

UNDERSTANDING & INFLUENCING  
**BUSINESS DECISIONS**  
TODAY

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**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**

From Identifying the Challenge Through Purchasing a Solution,

# THESE QUESTIONS HELP UNCOVER THE MOTIVATORS THAT FUEL THE PURCHASE JOURNEY

& HOW THEY'RE EVOLVING



## WHO

Are Today's Business Decision Makers?

## WHERE

Are Decision Makers Getting Information?

## WHAT

Influences Decisions and Opinions?

## HOW

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



BUSINESS  
DECISION MAKERS  
**UTILIZE A VARIETY  
OF RESOURCES**

When Learning About Products  
& Services



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*



THERE'S A GROWING ECOSYSTEM OF **INFLUENCERS AND VALUES THAT FACTOR INTO BUSINESS DECISION MAKING**





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**

THE BUSINESS DECISION  
MAKING PROCESS  
**HAS BECOME MORE  
MULTIFACETED**



### 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



# 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

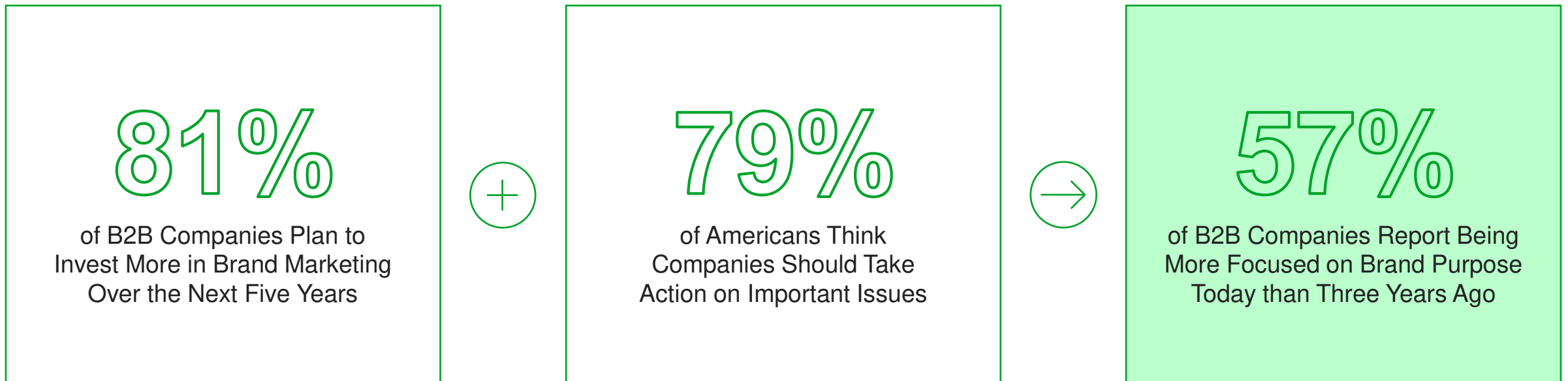
**Branded Content** Remains Vital



# 1 INVESTING IN YOUR BRAND PAYS DIVIDENDS

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

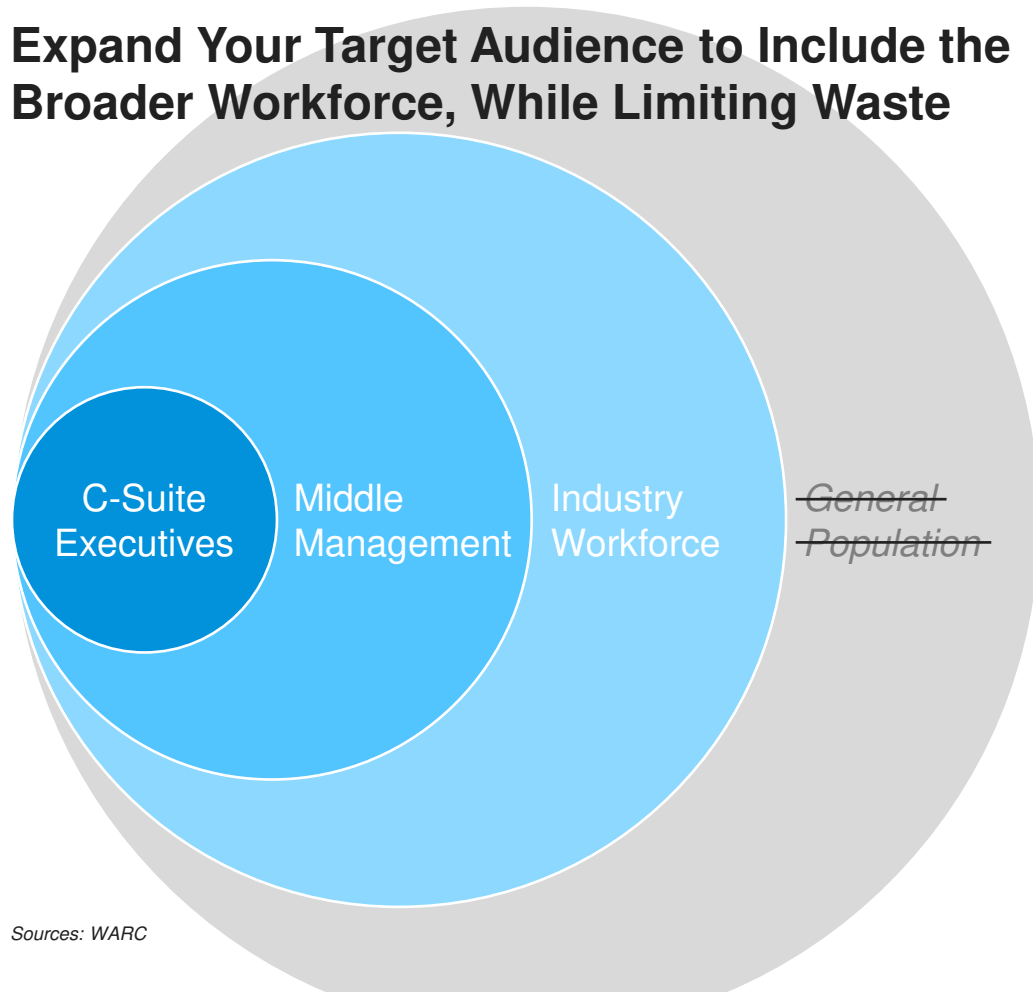
There's a direct correlation between share of voice to market share acquired, and as a result...



## 2 ASSESS YOUR TARGETING STRATEGY

Solely targeting the C-Suite neglects the widening set of decision makers, as well as future business leaders

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

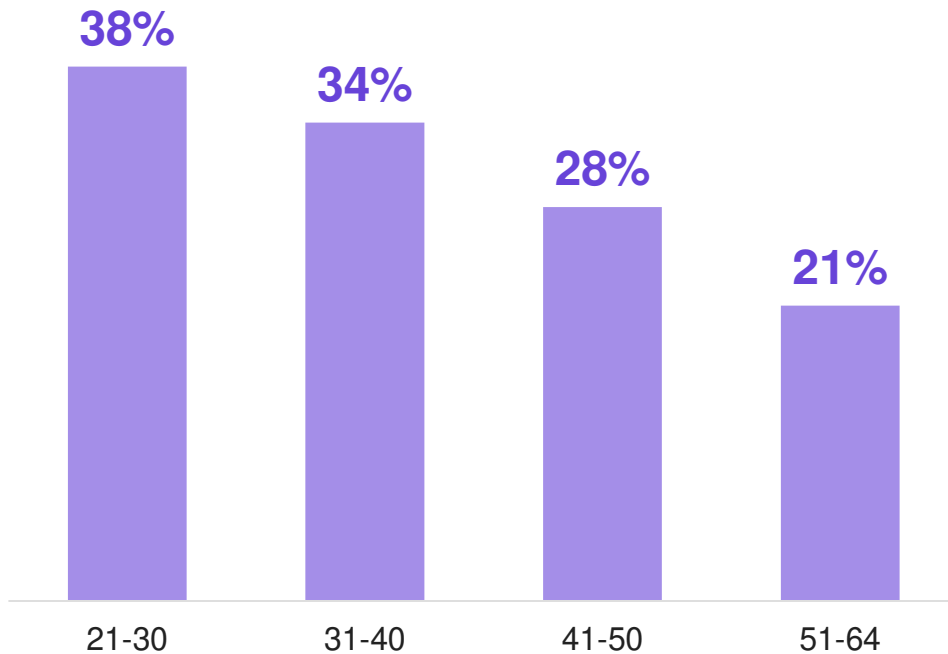
To add Incrementality Against Strategic Audiences

# 3 SIGHT, SOUND & MOTION DELIVERS GREATER IMPACT

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

By Age Group



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

# 4 TAP INTO THEIR PASSIONS OUTSIDE OF WORK

BDMs have passions outside of the workplace, offering B2B brands unique opportunities to reach and engage their consumers

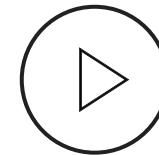
## Sports & Entertainment Programming

can Increase BDM Reach

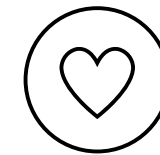
**+80%**

in addition to CNBC Only

**And Beyond Just Maximizing Reach, When Marketers Integrate Their Brand Into Premium TV Content it Further Propels the Campaign's Full Funnel Impact**



Ad Recall



Brand Recall



Purchase Intent

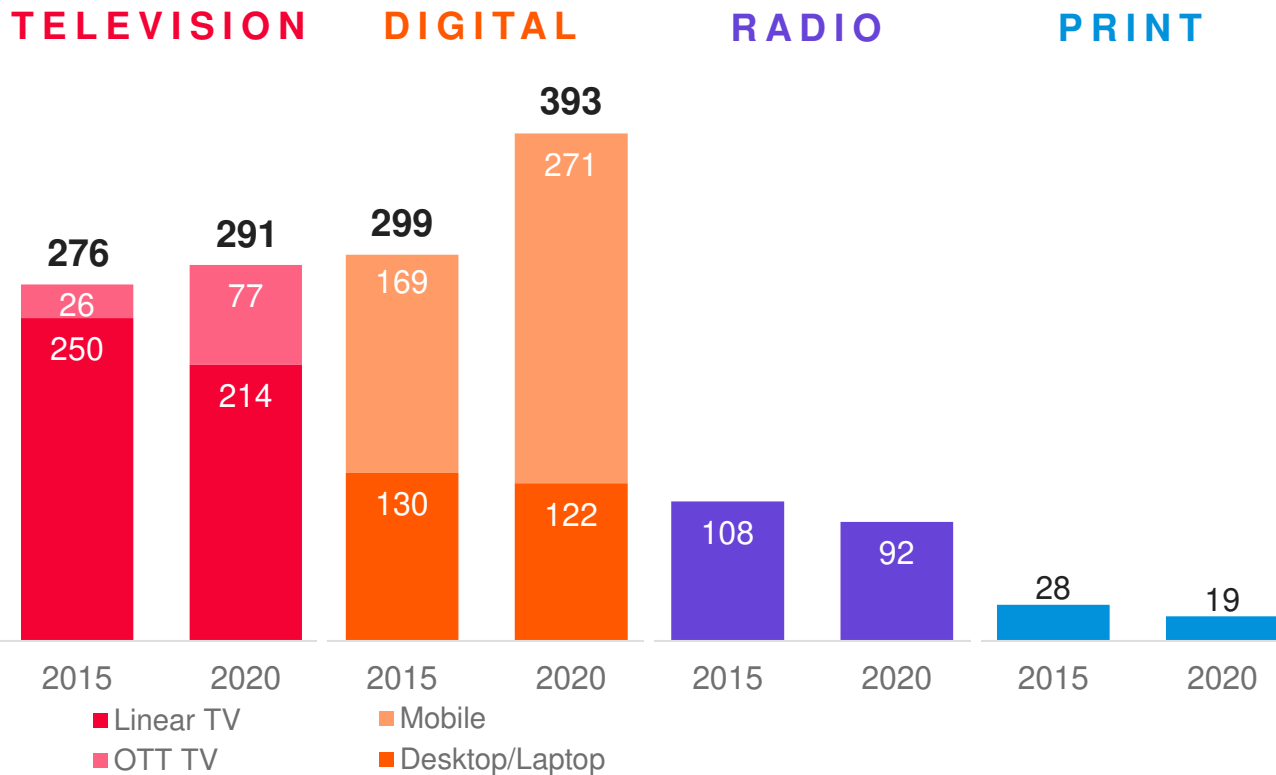
Custom Vignettes	<b>+22%</b>	<b>+33%</b>	<b>+43%</b>
In-Show Integrations	<b>+62%</b>	<b>+89%</b>	<b>+71%</b>

# 5 ALIGN MIX WITH TODAY'S MEDIA CONSUMPTION

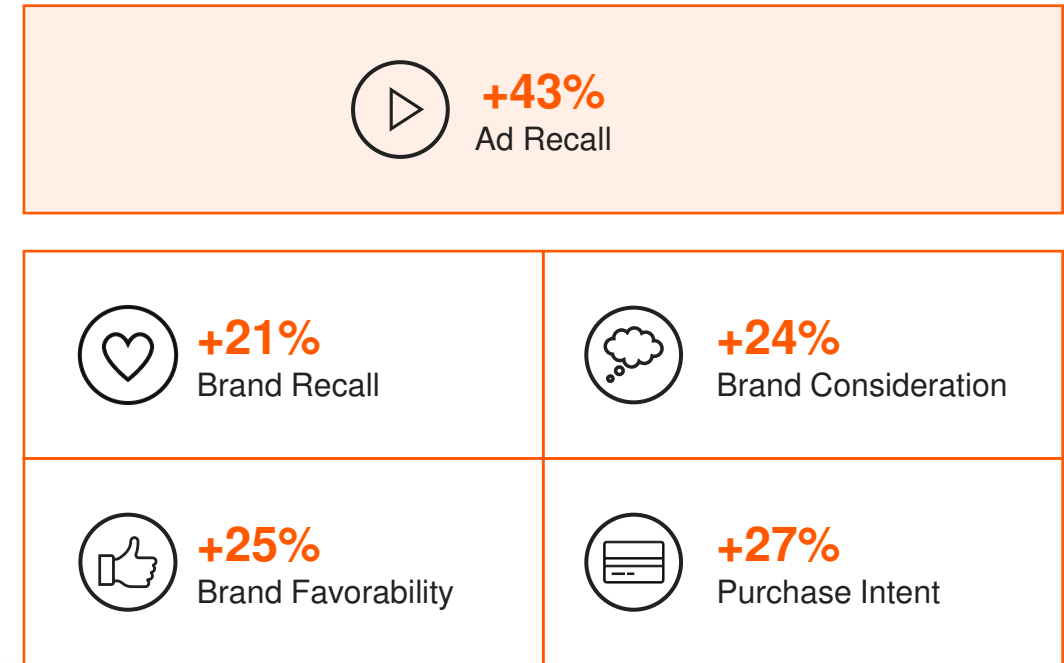
Media consumption continues to evolve, forcing B2B marketers to adapt and diversify their media mix

## Average Time Spent Per Day

Minutes, A18+



## Multi-Platform Campaigns vs. Single Platform



Sources: \*eMarketer January 2021, custom research study by NBCU\*\*

# 6 THE POWER OF BRANDED CONTENT

Content marketing adds valuable information and context as decision makers research new products and services

79%

of Business Decision Makers Said a Winning Vendor's Content Had a **Significant Impact on Their Buying Decisions**

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**

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details or inquiries!



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NBCU opportunities for the modern B2B Marketer are endless...



**Trusted** News Sources



**Cross-Platform** Reach & Scale



**Advanced** Targeting



**Premium** Content Production



**Executive Access** & Events



**Thank You!**