



Discover your B2B Customer Journey Maturity

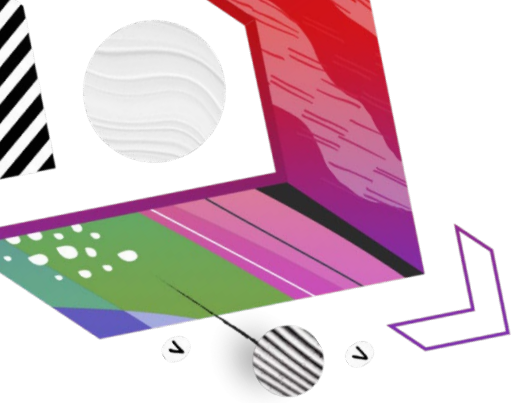
Ania ZAHI | Product Marketing Manager EMEA



**Less than 18% of B2B
marketers...**



...describe their companies' ability to provide seamless customer journeys as 'advanced'

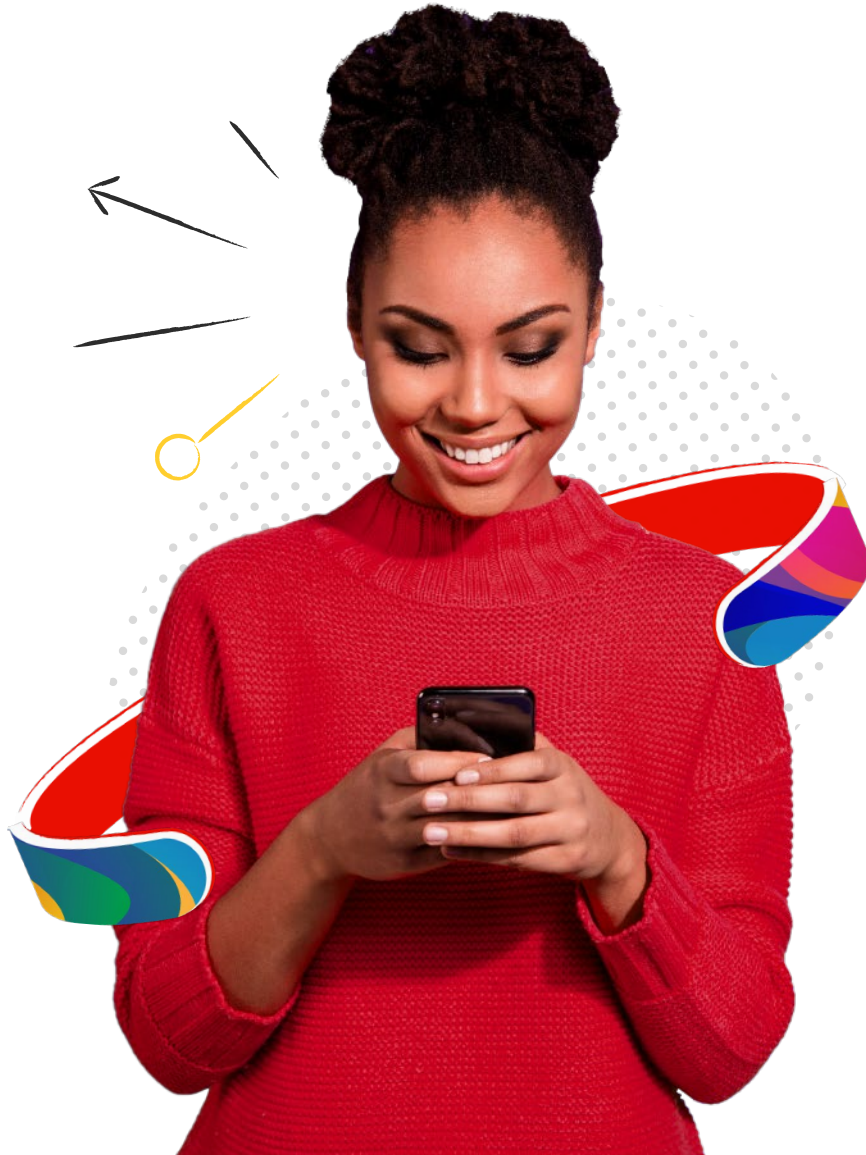


“A customer journey is a tool that helps marketers understand the series of connected experiences that customers desire and need – whether that be completing a desired task or traversing the end-to-end journey from prospect to customer to loyal advocate.”

Gartner definition



How B2B prospects and customers engagement has evolved ?



60%

of B2B businesses are seeing greater interaction through digital channels



50%

are noticing increased consumption of digital content and greater use of digital self service



Providing **engaging** and **relevant experiences** at different stages of the customer journey requires the **right alchemy of know-how, culture, processes and capabilities** across the **business**.



“Companies use an average of **11 channels** to engage with **B2B customers** and **prospects** on the **customer journey**, with an **increase** in **digital channels** .”

(London Research report)

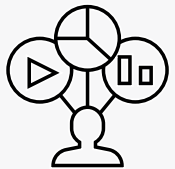


Understanding customer behavior and intent is critical to create a seamless B2B customer journey

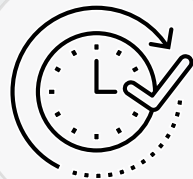


The most common challenges faced by B2B businesses

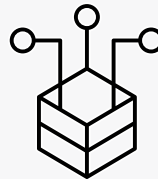
Lack of understanding around customer behaviour



Lack of real-time data for more timely and relevant interactions



Lack of digital capabilities within the organisation



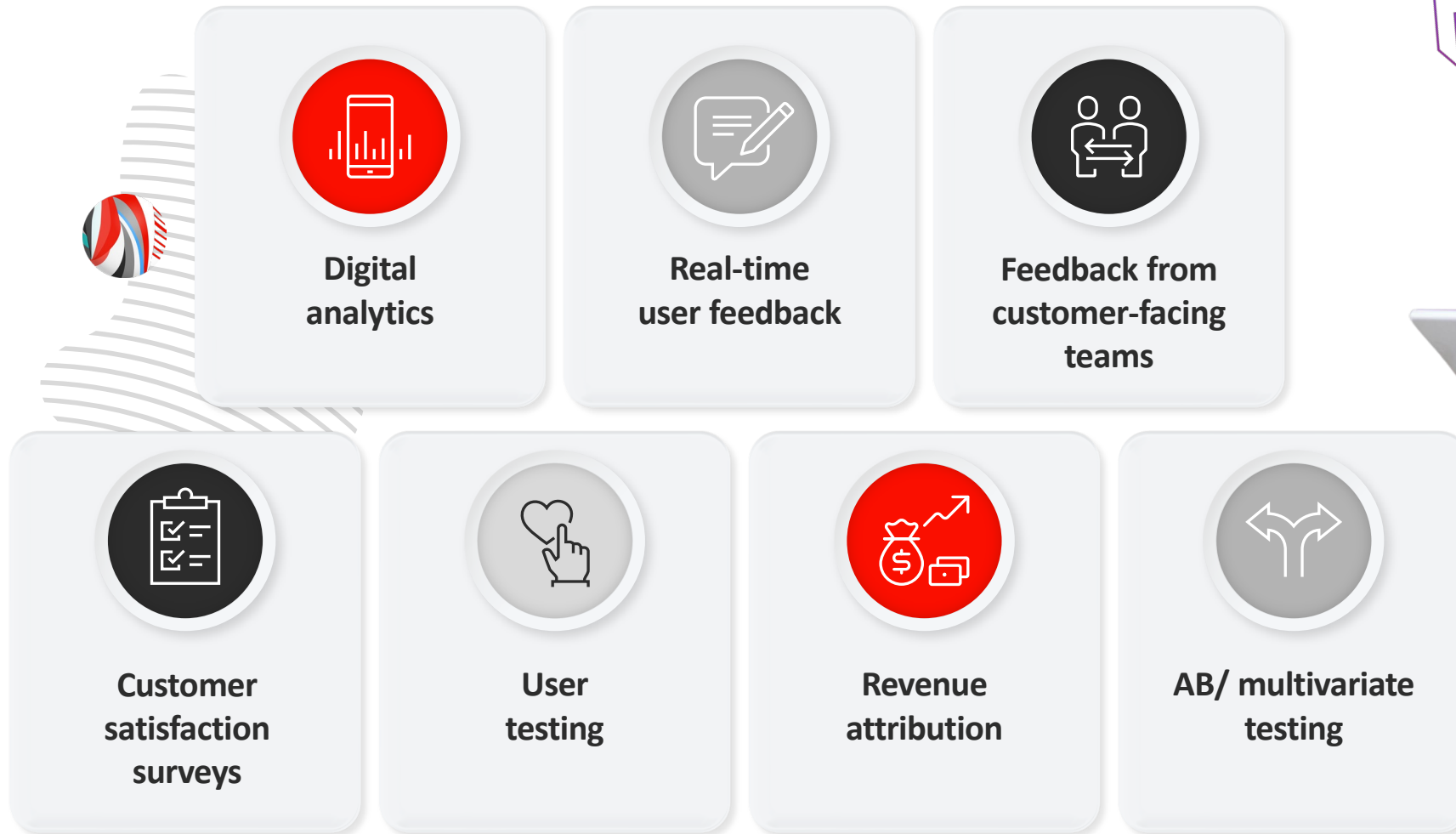
Difficulty creating and managing content for personalised experience



Disconnected and/or sub standard software platforms



Leaders in B2B customer journey management draw on more data, from more sources, than their mainstream counterparts



Leaders in B2B customer journey management are more than twice as likely to be very much focused on personalisation

Creation and marketing of content relevant to specific buying stages



Creation and marketing of content relevant to specific personas



Creation and marketing of content relevant to specific industries



Real-time targeting of information based on on-site behaviour



Building of profiles based on interactions



Focus on permission based first-party data



Use of machine-learning to serve next best offer; content or experience



Propensity scoring based on interactions



6 key areas to invest for a seamless and personalized B2B customer journey



Relevant content to engage with prospects



Channel mix review and optimisation



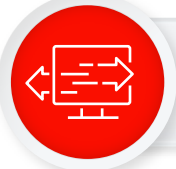
Test and Learn approach



Digital capabilities audit



Wider range of data and metrics for insights



Integration of technology



1. Surface relevant content to engage and identify prospects

How to achieve relevant and high-quality online content?

Leverage real time data

Precise targeting for more consistent, personalized experiences



Real-time
Person Profiles



Accounts &
Opportunities



Enterprise
Scale



2. Review and optimise the channel mix



Engage your customers on the channels they prefer



Incorporate a full mix of marketing, sales, and paid media channels beyond email.

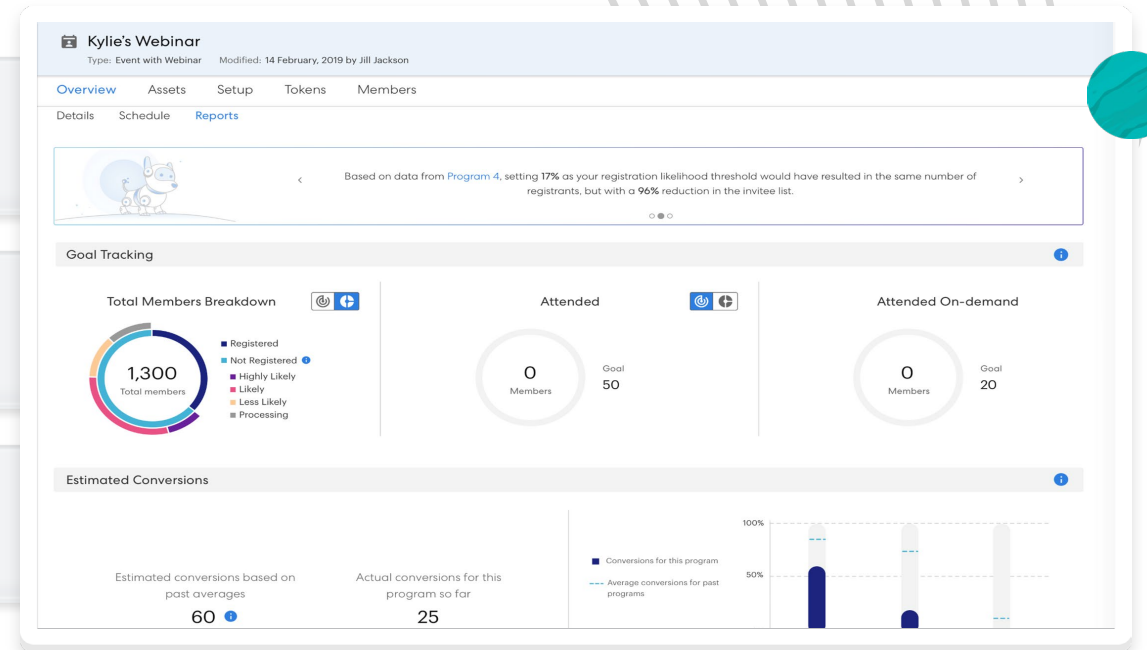


Identify known and anonymous buyers to maximize top-of-funnel demand generation.

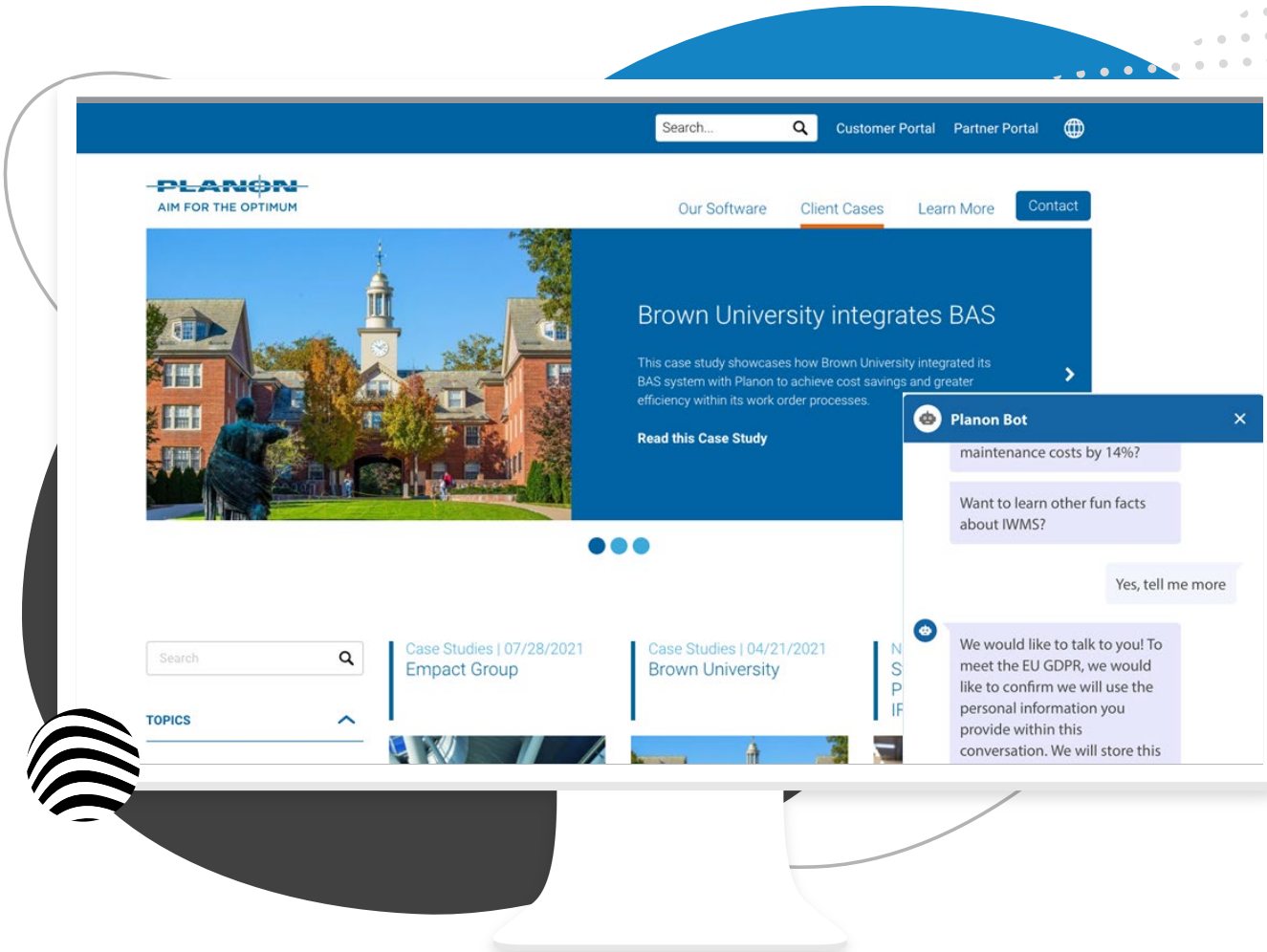


Connect offline, online, inbound, and outbound channels for a seamless experience.

Cross-channels engagement



3. Commit and test approach



Invest in nontraditional channel like on-site chat, mobile messaging...

Personalized conversations that engage website visitors and drive sales meetings



AB testing : test and optimize your entire content marketing strategy

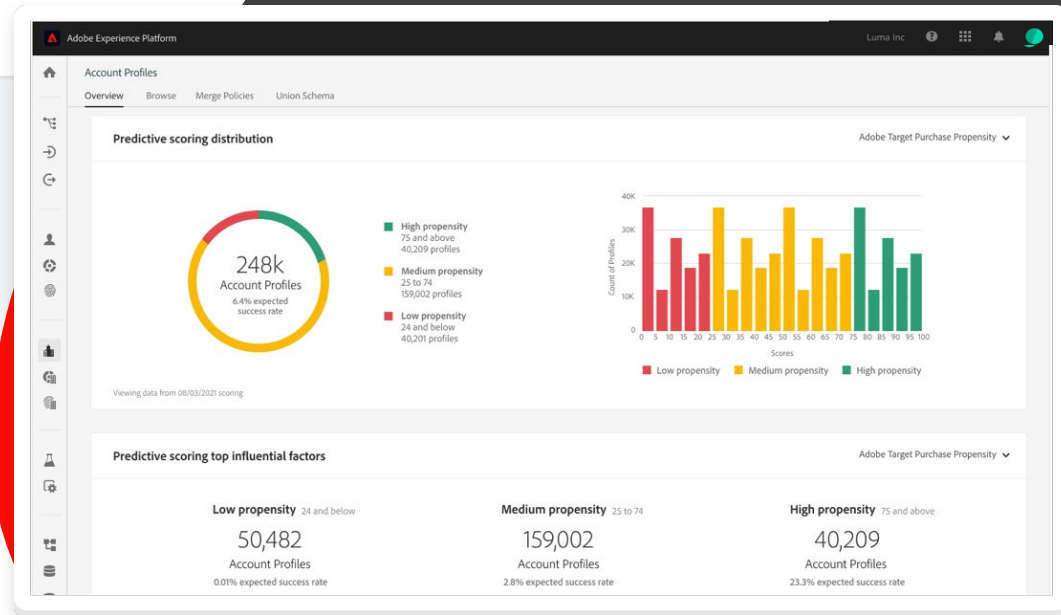


4. Audit and Invest in digital capabilities



Intelligent and configurable propensity-to-buy scoring

Predictive Lead and Account Scoring



Leverage AI and machine learning to predict the likelihood of a person or account becoming a sales opportunity, or a new customer to drive higher quality pipeline more efficiently.

5. Draw on a wider range of data for insights and metrics

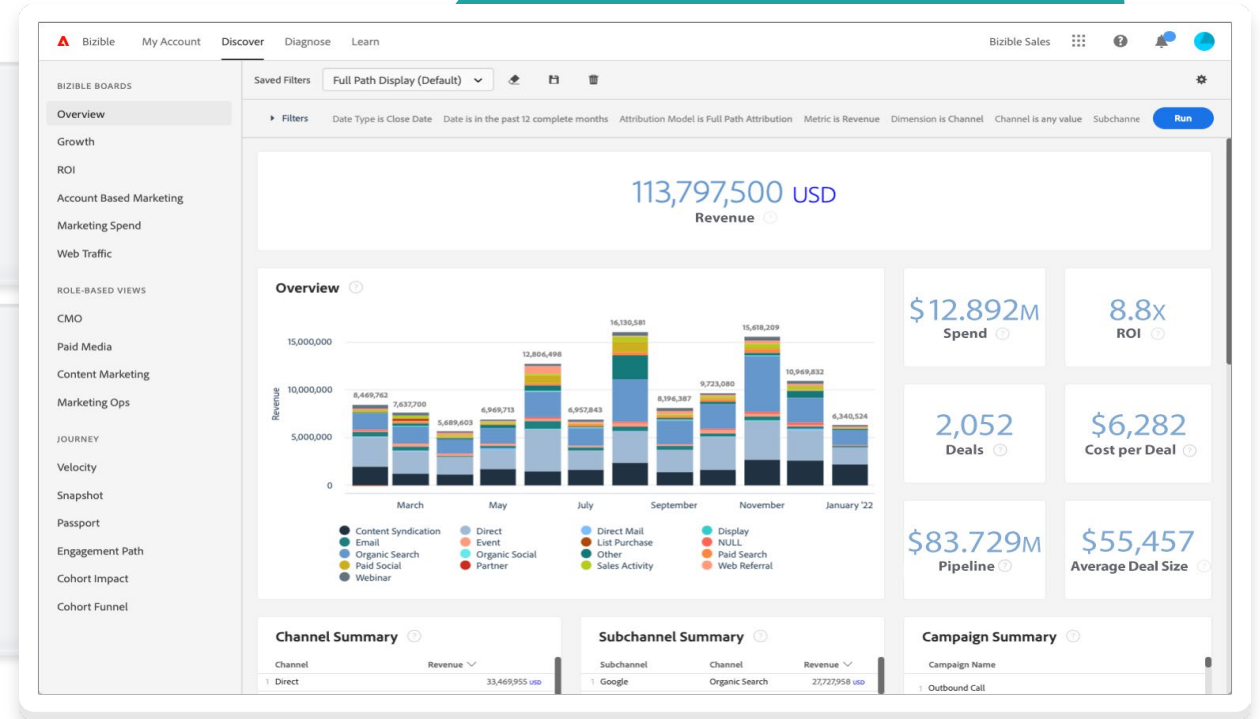


Marketing Attribution for B2B


Employ wide range of metrics, beyond revenue generated and self-serve insights, reporting, multi-touch attribution to measure how well your entire customer experience is working



Complete B2B attribution fueled by Real-Time CDP's centralized customer activity data



6. Focus on integration of technology



Integration within the **business martech stack** is key to deliver personalised customer journey

CRM integration **empower Sales and Marketing teams** focusing on higher-quality leads that result in faster revenue growth

Key takeaways

1

B2B Customer Journey had evolved in the past years but most of B2B businesses still needs to adjust

2

Seamless customer journeys are the main challenge of B2B marketers

3

Personalisation, digital capabilities and marketing analytics are the key area to invest in



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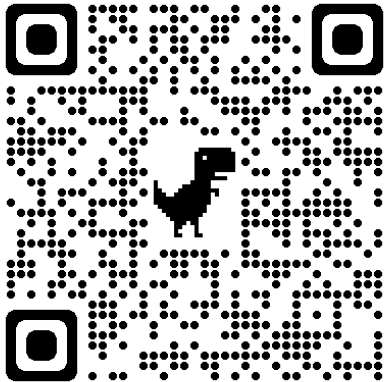
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Thank you!

