NBCUniversal

2022 B2B Industry Assessment
Welcome!

Introduction
Explore NBCUniversal's latest perspectives and insights into the B2B industry. This report provides an overview of recent marketplace dynamics, our prediction of key future trends impacting the industry, and strategic recommendations for B2B brands and marketers as they navigate what’s next.

Our Approach
At NBCUniversal, we have a legacy of working with a diverse range of B2B partners to build their brands. This report has been created based on NBCU’s:
• Ongoing Industry Evaluation
• Conversations with B2B Advertisers and Agencies
• Continual Marketplace Analysis
• Examination of Consumer Attitudes towards the B2B Industry
In 2022, NBCU worked with the biggest brands in B2B

- Tech/Software
- Cloud Services
- Financial Services
- Business Services
- Governmental
- Healthcare
Contents

2022 Landscape

B2B Forward-Looking Trends

NBCU B2B Strategic Considerations

NBCU Relevant Materials
2022 Landscape
Overview of Key B2B Marketplace Dynamics
For B2B brands, 2022 has been a time to focus on Humanization & Emotional Connections to changing consumer routines and evolving areas of demand.
The B2B Category Continues to Look for New Ways to Connect with Key Audiences as the Scope of B2B Expands

**Emphasis on Brand Humanization & Purpose**

B2B brands are going all-in on humanizing their brand & championing purpose within their messaging. This is especially important as the complexion of BDMs evolves to be younger and more diverse, with these audiences putting more emphasis on how brands create impact in society & the world.

**Growing Focus on Globalization**

As technology continues to help connect the global business environment in new ways, B2B brands are eager to take advantage of the globalization phenomenon through business expansion and by using global-centric media & creative strategies.

**Evolving the Business Decision Maker Profile and Journey**

The complexion of the BDM continues to change, with younger, more diverse and more female leaders taking hold in key roles. In parallel, the decision-making journey continues to become more complex. These evolutions are pushing B2B marketers to connect with these audiences in new ways.

**Navigating Economic Volatility**

B2B brands emphasized media & marketing efforts during the pandemic, but recent economic headwinds have created challenges, with some B2B marketers planning to reduce spend. With less budget, many brands are looking for efficient marketing solutions that can translate to direct impact against key KPIs.
The Power of B2B Advertising Is Evident as Ever

...Especially the Importance of Building Brand

81% of B2B companies plan to invest more in brand marketing over the next 5 years

Advertising helps to influence BDM purchase behavior...

- 39% of business decisions today are driven by brand reputation
- 87% of BDMs agree seeing ads from potential vendors helps keep them top of mind
- 68% of BDMs saw ads from the brand they chose as a vendor during their selection process

Sources: WARC, NBCU B2B Buyer Research, Globalwebindex
B2B Forward-Looking Trends

Key Trends We Expect to Influence B2B Marketing & Media Strategies
LOOKING AHEAD,
Key B2B Trends We Expect to Influence Marketing & Media Strategies

- Accelerated Emphasis on Digital Transformation
- Standing Out in a Sea of Sameness
- Established Brands Acquire Emerging Entrants
- Embracing Data & Measurement
- Greater Extension Beyond Endemic Content
Accelerated Emphasis on Digital Transformation

As B2B decision journeys become more complex, the power of technology-driven digital innovation is more critical for brands to master than ever before.

Given the complexity of the category, B2B buyers demand convenient, streamlined, full-service digital solutions.

In parallel, we expect to see continued evolution favoring digital and data-driven media & marketing approaches.

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Purchase Journey Relies on Digital

50% of interactions during a B2B purchase journey do not involve a salesperson.

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Digital Platforms for Discovery

Web search & web articles are the top 2 discovery channels for BDMs today.

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Greater Focus on Automation for Convenience

67% of all businesses plan to adopt at least one new cloud technology by 2023.

Sources: Insider Intelligence, CIO & Leader, globalwebindex
Standing Out in a Sea of Sameness

Amidst rising competition, we are seeing B2B brands focusing on media to drive differentiation & creative breakthrough.

Messaging that taps into themes like humor, emotion, and purpose is proven to have an impact:

- 2x stronger performance for B2B ads that incorporate emotional content (vs. rational content)

Using Humor

We came together with some amazing creative partners to tell stories with an eye on empathy and humor. Having big dreams and running a business to achieve them is hard work, it’s okay to find a laugh in the challenges every once in a while.

CREATIVE DIRECTOR, BSSP

Tapping into High Profile Talent

Matthew McConaughey plays #TeamEarth. The award-winning actor partnered with the brand to help launch a new platform addressing climate change.

Sources: Amazon, BSSP, Salesforce
Established Brands Acquire Emerging Entrants

Acquisition is helping established brands further their quest to offer full-service solutions for customers.

This phenomenon is leading to increased media spend amongst the biggest brands, and greater acceleration of emerging brands focusing on building awareness through media & marketing.

In the last 5 years, Salesforce has acquired Slack ($28B), Tableau ($16B), MuleSoft ($7B) among others. The 5 largest acquisitions totaled a whopping $55.2 billion.

Block, Inc. (Square parent) acquired Afterpay for $29 billion, making it the largest tech acquisition in history.

Panasonic acquired Blue Yonder for $7B. Acquisition accelerates the Autonomous Supply Chain™ by combining IoT and AI/ML to deliver smarter, more connected supply chains and optimized multi-channel commerce.

Sources: Salesforce, Block Inc, Panasonic
Embracing Data & Measurement

B2B marketers continue to adopt the usage of data and advanced analytics.

B2B CMOs are relying heavily on technology to track campaign success with 70% of marketing leaders planning to increase their marketing technology investment.

Without big data, you are blind and deaf in the middle of a freeway.

GEORGE MOORE, MGMT. CONSULTANT FOR B2B

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89% of B2B marketers agree that the quality of data is becoming increasingly critical for marketing and sales success.

92% of B2B marketers are using data analytics tools with their current marketing technology stack (+15% increase in 2022)

However, there is still room for the adoption of these practices to grow...

<50% of the same marketers using data analytics tools feel they are not using these tools in an advanced capacity.

Sources: MarTech Series, Accenture, Adobe
Greater Extension
Beyond Endemic
Content

As the complexion of the BDM audience evolves, so too must the marketing strategy for B2B organizations.

The perception that BDMs only consume business-related content no longer holds true. Data also shows that B2B ads drive impact in all types of content.

90% of BDMs say good B2B ads capture their attention if they’re relevant; it doesn’t matter if the ads run in business-related content or not.

+11% increase in number of media properties B2B brands ran ads on (2021 vs. 2017)

Sources: NBCU Proprietary Survey, NBCUnified, iSpot.tv
LOOKING AHEAD, Key B2B Trends We Expect to Influence Marketing & Media Strategies

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NBCU B2B Strategic Considerations

Key Considerations for Driving Growth for B2B Brands
B2B Strategic Considerations

01. Balance Brand & Performance Messaging

Create a balanced media budget to support building brand and driving acquisition through a cohesive, full funnel strategy.

02. Reach Emerging BDMs

Connect with the next generation of BDMs in authentic, humanistic ways in order to stand out and build brand trust with consumers who place an increased importance on emotional connection.

03. Pair Content with Non-Endemic Reach

Leverage a cross-platform approach across key content spaces such as sports and endemic business content while expanding reach in other, select content spaces.

04. Supercharge Your Data-led Approach

Craft campaigns focused on data analytics and media metrics tailored to brand specific KPIs.
01. **Balance Brand and Performance Messaging**

Create a balanced media budget to support building brand and driving acquisition through a **cohesive, full funnel strategy**.

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**Brand Messaging**
(Broad Demos)

- Age/Gender (i.e. A25-54)
- Millennials / Gen Z
- Hispanic A18-54
- Business News Viewers
- Large Corp BDMs
- Competitive Customer
- Small Business Owners
- Brand Website Visitor
- Existing Customer

**Performance Messaging**
(Advanced Audiences)

- A balanced approach to build brand, trust, education, drive product consideration, and drive conversions
- 39% of business decisions today are driven by brand reputation
- 93% of companies report conversion success when they personalize their marketing

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02. Connect with Emerging Audiences

Reach emerging audiences in authentic, humanistic ways in order to stand out and build trust among a saturated competitive landscape.

**Align with Cultural Moments**
Reach diverse audiences and build emotional connections by aligning with culturally relevant content.

**Tap Into Passion Points & Fandom**
Show up in the right non-endemic environments, and leverage sponsorships and custom marketing to stand out and breakthrough.

**Data + Advanced Audience Targeting**
Ensure precision reach against whichever key BDM audience is a priority for a specific brand or product, regardless of where they are consuming across our portfolio.

**Leverage Innovative Partnerships**
Connect with emerging audiences on new platforms like gaming (Anzu), mobile (Apple News), social media, and reachTV.
03. Pair Endemic Content with Non-Endemic Reach

Build on top of existing presence in business-related content

**Business-Related Content**

*Foundational endemic content* geared towards business audiences

- MSNBC
- CNBC
- NIGHTLY NEWS WITH LESTER HOLT
- NBC NEWS TODAY
- NBC NEWS CNBC MSNBC
- BRAND STUDIO

**Non-Endemic Content**

Only including CNBC & Golf on a plan leaves *63% of BDMs on the table*...

**Programming Examples**:

<table>
<thead>
<tr>
<th>Non-Endemic Content</th>
<th>Programming Examples</th>
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<tbody>
<tr>
<td>MSBS</td>
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<tr>
<td>PEACOCK</td>
<td>SATURDAY NIGHT LIVE</td>
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<tr>
<td>NBC SPORTS</td>
<td>2.1M</td>
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<tr>
<td>BRAVO</td>
<td>0.9M</td>
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**Data-driven Targeting**

NBCUnified Example: *Where BDMs are Interacting with NBCU*

**NBCU BDM Reach (Select Property Examples):**

- **NBC NEWS**: 4.2M
- **NBC**: 3.5M
- **PEACOCK**: 3.4M
- **CNBC**: 2.3M
- **NBC SPORTS**: 2.1M

Source: NBCUnified
04. Supercharge Your Data-led Approach
Leverage 1P or 3P data to target audiences across platforms, reinforcing messaging with prospective & existing customers

Leverage NBCUnified to mine for audience insights... ...expand through lookalike modeling... target through AdSmart

- **Millennials & Gen Z**
  - +16% growth in BDMs < 40 since 2010

- **C-Suite Females**
  - 75% of B2B c-suite hires over the last 2 years were female or multicultural

- **Social Impact Advocates**
  - 84% of BDMs say a vendor’s CSR values influence their purchase decisions

Source: Mintel, CNBC, NBCUnified
NBCU Relevant Materials

Example B2B Industry Partnerships
NBCUNIVERSAL

B2B Partnership Examples
NBCU B2B Industry Content
TOGETHER SITE

Category Content & Strategies

- BDM Narrative (Fall 2022)
- B2B Client Strategy Sharepoint Site (NEW!)
- The Power of Marketing to Influence B2B Decision Making
- Power of Purpose & Brand Humanization for B2B Marketers

B2B Case Studies

- Sunday Night Football + Amazon Web Services (AWS)
- CNBC Case Study Examples
- NBC News Brand Studio Case Studies
2022
B2B Industry Assessment

NBCUniversal

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