

# Media Trends

B2B MARKETING - INDUSTRY  
MEDIA BUYING TRENDS

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## Overall Industry Trends

### AI Assisted Revenue for Demand Generation <sup>1</sup>

Revenue Digital Assistants are powered by a multi-model Conversational AI platform that uses a number of Large Language Models, including GPT, to engage all your contacts in Powerfully Human conversations designed to drive pipeline and convert customers like never before.

By analyzing patterns and identifying key variables, AI algorithms can generate predictions on future sales performance, helping sales teams make informed decisions regarding resource allocation, inventory management, and sales strategies. This leads to more accurate sales forecasting and improved revenue planning.

AI Revenue Assistants are also helping sales teams process more leads at scale and ultimately can bring organizations more business and ROI for their outgoing sales efforts.

Companies are converting more leads into sales opportunities and MQLs at a faster rate, leaving more time for Sales teams to focus on their next prospects and get ahead of the curve in finding new account prospects that are in-market for their solutions and technologies.

With AI Digital Assistants, taking out the manual work and automating the Sales outreach processes can also leave more time for coordination between Marketing and Sales which can potentially result in more strategically planned ABM strategies and list generation. Aligning these automated lead nurture tactics with a solid demand generation program plan to continue

to feed the funnel with engaged prospects should help B2B organizations stay ahead of the curve.

## How are AI tools like ChatGPT changing B2B Marketing? <sup>2</sup>

ChatGPT has only been around for six months, and it may not have changed the world completely, but generative AI is certainly a game-changing tool. Artificial intelligence, at its simplest definition is getting machines to do anything which a human mind can do, but much faster and more efficiently. Generative AI is a specific application: it means using AI to create text, images or other media from text or spoken prompts. And it continues to learn as data is churned.

Does this mean marketing's role will be reduced to feeding a few prompts into an AI app? Of course not, it will just mean that while a lot of time consuming content creation processes can be replaced, time will be freed up for marketers to add value in other ways.

How is AI helping marketers today? Companies are using Generative AI to do everything from content creation and market research to customer support and personalization. In the B2B space specifically, among other things, this technology can help track possible buyers through their journey, noting and ranking any interactions they have with marketing channels, and help determine when a customer is ready to buy.

Will AI intelligence replace human connections in Marketing? The answer depends on who you ask. Some say it will in the long run and has already but others feel customers will know the difference. In the end, smart companies will need to keep adapting fast, use the tools where they can get the most benefit from, and use human intelligence where they can make a difference. Companies that don't embrace AI will be left behind.

## Google Analytics 4: More than a trend <sup>3</sup>

One of the big milestones for web analytics in 2023 is the final implementation of Google's new Business Intelligence suite, Google Analytics 4 (or GA4). Migrating data from Universal Analytics, traditional Google Analytics, to GA4 is a cross industry task for H1. From July, Universal Analytics (UA) will stop recording data and will only allow data history to be viewed up to 6 months after the final migration date.

The new version of the tool will offer the following benefits:

- Collect data from websites and applications to better understand the customer journey

- Use event-based data instead of session-based data
- Include privacy controls, such as cookie-free measurement
- Predictive capabilities to guide without complex models
- Direct integrations with social media platforms to generate actions on a website or app

If not implemented yet, it's recommended to do so to start building data history as soon as possible and to be able to start having a cross-channel view of the different channels involved in your strategy. Google Analytics 4 will be a revolution in Google's measurement environment.

## Applying the power of TV to more narrow B2B audiences <sup>4</sup>

It is generally acknowledged that TV is the most impactful medium, combining sight, sound, color, and action. Most B2B advertisers don't consider it, however, due to the high costs and mass delivery historically associated with TV advertising.

The growth of streaming channels, connected TVs and the latest set-top boxes now enable B2B advertisers to deliver TV ads to business decision makers within specific industries or geographic areas. The Interactive Advertising Bureau (IAB) estimates that CTV ad spending will increase 14.4% this year.

While production costs can still be a barrier, many B2B advertisers repurpose video content from their online campaigns for connected TV schedules.

## Full stream ahead: The continued merge of Linear and Connected TV <sup>5</sup>

Streaming opportunities continue to be on the climb so the way for advertisers to insert into the living room continue to evolve, making the TV industry look a lot different today than it used to.

In addition to linear TV, advertising within streaming environments allow brands to reach more diverse audiences with unique ad placements. Top streaming giants (Netflix, Disney+) are using ad-supported tiers to increase viewership. The overall trend is that audiences are constantly diversifying their viewing habits and publishers of all types are evolving to ensure growth.

With new viewing opportunities for consumers, brands will need to think holistically when trying to find their audience. Converged TV opportunities will be critical to reach brands' overall audience, and they need to think about buying both linear and streaming to ensure they are reaching their most valued customers wherever they are. Strategic Media sees Addressable TV

as a unifying tool where advertisers can reach their audience holistically, with offerings available across linear and streaming in a unified buy.

Programmatic technology is also revolutionizing TV advertising, with the digital space already capitalizing on automation, increased flexibility and transparency. Now we're seeing programmatic technology transforming the TV space as well.

CTV is among the fastest-growing channels in digital advertising. Last year, CTV advertising spending in the U.S. was valued at \$14.2 billion. In 2022, CTV accounted for more than one-fifth of total programmatic video ad spending, as well as one-tenth of total programmatic digital display. Since CTV advertising continues to grow overall, the programmatic component of this emerging market is also enjoying an upswing.

## **Publishers may be fighting a losing battle against the lead gen specialists** <sup>6</sup>

Over 90% of display advertising in the US will be purchased programmatically this year, according to Statista (up from 69% in 2019). Individual publishers still sell banners on their sites (many for a very hefty cost per thousand) but the advantages of programmatic in terms of targetability and cost efficiency are compelling to advertisers. Now a similar scenario is playing out in the lead generation category.

A multitude of lead gen specialist firms has emerged offering B2B leads for \$30 or less. This compares to a cost per lead of \$50 or more with programs from individual publishers. The lead gen specialist firms are also able to use key target account lists and deliver leads based on specific geography, company size and job title/function.

Programs with publishers seldom offer these filters or charge a large premium for implementing them. The days of simply providing a white paper to a publisher and having them post it on their site and capture leads from whoever finds it of interest are probably gone forever.

## **Quantifying the contribution of awareness to lead gen efforts**

Awareness and lead generation are typically thought of as mutually exclusive campaign objectives. The reality is more complex, with awareness playing a key role in the effectiveness of a lead generation campaign. The logic is simple, you are more likely to respond to an offer from a company you know and trust.

Thanks to more sophisticated tracking tools now being introduced by media companies providing both programmatic online and intent-based lead generation programs, we are finally able to quantify the contribution made by awareness campaigns to the effectiveness of an accompanying lead gen program.

This can even be taken to the level of frequency exposure. How much more likely are those exposed to an awareness message three times, to respond to a lead gen offer than those exposed only once or not at all? For those of us in B2B media, these types of tools provide the silver bullet to confirm something we have long suspected.

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**Sources:**

- 1) B2B Nation (Podcast series) and Boston Consulting Group
- 2) Monkey Media
- 3) Google
- 4) Statista
- 5) Insider Intelligence
- 6) Interactive Advertising Bureau