



OUTLOOK 2024

**KEY STRATEGIES TO EMPOWER GROWTH
IN TIMES OF SIGNIFICANT CHANGE**

**INFUSE INSIGHTS REPORT:
VOICE OF THE BUYER 2024**

INFUSE.com

As we look to the year ahead, now is the time to take stock of the biggest factors shaping B2B buyer needs and behaviors to determine the strategies essential to achieving performance goals in 2024.

Our **second annual INFUSE Insights Voice of the Buyer report** demonstrates how the market is shifting from 2023 toward [The Great Tech Stall](#) fueled by [slow growth expectations for the economy in 2024](#) (World Economic Forum, 2023). However, despite this forecast, [global tech spend is still estimated at \\$5.1 trillion](#) (Gartner, 2023), an impactful reminder of the plentiful opportunities available for organizations in the B2B tech space who are willing to seize them.

This modest growth scenario has contributed to the expansion of buying committees compared to 2023, with 59% of groups including 4-6 members in 2024 (compared to 41% in 2023). Bigger buying committees mean more decision makers are involved in the purchase process and, therefore, are able to engage with marketing and sales strategies.

As a result, organizations must invest additional effort to engage the entirety of the buying group at target accounts by meeting the various challenges and concerns of multiple stakeholders. Lead nurturing at an account level, fueled by [Account Based Experience \(ABX\) best practices](#), will be a key tactic thanks to its focus on personalized outreach at scale.

This research covers the top concerns and priorities of buyers in 2024 and how to ensure positive outcomes for your demand generation strategies, including:

- The top priorities for B2B buying committees in 2024
- How digital transformation and AI are shaping the buyer's journey
- The evolving complexity impacting decision making priorities among B2B buyers
- Which demand generation strategies to capitalize on to drive growth in 2024



THE STATE OF B2B BUYERS IN 2024

As noted earlier, B2B buyers are greatly impacted by the ongoing dampening of economic indicators, following years of accelerated spend and the subsequent tech growth phase in 2020-2022. The very end of 2022 and all of 2023 followed by sudden deceleration, led by mass lay-offs and a [readjustment of the tech market](#).

Therefore, the B2B buying group of today is facing a scenario of modest growth expectations, coupled with an interest in AI and other tech innovations to fuel digital transformation initiatives.



“Compared to 2023, the way buyers spend has not changed significantly; however, the motivations behind purchases have shifted considerably.”



— **Dan Freeman**,
Chief Revenue Officer

In 2023, buyers were determined to [correct overspend from bloated tech stacks](#). This resulted in buyers focusing their efforts on optimization opportunities and solutions that would ensure ROI and simplify integration, alignment, and workflows.

For 2024, however, the focus has shifted to ensuring relevance and displacing key competitors. These efforts have been compounded by the rise of generative AI and its consequent digital transformation initiatives across B2B industries.

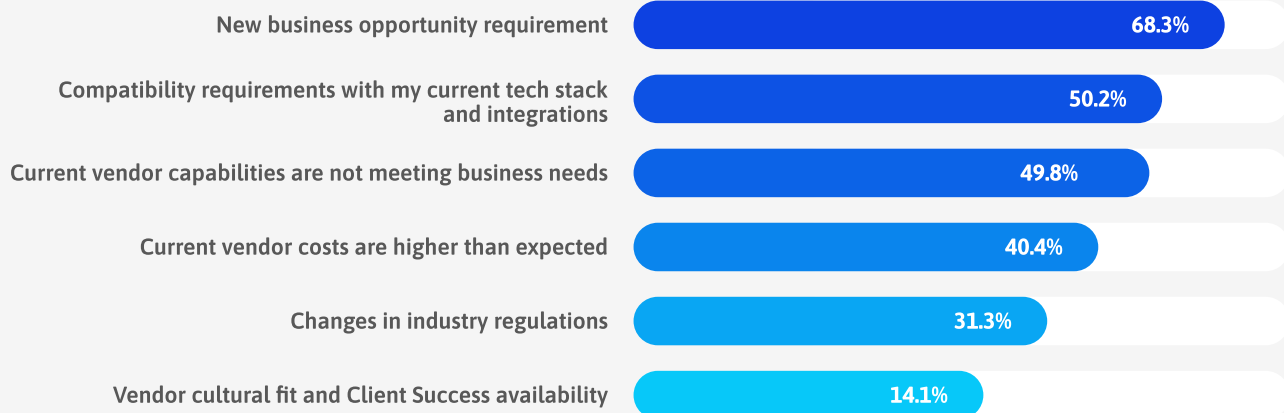
Tech giants like [Google](#) and [Yahoo](#) are updating their [search](#) and email spam filters, while Microsoft [is giving up on internet search to build a better AI brand](#). These changes signal an alignment with changing buyer behavior, and therefore, pressure on other B2B companies to keep up with AI and its impact on sales cycles.

Take AI beyond content creation with four tactics to leverage AI tools to drive demand generation →

TOP BUYING GROUP PRIORITIES FOR 2024

While the manner in which buyers determine their purchases has seen little change, the why behind the decision making continues to evolve as businesses capitalize on seizing new opportunities as they arise.

Aligning with these new priorities will be crucial for steering strategies that drive quality engagement with prospective buyers in 2024.



Key findings

- The main driver for tech purchases is new business opportunities (68%).** This ranked third overall in last year's priorities (34%), marking a dramatic shift in focus toward B2B buyers sourcing solutions that enable them to advance their technology initiatives.

This is likely a result of the economic uncertainty that buyers have faced throughout 2023, its implications on budgets, and the increased pressure to demonstrate business value.



“Solutions that help to further critical business requirements are more likely to secure sales as this is set to be a top motivator of B2B purchases.”



— **Dan Freeman**,
Chief Revenue Officer

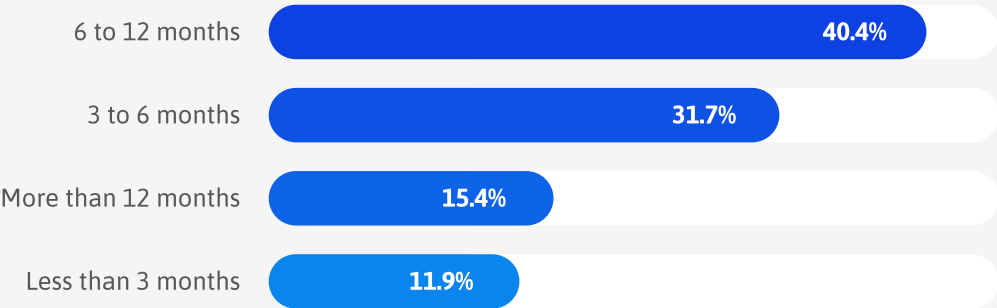
- Integration is the second-highest priority (50%). As [tech purchases continue to slow down and stall](#), it is only natural that [scrutinous buyers](#) seeking to maintain streamlined tech stacks are ranking integration as such a critical need.
- Marketers should lead messaging with an emphasis on the business value and outcomes that their solution provides. While the technical facets of products are important, these should be presented in a manner that highlights how companies are able to solve obstacles without buyers having to rethink the infrastructure of their tech investments.
- Organizations should determine if their solution represents a strategic transformational purchase, a renewal, or a replacement (point purchase) for prospects. Identifying how their solutions are perceived will be crucial for anchoring GTM motions that are able to make meaningful inroads with buyers by aligning with the core drivers of decisions at target accounts.



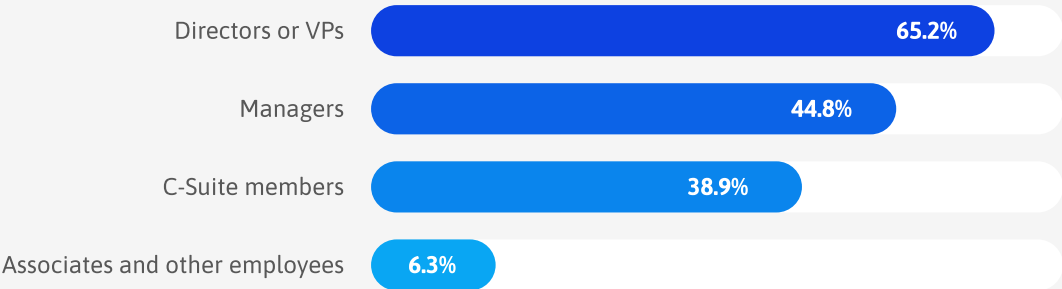
THE DNA OF B2B BUYING GROUPS



HOW LONG IS THE PURCHASE PROCESS FOR A TECHNOLOGY INVESTMENT FROM IDENTIFICATION OF NEED TO FINAL DECISION?



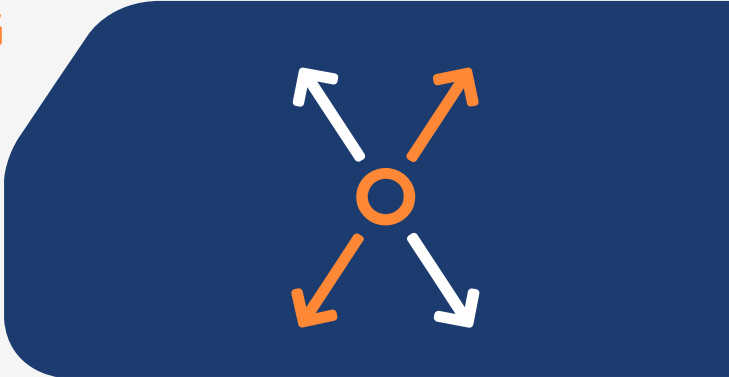
WHO FORMS THE BUYING GROUP AT YOUR ORGANIZATION FOR PURCHASES?



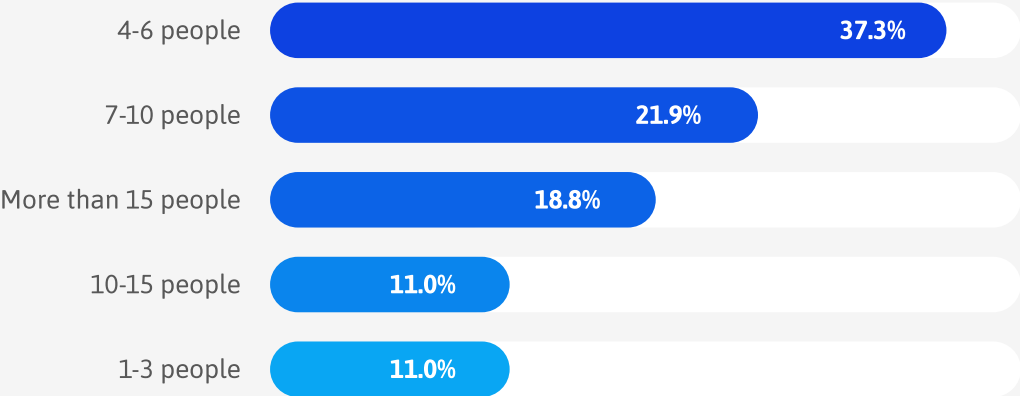
Key findings

- Given the influence of economic uncertainty, it comes as no surprise that **the duration of the B2B buying cycle has not decreased**. Indeed, when compared to last year, the majority of buying cycles last over six months (59% in 2022 compared to 55% in 2023).
- The members and seniority of the B2B buying group are also unchanged, with **operational leaders and managers accounting for the majority of decision makers** at organizations.

B2B BUYING GROUPS ARE EXPANDING



HOW MANY TEAM MEMBERS IN YOUR ORGANIZATION ARE INVOLVED THROUGHOUT THE PURCHASE PROCESS FOR A TECHNOLOGY FROM IDENTIFYING THE NEED TO MAKING THE FINAL DECISION?



Key findings

Buying groups average between 4-10 members (59%). While the makeup of buying groups is unchanged, more people are added to the buying process as decision makers deal with increasing complexity from factors such as tech democratization and added integrations. This trend is a continuation of the growth that B2B buying groups have seen over the last few years.



Buyer group year-over-year growth:



1-3 PEOPLE

2022

2023

Year-over-year growth

28.03%

11.00%

-17.03%

4-6 PEOPLE

30.64%

37.30%

6.66%

7-10 PEOPLE

15.61%

21.90%

6.29%

10-15 PEOPLE

4.91%

11.00%

6.09%

MORE THAN 15 PEOPLE

20.81%

18.80%

-2.01%



B2B BUYING PROCESSES ARE DIFFICULT TO NAVIGATE

This expansion of buying groups is also a symptom of tech and data capabilities being driven by business leaders and subject matter experts (SMEs)—another effect of ongoing tech democratization. Coupled with fear and uncertainty, this complexity has led to a more intricate and frustrating buying process as the number of vendors considered per purchase also increases.



Source: [6sense Research, The Buying Experience Study, June 2023](#)

Key findings

- Each vendor under evaluation adds two decision makers to the buying process (6sense). These decision makers effectively act as internal SMEs who consult on purchasing decisions, likely a result of the pressure to drive reliable business value in tandem with navigating the technical complexities of vendor solutions.

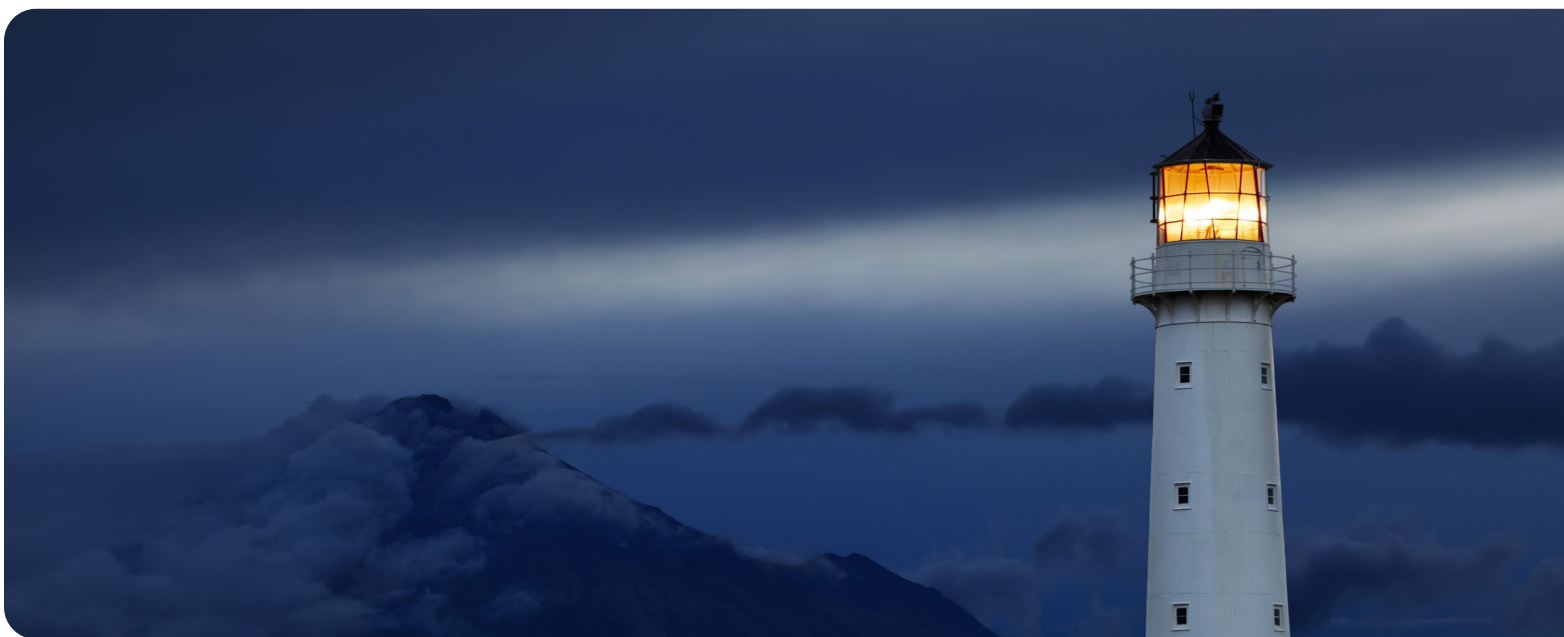
“There is a significant emphasis on marketers to master the art of engaging different buying group members at target accounts, and subsequently, consider how many vendors they are evaluating. The motivation behind the purchase (strategic vs. replacement technology) informs how internal SMEs are involved with the process as they ‘orbit’ the central buying group.”



— **Scott Vaughan**,
B2B CMO & GTM Leader

- Consequently, this becomes another pivotal factor in forging strategies that effectively address the entire buying group, accommodating additional members as they join the process at crucial stages. Therefore, as noted earlier, **organizations that craft seamless buyer's journeys with a focus on empowering prospects to navigate the complexities of the process are sure to achieve success.**

The Solar System Model



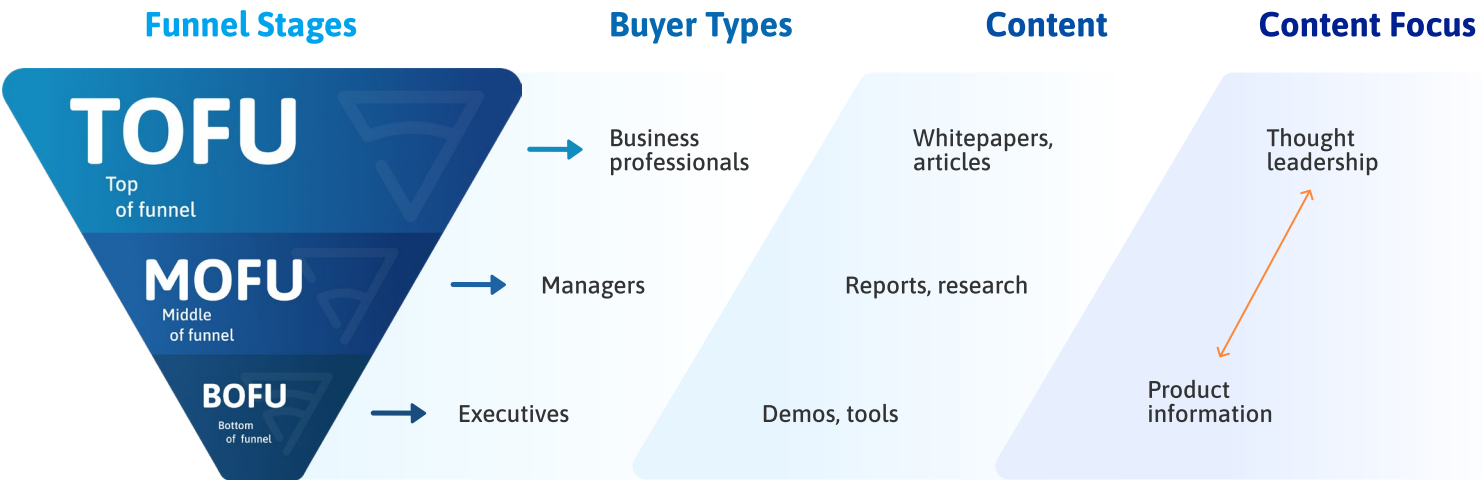
ENGAGE THE ENTIRE
BUYING GROUP

As the composition of B2B buying groups remains relatively stable, the evolving motivations driving purchases necessitate a change in how committees are engaged. To achieve higher win rates, marketers must adopt a focused strategy tailored to the specific purchase type and the individual members of the buyer group.



Indeed, only targeting a limited number of leads per account by prioritizing one or two titles, can result in overlooking as much as 80% of the buying committee (when considering the average group size of 8+). Therefore, engaging with the right buyers at an account level is essential to increase consideration and improve win rates. This is where Account Based Experience (ABX) strategies and leveraging extensive data insights become crucial for gaining a competitive edge.

Each member of the buying group plays a distinct role in advancing business initiatives. Thus, it is imperative to align content with the buyer’s role and readiness. This targeted approach ensures that marketing efforts resonate with each buyer’s specific needs and contribute to the overall success of B2B purchases.



Build a Relationship Funnel that generates multiple leads per account in 4 steps →

WHAT SOURCES DO YOU RELY ON TO SCOPE, RESEARCH, EVALUATE, AND SELECT VENDORS THROUGHOUT THE STAGES OF THE PURCHASE PROCESS?



Key findings

- Organizations are leaning heavily on consultants and SMEs (67%) as their top source of support due to the increased complexity of the B2B buying process and tech democratization that creates a burden of choice for buying committee members.

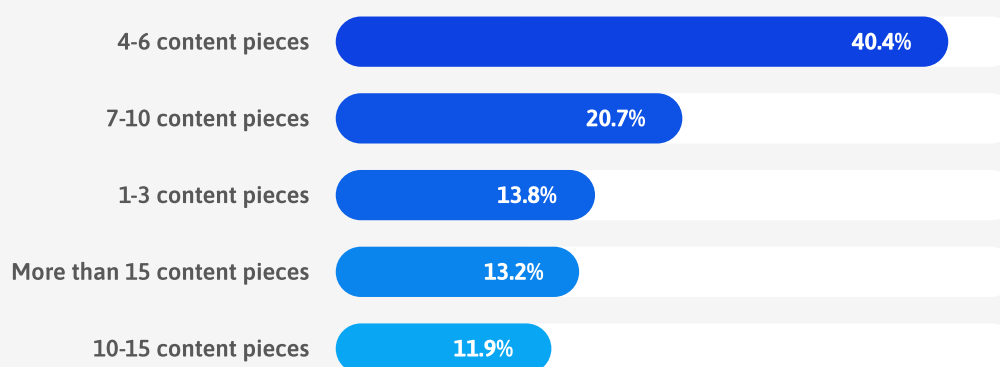
This is in stark contrast to 2023, where conferences and events were the top choice for guiding their buying decisions. This shift indicates a need for a **more personalized and tailored approach**. Conferences and events, while valuable for networking and exposure to general industry trends, may no longer provide the depth of insight needed to address the specific challenges of each organization.

In addition, comparing this with the ranking of events (47%) and online communities (24%), it is evident that buyers place a higher emphasis on technical understanding of the solutions they are considering—a distinct preference for objective and factual information, rather than relying on opinions or potentially biased viewpoints to guide purchases.

- To meet this need, **assume the role of a consultant to identify and help buyers overcome key obstacles**. Provide increased technical guidance with a focus on assistance and peer review rather than exerting pressure to promote the purchase of your solutions.
- Account Based Experience (ABX) is a particularly apt strategy to assist stakeholders in the buying process** as it bridges the client experience at every touchpoint and empowers buyers to make informed decisions with personalized [nurturing](#).

- **The second most popular source of support in the buying process for buying committees is peers and colleagues (60%).** This highlights the necessity of targeting the entire buying group in addition to developing content and campaigns that resonate with their broader network of influencers and collaborators.
- **Technology vendors (56%) are the third most popular source of support in the buying process** which is also consistent with last year's results. The ranking of consultants over tech vendors underscores the importance of effective and personalized nurturing to establish and build trust in the buyer-vendor relationship.

ON AVERAGE, HOW MANY CONTENT PIECES DO YOU CONSUME DURING A TECHNOLOGY PURCHASE PROCESS?



- **Most participants (40%) consumed four to six pieces of content, while 21% consumed seven or more.** This year also marked a 2% rise in the number of respondents that consume more than 15 pieces of content compared with last year (13% vs 11%), emphasizing the importance of delivering content for demand.
- This data emphasizes the **need for high-quality, valuable content to secure engagement and provide effective nurturing.** Marketers should prioritize personalized content addressing key pain points and interests, rather than focusing on scaling content with a broad approach.
- These statistics also emphasize the **importance of matching content with the buyer's role and funnel stage.** Marketers must ensure that content is strategically designed with buyer needs in mind. Every member of the buyer group plays a distinct role at specific funnel stages and relies on different content types to guide their decision making. For instance, executives, as technology owners, collaborate with finance for approval, while business professionals are responsible for crafting, scoping, and leading the business case for purchases. This consideration is crucial for steering content creation and targeting the right audience to ensure optimal performance throughout the buyer's journey.

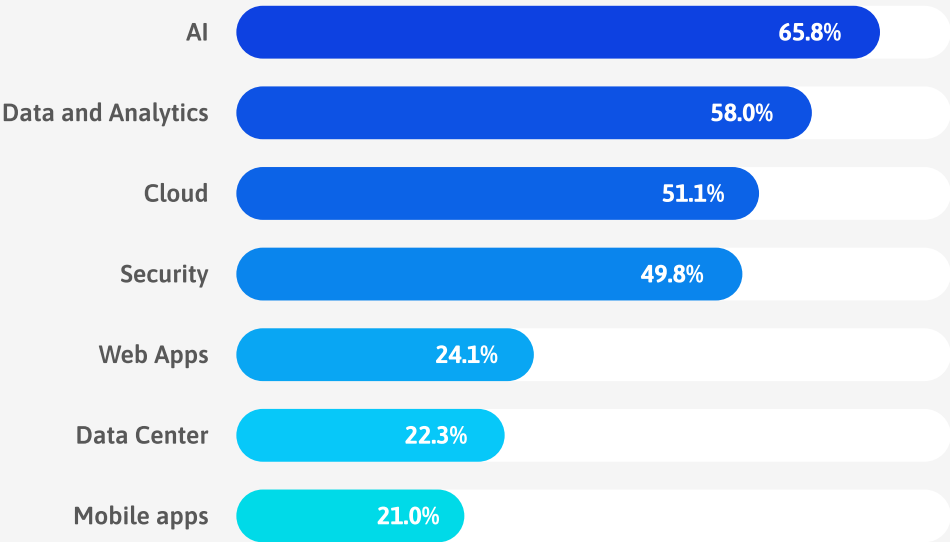
AI, ANALYTICS, CLOUD, AND SECURITY TOP THE PRIORITY LIST

In the dynamic B2B tech landscape, a noticeable shift is occurring in buyer behavior, marked by increased executive involvement amid market uncertainty. The current scenario reveals a fragmented market, with [over a quarter of invested dollars in American startups flowing into AI-related ventures](#). This indicates a twofold increase in AI’s share of US startup funding for 2023. However, the widespread use of AI presents challenges, as it frequently perpetuates ineffective marketing practices instead of strategically enhancing outreach to maximize ROI.



As the landscape and uses for AI evolve, these developments have far-reaching implications for enhancing targeting strategies like ABM. Teams that effectively leverage AI to align buyer journeys using data-driven insights will be better enabled to drive more CX-focused approaches like ABX, which will become increasingly crucial to engage the buying committee as a whole in relevant and memorable ways.

WHICH OF THE FOLLOWING TECHNOLOGIES DO YOU PLAN ON EVALUATING IN THE NEXT 12 MONTHS?



Key findings

- **AI (66%) is the top priority for buyers going into 2024.** This was in stark contrast to the previous year when Cloud held this position and suggests a shift from infrastructure-centric concerns to a focus on advanced capabilities and applications.
- This spotlight on AI will also translate to buyers' expectations of their vendors. Effective use of AI to streamline campaigns, enhance personalization, and drive engagement at the right stage of the buyer's journey will become key to growing revenue.
- ABX stands out as a highly favorable domain for AI applications. This sentiment is shared by many as [42% of B2B leaders](#) consider AI as a top priority for enhancing product features and the user experience (Pavilion, 2023). This is due to the support it lends to discerning target audiences and accounts, as well as recognizing purchasing behaviors and triggers ([predictive analysis](#)). The crucial aspect is to channel your outreach efforts toward enhancing the delivered experience and, consequently, your ROI, rather than primarily concentrating on scaling marketing efforts.
- **Data and analytics (58%) is the second priority.** Businesses must harness analytics to inform their strategies and stay ahead in an increasingly data-driven purchasing environment.

Once again the focus on data analytics will mirror buyer's expectations of vendors. Leveraging data and intent to effectively identify and prioritize accounts that are currently in-market and focusing on accentuating the distinctive business and tech value of your solutions are paramount.

- **Cloud (51%) and security (49%) have now fallen to the third and fourth positions**—a significant shift from 2023 when they held the top spots as buyers' primary concerns.
 - If you are a provider of any of these technologies, it is time to enter the market and focus on your unique value.
 - If you are not a provider of these tech platforms directly, align your products to enable/integrate with these purchase priorities.

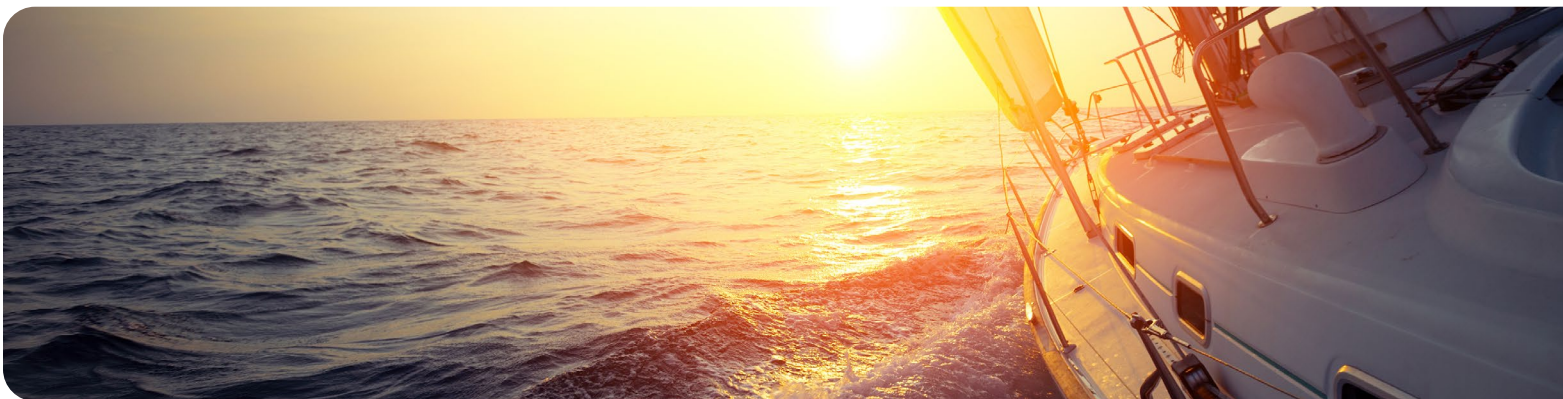
Key Takeaways

As you formulate your demand strategies for 2024, bear in mind these key takeaways to guide and inform your planning:

- **The main driver for tech purchases is new business opportunities:** Solutions that address pressing business needs will be more likely to attract sales as a result.
- **AI is the top tech priority for buyers going into 2024:** Effective use of AI to streamline campaigns, enhance personalization, and drive engagement with full funnel approaches will become key.
- **Buying committees have become bigger:** More decision makers involved in key purchases means that organizations must develop relevant experiences that engage each individual buyer to stay top of mind.
- **High-quality and valuable content is more important than ever:** Buyers prefer a more personalized approach over higher quantities of lower-quality content. Aligning content with the buyer's role and funnel stage will become vital in 2024.
- **Organizations are relying on consultants and internal SMEs to support the buying process:** Given the escalating complexity of the B2B buying process and the democratization of technology, buyers are seeking technical guidance to navigate purchasing decisions.

EXPLORE OUR VOICE OF THE MARKETER 2024 RESEARCH

to discover key insights into the primary focus, obstacles,
and opportunities for B2B marketers —→





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