

# The Case for B2B Personalisation: 5 Key Takeaways

The Case for B2B Personalisation, published by London Research in partnership with Adobe, is based on a European survey of more than 350 B2B professionals. The research looks at how companies can benefit when they put personalisation and buying groups at the heart of their sales and marketing programmes.

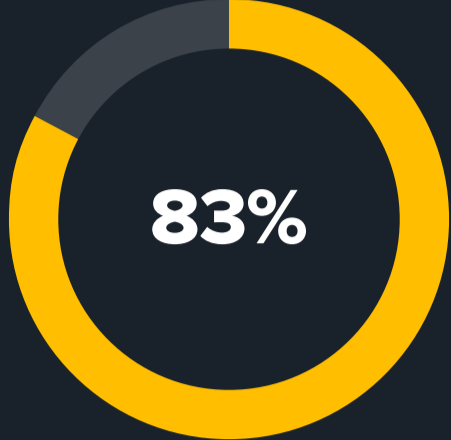
In this infographic we have distilled five key findings from the research based on what companies identified as B2B marketing leaders are doing differently compared to other organisations\*.



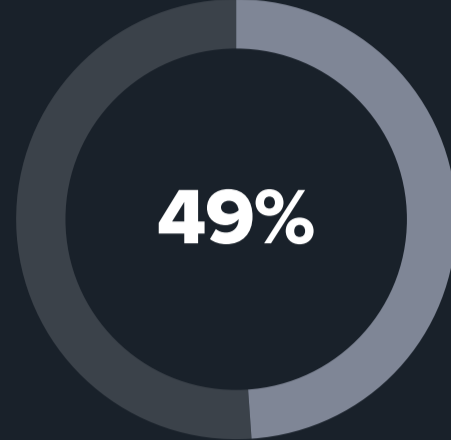
## 1

**B2B marketing leaders are significantly more likely than laggards to be focusing on personalisation.**

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



Leaders



Laggards

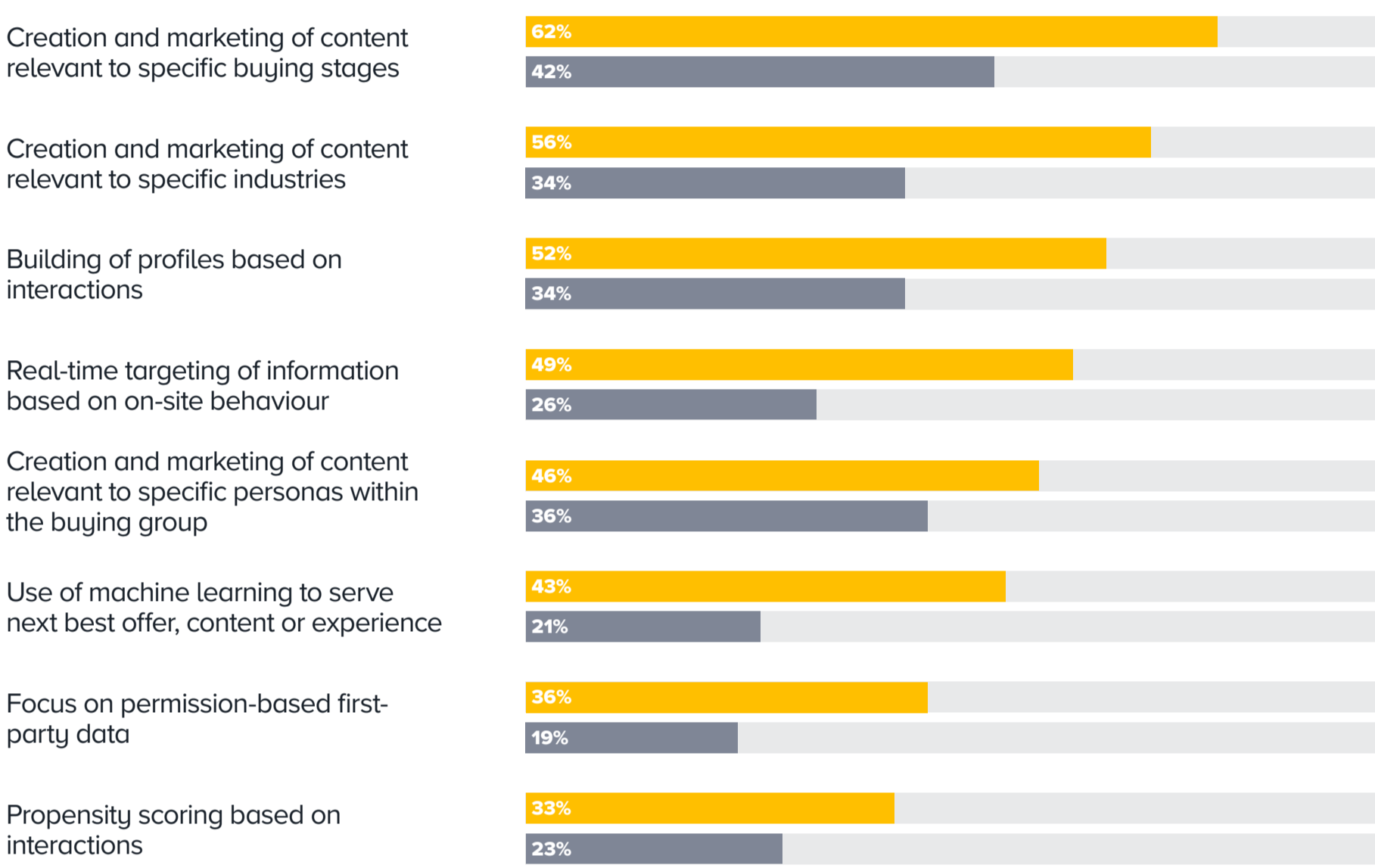
# 52%

Overall, more than half of B2B companies say they are very much focused on personalisation, a significant uplift from 38% in 2022.

## 2

**B2B marketing leaders are more likely to be prioritising a range of targeting and personalisation initiatives.**

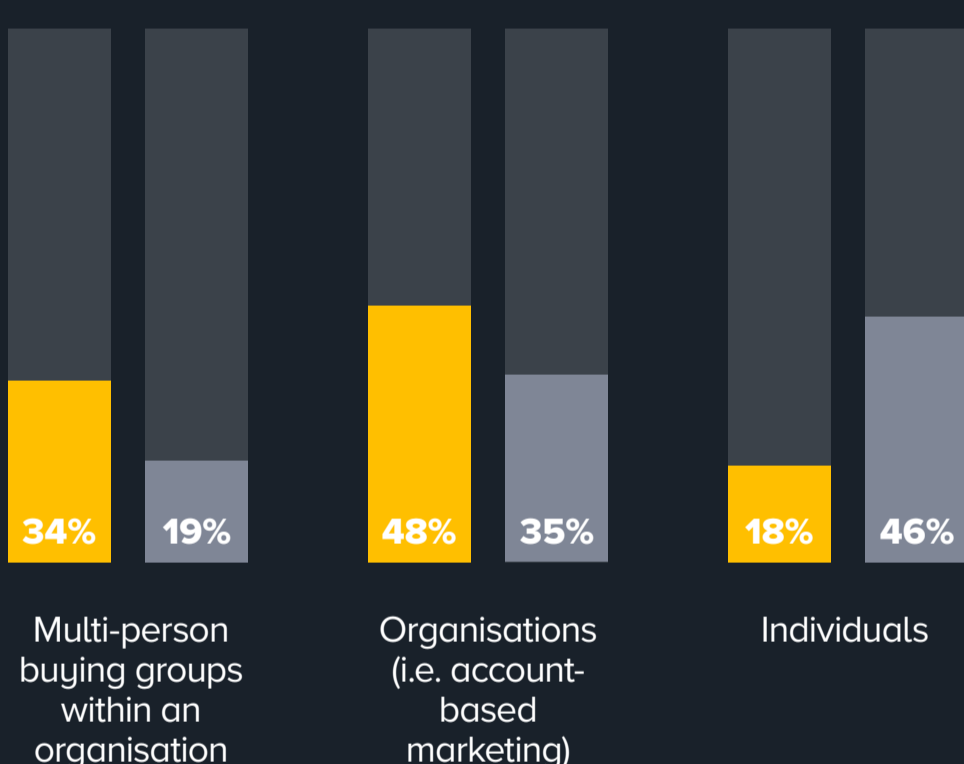
■ Leaders ■ Laggards



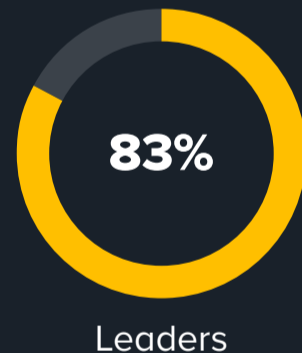
## 3

**Leaders are 79% more likely than laggards to be focusing their overall sales and marketing activities on multi-person buying groups within an organisation.**

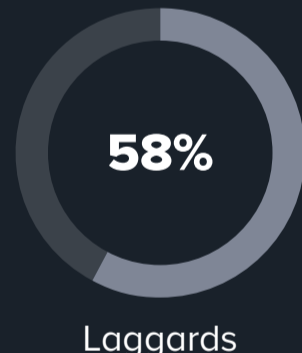
■ Leaders ■ Laggards



And leaders are 43% more likely to rate their B2B marketing automation platform as 'good' for its ability to identify and target at a buying-group level.



Leaders

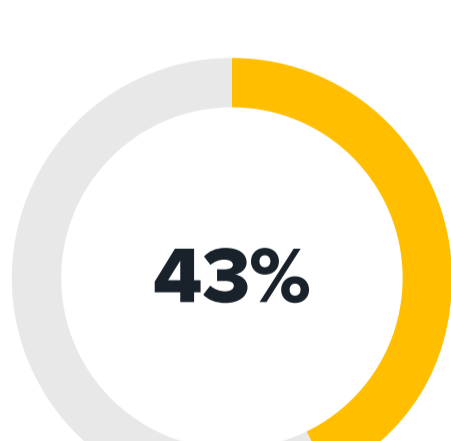


Laggards

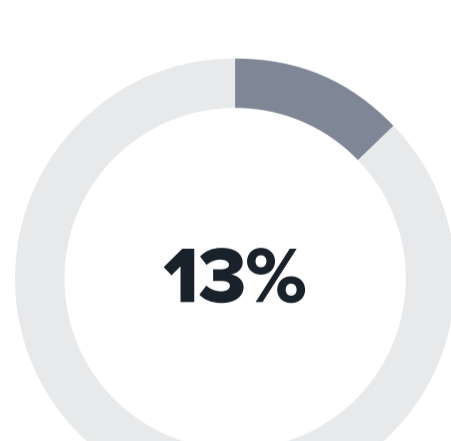
## 4

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

Companies surveyed are most likely to be using generative AI for creating text and images for content, but other areas such as report querying, conversational chatbots, sales conversation summaries and tagging are not far behind.



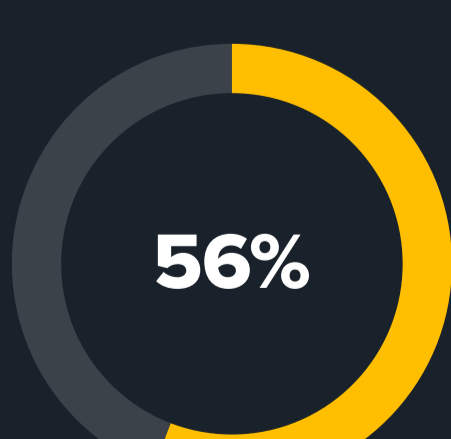
Leaders



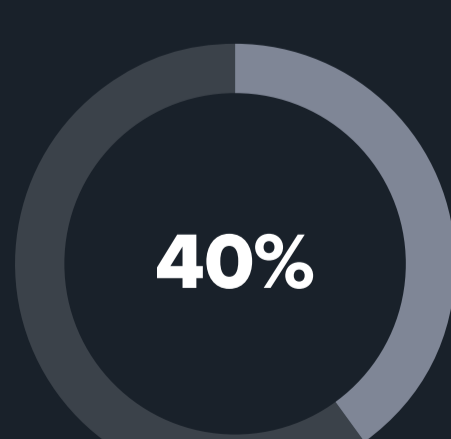
Laggards

## 5

**Leaders are more committed to investment in marketing technology for personalisation and engagement. They are 40% more likely than laggards to be significantly increasing their investment in this area over the next 12 months.**



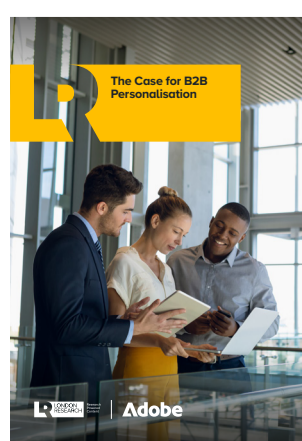
Leaders



Laggards

**Download the full research report.**

\*London Research surveyed more than 350 senior B2B professionals in February and March 2024. B2B marketing 'leaders' and 'laggards' were identified based on their maturity across a range of marketing-related capabilities including campaign and customer journey orchestration, automation, optimisation, use of data and AI, and ability to measure ROI.



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