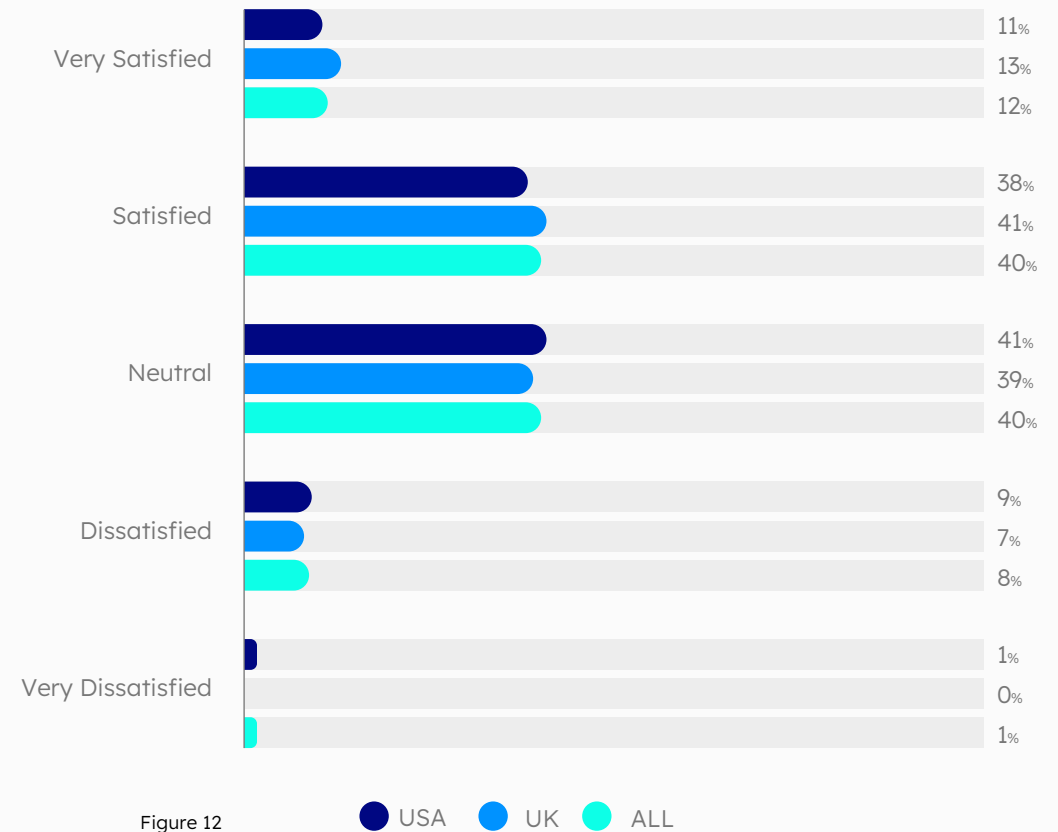


Figure 12

Section 3

Content syndication and lead generation

Putting content syndication into the lead generation channel mix improves goal attainment.

With just 23% of study participants using content syndication ([Figure 9](#)), this channel is flying under the radar for most B2B marketers. 61% of those who are using content syndication in the lead gen channel mix report meeting their lead generation goals ([Figure 8](#)) to a great or very great extent, compared to 45% for those that don't, as **Figure 13** shows.

To what extent have you been able to meet your lead generation goals?

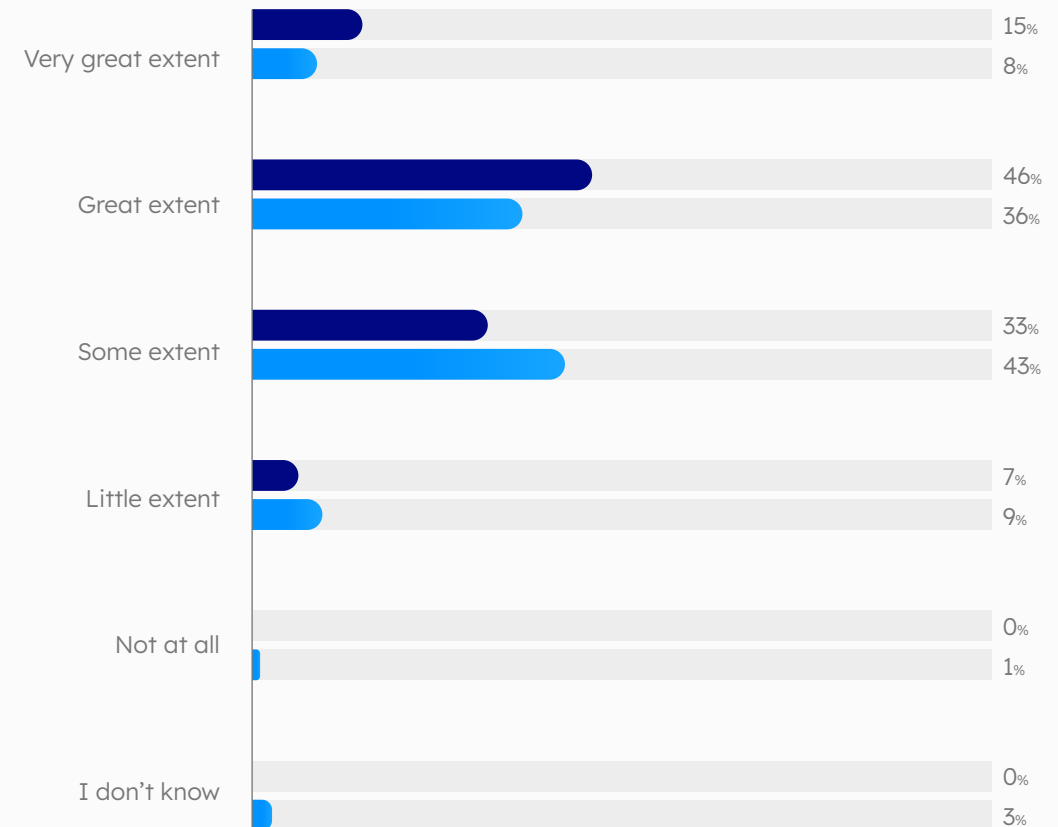


Figure 13

● Using content syndication
● Not using content syndication

Desire for more and better leads drive interest in content syndication.

Among those in the study not yet using content syndication for lead generation, 37% indicated plans to consider it, and a majority (70%) will do so in the next six months. **Figure 14** shows the reasons for that consideration.

What are the reasons you've considered using content syndication for lead generation? Please select all that apply:

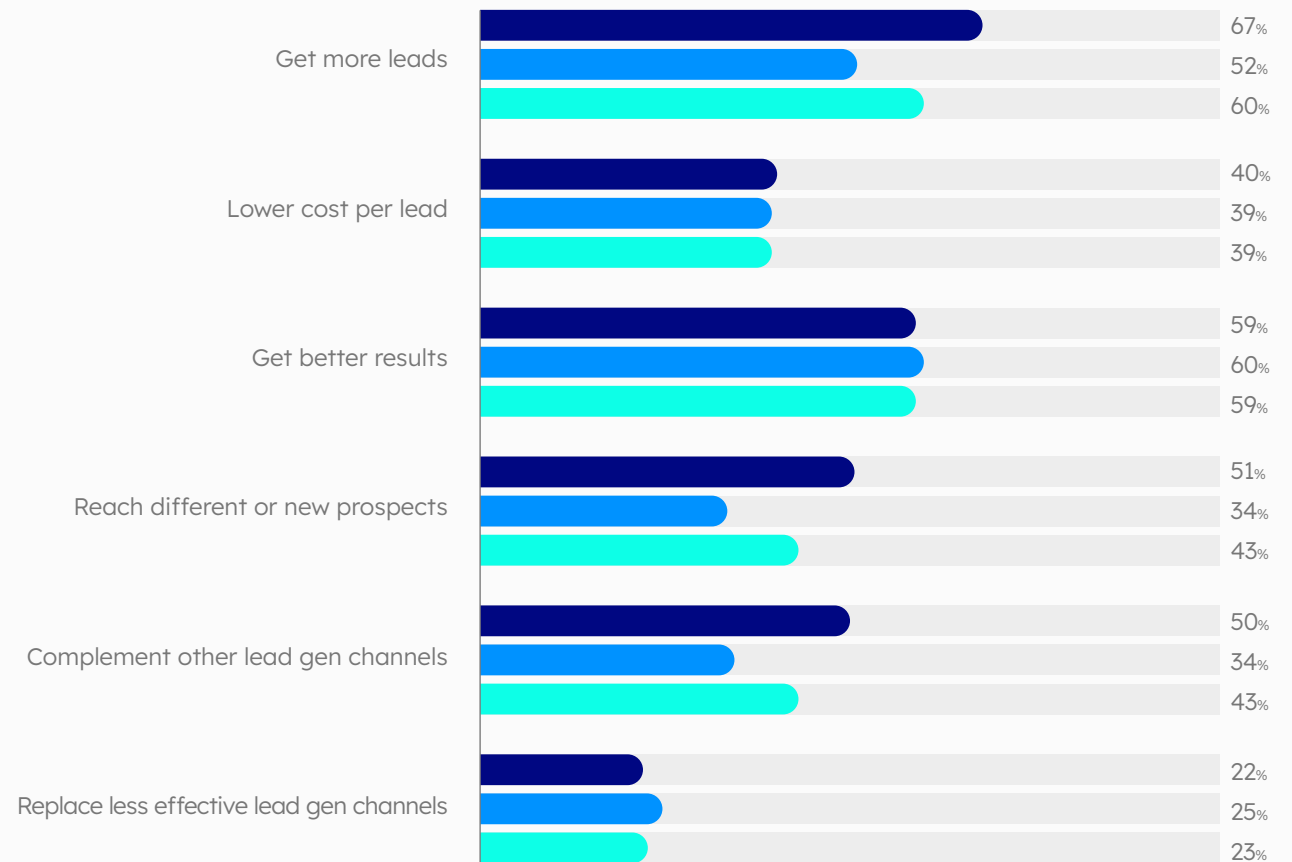


Figure 14 ● USA ● UK ● ALL

Lack of understanding is the top reason for not considering content syndication.

Among those in the study not yet using content syndication for lead generation, 37% indicated no plans to consider it. **Figure 15** shows the reasons for not considering it.

What are the reasons you are not considering content syndication for lead generation? Please select all that apply:

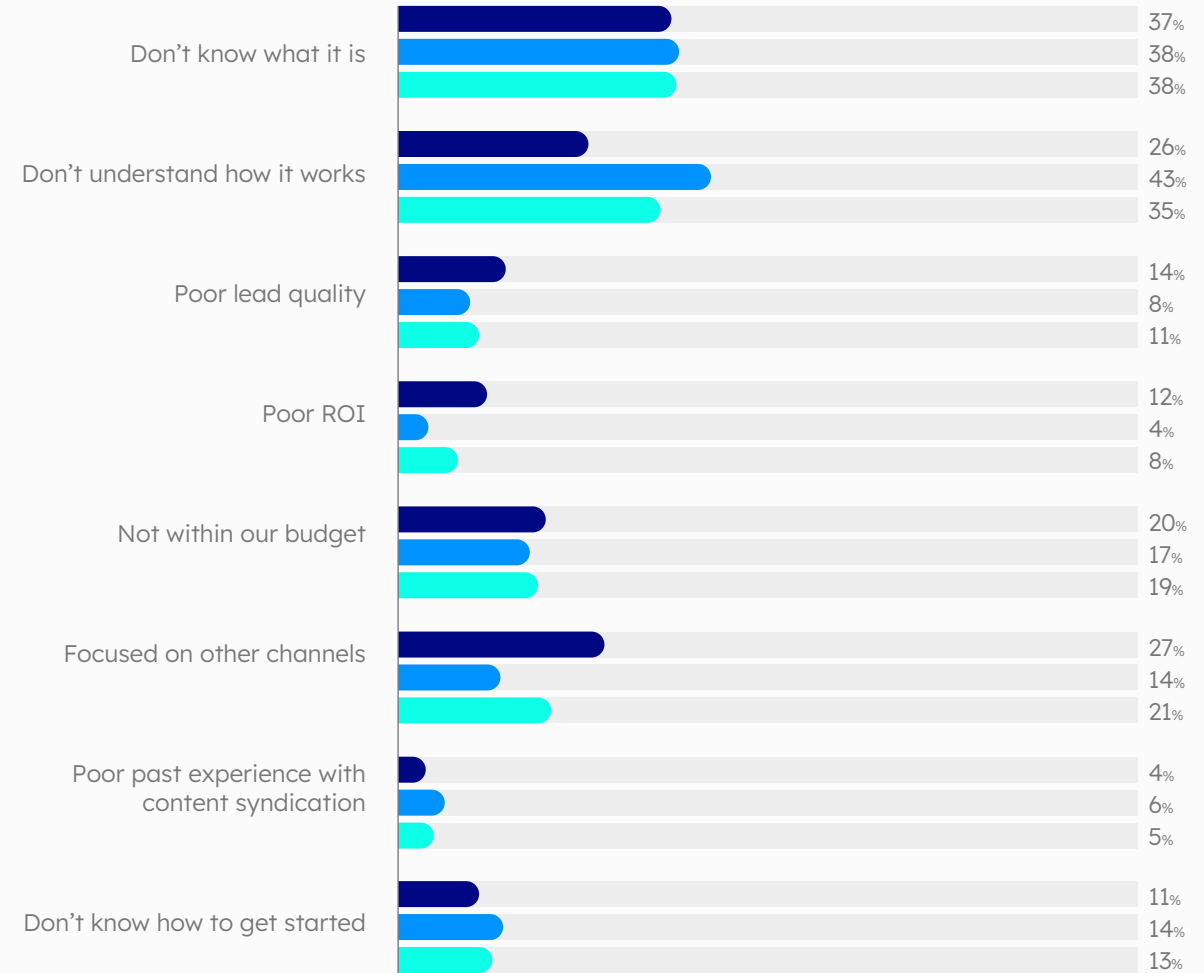


Figure 15 ● USA ● UK ● ALL

Most study participants plan to increase or maintain their content syndication budgets.

One third of B2B marketers in the study plan to increase their 2024 content syndication budgets, while 58% will maintain them at current levels, as **Figure 16** shows.

How will your budget for content syndication change in 2024?

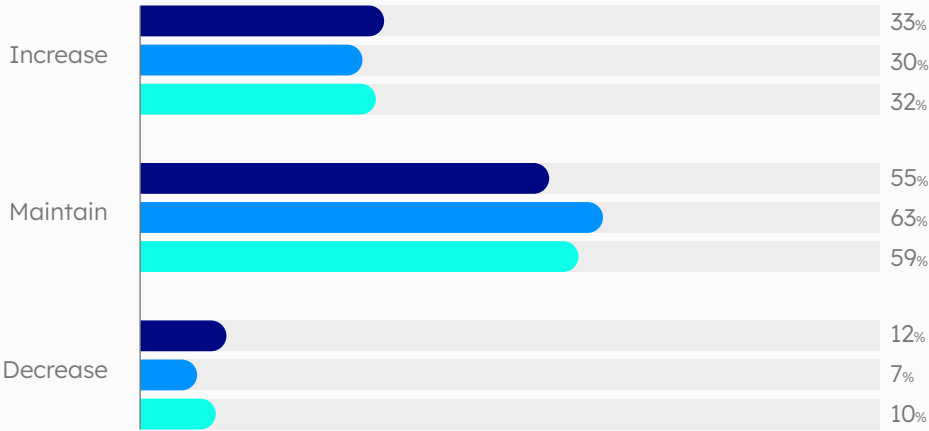


Figure 16 ● USA ● UK ● ALL

Most content syndication leads have inquiry-to-MQL conversion rates between 15% and 50%.

Most study participants (78%) who use content syndication for lead generation are measuring lead quality. For content syndication-generated leads, 58% have inquiry-to-MQL conversions rates above 15%, as **Figure 17** shows. 20% of study participants enjoy inquiry-to-conversion rates between 26% and 50%.

What is the inquiry to MQL conversion rate of your content syndication leads?

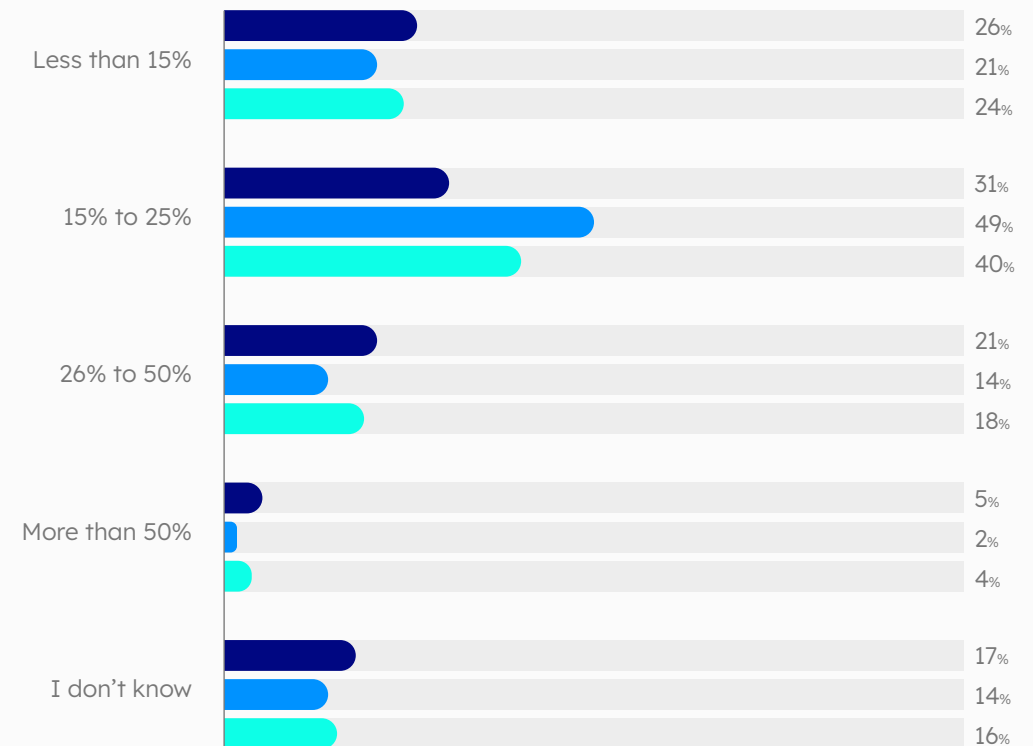


Figure 17 ● USA ● UK ● ALL

Satisfaction with the lead generation process is higher when content syndication is in the mix.

Half of the marketers in this study were satisfied with their lead generation process ([Figure 12](#)). Satisfaction jumps to 59% when content syndication is one of the lead gen channels in use. Furthermore, more than half of study participants were satisfied with the quality of content syndication lead as, as **Figure 18** shows.

How satisfied are you with the quality of your content syndication leads?

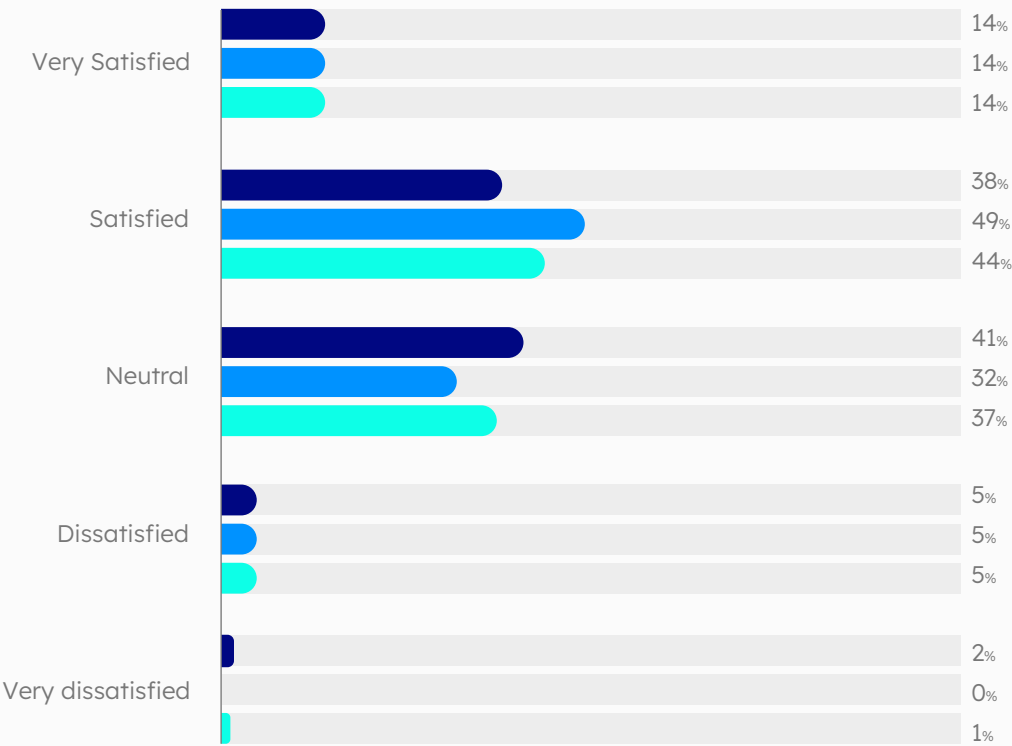
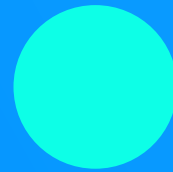


Figure 18 ● USA ● UK ● ALL

Section 4

Data Privacy and Governance



Most study participants work to ensure data compliance and accuracy.

93% of study participants say that data privacy and accuracy is a priority. The larger the company using annual revenue to gauge size, the greater the emphasis on data.

In the UK, this focus is less (72%) for companies with £20 million or less in annual revenue and greater (80%) for companies £200+ million in revenue.

US B2B marketers in this study don't prioritize data compliance and accuracy at the same level. 63% of companies with less than \$250 million in annual revenue prioritize data to a great or very great extent, while the percentage for companies with \$250+ million in revenue is 71%, as **Figure 19** shows.

To what extent is ensuring data compliance and accuracy a priority at your company?

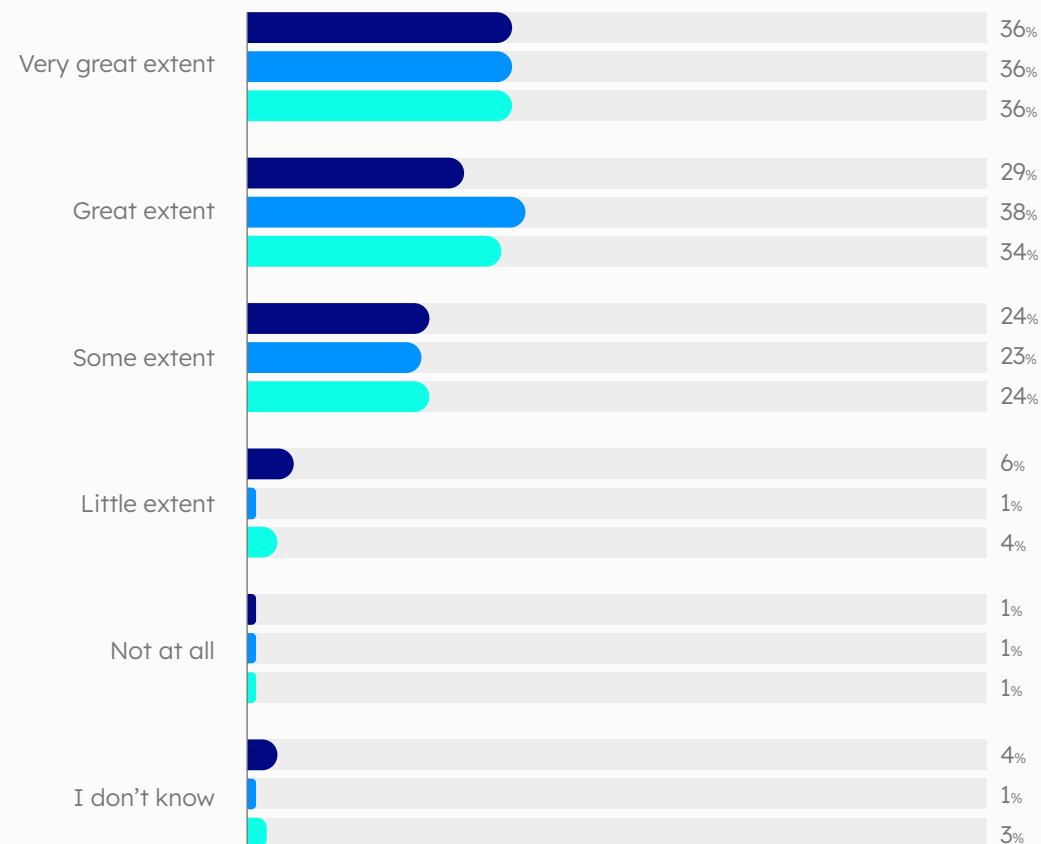


Figure 19 ● USA ● UK ● ALL

Ensuring data compliance and accuracy has a measurable impact achieving lead generation goals.

Organizations that prioritized data compliance and accuracy are better able to meet their lead generation goals. When data compliance and accuracy is a high priority, half (50%) of study participants are meeting their lead generation goals to a great or very great extent.

When data compliance and accuracy is a medium to low priority, only 34% are meeting their lead generation goals to a great or very great extent, as **Figure 20** shows.

To what extent have you been able to meet your lead generation goals?

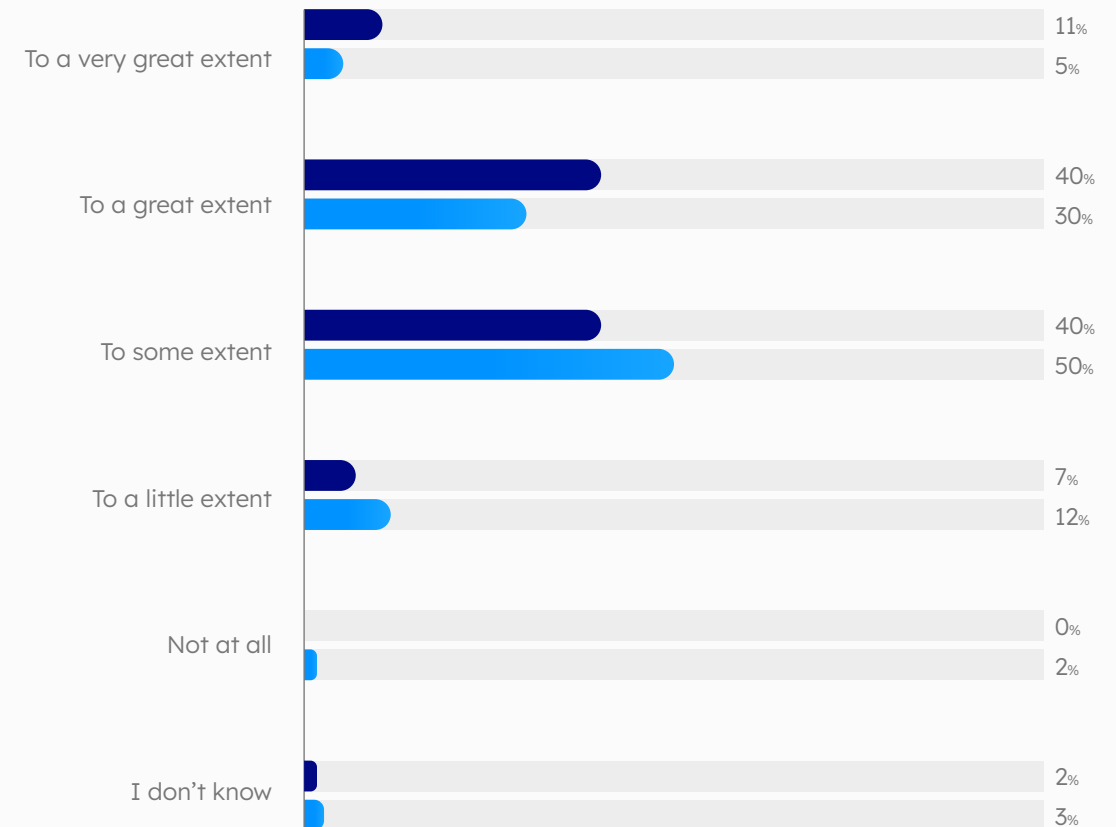


Figure 20 ● High priority ● Medium to low priority

Section 5

Action Plan

Paying the taxman, and marketing being asked to do more with less are life's certainties.

This study highlights areas in which marketing can proactively plan to gain more control of its destiny.

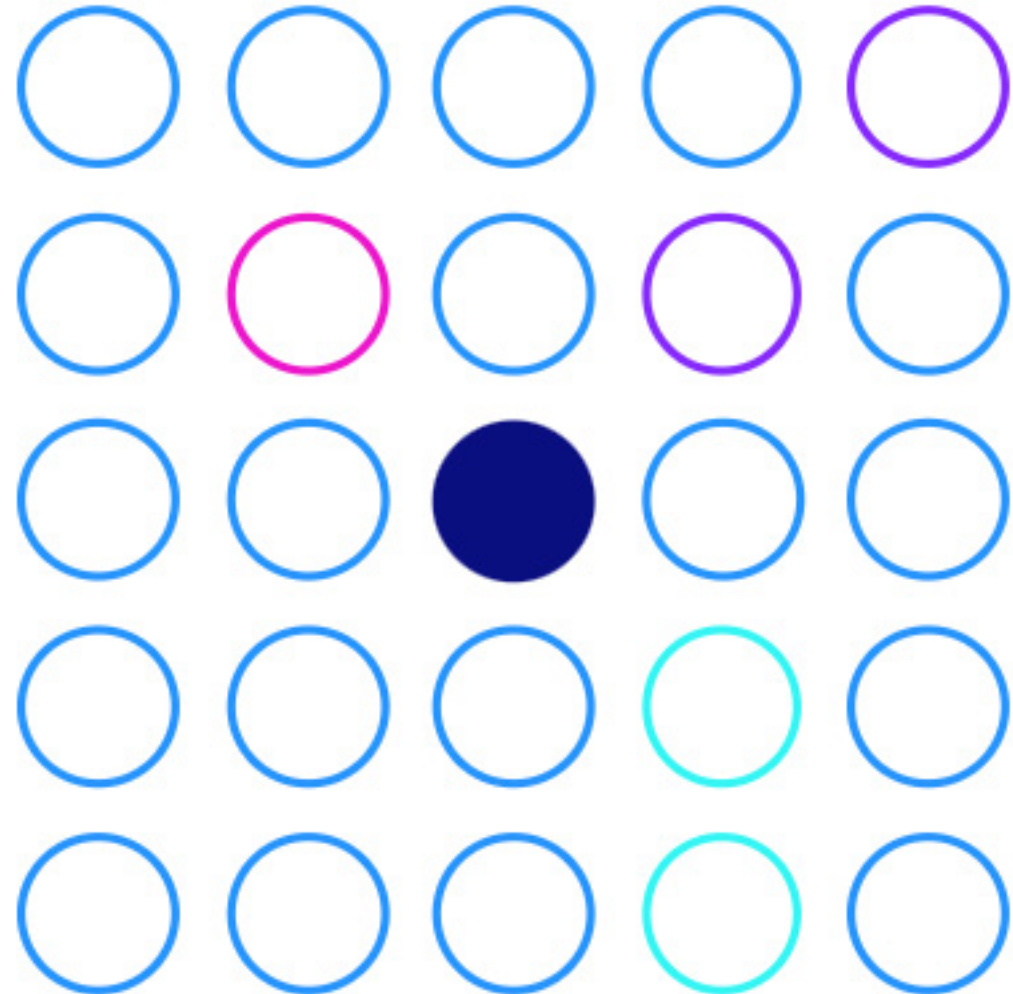
STEP 1:

Don't play fair when it comes to budget challenges

Consolidating teams and/or job responsibilities may be the main budget challenge coping mechanism for this study's participants ([Figure 3](#)), but it also compromises your efficiency and effectiveness.

Marketers who are faced with the triple-whammy challenges of budget constraints, economic headwinds, and endlessly escalating targets should cheat the system and weigh the odds in their favor.

They can seek to identify and leverage turnkey solutions and support that are easy to implement and deliver quick results. Marketing teams are ultimately measured against their business results, not how much they lower expenses.



STEP 2:

Intelligently evolve the lead gen channel mix

Over half the study participants struggle to meet their pipeline goals ([Figure 8](#)), and only half are satisfied with their lead generation process ([Figure 12](#)).

Any lead gen channel mix put in place today will start experiencing entropy tomorrow. Choosing the ideal lead gen channels and optimizing the spend across those channels is a necessary and ongoing critical activity to sustaining success. It also requires looking outside the present channel mix to evaluate new or untried lead generation channels.

B2B marketers must constantly measure, monitor, evaluate, and adjust the channel mix to build the marketing pipeline in a scalable, reliable, and predictable way.



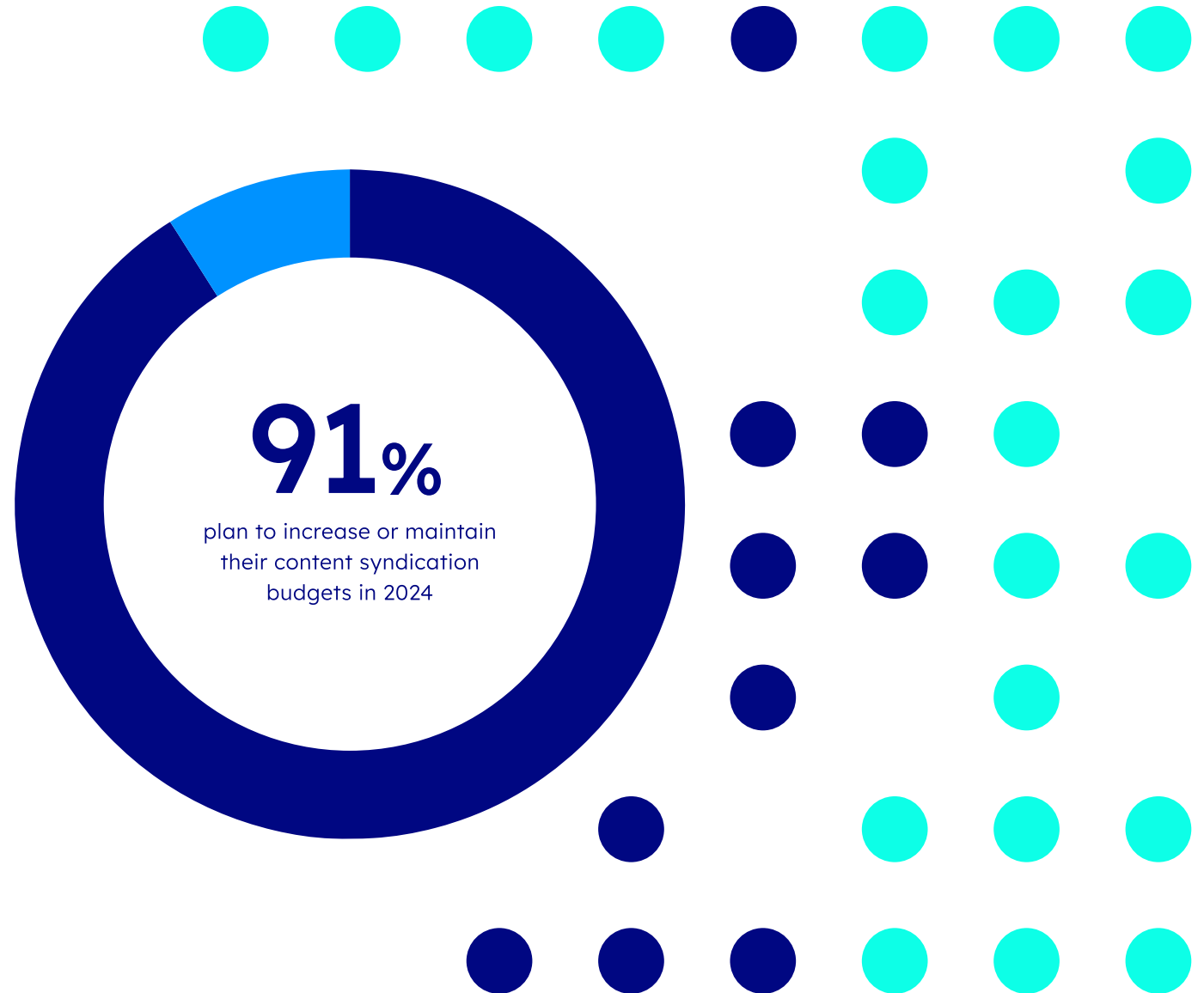
STEP 3:

Consider adding content syndication to your lead channel mix

Content syndication is one of the least used B2B lead gen channels in this study ([Figure 9](#)). When it's done well, content syndication is great for brand awareness and it's cost effective.

Study participants who are using it are more successful at meeting their lead generation goals ([Figure 13](#)) and are more satisfied with their lead generation process ([Figure 18](#)).

Furthermore, 91% plan to increase or maintain their content syndication budgets in 2024 ([Figure 16](#)). The main barrier to greater content syndication adoption is not knowing what it is or how it works ([Figure 15](#)). Take the time to learn how to leverage content syndication.





Conclusion

The B2B marketers in this study anticipate further budget pressure and resource constraints in 2024 ([Figure 4](#)). The ability to generate leads in this environment becomes even more imperative.

Now is the time for marketers to put their lead generation process under the microscope to ensure they have the optimal lead gen channel mix in place. Remaining vigilant in monitoring process performance, recalibrating and reallocating budget as necessary, will help marketing teams meet or exceed their 2024 pipeline goals.

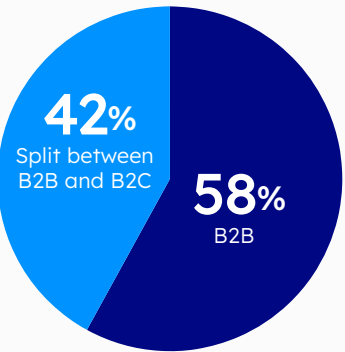
Methodology

This State of B2B Pipeline Growth survey was administered online from November 6, 2023 until November 28, 2023. During this period, 578 responses were collected, and 437 were qualified and complete enough for inclusion in the analysis. Only valid or correlated findings are shared in this report.

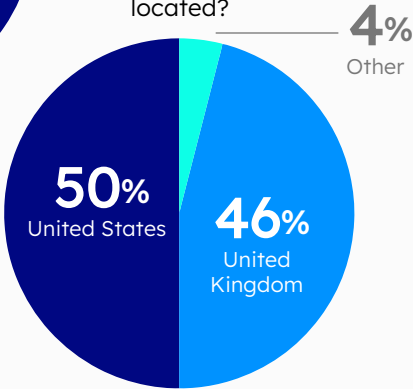
The representativeness of this study’s results depends on the similarity of the sample to environments in which this survey data is used for comparison or guidance. Some figures are based on low sample sizes and should only be used for informational purposes.

Summarized here is basic categorization data collected about the study participants to enable filtering and analysis of the data:

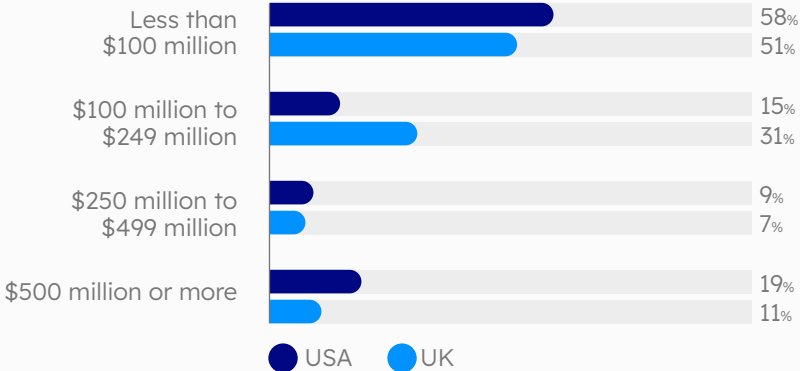
Which best characterizes the nature of your company?



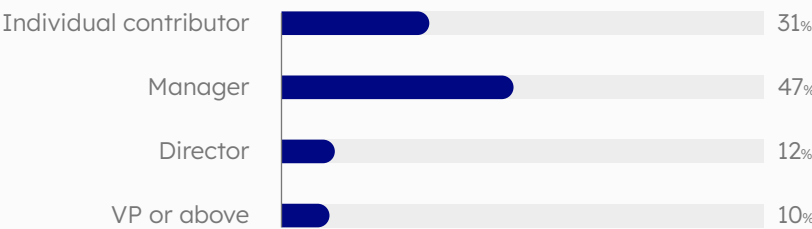
Where are you located?



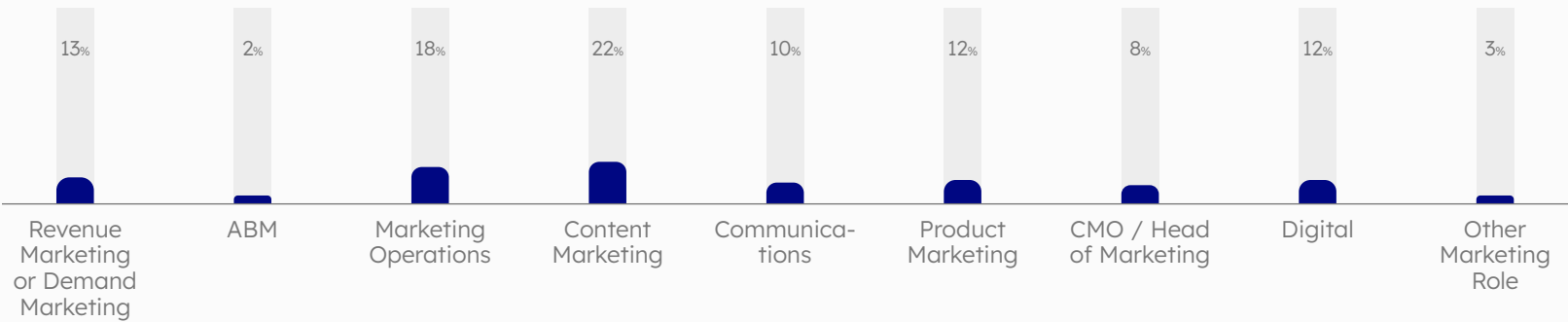
What’s your company’s annual revenue?



Which option best describes your seniority?



What is your primary marketing role?



About Pipeline360

Powered by Integrate, a leading B2B marketing solutions provider, Pipeline360 delivers Demand as a Service (DaaS) that combines three powerful demand generation tools: targeted display, content syndication, and a comprehensive marketplace model. Pipeline 360 ensures that marketers can achieve 100% compliant and marketable leads so they can effectively engage with their audience much earlier in the buying cycle, engage buyers at every stage of their process, and optimize programs to drive performance.

Pipeline360 enables a strategic, holistic demand generation approach tailored for the reality of today's B2B purchasing process. Customers include high-growth and enterprise organizations like Salesforce, Cisco, Dell, and VMware. For more information, please visit www.pipeline-360.com.

[Learn More](#)

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Demand Metric is a global research and advisory firm that supports marketing professionals with primary research and benchmark reports, technology research and advice, consulting services, training, and software.

Demand Metric's core focus is to help B2B marketing organizations grow revenue by operationalizing the best practices discovered in their research.

Through strategic partnerships with the AMA, ANA, and AIPMM, Demand Metric's tools have become the industry standard for Marketers and Product Managers. Access their 1,000+ tools and resources to get your team punching above their weight class.

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