Adobe

Guide

How to engage buying groups and deliver business growth using AI.

Explore 4 powerful ways to optimize your B2B journeys.

Summary

🏆 Top engaged members:
Raymond Noel, Whitney Wall

👤 Top product of interest:
Payroll software

❗ No missing roles

Raymond Noel
CEO

Member engagement score

83

✦ Generate buyer group role

Buying group
Finance software buyers for Bodea

Account name: Bodea

Buying group engagement score: 22

Buying group completeness score: 100%

B2B go-to-market teams face major challenges in prioritizing, engaging, and qualifying buying groups effectively. Marketing often spends too much time and budget qualifying leads without the account and buying group context that modern sales teams need. Sales teams want to engage key stakeholders in buying groups, but limited lead data and insights from marketing make it difficult to prioritize which accounts to focus on. This lack of coordination between sales and marketing leads to conflicting brand experiences for customers, reduces ROI, and ultimately limits revenue growth.

In response to these challenges, a new standard has emerged — strategies centered around account focus and buying group precision. Taking this buying group-first approach accelerates sales cycles by identifying and engaging known and unknown stakeholders to better reflect how B2B buying decisions are made across business units. This shared perspective helps marketing and sales work as one coordinated revenue team, using unified insights, metrics, and strategies to foster collaboration and break down longstanding silos.

⊞ Trigger email

Email

7 ways to implement cloud-based accounting software.

Target accounts

500
Accounts

● Decision maker
● Practitioner
● Influencer

However, understanding engagement across individuals and groups — and then orchestrating personalized experiences for everyone — typically requires a lot of time-consuming manual data reconciliation, content management, and planning. Without the right technology to power the approach, human error enters the picture, and the workload becomes overwhelming.

Solutions like [Adobe Journey Optimizer B2B Edition](#) can help address these challenges by simplifying the process of identifying, qualifying, and engaging accounts with buying group precision for specific products across every stage of the customer lifecycle.

In this guide, we take an in-depth look at four key use cases for Journey Optimizer B2B Edition and how they support a buying group-first approach, including:

- Accelerating sales cycles

- Identifying buying groups and missing stakeholders

- Designing personalized journeys and content

- Increasing pipeline quality with marketing qualified buying groups (MQBGs)

4 key use cases for Journey Optimizer B2B Edition.

1. Accelerating sales cycles.

Current challenge. Sales is excellent at understanding accounts, and marketing shines at nurturing individual leads. But when marketing and sales teams don't prioritize and focus on the same accounts and buying group members, they both miss opportunities to maximize conversions and business revenue.

Solution. A unified and detailed view of sales and marketing engagement — at both account and buying group levels — can open communication between marketing and sales. This shared view helps both teams prioritize accounts more accurately and respond faster to buyer needs, ultimately speeding sales cycles.

From our experts:

Historically speaking, organizations have struggled to cost-effectively combine lead, account, and buying group data and insights into one unified view. Most sales and marketing teams use tools with different databases, data structures, and engagement capabilities, without AI to generate shared insights.

Journey Optimizer B2B Edition bridges the gap between sales and marketing with:

Shared AI-powered account and buying group insights. Features like the Account Insights Dashboard are built for both marketing and sales users. They use AI and unified first-party data from sales and marketing activities to surface insights about account and buying group intent and qualifications. These insights are shared across teams to help marketers prioritize engagement and sellers prioritize account outreach. Take a closer look.

Buying group: Altura Cloud

Account: Luma Inc.

Buying Group Members: 15

Shirley Rossi

Decision maker

Title: Luma CMO
Buying group: Altura Cloud

Generate buyer group role

2. Identifying buying groups and missing stakeholders.

Current challenge. B2B buying committees are complex and always evolving. They often consist of 5 to 11 stakeholders from an average of five distinct business functions, according to Gartner. Sales and marketing teams are so much more efficient when they're working with a clear, up-to-date picture of the buying group.

Solution. A solution that automates gap analysis makes it easier to define both buying groups and each individual's role in the group based on past deal closures and current first-party marketing activity data. It can also help identify missing group members.

From our experts:

Everyone counts. Buying groups are often complex, with members who may not play a traditional purchasing decision role but are critical for adopting a new product (an engineer who's an influencer but not a decision maker on the account). Identifying and including players with small but critical roles may be essential to conversion.

Journey Optimizer B2B Edition helps you complete buying groups with:

AI Agents. The Audience Agent can automate buying group creation with AI using first-party signals, product intent, and CRM data. The agent can immediately determine and show buying group completeness. This allows teams to prioritize efforts such as which accounts to activate across paid media to discover missing members, helping optimize return on ad spend.

Highly engaged buying groups

LumaCloud for Hooli

Engagement score
96

Completeness score
━━━━━━━ 100%

Stage
Interest

Account
Hooli

⤴ High category intent

View details

Surging accounts

CitiSignal

👍 👎

CitiSignal engagement has increased by 89% in the last 90 days compared to the previous period.

⤴ High Keyword intent

View details

3. Designing personalized journeys and content.

Current challenge. It's not news that members of a buying group are usually at different stages of the customer journey. Whatever stage they're at, everyone expects information and experiences that will cater to their role, solution interests, industry, and more. The hard part — parsing out who needs what, when, and how — is extremely time consuming.

Solution. Get an extra set of eyes (and ears and hands) with solutions that include AI tools. Automation makes it easier to nurture each member of your buying group with content tailored to their role, account, and product interests. The option to split journeys into multiple paths also helps you deliver consistent content across various channels.
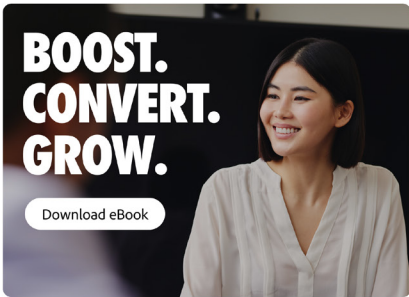

From our experts:

As people begin to recognize the value that AI assistants and AI-powered solutions bring, efficiencies become more tangible. One of our customers cited a chatbot feature that allows them to engage prospects and answer questions faster, saving the rep eight hours per week. The rep no longer needs to craft different messages for different channels like SMS and email — the consistent experience is fully automated.

Journey Optimizer B2B Edition helps you create personalized content and journeys with:

AI support. Journey Optimizer B2B Edition includes Adobe AI Assistant Content Accelerator, which helps quickly create personalized email content for each buying group member based on their account, role, product interest, and more, reducing time to market. Journey Optimizer B2B Edition also provides instant help and best practices that make it easy to learn on the fly. Take a closer look.
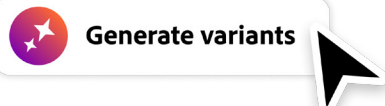

Brand assets

Buying group 1

BOOST. CONVERT. GROW.

Download eBook

Buying group role

Influencer ⌄

Buying group role

Discover ⌄

✦ **Generate variants**

4. Increasing pipeline quality with marketing qualified buying groups (MQBGs).

Current challenge. B2B purchase decisions are complicated and often made by buying groups comprised of several key stakeholders across different roles and departments. Generating qualified pipeline for sales using traditional marketing qualified leads (MQLs) doesn't provide the data and context necessary to streamline the modern buying and selling process. Marketing and sales need a solution that offers a full view of buying groups for specific products and target accounts, an accurate picture of demand, and greater focus on the right buying group members to progress a deal.

Solution. You want a solution that measures buying group engagement as a whole and aligns marketing and sales around MQBGs. It should automatically convert buying groups into MQBGs when engagement score thresholds are reached, and then automatically deliver them to sales — with valuable insights, of course. Take a closer look.
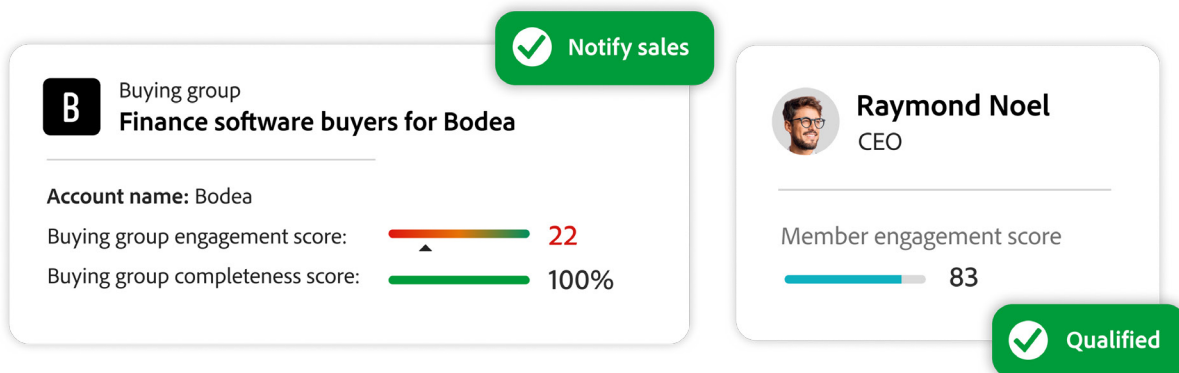
From our experts:

Lack of unified, transparent data and collaboration between sales and marketing makes it harder to agree on strategy and prioritize the funnel. When teams share the same data and tools for qualifying leads, everyone becomes more efficient — as does the pipeline they service — which boosts ROI and conversion.

Read our blog on MQBGs to learn more.

Journey Optimizer B2B Edition helps you qualify MQBGs with:

Engagement scores. Buying group engagement scoring saves a lot of time and keeps your team's attention on the right accounts at the right time. It helps you understand group progression through the funnel and ensures you're not missing opportunities. Once a threshold is reached, the group can be converted to an MQBG and automatically delivered to sales with outreach and urgency already prioritized.

✅ Notify sales

B Buying group
Finance software buyers for Bodea

Account name: Bodea
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Buying group completeness score: 100%

Raymond Noel
CEO

Member engagement score
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✅ Qualified

Adobe Journey Optimizer B2B Edition — revolutionizing the way revenue teams drive business growth.

Empower your sales and marketing teams to collaborate better and deliver more exceptional customer experiences with account focus and buying group precision. With built-in AI capabilities automating processes for identification, qualification, and engagement, Journey Optimizer B2B Edition delivers the precision and scalability to accelerate sales cycles, identify and fill gaps in buying groups, tailor personalized journeys, and enhance pipeline quality. For B2B organizations looking to improve operational efficiency and significantly boost ROI, it's a valuable addition to the team.

Learn more about how Journey Optimizer B2B Edition can help your organization build high-quality pipeline and maximize revenue growth.

[Discover more]