

# The New Visibility Gap

Today's complex buying journeys leave sales in the dark about how leads are engaging with marketing

## B2B buyers are doing more research in more places—especially online.

**73%**

of today's B2B buyers say that they are relying on more sources to research and evaluate purchases.<sup>1</sup>

**15+**

On average, B2B buyers interact with more than **15 touchpoints** before making a decision<sup>2</sup>:

**Touchpoints**

Before a prospect becomes a lead **5.4**

Before a lead becomes a qualified lead **5.5**

Before a sales qualified lead becomes a closed sale **6.2**

**77%**

of buyers say B2B shopping is complex.<sup>3</sup>

## B2B buyers are making decisions before they ever talk to sales.



**70%**

More than **70 percent** of B2B buyers have fully defined their needs before engaging with a sales representative.<sup>4</sup>

**50%**

Almost **50 percent** of B2B buyers have already made a decision before reaching out.<sup>4</sup>

## Meanwhile, companies are relying on increasingly large buying teams.

**75%**

of buyers agree or strongly agree that their purchase involved people in a wide variety of roles, teams, and locations.<sup>5</sup>

**6–10**

people are included in a typical buyers' group for a complex B2B solution.<sup>3</sup>

## Buyers who do research online are engaging with marketing—sales doesn't see them.

### This is the visibility gap.

Without complete visibility, sales doesn't know:

- **When** contacts from each account have engaged with their brand
- **What** channels and content themes each member of the buying team is prioritizing
- **Who**, exactly, is a member of each account's buying team
- **How** to engage with the most impact and how marketing is supporting these efforts



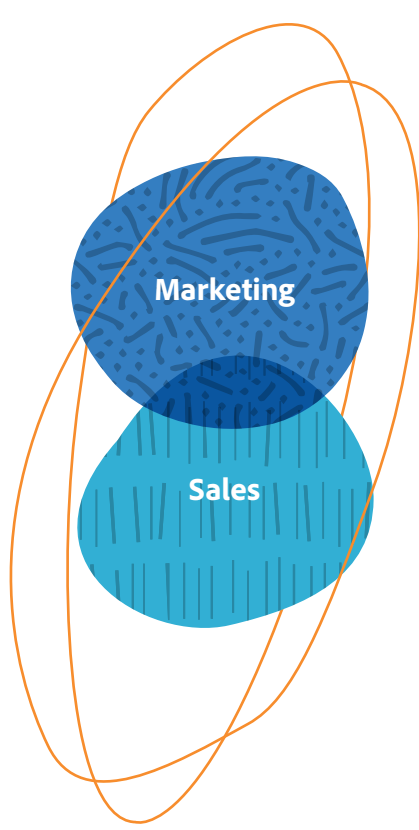
**85%**

of executives responsible for customer experience (CX) say that when a CX is disjunct between marketing and sales, it's a major issue.<sup>2</sup>

## With the right automation, you can bridge the visibility gap.

And that means you can:

- Give sales a window into how accounts are engaging with marketing
- Alert sales when accounts signal their intent to buy or seriously consider
- Partner with sales to prioritize accounts based on a shared data set
- Develop integrated account development strategies delivered cooperatively by marketing and sales



Want to learn more about automation that gives marketing and sales total visibility into your accounts' customer journeys?

[Start here](#)