

Data to Inform the Buyers Journey



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Search is causing a shift...

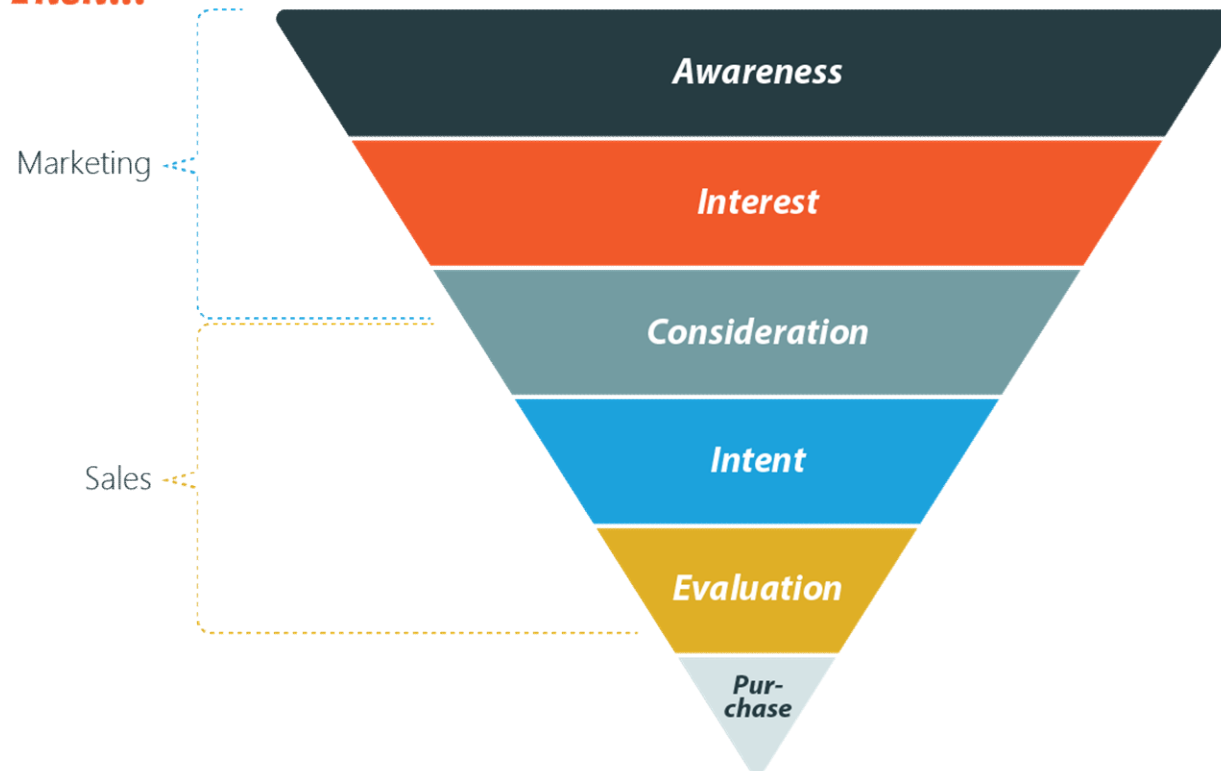
Buyers are *smart,*
technology-driven,
information seekers



The Buyers Journey – As it WAS

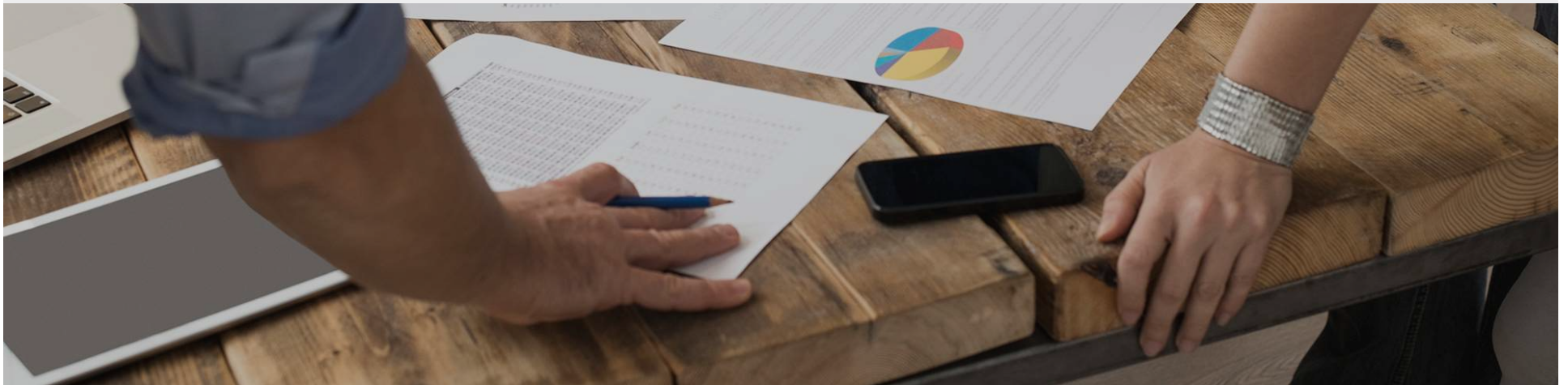
The New Marketing & Sales Funnel

Then...



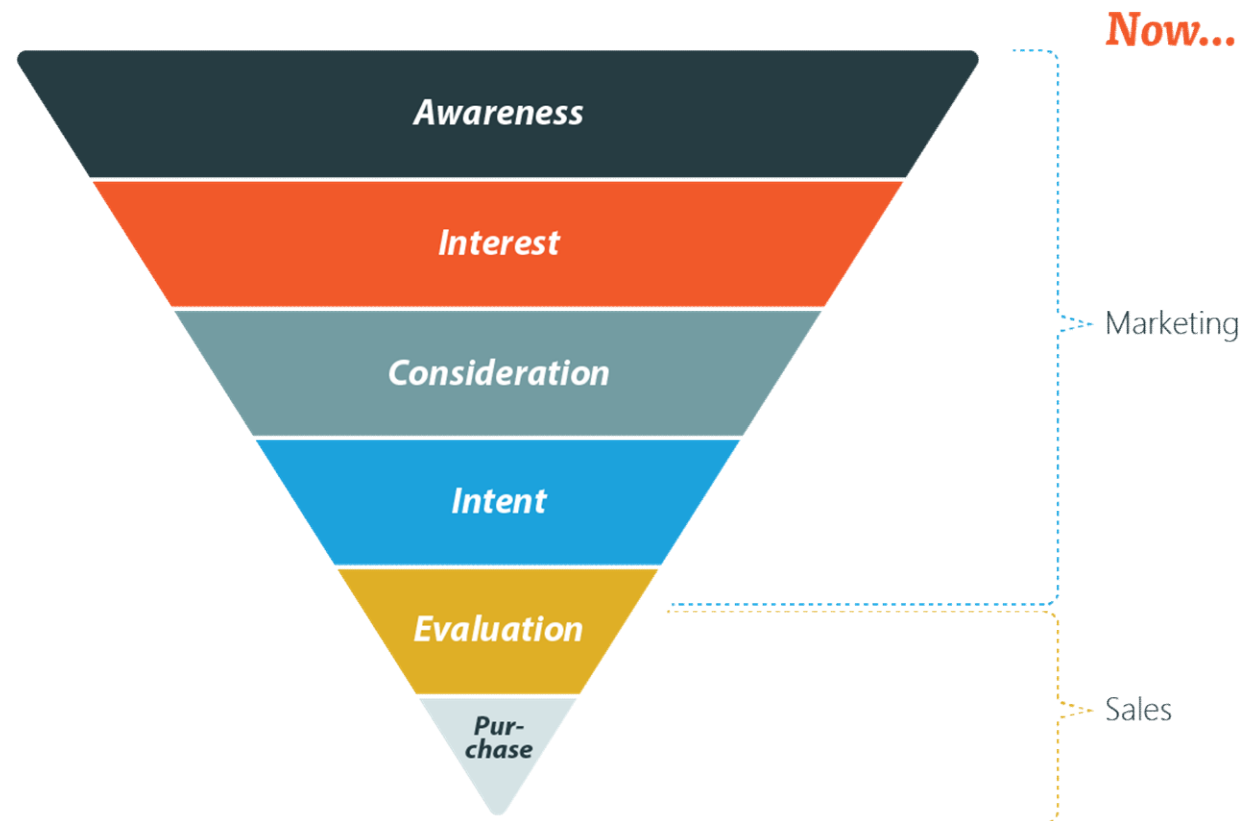


NOW - Marketing owns more of the conversation



We are now on a buyer-led journey

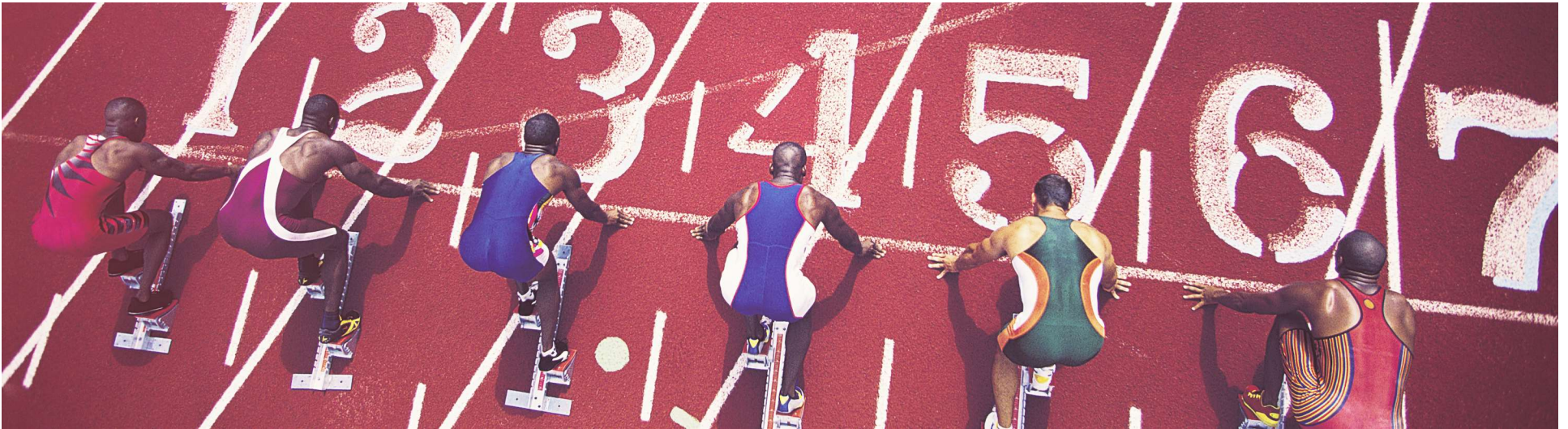
The New Marketing & Sales Funnel





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

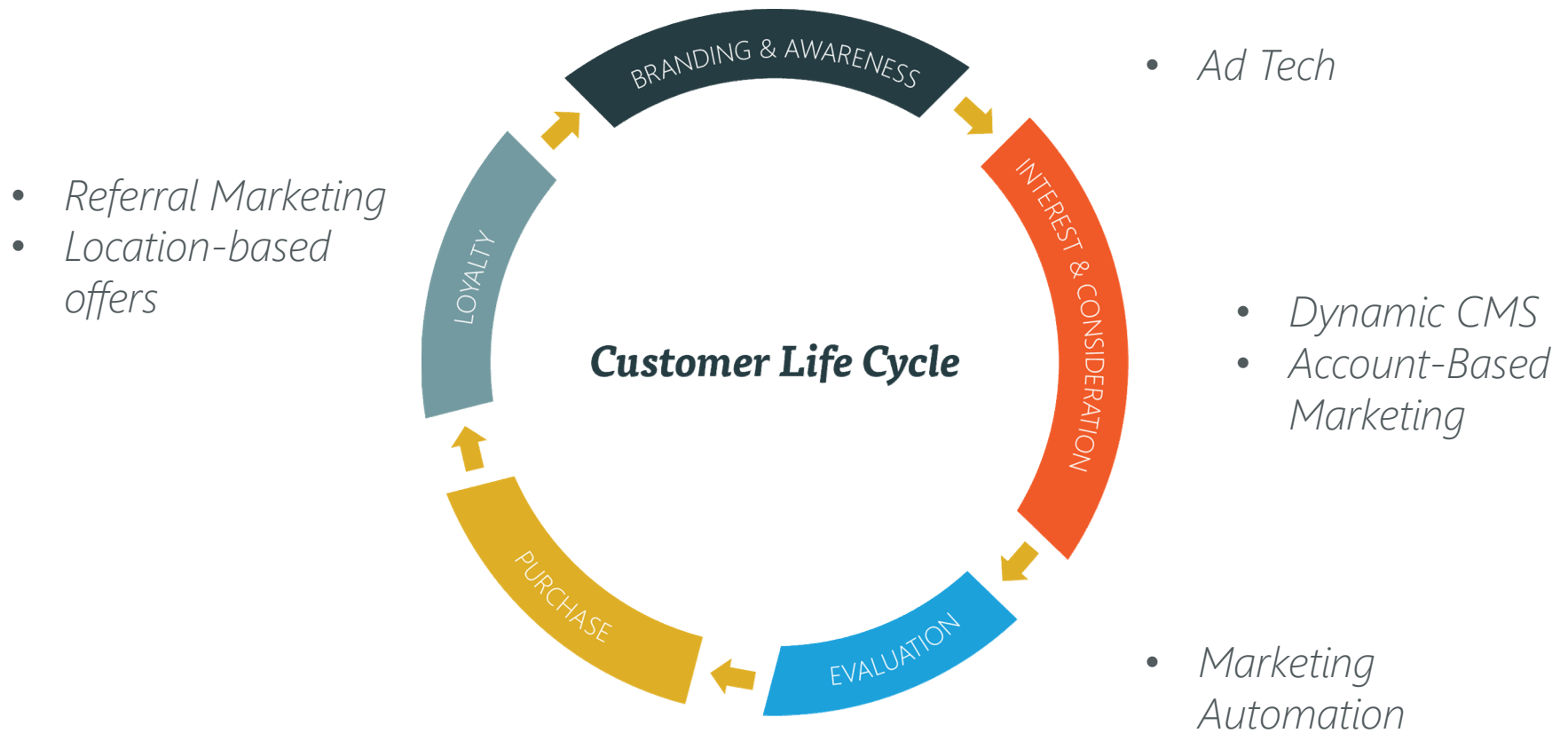




A personalized message is essential to guiding the buyer conversation in the right direction

Buyer's expect it.

Personalization technology touches most of the lifecycle



Ad Tech: Hypertargeting + personalized ads



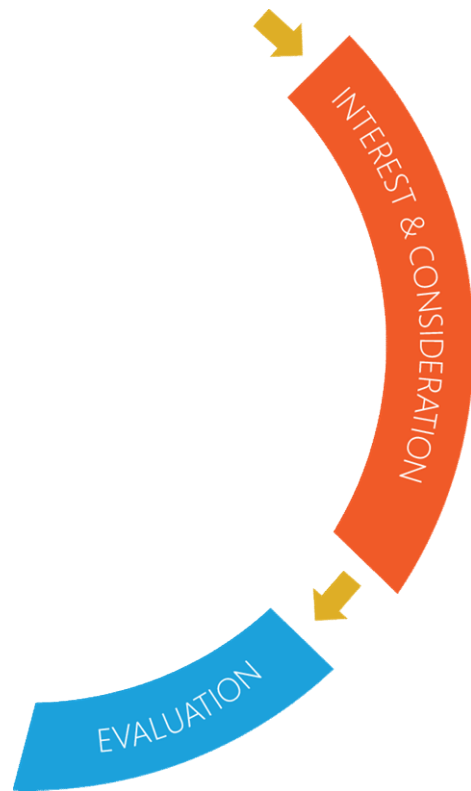
LinkedIn Jivox

AdRoll

criteo.

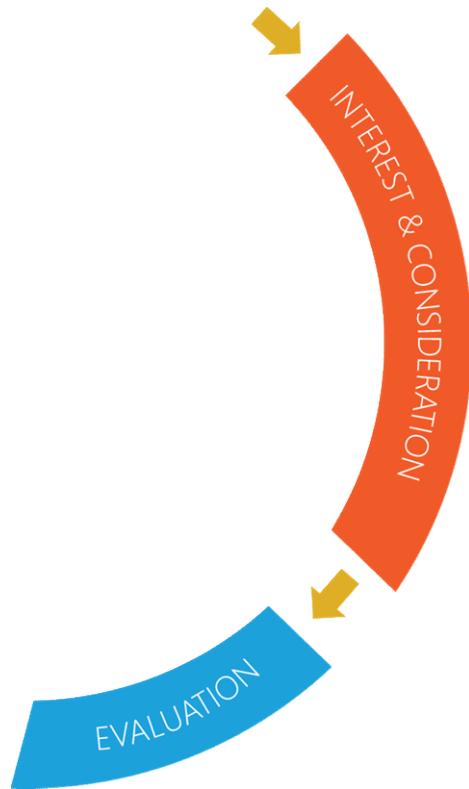
ReTargeter

Dynamic CMS: Websites aren't static

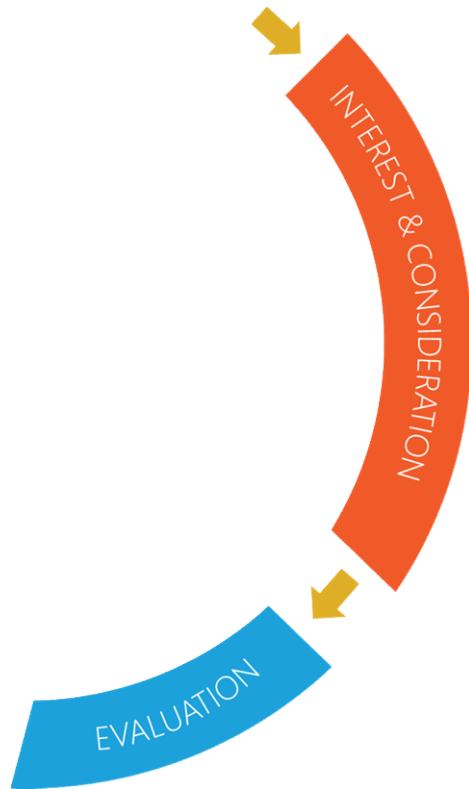


DEMANDBASE

Account-Based Marketing



Marketing Automation



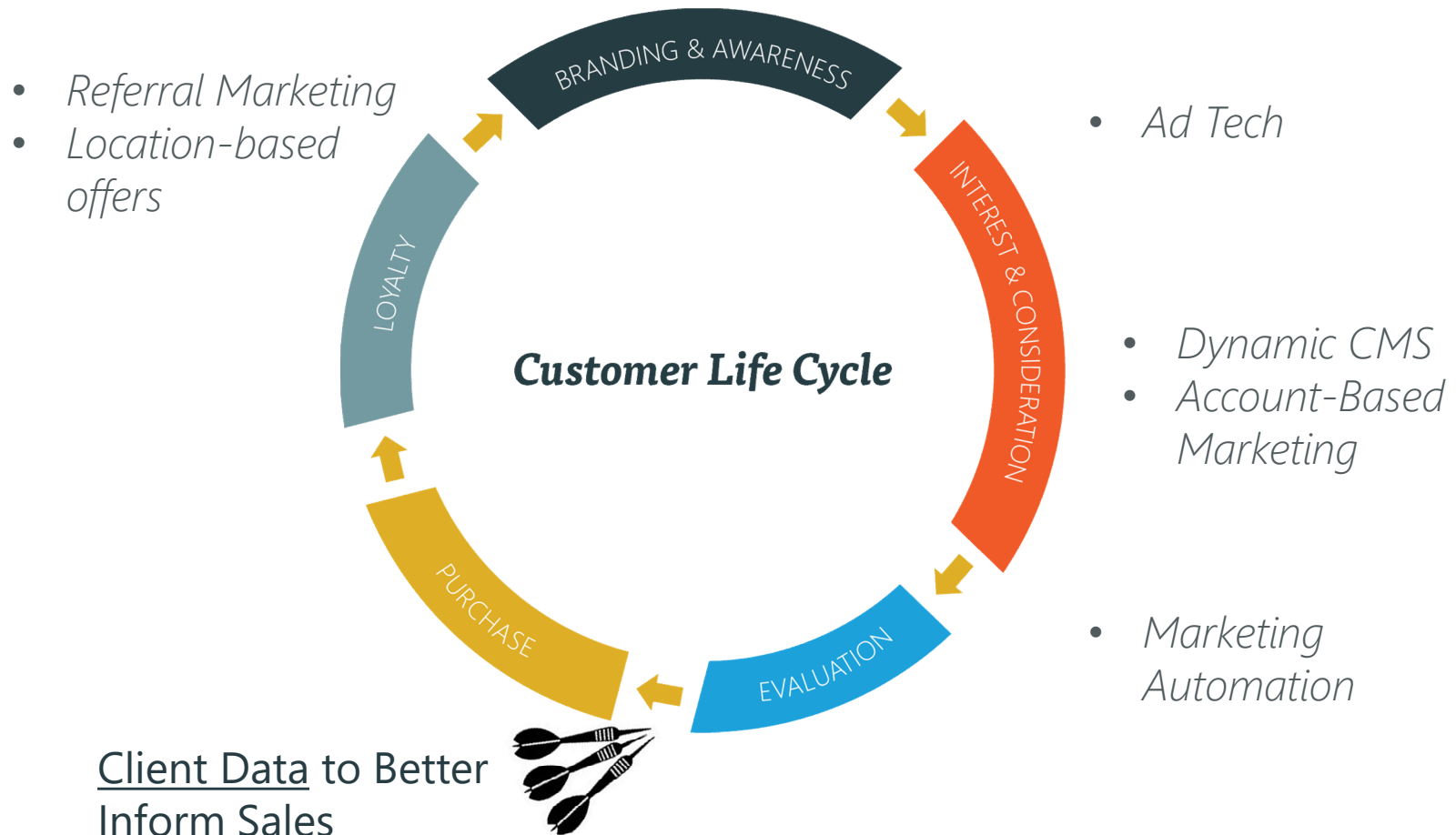
Marketo[®]
eloqua[™]
Exact**Target**[®]
HubSpot



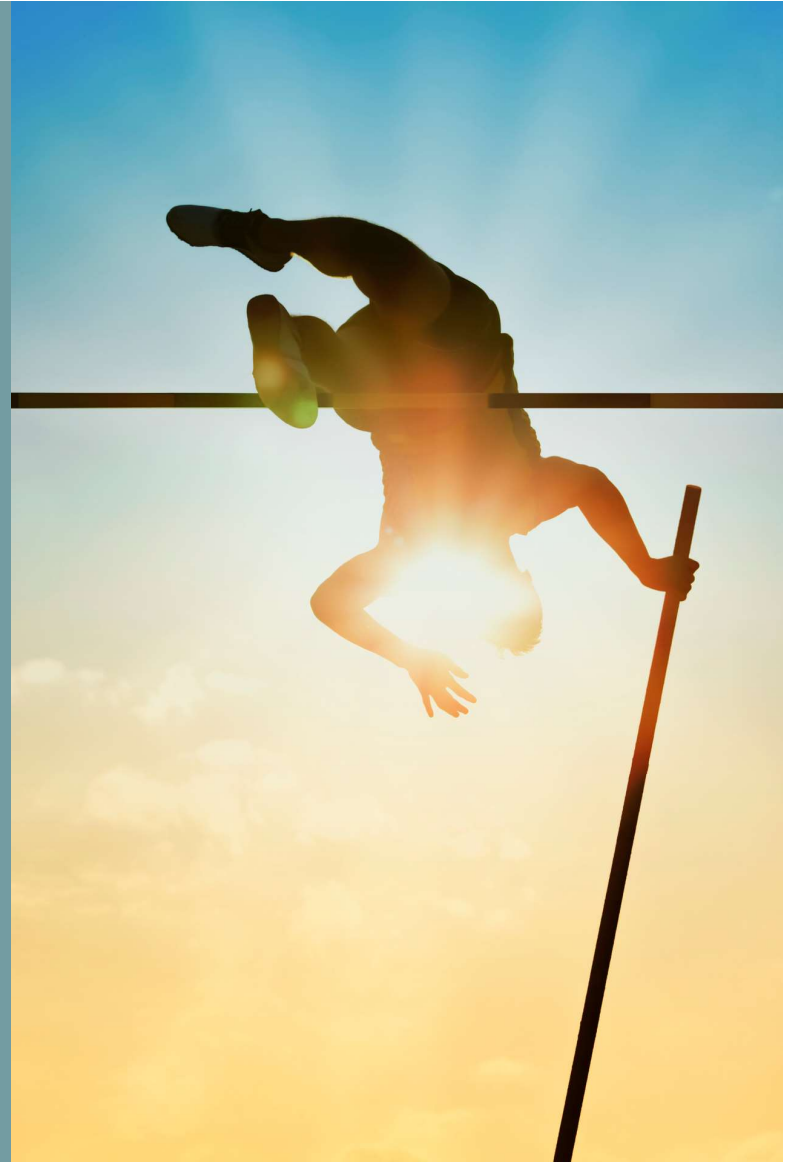
*You're Already Capturing Data
Throughout the Life Cycle*



Personalization Technology



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



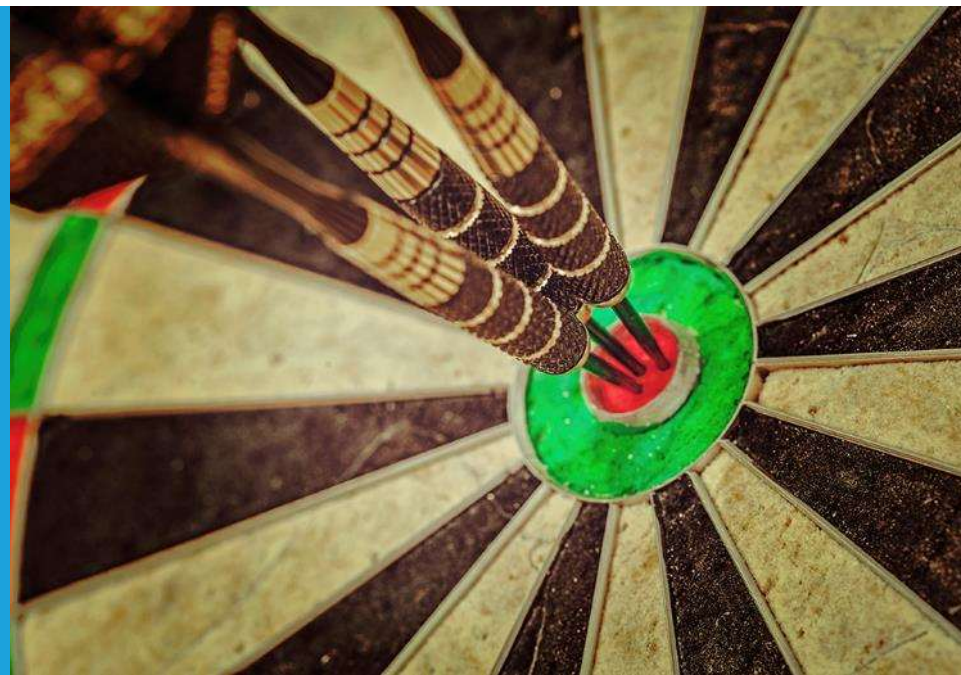
Challenge #1

Finding the right content



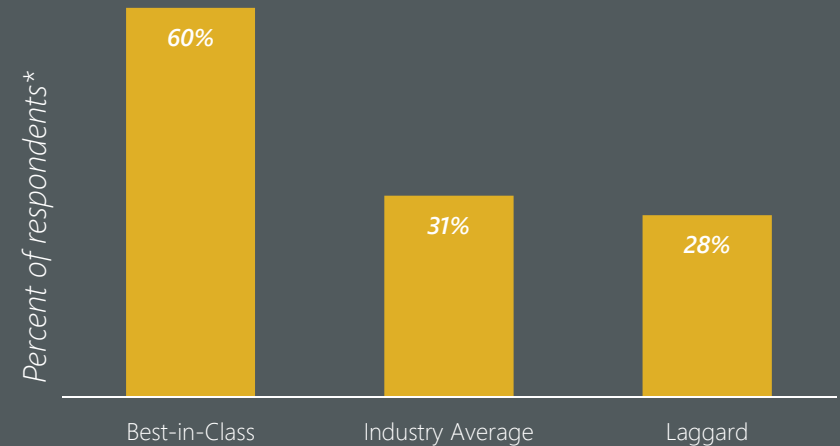
Challenge #2

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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