

# State of B2B Marketing

Future-ready B2B marketing has a new growth equation

## ACTIVATION

Marketers have the tools to succeed, but do not feel equipped for success.

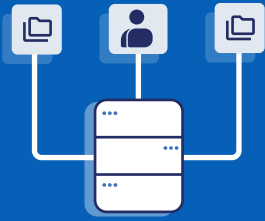
96%

of marketers already have a go-to-market strategy

YET LESS THAN

50%

feel less equipped or confident for the demands they face



## CONNECTION

Confidence in connecting data across teams is lacking

ONLY

45%

of B2B marketers feel very confident in their ability to connect data across their teams

## MEASUREMENT

The market is shifting away from solely lead based approaches



Lead-Level KPIs

Account-Level KPIs

65%

of marketers are using a hybrid approach (i.e., mix of account based and lead based KPIs)

BUT LESS THAN

40%

frequently track qualified accounts or individual leads

Automation is the ultimate unlock

Aspects Of Campaign Workflow Most Desired To Be Consolidated Or Automated

Managing budgets across campaigns	57%
Optimizing performance without manual tweaks	49%
Coordinating between marketing and sales	49%
Targeting audiences across platforms	46%
Actionable buying signals or real-time intent	45%



The future is powered by AI

### Top 3 Must Have AI Capabilities

- 1 Improving campaign efficiency and performance
- 2 Reducing manual tasks
- 3 Automating complex or multi-step workflows; Personalizing messaging and outreach at scale

### Top 3 Biggest Investment Priorities

- 52% Data unification or enrichment across platforms
- 51% API integrations between tools in the GTM stack
- 48% Agentic AI or GTM agents to automate next steps

## About This Study

The research was conducted online in the U.S. by The Harris Poll on behalf of Demandbase among 509 U.S. B2B Marketing Decision Makers who are 25 years of age or older, work full time as a Manager or higher for a company with \$100M+ in annual revenue or 500+ employees. The survey was conducted May 20–June 3, 2025.

Data are weighted where necessary by company size and industry to bring them in line with their actual proportions in the population. Respondents for this survey were selected from among those who have agreed to participate in our surveys. The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the total sample data is accurate to within ±6.2 percentage points using a 95% confidence level. These credible intervals will be wider among subsets of the surveyed population of interest.

All sample surveys and polls, whether or not they use probability sampling, are subject to other multiple sources of error which are most often not possible to quantify or estimate, including, but not limited to coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments.

