Tackling the Tension Between

Brand & Performance

to Optimize Full-Funnel Impact for B2B
As revenue growth leads to consistent increases in media investment, the B2B landscape is more competitive than ever before.

**Revenue Growth**  
(CAGR - 2015 to 2023)

+10%

**Media Spend Growth**  
(CAGR - 2020 to 2022)

+9%

*all categories CAGR = +4%

Sources: MarketWatch, SMI
At the same time, current economic conditions have created business challenges...

**Inflation**

Inflation is Forcing B2B CEOs to Rethink Pricing

**Approach to Growth**

65% of companies’ growth strategy has changed due to fears of recession or downturn

**Rethinking Media Strategies**

Current macro-economic conditions are challenging B2B brands to make strategic choices in terms of budget and investment between brand & demand.

Source: Segment, Boston Consulting Group, Merkle
Prioritizing Performance may drive short-term ROI, however, **Prioritizing Brand Yields Stronger Long-Term ROI growth**

Marketers who invested >50% of spend towards **upper-funnel tactics** saw significantly larger short+long term ROI increases.

Source: Analytic Partners ROI Genome
To Stay Competitive & Drive Growth

Brand & Performance

Are Both Critical
Brand & Performance strategies are often siloed, and tend to be aligned with distinct sets of KPIs.

**Brand**
- Awareness / Recall
- Brand Loyalty
- Customer LTV
- Sustainable Growth

**Performance**
- Conversions / Acquisition
- Sales / ROI
- Short-term Growth
- Market Share Gains
Brand & Performance strategies are often siloed, and tend to be aligned with **distinct sets of KPIs**.
Brand & Performance strategies are often siloed, and tend to be aligned with distinct sets of KPIs...

A balanced strategy can help relieve business pressure today and also create a foundation for sustained growth tomorrow.
Today, B2B marketers continue to grapple with **Evolving Dynamics** impacting business decision making.

01. More Stakeholders & Key Constituents Involved

02. Longer Purchase Decision Journeys & Timeframes

03. Increased Competition & Creative Sameness
More Stakeholders & Key Constituents

A mix of different stakeholders create complex decision-making process & hierarchies

8.3 internal employees influence final decision*

*on avg. within large corporations

Sources: NBCU Proprietary Research (BDMs)
Maximize Reach... complement with Precision
To build brand awareness across ALL stakeholders, a broad approach is critical.

Media strategies limited to precision targeting (i.e. job title)
Risk missing valuable audiences

... there are 38M BDMs in the US today. Scale is a strong foundation for success.

Sources: NBCU Proprietary Research (BDMs)
Challenge #2:

Long Purchase Journeys & Timeframes

Key decisions involve long timelines
3.5-month avg. vendor selection process (within large corporations)

95% of BDMs are not in market now, but will be in the future

Only 5% of decision makers are projected to be in market to buy at a given point in time

Sources: NBCU Proprietary Research (BDMs), LinkedIn B2B Institute
Get ahead of FUTURE demand...
An ‘always on’ strategy is necessary to optimize Reach & Frequency

While most B2B advertisers look for immediate impact, Long-term media support ultimately helps drive topline and bottom-line performance.

Avg. Revenue by Length of B2B Advertising Campaign
Four Year Average Company Growth

Sources: NBCU Proprietary Research (BDMs)
Creative Breakthrough in a Sea of Sameness

Importance of Emotion & Brand Reputation

56%
Of the BDM choice comes down to emotional factors

39%
Of business decisions today are driven by brand reputation

B2B video ads that incorporate emotional content see

2x Stronger Web Visitation Rate

vs. B2B video ads that ONLY incorporate rational content

Sources: iSpot.tv, Mintel
Leverage a Full Funnel messaging strategy to Build Brand while also Driving Conversions

**Challenge #3: Key Implication**

- **Awareness**: Connect with all potential audiences / stakeholders with messaging that creates emotional connection and fosters top-of-mind awareness.
- **Consideration**: Inspire exploration & discovery with unique relevant messaging that encourages BDM engagement.
- **Decision**: Retarget audiences exposed to previous ads with product specific creative.
Best Practices for Balancing Brand & Performance for Short- & Long-Term Success:

**Audience Strategy**
Consider all key audiences (influencers to end decision makers)

**Future Demand Maximization**
Keep in mind the complexity of the purchase journey and manage reach / frequency accordingly

**Creative Breakthrough**
Tap into brand creative that connects emotionally, complement with the right product specific messaging for right audience at right time

**Measurement Strategy**
Have clearly defined short-term and long-term KPIs and measure accordingly
Tackling the Tension Between

Brand & Performance

to Optimize Full-Funnel Impact for B2B

JUNE 2023