

2019 B2B MARKETING RESEARCH REPORT

greenhat



KEY FINDINGS:

32%

ACHIEVED THEIR MARKETING OBJECTIVES IN 2018



#1 ISSUE:

LACK OF INTERNAL RESOURCES



BEST-IN-CLASS MARKETERS ARE

3X MORE LIKELY TO MEASURE EFFECTIVELY



ONLY 17%

CLEARLY MEASURE AND COMMUNICATE ROI



35%

HAVE ALL MARKETING LEADS FOLLOWED UP BY SALES



70% DEVELOPED

EITHER CUSTOMER PERSONAS, JOURNEY MAPS OR BOTH



62%

OF BEST-IN-CLASS MARKETERS PRACTISE ACCOUNT-BASED MARKETING



LINKEDIN IS THE #1 B2B SOCIAL PLATFORM



82%

GET SOME/GOOD RESULTS FROM SOCIAL MEDIA



THE B2B JUNGLE B2B MARKETING RESEARCH REPORT 2019

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