

# State of the Buyer Report

## Future of Work Edition

**MADISON**  
LOGIC.





# Table of Contents

<b>3</b>	<b>Introduction</b> How data informs marketers on the needs of the buying committee
<b>4</b>	<b>Part 1</b> Cloud infrastructure
<b>7</b>	<b>Part 2</b> Hybrid work
<b>10</b>	<b>Part 3</b> Enterprise networking
<b>13</b>	<b>Merkle   Partner insight</b> Creating personalized experiences
<b>15</b>	<b>Part 4</b> Artificial intelligence
<b>18</b>	<b>Part 5</b> Cybersecurity
<b>21</b>	<b>LinkedIn   Partner insight</b> The four pillars of data-driven ABM
<b>24</b>	<b>Conclusion</b> The power of data to accelerate the buyer's journey
<b>27</b>	Methodology & Appendix



## Introduction

# How data informs marketers on the needs of the buying committee

Economic disruption, a rapid shift to hybrid work, supply chain woes, and an increase in cybercrime have both buyers and influencers focused on the future of work in their buying journeys. What does that mean for marketers?

While account-based marketing (ABM) is a powerful tool to help marketers reach the right people at the right time in the buyer journey, having the right content is imperative. Buyers don't have time to sift through vast amounts of information to find the right solution. They need answers now. And too often, marketers are playing a guessing game.

Crafting the right message means gaining a deeper understanding of customers and what influences them as they research new technologies and solutions. To do this, marketers need the right tools and data.

### Specifically, they need data that:

- Identifies the accounts most likely to convert
- Prioritizes the right individuals to engage within the organization
- Delivers personalized messaging and content to maximize account engagement
- Competitors don't have access to

In the State of the Buyer Report: Future of Work Edition, we examine proprietary data on five topic areas that are fueling conversations about the future of work — cloud infrastructure, hybrid work, enterprise networking, artificial intelligence (AI), and cybersecurity — and profile the buyers that are researching them. We hope to help marketers understand how this data can fuel a full-funnel ABM strategy that cuts through the noise, ignites trust in the brand, and accelerates buyer journeys.



## Cloud infrastructure

# Reaching remote-era cloud decision-makers

Over the last several years, many organizations have switched to hybrid or fully remote working environments. Nearly overnight they required new tools and technology to keep these employees connected, organized, and safe. Consequently, there was a radical shift in the buyers researching cloud technology.

The topics showing the highest volume of research and engagement so far this year in cloud infrastructure have been product-specific, indicating buyers already know — or think they know — what they're looking for when engaging with content. Given that research for “cloud integration” is also trending has seen nearly a 50% lift in the last year, it's safe to assume that buyers may be considering multi-cloud deployments or switching vendors.

“Cloud-as-a-service” is also an increasing topic of interest to buyers, most likely following the growing demand for infrastructure-as-a-service, which [Gartner predicts](#) will reach 311% growth in 2022 for end-user spending. Declining topics like “cloud infrastructure” and “cloud-based analytics” most likely reflect the maturity of the cloud space and what organizations need to know about it. Since the cloud and digital transformation have been talked about for quite some time — it's less about the basics and more about specifics like integrations, and cloud-as-a-service.

### CLOUD INFRASTRUCTURE TRENDING TOPICS

1. **Microsoft Azure**
2. **Cloud Integration**
3. **Cloudsuite**
4. Google Cloud
5. Cloud-based Analytics
6. Cloud Infrastructure
7. Cloud Storage
8. Cloud Security
9. Virtual Private Cloud
10. Cloud Providers

Trending Topics are those seeing the highest research and engagement data.

### TOP TRENDING TOPICS BY # OF ACCOUNTS

from Q1 2022

Microsoft Azure	209K
Google Cloud	66.3K
Cloud Infrastructure	60.3K

### TOPICS WITH HIGHEST LIFT vs. prior quarter

Cloud as a Service	+56%
Cloud Integration	+49%
Cloudsuite	+40%

### TOPICS WITH HIGHEST DROP-OFF vs. prior quarter

Cloud Infrastructure	-83%
Cloud-based Analytics	-74%
Virtual Private Cloud	-56%

### 💡 DID YOU KNOW?

Cloud spending saw a 37% increase during the first quarter of 2020 as the migration to remote work was accelerating. Looking to the future, nearly a third (28%) of all IT leaders say large-scale cloud migrations are “essential for business survival” moving forward.

## Cloud Infrastructure Which Accounts to Prioritize?

## Who to Engage?

	VERTICALS	COMPANY SIZE	REGIONS	JOB FUNCTION	SENIORITY
<b>Top Targeted</b>	Manufacturing Technology Finance	XX Large (10,000+ employees) Large (1,000 - 4,999 employees) Medium-Small (50 - 199 employees)	EMEA North America APAC	IT Security Technology	Director C-Suite Manager
<b>Top Engaging</b>	Manufacturing ↑ Technology ↓ Healthcare	XX Large (10,000+ employees) Large (1,000 - 4,999 employees) X Large (5,000 - 10,000 employees)	EMEA North America APAC	Engineering Security ↑ Technology	Director ↑ Manager C-Suite
<b>Top Researching</b>	Technology ↑ Education ↑ Healthcare ↓	Medium-Small ↑ (50 - 199 employees) Large (1,000 - 4,999 employees) Medium (200 - 499 employees)	North America APAC EMEA	Operations ↓ IT ↓ Technology ↓	Director VP ↑ C-Suite ↓

### ★ KEY OPPORTUNITY

There is significant market noise for cloud solutions targeting the Finance vertical, specifically compared to the Education sector. The deltas between targeting, engagement, and buyer research tell us that finance companies need more content surrounding their pain points and help differentiating between providers.

### What is the difference between IT and Technology

**job functions?** The IT/Information Technology function incorporates internal systems and data management personnel, while the broader Technology function applies to teams outside of that scope (e.g., engineering, data science, hardware, etc.). For instance, if you are selling network security testing you target IT, but those selling cloud firewall software should target Technology.

↑ indicates a **lift** ↓ indicates a **drop off** in engagement or research from H1 2021 to H1 2022

## Disruptors and differentiators

Segments showing significant change over the last 12 months

**+143%**

Small-sized business (10-49 employees) research activity

**+67%**

Security job function content engagement

**-38%**

XX Large-sized organization (10,000+ employees) research activity

**-20%**

Education content engagement

### BUYER OPPORTUNITY SUMMARY

Our data indicates cloud decision-making in the first half of 2022 was driven by **technology-aligned directors** at **large organizations** (1,000-4,999 employees) in **North America**. These individuals will steer the future of work inside their own departments and shape the overall cloud strategy for the organization.

As more companies adjust to a hybrid workforce model, we anticipate that their attention to cloud applications will include remote work and the projects they have put on hold in 2020. For marketers, this means adjusting messaging and strategy toward other future-state cloud applications that prepare the organization for new staffing and operational models geared toward efficiency and improved business impact.

### MARKETER TAKEAWAYS

- 1 The Education vertical is showing aggressive buyer research for cloud infrastructure solutions. Marketers need to engage them with content that demonstrates how cloud migration can power more accessible, interactive experiences for students both in the classroom and remotely.
- 2 Marketers need to help small businesses understand the reliability and security benefits of the cloud to combat cost concerns. Thought leadership pieces around the need to migrate to a cloud solution, how to understand cloud costs, or the ease at which smaller organizations can adopt cloud infrastructure are good examples of content that can drive engagement and interest.
- 3 Cloud marketers should slow efforts to reach those who work in the Insurance vertical, as they have shown the sharpest declines in both solution research and historical engagement versus the same time period of the prior year. A better bet? Finance, which has shown a recent uptick in engagement.

## Hybrid work

# Hybrid work buyers' shifting preferences

Hybrid teams are the future for most organizations. With hesitation among managers and leaders about fully remote employees and growing cybersecurity concerns, marketers need a deeper understanding of the buyers influencing the future of hybrid work.

The dramatic [workforce disruption](#) known as "The Great Resignation" continues to impact all industries and change the way we think about the future of work. And it's also causing shifts in who influences business purchases. Employees have more leverage to demand flexibility and a hybrid work model, and are particularly hungry for investments like better collaboration tools, devices, and enterprise networking capabilities.

Communication and collaboration solutions are top-of-mind for buyers as they rework systems to meet the demand for flexibility and hybrid work. The topics demonstrating the highest volume of research and engagement over the last year include providers of communication and collaboration solutions, like Zoom, Microsoft Teams, and Slack. Drop-off topics like "Document Management Systems (DMS)," "Digital Workspace," and "Video Conferencing" tell us that these are solutions businesses have already pursued.

### HYBRID WORK TRENDING TOPICS

1. **Telecommuting & Remote Workers**
2. **Zoom**
3. **Document Sharing**
4. Microsoft Teams
5. Remote Access
6. VPN
7. Slack
8. Digital Workspace
9. Video Conferencing
10. Webex

Trending Topics are those seeing the highest research and engagement data.

### TOP TRENDING TOPICS BY # OF ACCOUNTS from Q1 2022

Zoom	126K
Telecommuting & Remote Workers	198K
Microsoft Teams	70.2K

### TOPICS WITH HIGHEST LIFT vs. prior quarter

E-Signature Software	+69%
Microsoft Teams	+46%
Webex	+45%

### TOPICS WITH HIGHEST DROP-OFF vs. prior quarter

Document Management Systems	-98%
Digital Workspace	-66%
Video Conferencing	-23%

### DID YOU KNOW?

[Gallup data](#) shows that only about a third of U.S. workers had a hybrid workstyle before the pandemic, but this has now increased to 42%, and the number of fully remote workers has reached 39%.

## Hybrid Work Which Accounts to Prioritize?

## Who to Engage?

	 VERTICALS	 COMPANY SIZE	 REGIONS	 JOB FUNCTION	 SENIORITY
<b>Top Targeted</b>	Manufacturing Finance Technology	XX Large (10,000+ Employees) Large (1,000 - 4,999 Employees) Medium-Large (500 - 999 Employees)	EMEA North America APAC	IT Human Resources Technology	C-Suite Director Manager
<b>Top Engaging</b>	Finance Manufacturing ↓ Technology	XX Large (10,000+ Employees) Large ↓ (1,000 - 4,999 Employees) Medium-Large ↑ (500 - 999 Employees)	EMEA North America APAC	IT ↓ Human Resources Technology	Director C-Suite Manager
<b>Top Researching</b>	Education ↑ Healthcare Technology ↑	Large ↓ (1,000 - 4,999 Employees) Medium-Small ↑ (50 - 199 Employees) Medium (200 - 499 Employees)	North America APAC EMEA	Operations IT Technology	Director ↓ VP Manager

### ★ KEY OPPORTUNITY

While Manufacturing industry engagement remains high, cloud marketers should redistribute their targeting spend and content focus to the Education vertical, which is trending upward in terms of engagement and research from 2021 to 2022.

### What is the difference between IT and Technology

**job functions?** The IT/Information Technology function incorporates internal systems and data management personnel, while the broader Technology function applies to teams outside of that scope (e.g., engineering, data science, hardware, etc.). For instance, if you are selling network security testing you target IT, but those selling cloud firewall software should target Technology.

↑ indicates a **lift** ↓ indicates a **drop off** in engagement or research from H1 2021 to H1 2022



# Disruptors and differentiators

Segments showing significant change over the last 12 months

**+136%**

Micro-sized organization (1-9 employees) research activity

**+53%**

Government vertical content engagement

**-56%**

X Large-sized organization (5,000–10,000 employees) research activity

**-37%**

Network job function content engagement

## BUYER OPPORTUNITY SUMMARY

Marketers will do best focusing on buyers in **large-sized technology sector** companies (1,000–4,999 employees) in **North America** working in **IT roles**. These individuals have shown heavy interest in communication and collaboration solutions over the past 12 months, and data shows the most interest and research in hybrid work technology is at the **manager level**.



## MARKETER TAKEAWAYS

- 1 More senior roles that oversee large employee groups are engaging the most with hybrid work-related content and messaging. These directors and managers are most likely keeping up with news, trends, and insights related to hybrid work. VPs and C-suite executives tend to consume more purchase-focused research.
- 2 Healthcare and Education are registering higher buyer research compared to other verticals as they continue to look further into hybrid work solutions that can keep their key stakeholders safe through peaks and valleys of the pandemic. It's a good strategy to increase targeting toward these industries.
- 3 Compared to 2021, there has been more engagement and research into hybrid work solutions by small to medium-sized businesses (SMBs), while larger organizations see drop-offs in both engagement and research. This could be due to the early adoption of remote and hybrid work solutions by large enterprises and the cost savings associated with hybrid work solutions for SMBs (50–199 employees). Marketers should drive content focused on any pain points for companies this size.

## Enterprise networking

# Future-proofing network performance

Organizations are now reconsidering the networks and infrastructure they put in place to endure the pandemic. Having completed a stress test, leaders are either in search of new vendors or looking to close technology gaps — and experience gaps, too.

According to [2022 IDC Research](#), businesses are reconsidering the management and extension of their networks, especially with the duality of in-office and remote work. IT leaders now have more network locations to manage, more demand for low-latency, and more high-bandwidth applications for business productivity—all while having to manage the challenges associated with diagnosing network problems remotely. The increased research and engagement this year for "VPN" and "High Speed Networks" point to access and speed being two major hurdles of today's hybrid workforce, while research for "Cisco Systems" indicate that IT leaders might already know of a solution to remedy it.



### ENTERPRISE NETWORKING TRENDING TOPICS

1. **Cisco Systems**
2. **VPN**
3. **Remote Networking**
4. High-speed Networks
5. Remote Desktop Protocol
6. Vrouter
7. Network Performance
8. Networking Solutions
9. Aruba Networks
10. Network Transformation

Trending Topics are those seeing the highest research and engagement data.

### TOP TRENDING TOPICS BY # OF ACCOUNTS from Q1 2022

VPN	64.6K
High-speed Networks	71.7K
Cisco Systems	39.3K

### TOPICS WITH HIGHEST LIFT vs. prior quarter

Juniper Networks	+66%
Networking Solutions	+54%
VPN	+18%

### TOPICS WITH HIGHEST DROP-OFF vs. prior quarter

Aruba Networks	-204%
Network Automation	-125%
Network Virtualization	-87%

### 💡 DID YOU KNOW?

A [global CIO survey found](#) that while 3 in 4 C-level executives are confident in the direction of their organization's digital workplace strategies, a significant number of employees that use those technologies are not.

## Enterprise networking Which Accounts to Prioritize?

## Who to Engage?

	VERTICALS	COMPANY SIZE	REGIONS	JOB FUNCTION	SENIORITY
<b>Top Targeted</b>	Manufacturing Finance Retail	XX Large (10,000+ Employees) Large (1,000 - 4,999 Employees) X Large (5,000 - 10,000 Employees)	EMEA North America APAC	IT Technology Operations	Director Manager ↑ C-Suite
<b>Top Engaging</b>	Finance ↓ Manufacturing Technology	XX Large ↑ (10,000+ Employees) Large (1,000 - 4,999 Employees) X Large (5,000 - 10,000 Employees)	EMEA North America APAC	IT Technology ↑ Security	Director Manager C-Suite ↓
<b>Top Researching</b>	Education ↓ Manufacturing Healthcare	Large ↓ (1,000 - 4,999 Employees) Medium-Small ↑ (50 - 199 Employees) Medium (200 - 499 Employees)	North America EMEA APAC	Operations IT Technology	Director ↓ VP Manager

### ★ KEY OPPORTUNITY

Enterprise networking is a hot-button issue for all companies, but the highest lift in research for this topic was among medium-sized organizations (200 - 499 employees). Organizations targeting smaller companies or teams should consider building content that drives research and engagement, including thought leadership around the need to improve their networking solutions.

### What is the difference between IT and Technology

**job functions?** The IT/Information Technology function incorporates internal systems and data management personnel, while the broader Technology function applies to teams outside of that scope (e.g., engineering, data science, hardware, etc.). For instance, if you are selling network security testing you target IT, but those selling cloud firewall software should target Technology.

↑ indicates a **lift** ↓ indicates a **drop off** in engagement or research from H1 2021 to H1 2022

## Disruptors and differentiators

Segments showing significant change over the last 12 months

**+276%**

Micro-sized organization (1-9 employees) research activity

**+111%**

Customer experience roles engaging in content

**-68%**

Government vertical research activity

**-52%**

Governance job function content engagement

### BUYER OPPORTUNITY SUMMARY

Marketing campaigns that target **manager-level North American** buyers in **technology roles** at the **largest organizations** (10,000+ employees) will capture the most attention. Much like the cloud, enterprise networking was central in the pivot to hybrid work — but was done in patchwork fashion to quickly support remote employees.

The proliferation of remote work and devices has buyers searching for ways to help their employees connect in more secure ways. Compared to the previous quarter, searches for VPN have also risen, indicating buyers keep security and privacy top of mind when exploring ways to shore up their network technology.

### MARKETER TAKEAWAYS

- 1 The Finance vertical is registering the highest engagement index. Online and mobile banking are permanent ways of life, and with extensions into other aspects like investments, retirements, and loan services, financial institutions need competent systems and strong network connectivity. Messaging related to interconnectivity between enterprise systems will engage these institutions more.
- 2 The Education vertical has the highest research for enterprise networking solutions. While research has decreased by nearly 50% since 2021, it shows that schools continue to keep a finger on the pulse of new technology for learning. Stronger systems can help support smarter schools, both in terms of technology and for analysis and data management purposes. As an under-targeted vertical for enterprise networking campaigns, marketers should not lose sight of Education to target with content.
- 3 North America registers a higher research index, which correlates with North American business maturity in adopting stronger business solutions, like cloud-based or 5G connectivity. Adoption of new infrastructure is not only critical to keep pace with the changing requirements of work, but it's also a competitive differentiator between businesses that employees will want to work for. For example, Gen Y wants their workspace and experience to be streamlined and easy to use, much like their consumer experience. This generation desires applications and solutions that are both flexible and mobile-friendly.



# Creating personalized experiences

Our organization is driven by data because our clients are driven by the need to deliver experiences that are personal, predictive, and informed by insights.

There have always been market disruptions as new technologies emerge. Ultimately, a company may find itself in the market to engage a new solution or vendor at practically any point in time. Purchase decisions are now happening with more frequency and, for some, over a shorter time frame than in the past.

Merkle B2B's latest [Superpowers research](#) revealed the growing importance of having a progressive approach to all stakeholders (employees, contractors, suppliers, etc.). This requires today's marketers to deliver the most personalized, relevant, and frictionless experiences, informed by data, to each buyer as the committee moves through the sales cycle.

This activation starts with uncovering opportunities to orchestrate this connected experience using multiple sources of data.

**Marketers can activate connected, personalized experiences with precision in three primary ways:**

## 1 Account targeting and segmentation

Our teams use data from partners like Madison Logic to reveal the most relevant buyer for each client's solution based on their research and engagement history. Marketers today should consider insights brought together by multiple sources of first- and third-party data to uncover opportunities to captivate customers and drive conversions.



## 2 Experience orchestration and nurture

As marketers seek to educate their prospects and customers, consider engagement data a key element to build stronger brand engagement through highly relevant creative and content. Whether it's a 30-second video ad on LinkedIn promoting the ROI of cloud transformation or an infographic that highlights the buyer's key pain points with on-premise solutions, this unified experience across channels hinges on reaching each stakeholder with the right message, in the right place and time, with the right emotion.

## 3 Brand-to-demand activation

Marketers today need to build full-funnel, always-on experiences to engage not only those actively seeking new or replacement solutions, but also engage those buying groups before the account is even aware of the vendor. By having a seamless experience across this customer journey, marketers can accelerate the decision through relevant education that establishes trust in the brand long after the initial sale.

One of our clients in the Technology industry needed to break through a crowded marketplace and change the perception of their brand and the available solutions. They leveraged a brand-to-demand platform to capture share of voice and drive interest. This approach resulted in a considerable increase in return visits and subscription sign ups.



**Danielle Block**

VP, Client Partner at Merkle B2B



### About Merkle B2B

Merkle B2B is a purpose-built global network delivering market-leading, end-to-end, fully integrated B2B solutions. Our vision is to be an indispensable growth partner to the world's leading B2B brands. Merkle B2B was named the 2021 ANA B2B Agency of the Year and 2021 B2B Agency of the Year by The Drum. With over 1,000 B2B specialists and 47 locations worldwide, Merkle B2B brings together the best B2B capabilities and competencies to architect modern-day customer experiences.

<http://merkleb2b.com>

## Artificial intelligence

# Catching the attention of AI buyers

AI is impacting businesses by transforming the nature of work and the workplace itself. Statistics show that an increasing number of enterprises are starting to employ it within their business operations. The latest data shows that the market size of artificial intelligence was [valued at \\$51.08 billion](#) in 2020 and is projected to reach \$641.30 billion by 2028.

Because the technology is so broad and has so many applications, it's important to understand exactly what buyers are focused on in order to determine where AI will next play a role in the workplace. The topics with the highest volume of research and engagement in AI mainly reflect the applications of machine learning to streamline operations, enhance the customer service experience, and improve the talent acquisition process.

Another important use cases of AI is for the remote/hybrid working model. [Cisco's 2021 Hybrid Work Index](#) saw a 200% increase in the use of AI for key aspects of remote meeting engagement, including noise reduction, automatic translation and transcription, polling, gesture recognition, and tools needed to maintain conversational workflows both in-person and in virtual settings.

### ARTIFICIAL INTELLIGENCE TRENDING TOPICS

1. **Intel**
  2. **AI Automation**
  3. **Machine Learning**
  4. AI For Recruiting
  5. Amazon Machine Learning
  6. AI Monitoring
  7. Azure Machine Learning
  8. AI Model Catalog
  9. Data Center Automation
  10. High Performance Computing
- Trending Topics are those seeing the highest research and engagement data.

### TOP TRENDING TOPICS BY # OF ACCOUNTS from Q1 2022

Intel	137.8K
AI Automation	96K
AI For Recruiting	60K

### TOPICS WITH HIGHEST LIFT vs. prior quarter

AI Monitoring	+53%
AI for Customer Service	+50%
AI Bias	+47%

### TOPICS WITH HIGHEST DROP-OFF vs. prior quarter

High Performance Computing	-195%
Azure Machine Learning	-139%
Cognitive IOT	-45%

### 💡 DID YOU KNOW?

52% of companies [accelerated AI adoption](#) plans because of COVID-19 and 86% said that AI would become a mainstream technology at their company in 2021.

## Artificial Intelligence Which Accounts to Prioritize?

## Who to Engage?

	 VERTICALS	 COMPANY SIZE	 REGIONS	 JOB FUNCTION	 SENIORITY
<b>Top Targeted</b>	Manufacturing Technology Finance	XX Large (10,000+ Employees) Large (1,000-4,999 Employees) Medium-Small (50-199 Employees)	EMEA North America APAC	IT Technology Operations	Director C-Suite Vice President
<b>Top Engaging</b>	Manufacturing ↑ Finance Technology	XX Large ↓ (10,000+ Employees) Large ↓ (1,000-4,999 Employees) X Large (5,000 – 10,000 Employees)	EMEA North America APAC	IT ↓ Technology ↓ Operations	Director C-Suite Manager
<b>Top Researching</b>	Education ↑ Technology ↑ Manufacturing ↓	Large (1,000-4,999 Employees) Medium ↓ (200-499 Employees) Medium-Small ↑ (50-199 Employees)	North America APAC EMEA	Operations IT Technology	Director ↓ Vice President ↓ Manager ↓

### ★ KEY OPPORTUNITY

While AI was once considered a moonshot application for SMBs, smaller companies are showing higher research interest in its possibilities. Marketers can push affordability and scalability to accelerate the SMB buyer journey.

### What is the difference between IT and Technology

**job functions?** The IT/Information Technology function incorporates internal systems and data management personnel, while the broader Technology function applies to teams outside of that scope (e.g., engineering, data science, hardware, etc.). For instance, if you are selling network security testing you target IT, but those selling cloud firewall software should target Technology.

↑ indicates a **lift** ↓ indicates a **drop off** in engagement or research from H1 2021 to H1 2022



## Disruptors and differentiators

Segments showing significant change over the last 12 months

**+145%**

Small-sized business (10-49 employees) research activity

**+46%**

Retail vertical content engagement

**-29%**

Healthcare vertical research activity

**-28%**

IT role content engagement research

### BUYER OPPORTUNITY SUMMARY

**IT directors at large technology companies** (1,000-4,999 employees) in **North America** are doing the most research on AI technology. Messaging surrounding a hot button issue like cybersecurity and how AI can play a role in protection will be beneficial to targeting these higher trending departments. This tech has already experienced a boom during the remote work transition — there has been a [200% increase in use of AI](#) for remote meetings alone.



### MARKETER TAKEAWAYS

- 1 C-suite executives are showing higher research for AI solutions. According to [The AI Journal](#), almost 75% of business leaders feel positive about the role AI will play in the future. Messaging should offer tangible examples of the cost savings and improved business performance AI can provide.
- 2 Finance is one of many verticals showing an increased interest in AI. The solution could be applied to [predict asset and loan risks](#), and improve bookkeeping for company assets. Messaging and content around how AI creates more predictability and protection against things like audits will be useful to reach this audience.
- 3 Though the Manufacturing sector is known for having more physical, manual labor-intensive working environments, AI can still help in areas like quality control or machine automation — and the industry is showing interest.

## Cybersecurity

# The changing face of cybersecurity buyers

Security is paramount in the remote workforce of the future. The scale of the threat is enormous — [nearly 100 million](#) nefarious emails were sent to remote workers every day in 2021. As organizations evolve, they need to consider how they are keeping every aspect of digital work secure, private, and stable.

Based on the top trending topics, marketers would be smart to create content around the specific threats and vulnerabilities buyers are trying to educate themselves on — particularly zero-day exploits and ransomware. Since there has been a rise in malware attacks and virus protection has become more complicated with remote working, buyers are focused on solving these problems in 2022.

### CYBERSECURITY TRENDING TOPICS

1. **Proofpoint.com**

2. **Check Point**

3. **Zero-Day Threat**

4. Security Monitoring

5. Security Operations

6. Security Automation

7. Application Security

8. Ransomware

9. Remote Access

10. Next-Generation Firewall (Ngfw)

Trending Topics are those seeing the highest research and engagement data.

### TOP TRENDING TOPICS

from Q1 2022

Proofpoint.com 213.8K

Check Point 163.8K

Security Automation 92.2K

### TOPICS WITH HIGHEST LIFT vs. prior quarter

Anti-Virus +67%

Malware Detection +61%

Zero-Day Threat +47%

### TOPICS WITH HIGHEST DROP-OFF vs. prior quarter

Security Automation -417%

Proofpoint.com -211%

Next-Generation Firewall (Ngfw) -91%

### 💡 DID YOU KNOW?

34% of chief information security officers (CISOs) say that vendors have a [better chance](#) of success if they create content that shows they understand their key problems and concerns.



## Cybersecurity Which Accounts to Prioritize?

## Who to Engage?

	VERTICALS	COMPANY SIZE	REGIONS	JOB FUNCTION	SENIORITY
<b>Top Targeted</b>	Manufacturing Finance Technology	XX Large (10,000+ Employees)  Large (1,000-4,999 Employees)  Medium-Small (50-199 Employees)	EMEA APAC North America	IT Security Technology	Director C-Suite Manager
<b>Top Engaging</b>	Finance ↑ Manufacturing ↓ Technology ↓	XX Large ↑ (10,000+ Employees)  Large ↑ (1,000-4,999 Employees)  X Large ↑ (5,000-10,000 Employees)	EMEA North America APAC	Engineering Security Technology	Director ↓ Manager ↓ C-Suite ↑
<b>Top Researching</b>	Education ↑ Healthcare Manufacturing ↓	Large ↓ (1,000-4,999 Employees)  Medium (200 - 499 Employees)  Medium-Large (500 - 999 Employees)	North America APAC EMEA	Operations IT Technology	Director ↓ VP ↑ Manager ↓ & C-Suite ↓



**What is the difference between IT and Technology job functions?** The IT/Information Technology function incorporates internal systems and data management personnel, while the broader Technology function applies to teams outside of that scope (e.g., engineering, data science, hardware, etc.). For instance, if you are selling network security testing you target IT, but those selling cloud firewall software should target Technology.

↑ indicates a **lift** ↓ indicates a **drop off** in engagement or research from H1 2021 to H1 2022

## Disruptors and differentiators

Segments showing significant change over the last 12 months

**+114%**

Government vertical  
content engagement

**+51%**

Security job function  
content engagement

**-15%**

Finance vertical  
research activity

**-11%**

Manager level  
content engagement

### BUYER OPPORTUNITY SUMMARY

**Technology** and **engineering** roles are engaging more with cybersecurity content, but research shows marketing saturated toward IT roles instead.

Cyber resilience has become an absolute necessity rather than an option for businesses. A recent [PwC study](#) states that cyber risk is ranked as the number one threat identified by business leaders worldwide. Marketers will find that numerous businesses in multiple industries are pushing cybersecurity solutions into their infrastructure. But who exactly is making decisions about them?

### MARKETER TAKEAWAYS

- 1 It's no surprise that the security job function is the most consistent in engagement with cybersecurity-related content from 2021 to 2022. If marketers want to direct investment toward any technical role, it should be technology or engineering, which have seen a drop in engagement over the last year.
- 2 A large shift occurred in the Education vertical; this is most likely the result of governmental and law enforcement education aimed at cybersecurity risks for educational institutions. In December 2020, the Cybersecurity and Infrastructure Security Agency (CISA) reported an [increase in malicious activity](#) with ransomware attacks against K-12 educational institutions. Marketers need to create actionable content that can help this vertical navigate a more aggressive cybersecurity landscape.
- 3 SMBs show increasingly higher research, but they tend to be slower to act. According to a [CNBC survey](#), only 5% of small business owners stated cybersecurity as their main concern in 2022. Marketers should take care to target SMBs with content that educates them about specific cybersecurity deployments and help them understand how they can protect themselves while staying within their budget.



# The four pillars of data-driven ABM

[LinkedIn research](#) shows that over \$1 trillion is wasted every year in the U.S. alone due to a lack of coordination between marketing and sales teams. One solution? Using better, differentiated data to deliver the necessary content and messaging for each member of the buying committee based on their unique pains, needs, and aspirations to make an informed purchase decision.

For marketers today, there are four pillars to consider when executing a data-driven ABM strategy across the entire buying journey:

## 1 Sales and marketing alignment

When marketing and sales are tightly aligned, marketing-generated revenue increases by 208% and customer retention rates increase. Through a shared understanding of how audiences move through the customer journey, marketing can adapt their ABM campaign to nurture and target accounts with the content and advertising that pushes these buyers toward ideal sales interactions. This usage of the same data across channels enables a tighter cross-channel activation strategy to focus on the **same** customer journey.



buyer's journey start



## 2 Knowledge of your buyer

With the [typical buying committee](#) involving 6-10 decision-makers, marketers need to be comfortable engaging accounts across multiple channels with the best message for each decision-maker. Data is key here to understand not only the accounts actively in-market, but who within these trending accounts are researching and engaging with relevant content and messaging. Through combined datasets such as Madison Logic's ML Insights, marketers can engage each member of the buying committee with an aligned strategy on the LinkedIn platform to increase account engagement and conversion. When exposed to marketing on the platform, members are **25% more likely to respond** to a Sales Navigator InMail from the company's salespeople.

## 3 Match content to your buyer's journey

A recent survey of 801 ABM marketers on LinkedIn showed that 70% are employing some version of a full-funnel strategy to reach a large volume of accounts efficiently and at-scale. With [up to 90% of the buyer's journey](#) complete before a prospect reaches out to a salesperson, the most effective marketers are engaging with their prospects throughout the entire funnel — from problem identification to the selection of a vendor. But without data that informs content strategy, marketers must guess at the most relevant content and messaging to engage their target audience. By leveraging data to match content to the buyer's mindset within their customer journey, marketers can balance the brand-building necessary for long-term revenue growth with the lead generation necessary to support sales now and in the future.



#### 4 Measure pipeline and revenue impact

Measuring the success of your ABM campaign must align with company goals. Do you want to increase revenue? Prove marketing's ROI? Improve conversion win rates? Today's leading organizations understand that aligning on a single goal across sales and marketing is critical for the revenue organization, particularly when broken down into success metrics at each stage of the customer journey to help quantify success. The single view allows marketers to take a data-driven approach to campaign optimization that generates more revenue from target accounts, improves the ROI of your marketing efforts, and increases win rates through more relevant and personalized marketing content for your target accounts.

Sales and marketing teams today can utilize data at every stage of the funnel to reach and engage their best accounts through an aligned strategy. When leaders agree on target accounts and deliver the campaigns and messaging touchpoints to nurture key decision-makers, the entire revenue organization can easily meet evolving customer expectations to reach new markets and win more deals.



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**About LinkedIn** Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With more than 830 million members worldwide, including executives from every Fortune 500 company, LinkedIn is the world's largest professional network. The company has a diversified business model with revenue coming from Talent Solutions, Marketing Solutions, Sales Solutions and Premium Subscriptions products. Headquartered in Silicon Valley, LinkedIn has offices across the globe.

## Conclusion

# The power of data to accelerate the buyer's journey

Data is the backbone of any successful ABM program, and while today's sophisticated digital marketers have access to seemingly unlimited data from data providers, CRMs, marketing automation platforms, and content channels that marketers must pay attention to, there is still the question of how to unify this data to target your best accounts and activate the right strategy to accelerate them through the buyer's journey. To do this, marketers must break down data silos and focus on a cross-channel approach to targeting and content activation that delivers the best content to the right people on the right channels at the right time. Madison Logic's Journey Acceleration makes this easier with one target account list across three channels in one unified platform.

## Unify Account Targeting

Good ABM marketers use their target account lists on their channels, great ABM marketers use the same target account list across all their channels to reach the same audience with the same message, regardless of where the buying committee is researching.

Built with proprietary historical engagement data and a marketer's first-party data, ML Insights identifies the best accounts and allows marketers to use that same target account list across all channels, including LinkedIn.



Marketers using ML Insights improve ROI and drive higher conversion rates with other benefits such as:

- **17% increase in pipeline volume**
- **33% greater pipeline value**
- **28% accelerated pipeline velocity**



## Cross-Channel Orchestration of Content and Advertising

Content is king for an ABM marketer, but it won't be effective if target accounts are not receiving coordinated messaging across channels, including the most powerful and influential B2B channel, LinkedIn.

Through Madison Logic's Journey Acceleration with LinkedIn, marketers can deliver personalized messaging and supported ad format through ABM Display Advertising with LinkedIn alongside ABM Content Syndication and ABM Display Advertising.

By targeting the same accounts on all channels, marketers using ABM Social Advertising with LinkedIn can maximize engagement and reach the accounts that are most likely to convert along with other benefits:

- **17% in average increase in accounts reached**
- **53% increase in account engagement**
- **507% increase in 3-year ROI**



## Measure the Impact of a Unified ABM Strategy

As one of the most powerful B2B platforms, LinkedIn has a lot to offer ABM marketers and it is key for their success to measure the impact of LinkedIn Advertising alongside their other channels to gain a full view of the buyer's journey.

**By partnering with Madison Logic for Journey Acceleration, marketers can prioritize their best accounts and activate impactful content and messaging that will accelerate each contact through the buyer's journey for a full-funnel, always-on approach to ABM.**

Journey Acceleration with LinkedIn gives marketers a unified view of their multi-channel campaigns through enhanced measurement and pipeline insights. Marketers can understand how accounts are progressing through the buyer's journey and how they can effectively target the buying committee at each stage of the sales cycle, resulting in:

- **15% increase in time-to-close**
- **64% increase in average deal value**
- **86% increase in closed opportunities**



## DATA METHODOLOGY

Data from this report was extracted from Madison Logic's proprietary dataset in June, 2022.

Research trends for topics and demographic analysis includes behavioral data updated monthly from 20 billion content consumption events, 245 million B2B engagement touchpoints, and 120 million technology installs. Data is sourced from the research trends of 15 million accounts in 150 industries throughout 130 countries around the globe.