INFUSEmedia

B2B EXPERT ROUNDUP:

TOP REVOPS TRENDS TO WATCH **IN 2022**

SUMMARY

INFUSEmedia

As the strategies and trends for generating revenue in B2B marketing continue to evolve, so must the structure of organizations hoping to stay ahead of the competition.

One way for businesses to adapt to rapid changes in the B2B industry, is to develop and adopt a revenue operations model.

WHAT IS REVENUE OPERATIONS?

Simply put, revenue operations (RevOps) refers to the alignment of all teams or departments within an organization (sales, marketing, client success, etc.) to maximize the potential revenue by streamlining and simplifying core processes.

RevOps requires the complete synchronization of teams across an organization. This must include the software and systems being utilized, as well as workflows and the sharing of key data for company-wide KPIs.

Implementing revenue operations also helps to break down the siloes between teams that often result in data inaccuracies and bloated, expensive tech stacks that integrate poorly. Through this unification, RevOps allows companies to focus and optimize strategies to best suit the needs and interests of their target audience and individual client journeys.

As the future of B2B demand generation and lead generation continues to shift, the effectiveness of other staples of marketing and sales must also be called into question.

One prime candidate for this debate is the B2B sales funnel. As the foundation for sales operations in most businesses today, can it be improved upon?

Read our full article, Kill The Sales Funnel, for insights into the imperfections of this coveted business model, how to fix its flaws, and possible alternatives to revolutionize how leads are processed in your business. ⟶

KILL THE SALES FUNNEL:
WHY YOU SHOULD RETHINK THIS MARKETING METHOD

INSIGHTS AND RECOMMENDATIONS FROM INDUSTRY EXPERTS

With the ever-changing B2B landscape and the role RevOps will surely play in future developments in mind, we reached out to fellow B2B demand generation marketing experts to share their thoughts and insights on the subject.

Below is a roundup of the key trends to pay attention to this year, as well as various tactics and strategies for successfully implementing revenue operations. This roundup is suitable for both organizations new to the subject and those looking to optimize existing workflows.

INFUSEmedia

Ryan Murano

Here are the trends I anticipate for 2022:

- Emphasis on improving client experiences, both internally and externally.
- Operationalize the entire client journey.
- A continued focus on breaking down silos and working cross-functionally with the business.
- Trusted ideal client profile (ICP) definitions, processes, tech, and visibility.
- Optimization of data collection, enrichment, and accuracy.
- A continued focus on highlighting actionable insights that drive revenue.

About the Author:

Ryan Murano is a member of the senior leadership team at Instructure, leading a team of over 25 in Revenue Operations specifically over systems strategy and process optimization. She is also a huge gamer and reader, so feel free to shoot her a message if you have any recommendations.

Brandon Roopnarain

The top trends in RevOps to watch for in 2022 are increased business agility, more ownership over the client journey, and moving from multiple data sources to a single source of truth.

Given the current market environment, companies need to be more agile than ever to adapt to rapidly changing market conditions. RevOps must be able to change direction quickly and get key stakeholders across leadership, marketing, sales, and client success aligned.

The ownership over the client data goes hand-in-hand with having a single source of truth. At many companies, different teams use different systems that do not always talk to each other. Having a single source of truth is critical to providing actionable insights into the buyer journey and enabling exceptional client experiences.

About the Author:

Brandon is Secfi's Sales Strategy & Operations Manager. His expertise span sales enablement, process improvement, financial modeling, and data analysis. He enjoys working with sales teams to streamline processes, unlock revenue growth, and ultimately create positive client experiences.

Briana Yarborough

Here are the top trends I believe B2B marketers should watch out for:

- FinOps & ProductOps becoming more closely aligned under the Revenue Operations umbrella.

- RevOps Leaders reporting into the chief operating officer (COO), or chief executive officer (CEO) directly.

- Higher titles and more definitive career ladders, such as executive RevOps leaders with the titles of Vice President & Senior Vice President.

- Full-suite technologies that manage RevOps for SaaS businesses from start to end.

- Greater simplicity around predictable operations supported by learnings from complex products and processes.

About the Author:

Briana is a seasoned RevOps leader, co-founder of a RevOps solution in development, and serves as an advisor and executive leader for several high-growth start-ups where she utilizes her 15+ years expertise in go to market (GTM) strategy, SaaS, Supply Chain, Revenue Operations, Strategy, General Operations, Finance, Procurement, and Business Intelligence.

Briana is an active thought leader of RevOps in multiple revenue communities and is also a champion and engaging member for a number of communities created for marginalized groups. She most recently received recognition for being one of the top 25 RevOps leaders of 2022 by Revenue.io, and has been featured in leadership articles sharing her road to RevOps story.

INFUSEmedia

Cheryl Mortenson

All roads lead to AI. Leveraging technology to accurately predict outcomes in every area of the business cuts cost while driving revenue and innovation. If you can find a way to be more agile and anticipate client needs, you will find an edge over those holding to the status quo.

Aggregated information and analytics encompassing larger data sets will assist those looking to embark on their own digital transformation journey.

About the Author:

Cheryl is a Client Success Manager and Sales Operations leader at Abricto Security with 15+ years' experience in backup/disaster recovery, networking, information security, and critical communications technology industries. She has specialized in business analysis, administration and reporting, assisting several high/hyper-growth companies mature their processes to increase efficiency and productivity while ensuring an exceptional client experience.

INFUSEmedia

Nate Rivera

Data synchronization and overall software application consolidations are going to become increasingly put in the spotlight as we transition into a more established technology-driven world. Especially given the apparent reality that remote work is not going away; we will see more need for technology to help maintain and grow businesses' core operations. With more technology, however, comes more technical debt.

Many businesses have an issue with adopting too many applications that overlap in functionality because there is a disconnect between departments. This puts a strain on an organization's operations team to maintain and manage the tech stack for its employees and clients. If an operations team is not capable of running lean, there is increased risk of technical debt adding up beyond a manageable rate.

About the Author:

Nate is a revenue operations consultant that built his career by following the road less traveled and committing to a life of sustainable happiness and professional success. Through his unconventional approach on life, he has found success by approaching business with a holistic mentality and emphasizing the philosophies of intentional living.

Jasmine Powers

Many organizations are still trying to grasp what RevOps is and how it benefits their organizations. There is a lot of opportunity for it to be adopted simply. For some teams, the biggest move will be away from RevOps-as-SalesOps and to expand its impact across the entire revenue organization. Additionally, I'm seeing some teams shifting RevOps into a more DataOps or business analysis function with the goal of improving overall company performance.

About the Author:

Jasmine Powers is the CEO of Jasmine Powers Multimedia, a full-service GTM strategy and RevOps consultancy providing content marketing, revenue operations solutions, and training for SaaS companies, digital agencies, and nonprofits. She resides in New Orleans.

Shantanu Basu

Reporting structures (under COO/CFO)—an effective RevOps function must not sit under the head of sales, instead this should perhaps sit under a client relationship professional (CRP) that owns sales, marketing, and CX/CS.
Else the team likely needs to be under the CFO or COO. The team's operational and strategic impact will come from both excellence and independence.

Another trend would be RevOps leaders becoming more strategic and setting goals (quota, compensation, pricing, etc.). Same with reporting; a cleanly executed data, analytics, and definitions regime will lead to good reporting of the metrics/topline.

However, the strategic influence of the RevOps team comes from using the unique insight across the entire GTM value chain to influence key changes that make exponential growth happen via changes to key value-drivers.

About the Author:

Shantanu Basu helps hyper-growth businesses by aligning internal and external value-chains in a way that maximizes the capture of the value being created by product or services teams.

Whether scaling a high-growth tech unicorn, transforming a 200-person organization, setting up new business development teams in China or teaching his sons to work their way through a negative-banked turn on a Karting circuit, Shantanu is most excited when he is helping solve fundamental problems and spurring on growth by capturing value.

Colin Veerkamp

More and more companies are realizing the value of having a holistic approach to the client lifecycle that has streamlined processes that identify key client touchpoints from end to end.

Due to this, I foresee a re-alignment of senior leadership teams to include a RevOps function throughout 2022. Sales Ops, Marketing Ops, & Experience Ops will be restructured to report through the RevOps department for better alignment between the GTM teams.

There will also be a larger market for GTM products/RevOps tools for better forecasting and GTM alignment to allow for more scalable business solutions across the organization.

About the Author:

As a leader in Revenue Operations, Colin Veerkamp brings his experience from the back offices of securities and uses this to think creatively on how to align all business units around the client's lifecycle and the revenue cycle by designing and implementing systems across the organization through tools, automations, and best practices.

Jeff Medley

One of the biggest trends to keep an eye out for in 2022, and beyond for that matter, is an increased focus on hiring RevOps personnel. Historically, Ops teams have either been severely understaffed and have never grown at the same rate as the business or they have been completely disjointed and allocated across various departments. The challenge RevOps teams have always faced is keeping up with the workload and priorities for rapidly growing businesses.

With an increased focus in hiring, I also think you will start to see an increased supply of RevOps workers—team members who are no longer solely focused on administrating tech stacks, but team members who have administrative skill sets, while also bringing to the table industry knowledge and departmental acumen that will become extremely valuable to businesses going forward.

In the post-COVID environment, businesses are moving to either a remote or hybrid work model, so leveraging systems and processes will be even more vital than ever before. This need will continue to grow the supply and demand of RevOps positions and workers.

About the Author:

Jeff Medley has spent the last 10 years of his career helping young technology startups navigate hyper-growth environments, acquisitions from both sides of the coin, and growing teams and tech stacks. From pre-Series A to mature, private-equity-backed organizations. Jeff has built teams from the ground up and established scalable processes for successful organizations. Jeff is currently the Head of Revenue Operations for Covered Insurance Solutions and the owner of Spoak Revenue Consulting.

INFUSEmedia

Sebastian Van Heyninger

The rise of the client data platform (CDP). The CRM used to be thought of as the single source of truth. That is not necessarily true. We have in some cases half a dozen to a dozen platforms producing valuable data on our entire Buyer Journey.

Marketing automation, Sales enablement, product data from your internal platform. All of these tools need somewhere to bring their insights together. By the end of year, we will all be ripping data out of our systems using no code software platforms like Syncari, Bloomreach, or Segment and managing reporting in a BI tool. Less custom coded APIs, and more CDPs!

About the Author:

Sebastian Van Heyninger has worked in Sales since graduating from NYU in '13. Sebastian considered this an easy transition as he had been hustling his whole life. Those skills grew and developed over tens of thousands of cold calls leading to millions of dollars in revenue generated.

Sebastian has a passion for efficiency, improving processes, and using tech to help people work smarter. He believes that all teams of people are performing activities, powered by tech, that turn uninterested buyers into qualified opportunities. To Sebastian, nothing feels better than a full sales funnel.
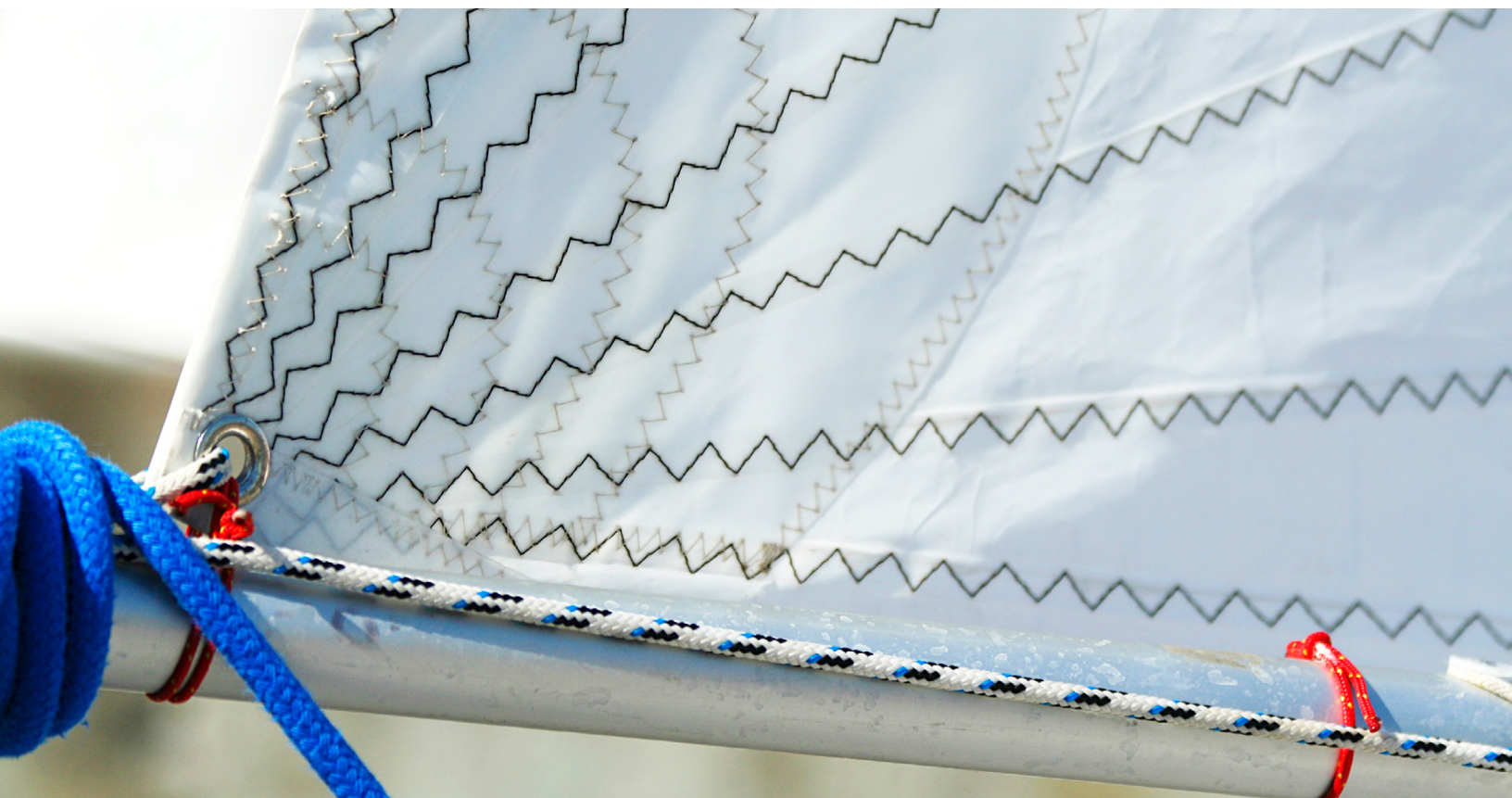
Ben Stroup

1. Time for a lineup change. Your pre-pandemic leadership team is likely not your post-pandemic leadership team. Either your leadership changes or you change your leadership.Every decision needs to be informed, supported, and driven by data.

2. Data is not a department; it is a leadership skill. It should be readily available to all leaders who can then make real-time decisions as new information is available.

3. Technology and AI are required to deliver mass personalization. The client wants what they want on their terms—not yours. And it has never been cheaper, easier, or faster to deliver a customized experience.

4. Decentralized, interdependent, and interdisciplinary teams need to replace departments and functions. Speed to market, failure, and learning are essential for success.

5. A culture of learning is critical. If you are not pushing yourself enough to experience failure, then you are living in a limited reality on the tail of your previous successes. That "wave" will be shorter than most nonprofit leaders have ever experienced. The future will be built on the attempts and failures that lead to significant and substantial learning today.

About the Author:

Ben Stroup is Chief Growth Architect and President at Velocity Strategy Solutions, a next-generation business strategy, and management consulting firm focused on helping ambitious leaders align teams, simplify technology, eliminate friction, and drive revenue. He is a futurist, disruptor, and data champion having served organizations from $5MM to more than $500MM in revenue for more than 18 years.

Ben has written and edited dozens of books on leadership and growth and is a frequent speaker, podcaster, and guest for business and industry groups. His most recent book, Master the Pivot, was released in 2020. Ben and his wife and two boys live in the Nashville, Tennessee area.

Mohit Babu

Given the increased focus of organizations on RevOps due to the advent of distributed sales channels, RevOps is going to lean heavily on automation tools and integrations. A unified client view not only spanning sales & marketing but spreading across delivery, product, etc. It will also become important to drive the next GTM strategy and revenue expansion. RevOps will play a critical role in providing this unified view to functional managers and leadership.

About the Author:

Mohit is the head of RevOps at Skit.ai. He was previously associated with Exfinity Venture Partners as Principal where he was responsible for the identification and closure of possible investment opportunities. Prior to this role, he was the first employee in the Strategic Initiatives Team at Regalix supporting product and market expansion.

He started his career with Finisar Corporation, Malaysia, as a Process Engineer where he was involved in project management and process excellence for engineering and manufacturing environments.

Don Raleigh III

Digital Asset Management and optimization for the B2B sector when approaching an M&A conversation. If we have learned anything in the last two years, it is that the middle market is incredibly hot.

When approaching the sale of business, the seller is often looking into how best they can capitalize on their long-term investment; their business yet fail to realize that there are cost-effective ways that not only generate a positive ROI, but more importantly, a positive Return On Time (ROT) to have a direct impact on EBITDA (earnings before interest, taxes, depreciation, and amortization).

Invest in your digital assets to prepare your business to be more attractive aesthetically, but also fill up the pipeline for new business opportunities that come in through digital marketing. If navigated correctly, your employees will feel like they are a part of the process and part of the team, increasing productivity. When looking for solutions, find a partner or team member that understands the true goal or intention behind your initiatives so that they can optimize the experience with the right client in mind—this is what matters the most.

About the Author:

Don Raleigh III is the second generation at Evolve Systems and operates as the RevOps Manager for the team. Don leads his team by being a connector, collaborator, and passionate team member. By working with clients as well as partners, it is Don's role to ensure that both parties have mutual success when engaging in formal business partnerships.

INFUSEmedia

Katerina Manova

In short, we will be looking at measuring the efficiency of the processes, adoption of new tools, and performance KPIs.

For the past two years, we have been running on quick new technology adoption. Remote work pushed us to buy, implement and adapt to new processes and tools. Things are slowly calming down, we are getting back to the office and this is the time to make sure that we can utilize all this new technology to its maximum.

Whether we are talking about CRM tools, BI software, or efficiency booster applications, we need to make sure they work for us and provide the much-desired data RevOps / GTM teams need. Reports, KPIs, dashboards, OKRs, data flow, and analytics, in general, are the topic of this year.

About the Author:

Katerina Manova is currently on maternity leave, combining it with sharpening data analytics skills by learning Python and SQL. She is experienced with mostly B2B SaaS companies and start-ups in Europe and US, developing their operation teams from scratch to scale.

Jack Hargett

We are seeing an increase in the number of startups and scale-ups hiring Revenue Operations managers at an early stage. Historically, companies have waited until Series C or larger corporations to build out the RevOps function.

Startups and scale-ups are establishing processes, systems, and enablement at an early stage to ensure that the Marketing, Sales, and Success teams work as efficiently as possible from top to bottom of the funnel.

About the Author:

Jack Hargett is the Founder of BisonRS, a Revenue Operations Recruitment company based in the UK, serving SaaS Technology companies from startups to enterprises in the UK and Europe.

Karl Evans

Less Stack is More!

With RevOps becoming an established function across organizations in the tech-space, a common topic I see being discussed among the revenue leaders I speak with, relates to the problems created by continually adding new platforms (and their often problematic integrations) to the tech stack.

As a result, I believe in 2022, we will witness a new trend emerging. Start-ups and scale-ups will likely shrink their stack and optimize a more compact RevOps eco-system that is fully integrated, scalable, and cost-effective.

About the Author:

Karl Evans is VP Revenue Operation for EdgePetrol. He is a business growth strategist, process automation specialist, and fractional RevOps expert, specializing in helping companies design/implement scalable business processes, and strategies that optimize both growth and profitability.

Sibil Samuel

I believe the RevOps trend for 2022 and beyond will revolve around revolutionizing Client Experience at every touchpoint with an organization.

1. Rise of usage of CDP (Client Data Platform): I believe the need to build a 360º view of a client or accounts based on data points will be paramount as we move towards building CX or ABX (Account Experience) to ensure the right message is delivered via the right channel at the right time to the right person.

2. Data Governance and structure: As we move into a more data-driven world, the need to have strong data governance and schemas to ensure data is collected, stored, and processed for insights and analysis will be on the rise.

3. Rise of automation for all processes or workflows across an entire organization: The use of iPaaS (integration platform as a service) will increase as organizations try to eliminate manual processes.

4. Transparency and Accountability at scale: This and the need for predictability from top to bottom will be greater than ever as we need to align strategy and GTM so that all the teams are working towards the same north star.

About the Author:

Sibil Samuel is the Marketing Ops Lead at Assent and a RevOps nerd. Sibil has been in the Operations and Technology fields for over 10 years, guiding companies to develop and execute tech stacks and processes that will support their GTM strategy and growth.

Mark Kelly

Here are my predictions for this year's RevOps trends:

- The consolidation of tools in the tech stack—away from best-in-class point solutions towards platform plays.

- Companies will outsource "RevOps Engineering" to specialists to help build the frameworks and processes.

- There will be an increased focus on reducing friction in the buying process in B2B.

- An even greater focus on content generation, with an emphasis on giving away much of it for free.

- The de-emphasis on SDRs for lead generation, with a greater focus on enabling the buying process.

About the Author:

Mark Kelly is a strategic and visionary executive who has leveraged his unique combination of education, business experience, and marketing and sales leadership roles (from start-ups to Fortune 500 companies) to transform revenue teams into high-performing revenue generation engines.

Mark uniquely focuses on the intersection of finance, operations, technology, sales & marketing, and analytics. He is active in the business and technology communities across Kansas City, where he lives with his wife and 3 sons.

INFUSE media

Adam Stahl

The recent need for accelerated digital transformation has caused changes to the technology stack at many companies. That change looks different for each organization based on where they are in that process and their individual needs. For some, it is expanding by bringing on additional resources to dig further into data reporting or big data analytics. For others, it may be consolidation by moving to applications that can handle multiple business needs such as CRM and marketing automation platforms.

About the Author:

Adam Stahl helps clients get the most out of their HubSpot investment while driving their RevOps and WebOps goals as a Digital Project Strategist at Remotish. In short, as a HubSpot Diamond Solutions Partner, Remotish helps make HubSpot awesome for companies that currently use or are planning on using HubSpot.

Mario Maier

Below are my predictions for this year:

▶ Reverse ETL (extract, transform, load): Use data (hindsights, insights, foresights) from your CDP or data warehouse (DWH) to empower your CRM and operations platform.

▶ Omnichannel client service: Let your client choose the platform of communication for their service requests or tickets and channel everything in one platform.

▶ Deal Desk Automation: Integration of strong deal desk software into your CRM to empower automation.

About the Author:

Mario Maier is a self-employed CRM & RevOps consultant & trainer with a 100% focus on the HubSpot CRM platform and 12+ years of B2B practical experience. His consulting focuses on the strategic, organizational and technical introduction of marketing, sales and client service automation based on the HubSpot product landscape.

After more than a decade of experience with international start-ups and corporates, Mario has been supporting companies as a freelance consultant since July 2019 with the introduction and optimization of the NextGen CRM platform and has more than 50 HubSpot projects in the corporate and enterprise area.

Kris Hingst

"Less is More." Right-size your tech stack deck to something that is manageable and operational. What does this mean? Reduce the stack to focus only on where your buyers are going to research and educate. Use the analytics for each platform to determine where to invest and divest. You cannot be everywhere for everyone.

Also, the need for maximizing your CRM has never been more critical. Streamline the reporting by driving as much integration as you can to your CRM platform.

About the Author:

Kris Hingst is the founder and owner of Krommatic Marketing Services, which serves B2B clients in the life sciences & manufacturing industries. Kris is a seasoned incremental CMO and sales enablement expert that helps companies gain their unfair share of the market. He applies SMART marketing goals which drive his hunger and passion to help all business units succeed. He employs integrity with inbound & outbound marketing tactics along with analytical data to give businesses the right buyer-centric approach.

Nelly Nechaev

RevOps is catching like wildfire with more and more companies seeing how crucial it is.

I am excited for 2022 and all of the trends it is bringing to the industry. **Here are the top six Revenue Operations trends I would say you should look out for this year:**

1. Conversion rates throughout the sale process—checking conversions in marketing and from marketing to sales has become obvious. This year, we want to know all of that and more.

2. How well are our SQLs converting to clients? Where are they falling off the sales funnel and how can we improve the buyer journey?

3. Revenue\Sales forecast: Who does not want to know how much projected growth they will have? More and more of our clients are interested in building forecasting reports for revenue.

4. Marketing attribution: Our clients do not just want to see basic conversion reports. They want stats of which campaigns are driving their leads and what the quality of those leads are. And for good reason. How else will they know to allocate their marketing budget?

5. Retention rate: We mainly work with SaaS companies who sell on a subscription basis and we do not have to tell them twice that aggressive sales are only as good as the retention rate. We are seeing more and more sales departments aligning with client success to ensure higher retention.

6. Client lifetime value (CLV): We know how much clients cost to acquire, now we're interested in seeing, how much is this client worth in the long run? How much value will they bring to our company?

About the Author:

Nelly Nechaev is the VP of Client Success at ScaleOps—Israel's leading Revenue Operations Company. With extensive experience developing and managing teams and implementing processes and systems, Nelly developed sales processes for multiple SaaS companies, while building the company's foundations internally.

At ScaleOps, she works with B2B companies of all sizes to build and optimize clients' operational foundations—looking at the full funnel—so that they can scale in the best way possible and increase revenue.

Sam Arnold

Watch for the elevation of "Sales Ops" to RevOps in an increasing number of non-tech businesses in 2022 and beyond. While the software industry may have been the first to prove the value of unifying GTM processes, other industries are taking notice. Moving away from legacy tech providers and spreadsheets to adopt a more modern approach is a daunting task to companies that were not born in the cloud, but it is increasingly viewed as a necessary one.

Verticals in Finance/Insurance, Logistics, and even Consumer Packaged Goods (CPG) are ramping up their investments in RevOps tech and they need experienced professionals to make these initiatives a success. We may start to see some big names in RevOps leave the tech industry altogether to accept above-market offers in big-name traditional businesses.

About the Author:

Sam Arnold is a Strategic Account Executive at CaptivateIQ, where he advises RevOps and Finance teams on the adoption of new technologies for performance-based compensation plans. He lives in San Francisco, California.

Ana Rottaro

Product-led growth (PLG) in B2B is becoming more and more common and with that, we will have a lot of technical challenges, including attribution and duplicate data in CRM.

RevOps has often been grouped along with Marketing Ops and Sales Ops, but a connection to product will need to be much tighter in 2022.

Easy targets before are now in more and more CRMs, and outbounding is becoming more difficult as audiences become more jaded. Because of this, messaging and marketing is becoming highly important in warming up audiences before the outbound even occurs. Partnering sequences between marketing and SDRs will be important in increasing revenue performance in 2022 and can give companies a leg up as this intensifies.

About the Author:

Ana Rottaro graduated from Carnegie Mellon University with a degree in economics. After interning at the US Dept. of Treasury, she decided to pursue a career where she could see the impact of change quickly—Ana found this niche in small, high-growth companies.

She is passionate about connecting the dots between lofty, ambiguous C-level goals and simplifying the work-streams of the teams needed to achieve those goals.

Wendy Lampert

I believe, as we are already seeing, more companies today are recognizing the need for having a RevOps team and with that I believe there will continue to be expansion in 2022. I believe we will continue to see a need for a more generalist type RevOp professional in the smaller and larger businesses, while in mid-size companies, a more specialized skill-set in operational professionals across the team.

In addition, I believe we will more widely see sales/client success having an increased focus around "new business" sales and retention as I believe this will be where the biggest driver is to increase revenue for companies. With that, I believe, we will see wider marketing funnels to create more lead opportunities. I believe we will also find an increase in AI System automation implementation adding to the current tech stacks already in place with a heavy focus on Reverse ETLs. If not within this year, definitely within the next few years.

About the Author:

Wendy Lampert graduated Purdue University with a BS degree in Hospitality and Tourism Management. Wendy has spent over 10 years servicing internal/external clients and has learned and redeveloped the processes, as well as blueprints of each company's successes.

Her journeys have helped both broaden her horizon and appreciation for people, cultures, and methods, as well as, contributed towards her success as a collaborative leader with a deep expertise in operations, people, training, and development, along with systems and processes.

Lampert is dedicated to self-improvement, reflection, and continually challenges herself and her teams to exceed expectations.

INFUSEmedia

Anastasiia Vasiutina

2022 has to be the year when we draw the line on reactive work and move towards strategic initiatives. That is my (rather selfish) wish for us RevOps pros!

Aside from that, I think the biggest trend to watch for is CX Ops coming more and more into its much-deserved limelight within the RevOps family. Thus far, Marketing and Sales have been stealing the limelight, but it is time we start looking closely at CX needs and enablement.

About the Author:

Named one of Revenue.io's Top 25 RevOps leaders for 2022, Anastasiia specializes in building up RevOps functions from the ground up. Her experience comes from businesses of all shapes and sizes—from start-ups to corporate behemoths. She is currently running the RevOps show at a UK-based recruitment tech start-up, Caroo.

Alex Freeman

Here are the trends to watch for this year:

1) Less is more in reporting: Using fewer but more powerful metrics of intent, such as relationship strength and customer usage, to better understand behavior across the customer lifecycle.

2) Focusing on a more unified and user-friendly tech stack as a differentiator to retain and attract talent, as well as a way to better unify the customer journey inside the business, and therefore outside too.

3) The continued move towards a Product-Led Growth Strategy, impacting how we design and conceive our RevOps teams, and reporting structure—with Product as the Ops team for the developers, being rolled in under RevOps.

About the Author:

Alex Freeman is Head of Delivery at Ebsta, where he oversees a team providing RevOps Consultancy to a range of hypergrowth SaaS companies, and Enterprise giants. They focus heavily on transforming historical data insights into actionable steps to improve live processes, by unlocking the power of quantifiable relationship strength. He also co-hosts the most downloaded SalesOps Podcast, RevOps Demystified.

Alyssa Yap

There is going to be a shift in focus towards CRM and data strategy, especially for businesses in the growth/scale mode. Once businesses reach a certain level, there will be a greater need for consistency, accountability, transparency, team alignment and data-driven insights which all depend on data and CRM.

Businesses in 2022 are going to realize the need for a central source of truth. They might already have that by manually pulling pieces of information from different sources and creating a conclusion, so I foresee a growth in businesses wanting to integrate as many tools/tech stack as possible to the CRM. It will help to save time, ensure everyone is on the same page using the same data, and that SLAs between teams are met and reportable.

About the Author:

Alyssa Yap helps businesses align and streamline revenue teams with the right tech stack, optimize CRM (so they can actually get useful insights) and automate processes —by leveraging HubSpot as the central business engine.

Her approach to marketing is data-driven; focused on optimizing the buyer's journey and using the inbound methodology with RevOps.

Alyssa believes that marketing and sales work together like Batman and Robin—-you get the best results when both work in tandem. Her experiences in client service and sales have given her a strong understanding of client pain points to recognize the "why" behind their behavior and develop client-centric marketing strategies.
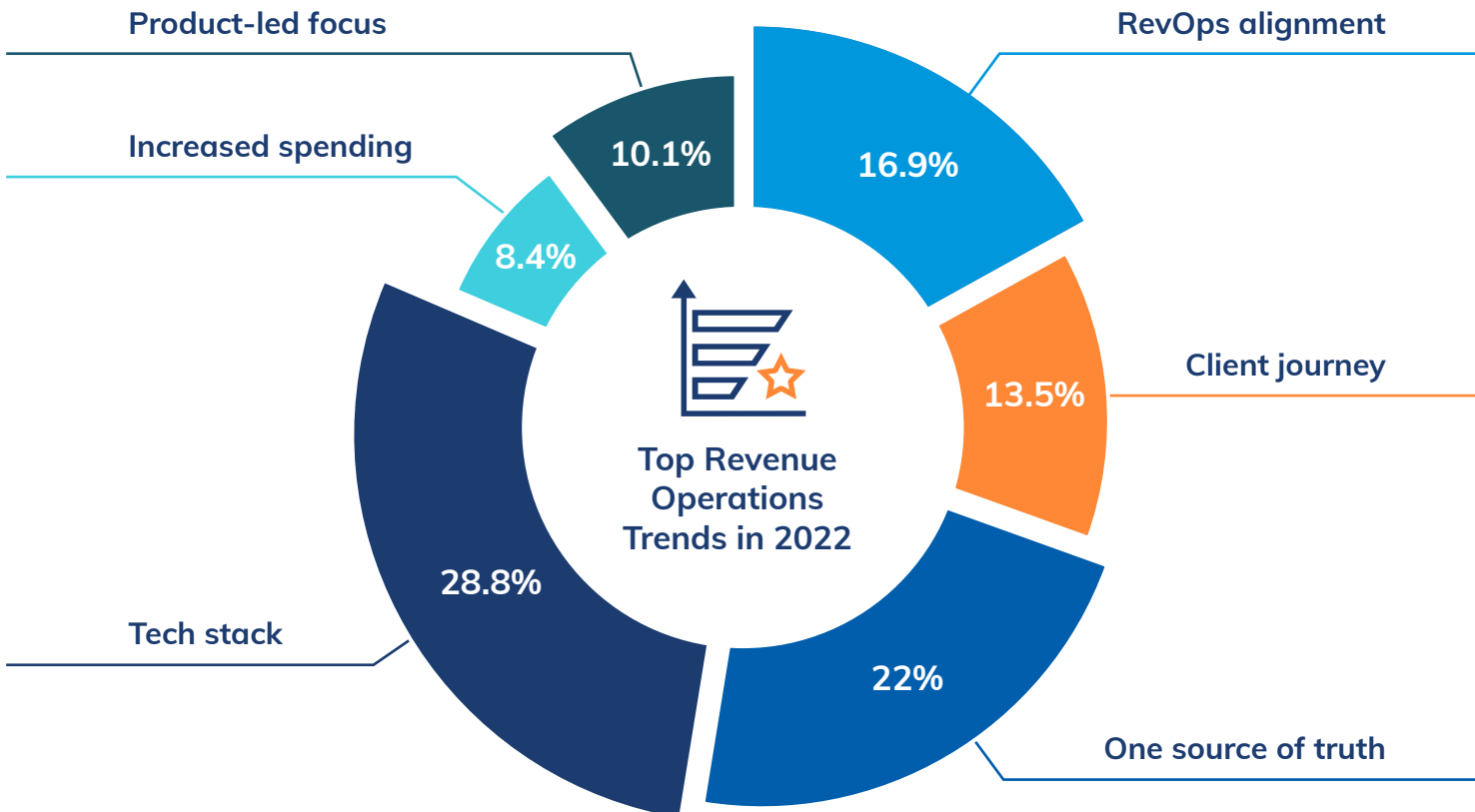
FINAL THOUGHTS

Thanks to our contributors, we have explored a wide variety of the RevOps trends set to shape the future of the demand generation marketing industry this year.

Key trends for 2022:

- **RevOps alignment:** All other operations (Marketing Ops, Sales Ops, Product Ops, FinOps, etc.) will become encompassed in RevOps.

- **Client journey:** Companies will continue to prioritize ownership of the client journey, with a renewed emphasis on CX over other strategies.

- **One source of truth:** The movement towards one single, integrated source of truth for managing data and conducting reliable analysis. This will likely involve a fully-integrated Client Data Platform (CDP) system that allows for complete oversight, data governance, and the ability to combine insights from automation, enablement, and product data.

- **Tech stack:** The adoption of a reduced and optimized tech stack, including AI, specific to the functions of RevOps to eliminate interdepartmental siloes and minimize spending.

- **Increased spending:** Funding for RevOps teams will likely increase to match evolving business needs as a result of growth.

- **Product-led focus:** As the popularity of RevOps continues to grow, more organizations will implement a RevOps model with a product-led focus, including smaller companies such as start-ups and scale-ups.

INFUSEmedia

Given the repetition of similar trends across multiple expert responses, below is a pie chart breaking down the popularity of each trend based on the number of mentions:

Product-led focus — 10.1%

Increased spending — 8.4%

RevOps alignment — 16.9%

Client journey — 13.5%

Top Revenue Operations Trends in 2022

Tech stack — 28.8%

One source of truth — 22%

We would like to take this opportunity to thank all the demand generation experts for participating and sharing their thoughts and expertise. We wish them great success in their own RevOps strategies going into this year and beyond.

For more on how to create impactful B2B lead generation and demand generation campaigns to suit your business model and objectives, read our latest **Insights** content.

We regularly publish content covering a variety of topics, such as content marketing, sales and marketing alignment, channel marketing, the effectiveness of the B2B sales funnel, and more.

Visit the Insights blog →

INFUSEmedia