

The Case for B2B Personalisation in APAC: 5 Key Findings

The Case for B2B Personalisation Report, published by London Research in partnership with Adobe, is based on an Asia-Pacific survey of more than 300 B2B professionals. The research explores how companies can turbocharge their sales and marketing activities by focusing on personalisation and buying groups.

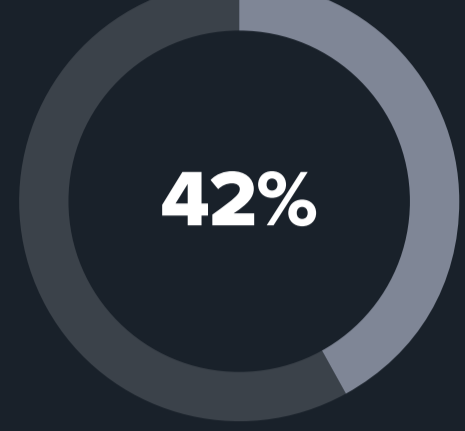
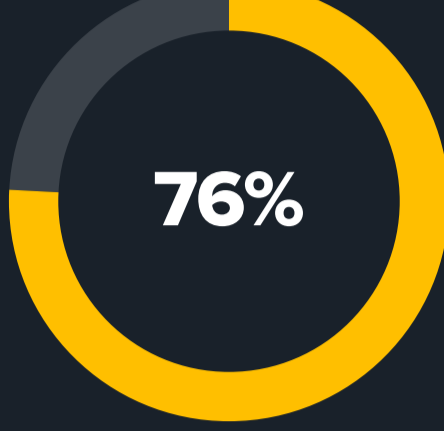
This infographic highlights five key findings from the research based on what B2B marketing 'leaders' are doing differently compared to organisations that are behind the curve*.



1

B2B marketing leaders are almost twice as likely as laggards to be focusing seriously on personalisation.

Proportion of companies saying they are 'very much focused on personalisation'



Leaders

Laggards

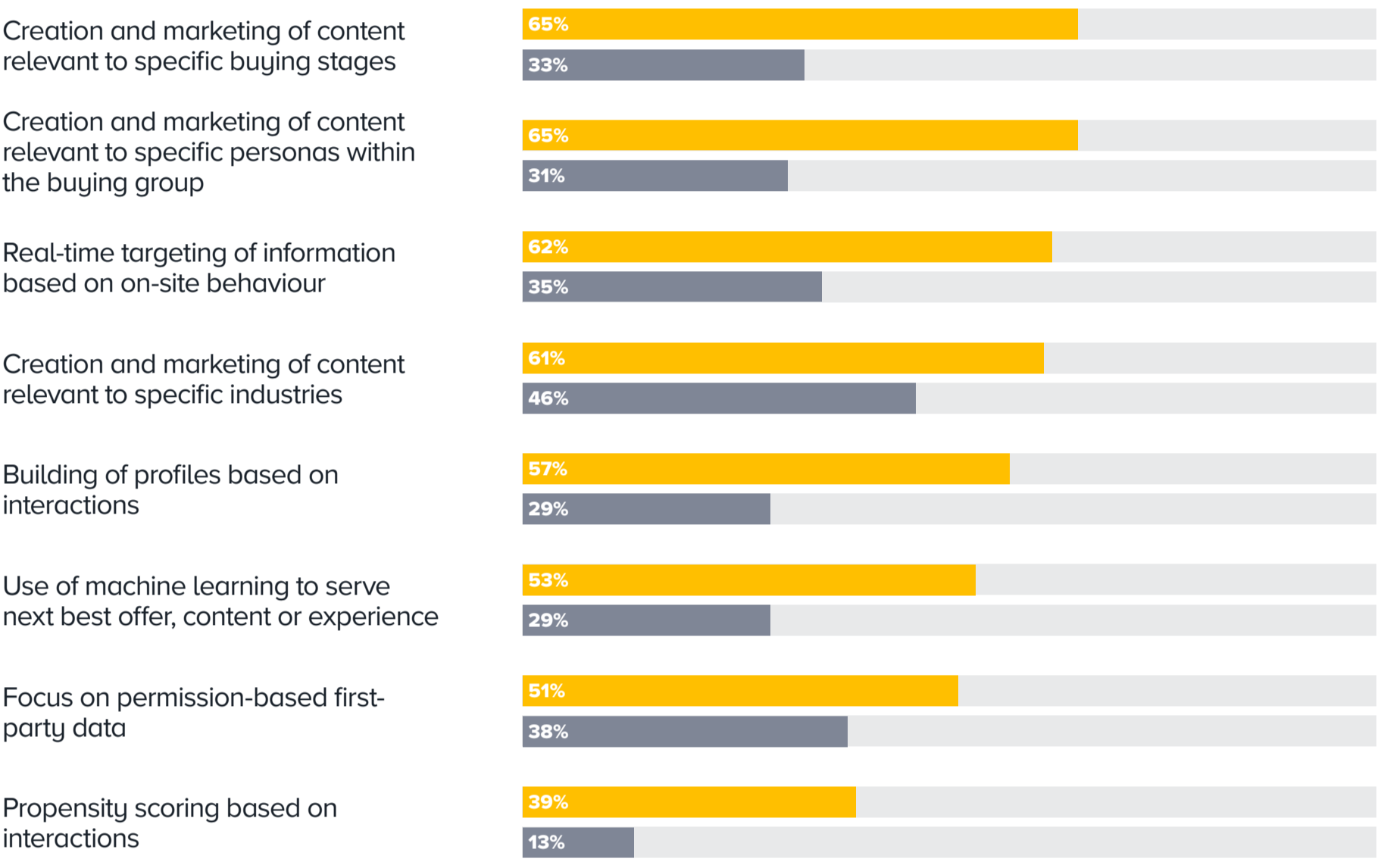
48%

The proportion of APAC B2B companies very much focused on personalisation.

2

These APAC leaders are also significantly more likely to be using a broad range of personalisation tactics and initiatives relating to content and use of data.

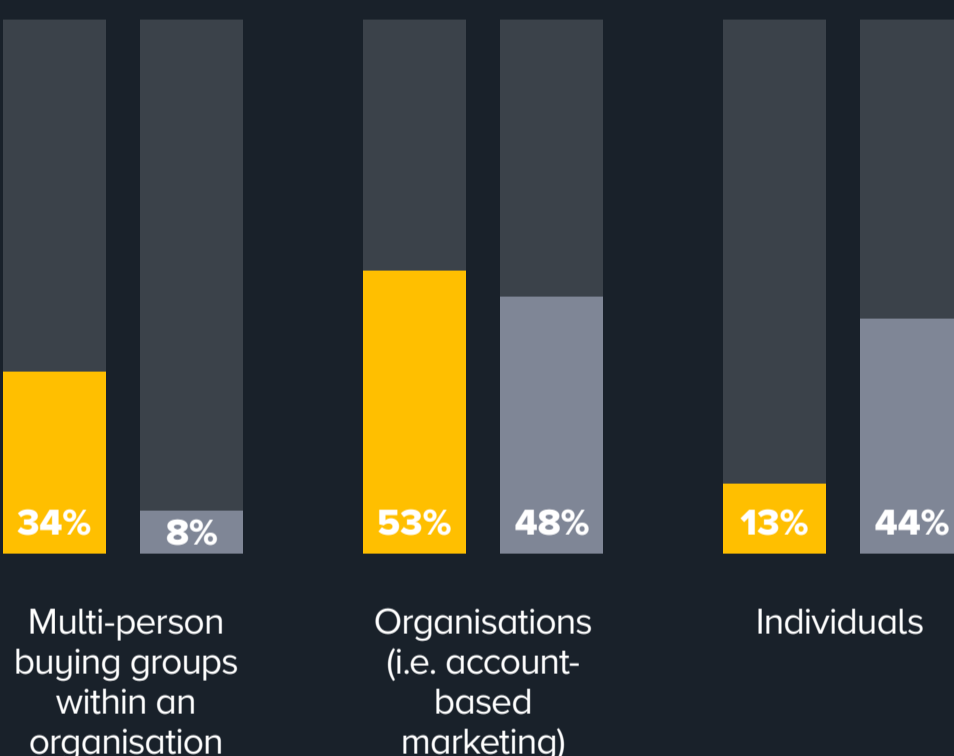
■ Leaders ■ Laggards



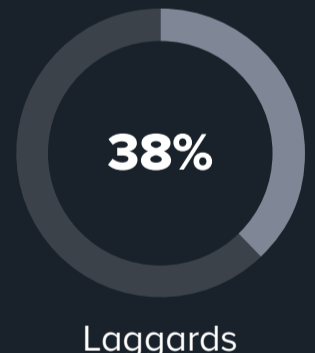
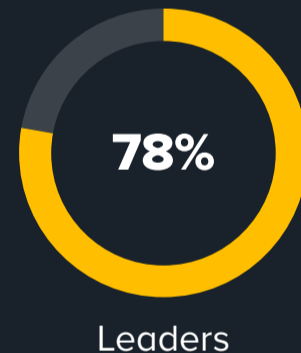
3

Leaders are more than four times more likely than laggards to be focusing their overall sales and marketing activities on multi-person buying groups within an organisation.

■ Leaders ■ Laggards



And leaders are twice as likely to rate their B2B marketing automation platform as 'good' for its ability to identify and target at a buying-group level.



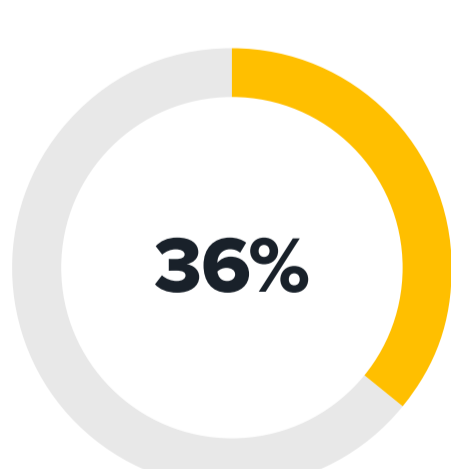
Leaders

Laggards

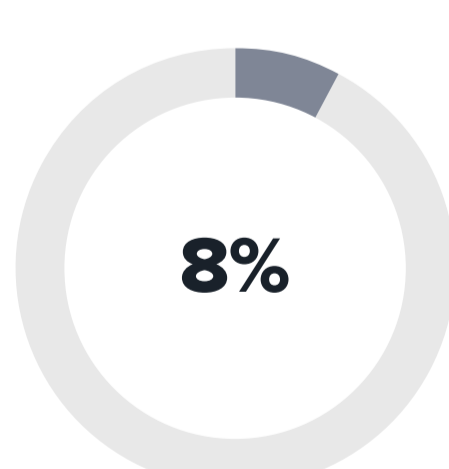
4

Leaders are almost five times more likely than laggards to say that AI has been operationalised into their day-to-day marketing activities.

Companies are using AI to enhance personalisation across a range of marketing and sales-related activities, including content creation, conversational chatbots and customer journey optimisation.



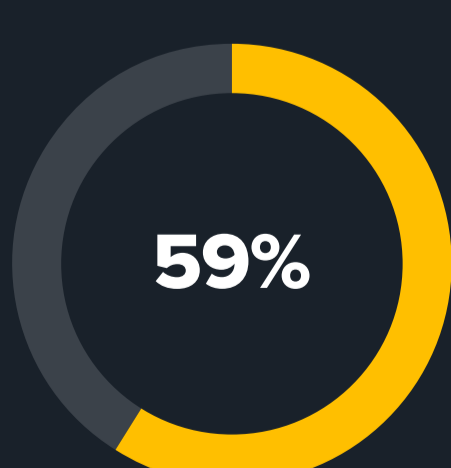
Leaders



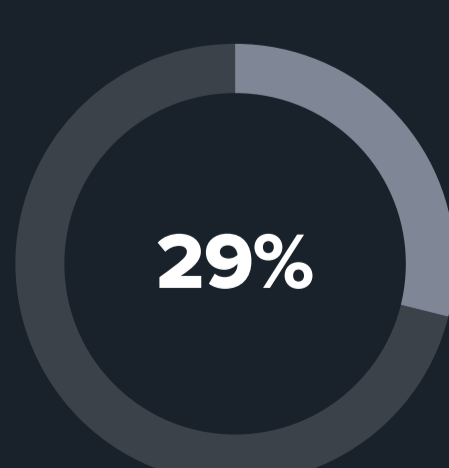
Laggards

5

Leaders are more committed to investment in marketing technology. They are twice as likely as laggards to be significantly increasing their spending in this area over the next 12 months.



Leaders



Laggards

Download the full research report.

*London Research surveyed 342 APAC-based B2B professionals between May and July 2024. The majority of respondents are based in Australia and New Zealand, India and Singapore. B2B marketing 'leaders' and 'laggards' were identified based on their maturity across a range of marketing-related capabilities.