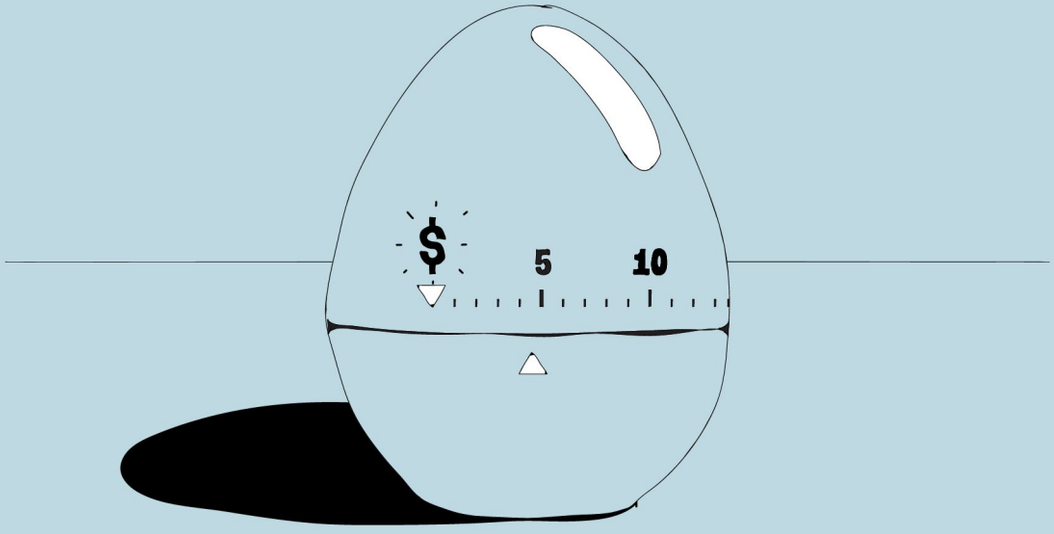
B2B Marketing time lag

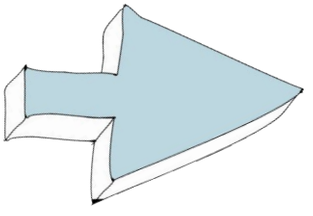
Some home truths based on data from Dreamdata customers



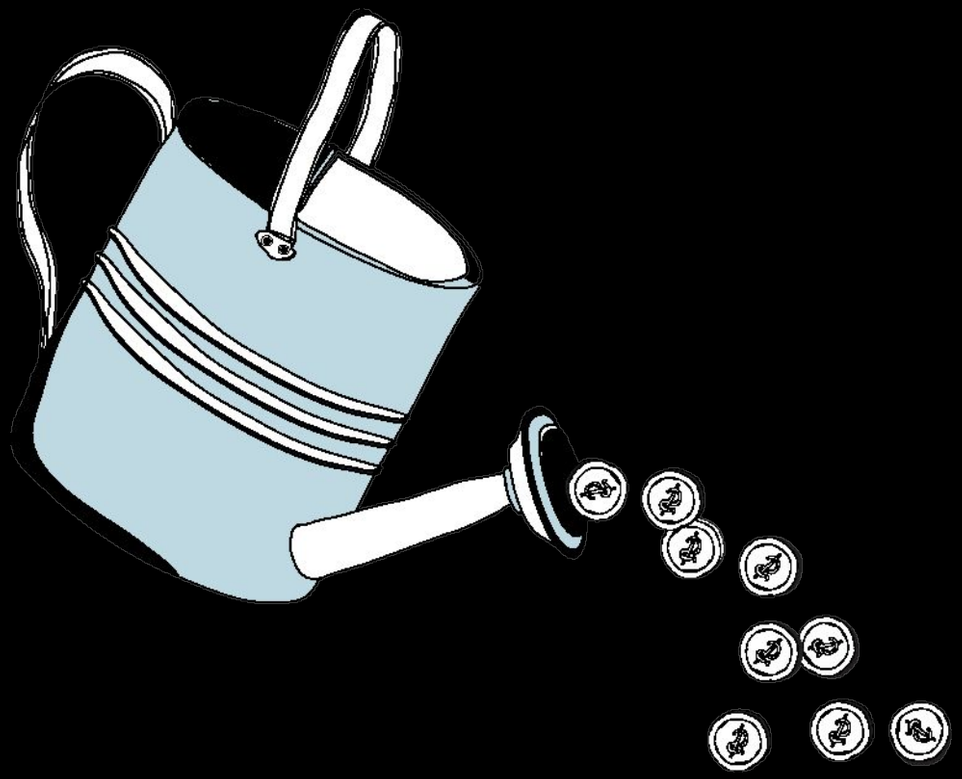
B2B customer journeys are notoriously **long** and **complex.**

192 days long on average, and some journeys stretch well beyond the year mark.

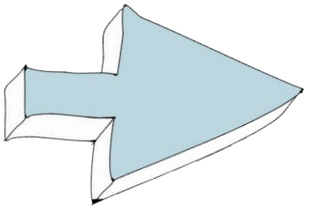
It is rarely only 1 person buying B2B software, it takes a whole committee.

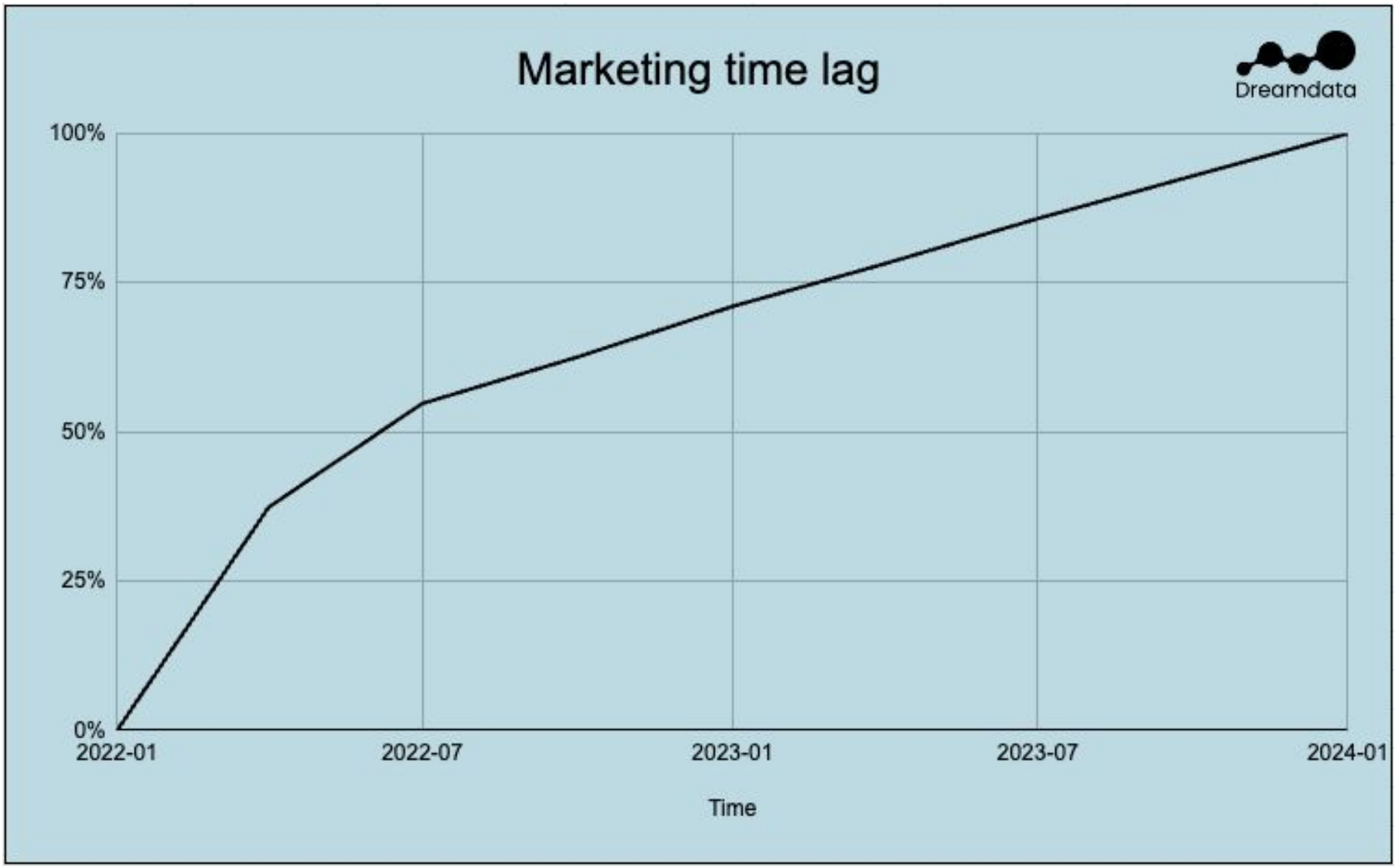


This is a challenge for planning and forecasting!



Let’s look at the **marketing time lag** for all marketing touch points that took place in **Q1 2022**

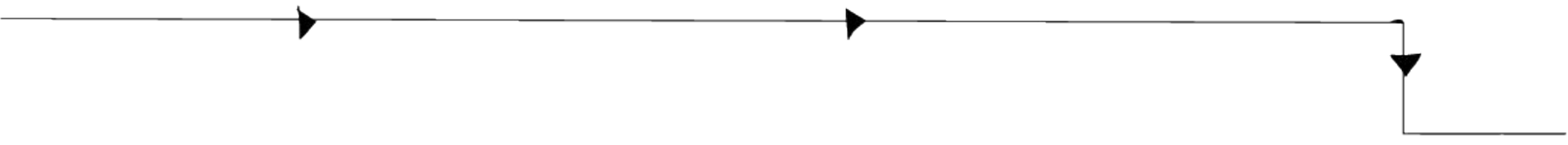




What can we learn from this?

1.

It takes **6 months** before **50%** of revenue is impacted.



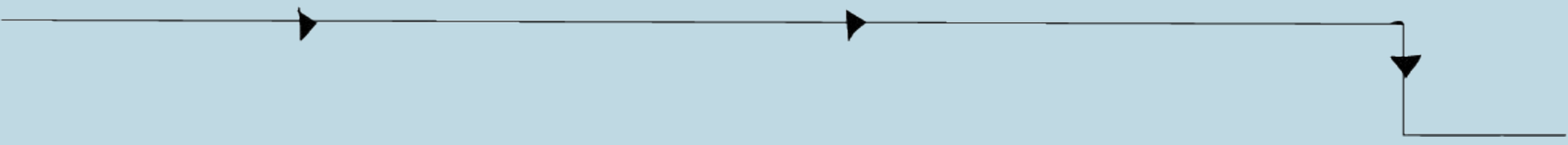
2.

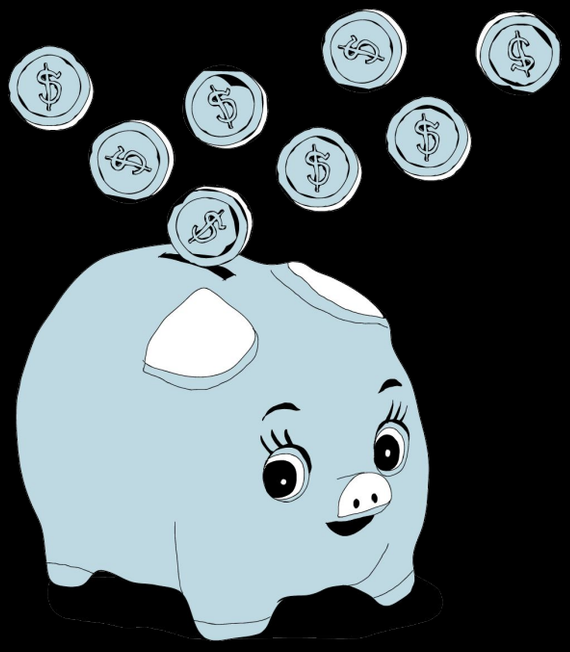
25% of the revenue impacted by marketing touches will happen in the second year.



3.

Following the first **6 months**, the impact of these activities is more or less constant at between **7-8% increase.**





4.

Last but not least it takes **2 years** before all revenue is recognised

Read the whole article here ❤️

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