



**NBCUniversal**

Tackling the Tension Between

# Brand & Performance

to Optimize Full-Funnel Impact for B2B

JUNE 2023



As revenue growth leads to consistent increases in media investment,

## The B2B landscape is more competitive than ever before

**+10%**

**Revenue Growth**

(CAGR - 2015 to 2023)

**+9%\***

**Media Spend Growth**

(CAGR - 2020 to 2022)

\*all categories CAGR = +4%

At the same time, current economic conditions have created  
**business challenges...**

## INFLATION

Inflation is **Forcing B2B CEOs to Rethink Pricing**



## APPROACH TO GROWTH

**65%**

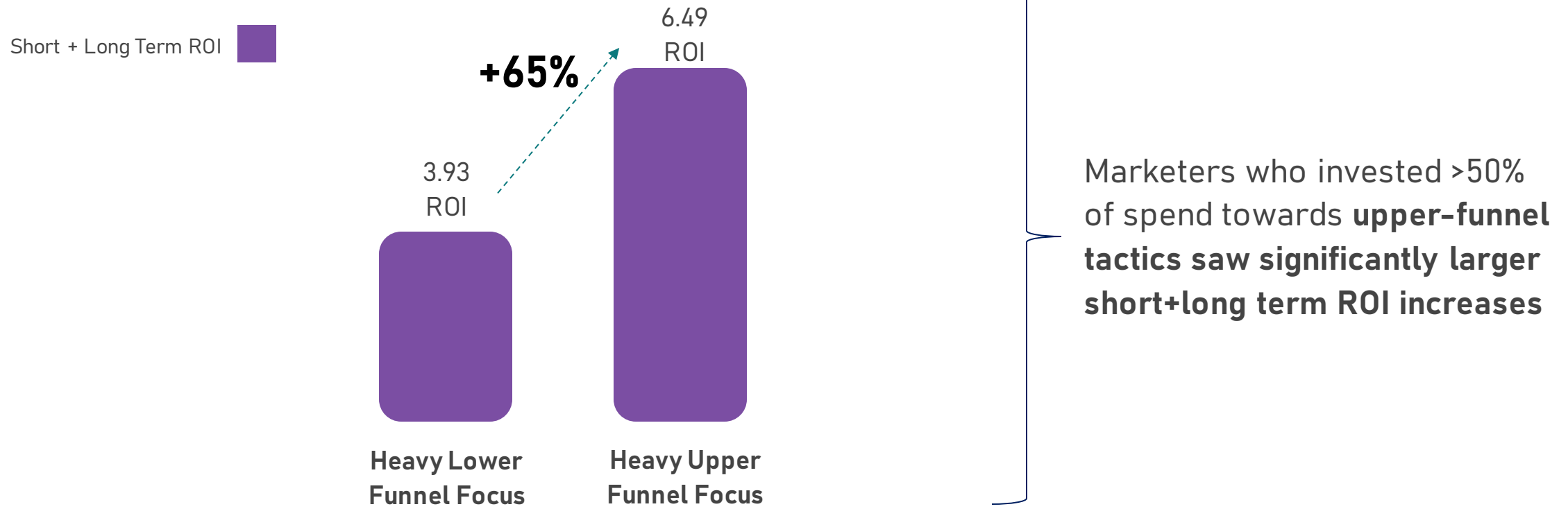
of companies' **growth strategy has changed**  
due to fears of recession or downturn

## RETHINKING MEDIA STRATEGIES

Current macro-economic conditions are  
**challenging B2B brands**  
to make strategic choices  
in terms of budget and  
**investment between  
brand & demand.**

**MERKLE**

Prioritizing Performance may drive short-term ROI, however,  
**Prioritizing Brand Yields Stronger Long-Term ROI growth**



To Stay Competitive & Drive Growth

# Brand & Performance

Are Both Critical



**Brand & Performance strategies are often siloed,**  
and tend to be aligned with **distinct sets of KPIs**

## Brand

Awareness / Recall

Brand Loyalty

Customer LTV

Sustainable Growth

## Performance

Conversions / Acquisition

Sales / ROI

Short-term Growth

Market Share Gains

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# Brand & Performance

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# Brand & Performance

*A balanced strategy*  
can help relieve  
business pressure  
**today**



also create a foundation  
for sustained growth  
**tomorrow**



Today, B2B marketers  
continue to grapple with  
**Evolving Dynamics**  
impacting business  
decision making

01.

More Stakeholders & Key  
Constituents Involved

02.

Longer Purchase Decision  
Journeys & Timeframes

03.

Increased Competition  
& Creative Sameness

# More Stakeholders & Key Constituents

A mix of different stakeholders create **complex decision-making process & hierarchies**

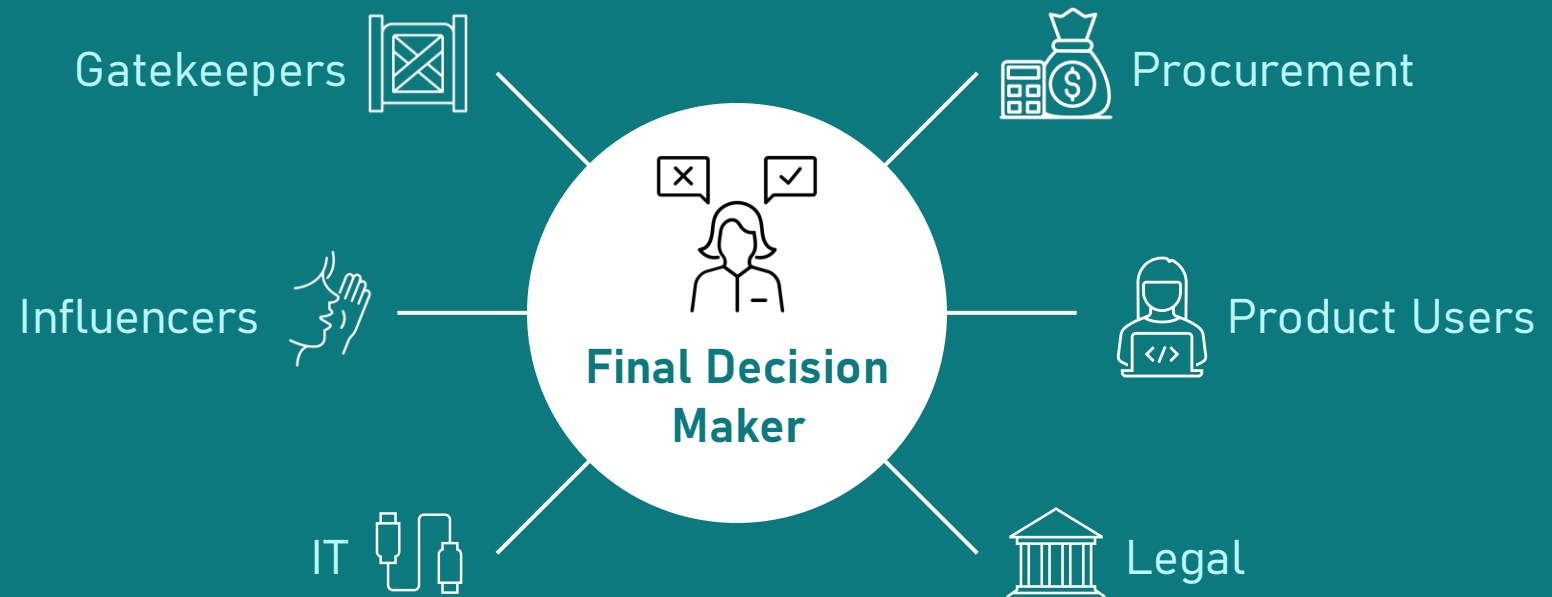
## 8.3

**internal employees**  
influence final decision\*

\*on avg. within large corporations

Sources: NBCU Proprietary Research (BDMs)

## Decision-making Stakeholder Matrix (ILLUSTRATIVE EXAMPLE)



## Maximize Reach... complement with Precision

To build brand awareness across ALL stakeholders, a broad approach is critical

Media strategies  
limited to precision  
targeting (i.e. job title)

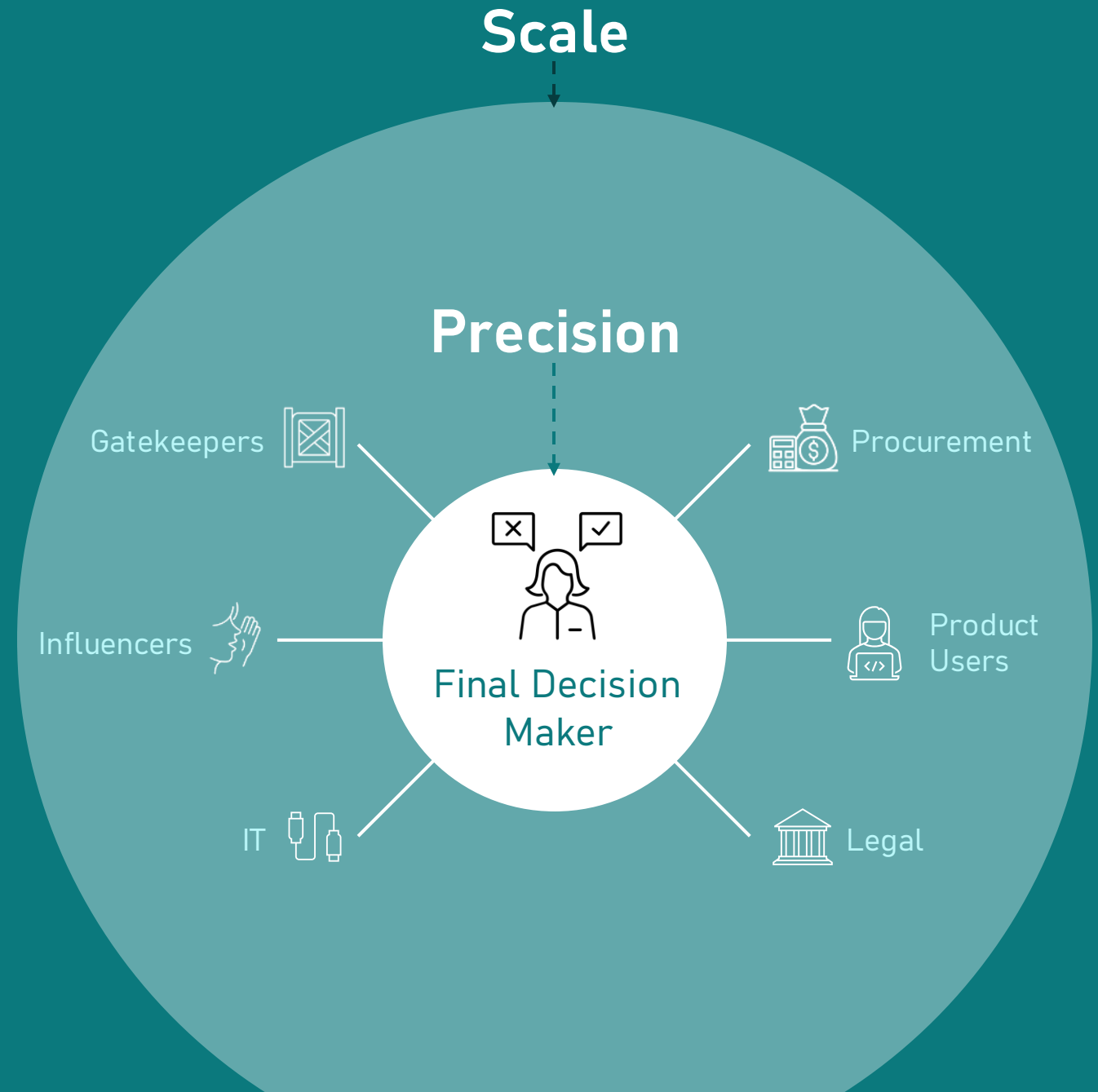
Risk missing  
valuable  
audiences

... there are

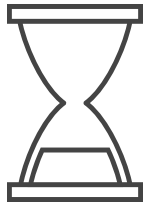
**38M BDMs**

in the US today.

**Scale** is a strong  
foundation for success.



## Long Purchase Journeys & Timeframes



Key decisions  
involve long  
timelines

3.5-month avg. vendor  
selection process  
(within large corporations)

95%  
of BDMs are not  
in market now, but  
**will be in the future**

Only 5%  
of decision makers are  
projected to be in market to  
buy at a given point in time

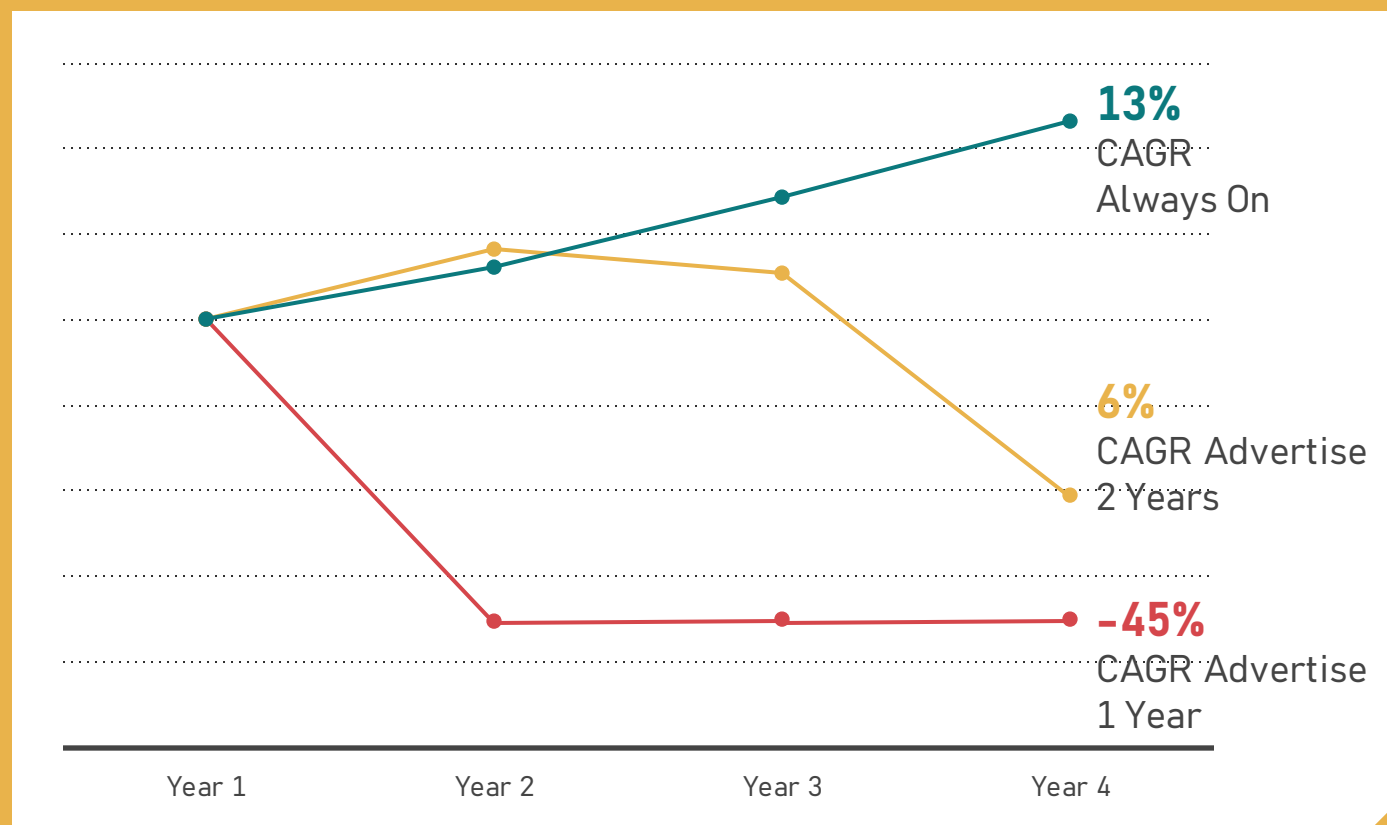
## Get ahead of FUTURE demand...

An 'always on' strategy is necessary to optimize Reach & Frequency

While most B2B advertisers look for immediate impact,

Long-term media support ultimately helps drive topline and bottom-line performance.

Avg. Revenue by Length of B2B Advertising Campaign  
Four Year Average Company Growth



# Creative Breakthrough in a Sea of Sameness

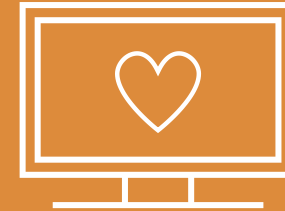
## Importance of Emotion & Brand Reputation

56%

Of the BDM choice  
comes down to  
emotional factors

39%

Of business decisions  
today are driven by  
brand reputation



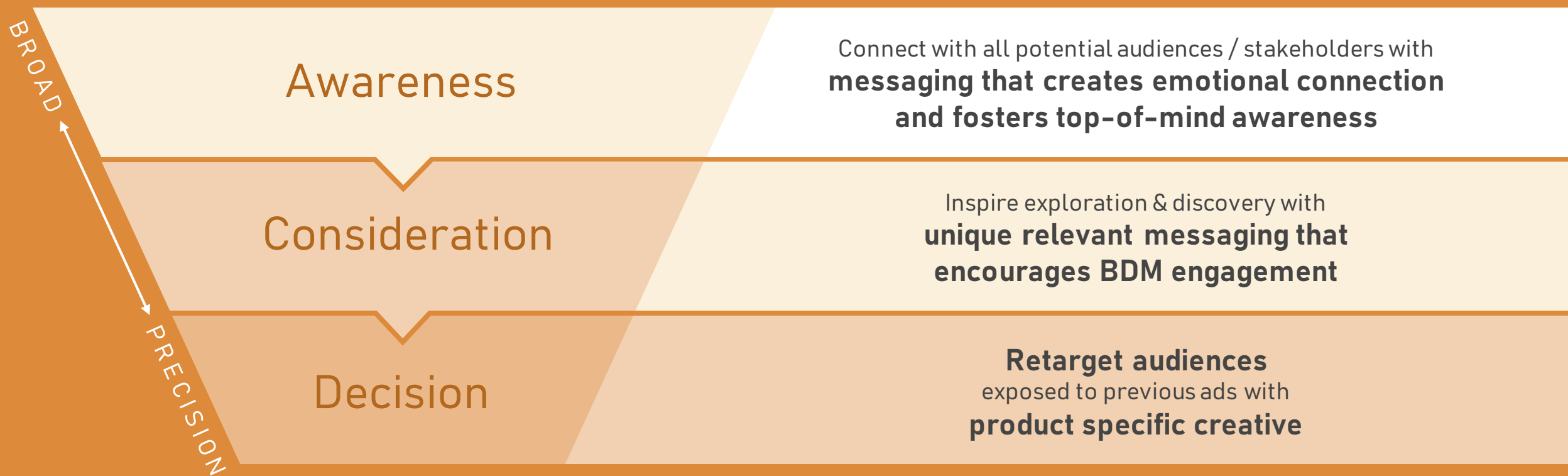
B2B video ads that incorporate emotional content see

**2x Stronger Web  
Visitation Rate**

vs. B2B video ads that ONLY incorporate rational content

# Leverage a Full Funnel messaging strategy to Build Brand while also Driving Conversions

## EXAMPLE MESSAGING APPROACH



# Best Practices for Balancing Brand & Performance for Short- & Long-Term Success:

## Audience Strategy

Consider all key audiences (influencers to end decision makers)

## Future Demand Maximization

Keep in mind the complexity of the purchase journey and manage reach / frequency accordingly

## Creative Breakthrough

Tap into brand creative that connects emotionally, complement with the right product specific messaging for right audience at right time

## Measurement Strategy

Have clearly defined short-term and long-term KPIs and measure accordingly





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