

# BUSINESS-TO-BUSINESS

## TRENDS IN B2B

- 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: CMO Survey, BizVibe, Wunderman , AdAge

## TARGETING TO CONSIDER

Below are some targeting options for the recruitment vertical. Display, native, and video assets can be used to execute this targeting. Adjust targeting based on campaign goals and target audience.

- **Audience Targeting** – Job Titles, B2B Segments, C-Level, Decision Makers. Find users who typically make business decisions.
- **Contextual Targeting** – B2B Decision Makers, Business to Business. Reach users who make business decisions based on content consumed.
- **Run of Network** – Expand the plan's reach while also having the ability to optimize quickly and efficiently
- **Retargeting** – Re-engage users who have already shown an interest in the advertiser.