



BLUEWHALE
RESEARCH



B2B TECHNOLOGY DEMAND GENERATION TRENDS

2023 SNAPSHOT

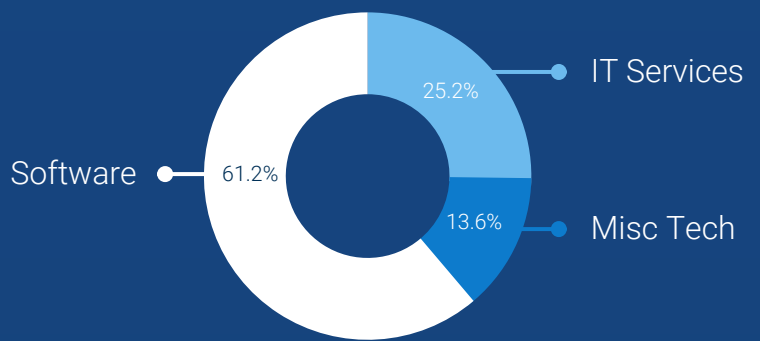
SURVEY RESPONDENTS

206

B2B Marketers

43.7%

Director-level +



MARKETING INVESTMENTS



91.3%

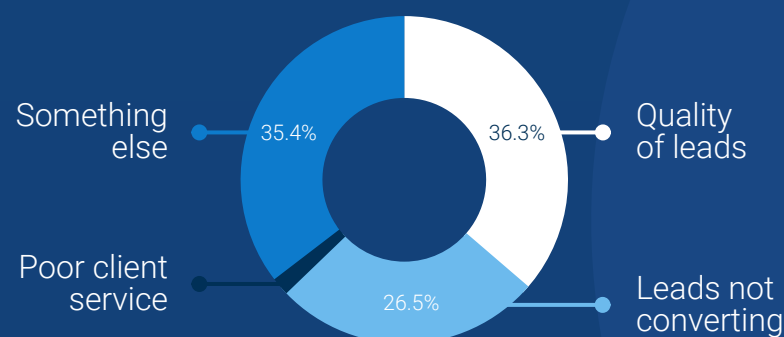
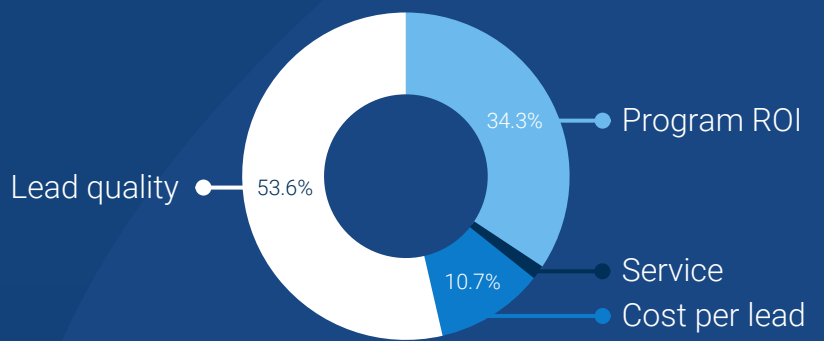
of marketers are investing the same amount or more in lead generation this year

Lead generation remains a high priority in B2B Tech, especially within IT Services. Companies with \$10MM – \$49.9MM in revenue also showed a heavier investment, suggesting a growth marketing tipping point.

PRIORITIES AND CHALLENGES

53.6%

of marketers prioritize lead quality when evaluating lead generation providers



36.3%

of marketers report that lead quality is their biggest frustration with their current provider

SALES-MARKETING ALIGNMENT

53.6%

of inside sales teams report that marketing leads are unqualified



58.1%

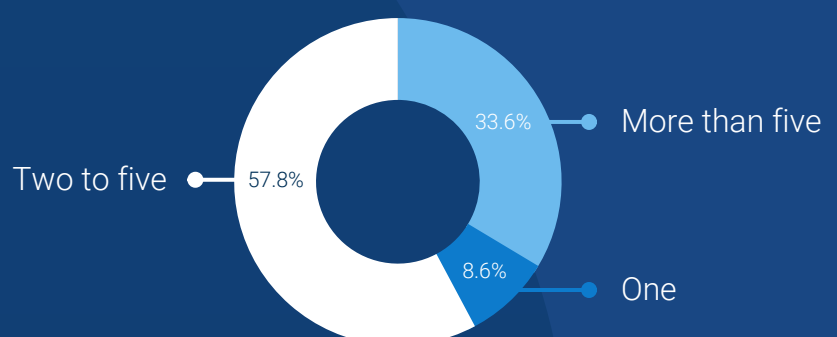
of sales teams are not involved in creating demand generation strategy

This makes it difficult for sales and marketing teams to be aligned throughout the funnel and buyer journey, ultimately impacting the goals of both departments and leading to further misalignment.

TECH STACKS

57.8%

of marketers use between two and five solutions in their demand generation tech stacks, and a third use more than five solutions



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