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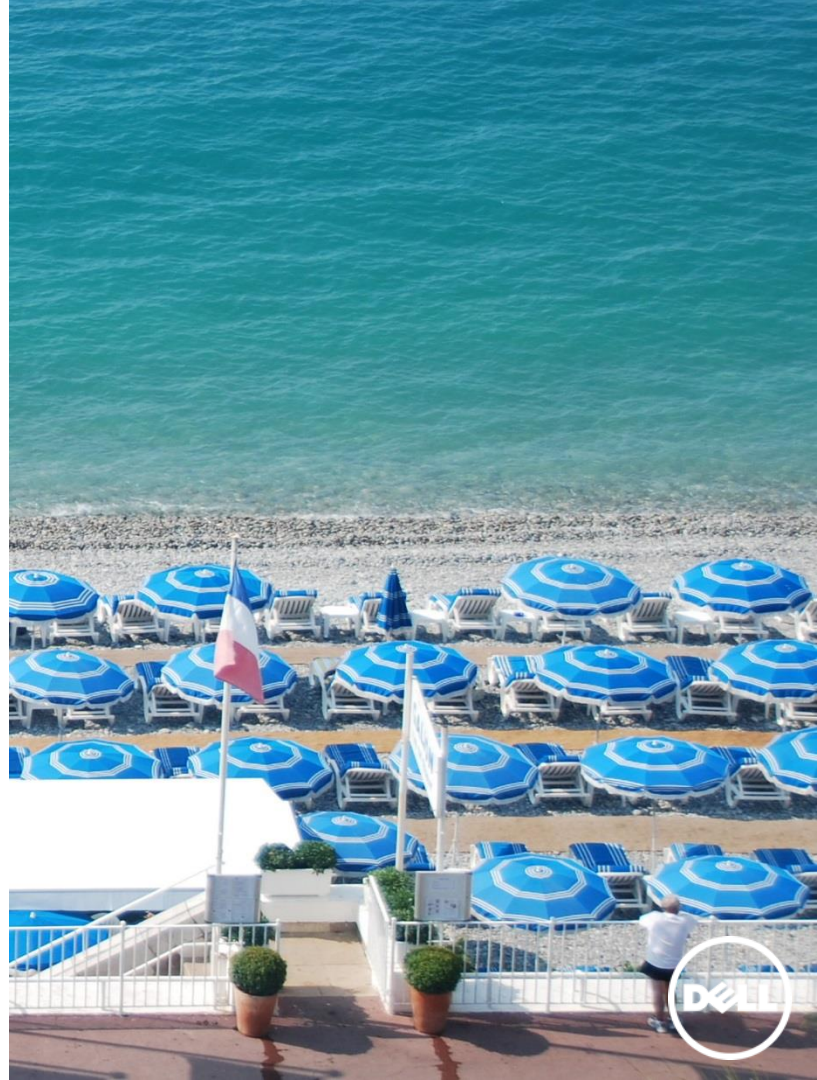
Evolving the B2B customer journey

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Agenda

- B2B Customers

- Demand generation and intent

- Case Study

- What's Next?

More than 70% of B2B buyers view video product demonstrations before making a purchase

MXGroup

130,000 articles a week are being written on LinkedIn

Venture Beat

2 Million blog posts are published every day

Marketing Profs

Average length of the B2B sales cycle is between 1-6 months

Marketing Sherpa

There are 985,504,900+ websites online as of 2/3/2016 at 12:18pm ET

Internet Live Stats

Over 300 hours of video are uploaded to YouTube every minute

YouTube

350,000 tweets sent per minute, **500 million tweets per day** and around 200 billion tweets per year

Internet Live Stats

What this means for demand generation? Disruption to the traditional marketing efforts

From

Generating leads the traditional way

Looking at a one-dimensional cost

To

Predicting behavior

Customer centric

Defining Intent

From awareness to purchase, intent activates everything

Over **4 billion** intent signals per month

Vast content consumption ecosystem = scalable insights

Marry research activity **to 4,500+** intent topics and 1st party demographic data collected off form fills and premium content

| White Paper Download | Attended Webinar | Read Case Study | Viewed Infographic | Article Interest | Search | Watched Video | Social Activity | IP Address |

Case study

Demand gen program: Intent + content optimization

Strong Results : **2X** Sales ready leads, **2.5X** POAs, **1.4X** conversion

What's Next?

MadisonLogic
Activate Intent

PREDICTIVE LEAD SCORING

Intent data pinpoints the buying teams that are showing interest in relevant topics **within your target markets.**

Thank You!

Madison**Logic**
Activate Intent