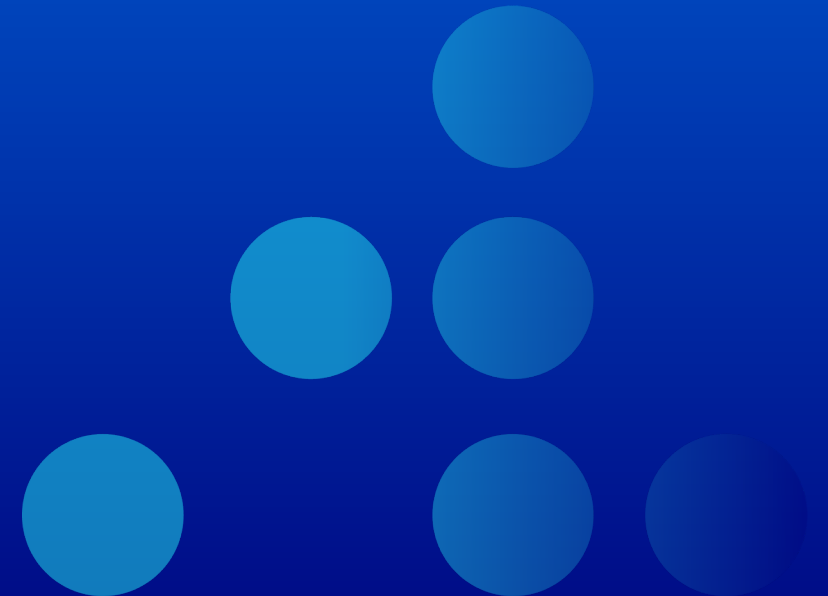


H2 2024

State of B2B

Pipeline Growth



How can B2B marketers accelerate growth? The ground beneath the B2B marketer's feet is ever shifting - headcount, resources, budget, technology - making it a challenge to consistently address growth. Yet, what's at stake does not just affect the marketing organization, but the success of the entire organization.

I'm excited to introduce our latest study, which further investigates themes first identified in "The 2024 State of B2B Pipeline Growth" study while also exploring some new areas of interest.

This study examines the latest challenges, opportunities, and areas of interest that marketers are facing, including: channel usage, sales and marketing alignment, generative AI usage, sales cycle length, and data privacy, all from a B2B perspective.

Backed by responses by nearly 500 B2B marketers across the US and UK, the study's goal is to help B2B marketing organizations understand what is and is not working when it comes to filling the revenue pipeline and accelerating growth.

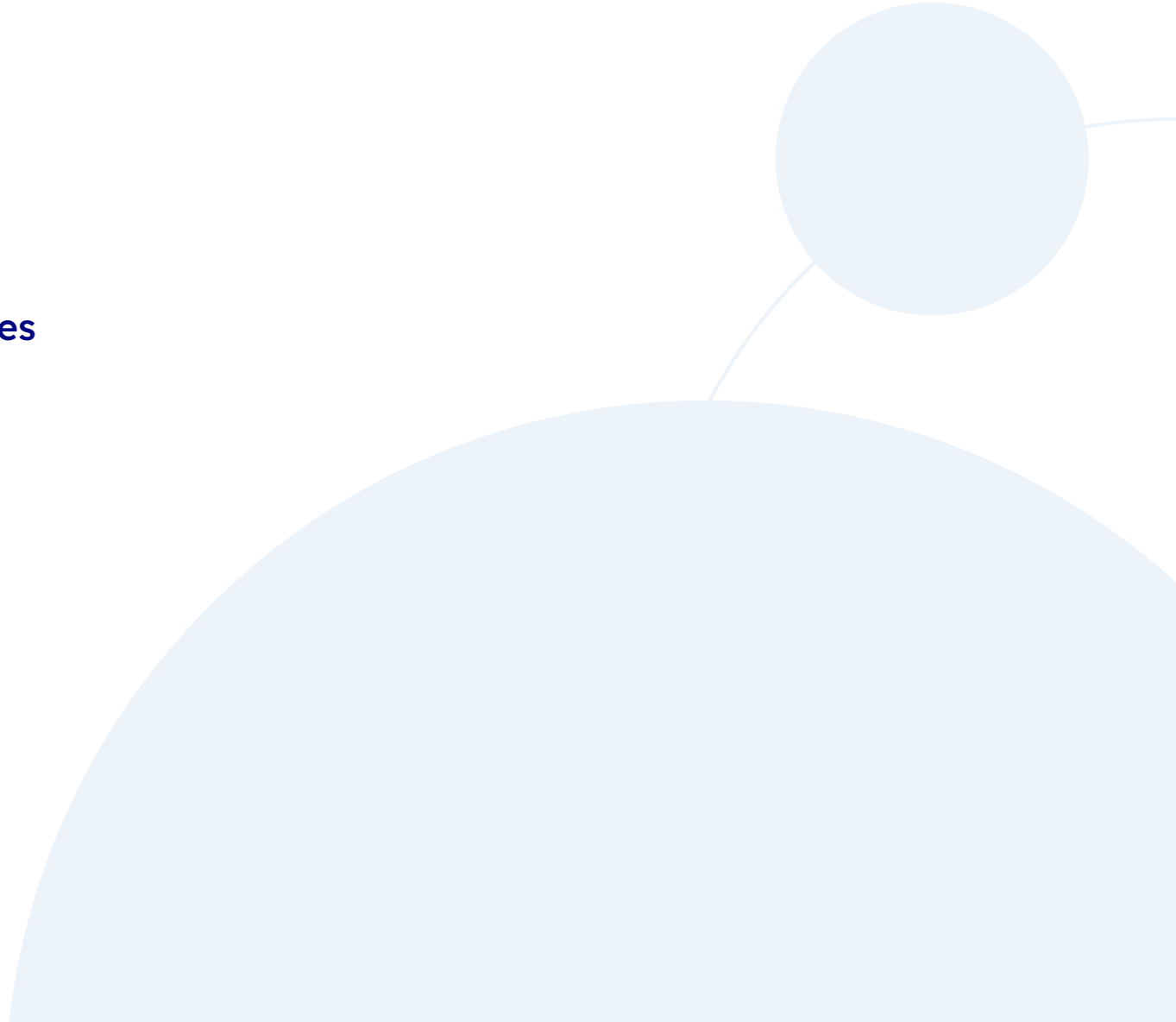
I hope you enjoy the learnings as much as we have! We'll be out on the road over the next several months sharing our insights and learning from fellow marketers - we hope to see you along the journey!

Yours truly,
Matt Hummel
VP, Marketing, Pipeline360



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- 01 **Key Findings**
- 02 **Section 01: Challenges and Coping Strategies**
- 03 **Section 02: Goal Achievement**
- 04 **Section 03: AI and Investment Areas**
- 05 **Section 04: Buying Groups and Leads**
- 06 **Section 05: Sales and Marketing Alignment**
- 07 **Section 06: Data Privacy**
- 08 **Action Plan**
- 09 **Methodology**



Key Finding #1

Marketing teams struggle with a wide variety of challenges.

48%

For almost half of study participants, the top challenge area is budget, headcount, and resource cuts.

46%

The economic slowdown was second.

44%

Sales & marketing alignment ranked third.

Key Finding #2

Achieving sales and marketing alignment improves results.

47%

Almost half of B2B marketers in this study are struggling to meet their goals this year.

73%

Almost three-quarters of teams with complete sales and marketing alignment report meeting their goals so far this year.

Key Finding #3

To cope with fewer resources, marketers are relying on external resources and AI.

62%

Are consolidating teams and/or job responsibilities.

39%

Relied on contractors or agencies tied for second with leveraging AI.

Key Finding #4

Generative AI has reached widespread adoption.

85%

of study participants leverage Generative AI in one or more ways, most commonly to develop content.

76%

Over three-quarters of those who are leveraging Generative AI are satisfied with the results they are getting.

Key Finding #5

Email is the most frequently used channel, followed by social media.

63%

Email remains the most heavily used lead generation channel, in use by more than half of the study participants

61%

Social media ranks second

47%

Digital display advertising is third.

Key Finding #6

Nearly half of teams are investing in content & customer marketing.

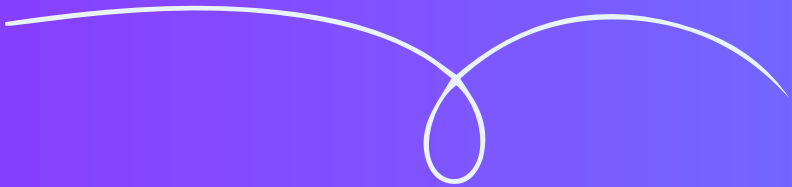
49%

Content creation and strategy is tied with customer marketing as the top ranked areas of investment.

47%

Product Marketing and Marketing Operations tied for third for investment of marketing's existing budget.

SECTION 01 | Challenges and Coping Strategies



SECTION 01 | Challenges and Coping Strategies

Budget, headcount, and resource cuts top the list of marketings' challenges.



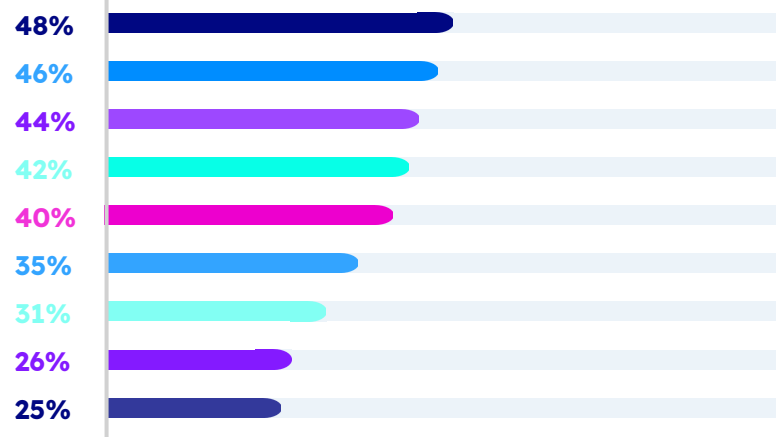
About half (**48%**) of study participants agree on this top challenge, a time-honored marketing block. Marketers have no shortage of challenges, with economic slowdown (**46%**), sales and marketing alignment (**44%**), and increasing/impossible targets (**42%**) closely following.

What challenges are you facing right now in marketing?

Values

- Budget / headcount / resource cuts
- Economic slowdown
- Sales and marketing alignment
- Increasing / impossible targets
- Understanding buyer preferences
- Poor data quality
- Reporting performance
- Ineffective martech stacks
- Inability to reach buying group

Percentage



SECTION 01 | Challenges and Coping Strategies

Half of study participants **have added staff in the past year.**



With headcount topping the list of challenges, half of study participants report in the past year they have added new staff above start-of-year levels. Roughly one-quarter (**24%**) have experienced attrition or cuts during this same period.

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

Values

We have added staff during the year (new staff over and above start-of-year levels)

No change (no attrition, no cuts, or you have replaced staff that left)

We have experienced attrition or staffing cuts during the year (a net loss of staff since the beginning of the year)

Percentage

50%

26%

24%

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

We have experienced attrition or staffing cuts during the year (a net loss of staff since the beginning of the year)

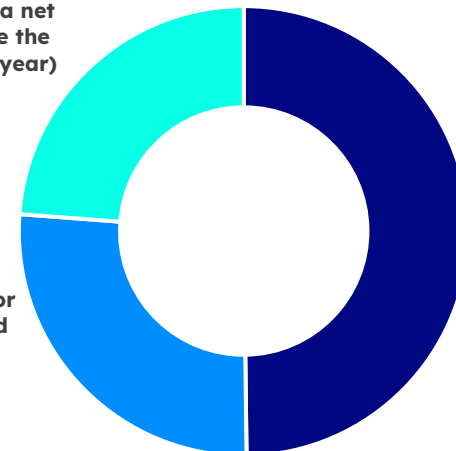
24%

No change (no attrition, no cuts, or you have replaced staff that left)

26%

We have added staff during the year (new staff over and above start-of-year levels)

50%



SECTION 01 | Challenges and Coping Strategies

Marketers are consolidating teams and responsibilities to adapt to resource constraints.

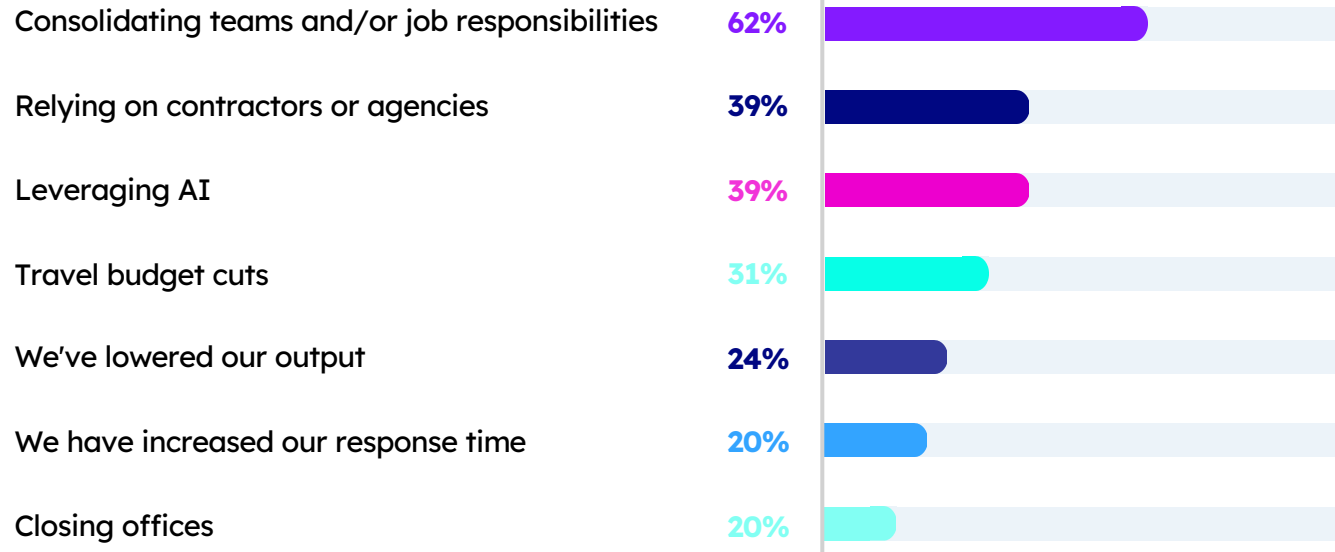


62% of study participants are resorting to a consolidation strategy to mitigate the effect of fewer resources. Tied for a very distant second place are the strategies of relying on contractors or agencies and leverage AI (**39%**). Cutting travel funds, lowering output, and even closing offices were identified as coping strategies.

How is your company adapting to fewer resources?

Values

Percentage



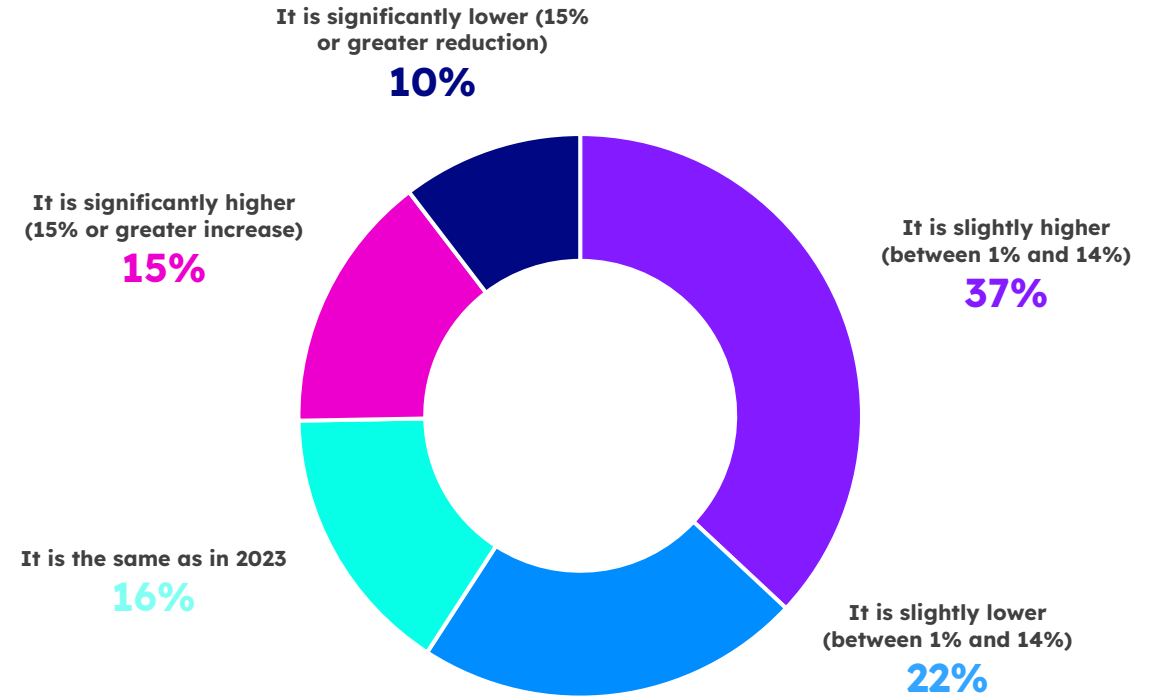
SECTION 01 | Challenges and Coping Strategies

52% of study participants report the same or higher budgets in 2024 compared to 2023.

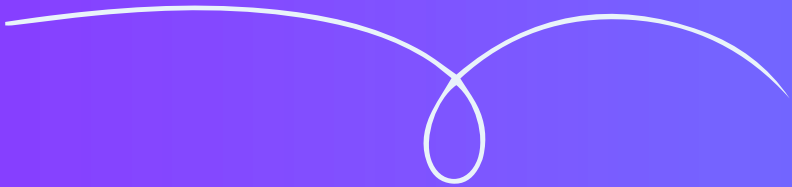


The projection from the last “State of B2B Pipeline Growth” study published in January 2024 was for **62%** of study participants to see marketing budgets held steady or grow. That optimism was not fully realized, as only **52%** report that outcome in this study.

How does your current 2024 budget compare to 2023?



SECTION 02 | Goal Attainment



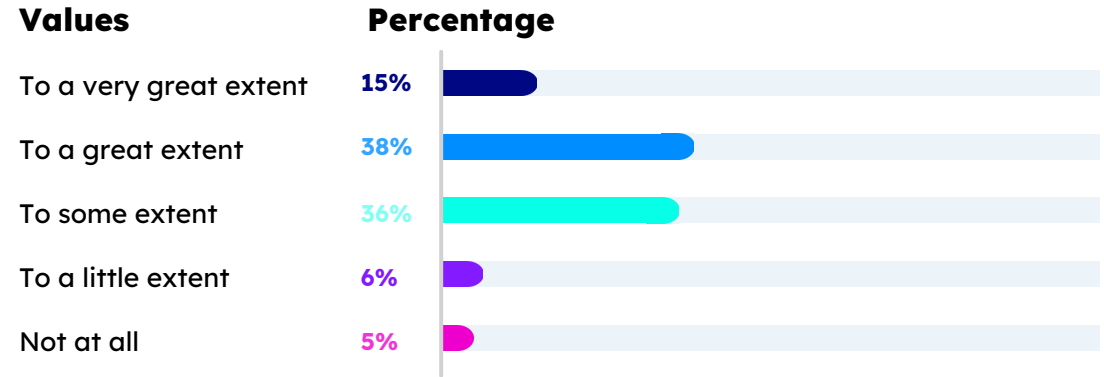
SECTION 02 | Goal Attainment

Over half of study participants
**report success meeting
goals so far this year.**

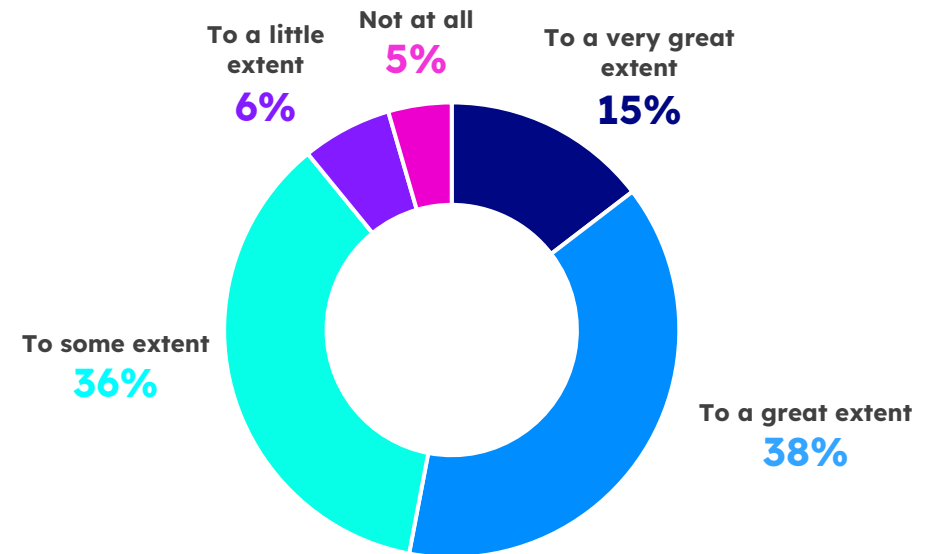


Despite the challenges, over half (**53%**) of the marketers in the study report to a great or very great extent, they are meeting their goals for the year.

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



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



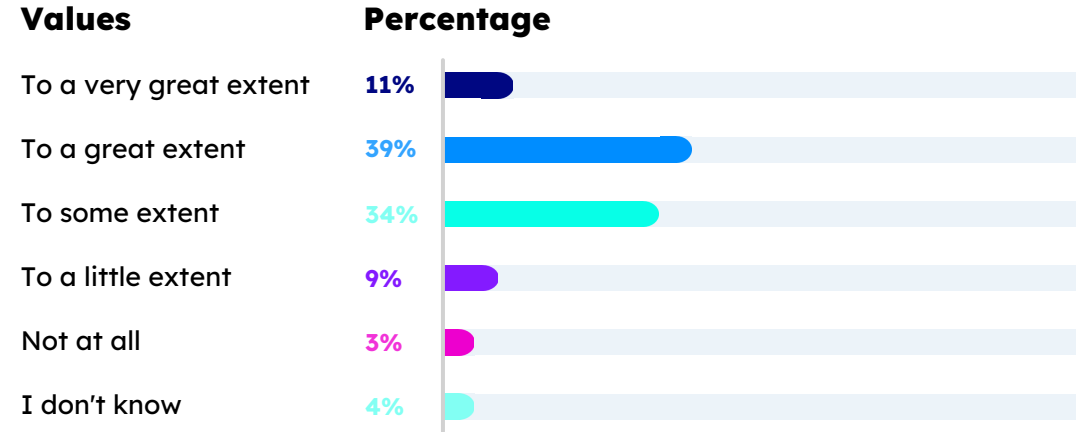
SECTION 02 | Goal Attainment

Success meeting lead generation goals is evenly split.

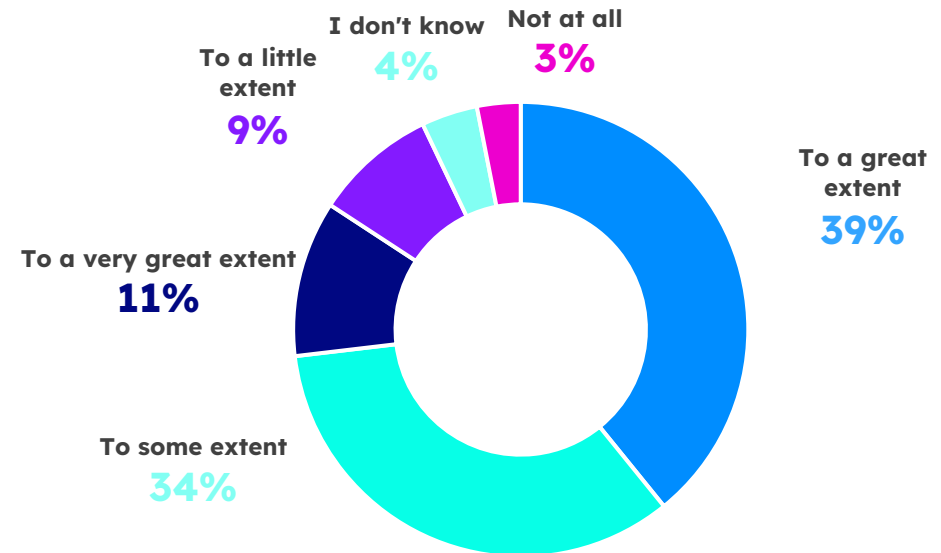


Half of study participants are to a great or very great extent meeting their lead generation goals. The remaining **50%** either don't know, or are only meeting their goals to some or no extent.

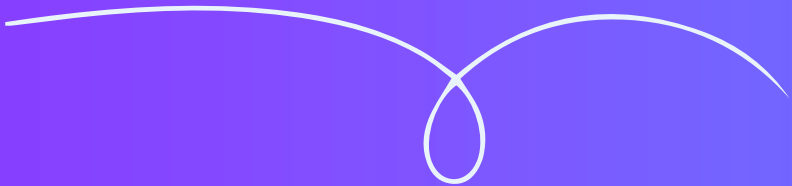
To what extent have you been able to meet your lead generation goals?



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

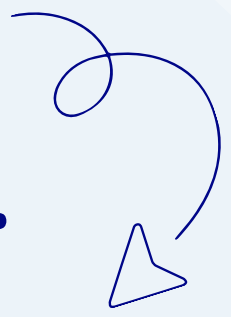


SECTION 03 | AI and Areas of Investment



SECTION 03 | AI and Investment Areas

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



Over one-third (**39%**) of study participants reported leveraging AI to adapt to fewer resources. In terms of how B2B marketers are leveraging generative AI, the most common use, by over half (**51%**), is to develop content. Other main uses were idea brainstorming (**45%**), content personalization (**41%**), and meeting summarization (**41%**).

How has your team been using generative AI?

Values

- We use it to develop content
- We use it for brainstorming new topics
- We use it to personalize content
- We use it to summarize meetings
- We use it for sales enablement
- We use it to develop imagery
- We use it for lead generation
- We don't use it

Percentage



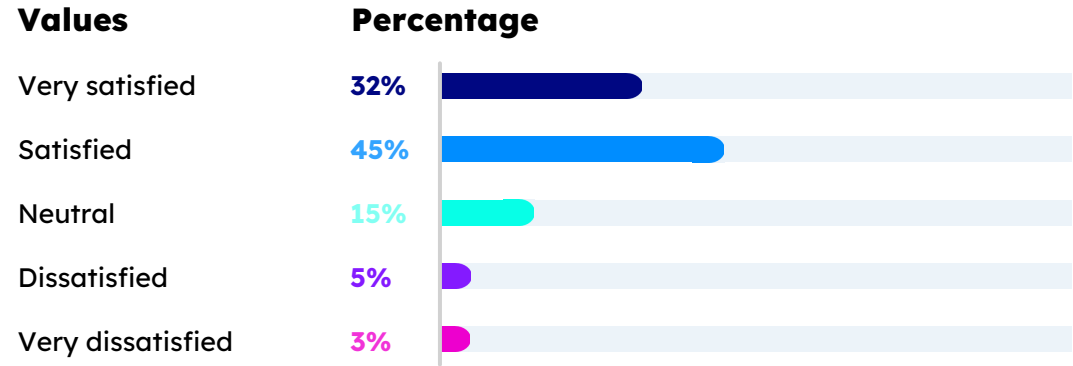
SECTION 03 | AI and Investment Areas

Satisfaction with
Generative AI
results is high.

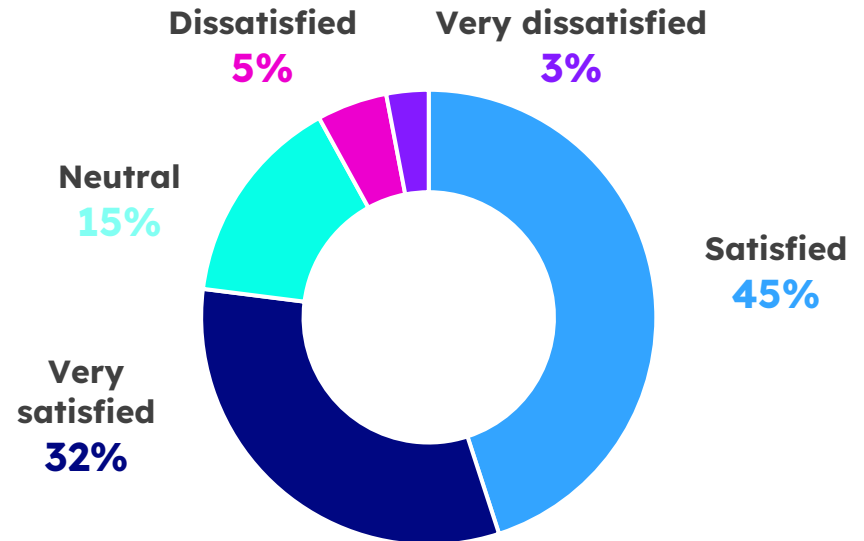


Over three-quarters (**76%**) of study participants who use Generative AI are satisfied or very satisfied with the results they are getting.

How satisfied are you with the results you're getting from using generative AI?



How satisfied are you with the results you're getting from using generative AI?



SECTION 03 | AI and Investment Areas

AI is emerging as a tool for **ensuring data compliance and accuracy.**



Ensuring data compliance and accuracy is a high priority for **67%** of study participants. Study participants identified several methods they use for this purpose, with **39%** utilizing AI to do this.

Despite the adoption of AI, the greatest percentage of respondents (**55%**) are manually analyzing CRM data to ensure compliance and lead accuracy.

How do you ensure data compliance and accuracy with your leads?

Values

We regularly analyze our CRM data manually

We have a consent management / validation / data cleansing tools

Our legal team and IT teams have robust data quality and security policies in place

We have a lead scoring process in place

We utilize an AI for data compliance and accuracy

Percentage

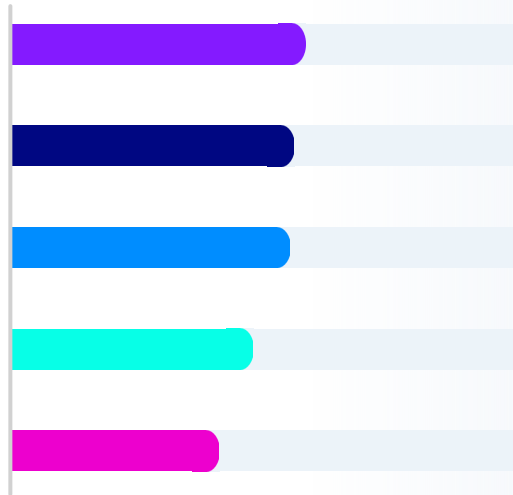
55%

53%

52%

45%

39%



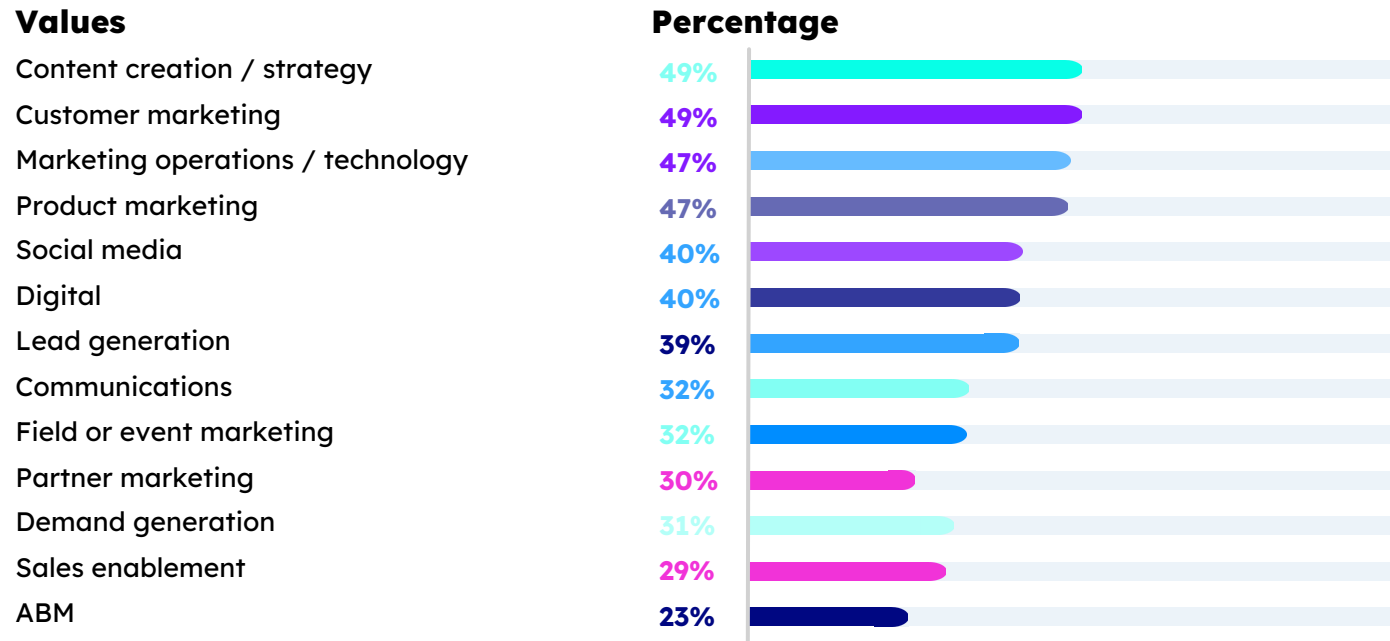
SECTION 03 | AI and Investment Areas

Content is a top area of investment.

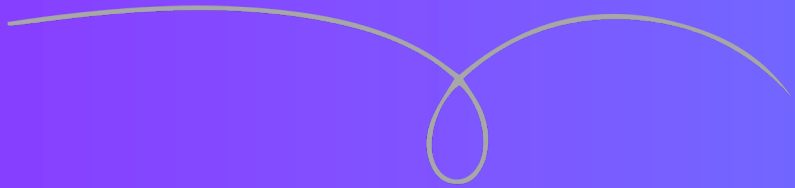


The single largest area of investment by almost half (**49%**) of study participants is in content creation and strategy. Tied with content for marketing dollars is customer marketing. Not far behind, **47%** of study participants are investing in marketing operations and technology. These investments reflect a dual focus on greater effectiveness and efficiency.

Where is your marketing team investing its existing budget?



SECTION 04 | Buying groups and leads



SECTION 04 | Buying groups and leads

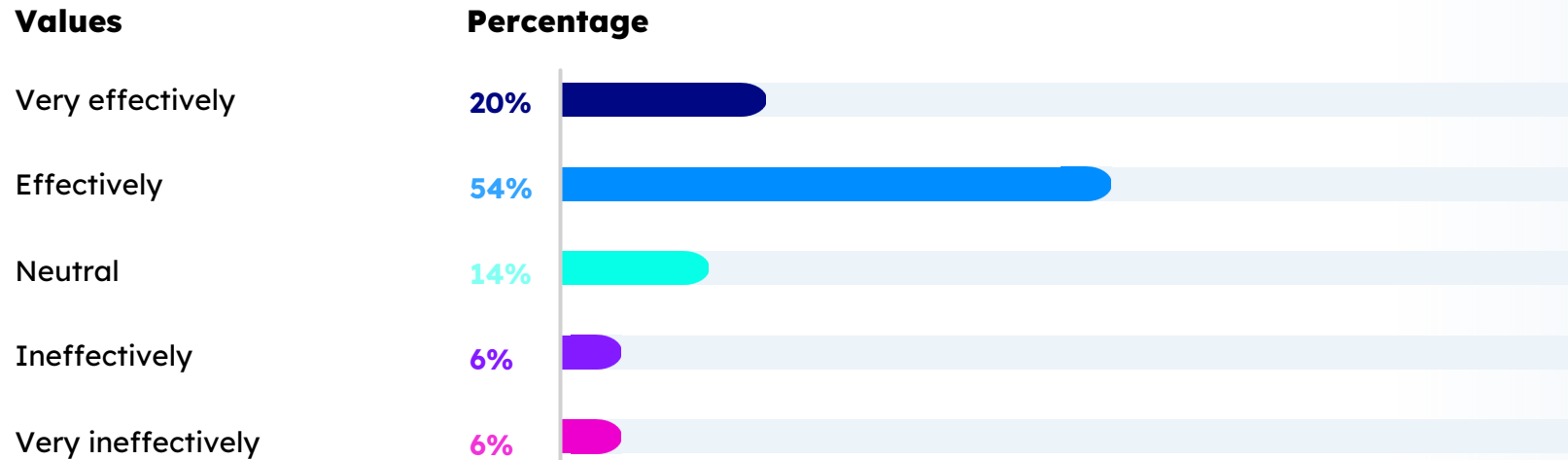
1 in 4 marketers are not able to effectively reach individuals within buying groups.



26% of study participants report their efforts to reach individuals within buying groups are neutral to very ineffective.

Sales and marketing alignment has a major impact on this effectiveness. Only **15%** of organizations in the study with strong alignment report low effectiveness at reaching buying group members. By contrast, **53%** of organizations with partial to no alignment experience this low level of effectiveness with the buying group.

How effectively are you able to reach individuals within your buying groups?



SECTION 04 | Buying groups and leads

Getting new MQLs is a high priority for most study participants.



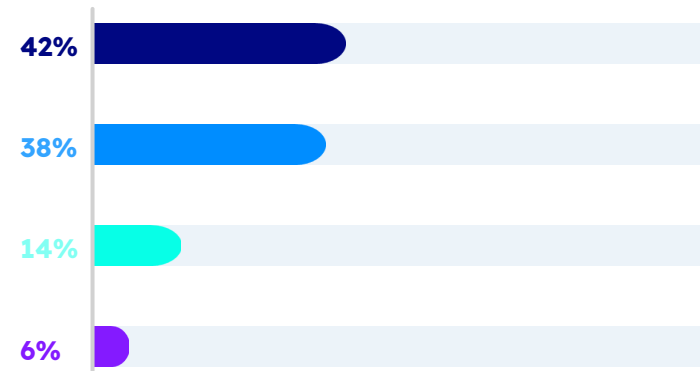
42% of study participants say getting new Marketing Qualified Leads (MQLs) into the pipeline is mission critical. Another **38%** report it's an urgent priority.

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

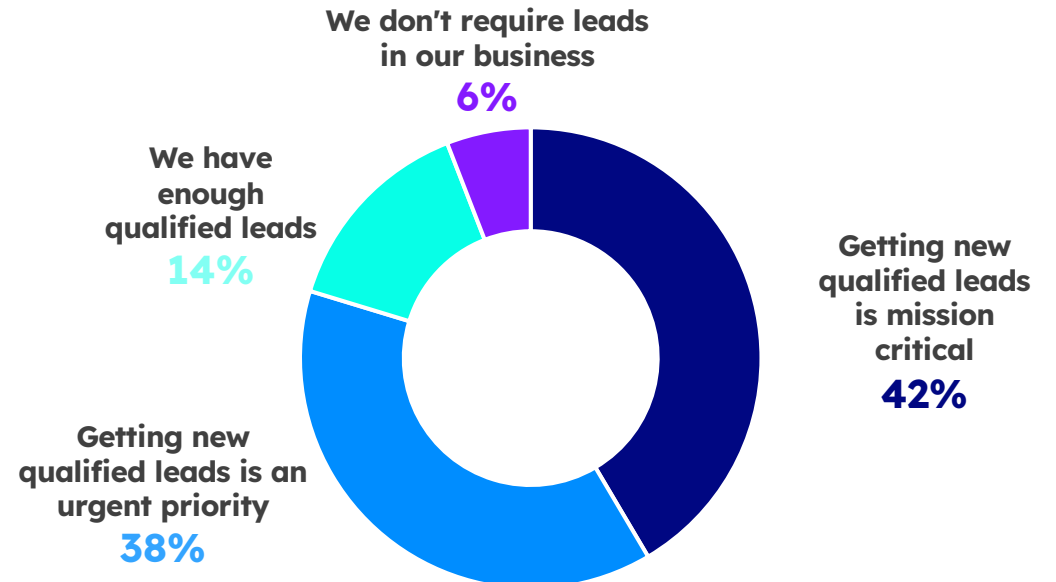
Values

- Getting new qualified leads is mission critical
- Getting new qualified leads is an urgent priority
- We have enough qualified leads
- We don't require leads in our business

Percentage



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



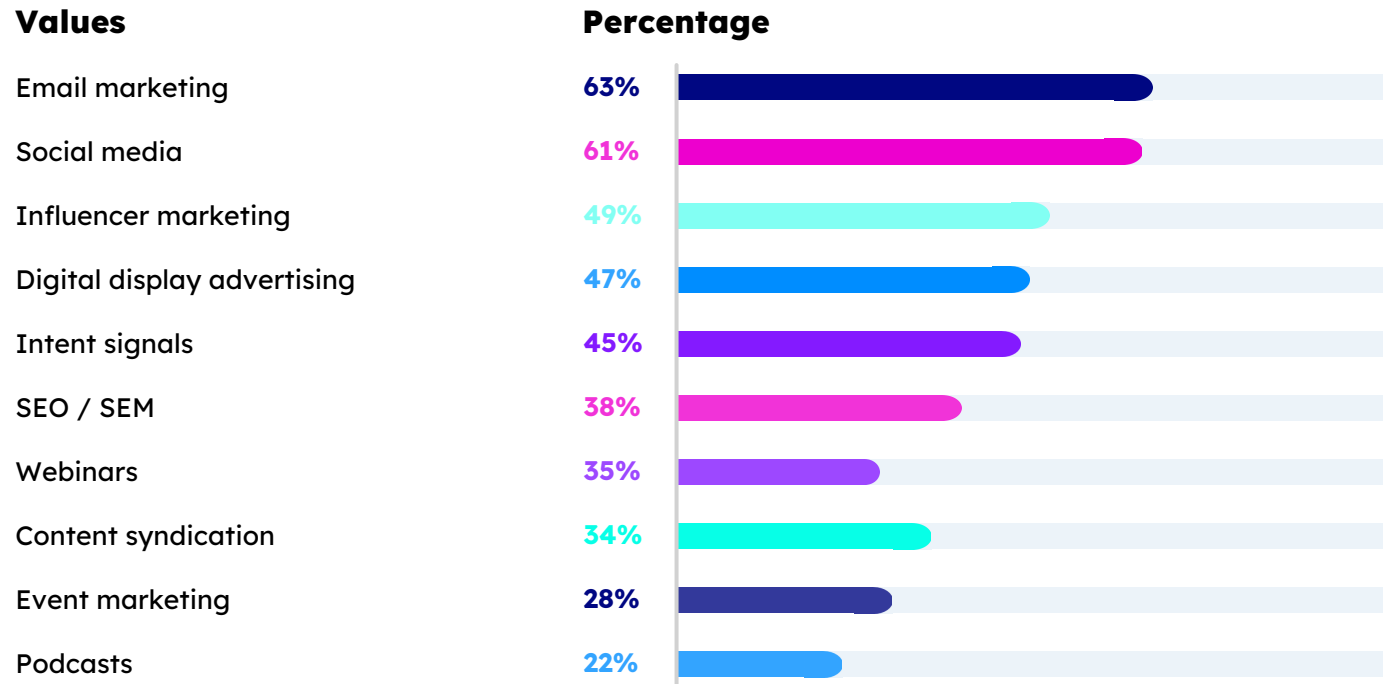
SECTION 04 | Buying groups and leads

Email is the most used lead generation channel.



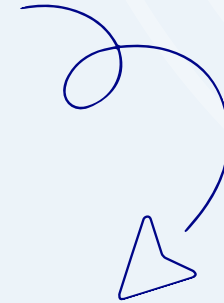
Omni-channel is a way of life for B2B marketers, and within the lead generation channel mix, email is most used, by **63%** of study participants. This study found that social media enjoys almost equal usage (**61%**), followed by influencer marketing (**49%**).

What channels are your marketing team using for lead generation?



SECTION 04 | Buying groups and leads

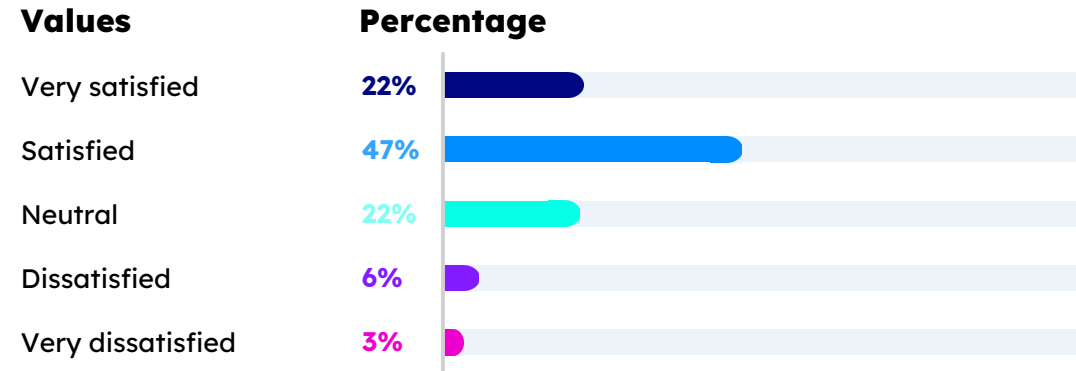
Over two-thirds of study participants are satisfied with their lead quality.



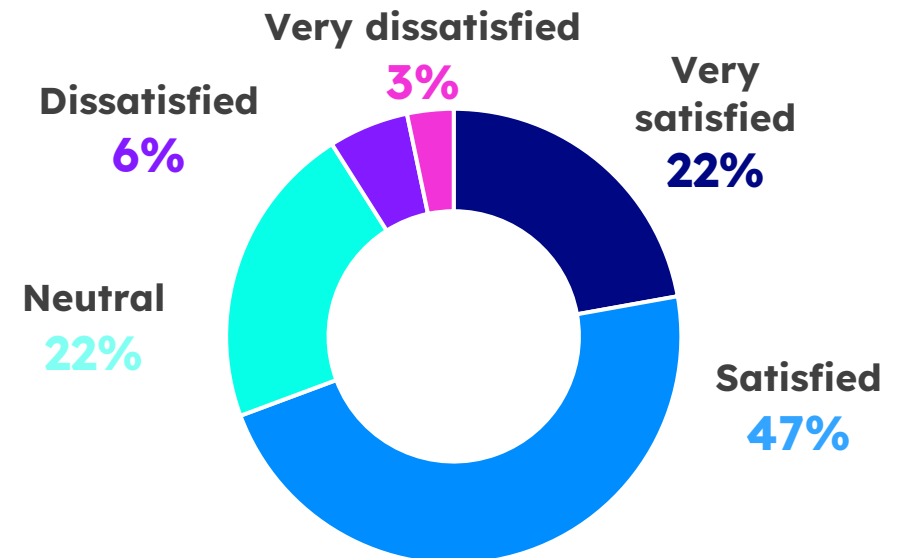
69% of study participants are satisfied or very satisfied with the quality of leads their process generates. The top lead quality concerns are:

1. Incomplete data (**45%**)
2. Invalid emails / phone numbers (**41%**)
3. Duplicate leads (**34%**)
4. Leads that don't match targeting criteria (**32%**)

How satisfied are you with the quality of leads you currently generate?



How satisfied are you with the quality of leads you currently generate?



SECTION 04 | Buying groups and leads

Ensuring **lead quality** takes time.



B2B marketers in the study are spending time to ensure the quality of their lead data. **65%** are spending five or more hours per week doing so, and **20%** are spending 16 or more hours doing so. This time represents a hard dollar cost that is likely going unaccounted for in many organizations.

How much time do you spend ensuring the quality of your lead data?

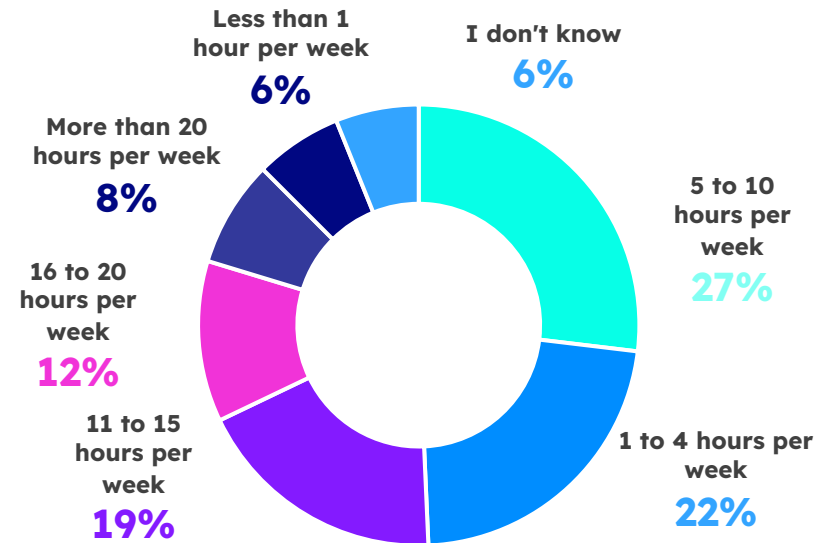
Values

Less than 1 hour per week
1 to 4 hours per week
5 to 10 hours per week
11 to 15 hours per week
16 to 20 hours per week
More than 20 hours per week
I don't know

Percentage



How much time do you spend ensuring the quality of your lead data?



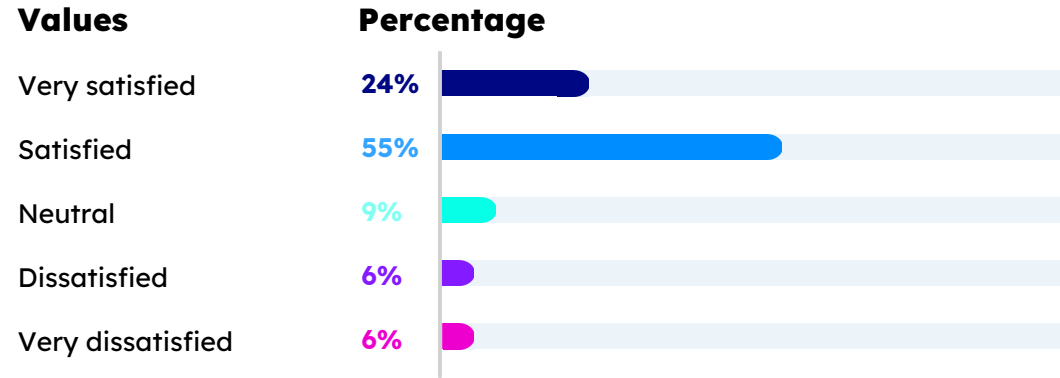
SECTION 04 | Buying groups and leads

Content syndication is producing greater satisfaction with lead quality.

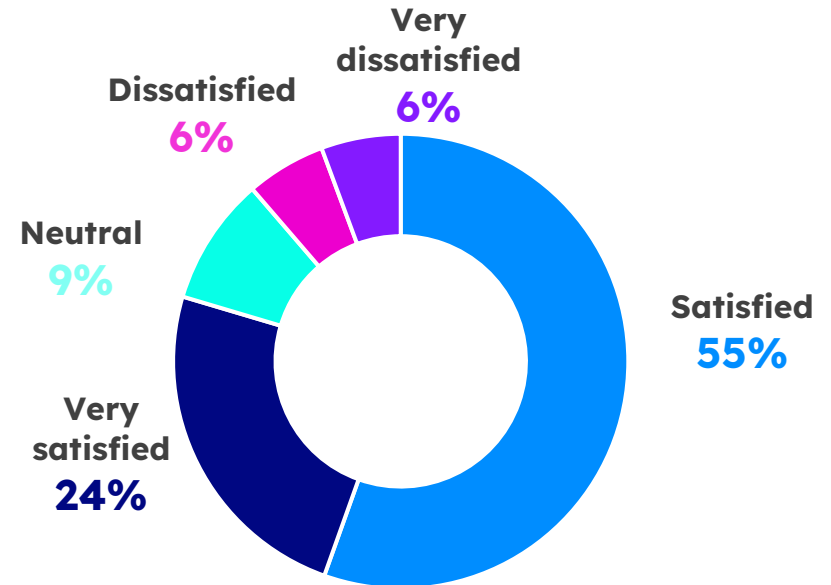


One-third (33%) of study participants report using content syndication to generate leads. Those who use content syndication are more satisfied with the quality of the leads they get: 79% are satisfied or very satisfied, compared to 69% lead quality satisfaction for those generated through all channels.

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



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



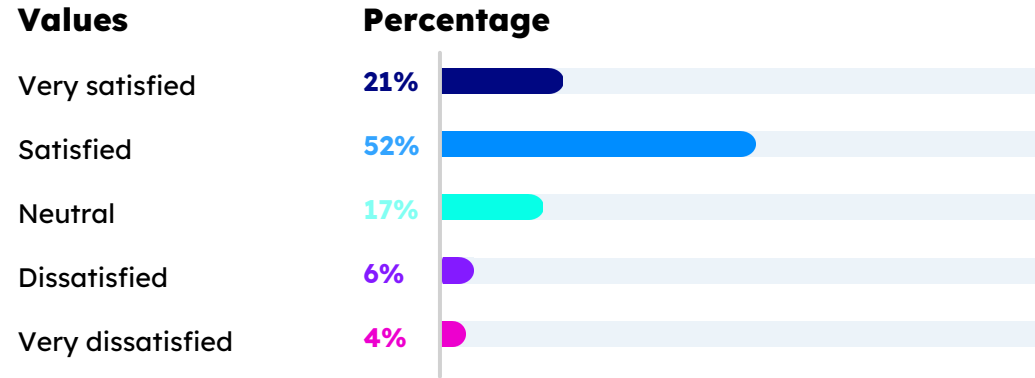
SECTION 04 | Buying groups and leads

Digital display advertising leads to higher satisfaction.

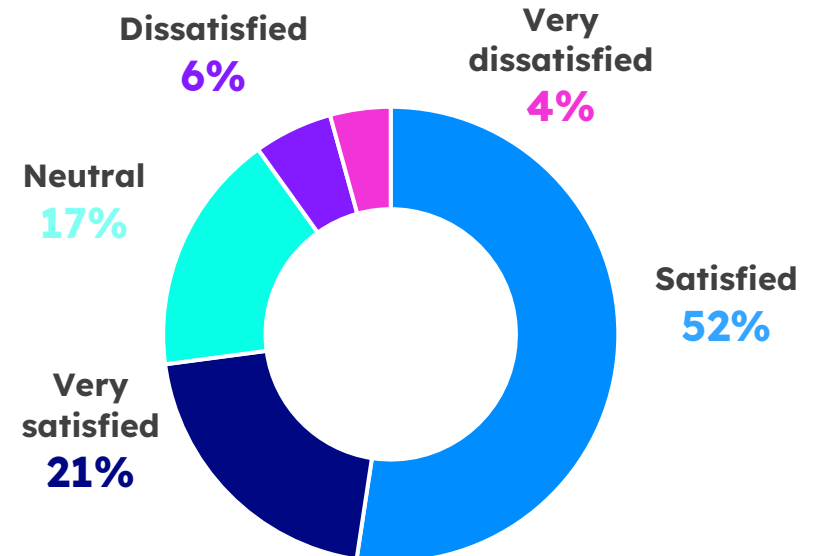


Digital display advertising is a staple in the omni-channel line-up for many B2B marketers. **73%** of those in this study that use it are satisfied or very satisfied with this lead generation channel. This compares favorably to the **69%** overall lead quality satisfaction reported earlier in this study.

How satisfied are you with the quality of your digital display advertising leads?



How satisfied are you with the quality of your digital display advertising leads?



SECTION 04 | Buying groups and leads

Lead quantity satisfaction lags lead quality satisfaction.



Although not by much, there is less satisfaction with the quantity of leads generated than there is with the quality, as reported above. **64%** of study participants are satisfied or very satisfied with lead quantity.

How satisfied are you with the quantity of leads generated?

Values

Very satisfied

Satisfied

Neutral

Dissatisfied

Very dissatisfied

Percentage

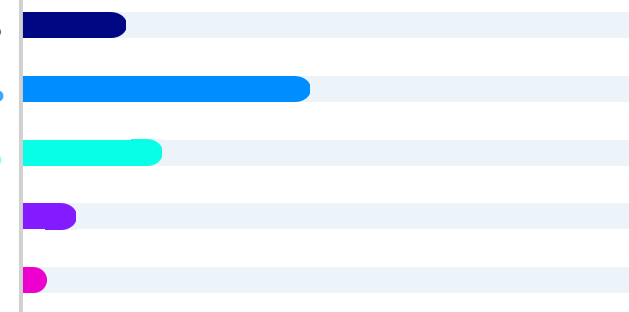
17%

47%

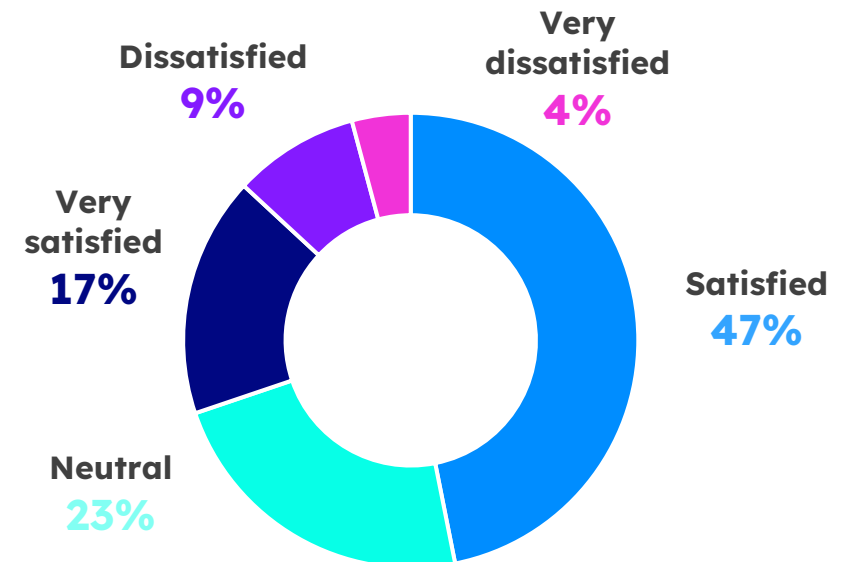
23%

9%

4%

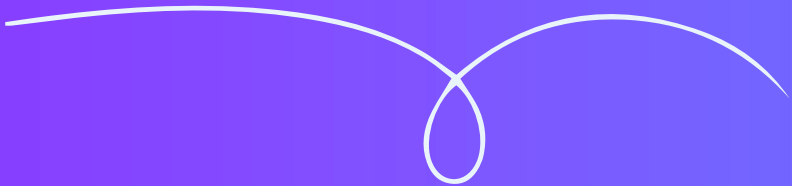


How satisfied are you with the quantity of leads generated?



SECTION 05 |

Sales and marketing alignment



SECTION 05 | Sales and marketing alignment

More than one-third of study participants report complete sales and marketing alignment.



Sales and marketing alignment among study participants is good, with **75%** reporting their teams are completely or mostly aligned. On the other end of the alignment spectrum, however, **11%** report they are barely aligned or not aligned at all.

How aligned are your sales and marketing teams?

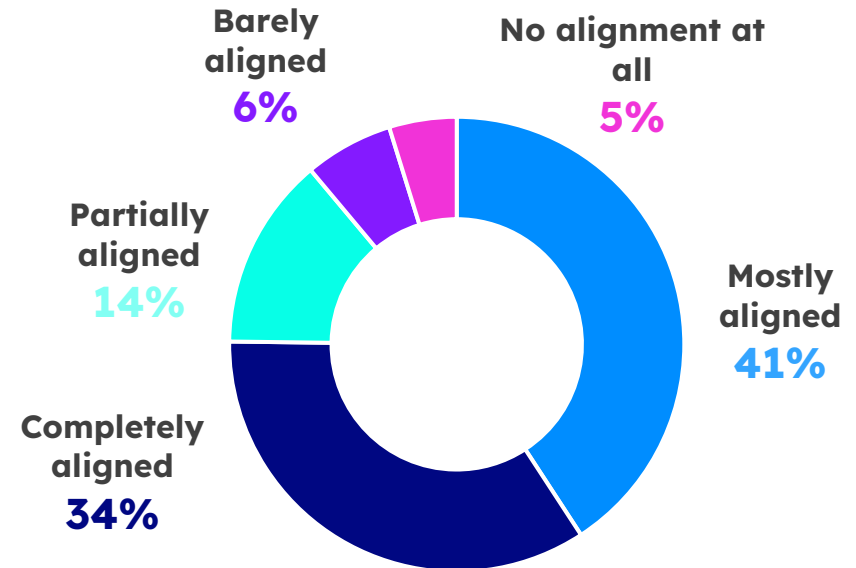
Values

- Completely aligned
- Mostly aligned
- Partially aligned
- Barely aligned
- No alignment at all

Percentage



How aligned are your sales and marketing teams?



SECTION 05 | Sales and marketing alignment

20% of organizations
surveyed have average sales
cycles a year or more in length.



B2B marketers typically have longer sales cycles than their B2C counterparts, and in this study, one in five report average sales cycles of 12 months or more. Just **13%** report an average sales cycle of two months or less.

What is the average length of your sales cycle?

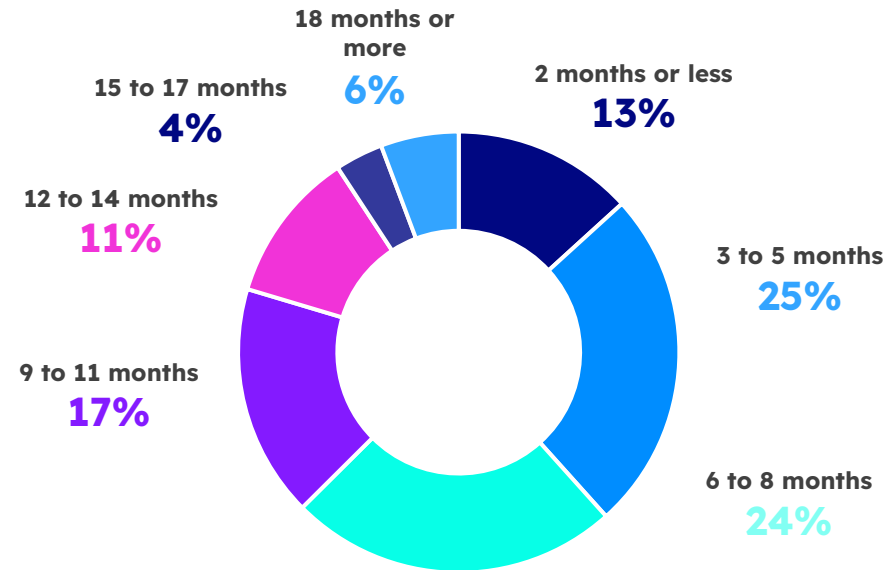
Values

- 2 months or less
- 3 to 5 months
- 6 to 8 months
- 9 to 11 months
- 12 to 14 months
- 15 to 17 months
- 18 months or more

Percentage



What is the average length of your sales cycle?



SECTION 05 | Sales and marketing alignment

15% of sales and marketing teams in this study have completely overlapping KPIs.

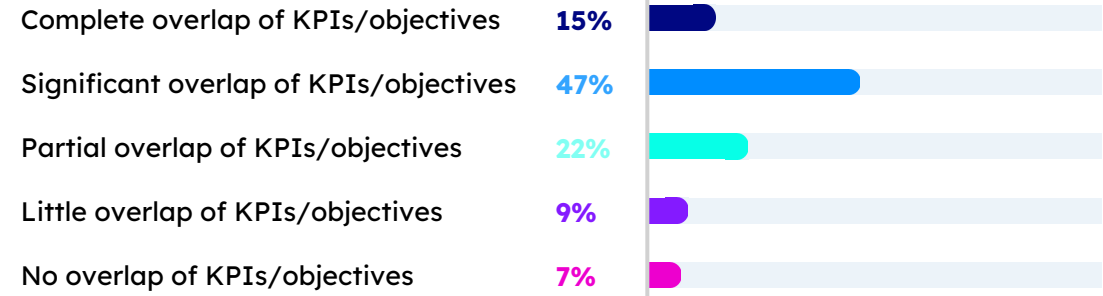


About the same percentage (**16%**) have little to no overlap of their KPIs or objectives. Alignment around KPIs makes a huge difference on goal attainment. In this study, **67%** of those who report complete or significant overlap of KPIs are also meeting their goals this year to a great or very great extent. Just **36%** of those who report partial to no KPI alignment are meeting their goals at this same level.

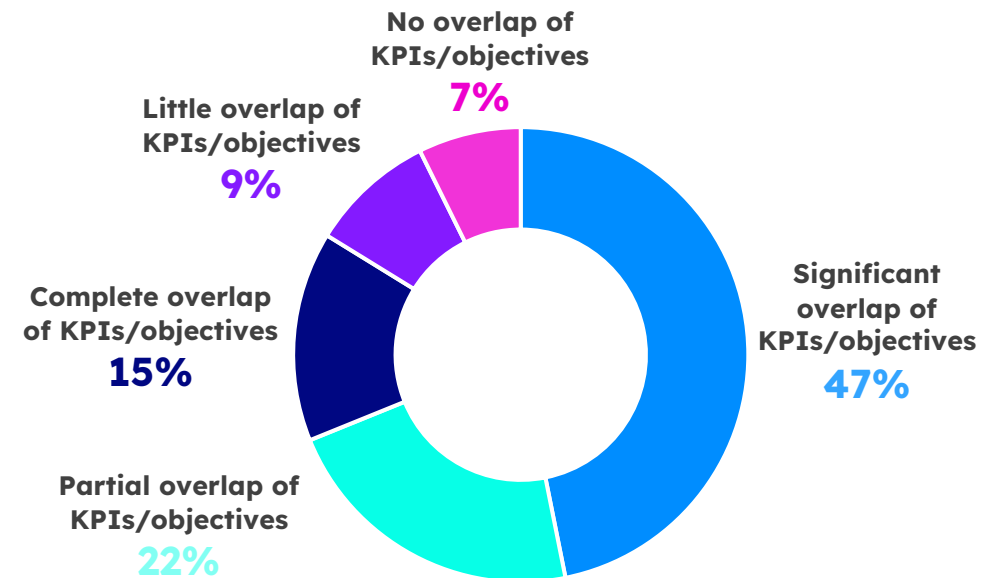
Do your sales and marketing teams share the same KPIs and/or objectives?

Values

Percentage



Do your sales and marketing teams share the same KPIs and/or objectives?



SECTION 05 | Sales and marketing alignment

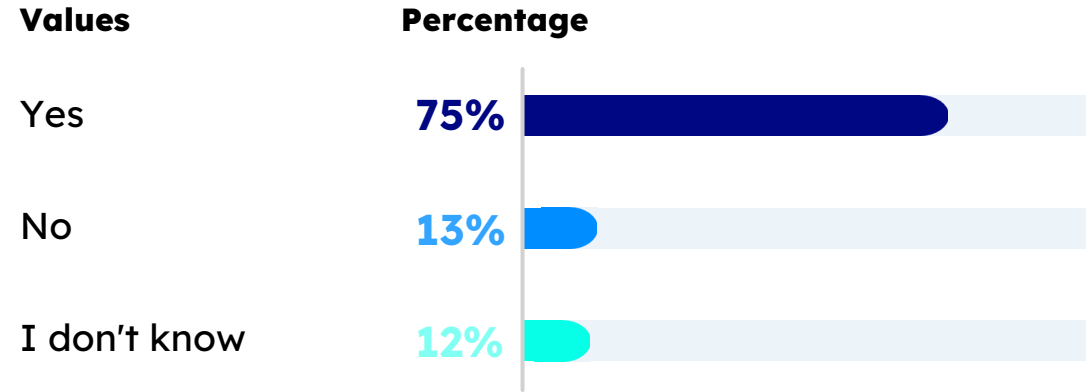
Most sales and marketing teams
in the study have an agreed-upon
lead management process.



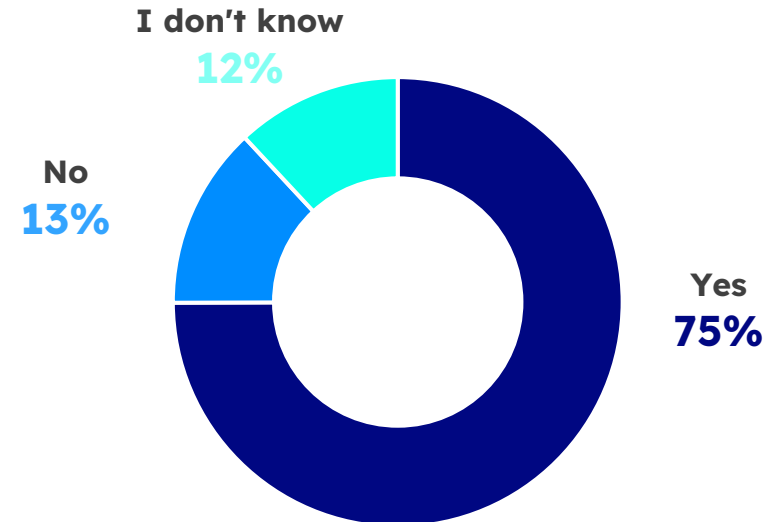
Three-quarters (**75%**) of marketing teams in this study have an agreed-upon lead management process with the sales team. The remaining **25%** either don't or don't know if they do.

Having an agreed-upon process in place is a major influence on overall lead quality satisfaction. When an agreement is in place, **79%** of study participants are satisfied or very satisfied with lead quality. When no agreement is in place, just **41%** enjoy this same level of satisfaction.

Does marketing have an agreed-upon lead management process with the sales team?



Does marketing have an agreed-upon lead management process with the sales team?



SECTION 05 | Sales and marketing alignment

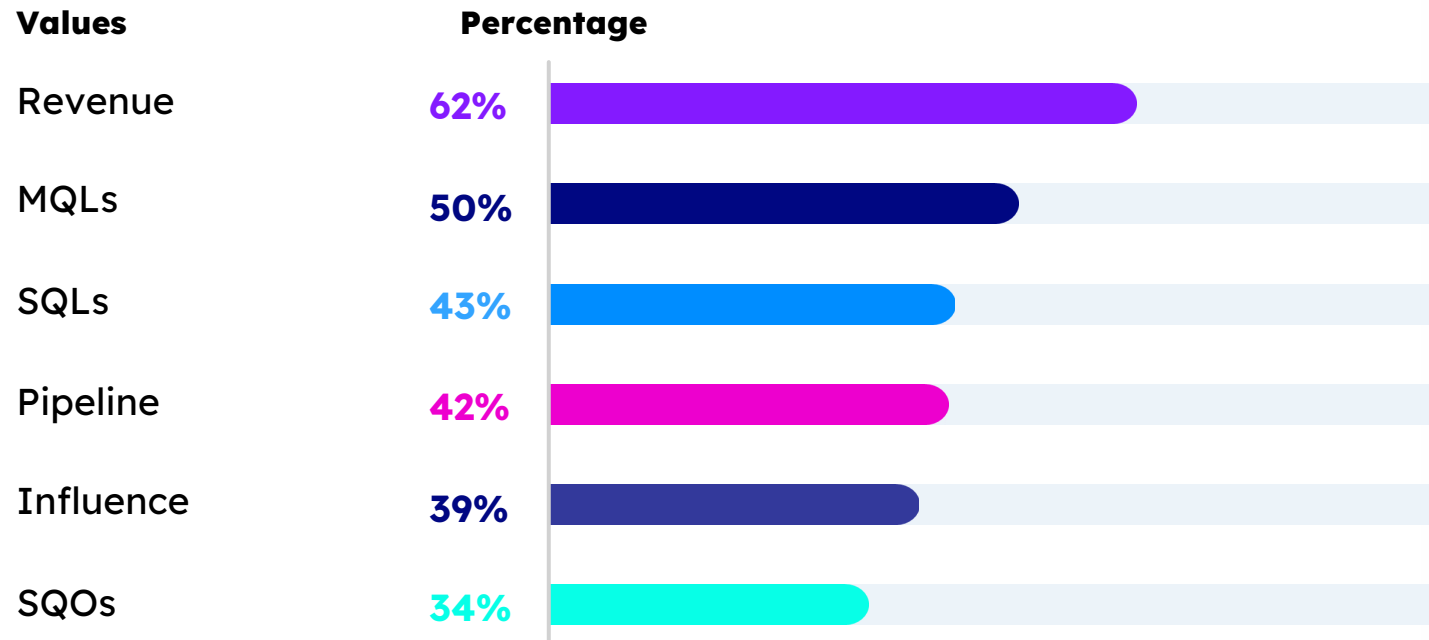
Revenue is the most tracked performance metric.



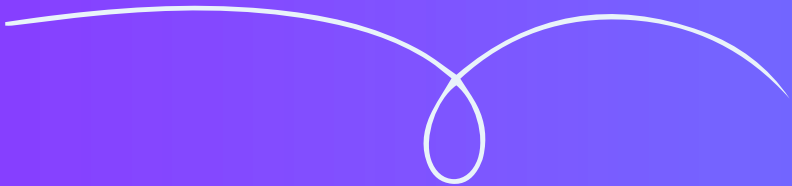
62% of study participants are tracking revenue as a performance metric, followed by MQLs (**50%**), SQLs (**43%**), and pipeline (**42%**).

It's not surprising that when no agreed-upon lead management process exists between marketing and sales, the frequency of tracking any of these performance metrics drops, sometimes significantly. For example, **66%** those with a process track revenue, while only **47%** of those without a process track it.

Which performance metrics do you use?



SECTION 06 | Data Privacy



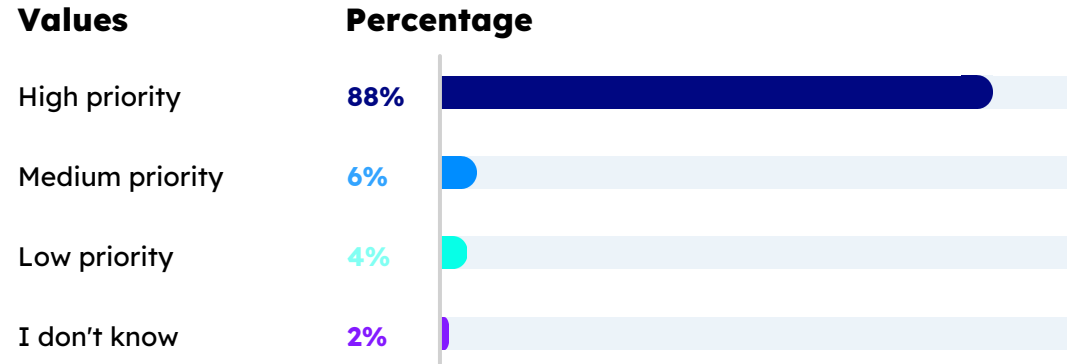
SECTION 06 | Data Privacy

Data Privacy is a top priority at most companies.

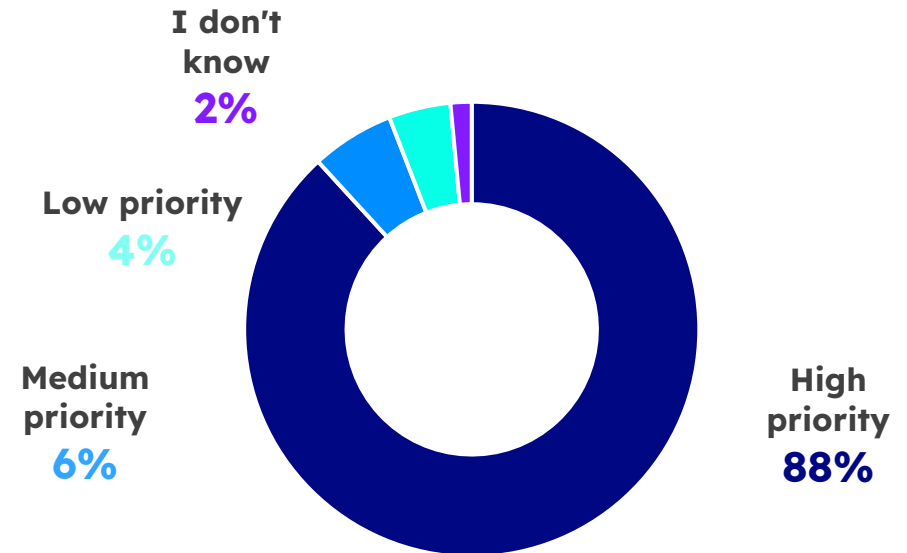


With increasingly stringent regulations on data privacy, including the European Union's General Data Protection Regulation (GDPR), Brazil's General Data Protection Law (LGPD), China's Personal Information Protection Law (PIPL), and various data privacy laws across 15 U.S. states, it's evident that the issues of data quality, compliance, and privacy have reached a critical juncture. **76%** respondents say that data privacy is a priority at their company.

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



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



SECTION 06 | Data Privacy

Marketers can do more to protect their customers.



When it comes to how B2B marketers ensure data compliance and accuracy, 55% regularly analyze their CRM data manually, **53%** have consent management tools in place, and **52%** rely on their legal and IT departments. Interestingly, **39%** are using AI for data compliance and accuracy

How do you ensure data compliance and accuracy with your leads?

Values

We regularly analyze our CRM data manually

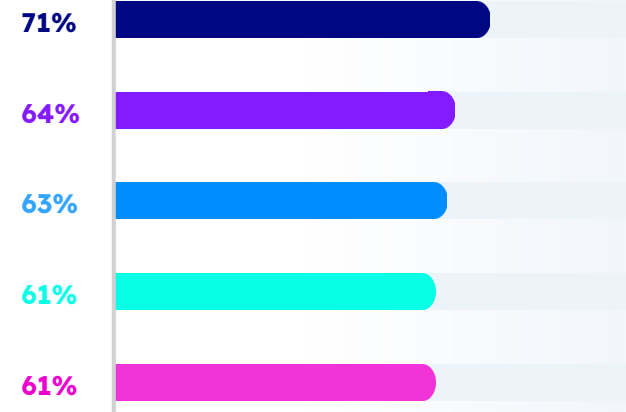
We have a consent management / validation / data cleansing tools

Our legal team and IT teams have robust data quality and security policies in place

We have a lead scoring process in place

We utilize an AI for data compliance and accuracy

Percentage



ACTION PLAN

Based on the finding from this study, the following action plan is recommended to help B2B marketers accelerate pipeline growth

Step 1: Enhance sales and marketing alignment

This study reveals that organizations with strong sales and marketing alignment are significantly more likely to meet their goals. Specifically, **73%** of teams with complete alignment report meeting their goals to a great extent, compared to only **36%** of teams with partial to no alignment. To improve alignment, sales and marketing teams should:

- Schedule regular joint meetings to ensure both sides are synchronized on goals, strategies, and expectations.
- Develop and track shared Key Performance Indicators (KPIs) to ensure both teams are working towards common objectives.
- Establish a clearly defined lead management process and ensure both teams agree on it, as this is strongly correlated with satisfaction in lead quality.

Step 2: Leverage Generative AI for content and personalization

The study found that **85%** of B2B marketers use Generative AI, primarily for content development, and they report high satisfaction. Generative AI can streamline content production and enable more personalized engagement with leads, enhancing lead quality and conversion rates. B2B marketers can leverage AI effectively by:

- Utilizing AI tools to automate content creation, such as blogs, whitepapers, and email campaigns, ensuring consistency and relevance.
- Implementing AI-driven personalization techniques to tailor communications and offers based on lead behavior and preferences.
- Continuously reviewing AI performance and adjusting strategies to ensure the technology is meeting content and personalization needs.

Step 3: Optimize lead generation channels and processes

Email remains the most widely used channel for lead generation, but there is notable satisfaction with other channels, particularly content syndication and display advertising. Concerns about lead quality such as incomplete data and invalid contact details persist. To optimize lead generation, B2B marketers should:

- Invest in a branded demand strategy by refining high-performing channels, such as display advertising and content syndication, which have shown greater satisfaction in lead quality.
- Implement tools and processes to improve lead data accuracy and completeness, reducing the time spent on manual data verification.
- Regularly test and evaluate the channel mix and usage strategies to identify the most effective ones for generating high-quality leads.

Step 4: Adapt to resource constraints with strategic investments

At a time when many marketers are facing budget and resource cuts, it's crucial to allocate investments wisely. This report identifies content creation and customer marketing as top investment areas. B2B marketers can maximize their impact even in a resource constrained environment by:

- Focusing budgets on high-impact areas like content creation, which drives engagement and lead generation, and customer marketing to nurture existing relationships.
- Leveraging external contractors or agencies for specialized tasks to alleviate internal resource constraints.
- Investing in AI tools that can automate repetitive tasks, increase efficiency, and support resource optimization.

By addressing these key areas—aligning sales and marketing efforts, leveraging AI, optimizing lead generation, and making strategic investments—B2B marketers can effectively accelerate pipeline growth and improve overall performance.

CONCLUSION

In the fluid B2B marketing landscape, the path to pipeline growth is both challenging and exhilarating. As we navigate through shifting budgets, headcount changes, and advancing technologies, this report's insights reveal a clear message: adaptability and strategic alignment are the keys to unlocking potential. The resilience and innovation demonstrated by marketers, from leveraging generative AI to optimizing lead generation channels, illustrate a profound commitment to driving success despite the obstacles they face.

METHODOLOGY

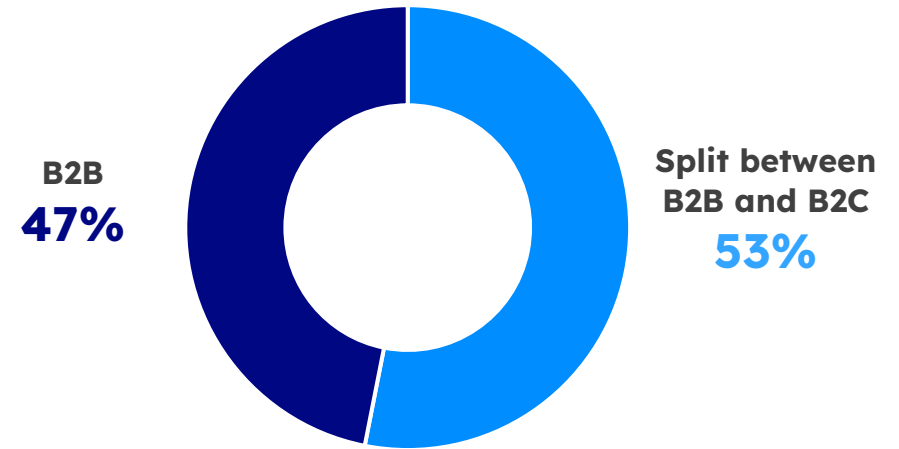
This H2 2024 State of B2B Pipeline Growth survey was administered online during early July 2024, collecting 424 complete responses which were analyzed for this report. Only valid or correlated findings are shared in this report.

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.

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

What best characterizes the nature of your company?

What best characterizes the nature of your company?



Values

Percentage

Split between B2B and B2C

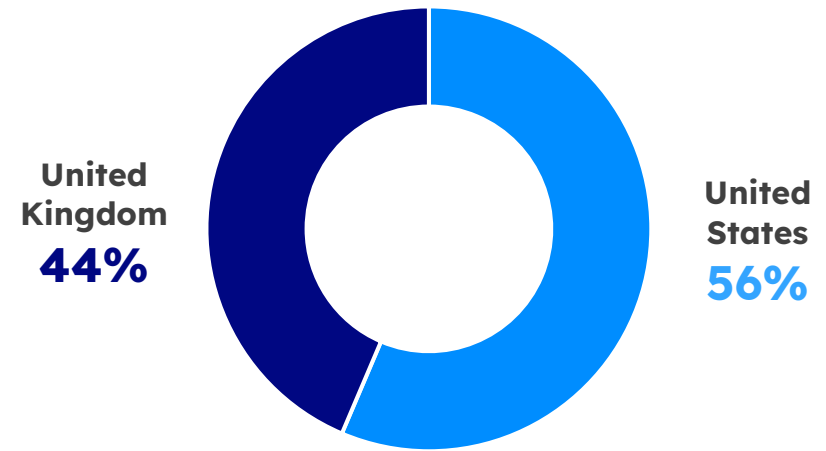
53%

B2B

47%

Which country are you located in?

Which country are you located in?



Values

Percentage

United States

56%

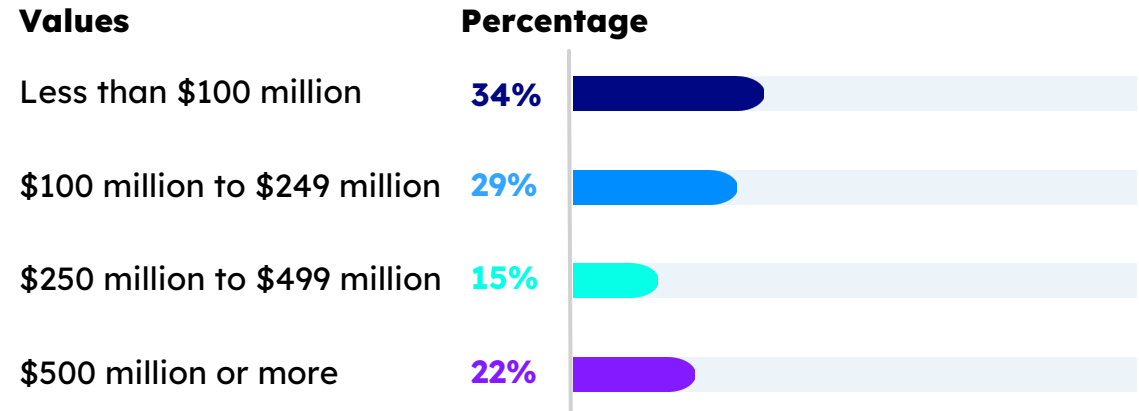
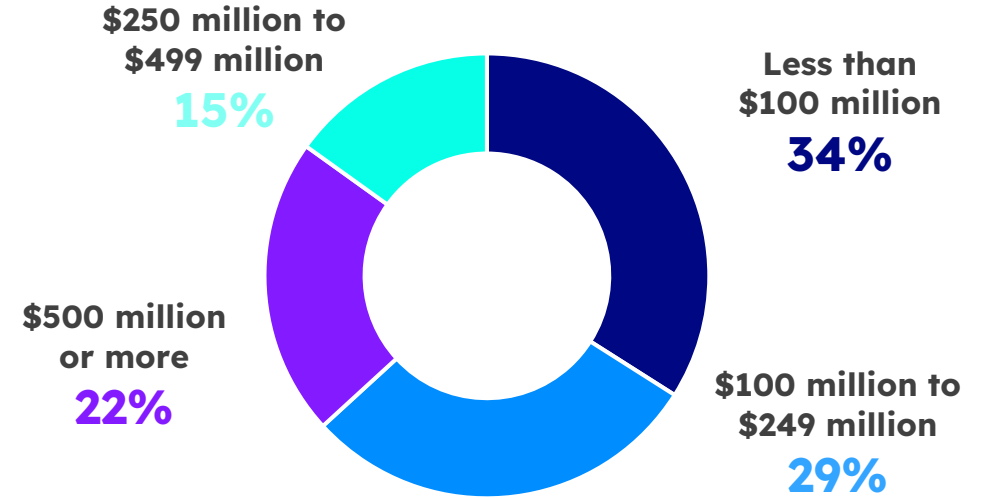
United Kingdom

44%

US:

What is your company's annual revenue?

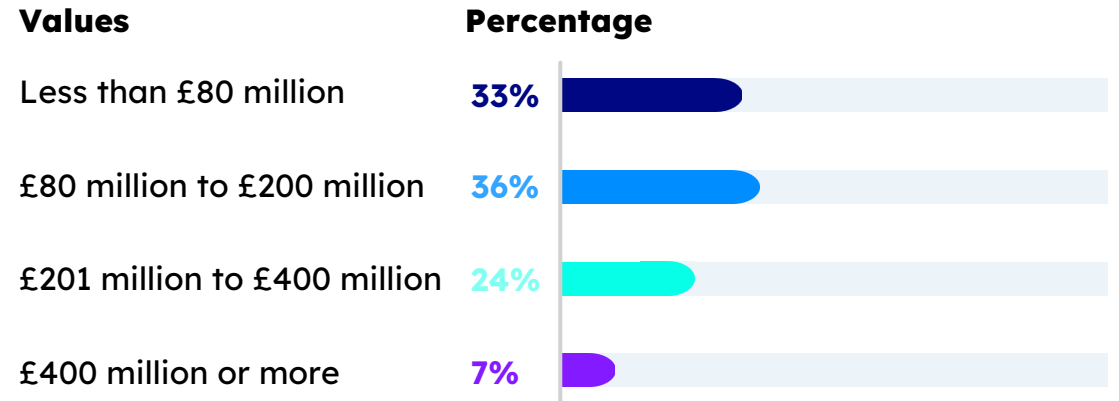
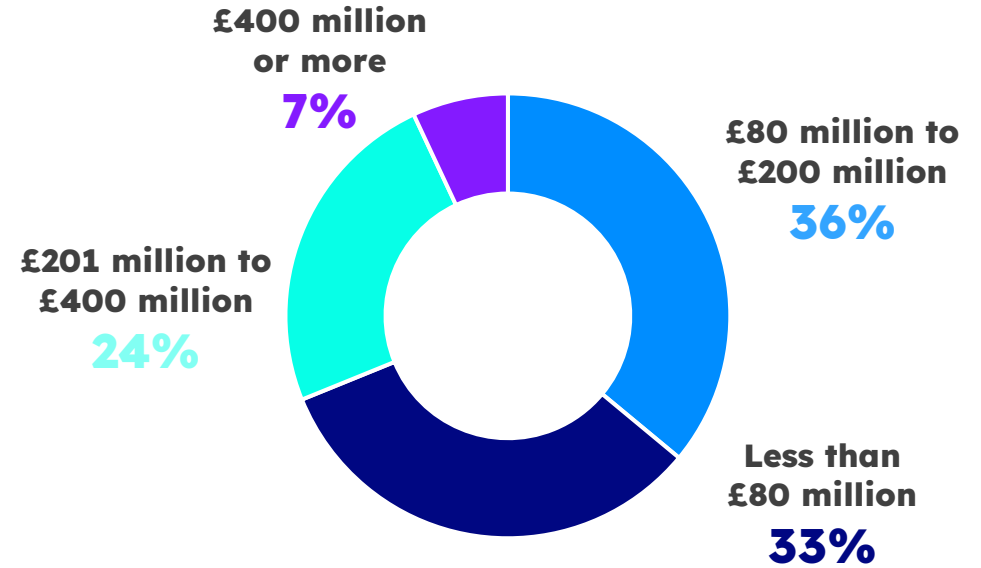
What is your company's annual revenue?



UK:

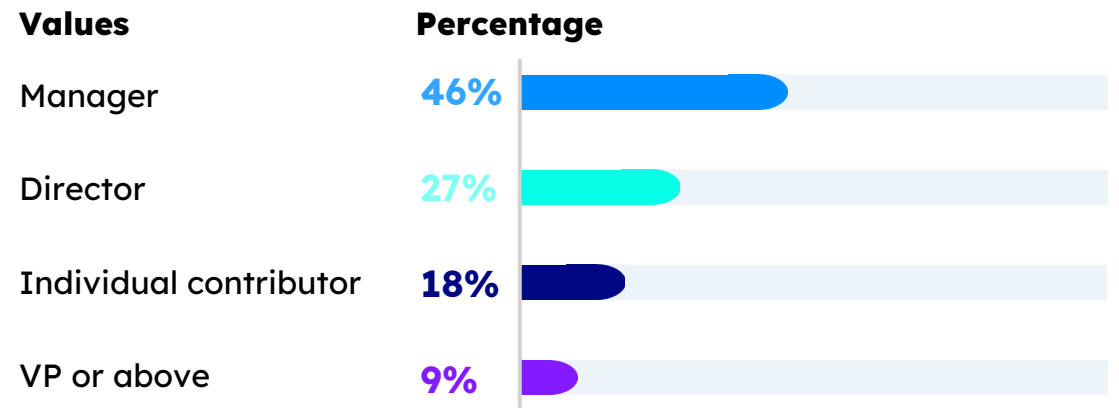
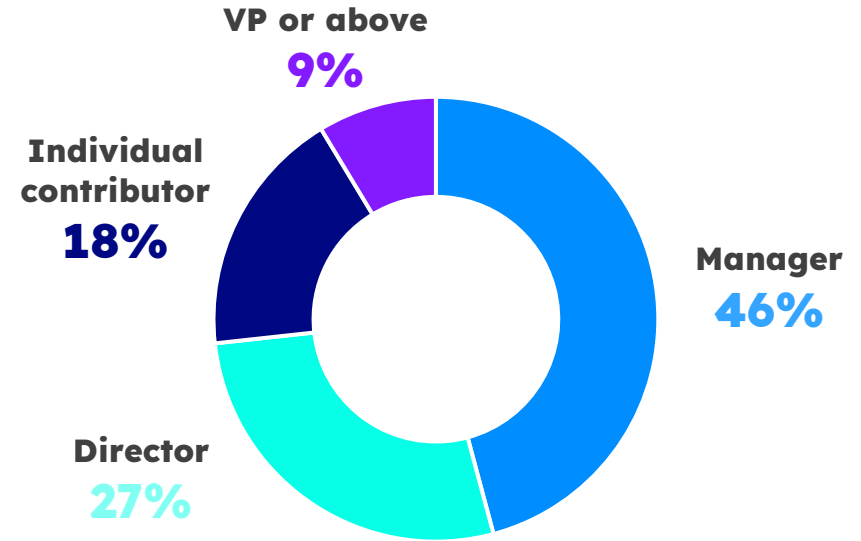
What is your company's annual revenue?

What is your company's annual revenue?



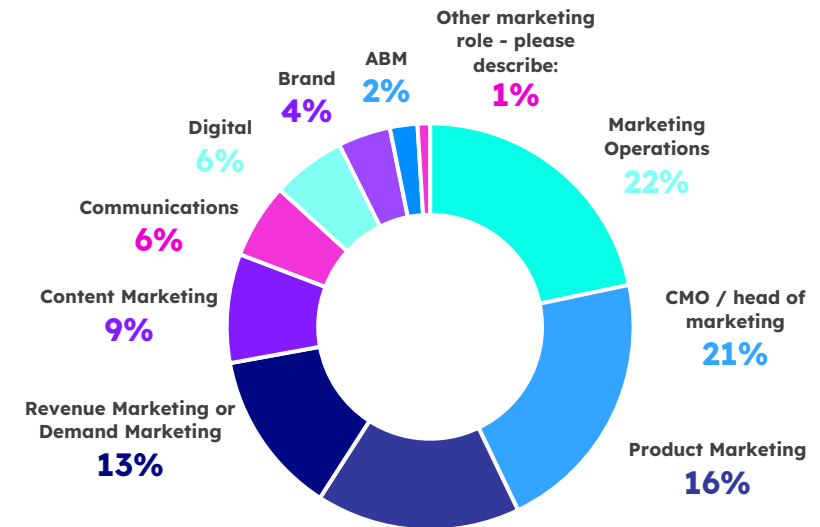
Which option best describes your seniority?

Which option best describes your seniority?



What is your primary marketing role?

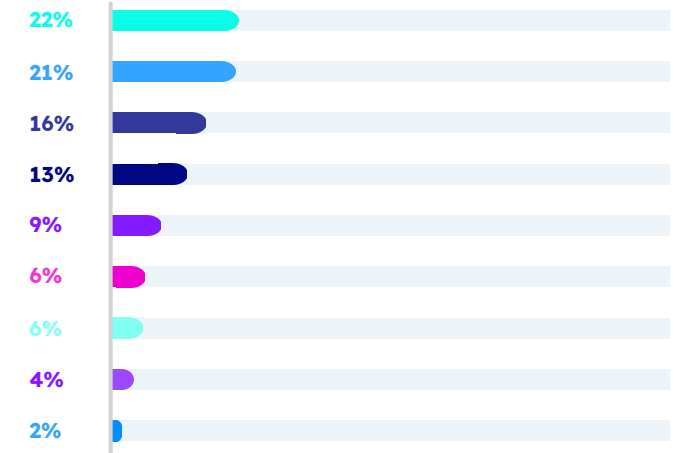
What is your primary marketing role?



Values

- Marketing Operations
- CMO / head of marketing
- Product Marketing
- Revenue Marketing or Demand Marketing
- Content Marketing
- Digital
- Communications
- Brand
- ABM

Percentage



ABOUT PIPELINE360

Pipeline360, Integrate's media business, offers solutions that combine three powerful demand generation tools: targeted display, content syndication, and a comprehensive marketplace model. Pipeline360 ensures that marketers achieve **100%** compliant and marketable leads by effectively engaging with audiences much earlier in the buying cycle, connecting with buyers at every stage of the process, and optimizing 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, Writer, and VMware. For more information, please visit www.pipeline-360.com.

ABOUT DEMAND METRIC

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.

