

2021

UNDERSTANDING & INFLUENCING
BUSINESS DECISIONS
TODAY

NBCUniversal

THE DYNAMICS FOR **BUSINESS DECISIONS TODAY HAVE FUNDAMENTALLY CHANGED**

And the Events
of 20/21 Have
**Accelerated
this Evolution**

As a Result,

40%

of B2B CMOs Admit One of their
Primary Challenges Today is



**Understanding & Predicting
Customer Behavior**

From Identifying the Challenge Through Purchasing a Solution,
**THESE QUESTIONS HELP UNCOVER THE MOTIVATORS
THAT FUEL THE PURCHASE JOURNEY**
& HOW THEY'RE EVOLVING



TODAY'S BUSINESS
DECISION MAKERS ARE
**YOUNGER, MORE
DIVERSE, AND
TECH SAVVY**

Compared to 2010 the **Number
of BDM's Under the Age of 40**
has Increased

+16%

Over the Last 10 Years
Minority Owned Businesses
Accounted for

+50%

of New Businesses Started

Compared to General
Population, BDMs are

+18%

**More Likely to Prefer
Products that Offer the
Latest New Technology**

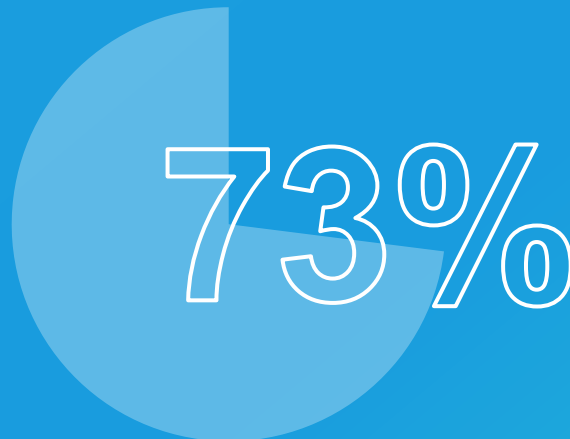
In 2020 the Proportion of
Women in Senior
Management Roles Grew

+29%

... the Highest Number
Ever Recorded

BUSINESS
DECISION MAKERS
**UTILIZE A VARIETY
OF RESOURCES**

When Learning About Products
& Services



of Business Decision Makers today agree
they're relying on more sources
to research and evaluate purchases

Channels Most Relied on by B2B Professionals when Researching New Product/Service
% of respondents

Web Search

90%

Web Articles & Reviews

51%

Events & Webinars

45%

Peers & Colleagues

42%

Marketing Materials

47%

Vendor Websites

44%

THERE'S A GROWING
ECOSYSTEM OF
**INFLUENCERS
AND VALUES
THAT FACTOR
INTO BUSINESS
DECISION MAKING**



THE BUSINESS DECISION
MAKING PROCESS
**HAS BECOME MORE
MULTIFACETED**

Sources: demandbase, grandviewresearch, forbes, adobe



Increasing Complexity

It takes an average of **17 interactions to complete a purchase** with about half being non-human (i.e. digital) and half being human.



More Stakeholders

4 or more people are typically involved in the decision.
In 2019, 66% of buying scenarios fell into a committee versus 59% in 2017.



Shifts to Ecommerce

B2B ecommerce sales are expected to **expand at a compound annual growth rate of +17.5%** from 2020 to 2027



TODAY'S BUSINESS DECISION MAKERS ARE
**MORE DIVERSE,
INFORMED &
SELF-RELIANT
THAN EVER BEFORE.**

These trends require B2B Marketers
to **reassess legacy thinking and
adjust their approach**

KEY CONSIDERATIONS

FOR B2B MARKETERS

1

Invest in **Your Brand**

2

Assess Your **Targeting Strategy**

3

Leverage the Power of **Sight, Sound & Motion**

4

Tap into **Passions**, Outside of Work

5

Align Mix with **Media Consumption**

6

Branded Content Remains Vital



1 INVESTING IN YOUR BRAND PAYS DIVIDENDS

B2B advertisers are investing more in brand marketing as today's consumers increasingly value a brand's purpose

There's a direct correlation between share of voice to market share acquired, and as a result...

81%

of B2B Companies Plan to
Invest More in Brand Marketing
Over the Next Five Years



79%

of Americans Think
Companies Should Take
Action on Important Issues



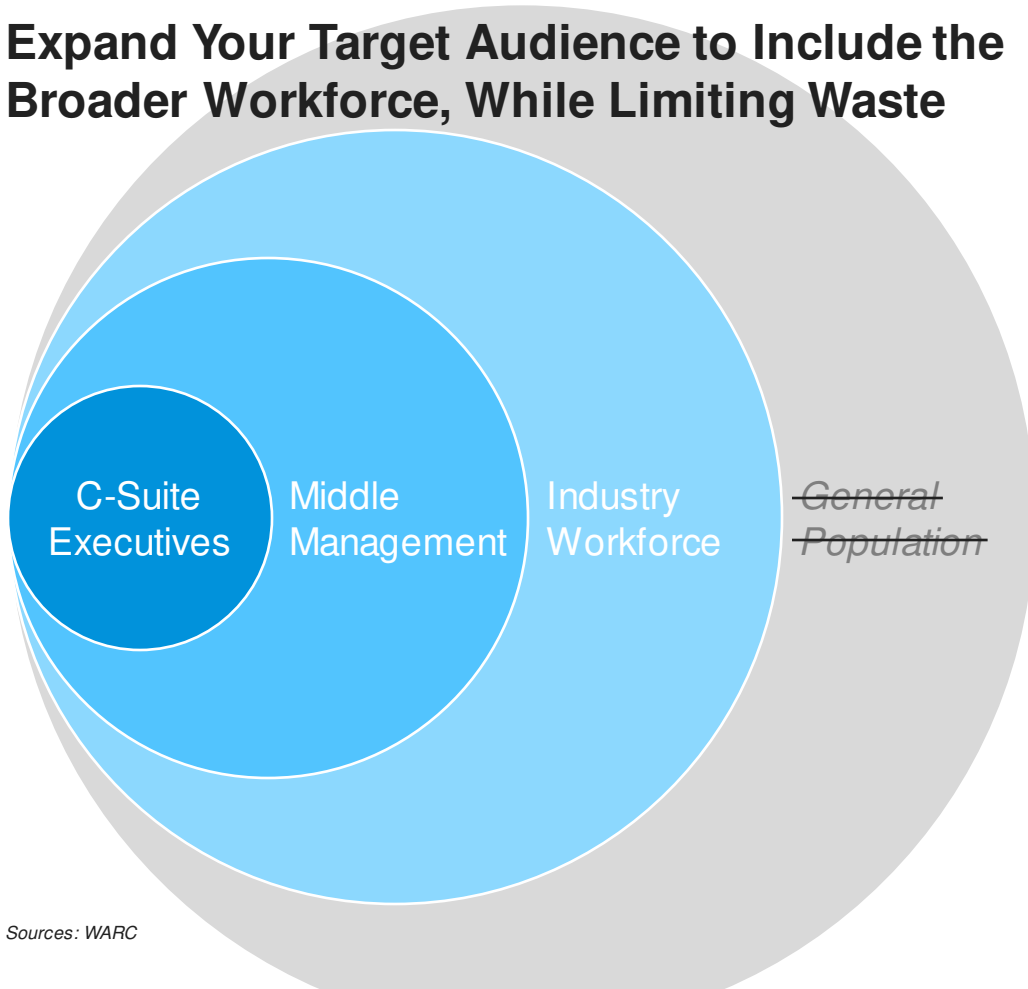
57%

of B2B Companies Report Being
More Focused on Brand Purpose
Today than Three Years Ago

2 ASSESS YOUR TARGETING STRATEGY

Solely targeting the C-Suite neglects the widening set of decision makers, as well as future business leaders

Expand Your Target Audience to Include the Broader Workforce, While Limiting Waste



And Apply Data-Centric Tactics to Accelerate Performance

Personalized Messaging

Depending on their rank, status, and occupation

Cross-Sell / Upsell

Products & Services to Other Divisions within Customer Bases

Cross-Platform Reach

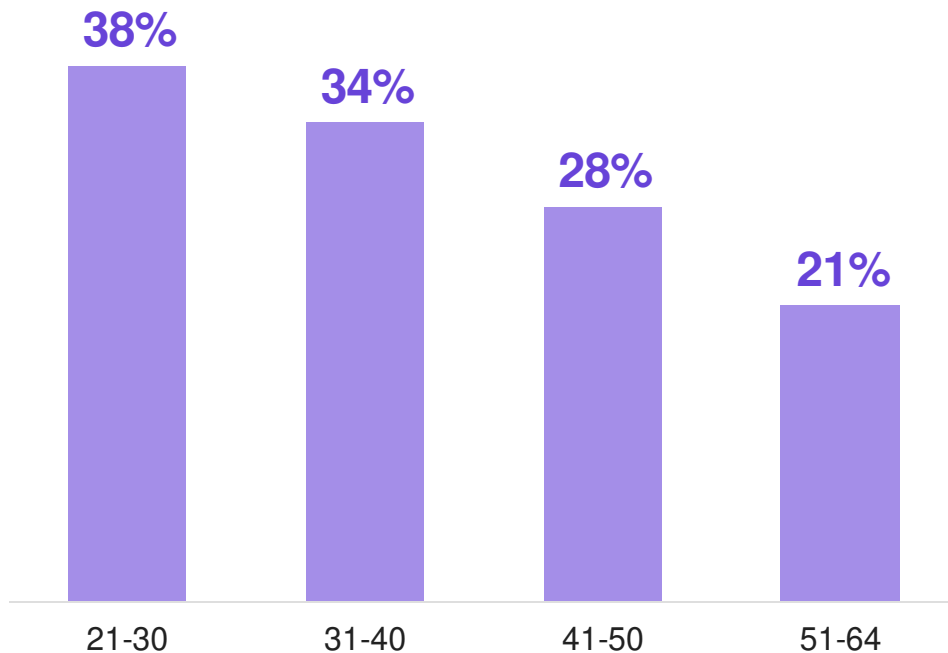
To add Incrementality Against Strategic Audiences

3 SIGHT, SOUND & MOTION DELIVERS GREATER IMPACT

Video is now the preferred method of getting news, especially among younger professionals who are increasingly influential

Percent of B2B Professionals Who Prefer Getting Industry News from Videos

By Age Group



Sources: [emarketer](#), [socialmediatoday.com](#), [marketingdive.com](#), [Accenture](#),

And Video Delivers Greater Impact for Brands

59% of business executives **prefer watching a video** than reading text content

Video ads on average drive **+48%** **higher sales rate** than static ads

Campaigns that don't include video on average see a **-21%** **decline in their paid search ROI**

4 TAP INTO THEIR PASSIONS OUTSIDE OF WORK

BDMs have passions outside of the workplace, offering B2B brands unique opportunities to reach and engage their consumers

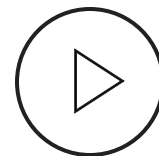
Sports & Entertainment Programming

can Increase BDM Reach

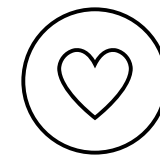
+80%

in Addition to CNBC Only

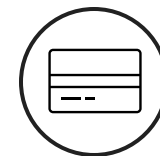
And Beyond Just Maximizing Reach, When Marketers Integrate Their Brand Into Premium TV Content it Further Propels the Campaign's Full Funnel Impact



Ad Recall



Brand Recall



Purchase Intent

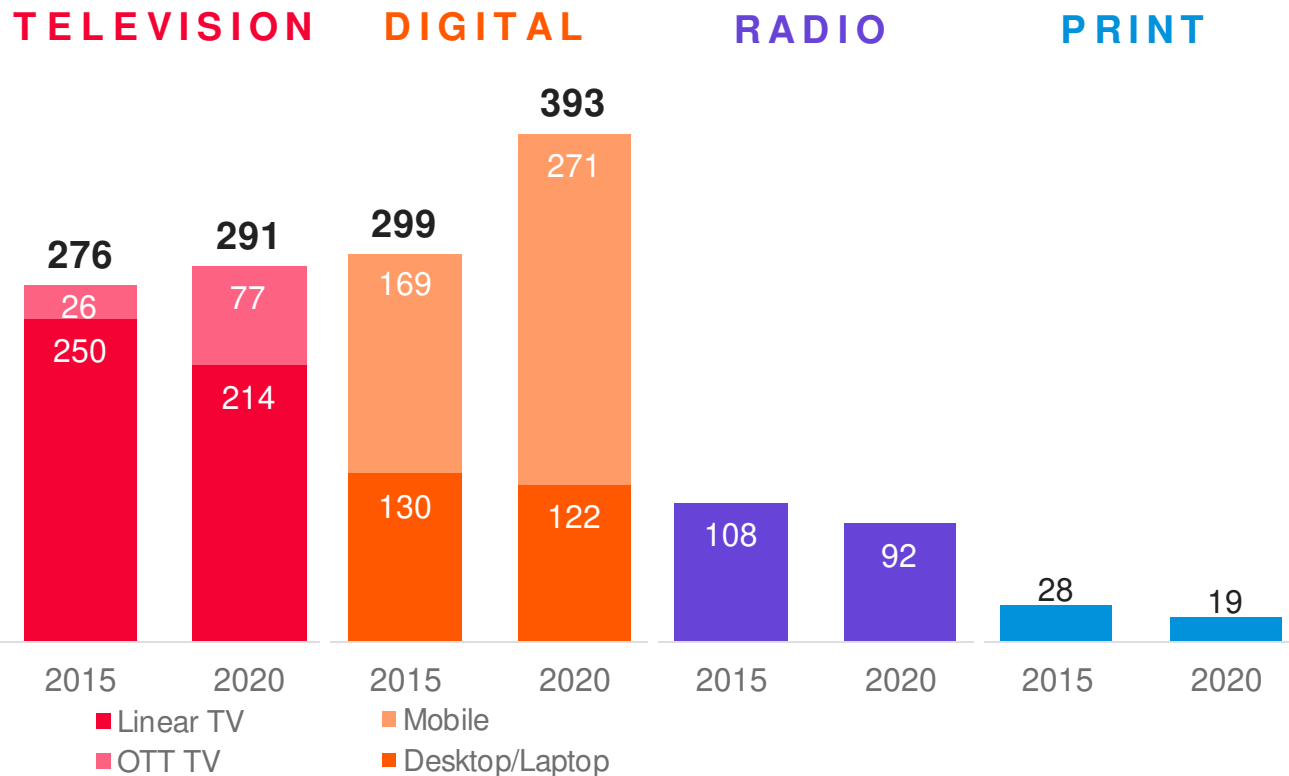
| | Ad Recall | Brand Recall | Purchase Intent |
|----------------------|-------------|--------------|-----------------|
| Custom Vignettes | +22% | +33% | +43% |
| In-Show Integrations | +62% | +89% | +71% |

5 ALIGN MIX WITH TODAY'S MEDIA CONSUMPTION

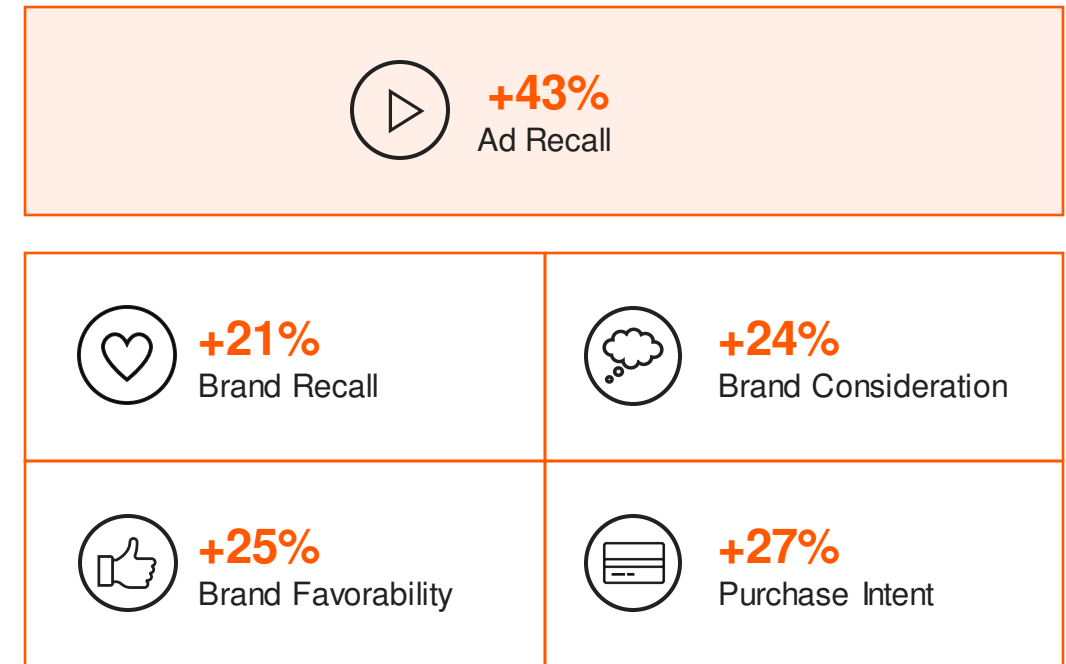
Media consumption continues to evolve, forcing B2B marketers to adapt and diversify their media mix

Average Time Spent Per Day

Minutes, A18+



Multi-Platform Campaigns vs. Single Platform



6 THE POWER OF BRANDED CONTENT

Content marketing adds valuable information and context as decision makers research new products and services

79%

of Business Decision Makers
Said a Winning Vendor's Content Had a
**Significant Impact on
Their Buying Decisions**

Branded
Content is **22x** **More Engaging**
than Display Ads

People Who Watch
Branded Videos Are **+62%** **More Likely** to Show
a Positive Reaction

Branded Content Distributed
Through Premium Publishers see **+50%** **Higher
Brand Lifts**

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NBCU opportunities for the modern B2B Marketer are endless...



Trusted News Sources



Cross-Platform Reach & Scale



Advanced Targeting



Premium Content Production



Executive Access & Events

Thank You!