UNDERSTANDING & INFLUENCING
BUSINESS DECISIONS TODAY

NBCUniversal
THE DYNAMICS FOR BUSINESS DECISIONS TODAY HAVE FUNDAMENTALLY CHANGED

And the Events of 20/21 Have Accelerated this Evolution

As a Result, 40% of B2B CMOs Admit. One of their Primary Challenges Today is Understanding & Predicting Customer Behavior

Sources: Merkle, WARC
From Identifying the Challenge Through Purchasing a Solution,

**THESE QUESTIONS HELP UNCOVER THE MOTIVATORS THAT FUEL THE PURCHASE JOURNEY & HOW THEY'RE EVOLVING**

- WHO
- WHERE
- WHAT
- HOW

- Are Today's Business Decision Makers?
- Are Decision Makers Getting Information?
- Influences Decisions and Opinions?
- Are Business Decisions Made Today?
TODAY’S BUSINESS DECISION MAKERS ARE YOUNGER, MORE DIVERSE, AND TECH SAVVY

Compared to 2010 the **Number of BDM’s Under the Age of 40** has Increased

**+16%**

Over the Last 10 Years **Minority Owned Businesses Accounted for**

**+50%**

of New Businesses Started

Compared to General Population, BDMs are

**+18%**

More Likely to Prefer Products that Offer the Latest New Technology

In 2020 the Proportion of **Women in Senior Management Roles Grew**

**+29%**

... the Highest Number Ever Recorded

Sources: MRI, catalyst.org, sbc.senate.gov
73% of Business Decision Makers today agree they’re relying on more sources to research and evaluate purchases.

Channels Most Relied on by B2B Professionals when Researching New Product/Service
% of respondents

- Web Search: 90%
- Web Articles & Reviews: 51%
- Events & Webinars: 45%
- Peers & Colleagues: 42%
- Marketing Materials: 47%
- Vendor Websites: 44%

Sources: demandbase, emarketer
There’s a growing ecosystem of influencers and values that factor into business decision making.

Formulation of a Business Decision Maker’s Opinion

- Recommendations from B2B analysts & experts
- Corporate Social Responsibility
- Easy-to-access omni-channel information & communication
- Collaborative & Authentic business relationships
- Opinions of friends & family
- Familiarity with the brand

Sources: WARC, demandbase, IBM
Increasing Complexity
It takes an average of **17 interactions to complete a purchase** with about half being non-human (i.e. digital) and half being human.

More Stakeholders
4 or more people are typically involved in the decision. In 2019, 66% of buying scenarios fell into a committee versus 59% in 2017.

Shifts to Ecommerce
B2B ecommerce sales are expected to **expand at a compound annual growth rate of +17.5%** from 2020 to 2027.

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**Sources:** demandbase, grandviewresearch, forbes, adobe
TODAY’S BUSINESS DECISION MAKERS ARE
MORE DIVERSE, INFORMED & SELF-RELIANT THAN EVER BEFORE.

These trends require B2B Marketers to reassess legacy thinking and adjust their approach.
KEY CONSIDERATIONS FOR B2B MARKETERS

1. Invest in Your Brand
2. Assess Your Targeting Strategy
3. Leverage the Power of Sight, Sound & Motion
4. Tap into Passions, Outside of Work
5. Align Mix with Media Consumption
6. Branded Content Remains Vital
INVESTING IN YOUR BRAND PAYS DIVIDENDS

B2B advertisers are investing more in brand marketing as today’s consumers increasingly value a brand’s purpose.

There’s a direct correlation between share of voice to market share acquired, and as a result…

81% of B2B Companies Plan to Invest More in Brand Marketing Over the Next Five Years

79% of Americans Think Companies Should Take Action on Important Issues

57% of B2B Companies Report Being More Focused on Brand Purpose Today than Three Years Ago

Sources: WARC
Expand Your Target Audience to Include the Broader Workforce, While Limiting Waste

And Apply Data-Centric Tactics to Accelerate Performance

- **Personalized Messaging**
  Depending on their rank, status, and occupation

- **Cross-Sell / Upsell**
  Products & Services to Other Divisions within Customer Bases

- **Cross-Platform Reach**
  To add Incrementality Against Strategic Audiences

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Sources: WARC

Solely targeting the C-Suite neglects the widening set of decision makers, as well as future business leaders.
Video is now the preferred method of getting news, especially among younger professionals who are increasingly influential.

Percent of B2B Professionals Who Prefer Getting Industry News from Videos

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Prefer Videos</th>
</tr>
</thead>
<tbody>
<tr>
<td>21-30</td>
<td>38%</td>
</tr>
<tr>
<td>31-40</td>
<td>34%</td>
</tr>
<tr>
<td>41-50</td>
<td>28%</td>
</tr>
<tr>
<td>51-64</td>
<td>21%</td>
</tr>
</tbody>
</table>

Sources: emarketer, socialmediatoday.com, marketingdive.com, Accenture.

And Video Delivers Greater Impact for Brands

- 59% of business executives prefer watching a video than reading text content.
- Video ads on average drive +48% higher sales rate than static ads.
- Campaigns that don’t include video on average see a -21% decline in their paid search ROI.
BDMs have passions outside of the workplace, offering B2B brands unique opportunities to reach and engage their consumers.

### Sports & Entertainment Programming can Increase BDM Reach

<table>
<thead>
<tr>
<th>Sports &amp; Entertainment Programming</th>
<th>+80%</th>
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</thead>
<tbody>
<tr>
<td>in Addition to CNBC Only</td>
<td></td>
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### And Beyond Just Maximizing Reach, When Marketers Integrate Their Brand Into Premium TV Content it Further Propels the Campaign’s Full Funnel Impact

<table>
<thead>
<tr>
<th></th>
<th>Ad Recall</th>
<th>Brand Recall</th>
<th>Purchase Intent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Custom Vignettes</td>
<td>+22%</td>
<td>+33%</td>
<td>+43%</td>
</tr>
<tr>
<td>In-Show Integrations</td>
<td>+62%</td>
<td>+89%</td>
<td>+71%</td>
</tr>
</tbody>
</table>

Sources: emarketer, socialmediatoday.com, marketingdive.com, PhoenixMI, standard ads, custom vignettes/hybrids, and in-show integrations/IPPs on Bravo, NBC, SYFY, Telemundo, and USA

*Impact increase is NBCU custom marketing performance vs. standard ads*
Media consumption continues to evolve, forcing B2B marketers to adapt and diversify their media mix.

**Average Time Spent Per Day**

*Minutes, A18+

**TELEVISION**
- 2015: 276
- 2020: 291

**DIGITAL**
- 2015: 299
- 2020: 393

**RADIO**
- 2015: 26
- 2020: 77

**PRINT**
- 2015: 250
- 2020: 214

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**Multi-Platform Campaigns vs. Single Platform**

- **+43%** Ad Recall
- **+21%** Brand Recall
- **+24%** Brand Consideration
- **+25%** Brand Favorability
- **+27%** Purchase Intent

*Sources: *eMarketer January 2021, custom research study by NBCU**
Content marketing adds valuable information and context as decision makers research new products and services.

**The Power of Branded Content**

- Branded Content is 22x More Engaging than Display Ads
- People Who Watch Branded Videos Are +62% More Likely to Show a Positive Reaction
- Branded Content Distributed Through Premium Publishers see +50% Higher Brand Lifts

79% of Business Decision Makers Said a Winning Vendor’s Content Had a Significant Impact on Their Buying Decisions.

Sources: demandbase
WANT MORE INSIGHTS, OR TO LEARN ABOUT NBCU SOLUTIONS?

NBCU opportunities for the modern B2B Marketer are endless…

- **Trusted** News Sources
- **Cross-Platform** Reach & Scale
- **Advanced** Targeting
- **Premium** Content Production
- **Executive Access & Events**

Contact us for more details or inquiries!

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Thank You!