

Rewiring the B2B Rulebook

Today we're all digital explorers. The evolution of both our online channels and the devices we use to access them has changed not only how we connect with each other, but also our rules of engagement and indeed, business models themselves.

Is this shifting technological landscape impacting how B2B customers interact with your brand?
Let's take a look.

68% of B2B customers report that ease of finding product info online is an important factor when researching business purchases, more than peer and colleague opinion (59%).

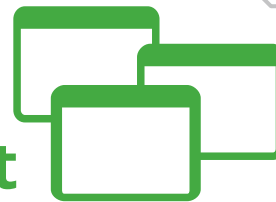


1 in 4 B2B customers, from the C-suite to small businesses, report using their mobile phones when researching business purchases online.



The C-suite is far more likely to also use a tablet (21% C-suite versus 12% non C-suite).

71%
Internet



The Internet is B2B customers' leading source for researching business purchases.



41%
professional associations



39%
trade shows



37%
catalogs



33%
consultants



31%
direct mail



11%
TV

31% among the C-suite say the web has a strong influence

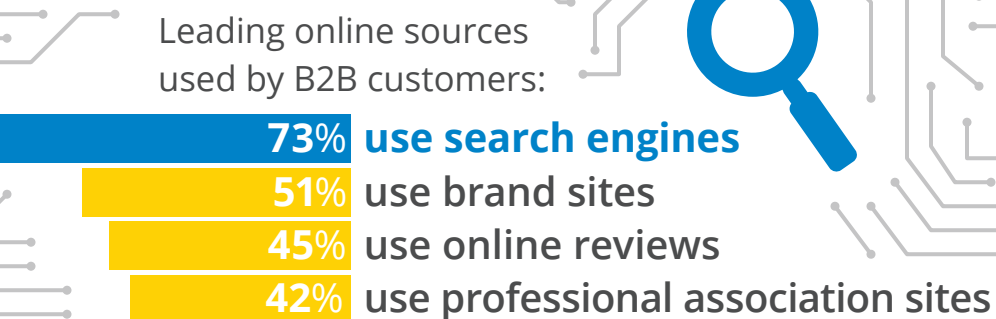


on their opinions of companies when researching potential business purchases; that's **double** the amount of influence wielded by colleagues and friends, and **8x** the influence of TV.

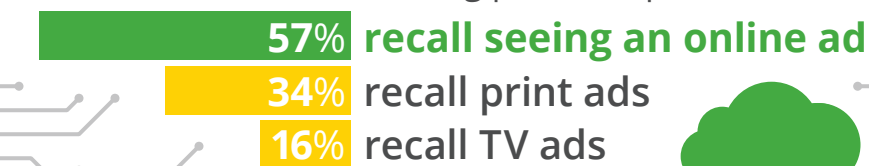


66% of small and medium businesses report using the web to find new companies

when researching potential business purchases; 35% use tradeshow and 24% use catalogs.



Ad recall by B2B customers while researching potential purchases:



Branded searches for B2B companies on **YouTube more than doubled** over the last year.

On average, over 660k Internet users are referred from YouTube to a B2B brand site each month.

1 in 3 B2B customers who use online sources visit social networks as part of their research, and 47% report reviewing brand fan pages to learn more about a company.

