

# *Data to Inform the Buyers Journey*



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*Search is causing  
a shift...*

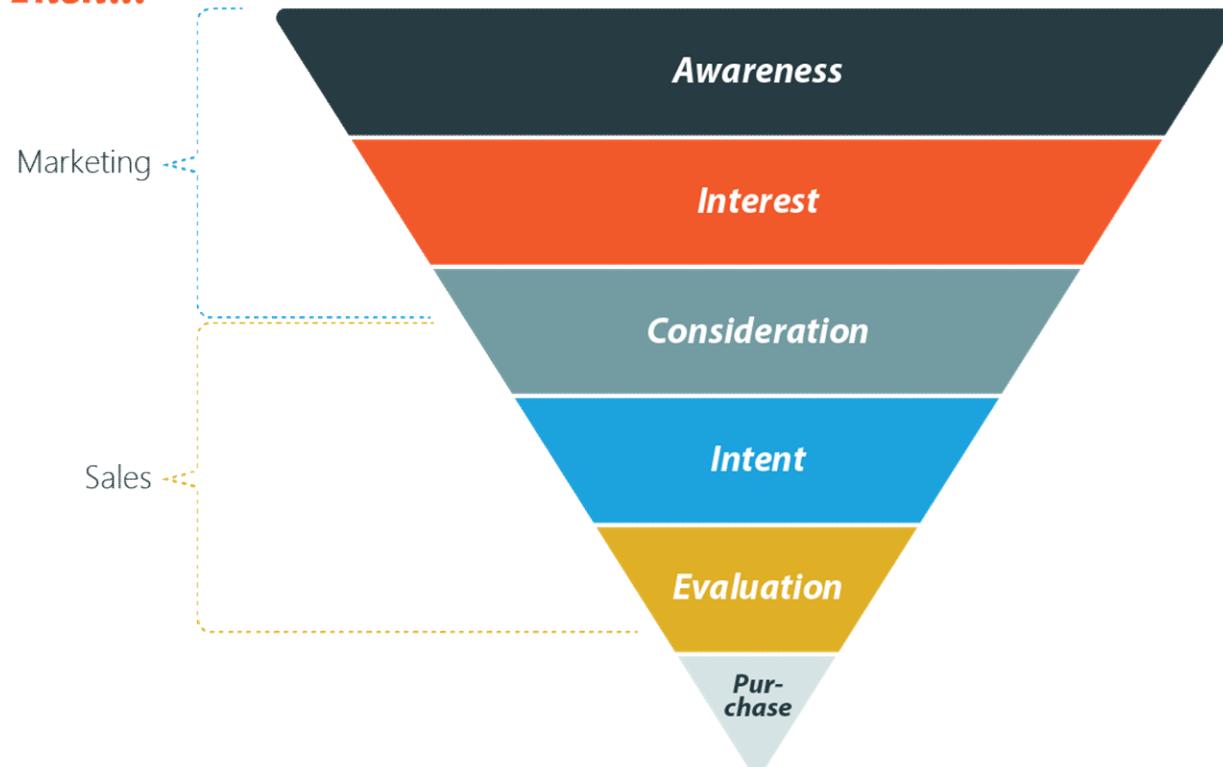
Buyers are **smart**,  
**technology-driven**,  
**information seekers**



# *The Buyers Journey – As it WAS*

*The New Marketing & Sales Funnel*

**Then...**



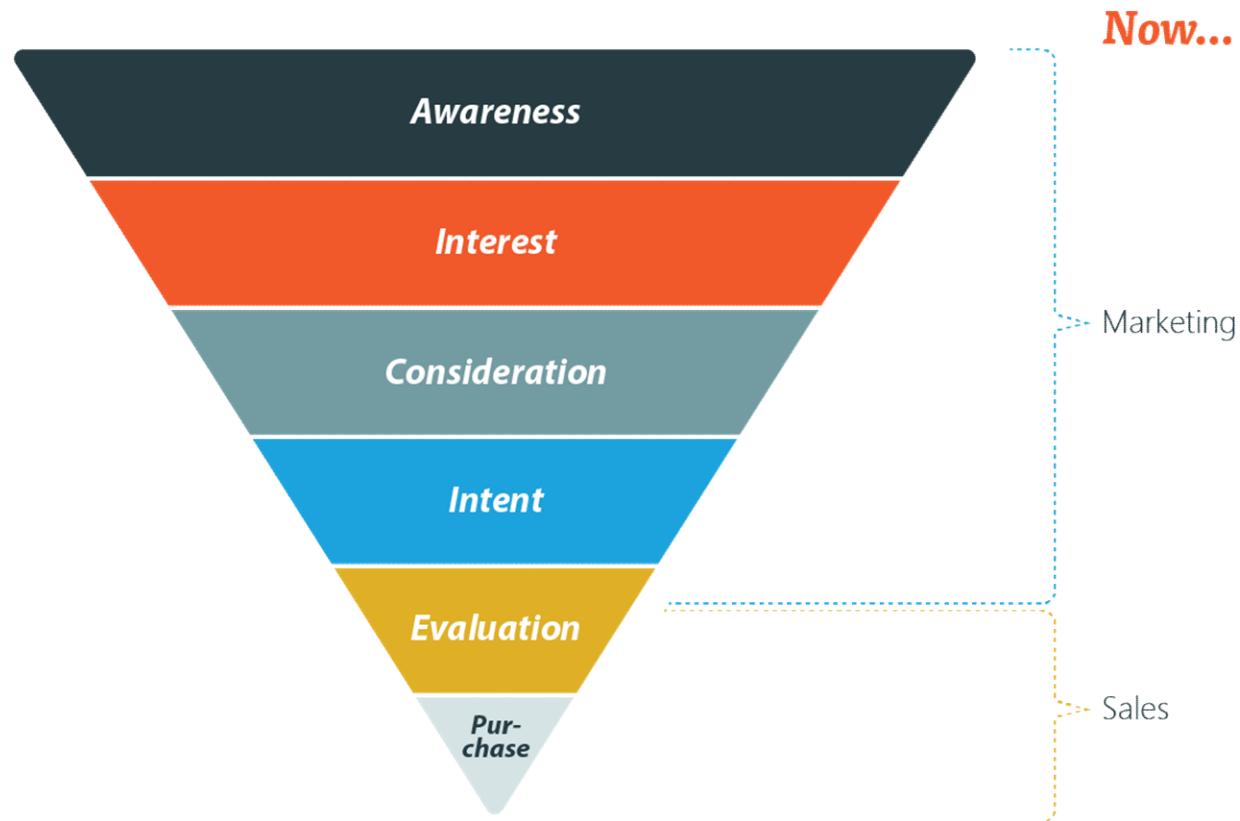


***NOW - Marketing owns more of the conversation***



*We are now on a buyer-led journey*

*The New Marketing & Sales Funnel*





**70%** *of the buyers journey is completed before ever reaching out to a sales rep at the company*

## *Competition Is High*



Seemingly similar set of products across the industry

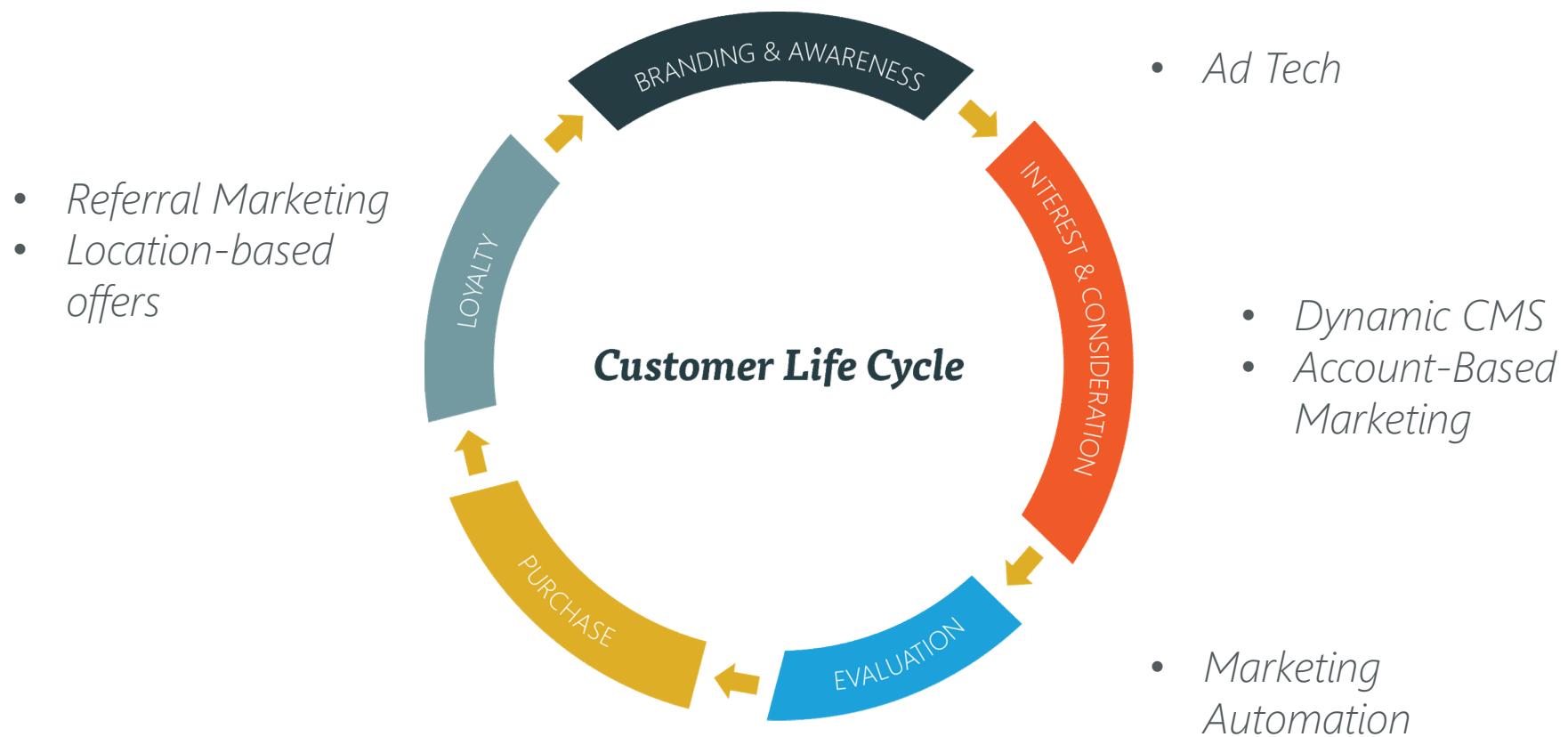




A personalized message is essential to guiding the buyer  
conversation in the right direction

**Buyer's expect it.**

## *Personalization technology touches most of the lifecycle*



## *Ad Tech: Hypertargeting + personalized ads*



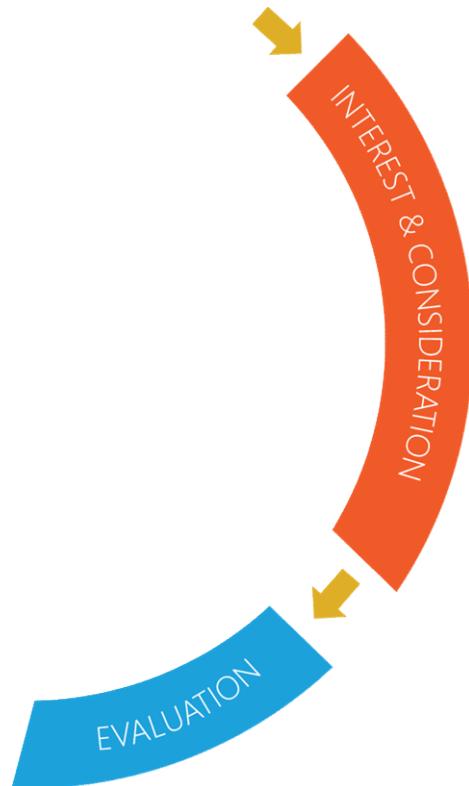
**LinkedIn**  **Jivox**

**AdRoll**

**criteo** 

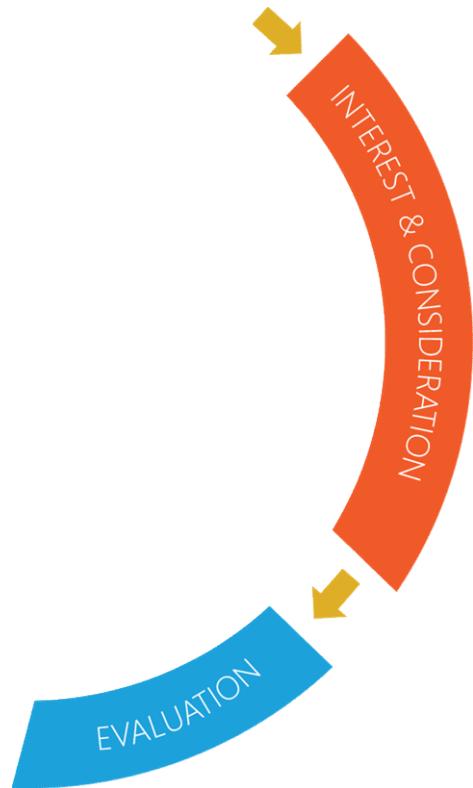
 **ReTargeter**

## *Dynamic CMS: Websites aren't static*

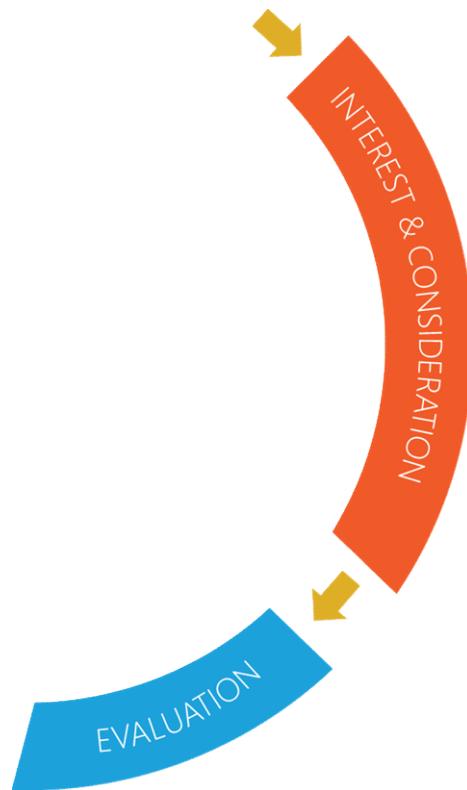


DEMANDBASE

## *Account-Based Marketing*



## *Marketing Automation*

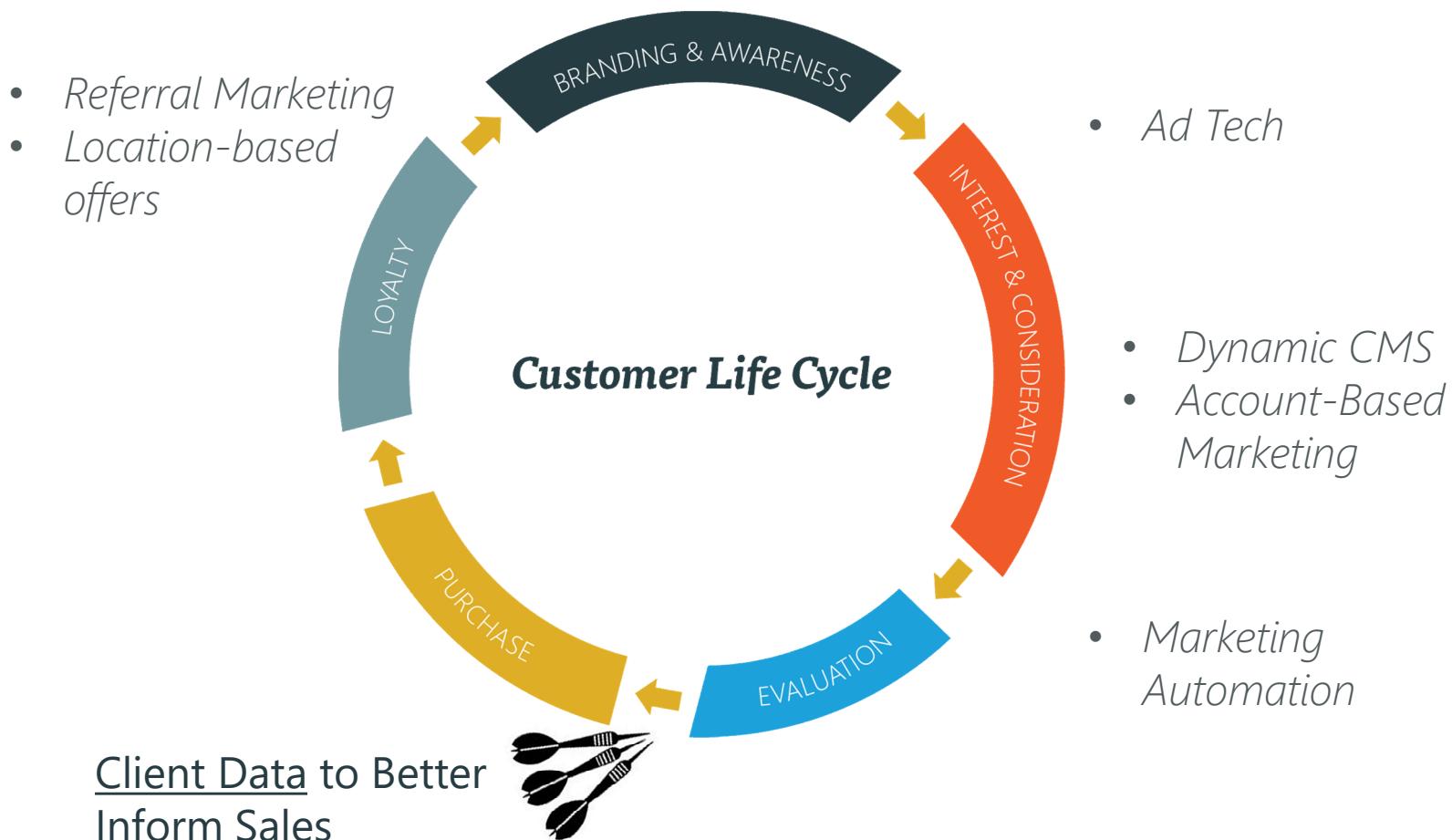




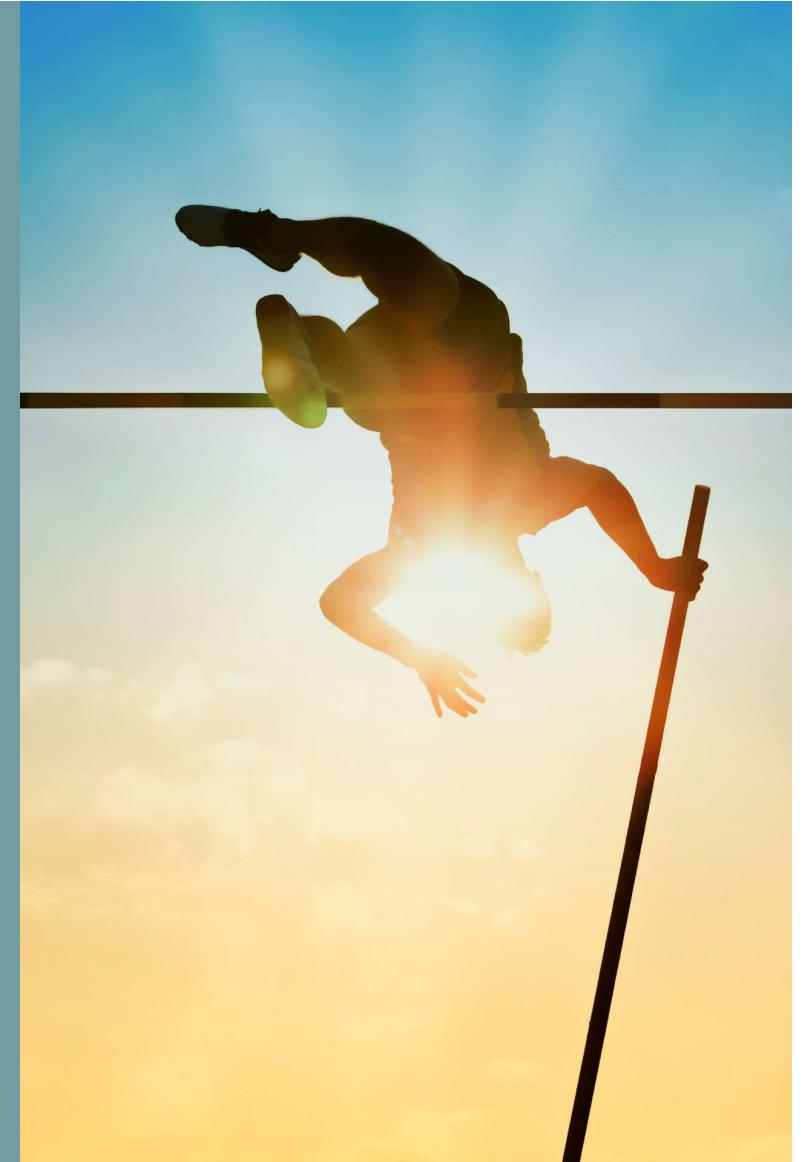
*You're Already Capturing Data  
Throughout the Life Cycle*



# Personalization Technology



*What challenges do we face  
to create a personalized  
buyer experience?*



## ***Challenge #1***

*Finding the right content*



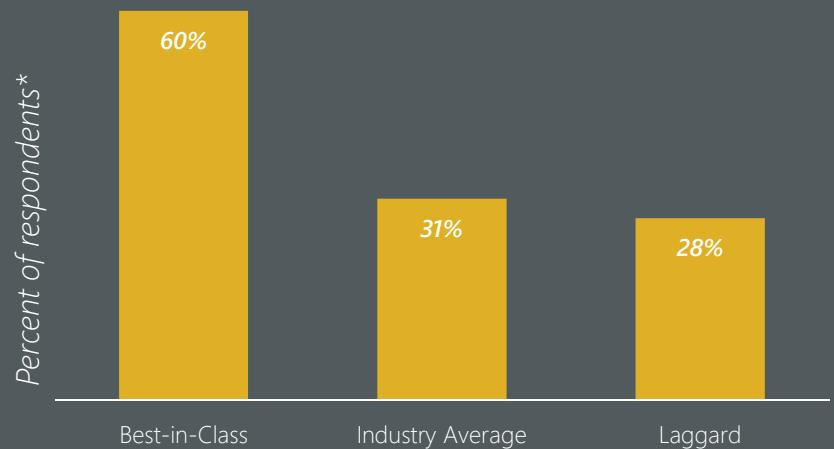
## ***Challenge #2***

*Using consistent, compliant, and on-brand messaging*



## ***Challenge #3***

*Understanding how content is truly being used*



***Marketing has extensive visibility into sales utilization of content***

Source: Business Marketing Association (BMA) Survey



*Leverage Data to Ensure Sales Teams are  
relevant... in the moment*



## *Questions & Wrap-Up*

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