

2025



**NBCUniversal**

Capturing the Attention of  
Today's Business Audiences

**Today's B2B  
decision-making  
process has grown  
more complex  
necessitating new  
sales & marketing  
strategies**

*Democratized Decision-Making*

**10-11**

Average size of a business  
decision-making group

**72%**

of buying teams hire outside  
consultants to influence decisions

*Shrinking Shortlists*

**49%**

of BDMs only consider 1-3  
products per decision making  
cycle (up 16ppts YoY)

**80-90%**

of BDMs already have a  
vendor shortlist before the  
research process

*Growing Prioritization  
of Brand Building*

**95%**

of BDMs are not in market now, but  
will be in the future while only 5%  
are projected to be in market now

**45%**

of B2B marketers would commit  
over half of marketing spend on  
brand if not for budget constraints

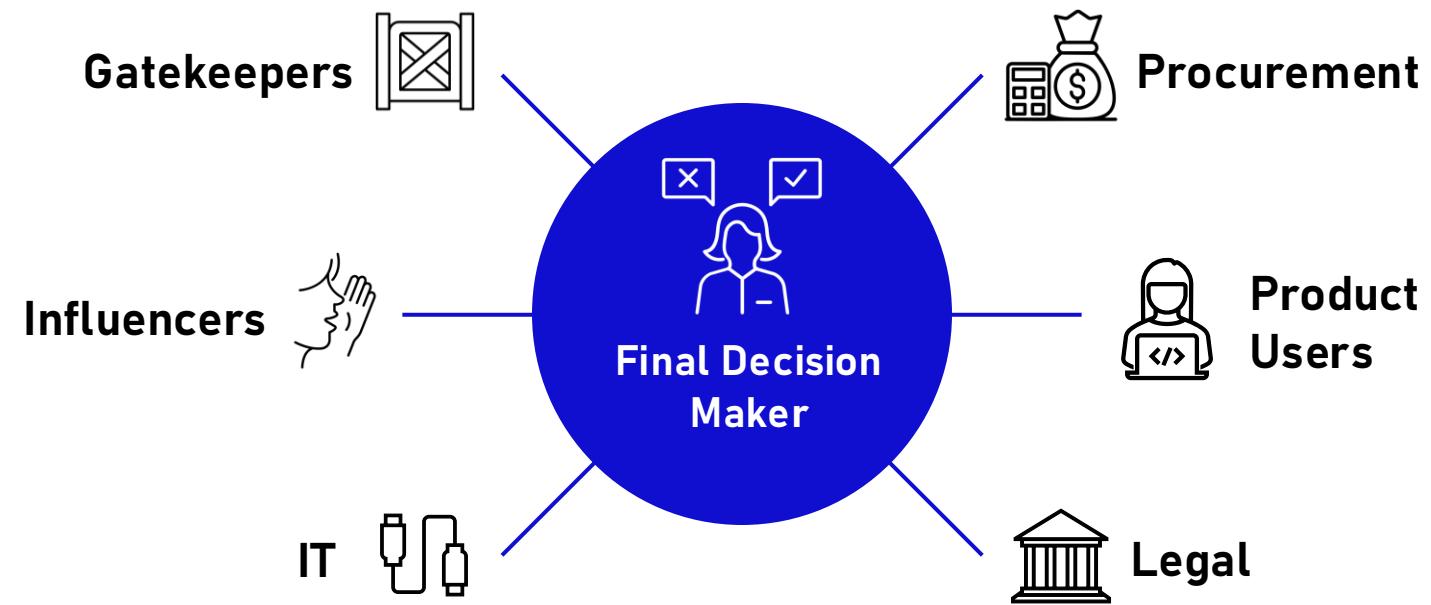
# Determining the right “Business Decision Maker” targets

In this changing landscape, decision-making stakeholders are moving targets consisting of different types of employees coming together in a matrix

# 10-11

Stakeholders involved in the decision-making process

## Decision-Making Stakeholder Matrix Illustrative Example



# Today's business leaders are younger and more diverse – B2B marketing must evolve accordingly to effectively reach them

## Avid Sports Fan

48% of Business Leaders  
watch Sports on TV

## Female

41% of Business Leaders  
are Female

## Millennial

71% of Business Leaders are  
under the age of 44



## Reality TV Fan

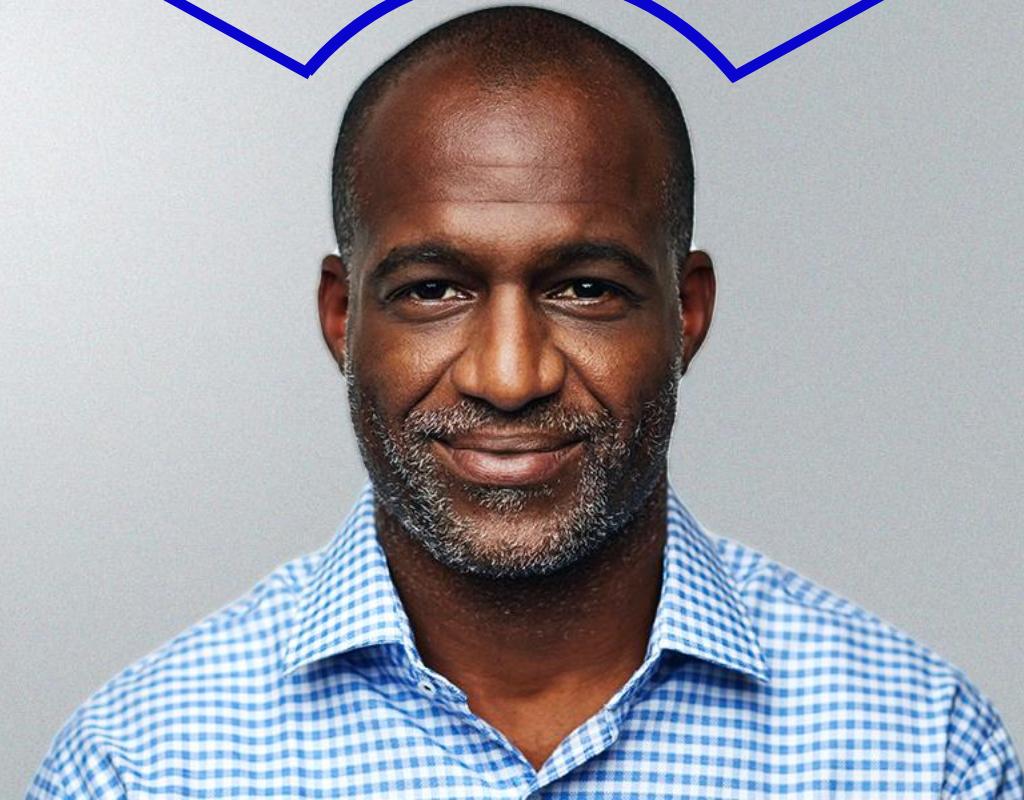
52% of Business Leaders  
watch Reality TV

## Diverse

+50% increase in multicultural  
business owners  
(over last 10 years)

## Gamer

36% of Business Leaders  
enjoy gaming

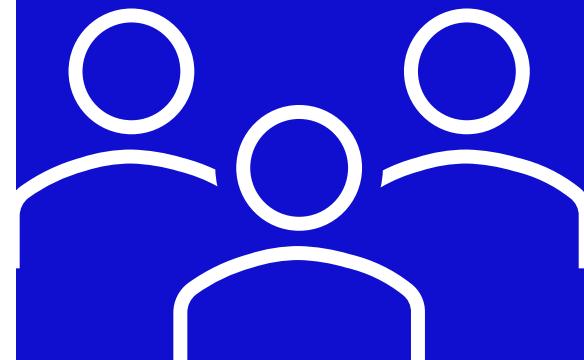


# Reaching Strategic B2B Audiences with NBCUniversal

NBCUniversal  
continues to  
be the right  
partner **to reach**  
**decision makers**

Each month, our content reaches

286M  
P2+



that includes the  
**audiences** that  
matter to you



HHs per month

30.5M

Business Decision Maker

33.4M

IT Decision Makers

33.5M

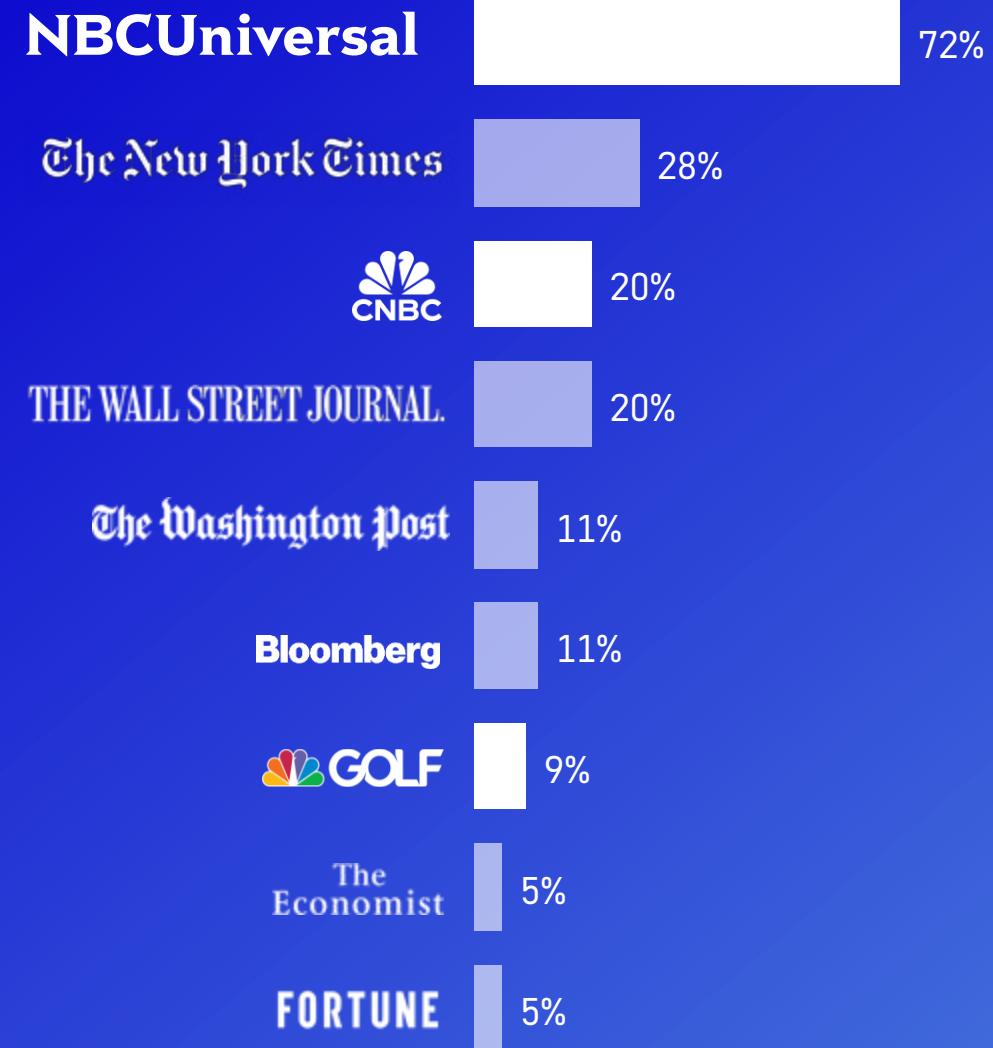
Small Business Owners

4.8M

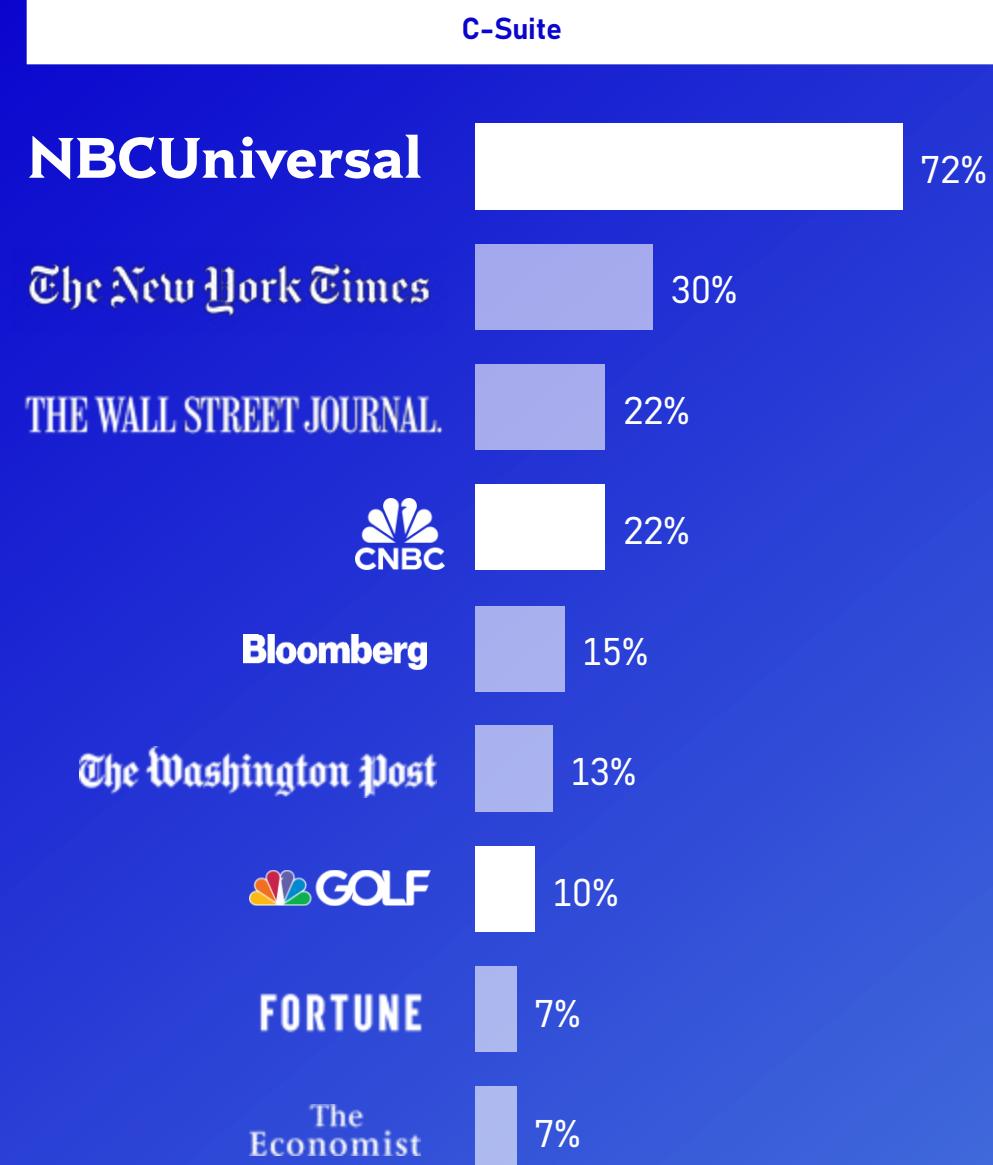
C-Suite Executives

And NBCU reaches more  
**high value  
business  
targets**  
monthly than traditional  
B2B powerhouses

BDMS Spending \$10K+ Annually



And NBCU reaches more  
**high value  
business  
targets**  
monthly than traditional  
B2B powerhouses



A data-driven approach allows B2B partners find key audiences wherever & whatever they are watching

**Business  
Decision Makers**

**Small Business  
Owners**

**C-Suite  
Executives**

**Sales &  
Marketers**



What Are  
They  
Watching?



the office



YELLSTON

Data-driven,  
audience strategies  
have already  
**maximized reach &  
impact** for our B2B  
partners



More Target Audience Impressions

**+36%**



Higher Target Audience Index

**+9%**



Greater Target Audience Reach

**+55%**



Better Cost Efficiency & Lower CPM

**-20%**

B2B IT Company Case Study

## Optimizing for B2B Audience Reach & Engagement

### Challenge

A leading IT company wanted to make the most of their linear ad spend to drive search engagement

### Solution

Data-driven optimization resulted in **expanding number of linear properties purchased**, while also **increasing CNBC**, and still including Golf



### Results: EDO Search Engagement

+32%

lift in search engagement  
compared to non-NBCU linear

+17%

lift in search engagement  
compared to NBCU non-DDL

### Power of E!, Oxygen, Bravo

New non-endemic networks **outperformed endemic networks** and drove some of the **strongest search engagement lifts**

2025



**NBCUniversal**

**NBCU B2B Category Strategy Team**

Dominique Folacci, Nicole Lee, & Savannah Stephens