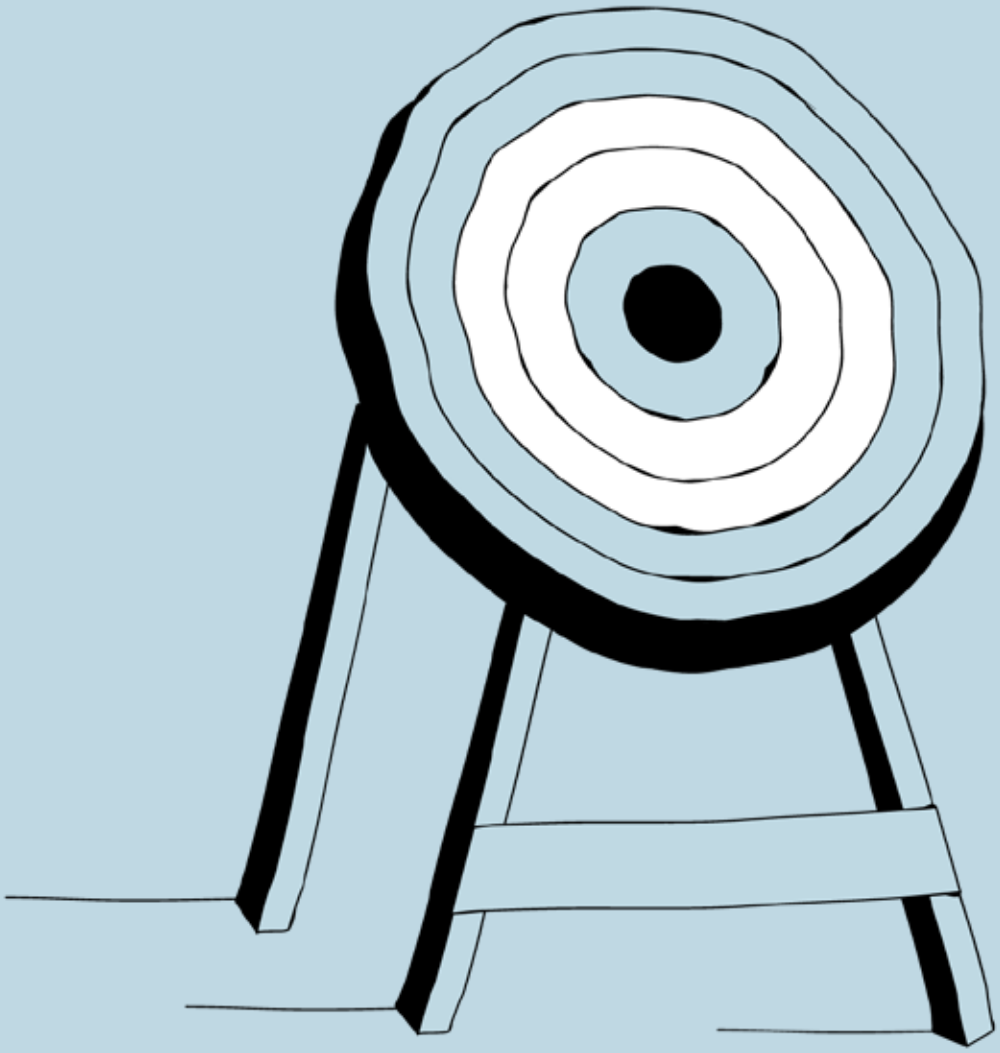
8 B2B benchmarks you must know

FOR EFFICIENT GO-TO-MARKET

Dreamdata



We analysed data from 414 B2B companies to unveil key characteristics of B2B go-to-market.

Here are the 9 must-know benchmarks for B2B leaders to understand what it takes to drive efficient growth in the B2B space.

Each benchmark includes actions and tactics for applying the insights in your own go-to-market, so you can start driving efficient and scalable growth.



#1 How long is the B2B customer journey?

TIP

Make sure to track your end-to-end B2B customer journeys, so you can: set accurate objectives and timelines for KPIs, predict pipeline and revenue, plan and allocate budget, time your go-to-market experiments to ensure experiments aren't cut short, or left running too long.

192 days

From first-touch to won deal

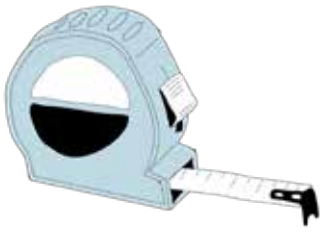
84 days

From first-touch to opportunity created

34 days

From first-touch to first conversion

The average B2B customer journey stretches over 6 months from the first anonymous touch to closed won. In exceptionally complex journeys, the process can take over 12 months.



#2 Does company size influence the speed of closing deals?

TIP

Adapt your marketing and sales strategies to align with the decision-making processes of different sized organizations - including setting segment-specific objectives and KPIs. For instance, larger businesses might require greater time investment for nurturing and relationship building.

40%

longer journeys for large companies

Large companies with >250 employees have a customer journey length of 242 days. Small companies <50 take 147 days



#3 What impact does location have on customer journeys?

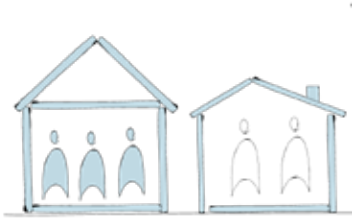
TIP

Collect accurate business location data to so you can better take into account region-specific factos such as data privacy regulation and cultural differences, when planning and applying your go-to-market strategies.

177 days to revenue USA

199 days to revenue Europe

Location has a notable influence on customer journey length. US journeys are approximately two months shorter than those based in the EU.



#4 How many stakeholders are involved in B2B deals?

TIP

Tailor your Marketing and Sales activities not only to the end user but to other critical stakeholders involved in the buying journey, e.g. CFO/ finance teams. End-users aren't always the ones with control over budgets or procurement.

2+ stakeholders

The average B2B buying journey involves over 2 identified stakeholders. Reinforcing the truism that B2B buying decisions are taken in committee.



#5 How does the first-touch channel impact buying journeys?

TIP

Prioritize leads coming from channels with shorter buying journeys. And utilize channels to their best effect, for instance, using review sites and paid ads for quicker conversions while leveraging social ads for long-term, relationship-focused marketing strategies.

From first-touch to won deal

70 days Review site

87 days Paid channel

222 days Social channel

Customer journeys where a Review Site is the first touch are 63% shorter than the average.



#6 How much of the buying journey does not involve the seller?

TIP

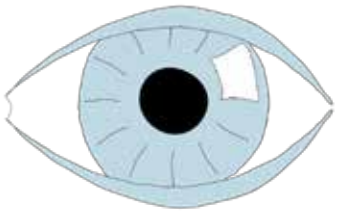
Make sure you offer sufficient amounts of selfserve content on all aspects of your product, its value and purpose. And use other elements of social proof, such as success stories, reviews, and recognition awards across all relevant channels.

35%

of buying journey spent without seller involvement *

The time buyer accounts spend researching independently (without contacting sellers) accounts for over a third of the total buying journey.

* Data from Gartner - The B2B Buying Journey report 2019



#7 How does tracking data influence revenue reporting?

TIP

Track engagement data to: improve revenue reporting on marketing and capture intent signals below the level of clicks and conversions.

7.7x

more revenue when including LinkedIn Ads engagement data

Including engagement data (pre-conversion engagement) on LinkedIn ads shows that there is almost 8x more revenue and 4x more business touches.



#8 How many touches does the B2B buyer make before purchasing?

TIP

Be omnipresent across all principal channels in to stay top-of-mind. Run cross-channel retargeting campaigns, work with both paid and organic channels, develop close alignment between Marketing and Sales.

In the average customer journey

31 touches

3+ channels

On average, there are 31 touches across at least three channels before a B2B deal is closed.


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