The **B2B** buyer report

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Contents

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Key summary

Bigger buying groups, earlier influence

63% of buyers in enterprises with more than 10,000 employees say six or more people are involved in buying decisions. Brand recall will be critical in making it onto the vendor shortlist, as will leveraging wider channel reach for effective targeting at scale.

The journey isn't easy

More than half (51%) say identifying the right vendor is the most difficult part of the process, but for enterprises with more than 10,000 employees, the biggest challenge is gaining stakeholder buy-in.

Buyers expect personalisation, not just content

90% say tailored content matters but it must be designed for different roles and needs within the buying group to have an impact or companies risk losing their competitive advantage.

Engagement needs to match intent

Final decision-makers want to speak to sales reps, while researchers prefer vendor websites. This reinforces the need for both self-serve content and human touchpoints across the buyer journey.

ROI is the biggest focus

Price or ROI is the number one influence for final decisions, but 69% are frustrated by a lack of clear pricing from potential vendors, and over half (57%) want to see a clearer demonstration of ROI in vendor content.

Enterprises need more tailored solutions

While all business sizes are looking for clearer pricing and packaging options, businesses with more than 10,000 employees need to see more personalised recommendations.

The buying process is changing—again

72% say it's evolved in the last two years. More digital research, more focus on ROI, and more stakeholders involved. Meanwhile 84% now trust AI tools to support their journey.
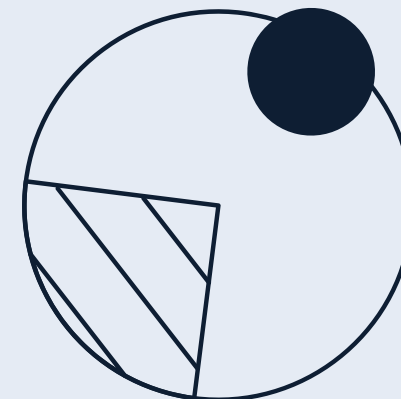
Intro

The last few years have thrown one curveball after another at the B2B industry. With COVID-19 disrupting everything, remote working becoming the norm, and now the rise of AI, a lot has changed.

B2B buying is changing. There are more people in the buying unit, more tools to compete against and more opportunities for a sale to slip through your fingers.

This means understanding who your buyers are and what they want is more important than ever. Cold outreach and bland product pages just aren't enough anymore.

So, what is the modern B2B buyer looking for?

We asked 511 B2B buyers from across business functions to share their insights into the B2B buying process so we could understand more about everything from vendor research and engagement, to what prevents them from buying.
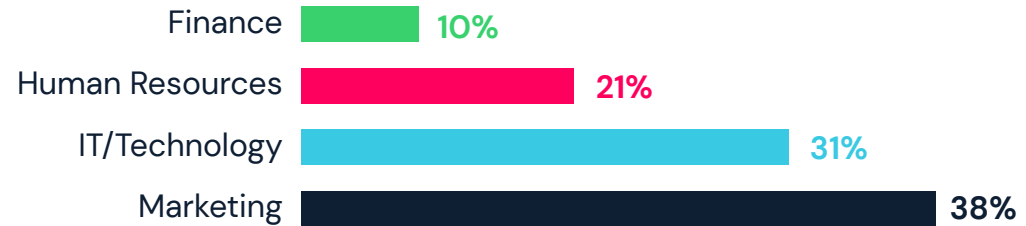
Here's what we found.

Audience profile

60%
40%

■ B2B   ■ BOTH B2B AND B2C

52%
48%

□ UK   ■ USA

Which department/business function best describes your role?

Finance	10%
Human Resources	21%
IT/Technology	31%
Marketing	38%

What is your role in purchasing decisions for new vendors/solutions?

43%
I am the final decision-maker

46%
I am part of the decision-making team

11%
I research and recommend solutions, but don't make the final decision

What is your level of seniority?

Influencer	9%
Manager	34%
Senior Manager	20%
Director	21%
VP	3%
C-Suite	13%

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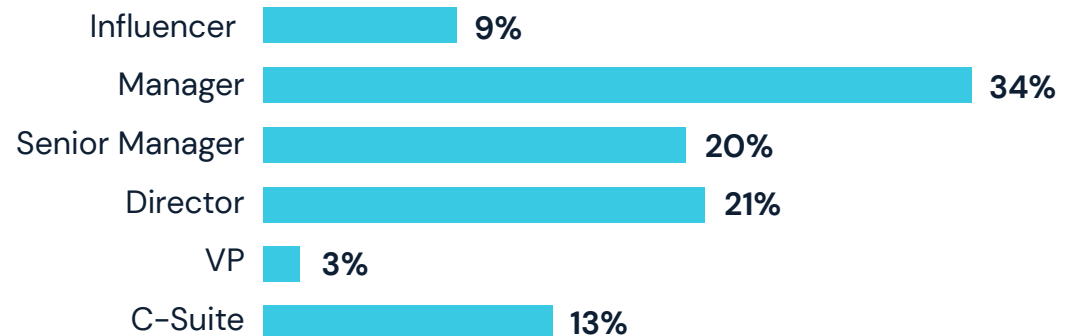
Business profile

What is your organisation's annual revenue?

25%	**31%**	**21%**	**23%**
Under $10M	$10M–$49M	$50M–$99M	$100M+
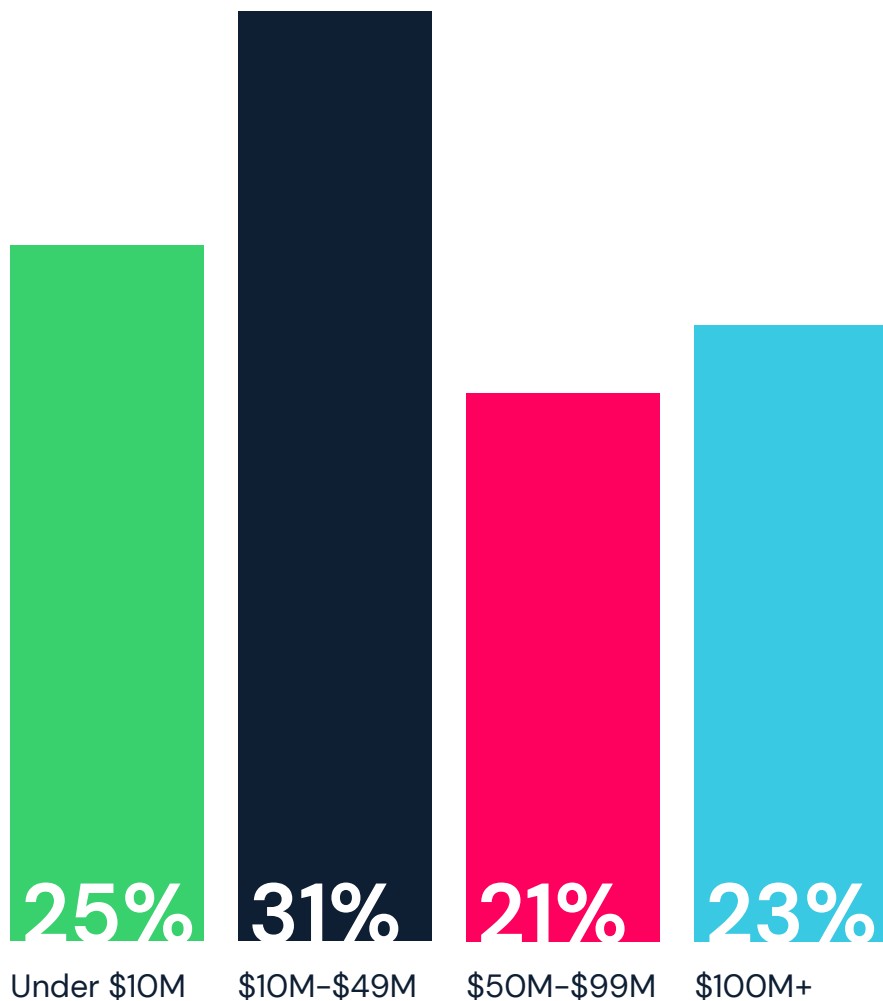
How many employees are there at your organisation?

- 20%
- 39%
- 24%
- 9%
- 8%

Legend:
- Less than 100 employees
- 100–999 employees
- 1,000–4,999 employees
- 5,000–9,999 employees
- 10,000+ employees

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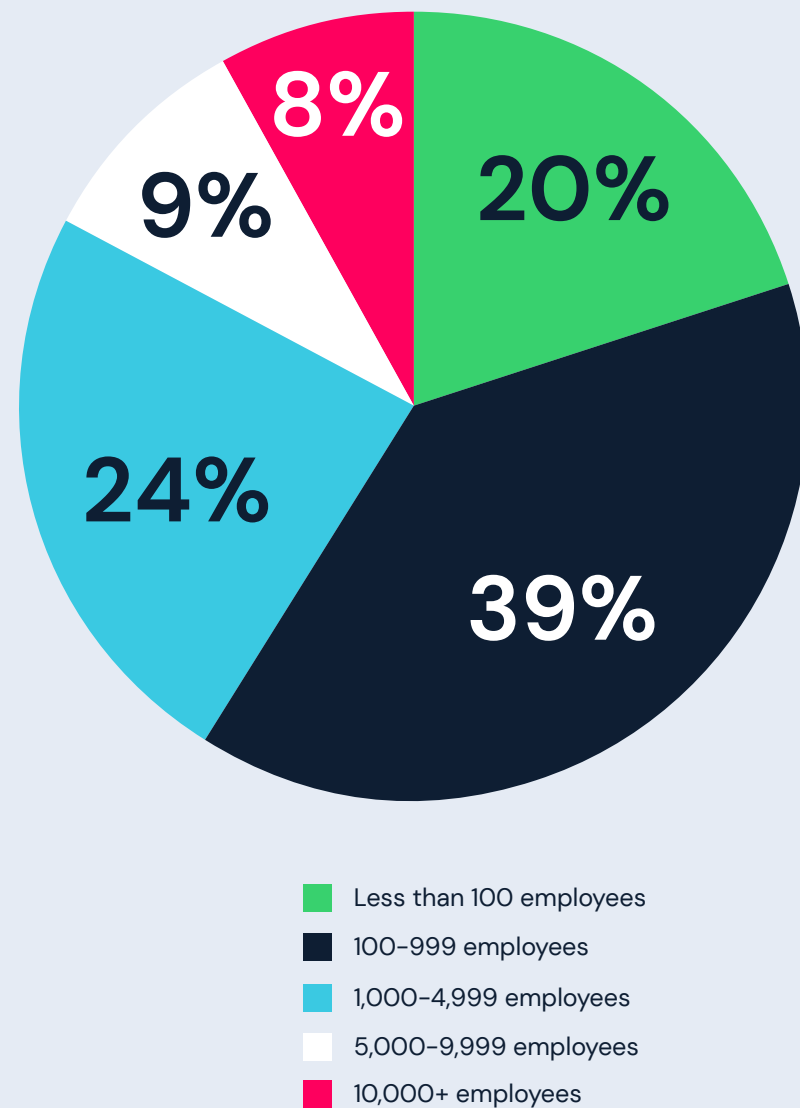
Decision-making process
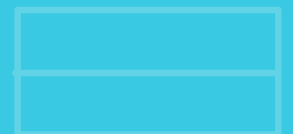
DECISION-MAKING PROCESS

How many people are involved in the decision-making process for a new vendor/product?

The buying group has been steadily growing in recent years. Over three-quarters (76%) of B2B buyers said more than 3 people are involved in the decision-making process. With a fifth (22%) saying there are between 6 and 10 people.

With more people involved in the decision-making process, B2B businesses need to serve them all, not just focus on the final decision-maker. With as many as 10 people involved, it would be easy for one (or more) to become a roadblock.

76% of B2B buyers say there are more than 3 people involved in the decision-making process.

24%
1–2 people

47%
3–5 people

22%
6–10 people

7%
More than 10 people

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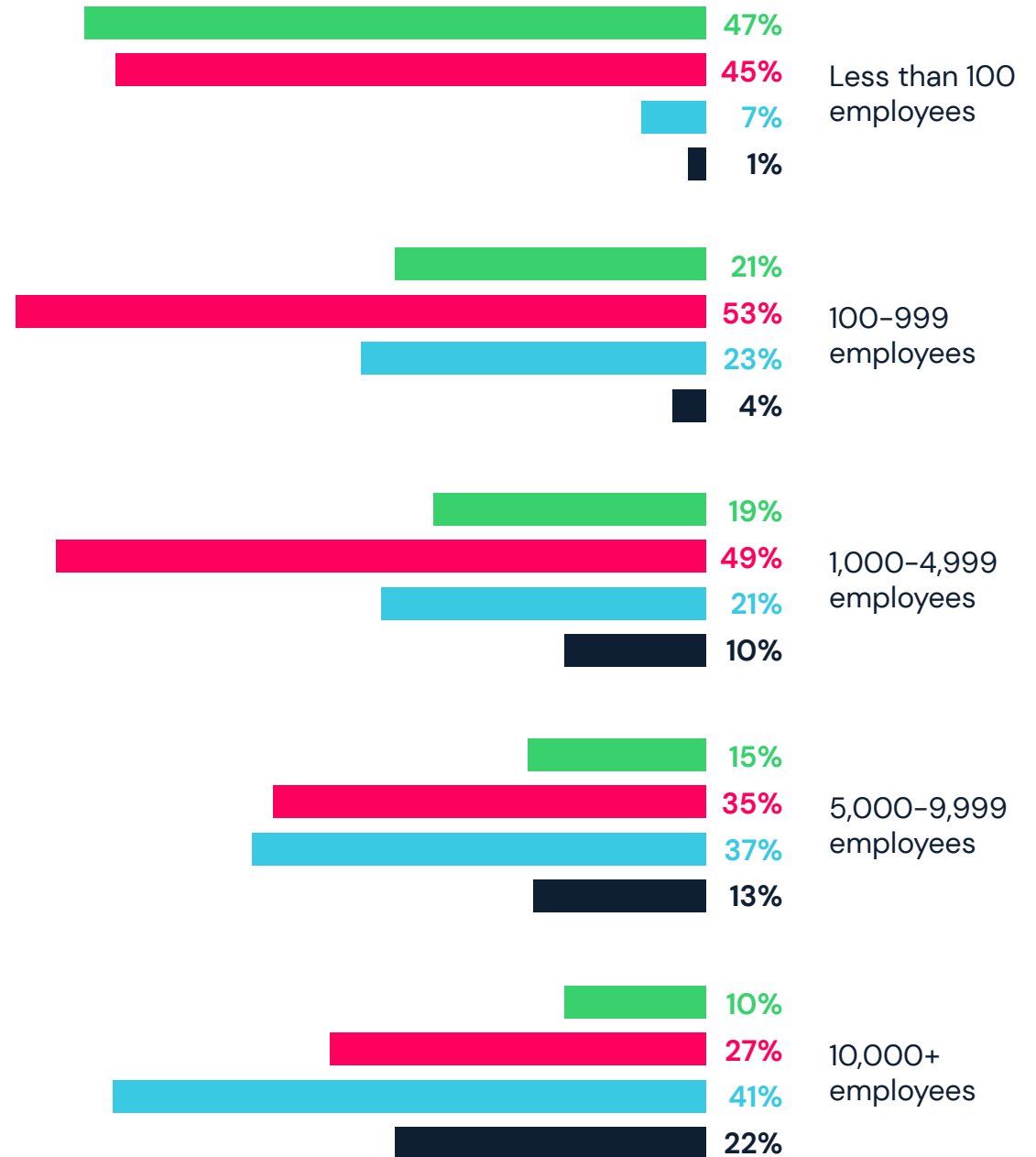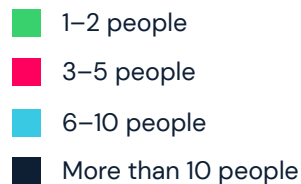
How many people are involved in the decision-making process for a new vendor/product? (By company size)

The time it takes to make a buying decision directly correlates with the number of people involved in the decision-making process; the less people involved, the quicker the process.

As company sizes grow, so do the buying groups. Businesses with 10,000+ employees are the most likely to have larger buying groups with more than 10 people involved in the decision-making process (22%). 50% of companies with 5,000-9,999 employees have buying groups of 6+ people.

This accounts for the longer buying cycle, as the more people involved, the longer the approval process and the higher the likelihood of receiving pushback on a decision.

Less than 100 employees
- 47%
- 45%
- 7%
- 1%

100-999 employees
- 21%
- 53%
- 23%
- 4%

1,000-4,999 employees
- 19%
- 49%
- 21%
- 10%

5,000-9,999 employees
- 15%
- 35%
- 37%
- 13%

10,000+ employees
- 10%
- 27%
- 41%
- 22%

Legend:
- 🟩 1–2 people
- 🟥 3–5 people
- 🟦 6–10 people
- ⬛ More than 10 people

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DECISION-MAKING PROCESS

What typically triggers your search for a new solution or vendor? (Select 3)

Awareness of key buying triggers is crucial for vendors wanting to build influence earlier in the purchase journey.

Here are 3 ways you can detect accounts on the cusp of moving in market based on their triggers:

1. Growth or scaling needs (58%)
Data points: financial performance metrics like a growth rate above 5%, revenue and earnings growth, market share etc.

2. A specific business challenge or pain point (50%)
Data points: Surging intent, topics & keyword

3. Dissatisfaction with a current vendor or solution (49%)
Data points: quantitative and qualitative data such as ratings, customer reviews and community forum activity

50%
A specific business challenge or pain point

45%
Budgetary changes (e.g. cost reduction mandates)

49%
Dissatisfaction with a current vendor or solution

58%
Growth or scaling needs

30%
Industry or regulatory changes

31%
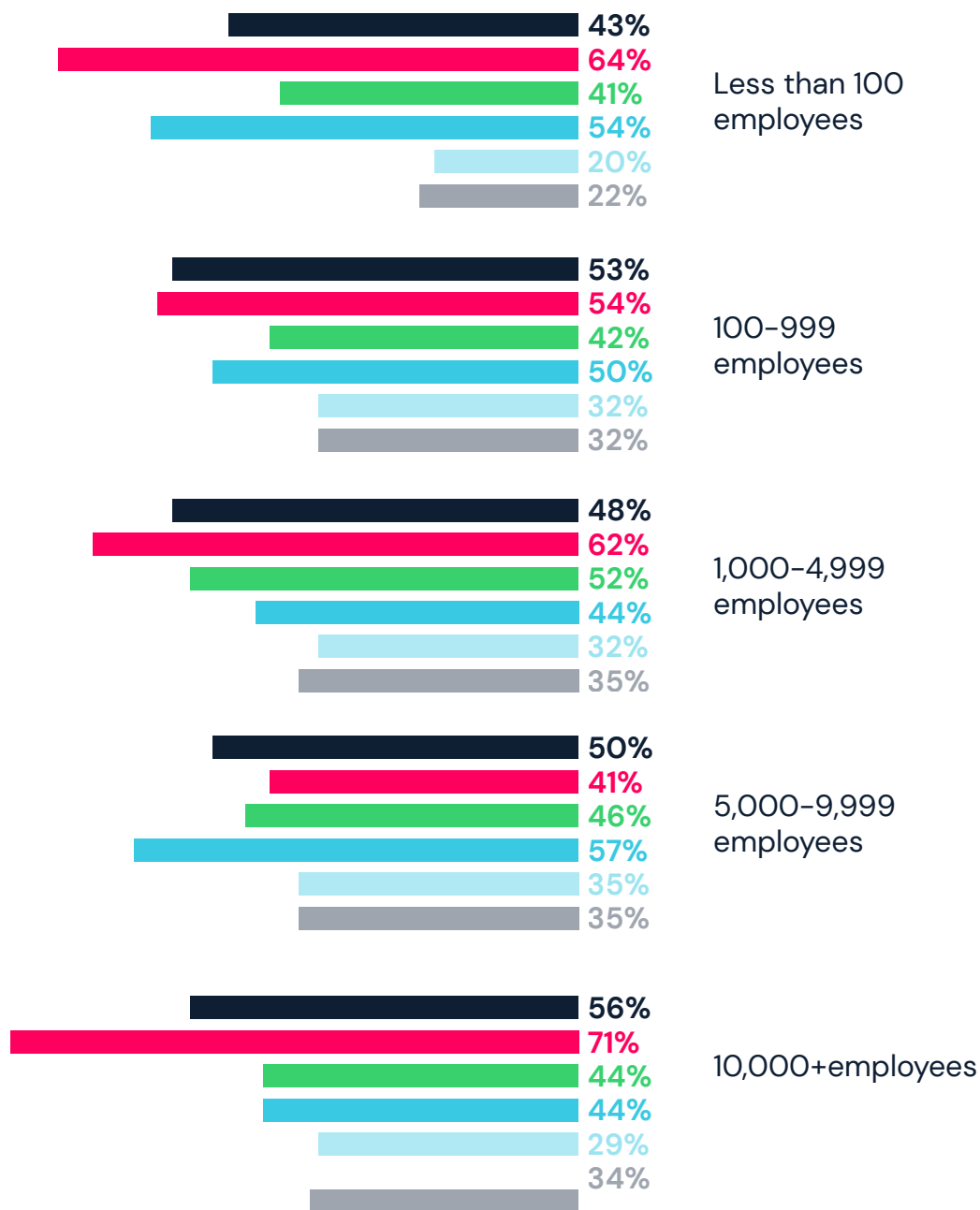New leadership or strategic direction

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DECISION-MAKING PROCESS

What typically triggers your search for a new solution or vendor? (Select 3) (By company size)

Growth or scaling needs is the biggest trigger for businesses with less than 100 employees (64%) and those with 1,000–4,999 employees (62%).

Those with 5,000–9,999 employees are most likely to be dissatisfied with their current vendor solution (57%). This tells an interesting story about how the needs of a business change as it grows, and when it moves from a fast-scaling startup into a medium-sized business, it's likely to have outgrown its initial solutions.

A specific business challenge or pain point remains in the top 3 triggers for all businesses, irrelevant of size.

Less than 100 employees
- 43%
- 64%
- 41%
- 54%
- 20%
- 22%

100-999 employees
- 53%
- 54%
- 42%
- 50%
- 32%
- 32%

1,000-4,999 employees
- 48%
- 62%
- 52%
- 44%
- 32%
- 35%

5,000-9,999 employees
- 50%
- 41%
- 46%
- 57%
- 35%
- 35%

10,000+ employees
- 56%
- 71%
- 44%
- 44%
- 29%
- 34%

Legend:
- A specific business challenge or pain point
- Growth or scaling needs
- Budgetary changes (e.g. cost reduction mandates)
- Dissatisfaction with a current vendor or solution
- Industry or regulatory changes
- New leadership or strategic direction

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DECISION-MAKING PROCESS

How long does your buying process usually take, from research to final decision?

The majority of B2B buyers (94%) say their buying process takes less than 6 months. And two-thirds (68%) say it takes less than 3 months.

2% of businesses take more than a year to find a new vendor.
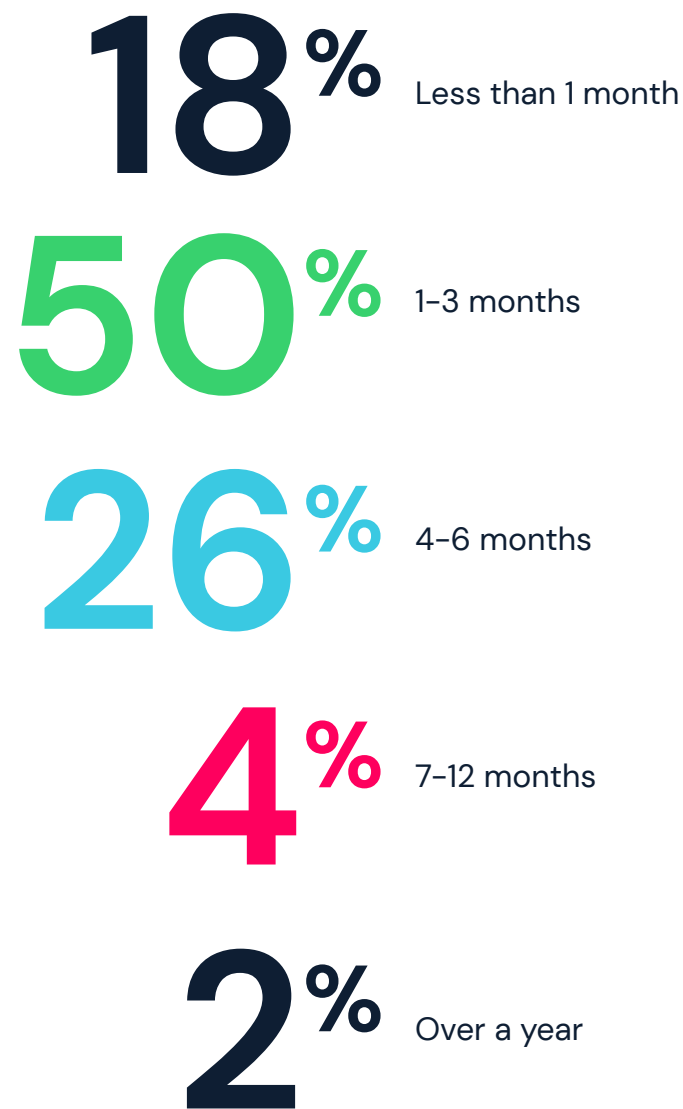
18% Less than 1 month

50% 1–3 months

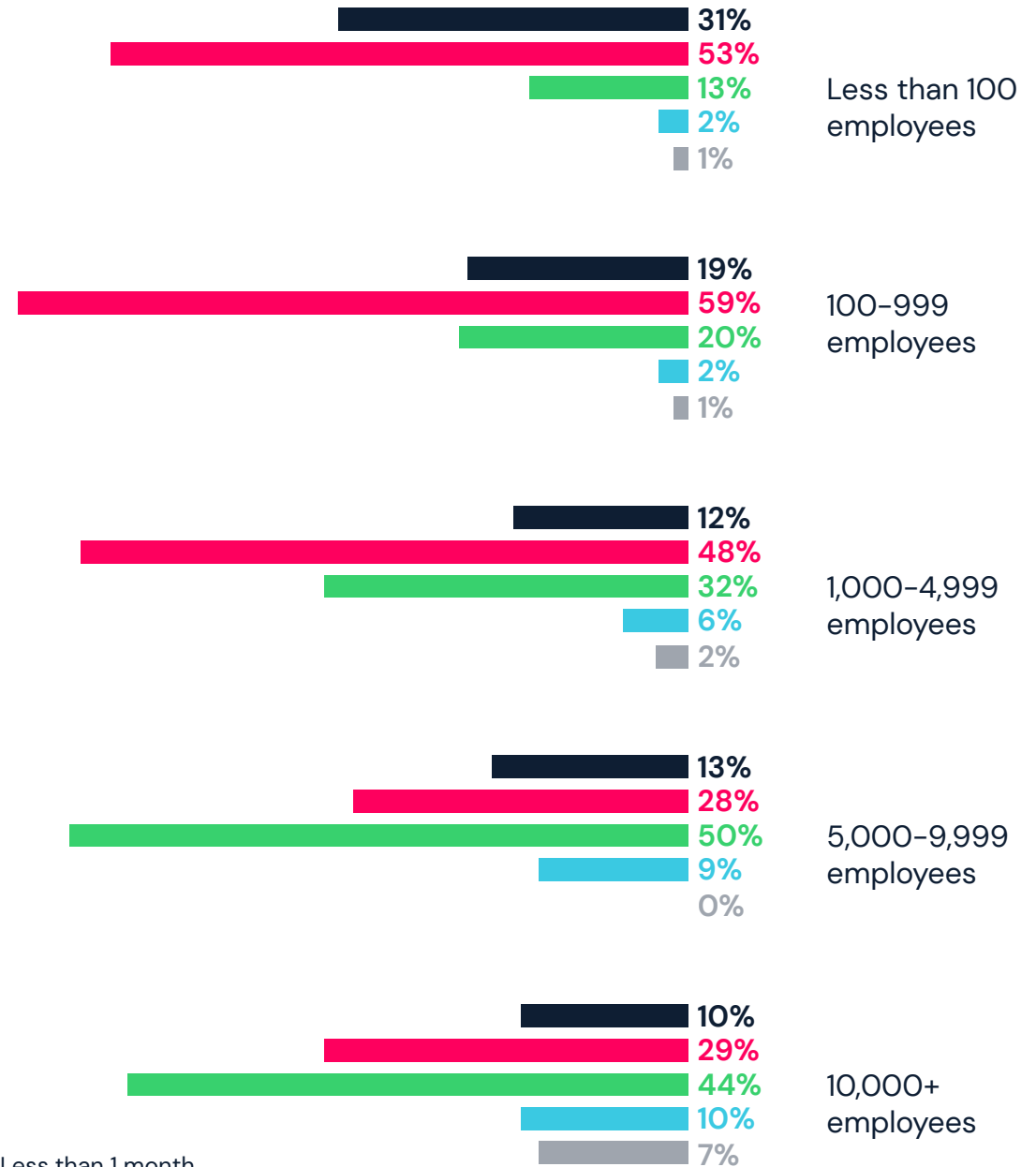**26%** 4–6 months

4% 7-12 months

2% Over a year

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DECISION-MAKING PROCESS

How long does your buying process usually take, from research to final decision? (By company size)

The larger the business, the longer the process, with the majority (61%) of companies with 10,000+ employees taking more than 4 months (7% said it took more than a year). The larger the company, the longer the buying process which highlights the importance of building brand recall earlier into the purchasing journey through brand awareness activities.

You can do this by making sure your brand resonates with needs of your potential customers and build trust around your service offering. Focus on reaching the whole buying group to intercept potential buyers before they begin compiling a vendor list.

81% of businesses with less than 1,000 employees take less than 3 months to find a new vendor.

Less than 100 employees
- 31%
- 53%
- 13%
- 2%
- 1%

100-999 employees
- 19%
- 59%
- 20%
- 2%
- 1%

1,000-4,999 employees
- 12%
- 48%
- 32%
- 6%
- 2%

5,000-9,999 employees
- 13%
- 28%
- 50%
- 9%
- 0%

10,000+ employees
- 10%
- 29%
- 44%
- 10%
- 7%

Legend:
- Less than 1 month
- 1-3 months
- 4-6 months
- 7-12 months
- Over a year

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DECISION-MAKING PROCESS

What stages of the process do you consider the most challenging or time-consuming? (select your top 2)

Implementation and onboarding is considered the most straightforward stage of the B2B buying process (it was only considered a challenge by 17% of respondents).

For B2B businesses looking to acquire new customers, being on the initial shortlist for consideration is perhaps the most challenging part, so companies need to consider how they can differentiate themselves from the competition to make the selection process easier for potential clients.

Over half of B2B buyers (51%) said identifying the right solution or vendor was the most challenging or time-consuming stage of the buying process.

38%
Budget approval

25%
Gaining internal alignment or stakeholder buy-in

51%
Identifying the right solution or vendor

17%
Implementation/onboarding

23%
Negotiation and contract signing

47%
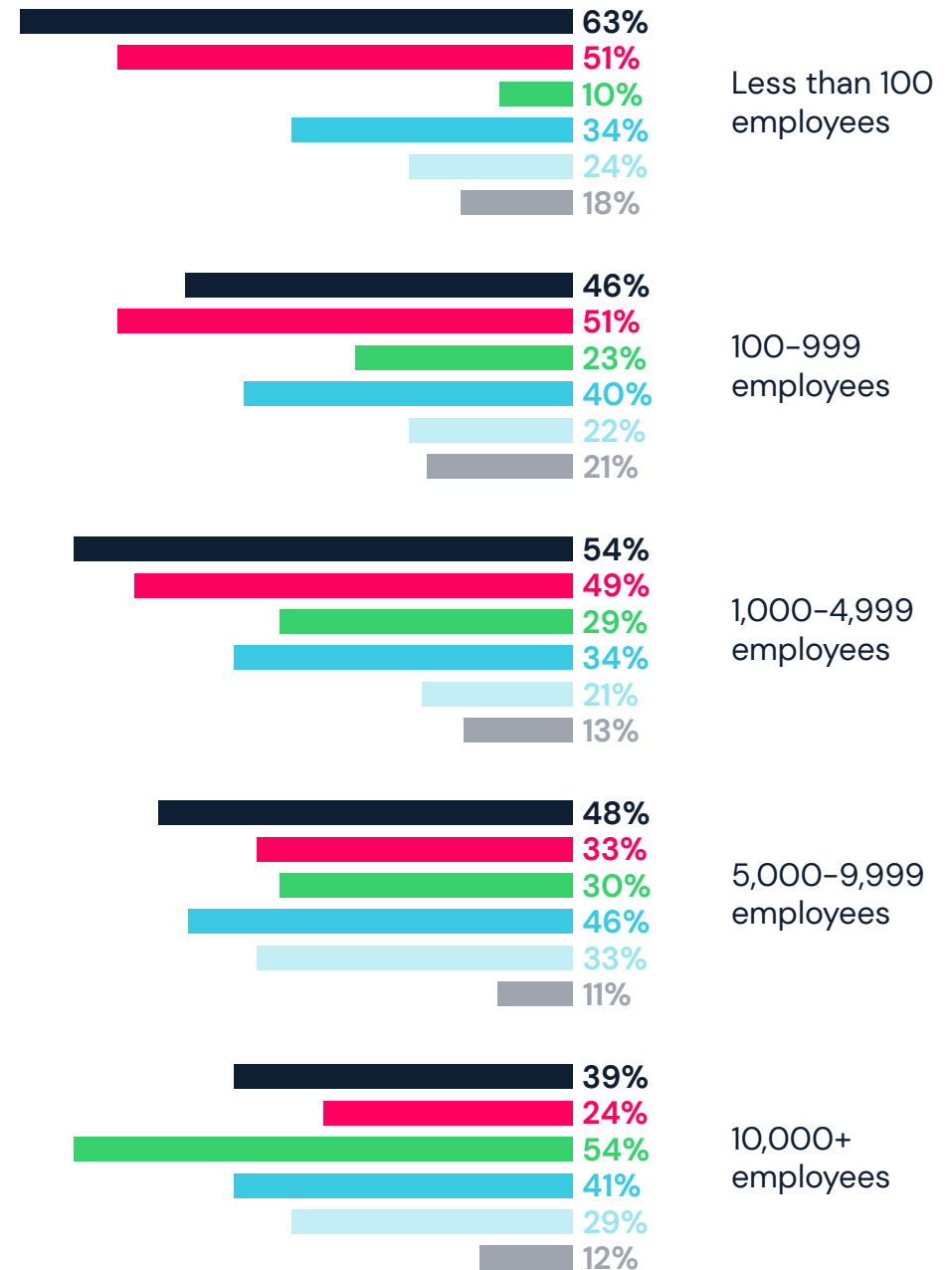Researching and evaluating options

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DECISION-MAKING PROCESS

What stage(s) of the process do you consider the most challenging or time-consuming? (Select your top 2) (By company size)

Coupled with the growing number of people in the buying group, it's unsurprising that the biggest challenge for businesses with 10,000+ employees is gaining internal alignment or stakeholder buy-in (54%). In comparison, companies with 5,000–9,999 employees are torn between identifying the right solution or vendor (48%) and getting budget approval (46%), showing how one potentially impacts the other.

Identifying the right solution or vendor remains in the top 3 regardless of company size. This emphasises the importance of clearly differentiating how vendor's solutions fulfill demand. It requires a clear understanding of audience pain points and their alignment to the most relevant USPs.

Less than 100 employees
- 63%
- 51%
- 10%
- 34%
- 24%
- 18%

100–999 employees
- 46%
- 51%
- 23%
- 40%
- 22%
- 21%

1,000–4,999 employees
- 54%
- 49%
- 29%
- 34%
- 21%
- 13%

5,000–9,999 employees
- 48%
- 33%
- 30%
- 46%
- 33%
- 11%

10,000+ employees
- 39%
- 24%
- 54%
- 41%
- 29%
- 12%

Legend:
- Identifying the right solution or vendor
- Researching and evaluating options
- Gaining internal alignment or stakeholder buy-in
- Budget approval
- Negotiation and contract signing
- Implementation/onboarding

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Research and discovery

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Where do you typically start your research for solutions?

It's unsurprising to see peer recommendation is the second most common starting point (19%), showing the value of word of mouth, closely followed by industry events or conferences (15%).

While the majority of B2B buyers (40%) start their research via search engines, it will be interesting to see how this method ranks in the next 5 years with the growing adoption of AI, such as ChatGPT, for answering search queries.

11%
Analyst reports (e.g. Gartner, Forrester)

15%
Industry events or conferences

9%
LinkedIn or other social media platforms

19%
Peer recommendations

40%
Search engines (e.g. Google, Bing)

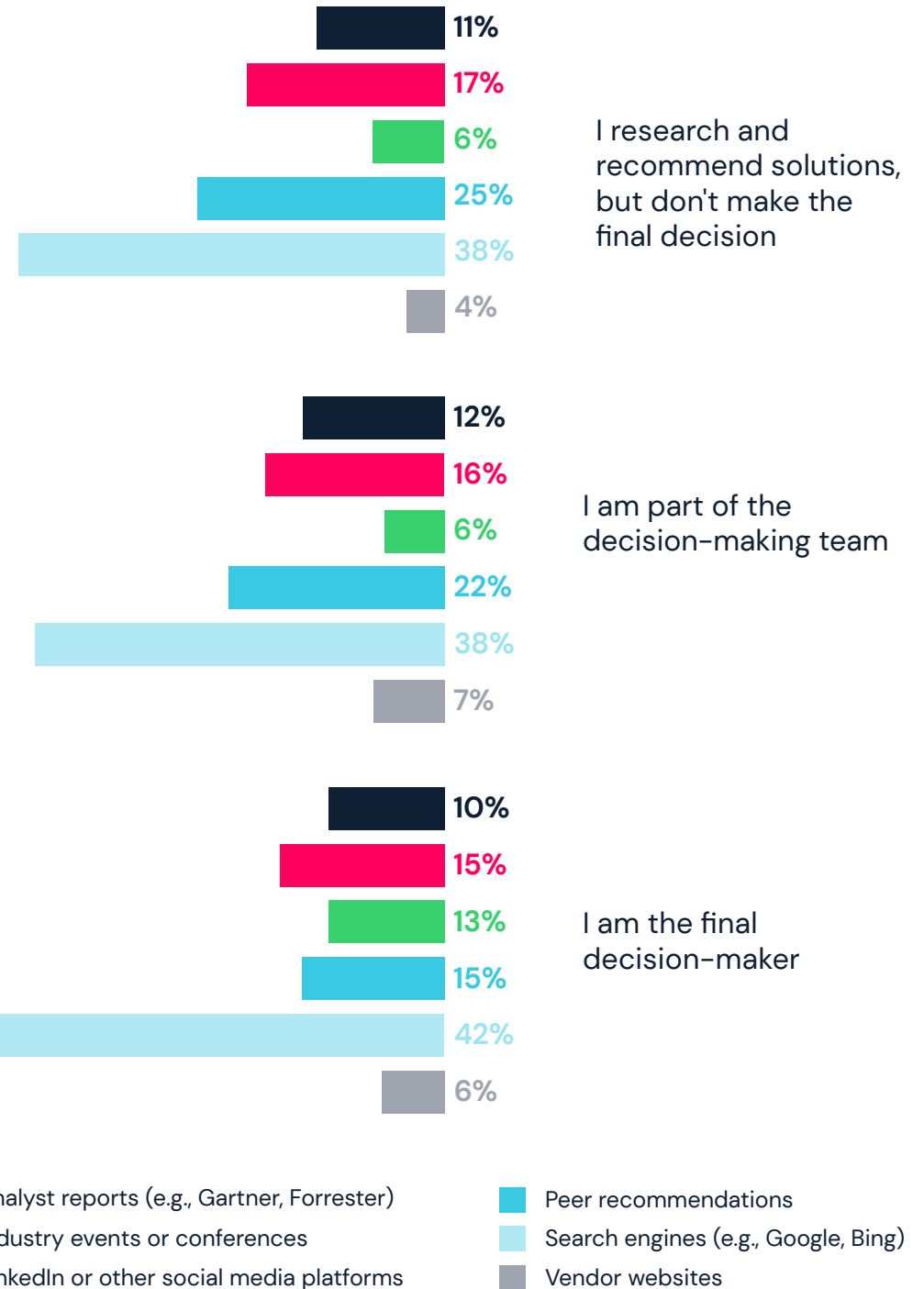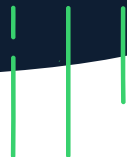**6%**
Vendor websites

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RESEARCH AND DISCOVERY

Where do you typically start your research for solutions? (By decision maker)

Regardless of influence within the decision-making team, research environments remain similar with the top 3 being search engines, LinkedIn or other social media platforms, and industry events.

This provides crucial insight to vendors when it comes to budget allocation, indicating that it's possible to invest in the same channel mix (irrelevant of the type of decision-maker) in order to be effective, and therefore avoid spreading budget too thin.

Those that research and recommend solutions are more reliant on peer recommendations than other types of decision-makers.

I research and recommend solutions, but don't make the final decision
- 11%
- 17%
- 6%
- 25%
- 38%
- 4%

I am part of the decision-making team
- 12%
- 16%
- 6%
- 22%
- 38%
- 7%

I am the final decision-maker
- 10%
- 15%
- 13%
- 15%
- 42%
- 6%

Legend:
- Analyst reports (e.g., Gartner, Forrester)
- Industry events or conferences
- LinkedIn or other social media platforms
- Peer recommendations
- Search engines (e.g., Google, Bing)
- Vendor websites

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How do you evaluate potential vendors during the discovery phase? (Select 3)

Customer reviews and testimonials remain a key way for B2B buyers to evaluate potential vendors according to 68% of respondents.

65% said they use product demonstrations or free trials to evaluate potential vendors, meaning the 'try before you buy' mentality is still going strong. It's clear that B2B buyers want to be able to see exactly how potential vendors will be able to support their goals and objectives before committing long term.

While only 19% of B2B buyers may start with peer recommendations, 58% will use them at some point to help evaluate a potential vendor.

54%
Case studies and success stories

27%
Comparison tools or platforms (e.g. G2, Capterra)

68%
Customer reviews and testimonials

65%
Product demonstrations or free trials

58%
Recommendations from peers or colleagues

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RESEARCH AND DISCOVERY

What makes you consider a vendor credible and trustworthy?

Nearly half (45%) say that reputation in the industry is how they establish a vendor as credible and trustworthy. Only 3% consider certifications or industry awards.

If B2B buyers aren't considering reputation, they're looking at high quality content and resources (21%) or positive customer testimonials or reviews (21%).

3%
Certifications or industry awards

21%
High-quality content and resources

21%
Positive customer testimonials or reviews

45%
Reputation in the industry

2%
Strong post-purchase support options

8%
Transparent pricing and policies

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What makes a vendor credible and trustworthy? (By company size)

Almost all businesses consider reputation in the industry as the number one way to establish credibility.

While positive customer testimonials or reviews are known for influencing the decision-making process, they are most impactful for smaller businesses with less than 1,000 employees (46%).

Regardless of company size, reputation is the key driver for establishing credibility. Interestingly, reputation is only matched by high quality content in companies with 1,000-4,999 employees, suggesting this is a key segment where content syndication could have a large impact on delivering brand authority and credibility.

Less than 100 employees
- 2%
- 16%
- 20%
- 51%
- 3%
- 8%

100-999 employees
- 2%
- 14%
- 26%
- 46%
- 2%
- 11%

1,000-4,999 employees
- 3%
- 36%
- 16%
- 37%
- 1%
- 6%

5,000-9,999 employees
- 7%
- 20%
- 17%
- 52%
- 2%
- 11%

10,000+ employees
- 10%
- 22%
- 17%
- 44%
- 2%
- 5%

Legend:
- Certifications or industry awards
- High-quality content and resources
- ositive customer testimonials or reviews
- Reputation in the industry
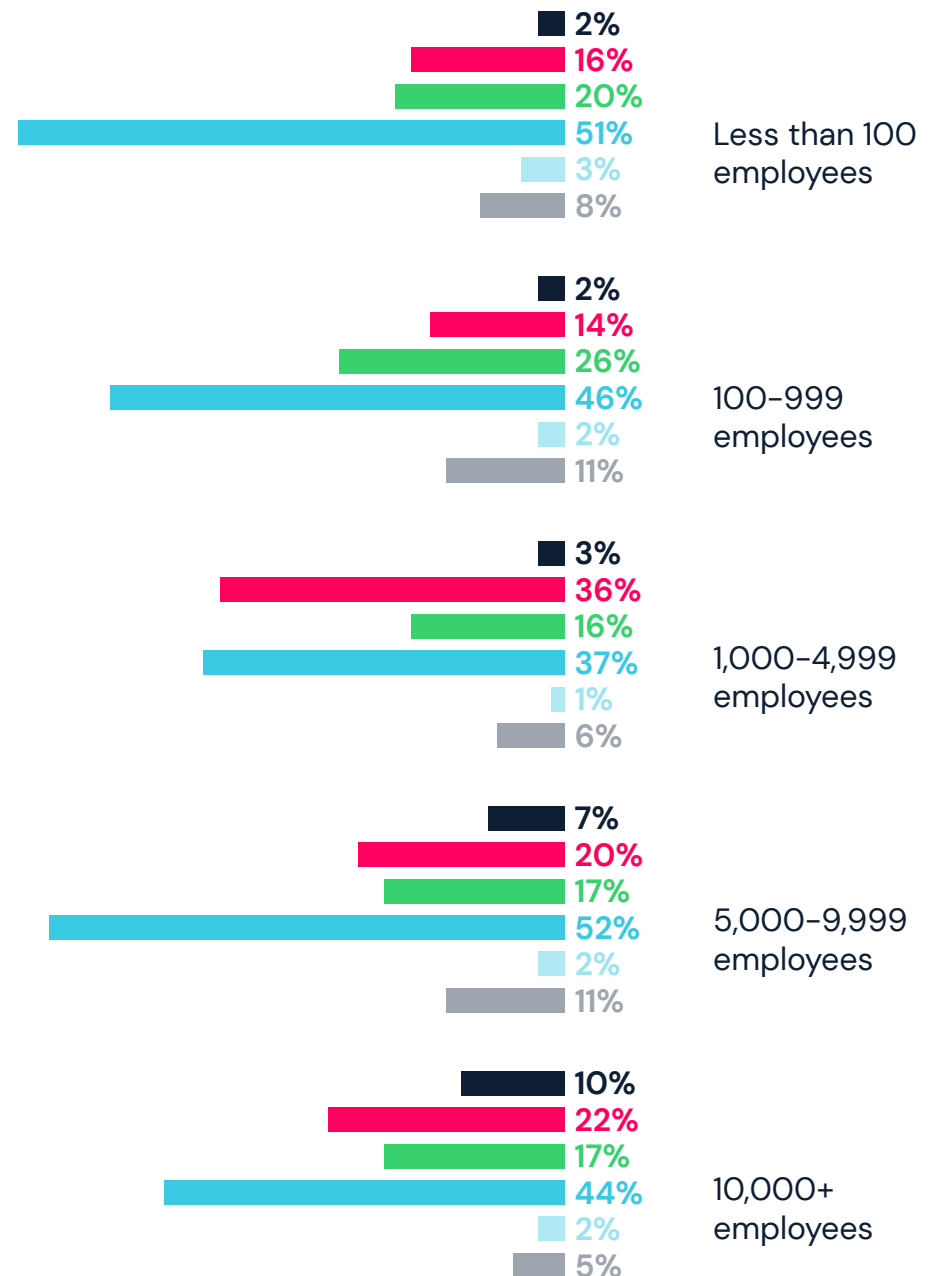- Strong post-purchase support options
- Transparent pricing and policies

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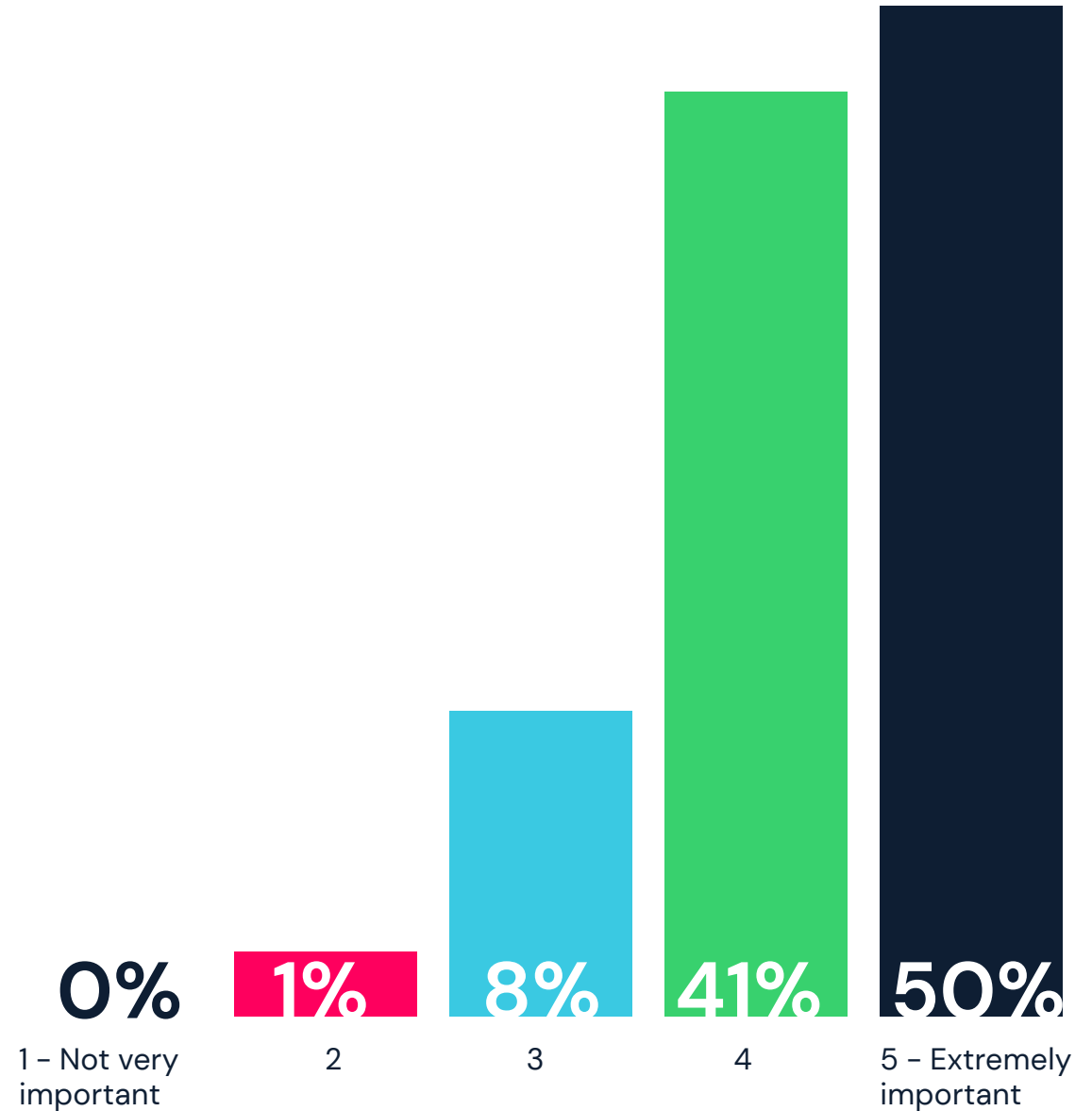## How important is personalised content in the research process?

91% of buyers recognise the importance of personalised content in the research phase.

This shows the shift in growing expectations for relevant and personalised experiences to make the purchase journey easier. Companies that don't reflect this and only use personalisation in lower funnel activities risk loosing their competitive advantage over brands that do deliver.

91% of B2B buyers say personalised content is very important in the research phase.

0%	1%	8%	41%	50%
1 – Not very important	2	3	4	5 – Extremely important

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Content consumption

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CONTENT CONSUMPTION

Which type of content influences your decision most?

Case studies and success stories are the most influential content types (42%) with pricing and ROI calculators (18%) and webinars and video demos tied for second place (18%). While some find these other types of content useful during the decision-making process, it's clear that case studies reign supreme.

3%
Blog articles or thought leadership posts

42%
Case studies and success stories

7%
Comparision guides

18%
Pricing or ROI calculators

18%
Webinars and video demos

12%
Whitepapers or research reports

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Which type of content influences your decision most? (By decision maker)

Those researching and recommending solutions are less influenced by case studies and success stories (37%) and more influenced by pricing and ROI calculators (23%), comparison guides (10%) and blog articles or thought leadership (8%) than other decision makers, highlighting how important these types of content are in the research phase.

Final decision makers are more influenced by webinars and video demos (20%) and whitepaper and research reports (14%) than other decision makers.

I research and recommend solutions, but don't make the final decision

- 8%
- 37%
- 10%
- 23%
- 15%
- 8%

I am part of the decision-making team

- 3%
- 41%
- 9%
- 20%
- 17%
- 10%

I am the final decision-maker

- 2%
- 43%
- 5%
- 15%
- 20%
- 14%

Legend:
- Blog articles or thought leadership posts
- Case studies and success stories
- Comparison guides
- Pricing or ROI calculators
- Webinars and video demos
- Whitepapers or research reports

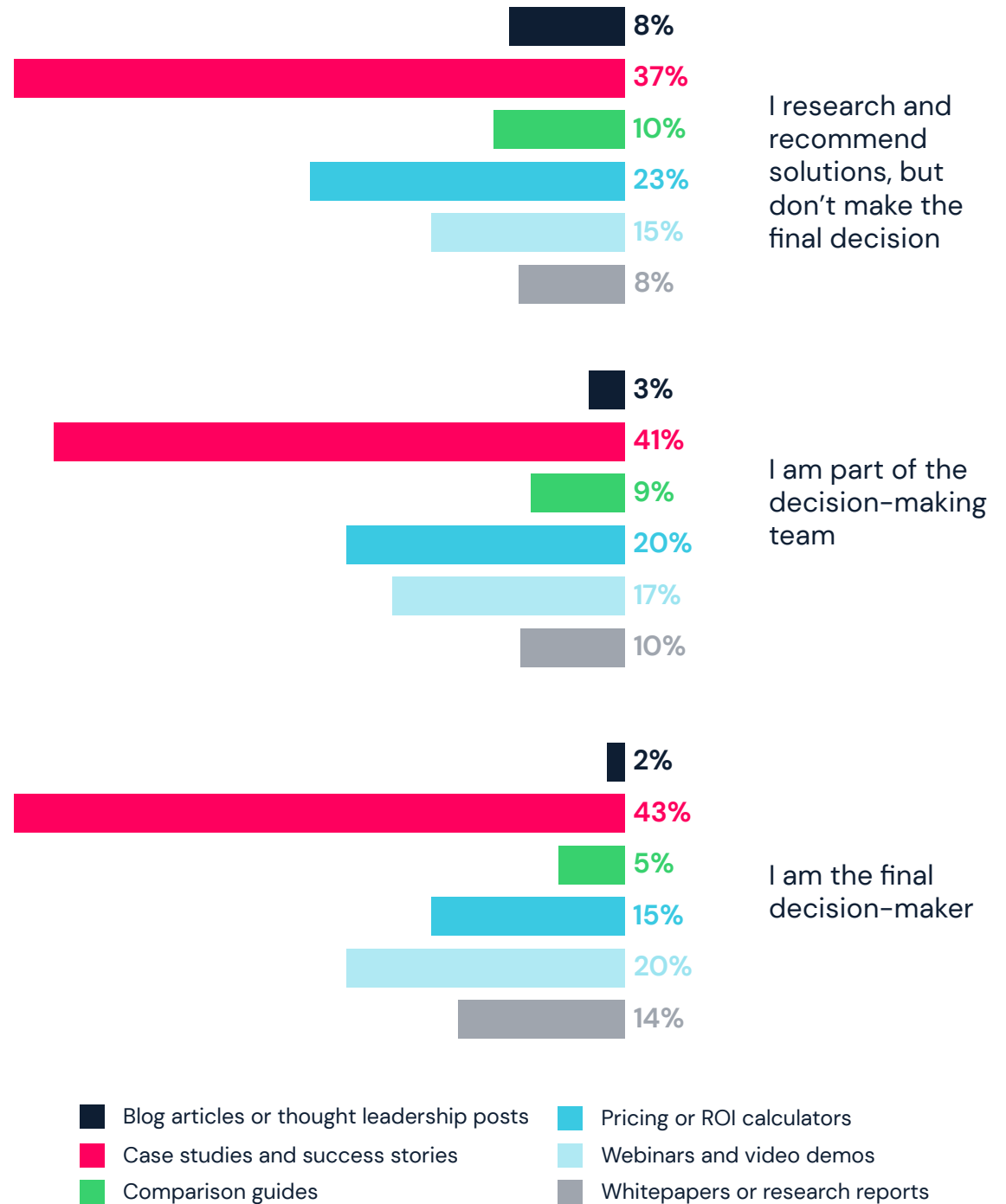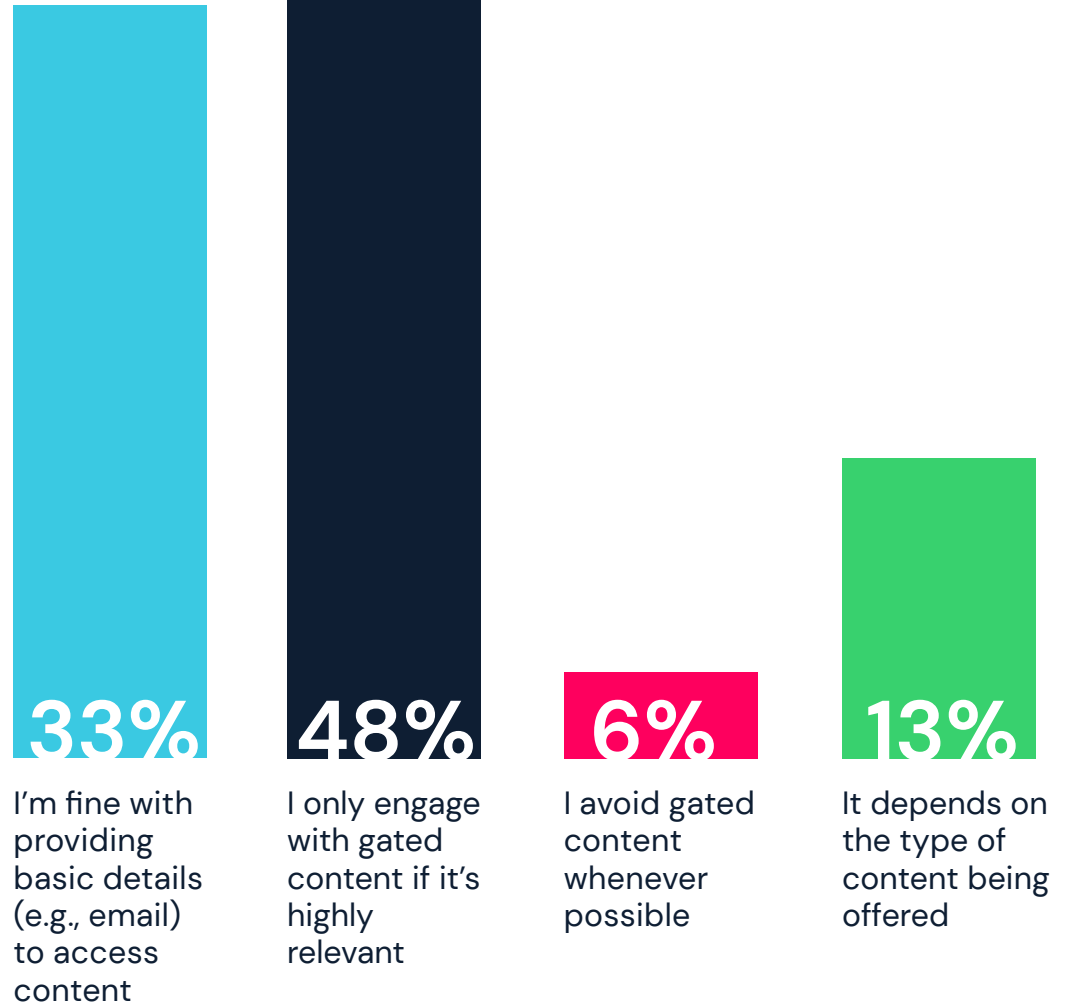Mixology DIGITAL

How do you feel about gated content? Does it affect your willingness to engage?

Almost half of B2B buyers (48%) said they only engage with gated content if it's highly relevant. A small percentage (6%) said they try to avoid gated content whenever possible.

81% of B2B buyers are happy with accessing gated content, as long as the content is of value.

33%
I'm fine with providing basic details (e.g., email) to access content

48%
I only engage with gated content if it's highly relevant

6%
I avoid gated content whenever possible

13%
It depends on the type of content being offered

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CONTENT CONSUMPTION

What information do you look for on a vendor's website? (Tick all that apply)

When reviewing a vendor's website, nearly three-quarters (74%) want to see an outline of product features and capabilities. 69% are looking for pricing details and 58% want to see case studies or customer success stories.

Contact information and support options are considered the least important, which only emphasises the need to first show potential customers how you can serve them.

58%
Case studies or customer success stories

32%
Contact information and support options

52%
Industry or role-specific solutions

45%
Integration capabilities

69%
Pricing details

74%
Product features and capabilities

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How often do you share vendor content with colleagues or decision-makers?

And while we've already established that creating personalised content for the whole buying group is important, almost all B2B buyers (94%) will share vendor content at some point with fellow decision-makers.

40% of B2B buyers will frequently share vendor content with fellow decision-makers.

40%
Frequently

54%
Occasionally

6%
Rarely

0%
Never

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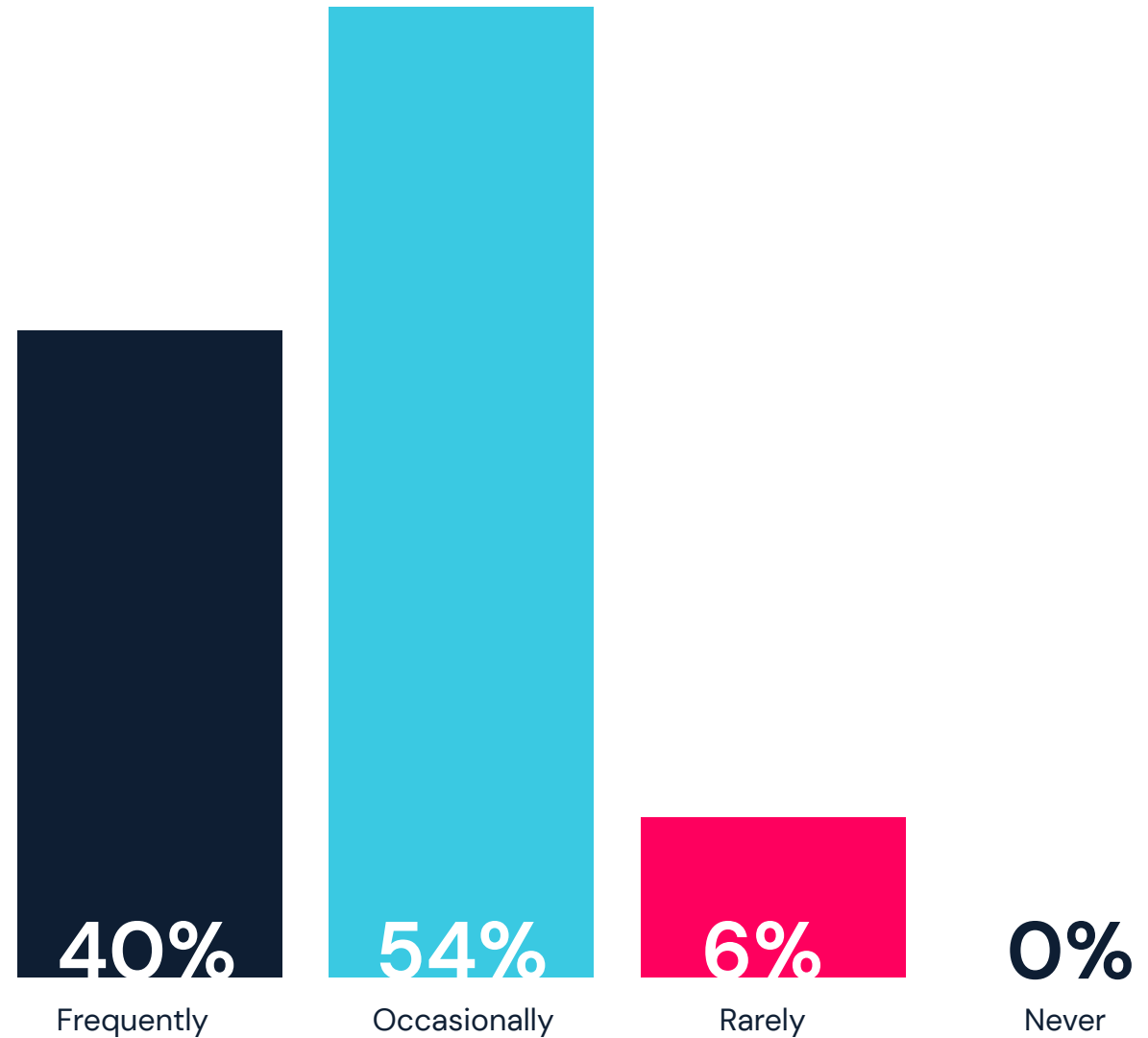
CONTENT CONSUMPTION

How could vendors improve the content they provide during the buying process? (Tick all that apply)

With content saturation flooding the market, it's easy to see how a simple interactive tool could be a differentiator, but it's more than that, as these types of content often cut to the core of the issue, for example, helping to assess ROI and budget capabilities which saves B2B buyers from lengthy and detailed conversations with vendors only to discover the solution isn't viable from a cost perspective.

57% want clearer ROI and metrics around how the solution will help them achieve their goals, and 55% want to see content that's more relevant to immediate needs and pain points.

58% of B2B buyers want to see more interactive tools such as calculators and self-assessments.

58%

Create more interactive tools (e.g. calculators, self-assessments)

50%

Ensure content is concise and easy to consume

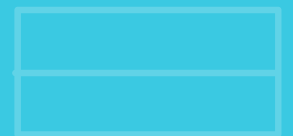**55%**

Make content more personalised and relevant to my needs

50%

Offer more actionable insights or use cases

57%

Provide clearer ROI data and metrics

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Vendor enagement

![Mixology Digital logo]

VENDOR ENGAGEMENT

What's your preferred way to engage with a vendor for the first time?

Direct interaction with a sales rep is the preferred first touchpoint when engaging with a vendor for the first time (30%). This suggests that while self-directed learning is important, it is also crucial to identify relevant touchpoints for human engagement.

7%

Attend a webinar or event

12%

Download a piece of gated content

30%

Request a product demo or trial

30%

Speak directly to a sales representative

20%

Visit their website and evaluate independently

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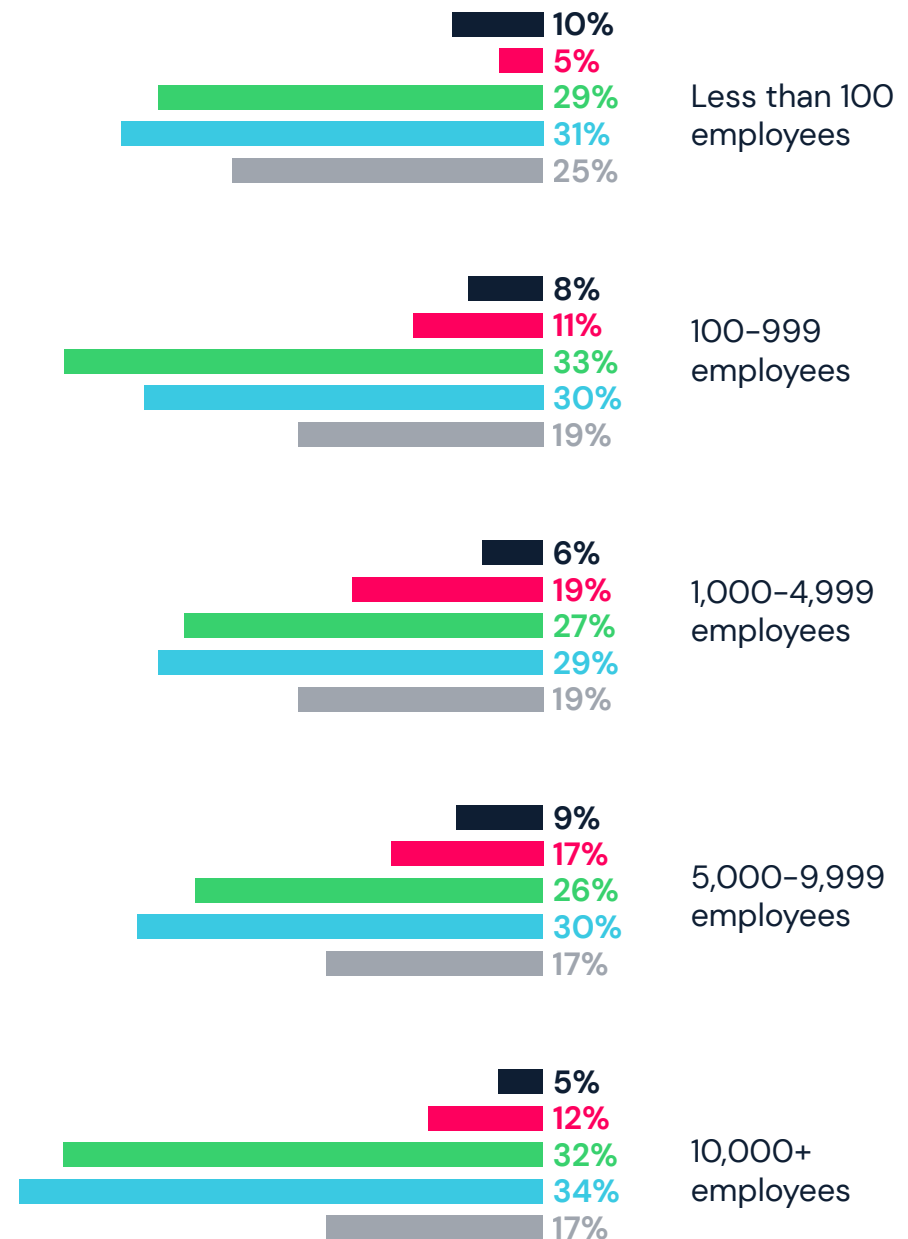DIGITAL

VENDOR ENGAGEMENT

What's your preferred way to engage with a vendor for the first time? (By company size)

Regardless of company size the top 3 preferred methods of vendor engagement are:

- Speaking directly to a sales representative
- Requesting product demo or trial
- Visiting their website and evaluating independently

This shows the importance of mapping your touchpoints against the user journey. It also helps to inform what information needs the user has at different stages of the purchase decision and how to preemptively fulfill them by delivering relevant content in the right format, and via the right channel.

For example, if you have been nurturing leads through an automated workflow, adding request demo CTAs to bottom of the funnel nurture streams or directing users to specific web pages may boost conversions.

Less than 100 employees
- 10%
- 5%
- 29%
- 31%
- 25%

100-999 employees
- 8%
- 11%
- 33%
- 30%
- 19%

1,000-4,999 employees
- 6%
- 19%
- 27%
- 29%
- 19%

5,000-9,999 employees
- 9%
- 17%
- 26%
- 30%
- 17%

10,000+ employees
- 5%
- 12%
- 32%
- 34%
- 17%

Legend:
- ■ Attend a webinar or event
- ■ Download a piece of gated content
- ■ Request a product demo or trial
- ■ Speak directly to a sales representative
- ■ Visit their website and evaluate independently

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What's your preferred way to engage with a vendor for the first time? (By decision maker)

There is a direct correlation between job role and their preferred channels for engaging with vendors.

30% of those responsible for conducting initial research visit vendor websites and evaluate independently. This highlights the importance of hosting content that resonates with early need and provides an environment that supports self-directed learning.

Requesting a demo and speaking directly to a vendor, is preferred by other members of the buying group, in particular the final decision maker. This shows the importance of taking into consideration differing stakeholder needs and preferences and reflecting this through a range of user journeys.

Final decision-makers are more likely to download a piece of gated content (19%) than others in the buying group.

I research and recommend solutions, but don't make the final decision

- 13%
- 11%
- 26%
- 20%
- 30%

I am part of the decision-making team

- 6%
- 6%
- 34%
- 34%
- 20%

I am the final decision-maker

- 8%
- 19%
- 27%
- 29%
- 18%

Legend:
- Attend a webinar or event
- Download a piece of gated content
- Request a product demo or trial
- Speak directly to a sales representative
- Visit their website and evaluate independently

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VENDOR ENGAGEMENT

What are your top 3 frustrations when interacting with vendors?

A lack of transparent pricing was the top frustration for two-thirds of B2B buyers (69%), closely followed by aggressive or overly persistent follow-ups (63%) and slow response times to inquiries (61%). These responses stress the importance of balancing timely responses with the right amount of follow-ups.

56% of B2B buyers said vendors have a poor understanding of their business needs, which could significantly contribute to follow-ups being viewed as persistent and aggressive. Especially if 51% of B2B buyers are frustrated with generic and irrelevant communications, it all becomes a drain on time and resources that buyers simply don't have.

It's about reading between the lines with potential clients and adopting a more human approach; seeing prospects as the people in the decision-making process and not just a deal to close.

63%

Aggressive or overly persistent follow-ups

69%

Lack of clear pricing information

51%

Overly generic or irrelevant communication

56%

Poor understanding of my business needs

61%

Slow response times to inquiries
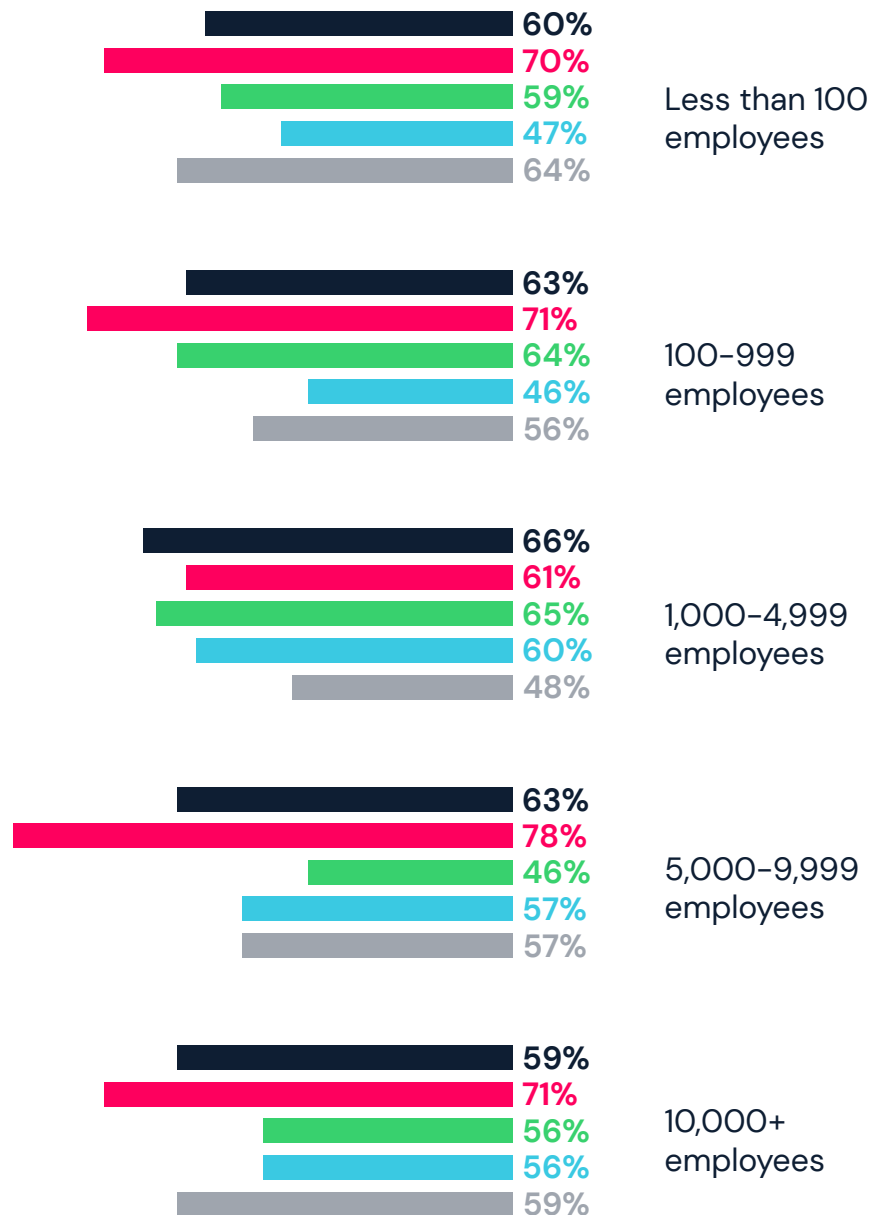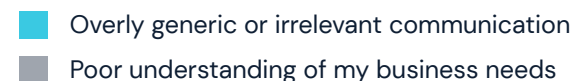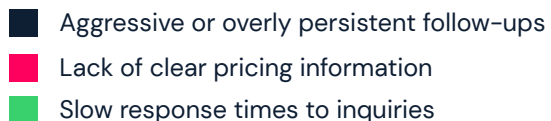
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VENDOR ENGAGEMENT

What are your top 3 frustrations when interacting with vendors? (By company size)

Lack of transparent pricing was the number one frustration for almost all business sizes, except those with 1,000-4,999 employees who find aggressive and overly persistent follow-ups (66%) and slow response times (65%) to be the biggest frustrations.

Aggressive or overly persistent follow ups is a common frustration across the board and a clear warning to vendors to dedicate time and resource into aligning their sales and marketing efforts to deliver better lead follow up practices.

Lack of clear pricing was the number one frustration for almost all business sizes.

Less than 100 employees
- 60%
- 70%
- 59%
- 47%
- 64%

100-999 employees
- 63%
- 71%
- 64%
- 46%
- 56%

1,000-4,999 employees
- 66%
- 61%
- 65%
- 60%
- 48%

5,000-9,999 employees
- 63%
- 78%
- 46%
- 57%
- 57%

10,000+ employees
- 59%
- 71%
- 56%
- 56%
- 59%

Legend:
- Aggressive or overly persistent follow-ups
- Lack of clear pricing information
- Slow response times to inquiries
- Overly generic or irrelevant communication
- Poor understanding of my business needs

Mixology DIGITAL

Decision drivers

DECISION DRIVERS

What are the top 3 factors that influence your final decisions?

With constant budget cuts in every department, it's no surprise that 65% say price or ROI is a top factor influencing the final decision. Ultimately, if buyers can't see tangible benefits, such as return on their purchasing investment, they're likely to drop you from their shortlist.

Product features and capabilities came in a close second (64%), followed by integration and compatibility with existing tools (54%). This suggests the need for vendors to emphasis how their product or services seamlessly integrate with existing systems, helping to enhance and expand opportunities for better ways of working.

65% of B2B buyers say that price or ROI is a top factor that influences the final decision.

48%
Customer service and support options

54%
Integration or compatibility with existing tools

16%
Peer recommendations or reviews

65%
Price or ROI

64%
Product features and capabilities

53%
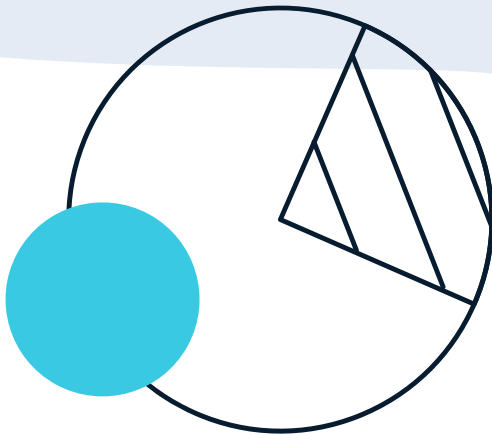Reputation and trustworthiness

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DECISION DRIVERS

What are the top 3 factors that influence your final decision? (By company size)

Despite often having the largest budgets, price or ROI is the biggest influencer for businesses with 10,000+ employees (78%), closely followed by integration or compatibility with existing tools (71%).

For small businesses with less than 100 employees who often compete against larger businesses, ensuring their tools do more is critical, with 73% saying product features and capabilities influence the final decision.

Less than 100 employees
- 66%
- 73%
- 42%
- 46%
- 50%
- 23%

100-999 employees
- 65%
- 66%
- 47%
- 51%
- 61%
- 11%

1,000-4,999 employees
- 60%
- 58%
- 60%
- 60%
- 46%
- 16%

5,000-9,999 employees
- 61%
- 54%
- 46%
- 54%
- 59%
- 26%

10,000+ employees
- 78%
- 63%
- 37%
- 71%
- 41%
- 10%

Legend:
- ■ Price or ROI
- ■ Product features and capabilities
- ■ Customer service and support options
- ■ Integration or compatibility with existing tools
- ■ Reputation and trustworthiness
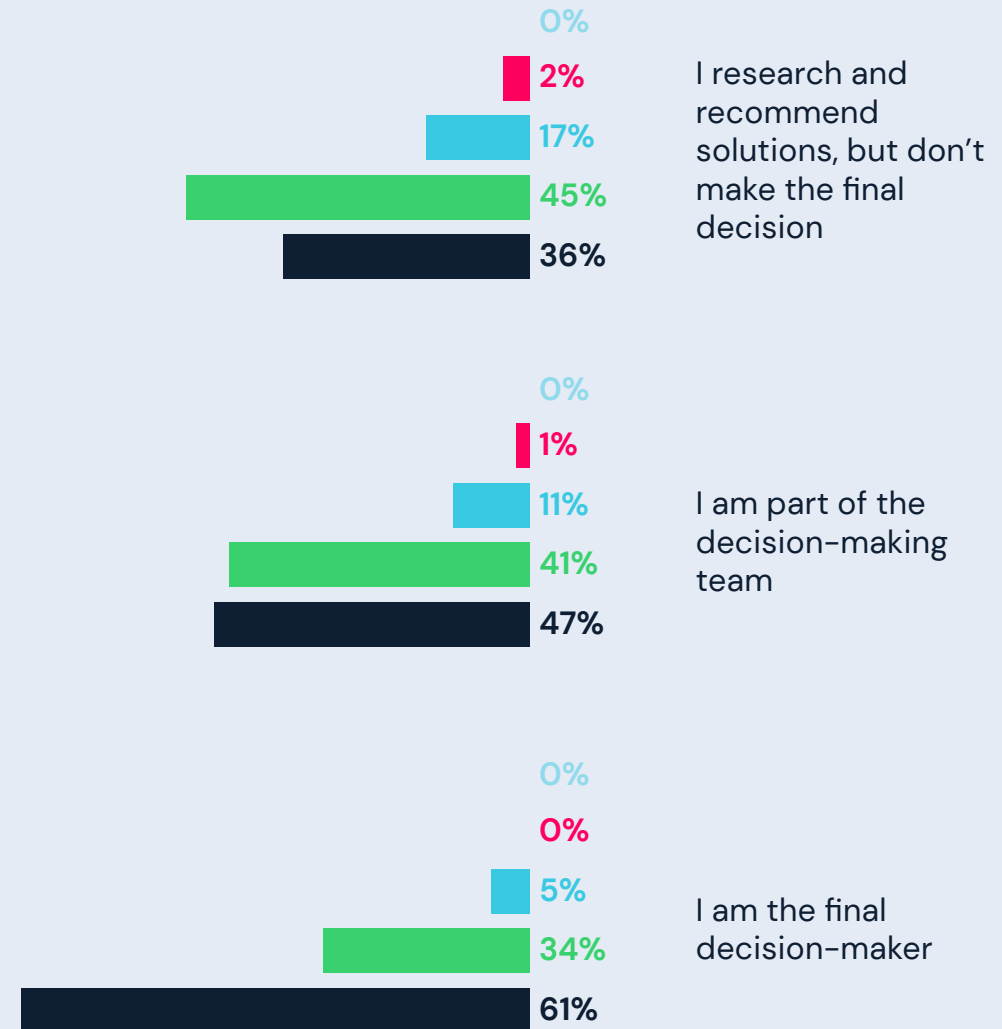- ■ Peer recommendations or reviews

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How important is peer validation (e.g. reviews, case studies, word of mouth) in your decision-making process?

Despite peer validation ranking very low in the top 3 factors influencing the final decision, it's still a critical part of the decision-making process, with 90% considering it important (and over half – 52% – considering it extremely important).

0%
1 – Not very important

1%
2

9%
3

38%
4

52%
5 – Extremely important
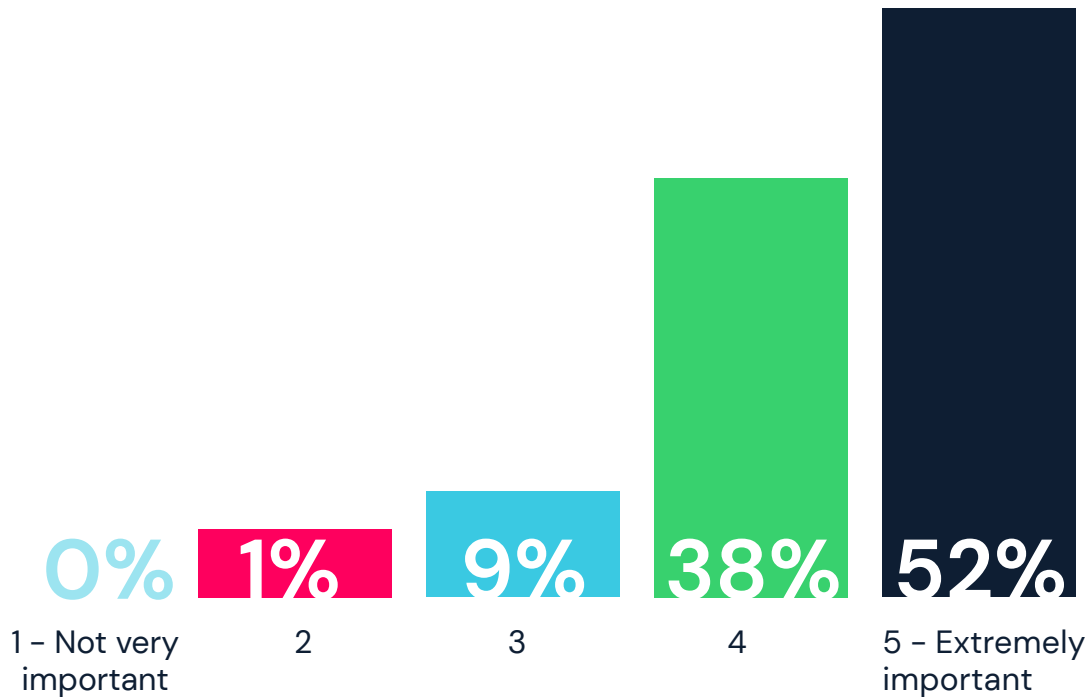
(By decision maker)

Peer validation is more important for the final decision-maker (61%) than any other member of the decision-making team.

0%
2%
17%
45%
36%
I research and recommend solutions, but don't make the final decision

0%
1%
11%
41%
47%
I am part of the decision-making team

0%
0%
5%
34%
61%
I am the final decision-maker

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How do you feel about pricing transparency during the buying journey?

For some, pricing discussions can come later in the buying journey, but the overwhelming majority (74%) want to see clear and detailed pricing upfront. While many vendors may wish to delay conversations around cost further down the funnel, it's clear doing so may have an adverse affect.

Delivering a strong counter argument related to ROI could be a strong tactic for keeping prospects onside while continuously reinforcing the value your solution delivers in terms of fulfilling their buying criteria

This is when aligning you USPs to individual prospect needs is crucial. Balance transparency with perceived benefits, both for the short and long term, and think of how these may differ according to the roles and needs of stakeholders in the buying group.

74% of B2B buyers expect clear and detailed pricing upfront.

3%
I don't mind vague pricing if the solution is high quality

74%
I expect clear and detailed pricing upfront

22%
I'm comfortable discussing pricing later in the process

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How much influence does post-purchase support or relationship management have on your decision to choose a vendor?

90% say that post-purchase support or relationship management has significant influence when choosing a vendor, with almost half (49%) saying it's a major influence.

This suggests the importance of holistic marketing strategies that aim to sustain and nurture value exchanges beyond the final purchase.
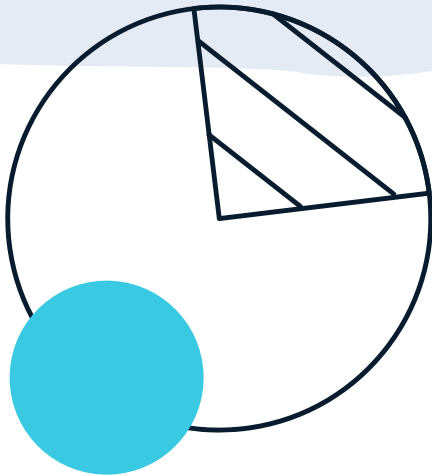
0%	1%	9%	41%	49%
1 – No influence	2	3 – Nice but not essential	4	5 – Major influence

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Barriers to conversion

BARRIERS TO CONVERSION

Are there any common mistakes vendors make that deter you from buying?

The biggest barrier to conversion for B2B buyers is overpromising and underdelivering (40%), which is common with vendors who are more fixated on closing deals than delivering true value to their customers. A quarter (25%) say that vendors focus too much on the features of their product or solution and not enough on their potential clients' business needs.

This flags the importance of maintaining a customer–centric approach and ensuring USPs are tailored to individual business needs. To do this, you need an in–depth understanding of your customers' needs and ensure your target strategy reflects the right buyers within your total addressable market (TAM). Failure to do so can result in misalignment between customer expectation and your internal capabilities leading to wasted operational costs, high customer churn and competitor displacement.

A quarter of B2B buyers say that vendors focus too much on the features of their product or solution and not enough on the business needs of potential clients.

10%
Failing to demonstrate ROI clearly

25%
Focusing too much on features instead of my business needs

9%
Not being responsive to inquiries or concerns

40%
Overpromising and underdelivering

16%
Using overly complex or technical language

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BARRIERS TO CONVERSION

Are there any common mistakes vendors make that deter you from buying? (By company size)

B2B businesses targeting those with less than 100 employees are likely to find that overpromising and underdelivering is costing them business, with 48% of B2B buyers saying this is the biggest barrier to conversion.

Overly complex or technical language is a big turnoff for companies with 5,000–9,999 employees, with 26% saying this is a vendor mistake.

The second biggest mistake vendors make with large enterprise businesses (10,000+ employees) is focusing too much on features instead of business needs.

Less than 100 employees
- 9%
- 20%
- 9%
- 48%
- 14%

100–999 employees
- 11%
- 25%
- 12%
- 39%
- 15%

1,000–4,999 employees
- 7%
- 31%
- 6%
- 37%
- 19%

5,000–9,999 employees
- 13%
- 17%
- 4%
- 39%
- 26%

10,000+ employees
- 15%
- 34%
- 10%
- 39%
- 2%

Legend:
- Failing to demonstrate ROI clearly
- Focusing too much on features instead of my business needs
- Not being responsive to inquiries or concerns
- Overpromising and underdelivering
- Using overly complex or technical language

Mixology DIGITAL
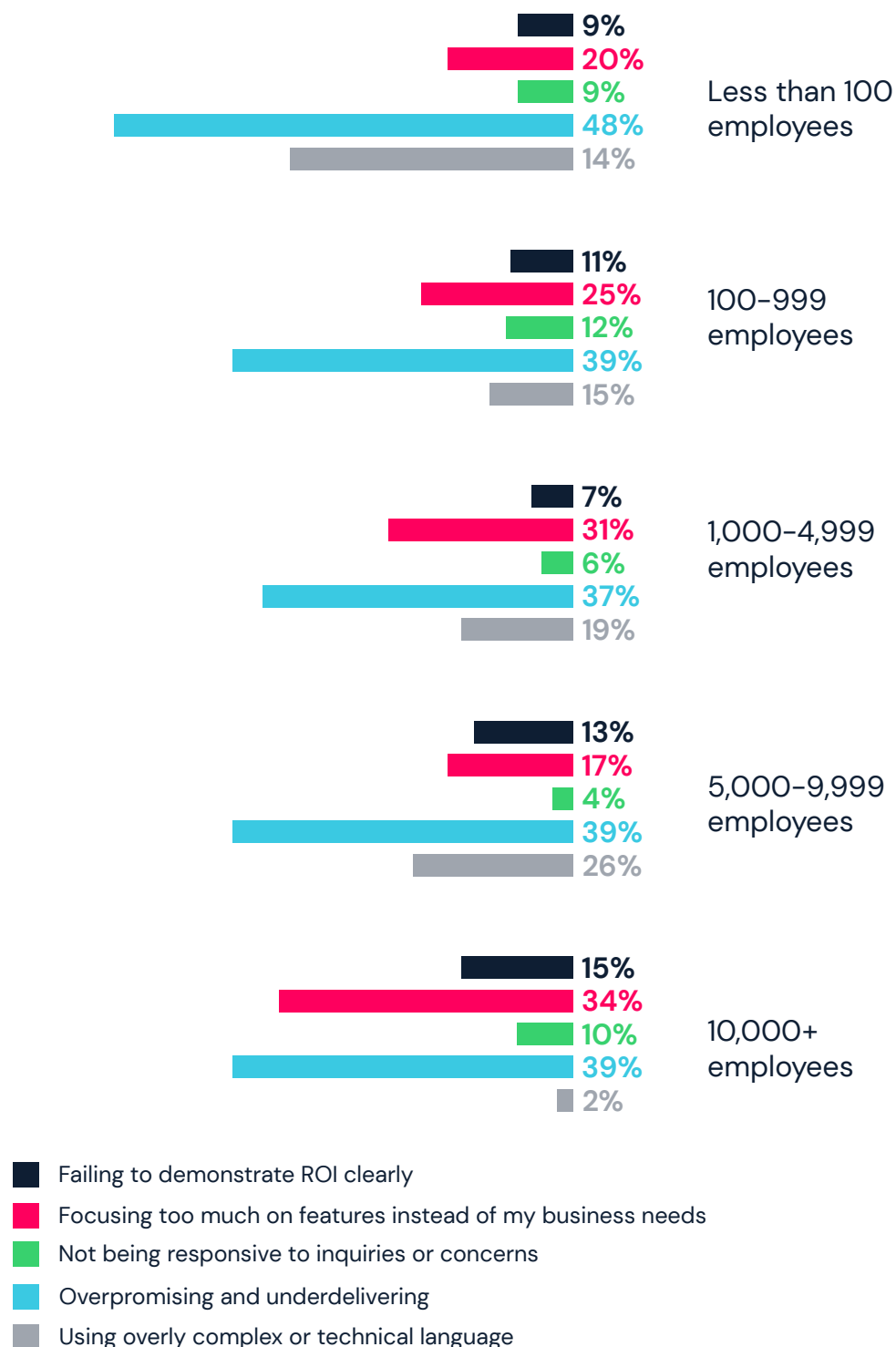
BARRIERS TO CONVERSION

How could vendors make the buying process easier for you?

Considering price and ROI is the number one factor influencing the final decision, it's no surprise that B2B buyers want clearer pricing and packaging options (34%). While 22% want to see more personalised recommendations, a fifth (20%) want simplicity and speed during the proposal process, which is especially important for those who have a shorter buying cycle.

15%
Communicate more frequently and effectively

9%
Include a trial or risk-free option

34%
Offer clearer pricing or packaging options

22%
Provide more personalised recommendations

20%
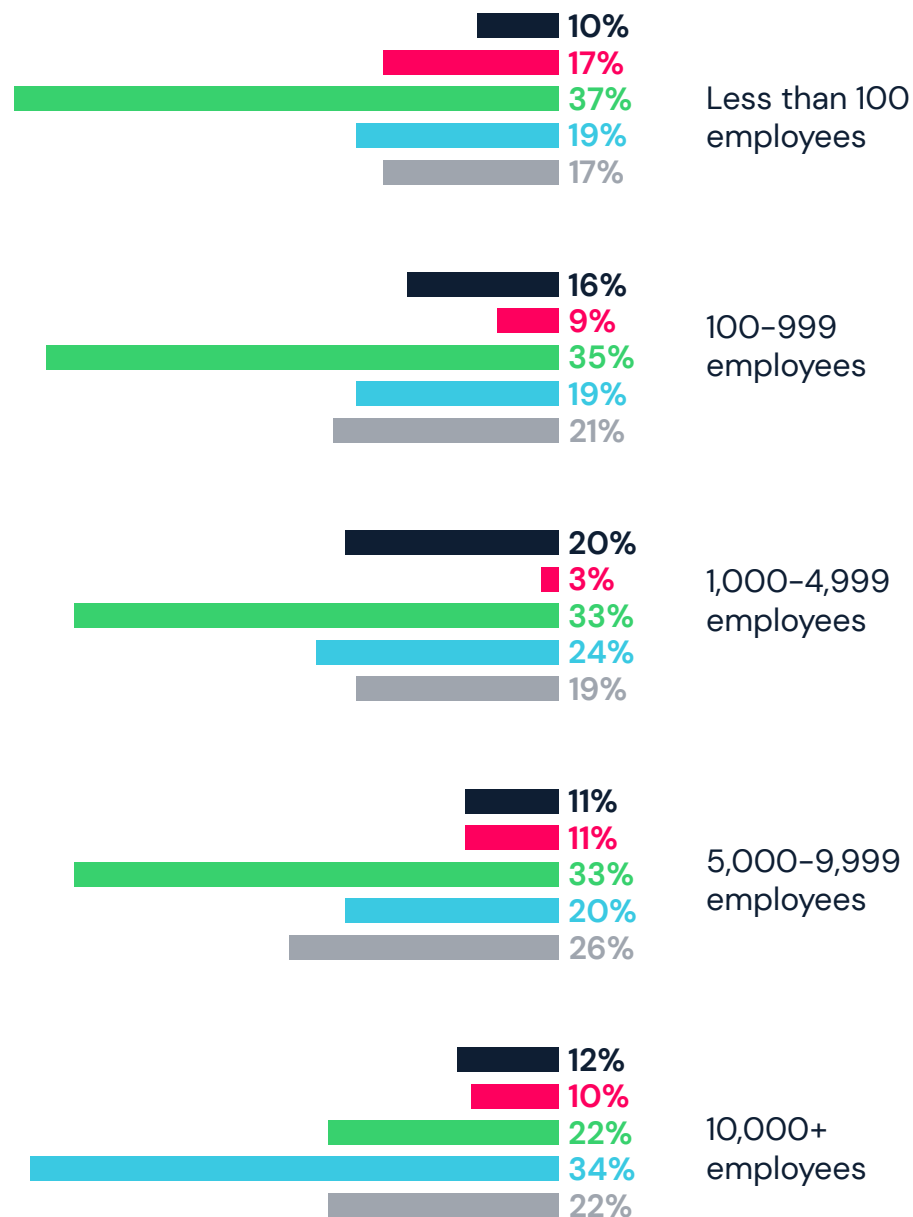Simplify and speed up the proposal process

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BARRIERS TO CONVERSION

## How could vendors make the buying process easier for you? (By company size)

Almost all business sizes want to see clear pricing or packaging options, specifically businesses with less than 1,000 employees (36%). However, those with more than 10,000 employees want to see more personalised recommendations (34%).

This suggests that due to the complexity of large enterprises, they require more flexible and tailored solutions that overcome specific challenges and organisational nuances.

Less than 100 employees
- 10%
- 17%
- 37%
- 19%
- 17%

100-999 employees
- 16%
- 9%
- 35%
- 19%
- 21%

1,000-4,999 employees
- 20%
- 3%
- 33%
- 24%
- 19%

5,000-9,999 employees
- 11%
- 11%
- 33%
- 20%
- 26%

10,000+ employees
- 12%
- 10%
- 22%
- 34%
- 22%

Legend:
- Communicate more frequently and effectively
- Include a trial or risk-free option
- Offer clearer pricing or packaging options
- Provide more personalised recommendations
- Simplify and speed up the proposal process
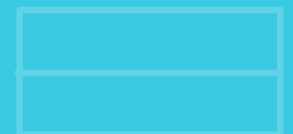
Emerging
trends

How has your buying process changed in the past 2 years? (Tick all that apply)

28% of B2B buyers have said their buying process hasn't changed in the last 2 years, which means that for 72% of buyers, it has, and B2B businesses need to adapt to accommodate these changing behaviours.

Over half (54%) rely more on digital research and tools than they did 2 years ago, while 44% have shifted to focus on ROI and value over price. For a third of B2B buyers (38%), the buying group has grown, with more stakeholders now involved in purchasing decisions.

72% of B2B buyers say their buying process has changed in the last 2 years.

38%
I involve more stakeholders in the process

54%
I rely more on digital research and tools

44%
I've shifted to focusing on ROI and value over price

28%
My process hasn't changed significantly

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How likely are you to trust AI or automated tools in guiding you through a buying journey?

84% of B2B buyers said they now trust AI and automated tools to help with the buying process, with half (50%) saying that while they trust AI tools, they still prefer human guidance.

84% of B2B buyers said they trust AI and automated tools to help with the buying process.

34%

Very likely—I trust AI as long as it's relevant

50%

Somewhat likely—I'm open to it, but I prefer human guidance

4%

Not likely at all

12%

Not very likely—I don't rely on AI for these decisions

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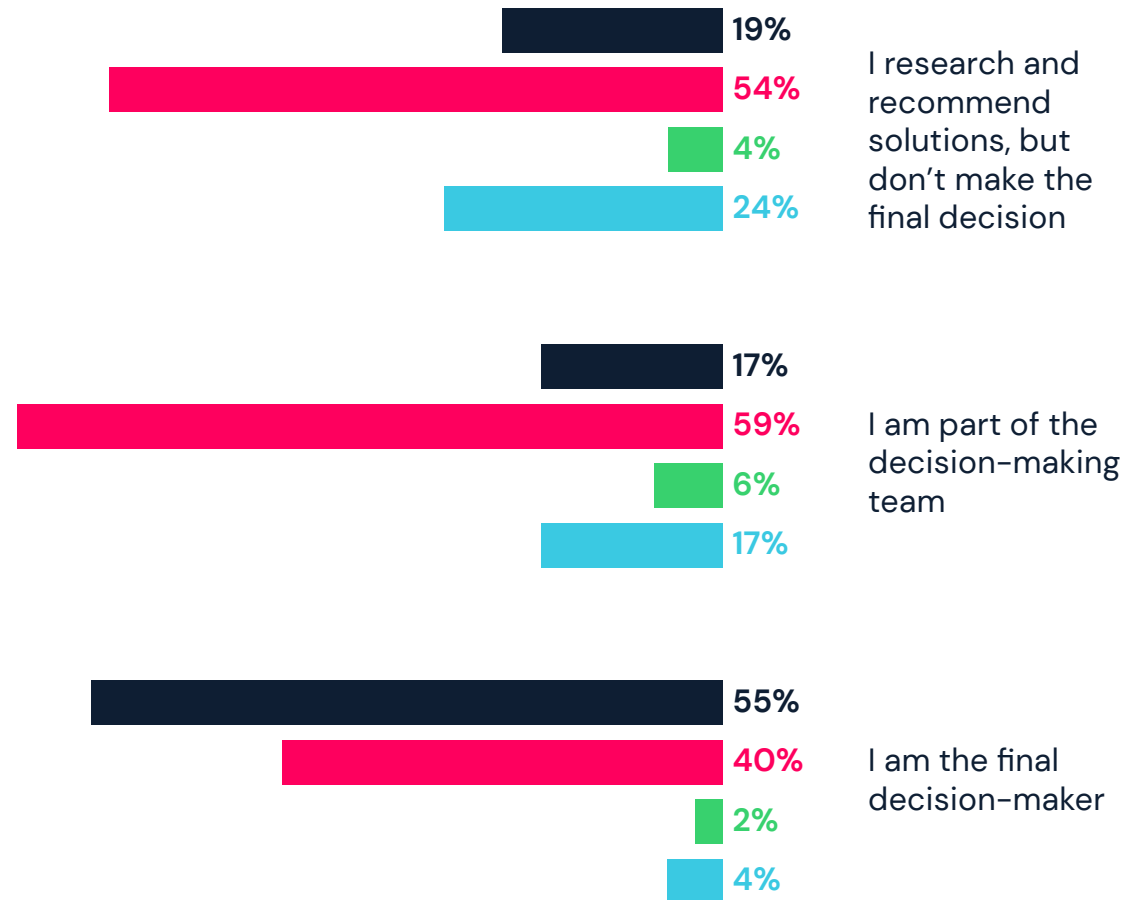## How likely are you to trust AI or automated tools in guiding you through a buying journey?

Over half (55%) of final decision makers trust AI and automated tools to help with the buying process, compared to 17% of those in the buying group and 19% of those who research and recommend solutions. Almost a third (30%) of those who research and recommend solutions said they don't rely on AI for these types of decisions.

55% of final decision makers trust AI tools to help with the buying journey.

19% | I research and recommend solutions, but don't make the final decision
54%
4%
24%

17% | I am part of the decision-making team
59%
6%
17%

55% | I am the final decision-maker
40%
2%
4%

■ Very likely—I trust AI as long as it's relevant

■ Somewhat likely—I'm open to it, but I prefer human guidance

■ Not likely at all

■ Not very likely—I don't rely on AI for these decisions

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How much does sustainability or a brand's values influence your decisions?

Sustainability and brand values have become key differentiators for businesses in the B2C space, with brands such as Starbucks and Patagonia putting sustainability at the forefront of their messaging.

For B2B buyers, 38% said it's a significant influence and would be a major consideration when choosing who to buy from. Meanwhile, 45% said it influences their decision but isn't a top priority, a trend we're likely to see grow in the coming years.

38%

A significant influence—it's a major consideration for me

45%

Some influence—it's a factor, but not a top priority

5%

Little to no influence

12%

Neutral—I'm indifferent about sustainability or values

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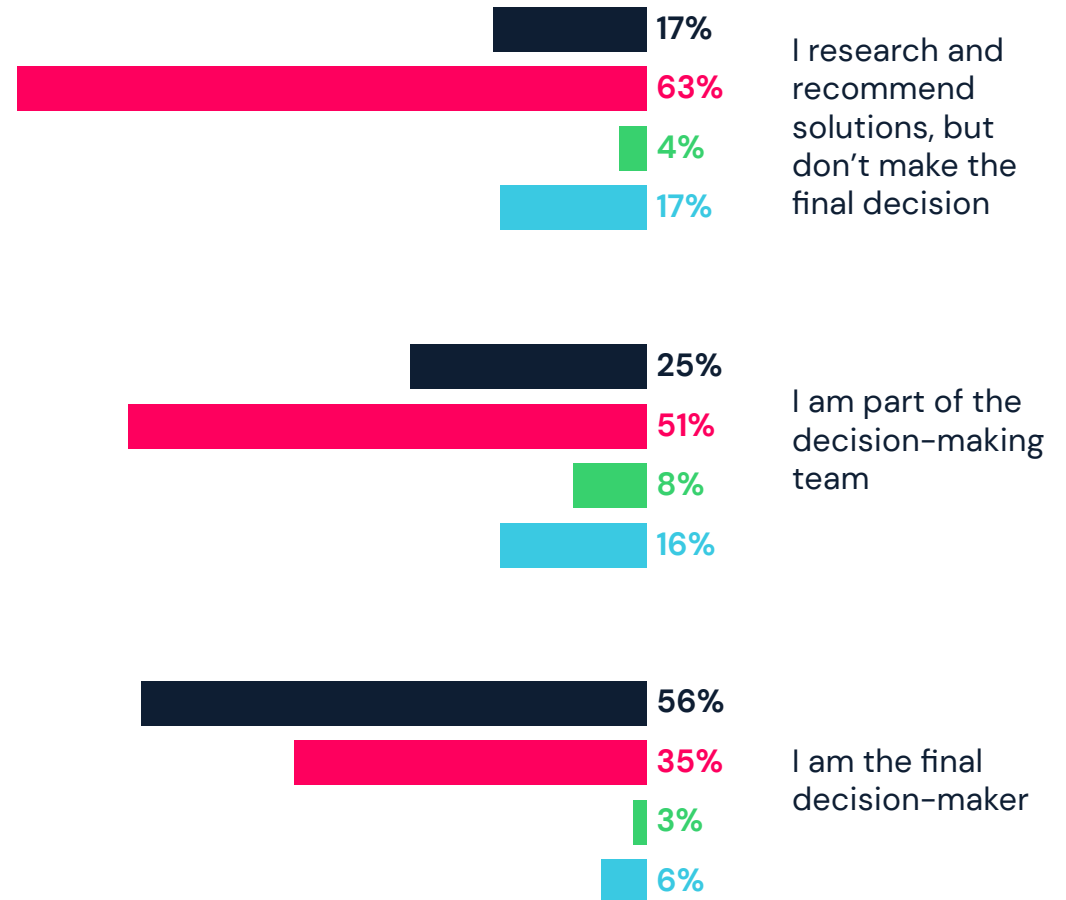## How much does sustainability or a brand's values influence your decisions?

Interestingly, sustainability and brand values are a major consideration for final decision makers (56%), while for those in the decision-making team or those that research and recommend solutions it's a factor but not a top priority.

It's about reading between the lines with potential clients and adopting a more human approach; seeing prospects as the people in the decision-making process and not just a deal to close.

17%
63%
4%
17%
I research and recommend solutions, but don't make the final decision

25%
51%
8%
16%
I am part of the decision-making team

56%
35%
3%
6%
I am the final decision-maker

■ A significant influence—it's a major consideration for me

■ Some influence—it's a factor, but not a top priority

■ Little to no influence

■ Neutral—I'm indifferent about sustainability or values

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About Mixology Digital

At Mixology Digital, we believe people are the most important part of every B2B interaction. That's why we focus on building campaigns that don't just perform—they connect.

Pelago, our custom-built AI platform, analyses millions of data points to uncover intent signals and research patterns at both the buyer group and persona level. When combined with our 95%+ accurate first-party data, this gives you a powerful strategic advantage: the ability to deliver highly targeted campaigns to the right decision makers, at exactly the right moment.

We're passionate about helping you create meaningful, measurable marketing. With a personalised approach and a commitment to getting the details right, we're here to support you every step of the way—turning your vision into results, with a human touch.

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Want to turn insights into action?
Let's talk demand gen.

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