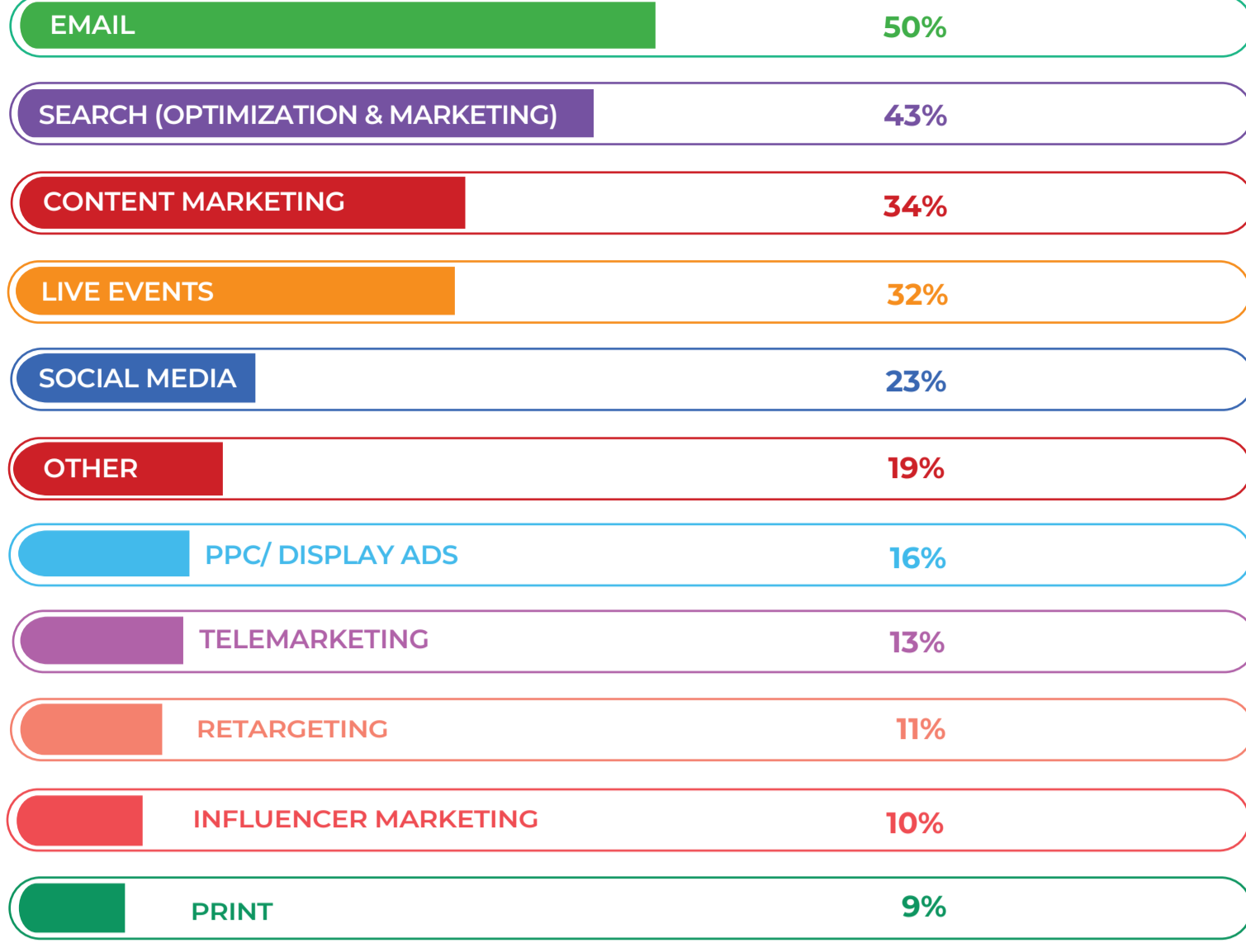


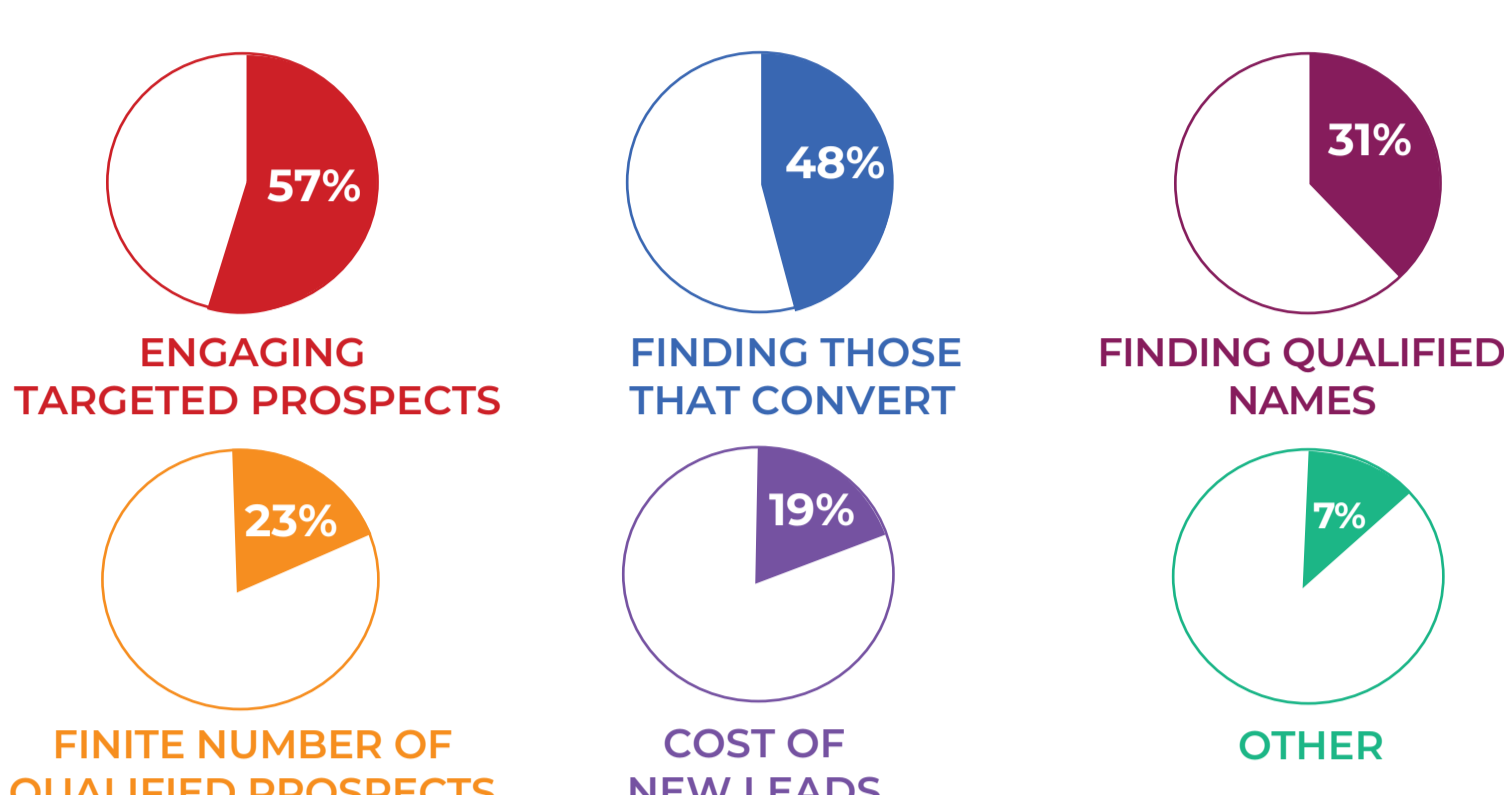
FIVE INSIGHTS FROM THE 2020 CHIEF MARKETER B2B MARKETING OUTLOOK SURVEY

1. IN TERMS OF CHANNELS, B2B MARKETERS ARE USING EMAIL, SEARCH AND CONTENT MARKETING TO FIND LEADS WITH THE HIGHEST ROI.

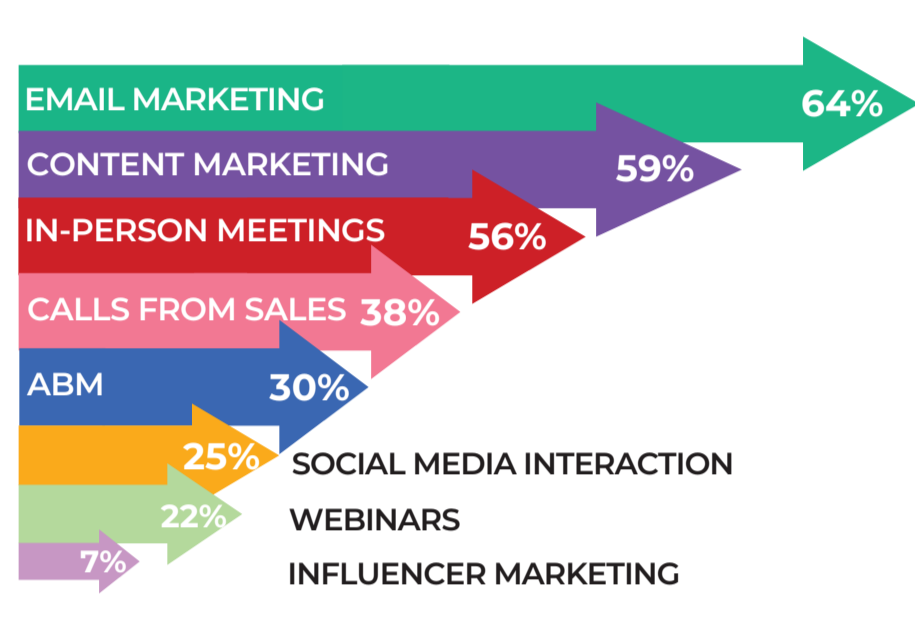
CHANNELS THAT PRODUCE B2B LEADS WITH HIGHEST ROI (TOP 3):



BIGGEST CHALLENGE TO GENERATING NEW LEADS (ALL THAT APPLY):



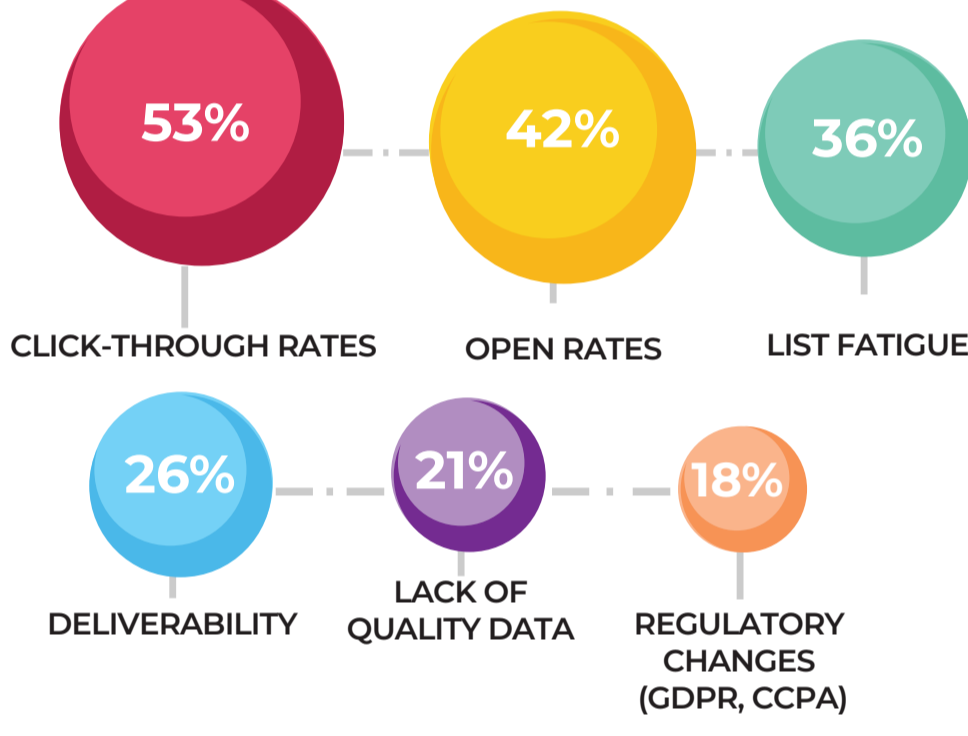
TECHNIQUES MOST VALUABLE FOR LEAD NURTURING (TOP 3):



—Source: 2020 Chief Marketer B2B Outlook

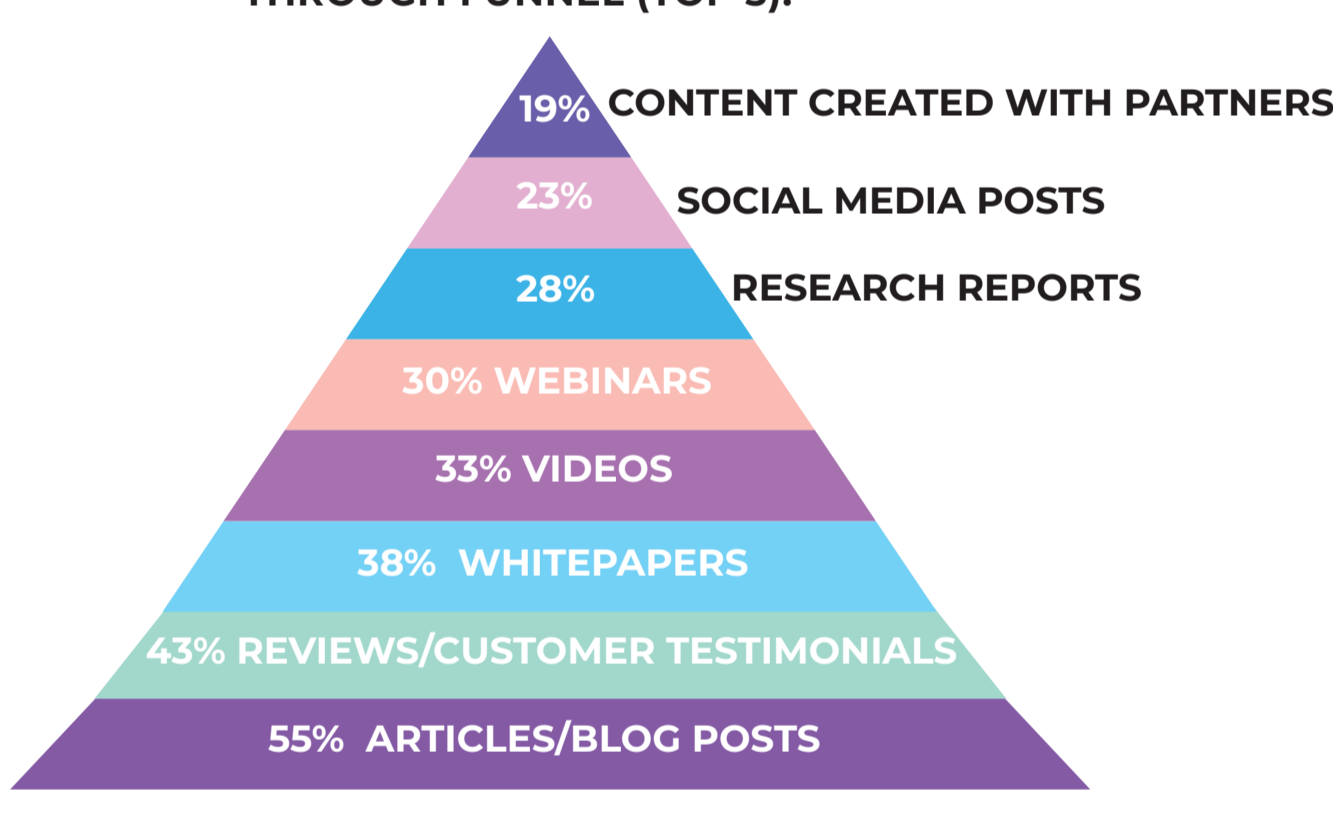
2. WHILE EMAIL REMAINS A TOP CHANNEL FOR B2B MARKETERS, CHALLENGES, SUCH AS CLICK-THROUGH RATES, REMAIN.

BIGGEST CHALLENGES TO EFFECTIVE EMAIL MARKETING (TOP 3):



3. B2B MARKETERS RELY ON ARTICLES AND BLOG POSTS, REVIEWS AND CUSTOMER TESTIMONIALS, AND WHITEPAPERS TO MOVE PROSPECTS THROUGH THE SALES FUNNEL.

TYPE OF CONTENT MOST EFFECTIVE FOR MOVING PROSPECTS THROUGH FUNNEL (TOP 3):



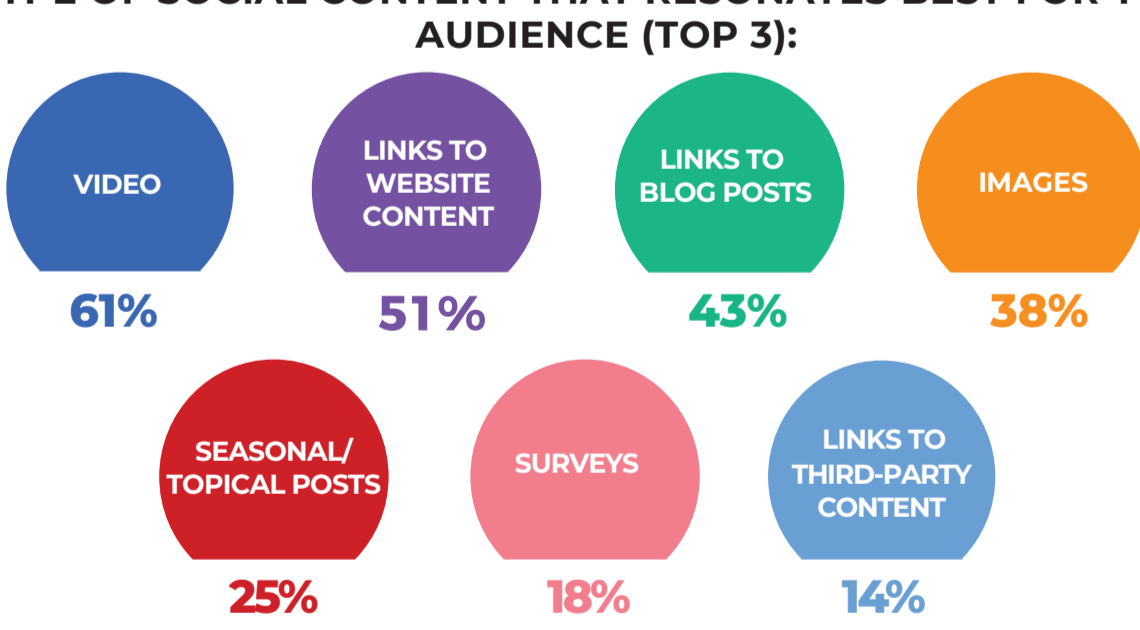
—Source: 2020 Chief Marketer B2B Outlook

4. SOCIAL MEDIA MARKETING AS A LEAD GENERATION CHANNEL IS INCREASING, WITH LINKEDIN LEADING THE PACK.

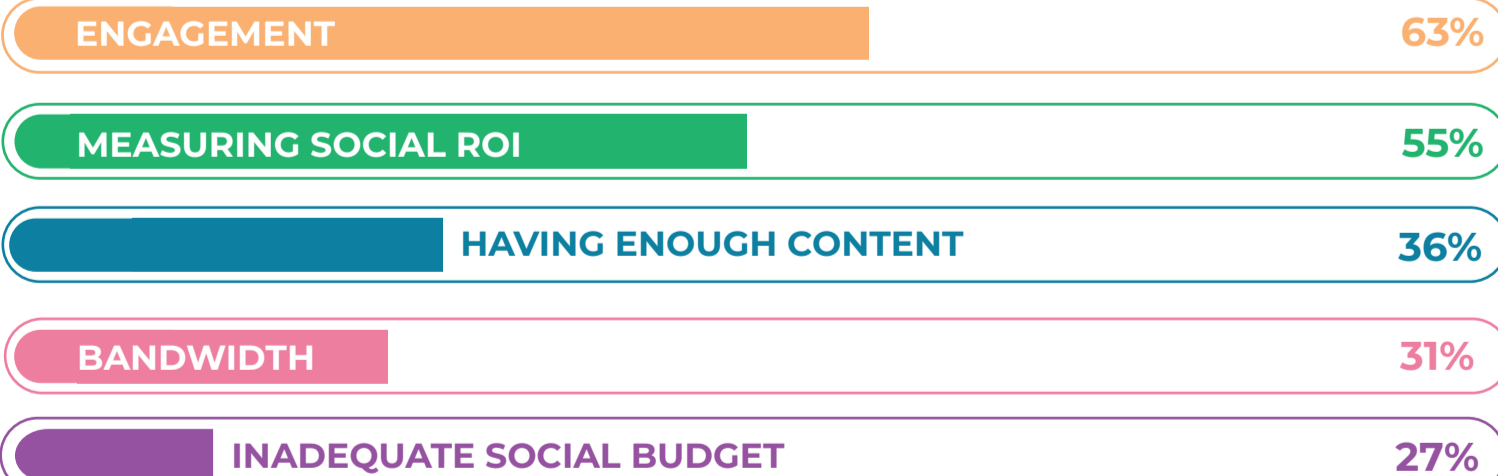
MOST EFFECTIVE SOCIAL MEDIA CHANNELS FOR YOUR BRAND (TOP 3):



TYPE OF SOCIAL CONTENT THAT RESONATES BEST FOR YOUR AUDIENCE (TOP 3):



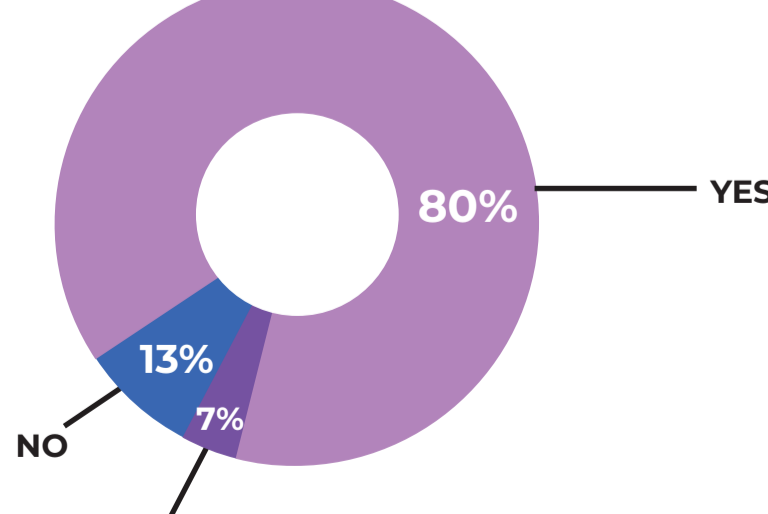
BIGGEST CHALLENGES TO SOCIAL MEDIA MARKETING (TOP 3):



—Source: 2020 Chief Marketer B2B Outlook

5. CUSTOMER EXPERIENCE IS A PRIORITY FOR MOST B2B MARKETERS, BUT BUDGET AND BANDWIDTH TOP THE LIST OF CHALLENGES.

IS B2B CUSTOMER EXPERIENCE A SIGNIFICANT FOCUS?



—Source: 2020 Chief Marketer B2B Outlook

TOP 5 CHALLENGES TO CREATING THE BEST CUSTOMER EXPERIENCE:

1. BUDGET
2. ORGANIZATIONAL SUPPORT AND SILOS
3. BANDWIDTH/RESOURCES
4. PERSONALIZATION
5. ENGAGEMENT

METHODOLOGY: A total of 167 B2B marketers were surveyed via email in 2019. Annual marketing budgets range from "less than \$25,000" (20 percent) to "\$100,000 to \$250,000" (17 percent) to "over \$1 million (21 percent)". Approximately 27 percent hold the title of Chairman/CEO/President/C-Suite Executive; 25 percent are directors; 23 percent are SVP or VP; and 19 percent are managers. Company size: 67 percent work in organizations of under 500 people and 17 percent indicated "more than 5,000." Respondents work in a variety of markets, including professional services, information technology, entertainment and media, manufacturing, financial services, hospitality, healthcare, aviation and construction.