

Results from ITSMA's 2015 How Buyers Consume Information Study: Moving Towards an Omnichannel Experience

Julie Schwartz Senior Vice President, Research and Thought Leadership, ITSMA



Abbreviated Summary

Note: This abbreviated summary highlights some of the significant findings from ITSMA's 2015 How Buyers Consume Information Study: Moving Towards an Omnichannel Experience, results from the ITSMA 2015 survey. A more in-depth analysis can be found in the full report.

- Buyers today have access to volumes of information via a growing set of channels, both on- and offline. They want to access content across multiple channels where and when they want it with widely varying preferences for consumption.
- B2B marketers face these challenges:
 - Reaching buyers with the content they want in the channels they prefer, cost effectively
 - Optimizing the marketing mix among the many vehicles and channels
- The answers lie in understanding **your** buyers' journeys.

According to ITSMA's "*How Buyers Consume Information Survey*," remember **three** things:

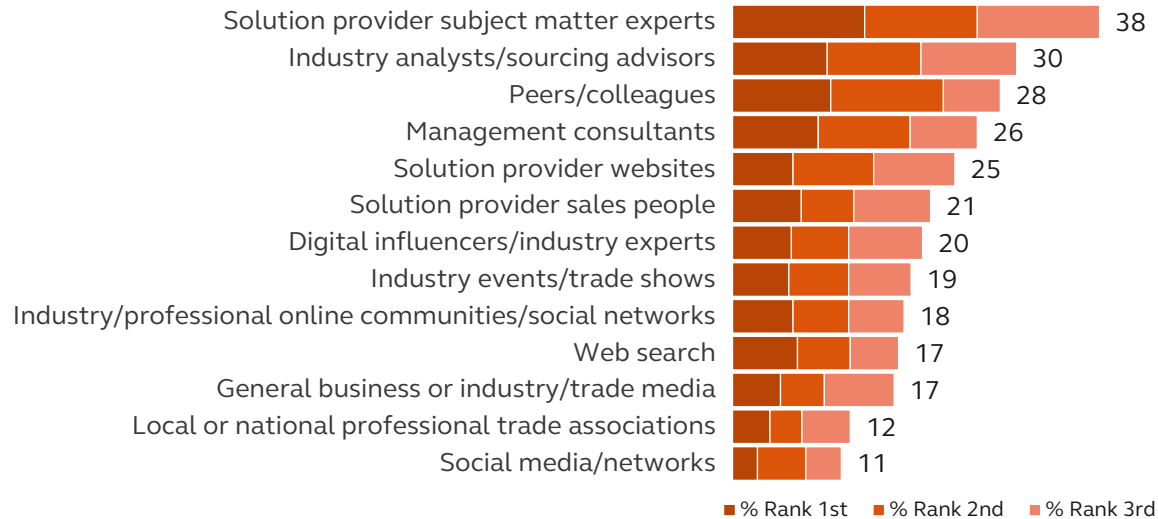
- 1 During the purchase process for high-consideration solutions, buyers want to talk to people
- 2 You need to adopt an omnichannel approach to sales and marketing
- 3 The buyers' journey will change depending upon the type of buyer and solution decision



During the purchase process for high consideration solutions, buyers want to talk to people, The buying process is not entirely digital. Solution providers should not over-rotate to digital!

Your subject matter experts are the most credible source of information during the purchase process

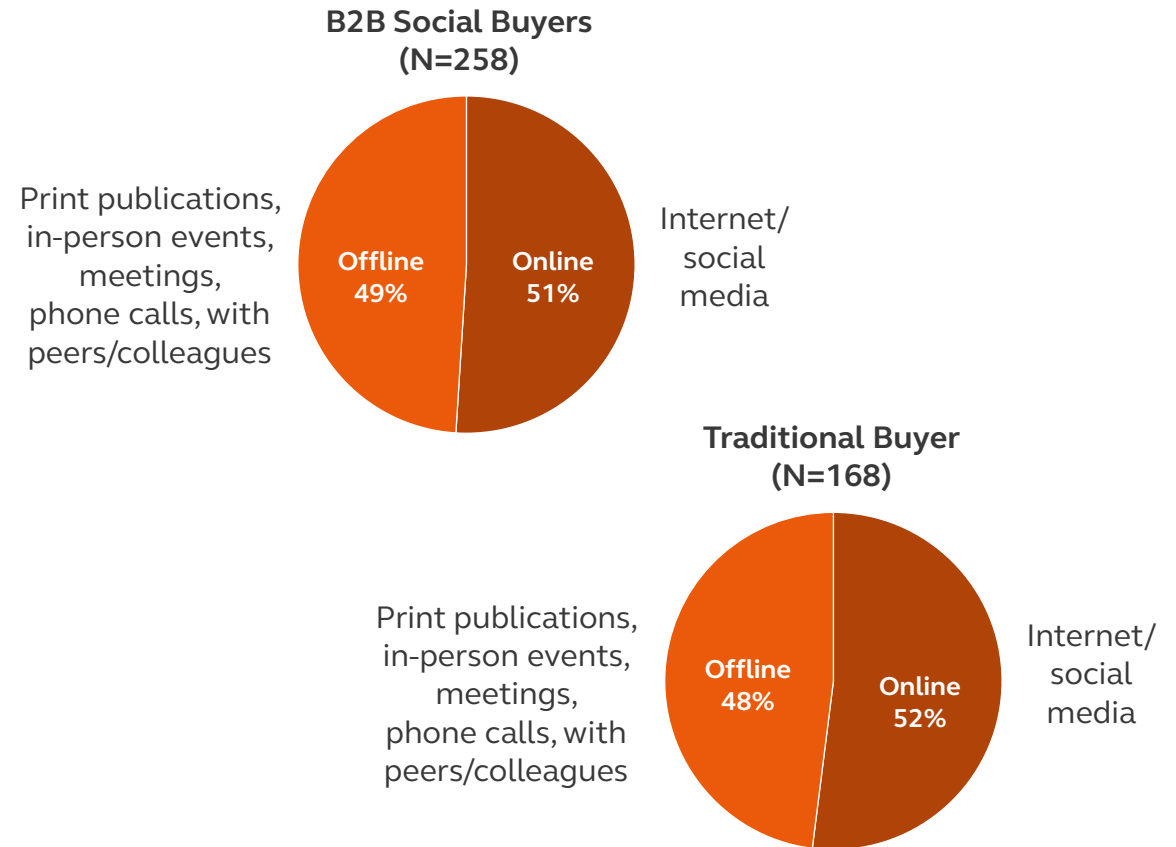
Which of the following sources of information in your most recent purchase experience were most trustworthy or credible?
(Rank order 1st, 2nd, 3rd) % of Respondents (N=426)



Note: Respondents were asked to rank the top three in order of trustworthiness.

For even the most digitally savvy buyers, half the buying process takes place offline

When you are keeping up with your industry and/or technology trends, approximately how much time do you spend online vs. offline?
Mean % of Time

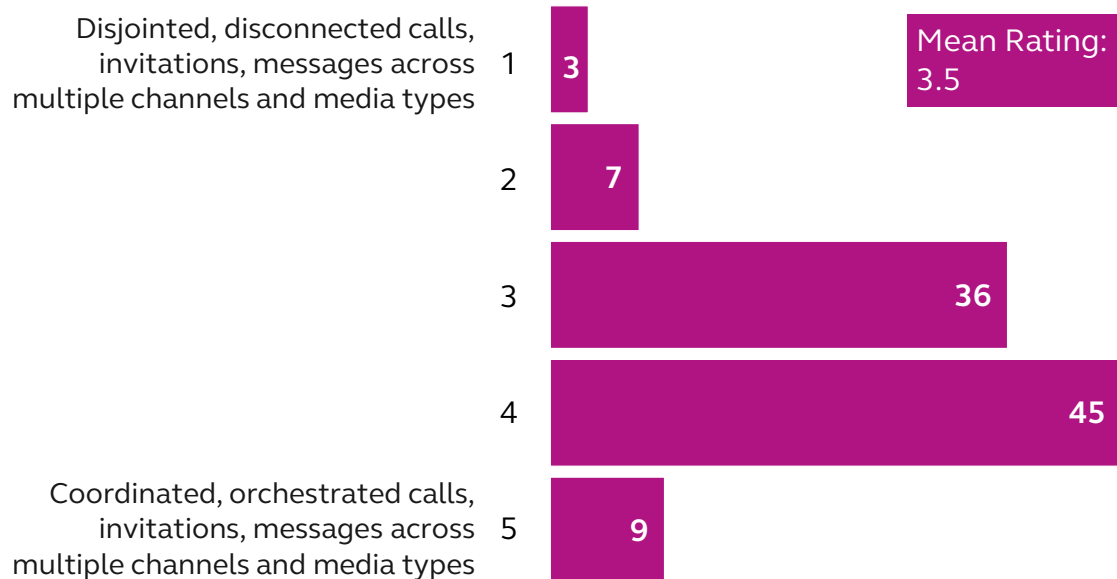


Source: ITSMA, [How B2B Buyers Consume Information Survey, 2015](#)

Buyers today expect a coordinate, seamless, personalized experience. Solution providers need to adopt an omnichannel approach to sales and marketing.

Despite availability of new technology, marketers are challenged to deliver a seamless omnichannel experience

When you think about the solution providers that market and sell to you, in general how would you describe their approach? % of Respondents (N=426)



Note: Mean rating based on a 5-point scales where 1=Disjointed, disconnected calls, invitations, messages across multiple channels and media types and 5=Coordinated, orchestrated calls, invitations, messages across multiple channels and media types.

Today's buyers expect a seamless, omnichannel experience

I expect the solution providers I deal with to speak with one consistent voice

78%

I expect everyone I deal with from a potential solution provider to know what interactions (both on- and off-line) have already occurred and what information has been exchanged

75%

Note: % of respondents that agree or strongly agree with the statement. (N=426)

Source: ITSMA, [How B2B Buyers Consume Information Survey, 2015](#)

There are different buyers journeys for different types of solution purchases. Marketers need to plan and fine-tune their marketing mix according to the kind of solutions they are promoting. B2B solution providers can use insights into their buyers' journeys to justify increasing and decreasing marketing investments.

Sample Buyers' Journey Map: PR Software and Services

Mature Solution	Buying Process Stage	Key Buyer Persona	Other Buyer Personas	Buyer Insight	Information Source	
	1	Trigger/Epiphany	PR Director/Manager	VP Marketing	Avoid surprises	<ul style="list-style-type: none"> Past experience with providers Peers
	2	Contact Solution Providers	PR Director/Manager	None	Fill out "contact us" form	Providers' websites
	3	Evaluate Solution Providers	PR Director/Manager	None	<ul style="list-style-type: none"> Comprehensiveness Intuitive user interface Workflow efficiency Local/breaking news access 	Sales rep meetings
	4	Select Solution Provider	PR Director/Manager	VP Marketing	<ul style="list-style-type: none"> Demo Trial 	In person or online demos/trials
	5	Negotiate Ts&Cs	Purchasing	PR Director/Manager	Purchasing negotiates licensing model/price to fit budget	Proposal
	6	Approval	VP Marketing	PR Director/Manager	VP approves solution recommended by PR Director/Manager	None

Source: ITSMA, Buyer Persona Research

Buyers follow a different path when purchasing mature, transformational, and bleeding edge solutions

Thinking back to the beginning of the purchase process, what were the first three sources of information you turned to when you began your solution research? (Rank order 1st, 2nd, 3rd) % of Respondents

	Mature (N=167)	Transformational (N=137)	Bleeding Edge (N=122)
Solution vendor subject matter experts	40	29	30
Industry analysts/sourcing advisors	35	32	24
Management consultants	28	31	22
Solution vendor sales people	26	16	24
Peers/colleagues*	26	34	21
Industry events/trade shows	25	21	20
General business or industry/trade media	23	15	16
Industry/professional online communities/social networks	20	19	26
Solution vendor websites	19	25	25
Digital influencers/industry experts*	17	19	30
Web search*	15	27	20
Local or national professional trade associations*	8	9	21
Social media/networks*	8	6	15

Note: Respondents were asked to rank order first three sources. *Indicates a statistically significant difference.

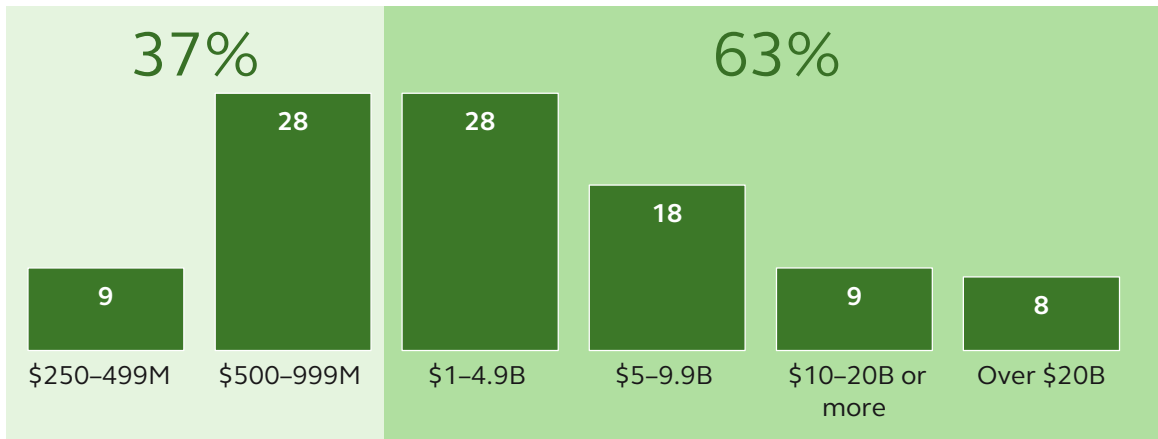
Source: ITSMA, [How B2B Buyers Consume Information Survey, 2015](#)

Study Methodology

In Fall 2015, ITSMA conducted a web survey of 426 business and IT executives from companies that purchase technology or consulting solutions for individual contracts over \$500,000. These respondents represented larger enterprises, with 63% having \$1 billion or more in annual revenue from seven different countries: US, UK, France, Germany, Australia, India, and Brazil.

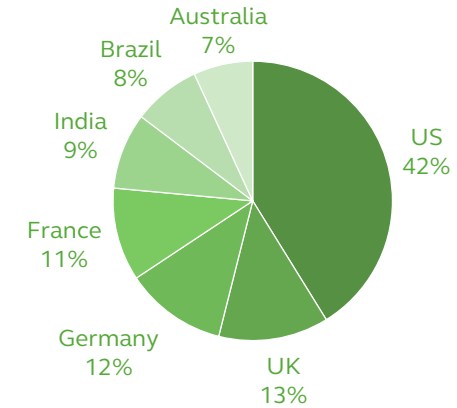
Annual Revenue of Organizations Represented

Approximately, what is your company's annual revenue (or operating budget if government)? % of Respondents (N=426)



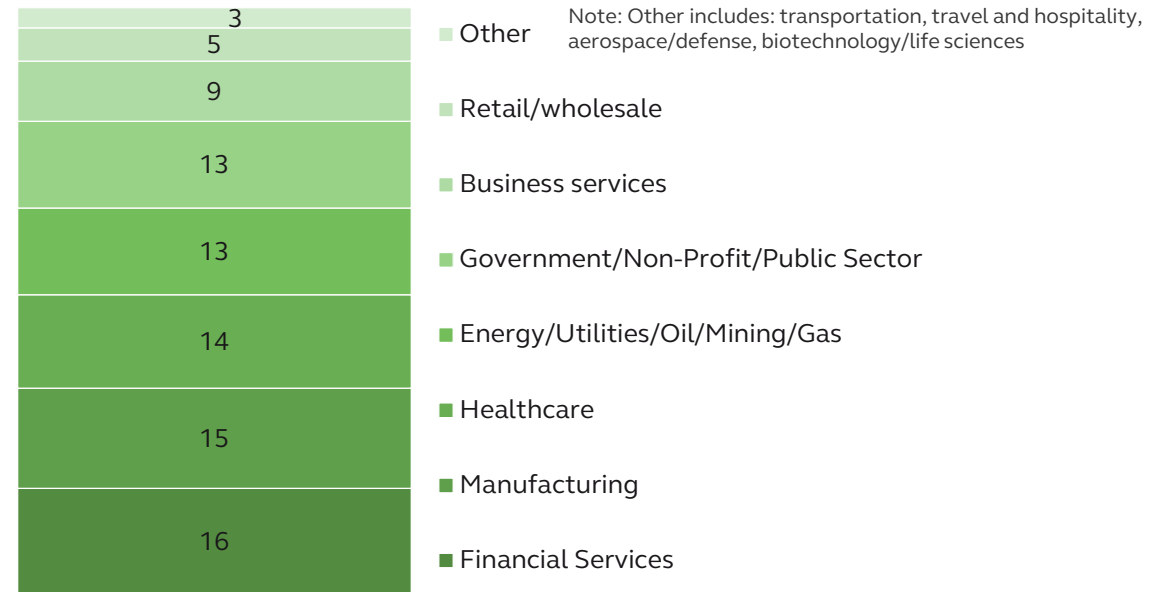
Countries Represented

% of Respondents (N=426)



What is your company's primary business?

% of Respondents (N=426)

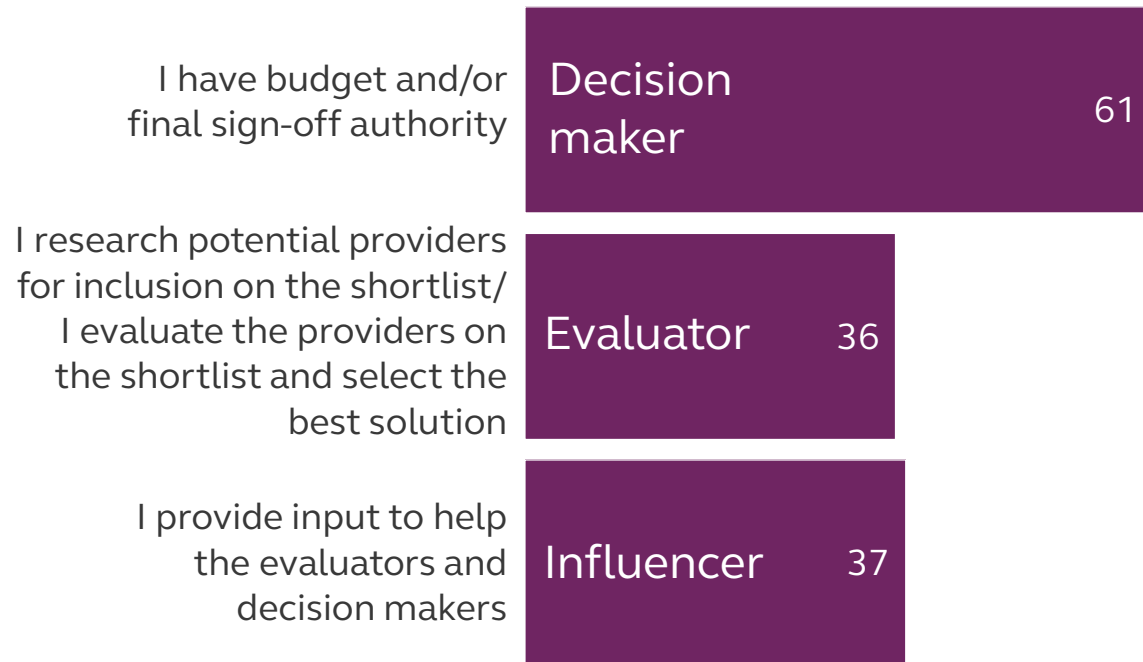


Source: ITSMA, [How B2B Buyers Consume Information Survey, 2015](#)

Respondent Characteristics

Purchase Involvement

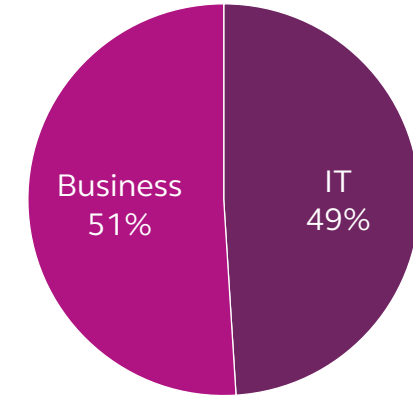
How would you characterize your involvement in your organization's purchases of major technology solutions for individual contracts over \$500,000? % of Respondents (N=426)



Note: Multiple responses allowed.

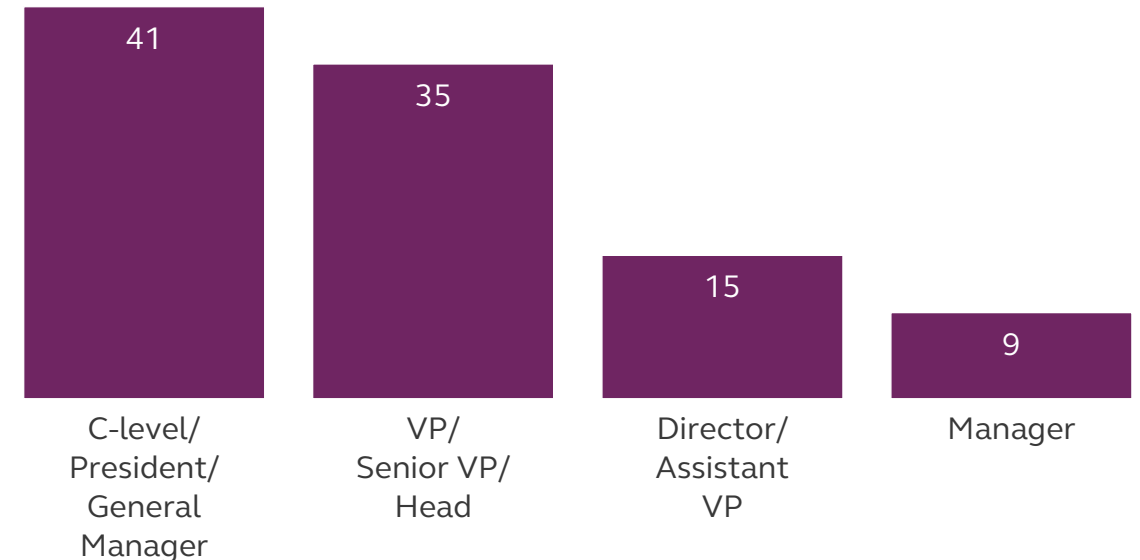
Job Role

Are you an IT or business professional?
% of Respondents (N=426)



Job Title

Which of the following most closely describes your job title?
% of Respondents (N=426)



Source: ITSMA, [How B2B Buyers Consume Information Survey, 2015](#)

Table of Contents for *Results from ITSMA's 2015 How Buyers Consume Information Study: Moving Towards an Omnichannel Experience*

	Slide
Executive Summary	3
Half the Buying Process Takes Place Offline	6
There is More than One Buyers' Journey	17
Methodology and Respondent Demographics	28
Detailed Findings	38
Crosstabs	65
By Social Media Use	65
By Type of Purchase	99
By Country	114
By Job Role	148
By Size of Company	181
By Industry	215

Want to learn more?
Here's what's included in the full study



For More Information



Julie Schwartz
Senior Vice President
Research and Thought Leadership
ITSMA
Email: jschwartz@itsma.com
Phone: +1 781 862 8500, x112

Thank you



Julie Schwartz

Senior Vice President
Research and Thought Leadership
ITSMA

jschwartz@itsma.com
+1-781-862-8500, x112