

2024 Edition

State of B2B Pipeline Growth

With a complex intersection of factors affecting the B2B landscape today, we wanted to understand how B2B marketers can navigate the challenges and opportunities for 2024.

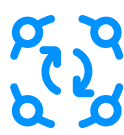
We Surveyed Over

400

B2B marketers in North America and the UK to learn about:



Challenges



Resourcing



Lead Gen



Strategies



Data Privacy

Our Three Biggest Takeaways

1 out of 2

B2B marketers can't meet their pipeline goals

1 out of 3

Are not fully leveraging the range of tools and channels at their disposal

9 out of 10

Say data privacy and compliance is an important consideration

In the survey, we asked marketers what their pipeline goals looked like – what's affecting your pipeline and what's getting in the way of achieving those goals:

50%

Say cuts to budget, headcount, or other resources is their top challenge

80%

Say getting new qualified leads is mission critical or an urgent priority...

53%

...yet more than half report not being able to meet their pipeline goals

So, what are B2B marketers **doing** to support their pipeline goals?

33%

Partnering with agencies

53%

Running display advertising for a unified brand and demand approach

61%

Who use content syndication are able to reach their pipeline goals (vs 54% who don't)

Interestingly, B2B marketers are **not fully leveraging** the range of tools and channels at their disposal.



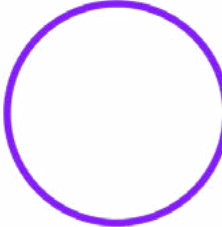
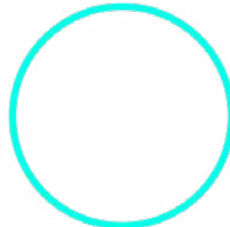
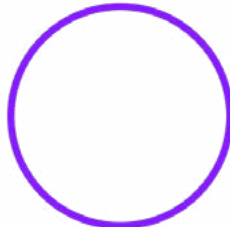
No consideration given to content syndication for leads

Don't know what content syndication is

Don't understand how content syndication works

How can B2B Marketers Ensure Pipeline Growth in 2024?

- ✓ Implement a full-funnel, brand + demand approach that includes channels such as content syndication & display
- ✓ Focus on data privacy & compliance
- ✓ Leverage agencies and partners to help you scale and accelerate growth



Learn More at pipeline-360.com

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