

**MADISON**  
LOGIC.

# How To Target and Engage 5G Buyers

GUIDE



# Are You Targeting the Right Buyers for 5G Solutions?

The global adoption of 5G is expected to increase to 5.3 billion in 2029. This predicted surge puts pressure on telecommunications companies investing in infrastructure, especially for the commercial adoption of 5G which promises higher speeds, connectivity, and low latency compared to conventional broadband. Government entities are also incentivizing the use of 5G, further pushing companies to realize the promise of this next-gen technology for automation and smart infrastructure.

Enterprises across all industries express interest in private 5G networks to power the Internet of Things (IoT), applications, and edge computing solutions that require near-real-time intelligence and low latency. Additionally, deploying private 5G networks alleviates security concerns associated with public 5G networks. Adoption for this type of solution is still low but is forecasted to grow according to a 2024 Forrester survey—44% of surveyed telecommunications decision-makers whose organizations are planning for 5G adoption indicated that private 5G networks were part of their future.

Marketers looking to reach the buying centers responsible for making these purchasing decisions and move them through the buying journey faster need intent data to deliver more relevant and personalized experiences through a unified, multi-channel account-based approach. Here's what our data tells us about the accounts demonstrating the highest propensity to purchase 5G solutions, the buying committee personas making those purchase decisions within these organizations, and the content that's likely to resonate with them the most.

5G's share of mobile data traffic is forecast to grow to 76% in 2029.





# What Is ML Insights?

Madison Logic's market-leading intent data that drives conversion.

## Proprietary Engagement Data 245M Monthly Engagement Signals



Media targeting investments



Buyer engagement with activation channels

## Technographics 120M Technology Installations



Complementary technology installs



Competitive technology installs

## B2B Research 16B Monthly Content Consumption Events



Product research across B2B websites

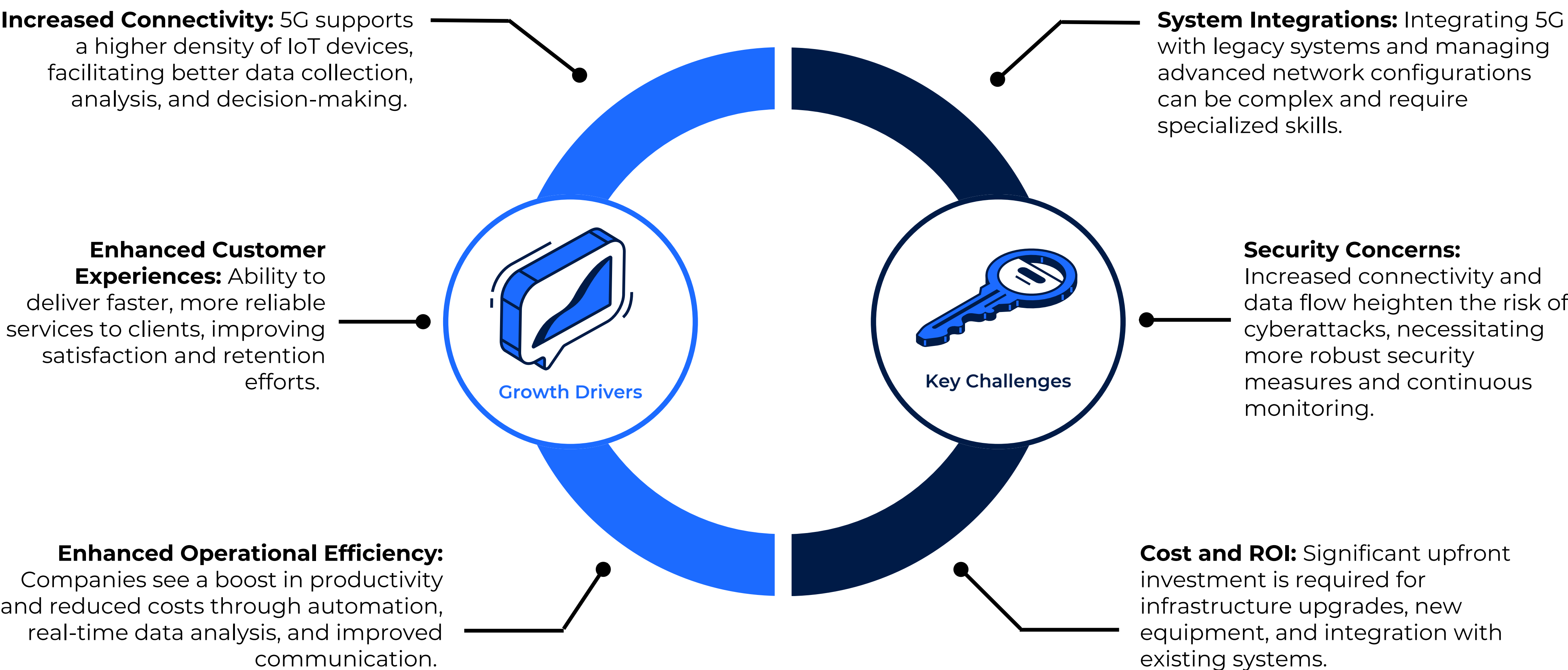


In-depth content consumption

Three data sources including millions of proprietary signals dynamically predict when an account is moving in-market.



# Key Market Growth Drivers and Challenges

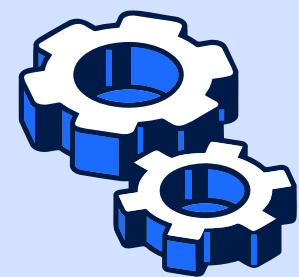


# 5G Buyer Trends

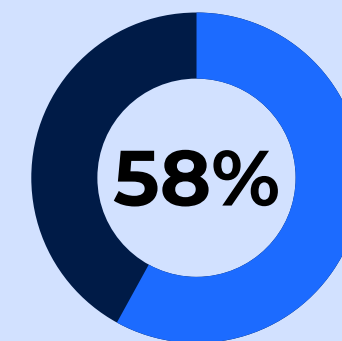


The share of enterprise sites using 5G as a primary or backup fixed wireless connectivity option will grow from 2% in 2023 to 15% in 2027.

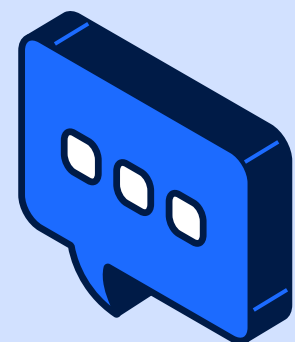
B2B organizations evaluate 5G solution offerings by assessing several key factors, including cost, scalability, integration capabilities, security features, and potential ROI. They prioritize solutions that offer seamless integration with existing systems, ensuring minimal disruption and compatibility with their current infrastructure. Security is a top concern, so solutions must demonstrate robust measures to protect sensitive data and operations. Additionally, organizations look for scalability to support future growth and evolving business needs. Marketers of 5G solutions should emphasize these aspects in their messaging, highlighting cost-effectiveness, security, ease of integration, and scalability.



37% of enterprises see the integration of 5G solutions with existing technologies as a top concern.



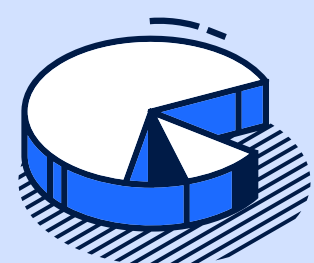
58% of buyers report that their decisions were often overruled by other senior executives.



Two-thirds of enterprises think their interactions with suppliers regarding 5G are too tactical and transactional.



18% of industrial organizations prefer partnering with a telecom provider for their 5G solutions, compared to 27% who prefer partnering with cloud providers and hyperscalers.



77% of organizations will prioritize vendors that can deliver business outcomes as partners.



81% of technology buyers experience moderate to high regret after a purchase.



# What Accounts Should You Prioritize?

Wide-approach marketing tactics revolve around aiming for the accounts your company thinks are the best fit. But tight budgets and limited resources require you to work more efficiently. Intent data like ML Insights is essential to ABM because it helps you identify and prioritize accounts that are in-market and ready to engage or buy based on their online research and content consumption behavior. With ML Insights and the MLI Score, a holistic signal made up of the combined data set, we identify the areas of greatest opportunity with less noise, higher buyer research activity, and content engagement.

Key Findings		Activation Strategy	
Region	<ul style="list-style-type: none"><li>The <b>NA</b> region maintains high buyer research and engagement with 5G-related content</li><li>We've seen a decline in <b>EMEA</b> research and engagement</li><li>Increased targeting in the <b>APAC</b> region resulted in higher engagement but low buyer research</li></ul>		<ul style="list-style-type: none"><li>Keep targeting <b>NA</b> buyers</li><li>Examine targeting strategy for <b>APAC</b> buyers who show increasing engagement with 5G-related content, and rework to speak to regional pain points and concerns to inspire a problem to solve</li><li>Reduce engagement with the <b>EMEA</b> market</li></ul>
Company Size	<ul style="list-style-type: none"><li><b>Large</b> companies maintain high research and engagement with 5G-related content</li><li>There's been a 139% YoY increase in <b>XXLarge</b> business research</li><li><b>Medium-Small</b> organizations show little buyer research despite increased targeting</li></ul>		<ul style="list-style-type: none"><li>Continue to engage <b>Large</b> (1,000-4,999 employees) companies</li><li>Reduce outreach to <b>Medium-Small</b> (50-199 employees) businesses</li><li>Increase targeting efforts to <b>XXLarge</b> (10,000 + Employees) organizations by highlighting brand value and benefits to stand out from competitors</li></ul>
Vertical	<ul style="list-style-type: none"><li>The <b>Education</b> and <b>Government</b> verticals show high engagement with 5G-related content</li><li>We've seen a decline in <b>Manufacturing</b> industry interest</li><li><b>Transportation</b> companies increased buyer research for 5G solutions by 29% over the last year</li></ul>		<ul style="list-style-type: none"><li>Continue to engage companies in <b>Education</b> and <b>Government</b> with competitive differentiation content to reinforce your brand as a solution of choice</li><li>The increase in <b>Transportation</b> vertical research signals a likely spike in purchase and implementation later this year</li><li>Reduce targeting to <b>Manufacturers</b> showing a declining interest in 5G-related content</li></ul>

# Which Buying Committee Personas Should You Target?

The typical buying committee for a complex software solution—like 5G—consists of four to six members on average and can grow to 12 to 14 participants. These individuals each come to the purchase decision with their own perspectives, concerns, and pain points. They also hold different roles across different departments and range in other demographics across genders and age groups—all of which impact their decision-making process. Data-driven insights around these different personas allow you to create content and messaging that creates a sense of urgency around solving their problem, identifies you as the ideal solution to help them solve their problem, and motivates them through the buyer's journey into selecting you to help them reach their goals.

## Key Findings

### Departments

- **Operations** and **IT** roles show the highest research and engagement
- We've seen an 88% YoY increase in **Engineering** role engagement
- **Technology** roles show declining buyer research and engagement with 5G-related content

### Seniority

- **Managers** maintain a leading role in the research process for 5G solutions
- **Directors** show increasing buyer research behavior
- There's been an 80% YoY increase in **Professional** role engagement despite being under-targeted for it

## Activation Strategy

- Maintain outreach to individuals in **Operations** and **IT** who play significant roles on 5G buying committees
  - Increase engagement with those in **Engineering** who are growing more involved in the research process
  - Reduce targeting **Technology**-based roles with 5G-related content
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- Continue targeting **Manager** roles
  - Increase engagement with **Director** and **Professional** roles displaying a heightened interest in 5G solutions
  - Reduce outreach to **Vice Presidents** showing a significant decrease in research and engagement

# What Content Should You Use to Engage Them?

To increase buyer engagement, marketers of 5G solutions need to convey a unique value proposition that sets them apart from competitors and speaks to specific pain points and concerns. This content and messaging must be mapped to each stage of the buyer’s journey to surround all buying committee members with the information they need throughout the decision-making process. While 5G seems like the next best thing in mobile connectivity, these buyers struggle with cost and ROI justification and need more guidance in integration with their current systems. Using data to understand where buyers are in the decision-making process and to map content and messaging to their concerns at each stage is paramount for success.

Tactics		Content to Use
Awareness	Capitalize on the growing interest in 5G solutions by integrating topics such as <b>5G</b> , <b>dedicated internet access</b> , and <b>mobile broadband</b> in your content promotion strategy. This will attract buyers interested in learning more about the benefits of 5G and increase urgency among those who might not yet realize they have a problem to solve.	<ul style="list-style-type: none"><li>• Analyst reports</li><li>• White papers</li><li>• Ebooks</li></ul>
Consideration	Address increased interest in 5G solutions by speaking to buyers who require more understanding about mobile connectivity solutions. Engage middle-of-funnel buyers with topics around <b>mobile device management</b> , <b>mobile security</b> , and <b>mobility management</b> .	<ul style="list-style-type: none"><li>• Buying guides</li><li>• Blog posts</li><li>• Demo videos</li><li>• Email</li><li>• Webinars / Events</li></ul>
Decision	Seize the opportunity to highlight your unique features and functionalities with content and messaging that underscore your solution’s differentiators from competitors and provide tangible evidence of your value. Address buyer questions around <b>security</b> and <b>adoption</b> to remove last-mile concerns.	<ul style="list-style-type: none"><li>• Comparison guides</li><li>• Case studies</li><li>• Native ads</li><li>• How-to guides</li></ul>



# Achieve More Success from Your Campaigns

Providers can best support organizations in developing a 5G adoption roadmap by offering tailored consulting services, including needs assessment, detailed planning, and phased implementation. Content and messaging should highlight how your solution provides seamless integration, includes training and technical support, and offers a robust security framework. Ongoing support and clear communication of ROI through case studies and pilot projects can help organizations adapt and secure stakeholder buy-in.

## Stop Wasting Time Chasing the Wrong Accounts

Businesses want to find a 5G partner they can commit to for a long time. With so much independent research and investment from your buyers, you need to be equally invested in ensuring you position your company as their partner of choice. The faster you identify your audience's intent and pain points, the faster you can reach them to begin the very important conversations that set their businesses up for success.

Madison Logic is the only ABM activation solution that combines three sources of intent signals, four leading media channels, and real-time measurement to accelerate the buyer's journey and drive pipeline. With the MLI Score, a holistic signal that unifies three key data sources, we help you target in-market accounts with more precision. And when combined with first-party customer data from your customer relationship management (CRM) software and marketing automation platform (MAP), you gain deeper insights that allow you to engage your target audience, increase conversion rates, and maximize your marketing spend.

Start converting your best accounts faster. Get in touch to find out how Madison Logic can help you activate a more effective data-driven ABM strategy today.



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