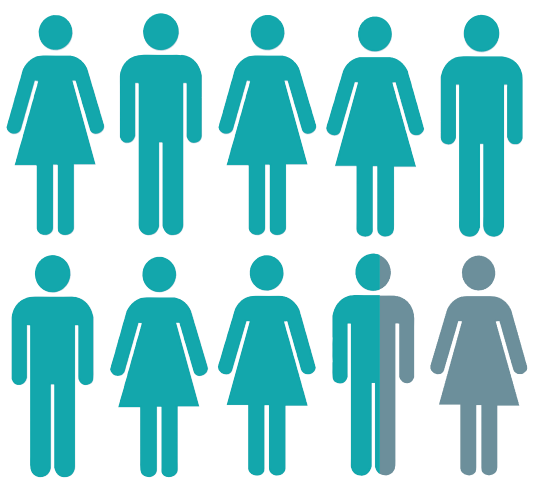
B2B CONTENT MARKETING SURVEY

Here at Ziff Davis B2B, we carried out a survey to better understand how our audience of powerful B2B buyers engage with content during their purchasing decision making process.

Participants were from companies of all sizes across a variety of industries and hailed from Australia, Spain, Denmark, Finland, Iceland, Norway and United Kingdom to name a few.

1. Typically how many people are involved in a buying decision within your department?

On average, there are **8.6** people involved in the decision making process per department.



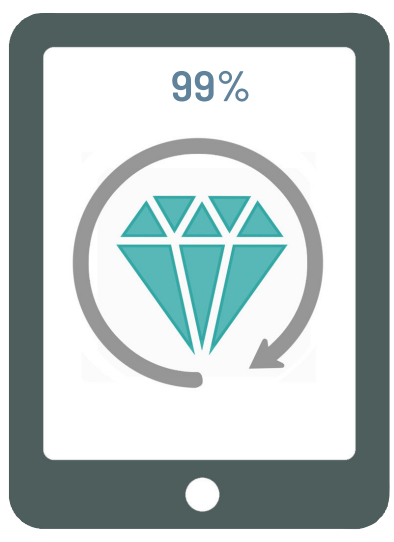


2. On average, how many pieces of content do you engage with during the buying process?

On average, decision makers will review **4.2** pieces of content during the buying process before making a purchasing decision.

3. How valuable do you consider vendor content during the purchasing process?

99% of readers consider vendor content valuable during the decision making process, of which **70%** of decision makers rate the content as highly valuable or essential.





4. Does content ever influence you or your team's decision during a purchase?

97% of business buying decisions have been influenced by vendor content and **35%** of readers say content influences their purchasing decisions frequently.

5. Which of the following content styles do you find most helpful when making purchasing decisions?

24% of decision makers consider whitepapers as the most helpful content style when making purchasing decisions, followed closely by buyer's guides.

However, webinars and video content combined accounted for **30%** of the responses, reflecting the increasing popularity of traditional written content.

- 24% Whitepapers
- 21% Buyer's Guides
- 17% Videos
- 13% Webinars
- 11% Infographics
- 10% eBooks
- 2% Referrals/Reviews/Recommendations
- 2% Other

6. As a regular recipient of Ziff Davis B2B's bulletins, how informative do you find these emails?

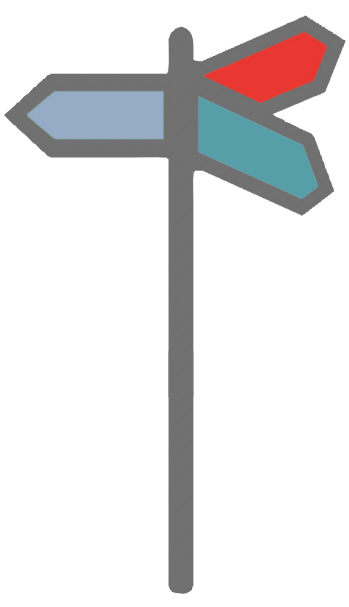
98% of our readers consider our bulletins and the contents informative.

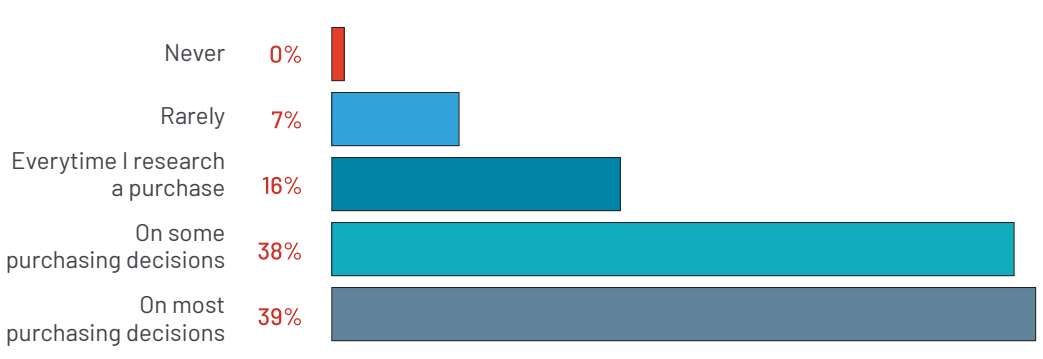


7. How often do you seek out or use vendor content to support or justify a purchasing decision?

92% of readers regularly and actively seek out vendor content to support or justify a purchasing decision.

16% of readers do so every time they are planning to make a purchase.



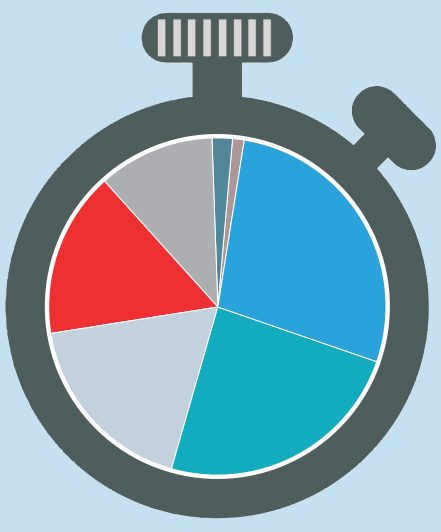


8. At what point in the buying cycle do you typically begin researching content?

On average, buyers begin researching content 7.2 months before they make a purchase.

28% of decision makers research content throughout the buying cycle.

This is followed closely by **24%** of respondents who research 3-6 months prior to making a purchase.



- 1% Do not use content to inform a purchase
- 2% More than 18 months prior to a purchase
- 11% 12–18 months prior to a purchase
- 16% 1–3 months prior to a purchase
- 18% 6–12 months prior to a purchase
- 24% 3–6 months prior to a purchase
- 28% Research throughout the buying cycle

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