

Precision Targeting: Analytics-powered B2B Personalization

B2B Buyer Sentiments on Personalization

- Customers desire more from omnichannel experiences:



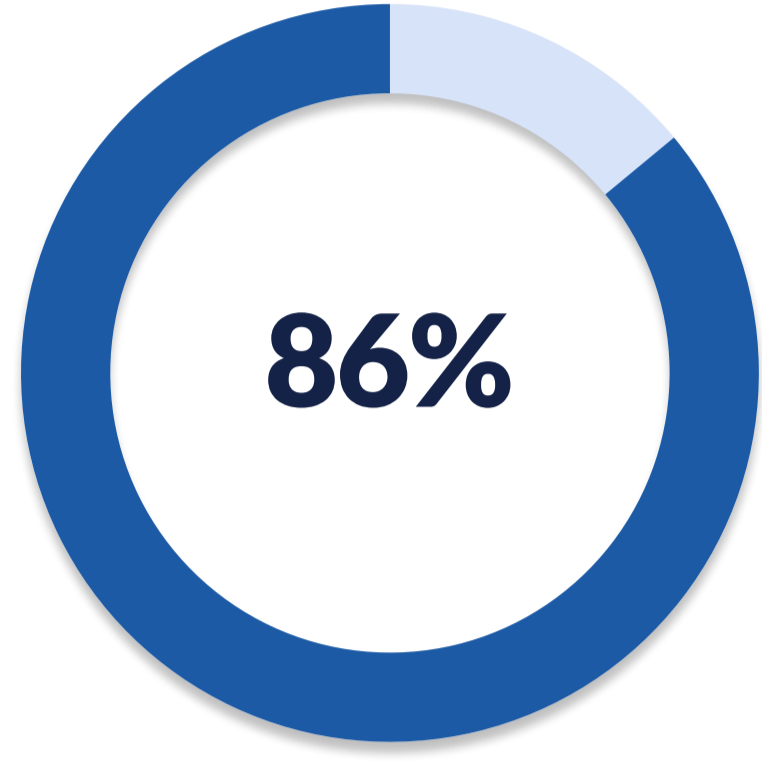
More channels for engagement.



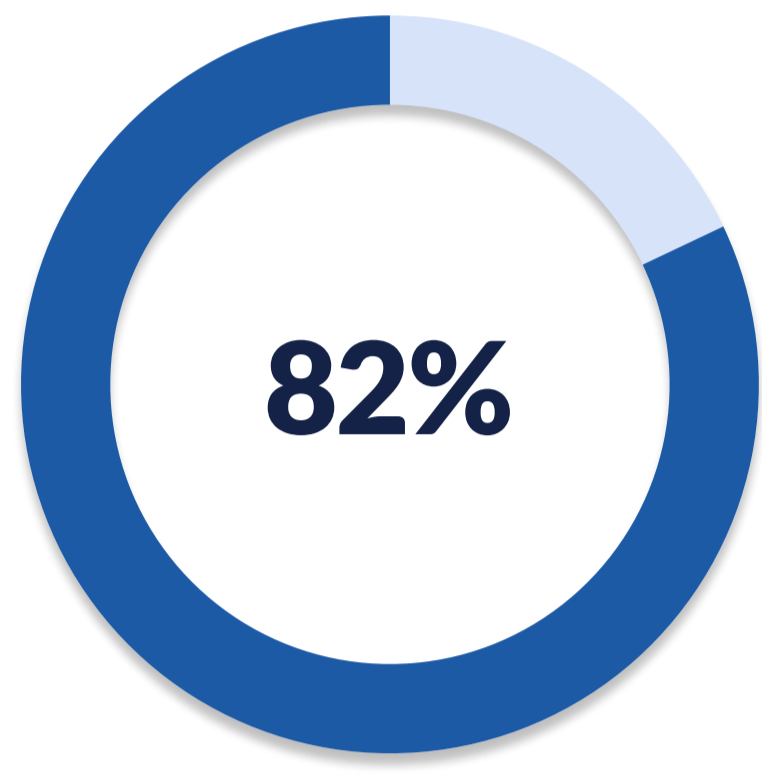
Greater convenience and real-time interactions.



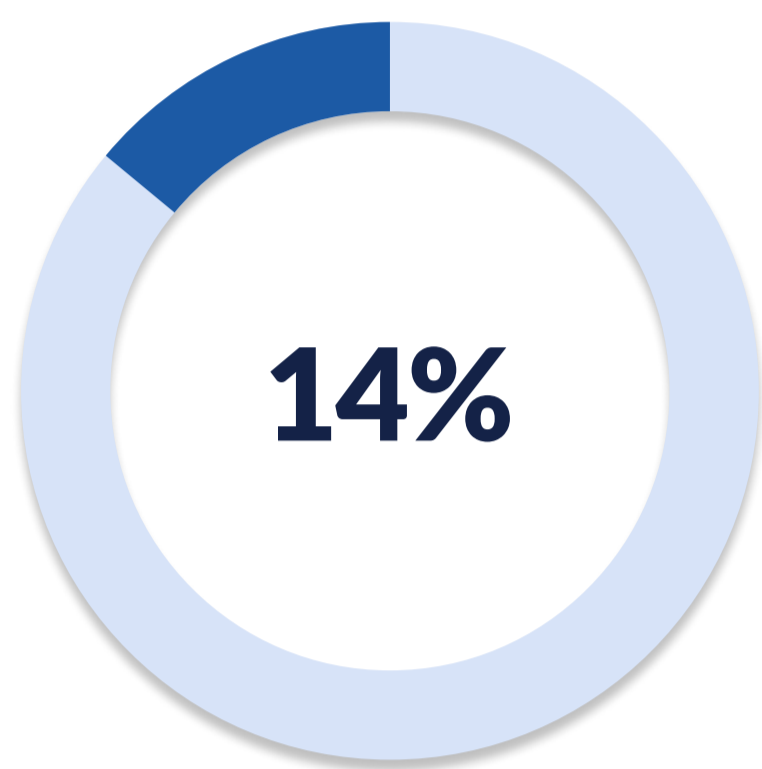
A highly personalized and tailored experience.



86% of B2B buyers expect companies to be well-informed about their information during interactions.¹



82% of B2B buyers desire personalized communications from brands they've given permission to, while 57% view personalized communications positively.²



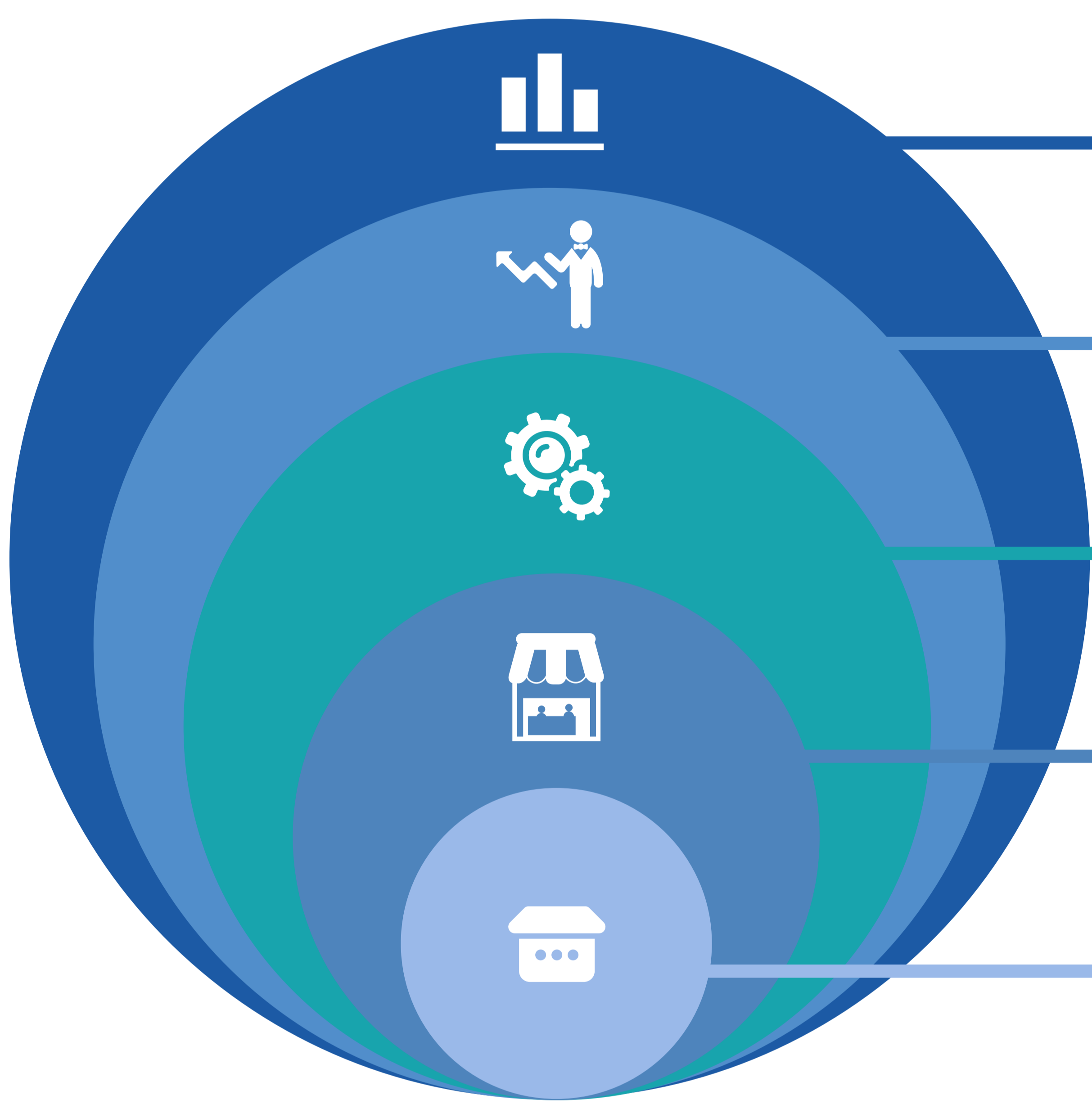
Overpersonalization carries risks, with **14% of buyers** having negative sentiments toward personalized communications.²

B2B Buyers Willing to Spend Big Online

- B2B E-commerce in the US will surge to **\$3 trillion by 2027 from \$1.7 trillion in 2021**.³
- By 2025, **80% of B2B sales interactions** will be digital.⁴
- B2B customers now use over ten interaction channels, **up from five in 2016**.⁵

Key Strategies for B2B Market Leaders

- Successful B2B market leaders implement five key modern sales and marketing strategies simultaneously:⁶



- Advanced technology stacks, analytics, and insights
- Hybrid sales teams and capabilities
- Hyper-personalization
- Tailored strategies for third-party marketplaces
- E-commerce excellence across the entire marketing and sales funnel

- Businesses employing all five strategies are **2x more likely to achieve over 10% market share growth** compared to those using only one.⁶
- B2B market leaders prioritize the development of a refined digital customer experience, primarily through early engagement on:



Social media platforms



Mobile devices



Text-based communication

- They increasingly delegate a significant portion of their sales efforts through third-party channels and their own marketplaces.

Going Beyond ABM with Analytics and AI

To harness the full potential of personalization, companies must understand their customers' channel preferences and journey for timely, relevant interactions.



Drive B2B Success with Data-powered Personalization Strategies

Ready to build and execute a data-driven B2B buyer personalization strategy? Partner with LatentView Analytics to harness the power of advanced analytics and AI for failproof tailored customer experiences.