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European B2B Marketers Must Look To Consumer Buying Behaviours To Attract and Retain Customers, Reveals Adobe

New Research Finds Customer Experience, Purpose, and Transparency are Driving Convergence of Business and Consumer Marketing

London, UK – 15 May 2019 – Today Adobe kicked off Summit EMEA 2019, Europe's largest customer experience conference. Traditional distinctions between business-to-business (B2B) and business-to-consumer (B2C) marketing are rapidly becoming a thing of the past with research, revealing that purchasing behaviours usually more prevalent amongst consumers are now echoed by enterprise buyers. This is according to the *Creating Epic Customer Experiences* report from Marketo, an Adobe company, which surveyed 1,215 B2B marketers and B2C buyers from across a variety of industries in Europe.

The biggest purchasing drivers for business buyers now include brand transparency – a consideration for four-fifths of B2B buyers (78%) – while over two-thirds (68%) factor brand-purpose into the buying decision, and half (49%) expect a personalised customer experience.

As these business-buying motivators evolve, the report points to a need for all marketers to adopt a 'Business-to-Everyone' (B2E) approach. With 70% of B2B marketers surveyed stating they struggle to differentiate their offerings in a crowded market, marketers must now engage with target audiences based on individual requirements and behaviours, rather than the traditional distinctions between B2B and B2C.

The *Creating Epic Customer Experiences* report identified three key areas of convergence:

1. **The need for transparency**
Just as privacy, transparency, and trust have become a priority for consumers, so it is for business buyers. The report reveals that B2B buyers now expect the same experience from B2B brands. At least eight in 10 B2B buyers surveyed (83%) want to ensure the company will protect their personal data, and four- fifths (78%) want a brand to be transparent and honest about how they work.

2. **The importance of brand purpose**
Brand purpose and ethical, sustainable values haven't only taken a strong hold in the consumer sphere – they're a big priority for business contracts. Over two-thirds of B2B buyers (68%) surveyed say that brand purpose is important during the buying decision process: two-thirds (67%) strive to work with brands with strong environmental credentials, and 64% are more likely to consider organisations that demonstrate fair, ethical practises throughout the entire supply chain.

B2B marketers are missing opportunities if their brand's core values and purpose aren't clear – nearly half (48%) state they have lost sales as a result of this, and a third of business buyers (30%) say they'll walk away if a brand's values seem at odds with theirs.

3. **Effective customer experience management across the lifecycle**
Consumer brands are increasingly turning to technology to deliver seamless, personalised experiences across all digital touchpoints – delivering the right messages at the right time that drive customer sign-ups and repeat business. This is where personalisation is crucial to customer acquisition and retention – nearly half of B2B buyers (49%) state that tailored offers and communications encourage them to stick with a provider.

Yet there is a clear imbalance between what buyers actively seek and what marketers aim to deliver, with a third of B2B marketers (32%) struggling to personalise offers to their customers' needs. In a 'Business-to-Everyone' environment, technology is critical in helping marketers personalise experiences at scale consistently across channels and throughout the lifecycle of the customer.

Tim Creak, Senior Marketing Specialist, Fujitsu, said: "With an unprecedented level of access to information, we're living in a time of unparalleled transparency, and trust is a key currency. So, it's not surprising that trust and purpose are becoming increasingly important in buying decisions. Your research is spot on. As buyers and sellers of software, this something we're seeing from a Fujitsu perspective as well."

Jamie Anderson, President EMEA, Digital Experience at Marketo an Adobe company, said: "The fundamental psychology of what drives a purchase is no different, whether it's consumer or enterprise. The experience should be the

same for all individuals, both B2B and B2C alike. They expect whoever is marketing to them to know who they are, what they want, and to understand which stage of the buying journey they are on. Today's B2B marketers need to embrace the idea of offering authentic customer experiences that give B2B buyers what they've come to expect in their personal lives. Ultimately, in the context of 'Business-to-Everyone', the fine line between epic and epic failure is unequivocally experience."

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About the Marketo Creating Epic Customer Experiences 2019 report
The *Creating Epic Customer Experiences* report is from Marketo, an Adobe company. 910 online interviews with B2B buyers took place to understand what they want, need, and expect from brands at different stages of the buying funnel. A further 305 online interviews with marketing decision makers took place to understand the challenges they face in getting the right engagement at each stage of the sales funnel.

Methodology
Surveyed 910 B2B buyers across the UK, Germany and France. Survey respondents were drawn from a range of company sizes and job functions, including IT, Finance, HR and Operations. 305 marketing professionals with varying levels of seniority from across the same three territories were interviewed. Respondents from both groups ranged from 18-65+ years of age.

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