

BUYERSPHERE REPORT 2013

A COMPREHENSIVE SURVEY INTO THE BEHAVIOURS AND ATTITUDES OF THE B2B BUYER

September 2013

Produced by Base One and B2B Marketing

In association with McCallum Layton and Research Now

The Buyersphere Report 2013

Now in its 4th year, the Buyersphere Report has become established as one of the most eagerly awaited and enlightening annual research projects in the B2B space. The reason is simple. It doesn't tell you what marketers think: it tells you what buyers do.

Since 2010, we have been aiming to find the motivations behind supplier choices and the behaviours that characterise the B2B buying process. We all know it can be a long and complex process affair: even smaller B2B purchases are subject to procedures and considerations that are alien to the world of consumer marketing. B2B buyers need more; whether it involves procuring consultancy services, telecoms contracts or manufacturing equipment, they demand higher levels of information, reassurance, social proof and support from their suppliers. But this is to be expected: each buyer featured in this report is accountable to many others and needs to justify purchase decisions to superiors, shareholders and fellow staff. It is not their money, after all.

This is why the Buyersphere Report you are holding in your hand (or viewing on your device) is unique. We asked direct questions of 500 seasoned B2B buyers in the UK, France and Germany and got some fascinating answers, all detailing what they actually did in preparing for a recent large business purchase (qualified as over £20,000). Why did they start the process? What information did they seek? From whom? And in what format? Did they use social media? And - revealingly - what were the marketing traits of the successful suppliers that made them ultimately preferable to the also-rans?

The Buyersphere is not only essential reading for B2B marketers, it is a unique and fascinating journey into the minds of the people who hold the budgets. Whether it challenges your thinking, opens your eyes to new possibilities for customer engagement, or simply confirms what you thought (and gives you valuable ammunition for your budget planning), we hope you find it useful.

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Introduction

Base One and B2B Marketing have commissioned a research study to explore the behaviours and attitudes of B2B buyers during the buying process. The survey was conducted online, administered and analysed by market research specialists McCallum Layton, among business respondents provided by online panel provider Research Now. This is the fourth survey in a series started in 2010. The initial wave covered the UK only; the 2011, 2012 and 2013 reports have also covered key markets in Western Europe.

	Number surveyed
UK	174
France	171
Germany	171
TOTAL	**516**

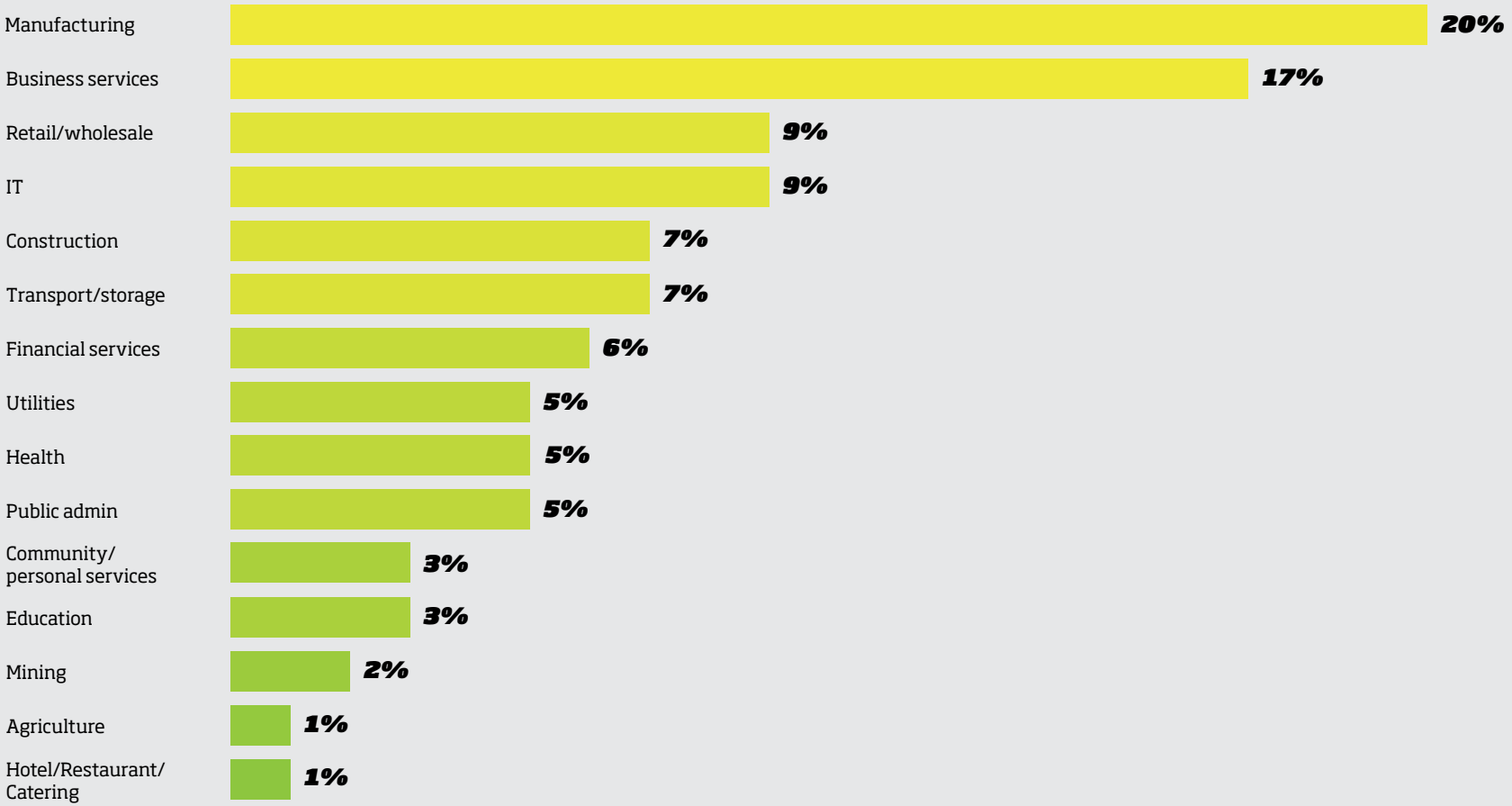
All respondents have been personally involved in the decision-making process for any type of purchase over £20,000 (or Euro equivalent) that had been completed on behalf of their business in the last 12 months many of the survey questions focus on this particular purchase, to provide results that are specific to actual experiences and decisions.

Fieldwork was carried out in April 2013.

The Sample

The survey sample covered a wide range of business sectors:

Main business activity:

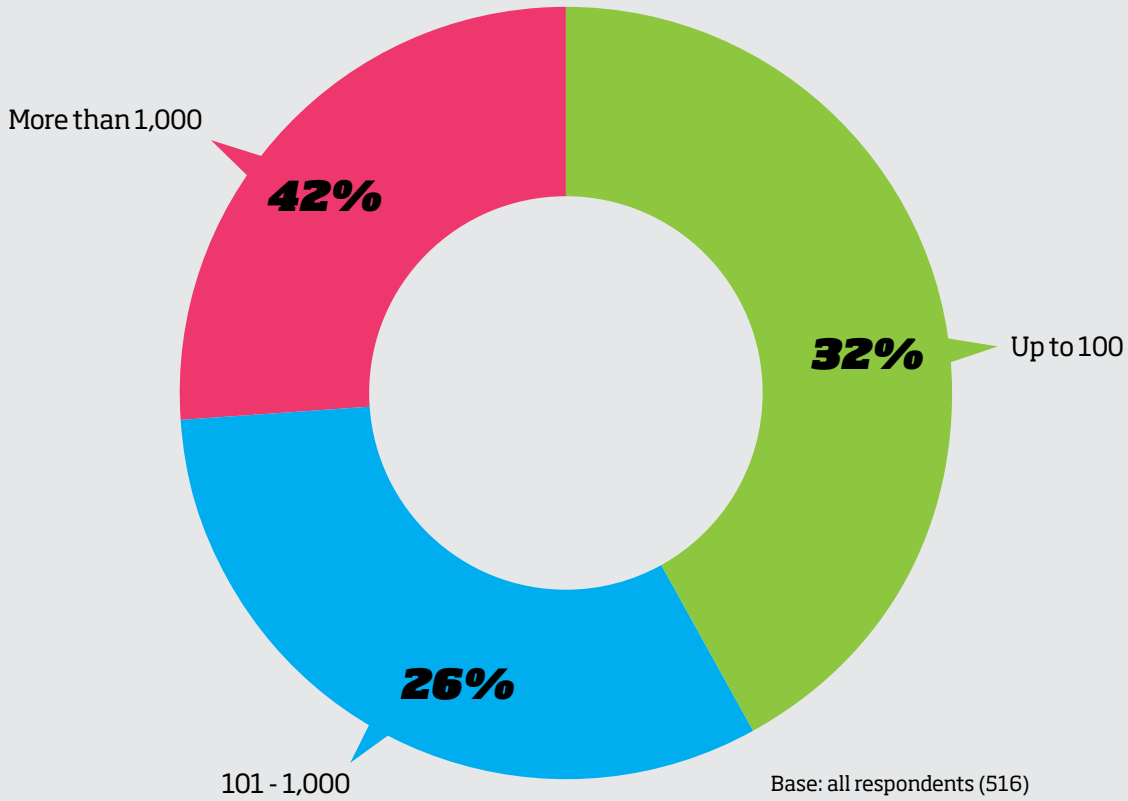


Base: all respondents (516)

The Sample

The organisations represented by the survey sample varied considerably by size:

Employee size:



The largest organisations were to be found in France, where 57% of respondents work for companies with over 1,000 employees. Business services and retail businesses tended to be smaller in terms of employee numbers, and those in transport, health, utilities and public admin were larger.

Respondents

Not surprisingly given the nature of the survey objectives, respondents taking part commonly have senior management responsibilities:

General/Executive management	35%
Production/Operations	12%
IT	11%
Sales	10%
Finance	9%
Research & development	9%
Marketing	5%
Purchasing/procurement	5%
HR	2%
Other	2%

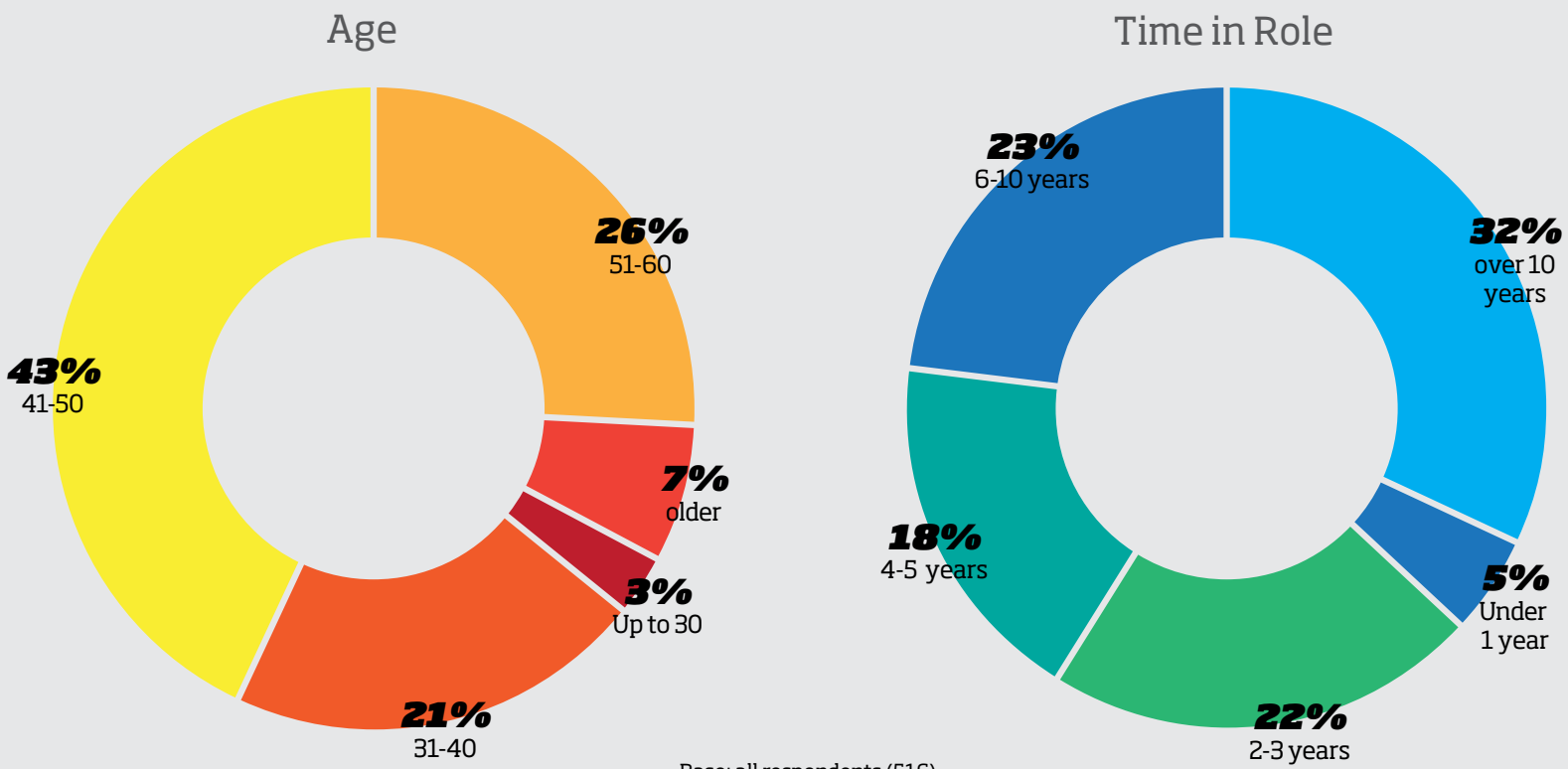
Base: all respondents (516)

Smaller businesses (up to 100 employees) were most likely to be represented in the survey by a senior director, while functional managers such as production, IT and R&D were more common in the larger organisations.

Respondents

Two thirds of respondents overall were aged between 41 and 60; a quarter were younger than this. The majority had a good deal of experience in their current roles:

Respondent age and time in current role:



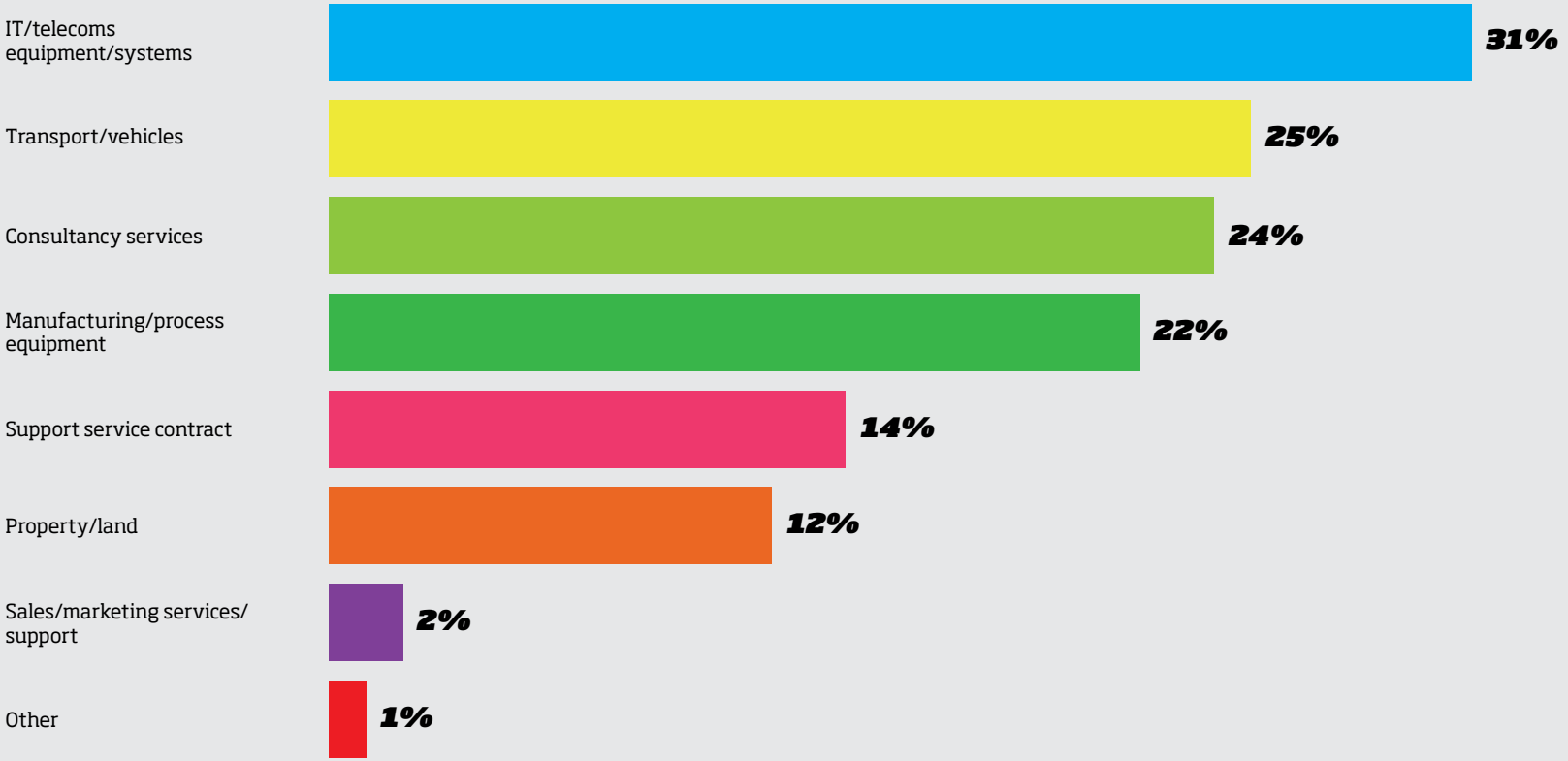
Base: all respondents (516)

Respondents in the UK had a slightly older profile than the rest; in the UK, 45% were aged over 50, compared to 24% and 28% respectively in France and Germany

The business purchase

The value of the recent purchase over £20,000 made on behalf of their organisation varied considerably, up to a maximum of £12m.

Nature of the business purchase:



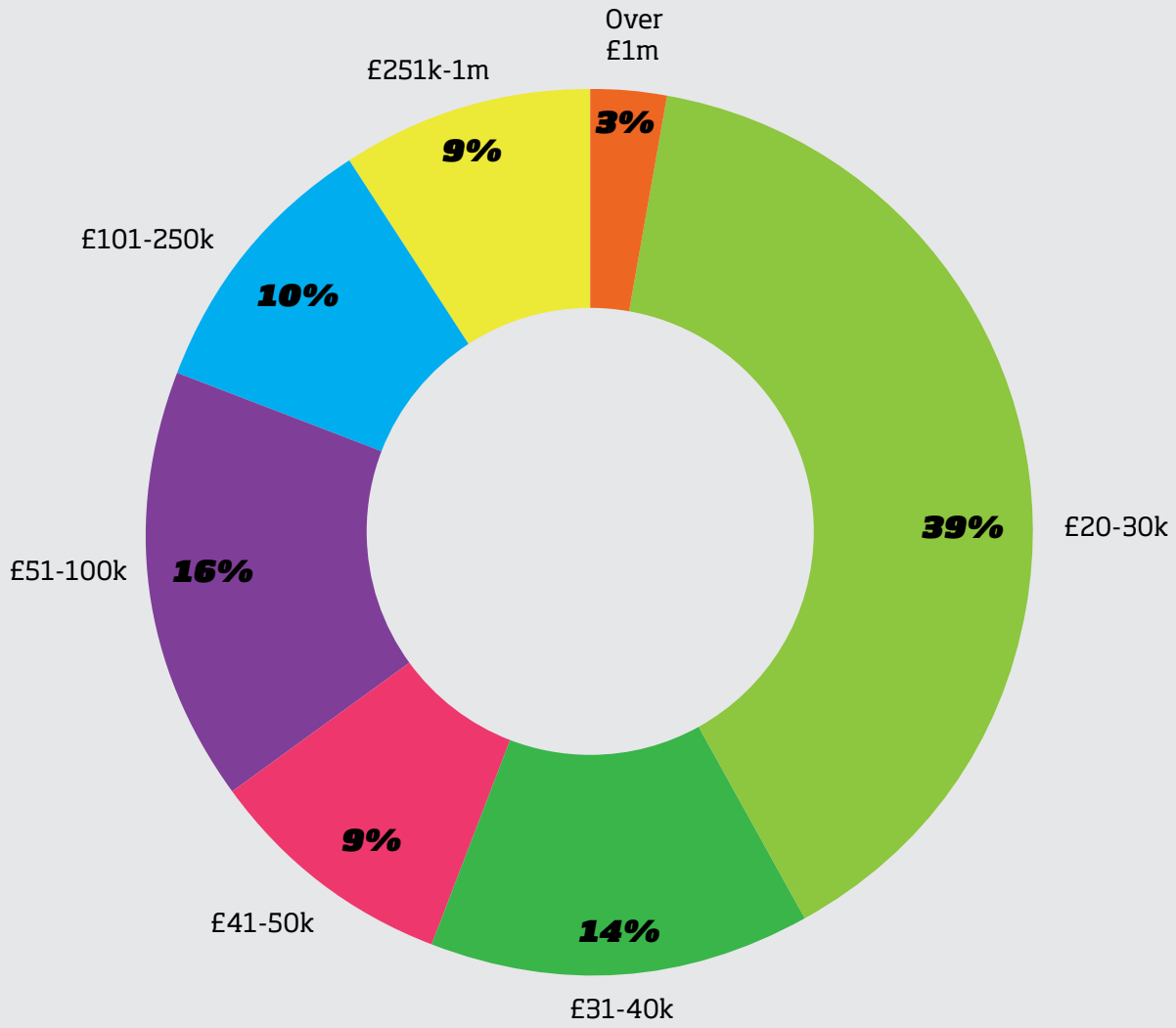
Base: all respondents (516)

Smaller companies were more likely to have bought IT or telecoms equipment or systems while consultancy services purchasers were more common in larger organisation.

The business purchase

The value of the recent purchase over £20,000 made on behalf of their organisation varied considerably, up to a maximum of £78m.

Value of the business purchase:

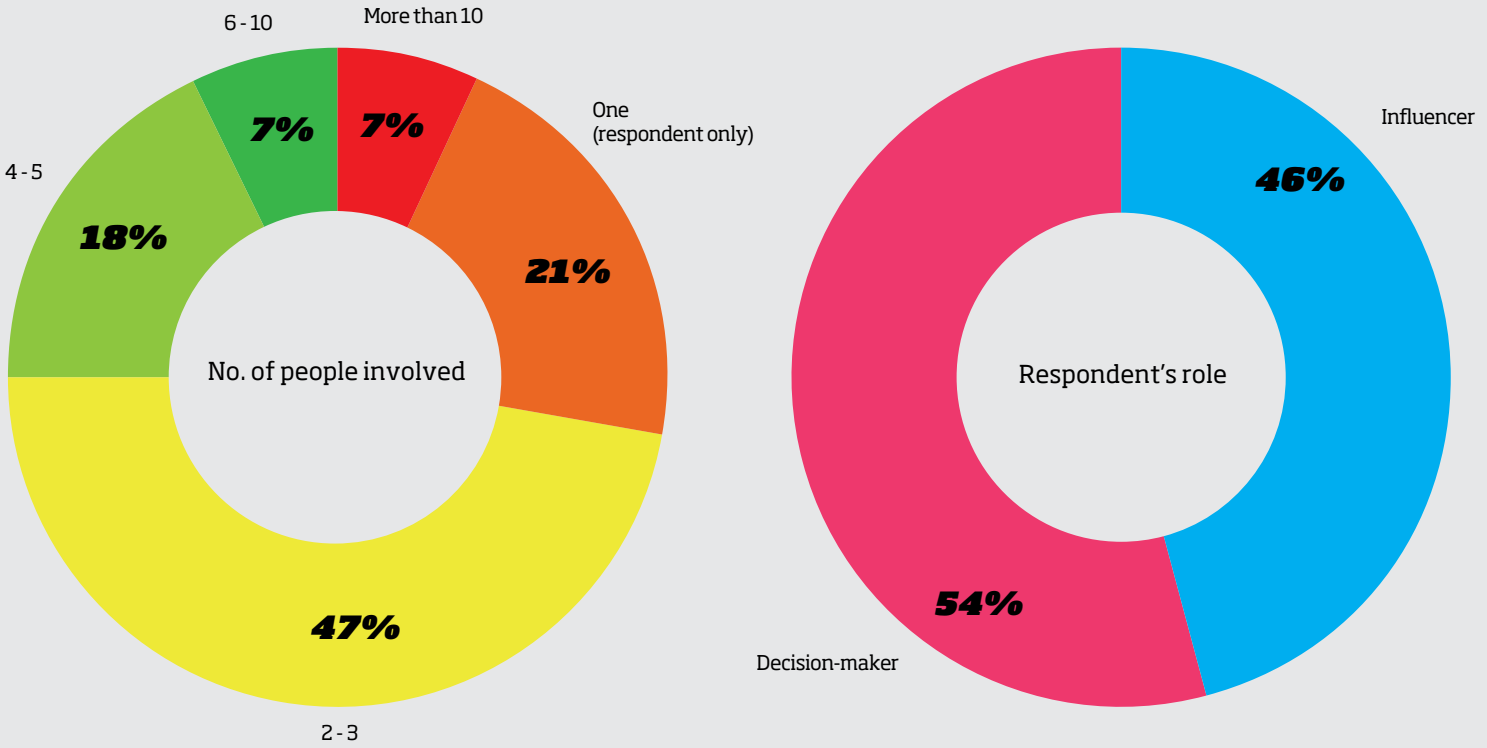


Base: all respondents (516)

The decision-making unit

Not surprisingly, the larger the purchase, the more people were typically involved in the decision-making process. The sample was split fairly evenly overall between decision-makers and influencers.

The decision-making unit:



Base: all respondents (516)

The likelihood of having been a decision-maker in this recent business purchase increased with both age and length of time in current role. Decision-makers are more likely to be working in general/executive management and purchasing/procurement roles. In the larger organisations and where the purchase value is higher, though, respondents are more likely to have been influencers; these are particularly likely to be working in production/operations and R&D.



The Touchpaper Question: How (and Why) B2B Buyers Start The Buying Process

If there is a golden moment for B2B marketers, it is the very outset of the buying process. When the blue touchpaper is first lit.

Every purchase begins with a decision, usually made around a boardroom table, to give the green light to a purchase. Whether it is investing in new IT equipment, putting out a tender for business services or starting a property search, there is a single point that every interested brand would dearly love to know about – and when they would love to be present in the minds of those around that table.

Part of the Buyersphere Report is devoted to this key stage. Our aim: to give B2B marketers like you insight into the thoughts and motivations of the newly formed decision-making unit. They say it's the early bird that catches the worm: we hope this early insight puts you in a better position to make sure your brand comes out on top at the end of the process.

The Touchpaper Question: How (and Why) B2B Buyers Start The Buying Process

Part A: Survey Highlights

All about productivity

Productivity is clearly a key topic around the boardroom table. **Over half (51%)** of buyers gave a score of

8 out of 10 or higher to "improving productivity".

Compare this with ***only***

22%

who gave similar importance scores to "competitor activity".

Keeping up with the competition is clearly ***nowhere near as important*** as ***improving their own operations.***

Reducing costs is not enough

The need to cut costs ***only***
attracted
32% of scores over 8
(compared to 51% for productivity).
It is one thing cutting costs, but buyers want
more for their money,
not just a ***lower cost.*** Less is good.
But more for less is better.

Shoots of recovery?

The second biggest reason for investment in new purchases was

"business expansion".

Over a third of B2B buyers

(36%)

rated this as at least

8 out of 10

- suggesting that the ***economic landscape is not quite so flat*** as some would have you believe.

Leverage new technology

The need to
"leverage new technology"
is the ***third most important*** reason for instigating a new major purchase. Over a third of buyers scored this as
8 or above.
Perhaps the objective of using that technology is also reflected in the other answers – to improve productivity, cut costs or raise production levels – but tech marketers should be interested to see that ***technology is a key driver in its own right.***

Emotional or rational?

Business decisions are strictly rational, right? Interesting then that the

5th most important

reason for a purchase is because ***"it's the kind of thing we should have".***

While businesses are driven by rational factors such as **cost, productivity and expansion,** they are sometimes also influenced by factors that they can't quite put their finger on. Brand strategists will tell you that such people are likely to be drawn towards the

"kind of brands they should be working with".

How expert are the buyers?

Only

8% **of buyers considered themselves truly expert** **(ie 10 out of 10),**

although knowledge levels are predictably high amongst the surveyed buyers. But note that decision makers considered themselves ***more expert than influencers***, and the larger purchases had smarter buyers making them. The ***least expert sector was marketing.*** Sorry about that.

The Touchpaper Question: How (and Why) B2B Buyers Start The Buying Process

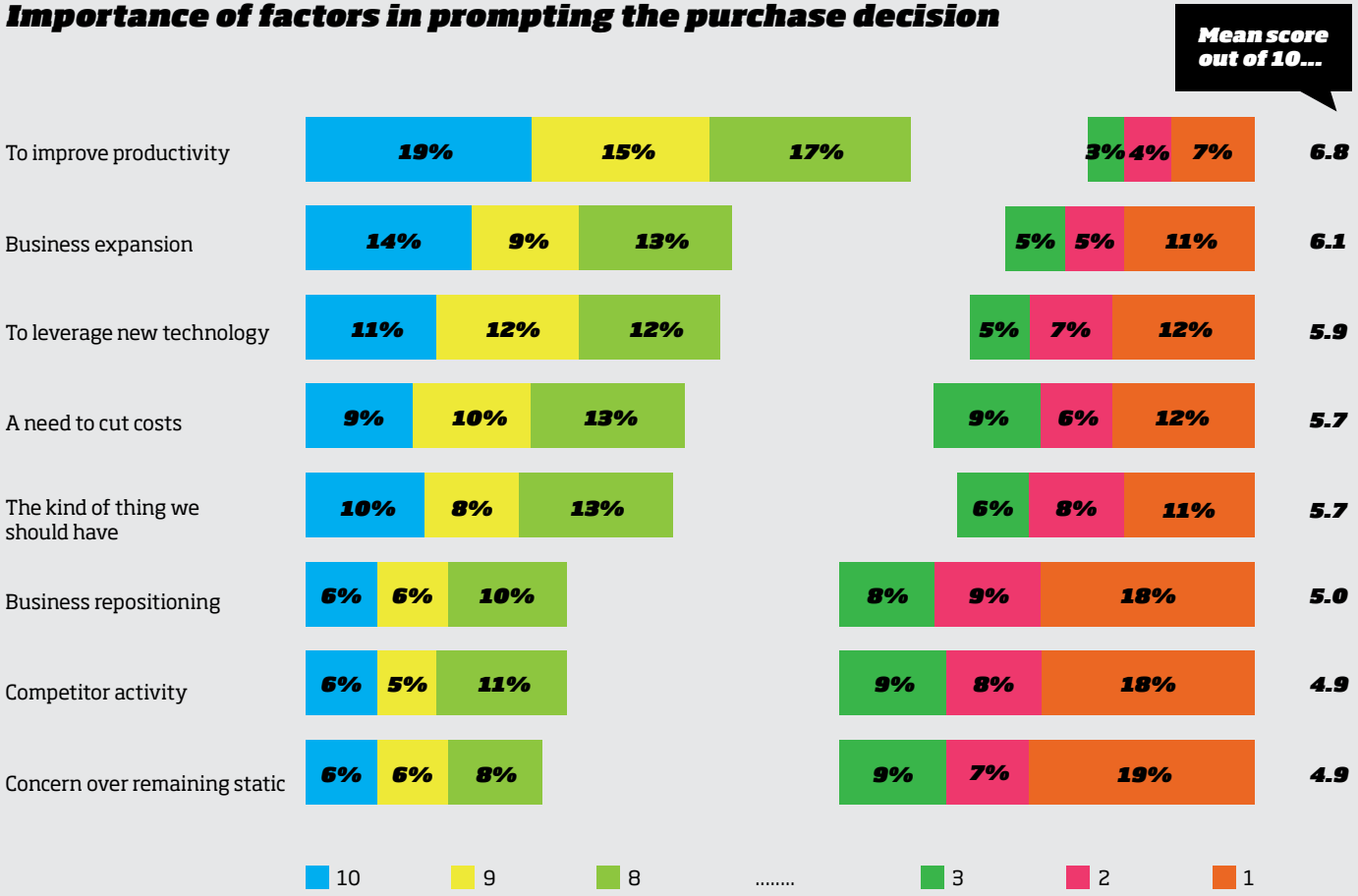
Part A: Full Survey Details

Starting the purchase process

Prompts to start the process

Respondents were asked to rate how important each of a number of given factors was, in prompting them to start the process of making this business purchase. They used a scale of 1-10, where 10 meant 'extremely important':

Importance of factors in prompting the purchase decision



Base: all respondents (516)

Findings

Overall, a need or will to improve productivity emerged as being the main motivation out of these, with a third of all respondents rating this a 9 or 10 out of 10 for importance. The relevance of this factor increased with the size of the purchase, being most important as a driving factor where the investment was greatest.

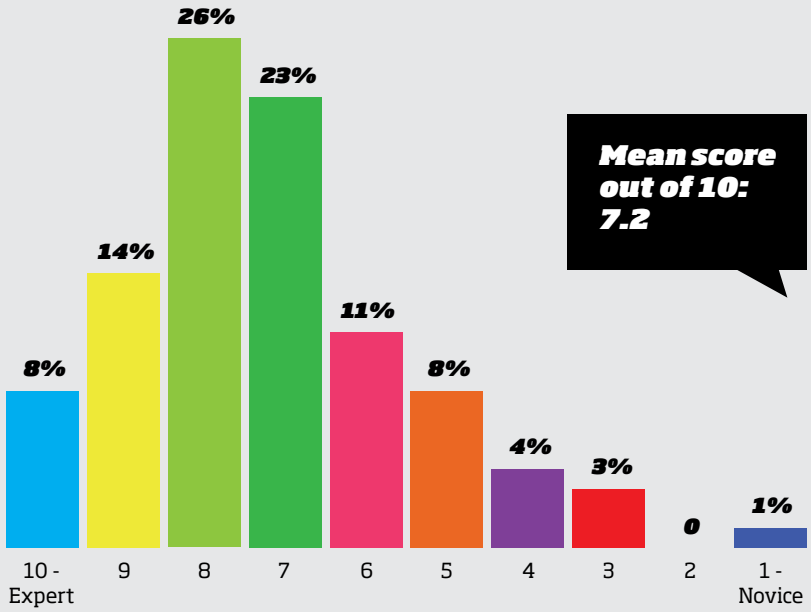
Business expansion and business repositioning were particularly relevant to medium-sized organisations (101-1,000 employees). Leveraging new technology was rated as more significant by respondents in Germany than elsewhere, and by managers working in IT and R&D roles. A need to cut costs was particularly likely to have been important where the purchase value was highest, and for those working in IT.

Competitor activity and concern over remaining (or being seen to remain) static were of less relevance overall. These factors were also of more importance, though, to medium-sized businesses than the rest.

Knowledge starting-point

When asked how knowledgeable they would say they had been at the start, about the product/ service area this purchase involved, respondents scored themselves out of 10 as follows:

Level of knowledge at start

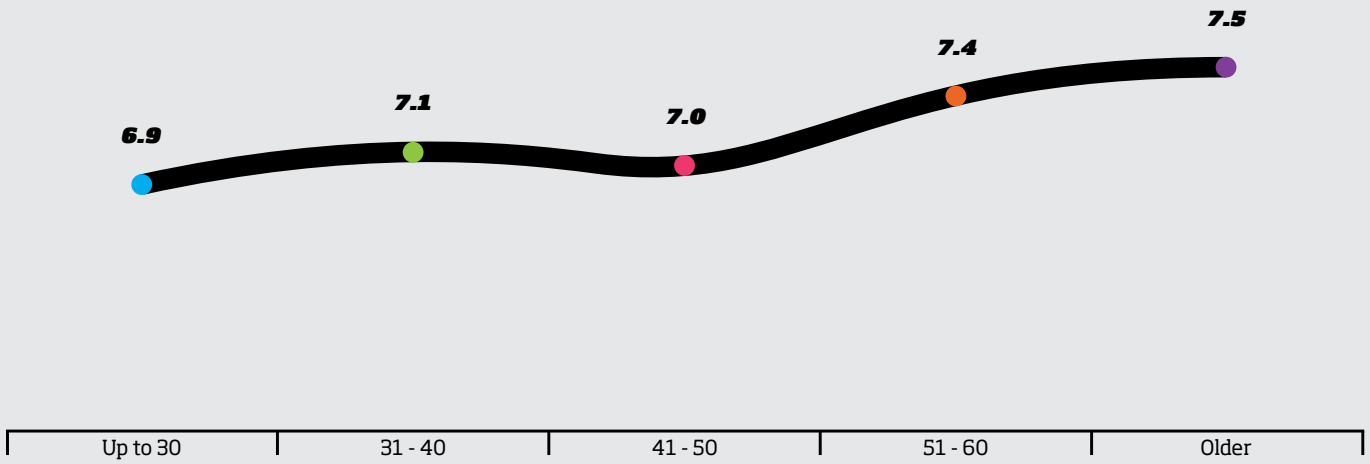


Base: all respondents (516)

How expert are the buyers?

Decision-makers gave slightly higher scores on average than influencers, although the difference was not substantial (7.3 vs 7.0 respectively). In terms of the value of the purchase, those investing the largest amounts had a higher starting point of knowledge (7.5 where the value was over £50k, compared to 7.0 relating to lower value purchases). The least 'expert' groups were respondents working in Marketing and Sales roles (6.4 and 6.8 respectively), and the most, in R&D (7.4). Respondents aged over 50 tended to score their knowledge starting point higher than younger ones, as did those with more than 5 years in their current role.

Level of knowledge at start, by age



Base: all respondents (516)

Challenges anticipated at the outset

Respondents were then asked to say what problems or challenges they anticipated at the outset, if any, in the buying process. A third, 34%, said they had not anticipated any. For the rest, answers were quite individual and wide-ranging but some common themes mentioned were:

- Cost, staying within budget, financing the purchase
- Getting to a point of understanding enough about the product/service area to make a well-judged decision
- Finding and evaluating appropriate, competent potential suppliers
- Data security
- Convincing others within the business of the right course of action
- Speed/reliability of delivery, meeting deadlines

2.

Filling The Knowledge Gap: How B2B Buyers Seek Information To Make A Purchase

As shown in the first part of the Buyersphere Report, B2B buyers start from a position of considerable knowledge. However, in order to make the best possible purchase decision, they then set out to acquire the additional knowledge they need. The big challenge for marketers is therefore to know what kind of information they look for and, armed with this knowledge, to provide that information, thus positioning themselves as supportive, expert and capable suppliers.

This section of the Buyersphere gives an overview of three critical factors:

- The type of information sought
- The format in which that information is preferred
- Where buyers go to find it

While every industry - and every buyer - is unique and subject to specific needs and preferences, a general view of these three areas will help marketers to judge how they should be investing in producing the content that will successfully support the buyer through the buying process, and maximise their chances of selection at the end of it.

Filling The Knowledge Gap: How B2B Buyers Seek Information To Make A Purchase

Part A: Survey Highlights

The importance of ambassadors

An interesting finding was the popularity of the
"interview with a company expert".
It was rated the **fourth most popular** information type, which clearly shows that marketers should continue with content marketing and thought leadership work – B2B buyers don't just ***buy products***, they ***buy expertise***.

Is peer review overrated?

The **opinion** of fellow buyers

is, perhaps surprisingly, seen as one of the ***least used*** and ***least influential*** types of information during the buying process. While

32% of buyers sought the advice of a company expert,

half that number looked for the opinion of their peers.

Keep it live

The findings suggest ***physical events are highly effective*** ways to communicate with prospective buyers.

One in three

buyers attended a live event, and they were rated the ***single most influential information type.***
They may be expensive to put on, but they work.

Slideshare or YouTube?

Where should you put your content? And in what format? This research suggests that **Slideshare is a popular destination** for the information-hungry B2B buyer.

21% of buyers downloaded **presentation decks;** ***only half*** that number watched a video.

Perhaps the ability to scan a few slides instead of investing time in a video is key. Perhaps buyers like to ***re-use Powerpoint content***. Either way, it's popular.

Yourbrand.com

The most popular

way of finding information was to go **directly to a supplier website.**

47% of buyers did this ***- only 29%*** went via a search engine.

B2B marketers clearly need to not only make their ***sites visible,*** but to make the ***experience a good one.***

Who do you trust?

In terms of ***usefulness, advice from social media*** sources such as
Twitter was ranked lowest.
By contrast, the
most useful information
was sent or recommended by a known friend or colleague.
The conclusion is pretty clear: while social media enables B2B buyers to see many opinions,
they still trust those closest to them.

A paperless world?

Reports of the death of printing are clearly exaggerated. While

51% of B2B buyers downloaded ***at least one digital pdf,***

47% also used printed brochures.

This may be the digital age, but we're still analogue people.

Is a picture really worth 1,000 words?

The research seems to suggest that **infographics** should be seen for what they are: digestible and fun yet superficial.

Only **29%** of buyers considered them **influential** (a score of 8 or higher) compared to the 55% who gave that rating to presentation decks.

Actual usage was even lower - only 6% of respondents had used them.

Filling The Knowledge Gap: How B2B Buyers Seek Information To Make A Purchase

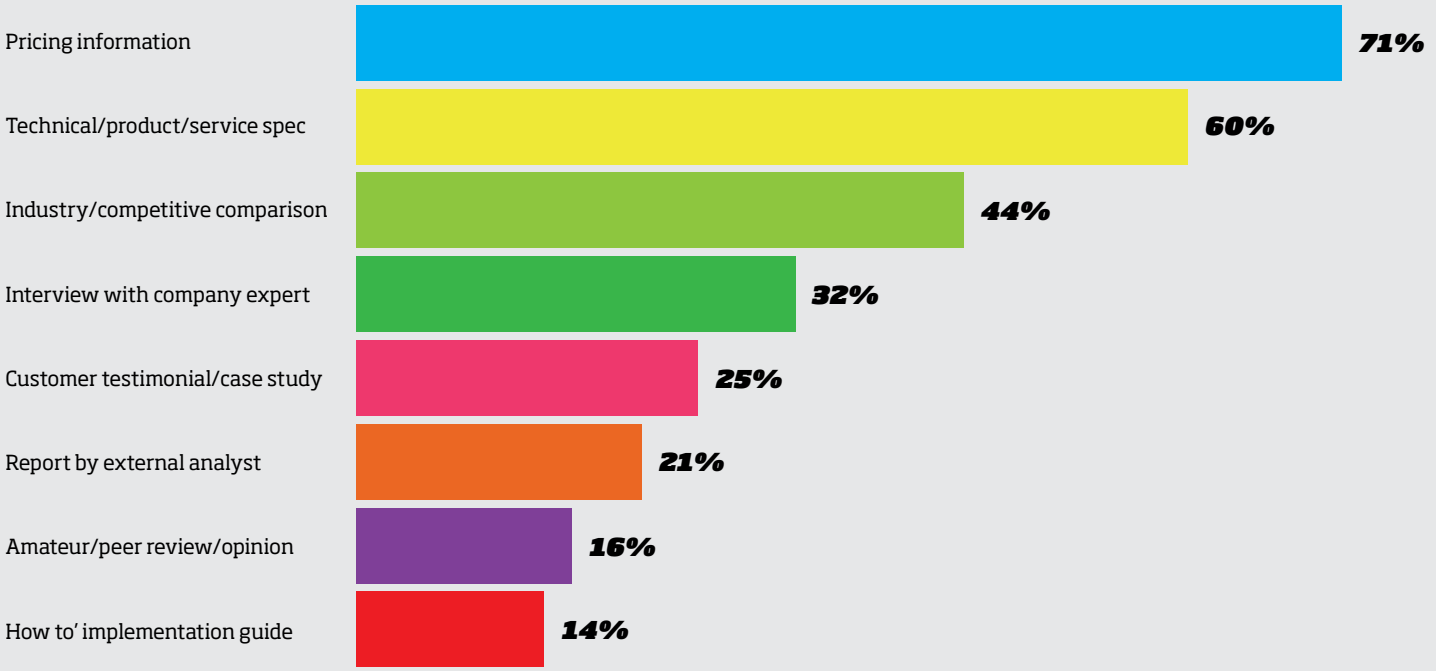
Part B: Full Survey Details

Information used in the purchase process

Types of information used

Respondents were asked if they had sought or received any of a given list of types of information, to help them in the decision-making process for this purchase:

Types of information sought/received



Base: all respondents (516)

Findings

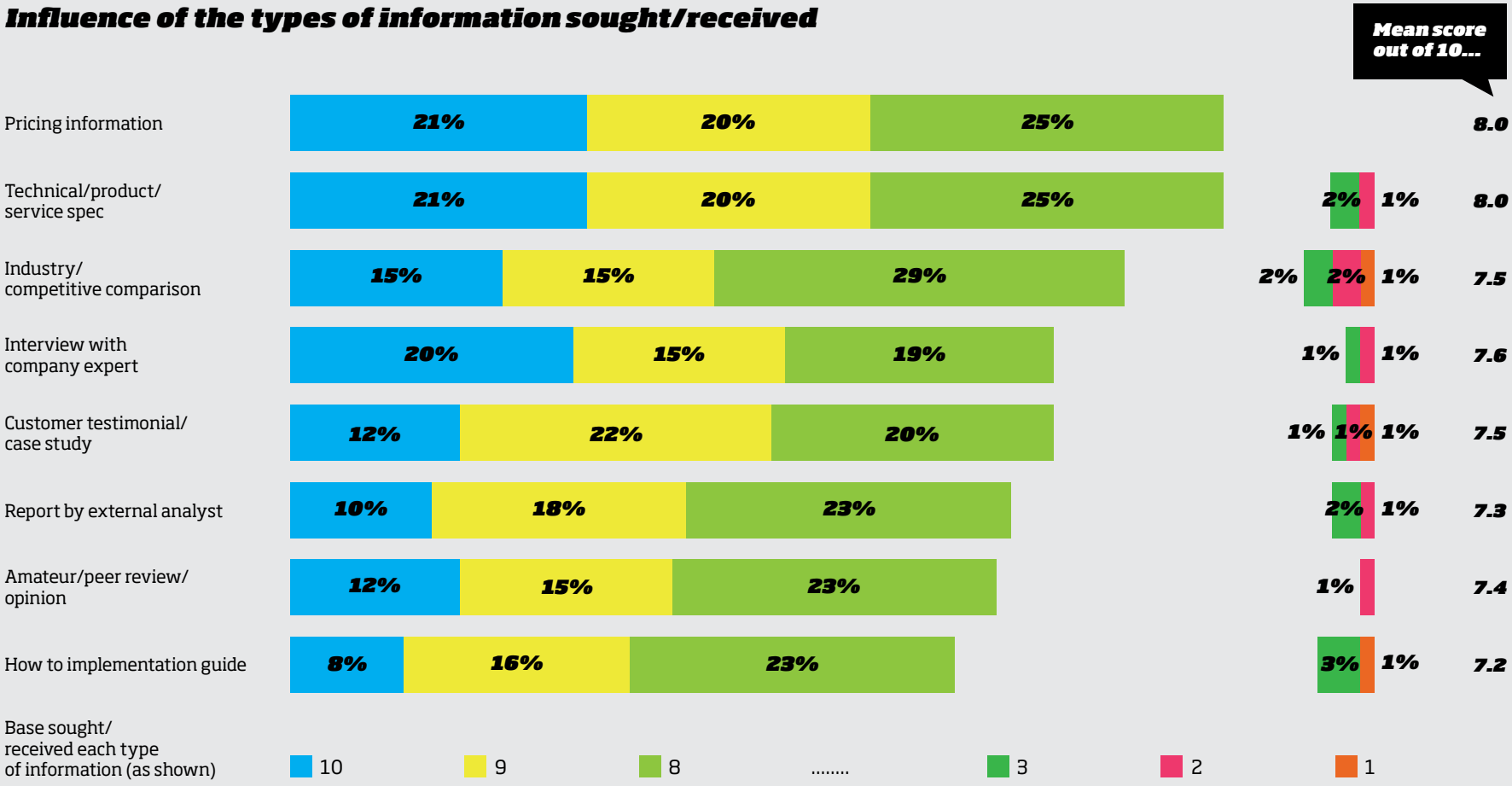
Nearly all (97%) had sought or received at least one of these. On average, respondents picked out 3 types of information from the list.

The likelihood of having used technical specs increased with age, while the opposite was true of industry comparisons and external analyst reports, which were more likely to have been sought out by younger respondents. Influencers were more likely to cite interviews with a senior company representative than decision-makers were. Those who classed themselves as having been more expert in the product/service area at the start mentioned technical specs and industry comparisons more frequently than the rest, as did those working in production/operations roles, while those in finance functions were the most likely to cite pricing information.

How influential did they find each type of information

Those who had used any of these types of information were then asked how influential each had been, in helping them in the decision-making process:

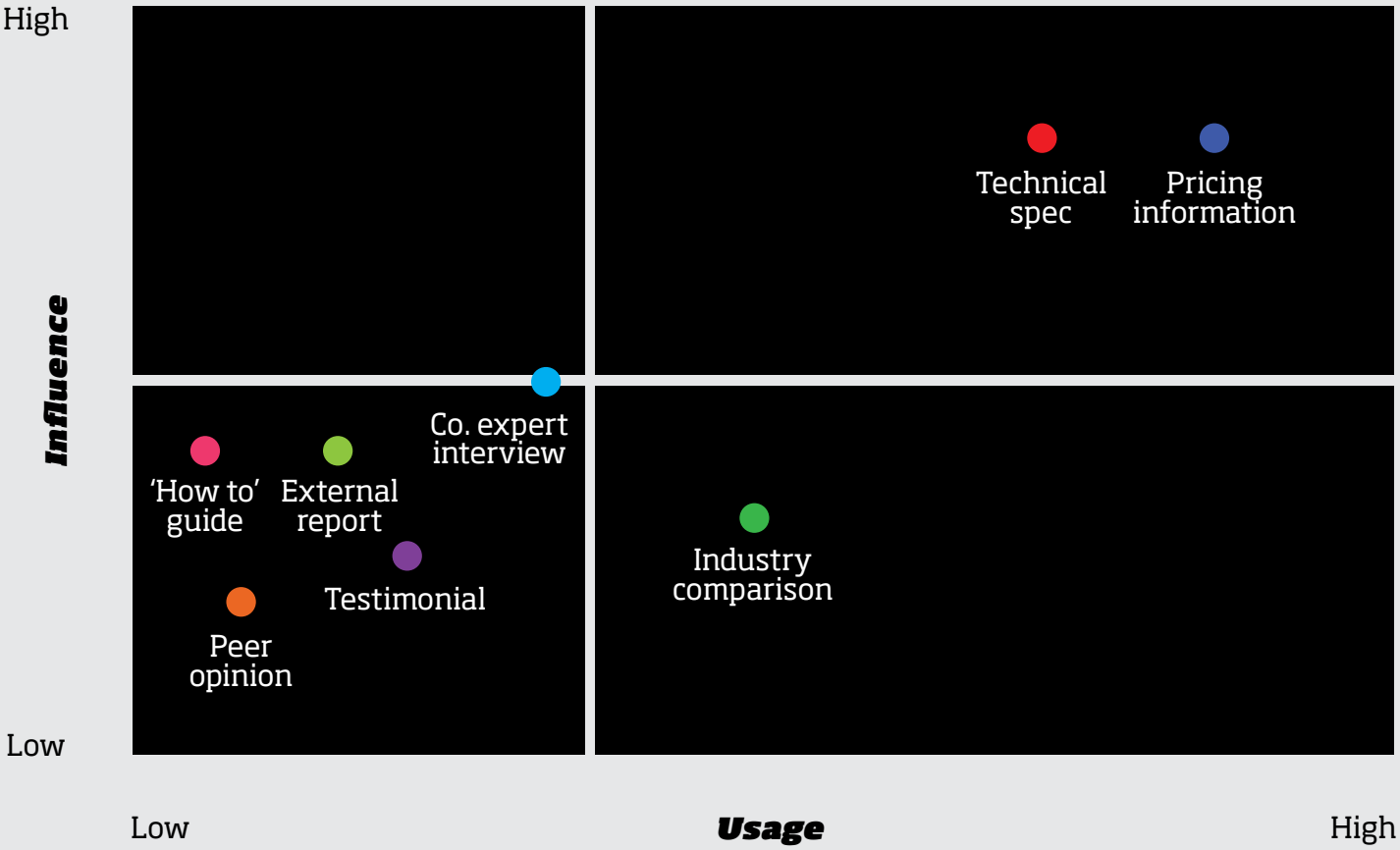
Influence of the types of information sought/received



Overall, technical specs and pricing information were felt to have been the most influential.

Plotting usage against degree of influence shows these two types of information high on both measures. Overall, usage and influence of peer opinion, customer testimonials, how to guides and external analyst reports emerge lower.

Types of information sought/received - usage by influence

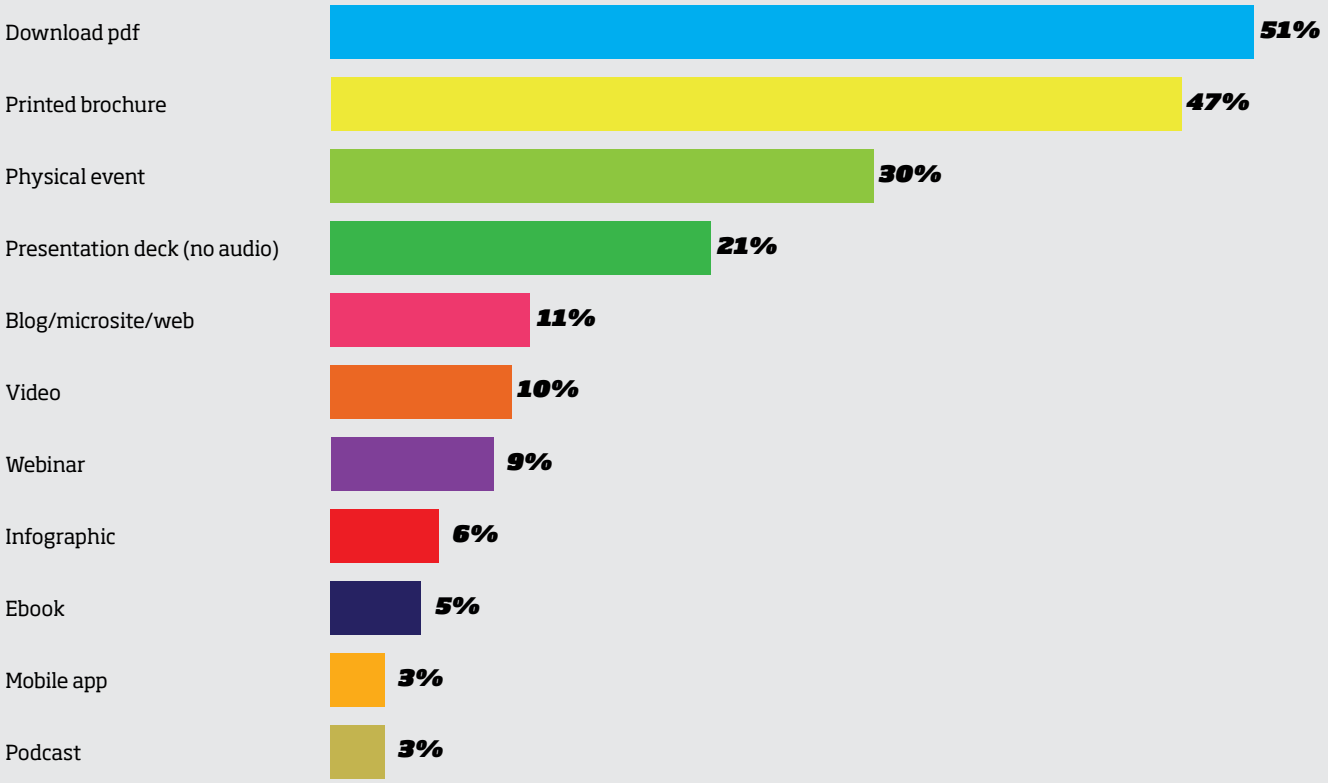


Base: all respondents (516)

Information formats

Respondents were then asked in what formats they had received the information discussed on the previous page.

Information formats used



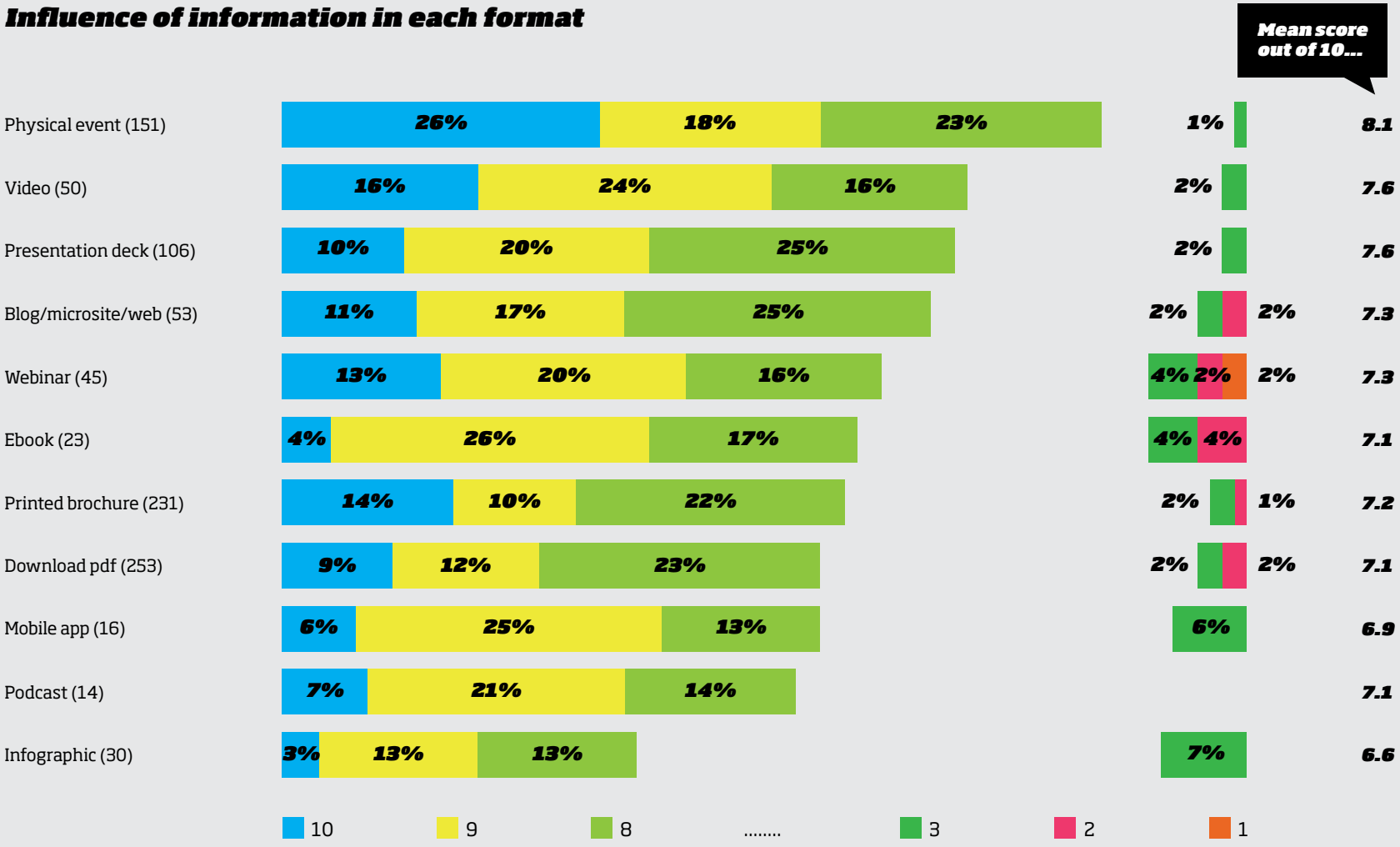
Base: sought/received any information (498)

There were no real differences in the usage of each of these by age or experience. Respondents in Germany were more likely than the rest to cite download pdfs, while those in the UK and France more commonly mentioned attending physical events. Managers in IT were noticeably more likely to mention webinars and mobile apps than those working in other roles.

Information formats

Users of each format were then asked how influential the information obtained in this way had been:

Influence of information in each format

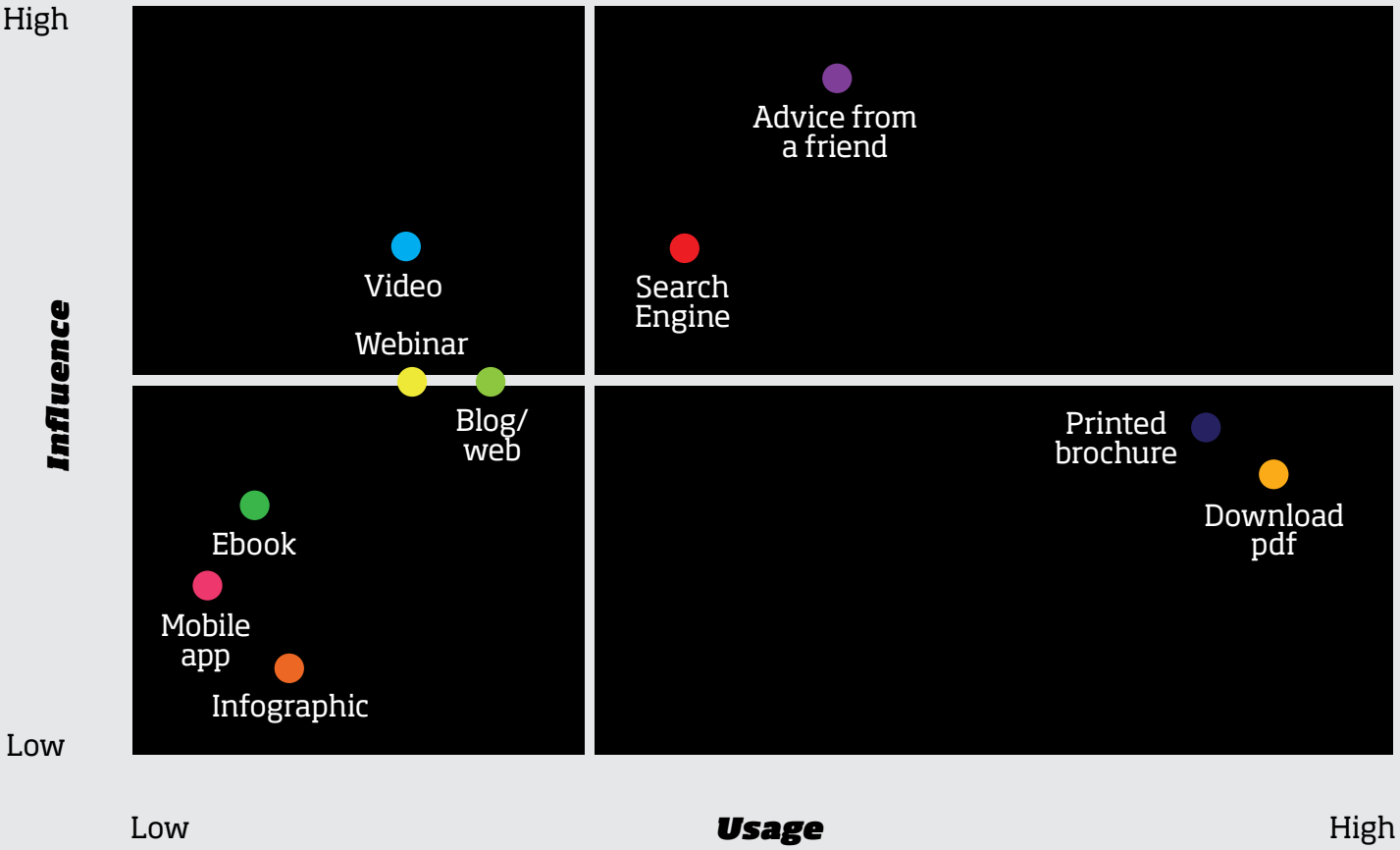


Base: sought/received any information in each format (as shown)

What information formats do they prefer?

Plotting usage against influence shows that while download pdfs and printed brochures were the most commonly used formats, the information obtained from physical events had been more influential.

Information formats - usage by influence

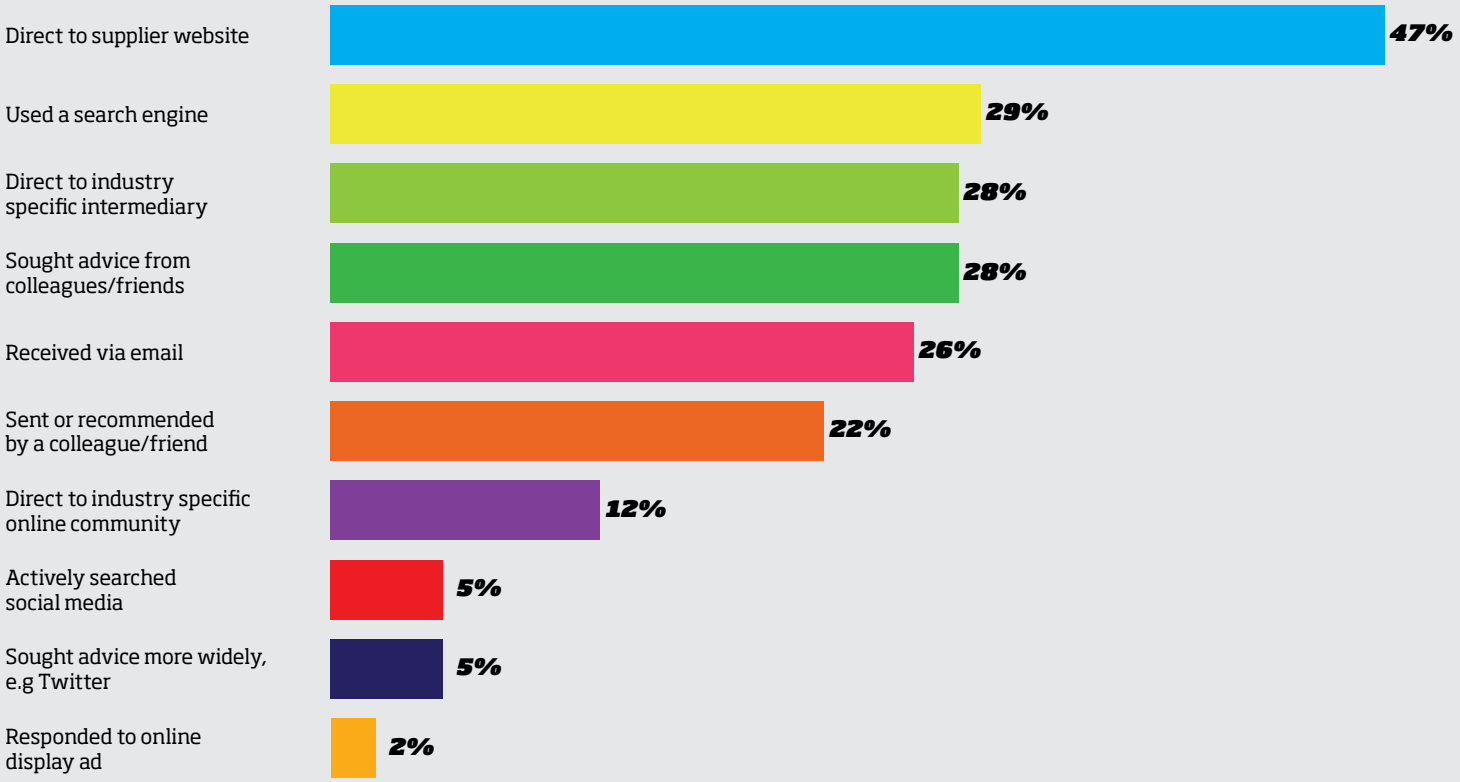


Base: all respondents (516)

Information sources

When asked how they had found or asked for this information, respondents answered as follows:

Where the information was found/sought



Base: sought/received any information (498)

Information sources

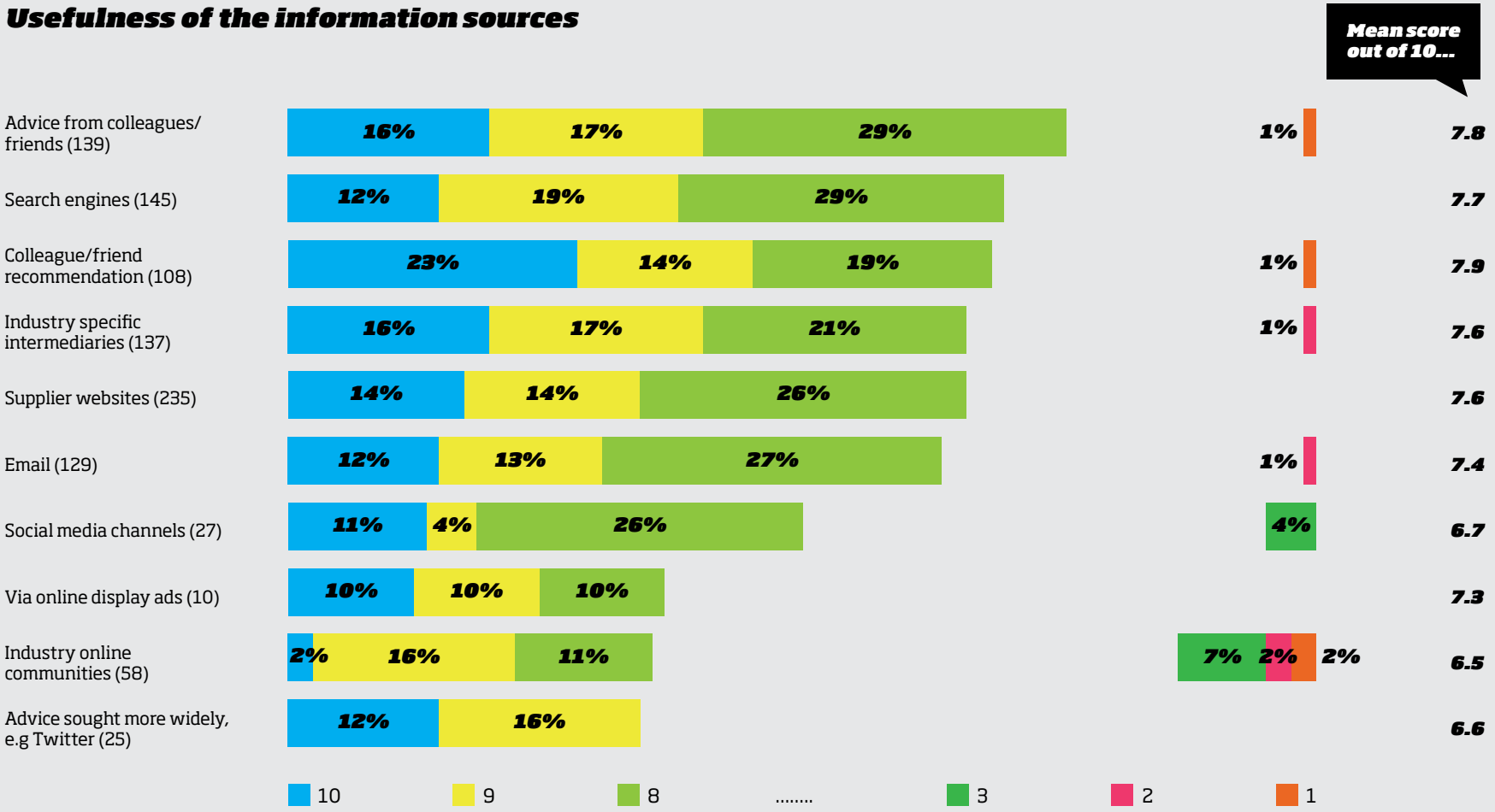
Half of all respondents had gone straight to supplier websites to look for the information they wanted, although this and the use of search engines was rather lower in France than in the UK and Germany. Those who felt they had already known more about the product/service area at the start were the most likely to say they had gone straight to supplier websites.

Likelihood of saying they had been sent or recommended the information by a colleague or friend decreased with age, from 27% of those aged up to 40, to just 19% of over 50s. There are no obvious differences by age, though, in the extent to which respondents had actively searched social media or used the likes of Twitter to seek advice beyond their immediate circle.

Overall, those who had sought advice from colleagues/friends and/or had had information sent or recommended to them by a colleague/friend, had found the information obtained in this way most useful, along with information obtained via search engines and direct from supplier websites.

How useful did they find each information channel?

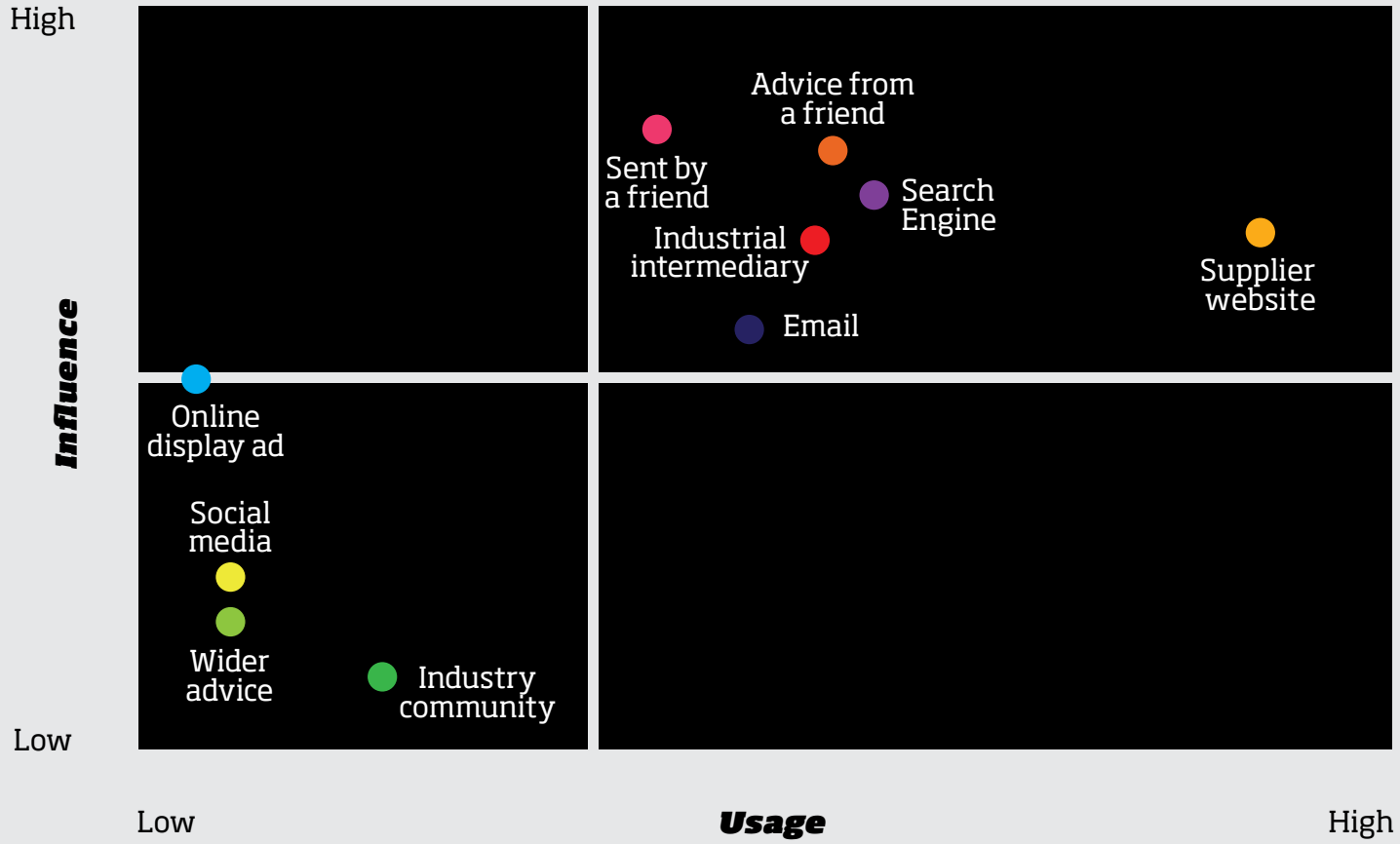
Usefulness of the information sources



Base: found/asked for information from each source (as shown)

Plotting usage against the usefulness of information obtained from each source confirms this pattern:

Information sources - usage against usefulness of the information



Base: all respondents (516)

Frustrations faced

All respondents were asked to say what frustrations, if any, they faced in their search for information to help in the decision-making process. A third (33%) mentioned any frustrations most commonly in the UK (39%) and least so in Germany (26%). The main themes emerging from their comments were:

- Information too generic/vague
- Slow response to requests for information
- Lack of comparative information
- Lack of information in general
- Too much information
- Information incorrect/not credible
- Sales speak
- Lack of clarity
- Difficult to find unbiased information

3.

Social Media: Are B2B Buyers Really Using It?

The first two sections of the Buyersphere Report have shown that B2B buyers are hungry for information. The more they know, the better purchase decisions they will make.

But one question that marketers have struggled to find a definitive answer to is whether to invest in social media - and if so, in what way.

This section of the Buyersphere asked for the attitudes of buyers towards social media in terms of:

- Which social media channels were most often used
- Which social media channels were found most useful
- How their use of social media in general compares to their use of it for this specific buying process.

Marketers will be able to use the findings to help form an opinion on whether social media really is a key part of the marketing mix - and what level of investment it justifies.

Social Media: Are B2B Buyers Really Using It?

Part A: Survey Highlights

The importance of the B2B niche

B2B buyers are not generalists.
To find valuable information,
they ***prefer*** to use industry specific forums and sites.
This was both the most popular social media destination and the most useful -

1 in 5 B2B buyers said they used industry-specific forums ***during the buying process***.

Google Double Plus?

Of the more general social networks, ***Google+*** **is clearly performing well in B2B circles,** where it is used slightly more than the commercially more widespread ***Facebook***, and **twice as much** as ***Twitter***.

Twitter ye not

Only 5% of B2B buyers used Twitter during the buying process, **although the information gained via Twitter was seen as more useful than that found on LinkedIn.** Twitter users are, however, enthusiastic. Of those who used it, ***15% rated it 10 out of 10 for 'influence'*** – compared to just 8% for the generally more popular industry-specific forums.

B2B buyers: social media curmudgeons?

The findings revealed an ***interesting polarisation***.

Half of B2B buyers are distributed normally in terms of their use of social media: ***some more, some less enthusiastic about its value.***

47% of buyers,

however, declared themselves staunchly opposed to it.

When invited to offer advice to a colleague considering using social media to support the buying process, ***a third said "don't do it".***

The importance of general research

There appears to be a clear difference between using social media for a **specific purchase** and **general awareness** of industry issues. While

47%

of B2B buyers said social media was not at all useful in connection with this particular purchase, ***this figure falls to***

19%

when referring to general usage. Clearly, **general brand awareness** CAN be achieved through social media content…

Pinterest, spinterest...

It may be effective for consumer marketing campaigns, but ***Pinterest barely registers amongst B2B buyers.*** Only ***2%*** of B2B buyers used it to support their information search. But of those, ***22%*** rated it ***9 or 10 out of 10 for usefulness.*** Clearly a small but loyal following.

Social Media: Are B2B Buyers Really Using It?

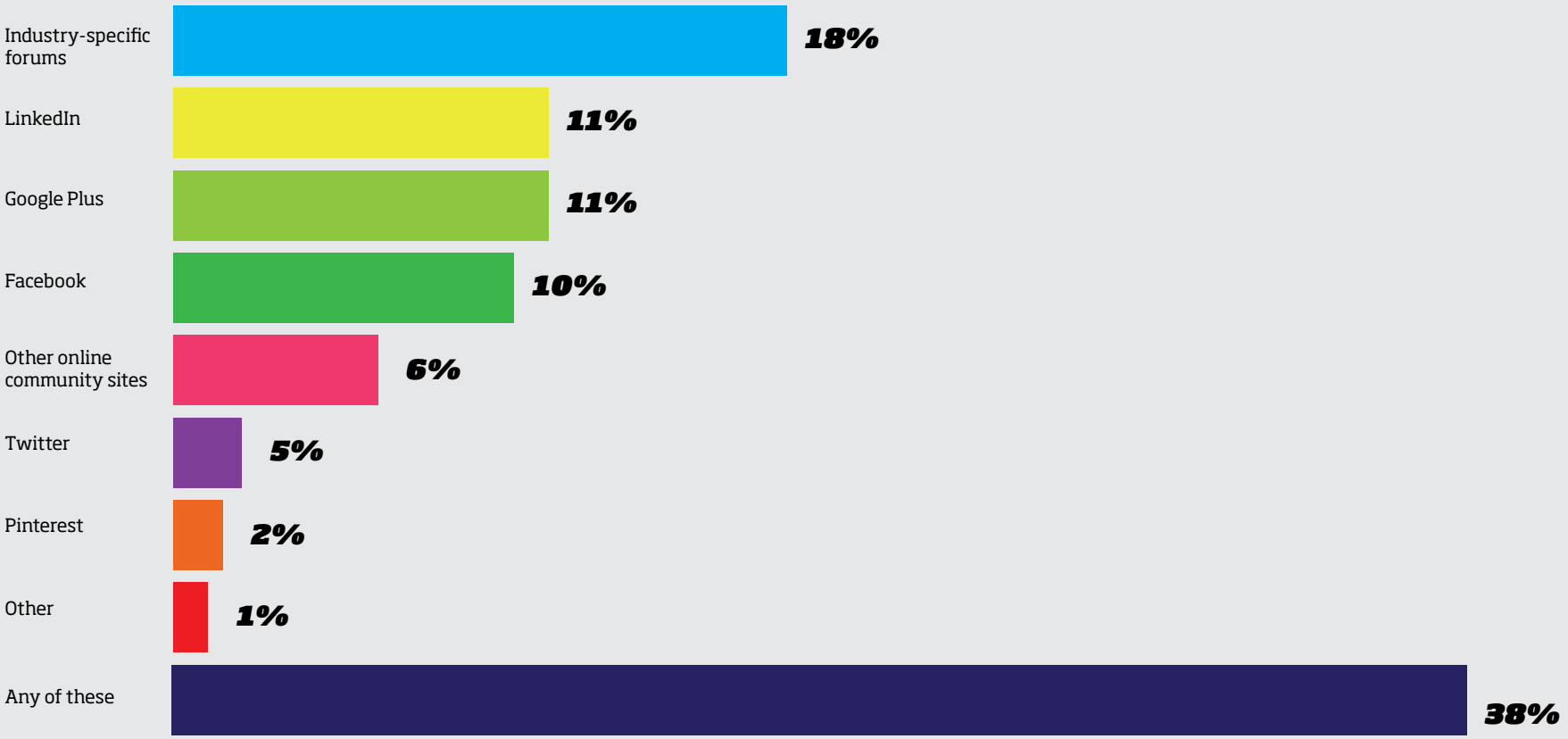
Part B: Full Survey Details

Social media usage

Channels used

Around two fifths of all respondents had used any of the following channels to help them find information or advice about their purchase:

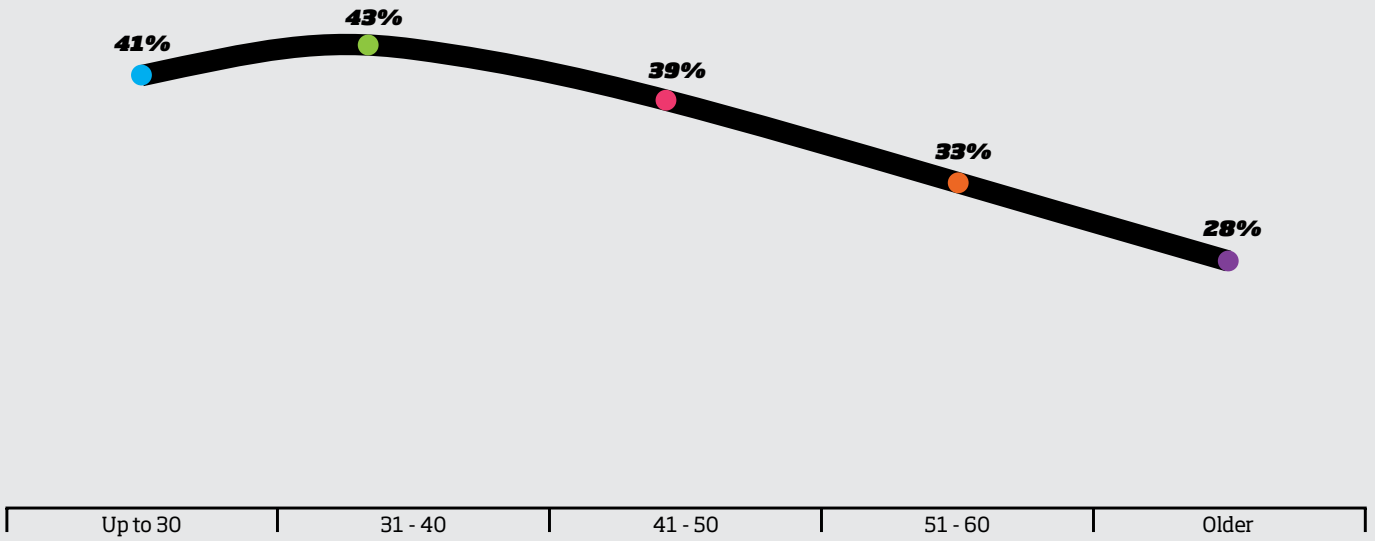
Social media channels used



Base: all respondents (516)

Likelihood of having used any of these decreased with age:

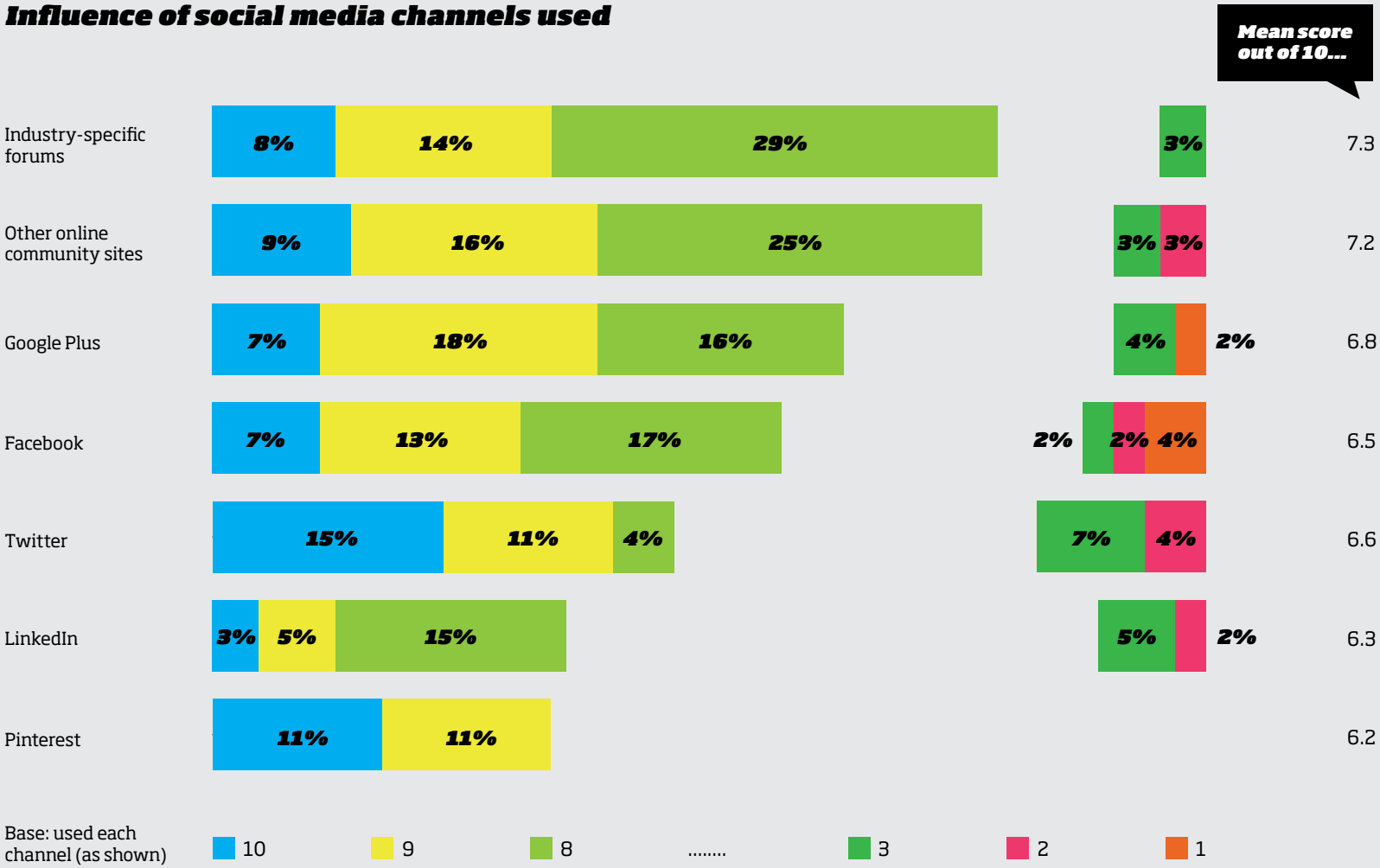
Used any social media channels, by age



Base: all respondents (516)

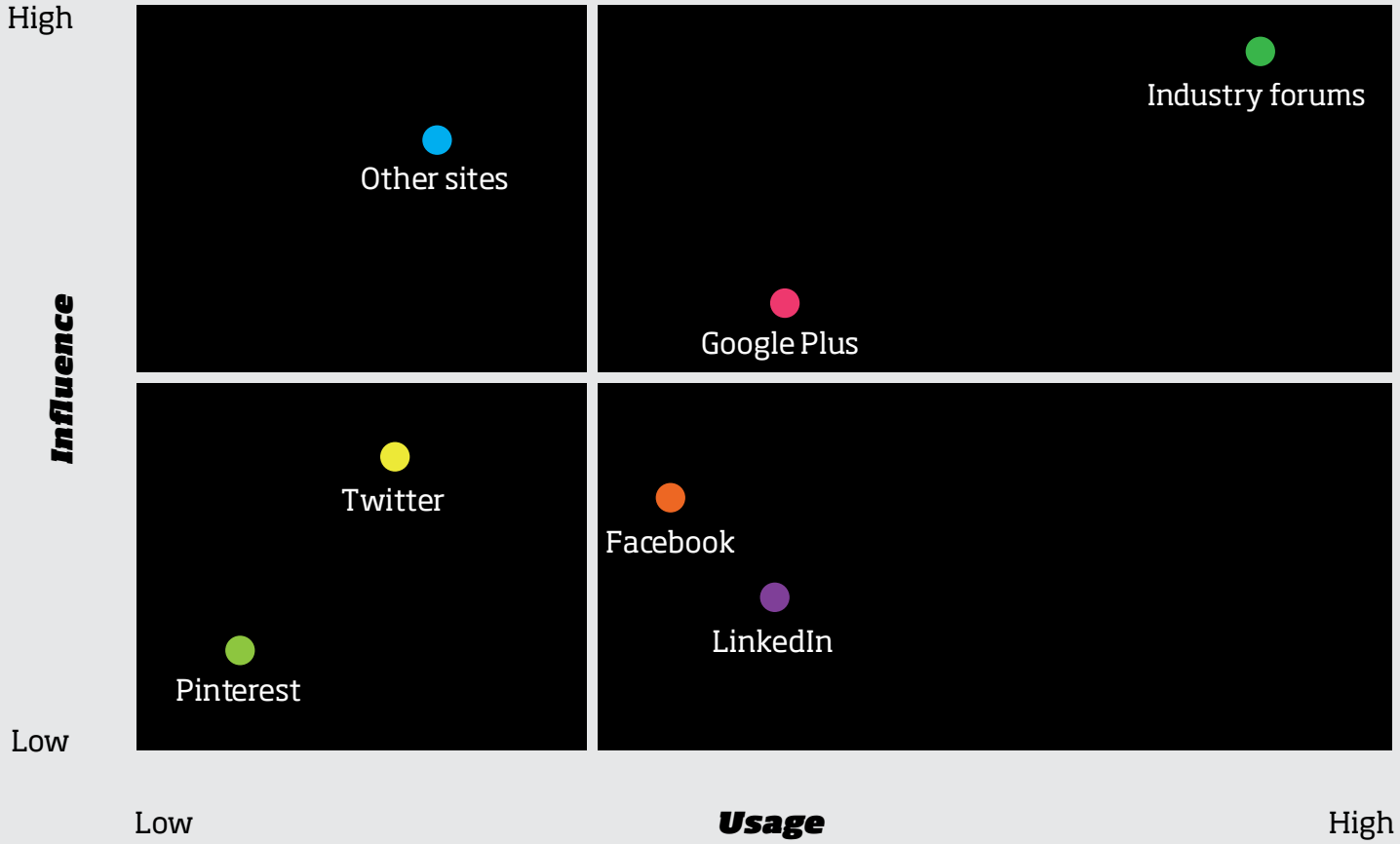
Among users of each channel, ratings were as follows according to how influential each had been in helping them find information:

Influence of social media channels used



Industry-specific forums stand out from the rest in terms of both usage and influence:

Social media channels - usage against influence

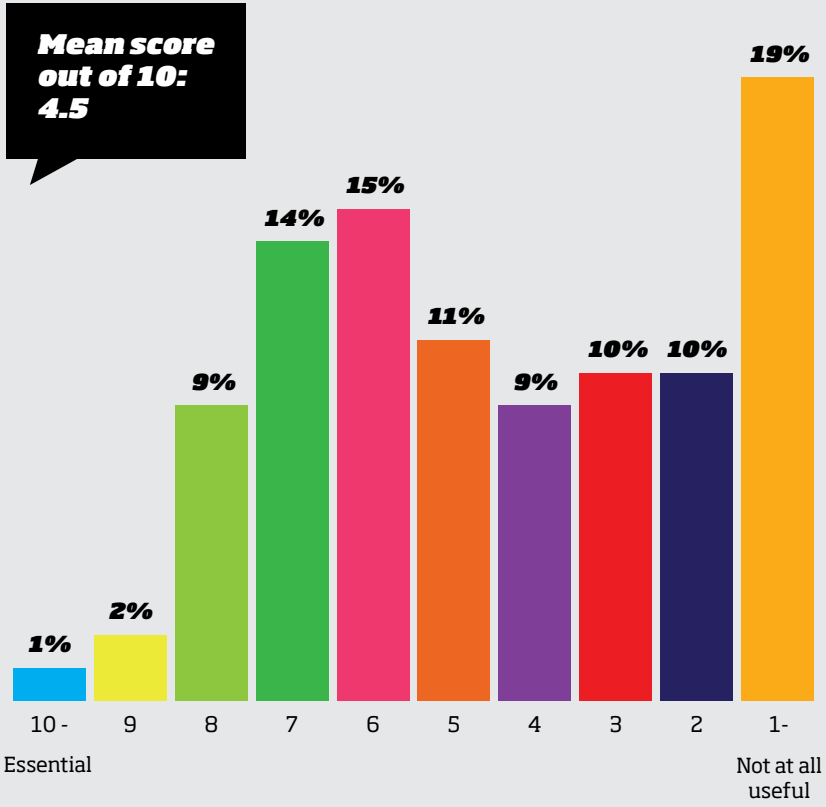


Base: all respondents (516)

Usefulness of social media

Respondents were asked to rate on a scale of 10-1 how useful they would say social media is to them, as professionals.

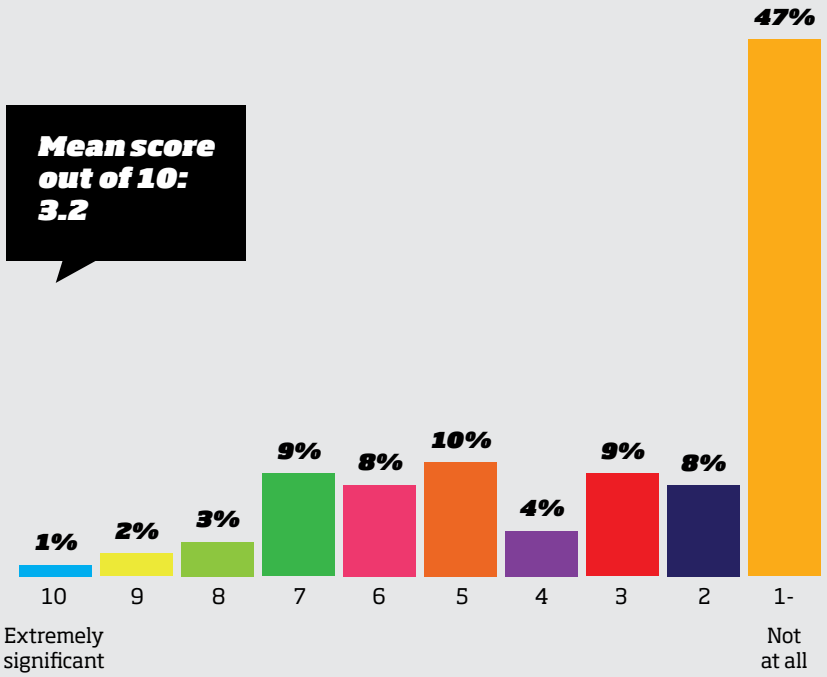
Usefulness of social media in general



Base: all respondents (516)

They were also asked how much influence they would say social media had had on their buying process and decision, in this particular case:

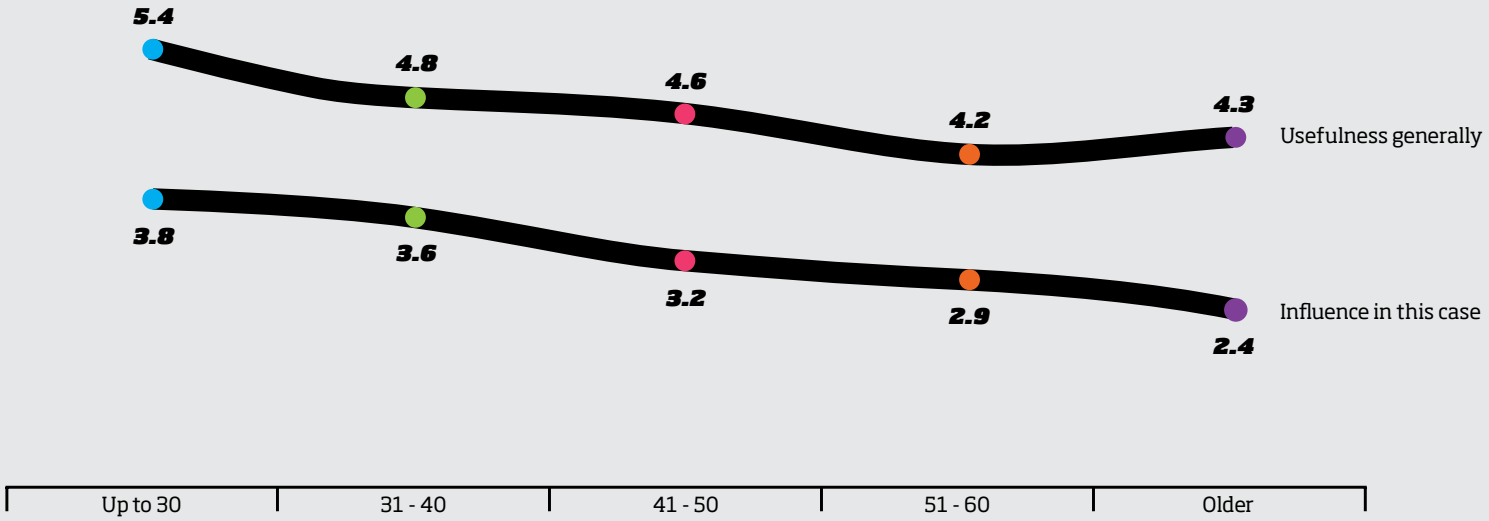
Influence of social media in this case



Base: all respondents (516)

Ratings on both measures decreased by age:

Usefulness and influence of social media, by age



Base: all respondents (516)

Using social media for maximum benefit

All respondents were asked how they would suggest using social media for maximum benefit, if they were advising a colleague who was going through a similar buying process to the one they had themselves recently completed. 24% had no comments to make here. Of the rest, a third said that their advice would be 'don't do it'.

Where suggestions were made to make best use of this medium, these often described using social media as part of an information mix, using it to pose questions then follow up the answers to check their validity and start conversations directly with people who help with more specific feedback.

4.

The Winning Habits of Successful B2B Brands

In the 1980s Stephen Covey wrote about The 7 Habits of Highly Effective People. The Buyersphere Report is a great opportunity to reinterpret this approach for marketers - so we aim to uncover the habits that distinguish the successful B2B suppliers from the also-rans who invested the time and effort in the prospect but were ultimately discarded before the end of the buying process.

In particular, the research investigates:

- Familiarity with the brand before the buying process
- Methods and frequency of communication
- Personality and direct, human engagement
- Differentiation by product, price and location

Do you have the habits of a highly successful brand? Are you doing the things that the winning suppliers did? In B2B, the buying process is a long one, and insight into how brands can be the "last man standing" is invaluable.

The Winning Habits of Successful B2B Brands

Part A: Survey Highlights

Better the devil you know

The strongest attribute of a winning supplier
was brand awareness,
ie that they were known to the buyer
before they started.
Two thirds of buyers had previous
knowledge of the winning brand.

Almost half of B2B buyers
said location was immaterial to their ultimate decision.
Clearly some B2B products and services **(eg hosting)** are less location-dependent,
but it is interesting to note that
17% of buyers
ended up choosing a supplier within a distance of 50km.

Quality v price

Quality matters. Almost one in three B2B buyers

(65%) agreed that their chosen supplier simply offered the best product/service.

However, pricing is less of an issue within B2B,

with only 49% agreeing

that the preferred supplier offered the lowest price.

Show some empathy

Of the 13 different characteristics that respondents were asked to consider, ***the fourth most cited*** was that the winning supplier **"understood their needs better than others". *For 58% of buyers surveyed,*** this was true of their final selection.

What are the most successful communications tools?

Email apparently.

If there is one thing that successful suppliers did more than the also-rans, ***it was that they used email more*** **(41% of buyers agreed with this).** Of course, this could be cause or correlation – but the research suggests that regular email comms **can only help your chances of winning.**

Or the lack of difference –

9% of buyers **said their chosen supplier did more in the area of social media,**

yet exactly the same number said their chosen ones offered less social media.

Of the ten communications tools listed,

social media was the only one to show such perfect ambivalence.

Do the most creative brands tend to win?
The research suggests not always.
In fact, of the 13 'habits' listed, creativity had the weakest correlation with winning.
Almost one in four ***(23%)*** of respondents disagreed that the winning supplier was the most creative. **However, in the same way that most people will declare that *'advertising doesn't work on me',*** the effect of creativity may be consciously scorned, but subliminally absorbed.

The human touch

Respondents were asked about the single ***most memorable communication*** **they received or experienced during the buying process.**

For 88%, it came from the winning supplier – **and in most cases, they mentioned personal contact, *whether face-to-face* or on the phone.**

The Winning Habits of Successful B2B Brands

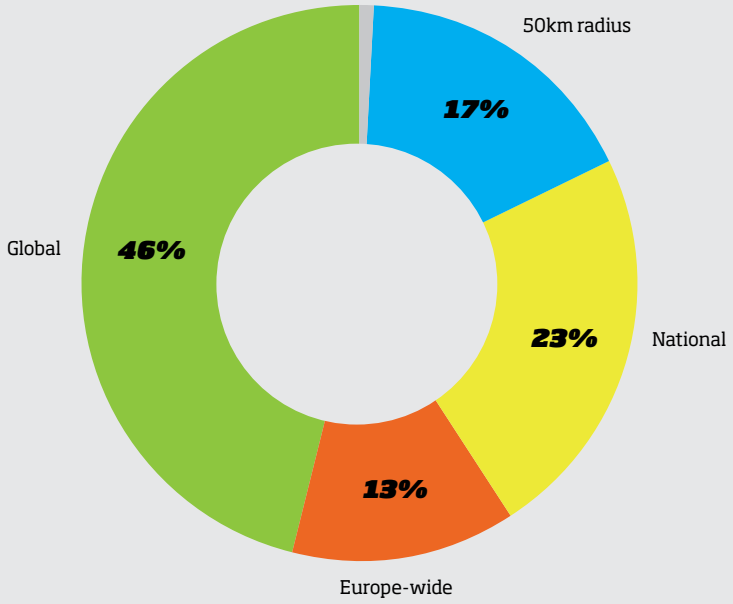
Part B: Full Survey Details

The Successful Supplier

Respondents were asked to what extent they took distance into account in their search for a potential supplier. Excluding 1% who said they had been obliged to use a particular supplier.

- 17% only looked at suppliers in a relatively small radius (50km) - more likely in Germany than elsewhere
- 23% looked more widely, but only within their own country - more likely in the UK
- 13% looked within Europe
- And 46% said that distance was not a factor in the decision, and may have looked worldwide

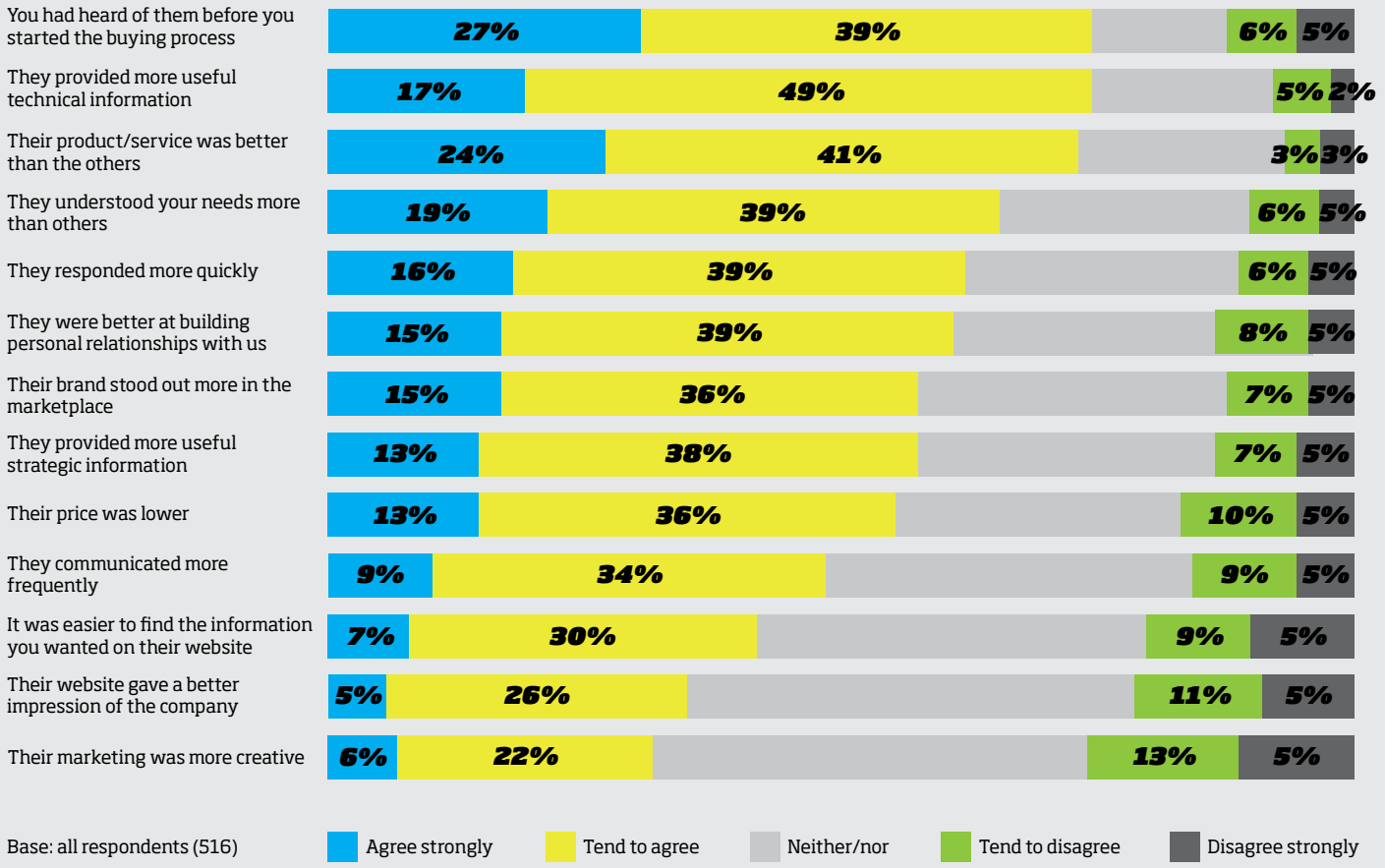
Distance was less likely to be a factor at all for those whose knowledge level at the start was high.



Base: all respondents (516)

Attributes of a chosen supplier

All respondents were asked to say to what extent they agreed or disagreed that a number of statements applied to the supplier they eventually chose.

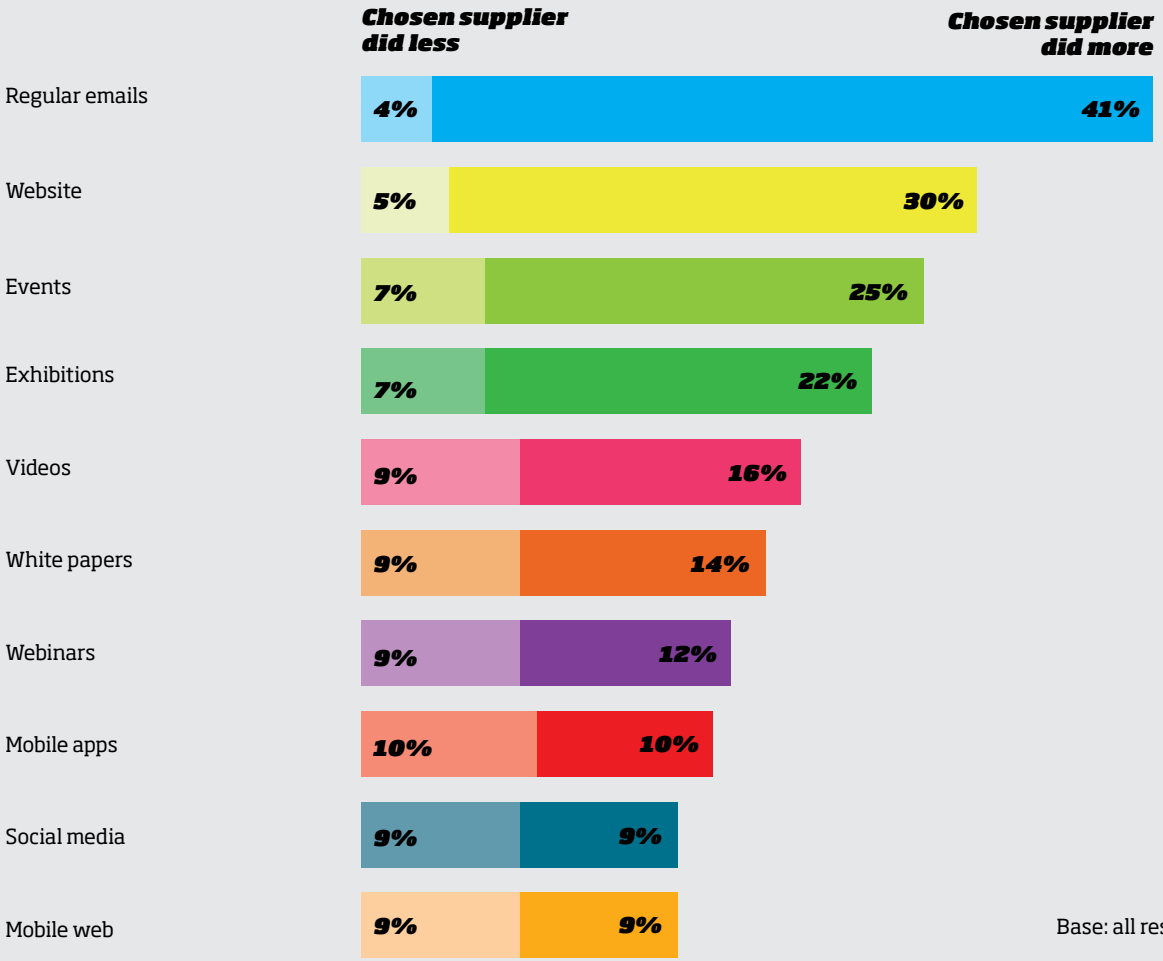


Familiarity with the company or at least of the brand name, was clearly an important element here, together with the proven quality of their offering plus how they built a relationship with this potential customer.

Email - a key habit of successful suppliers

Overall, the supplier s website and other marketing appears to have been less influential in the choice. However, when it comes to the extent to which the chosen supplier used various means of providing information to respondents, incomparison to their competitors, the firm chosen clearly made more and better useof a number of tools to communicate with this potential customer:

Comparative use of tools to provide information:



Base: all respondents (516)

5.

A Multi-Device World: What Do B2B Buyers Use?

It was all so simple a few years ago. You either printed something out or read it on your desktop PC.

As devices have got lighter, and as proper bandwidth has become both accessible and affordable, we are free to consume information where we want. But are B2B buyers taking advantage of this when they are buying?

This section of the Buyersphere Report shows what devices buyers use - an important consideration when planning and implementing campaigns across multiple channels.

A Multi-Device World: What Do B2B Buyers Use?

Part A: Survey Highlights

20% of information accessed by **B2B buyers** was viewed on **a smaller screen.** What we don't know is how much was legible.

In 2012 **6%** of information was accessed bysmartphone.

It has now **risen** to nearly **10%**

Is your website **optimised for mobile viewing?**

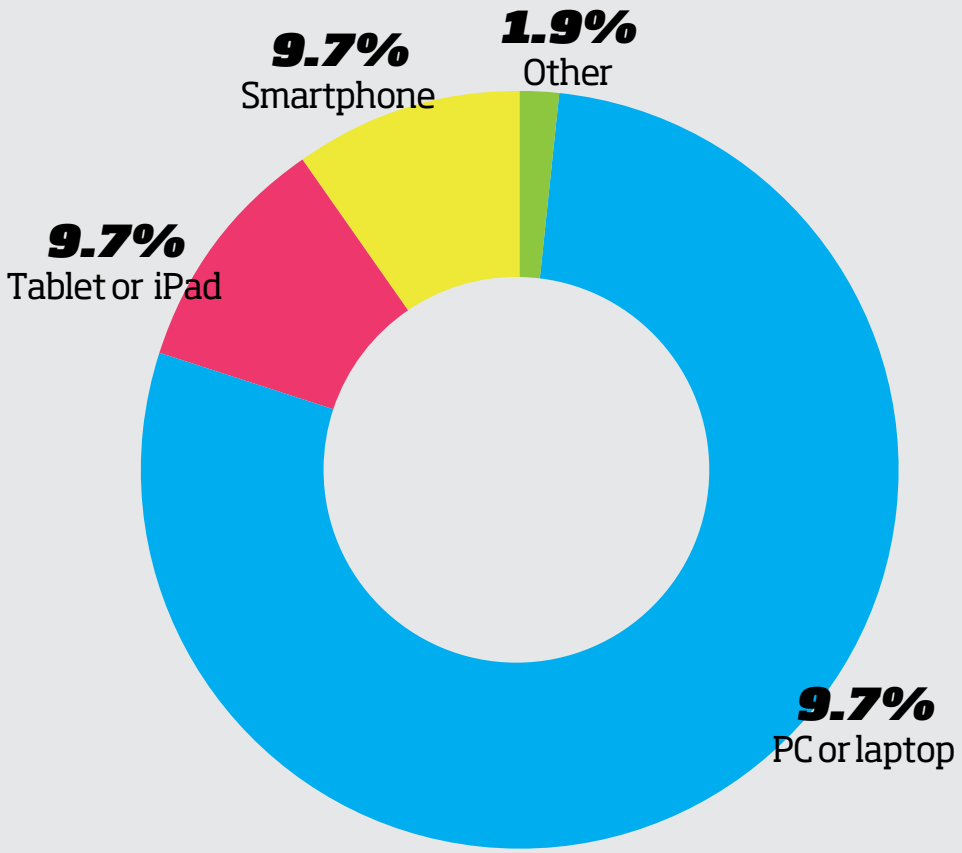
A Multi-Device World: What Do B2B Buyers Use?

Part B: Full Survey Details

Device usage

Thinking about all of the hardware they used to access or look for information during the purchase decision-making process, respondents were asked approximately what percentage of the electronic information they looked at had been viewed using each main type of device:

Proportion of electronic information viewed by each device:



Base: all respondents (516)

Overall usage of tablets and smartphones continues to increase. In the 2012 survey, these accounted for 7% and 6% respectively.

A word of thanks...

No one has all the answers. If they did, the world would not be the fascinating place it is.

And as the attitudes and behaviours of business customers change over time, we are all trying to work out what those changes mean, how to deal with them and, ultimately, how to achieve greater success.

In producing this report, we have done everything we can to try and shed some light onto what is going on in the mind of the B2B buyers. The Buyersphere study is unique amongst B2B research studies in its comprehensive view of what buyers actually do during the buying process

We hope it has been useful. We hope it has given you food for thought. And we hope that, whether you agree with it or not, it can help you and your brand to be more successful in the future.

As a marketing agency, Base One lives at the very heart of the B2B world. We work with a wide range of clients every day, studying each challenge in depth and developing communications and brand strategies. So while our research study can't tell you what to do with your brand or how to run your campaigns, if you would like to meet to talk about your own challenges, we would be delighted to help.

Contact us online at www.baseone.co.uk.

Thanks for reading

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