

Media Trends

B2B MARKETING - INDUSTRY
MEDIA BUYING TRENDS

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Industry Trends

AI-Assisted Revenue and AI Impact on Demand Generation Advertising ¹

The rise of AI technology is revolutionizing demand generation advertising in B2B marketing. AI-powered tools are enabling businesses to streamline workflows, optimize ad campaigns, and generate more accurate insights into customer behavior. AI-assisted revenue strategies combine data-driven decision-making with automation to create personalized, scalable advertising efforts. These innovations are accelerating the pace at which businesses identify and engage potential leads, ultimately boosting ROI and improving efficiency.

Key themes:

- **AI-Driven Personalization at Scale**
 - AI allows for hyper-personalized targeting by analyzing large datasets to understand user intent and behavior.
 - Tools like predictive analytics and dynamic creative optimization (DCO) can serve tailored ads in real time based on audience data.
 - Key Platforms: Demandbase, 6sense, and Adobe Sensei.
- **Automated Lead Scoring and Qualification**
 - Machine learning models enable businesses to score leads with greater accuracy, prioritizing prospects that are most likely to convert.

- By automating these processes, marketers can allocate resources more effectively, focusing on high-value opportunities.
- Impact: Sales cycles are shortened, and marketing ROI improves.
- **AI-Powered Content Optimization**
 - AI tools analyze user engagement metrics to suggest or create content tailored to audience preferences.
 - Platforms like ChatGPT, Jasper, and Copy.ai help streamline content creation, ensuring relevance and timeliness.
 - Impact: Increased engagement and reduced content production time.
- **Enhanced Predictive Analytics**
 - AI allows marketers to forecast demand more accurately by analyzing historical data, market trends, and customer intent.
 - Tools such as Gong and Pathmatics predict customer behavior and optimize campaign budgets accordingly.
 - Impact: Better decision-making and resource allocation for demand generation campaigns.
- **AI-Enabled Ad Automation**
 - Programmatic advertising, powered by AI, automates ad placement, bidding, and optimization across channels.
 - Machine learning algorithms adjust campaigns in real time to maximize efficiency and performance.
 - Example: Platforms like Google Performance Max and Meta Advantage+ campaigns.

Predictions:

- **Greater Efficiency and Cost Savings**
 - AI automation will reduce the need for manual processes in ad creation, targeting, and optimization, leading to more efficient campaign management and cost savings.
- **Deeper Customer Insights**
 - AI will enhance the ability to understand and predict customer intent, resulting in more accurate targeting and messaging for demand generation.
- **Higher ROI for Demand Generation Campaigns**

- By enabling marketers to focus on high-value prospects and optimize campaigns in real time, AI will deliver improved conversion rates and overall ROI.
- **Rise of Conversational AI**
 - AI-powered chatbots and virtual assistants will play a key role in engaging leads, answering queries, and nurturing prospects, further driving demand generation efforts.
- **Increased Use of Predictive Analytics**
 - Companies will increasingly rely on AI to analyze past performance, predict future outcomes, and allocate marketing budgets strategically.

AI technology is transforming B2B demand generation advertising by enhancing personalization, automating workflows, and driving actionable insights. Companies that adopt AI-powered tools will gain a significant competitive edge in optimizing their campaigns, improving lead quality, and achieving measurable revenue growth. As AI capabilities continue to evolve, businesses must embrace these innovations to remain agile and drive sustainable results.

Applying the Power of TV to More Narrow B2B Audiences ²

Television advertising, once considered a tool for mass-market B2C campaigns, is increasingly being leveraged for B2B advertising. The rise of Connected TV (CTV), Over-the-Top (OTT) platforms, and programmatic targeting enables marketers to reach highly specific B2B audiences. By combining the broad reach and storytelling power of TV with the precision of digital targeting, B2B brands can deliver impactful campaigns that engage niche audiences effectively.

Key themes:

1. **The Convergence of Linear TV and Digital Targeting**
 - Traditional linear TV remains effective for brand building, but its integration with data-driven targeting is enhancing its utility for B2B marketers.
 - Platforms like Comcast Effectv and Spectrum Reach allow marketers to combine audience data with TV ad placements to reach business decision-makers.
2. **Connected TV (CTV) and OTT for Precision Targeting**

- CTV and OTT platforms (e.g., Hulu, Roku, and Amazon Prime Video) offer advanced targeting capabilities similar to digital advertising.
- B2B marketers can target specific industries, job titles, or geographies with precision, improving ROI and reducing wasted impressions.
- Example: A SaaS company delivering targeted ads to IT Managers during business or technology-related programming.

3. Programmatic TV Advertising

- Programmatic technology allows advertisers to buy TV ad space in real time, enabling campaigns to be optimized dynamically based on performance data.
- Tools like The Trade Desk and MNTN provide automated solutions for buying and measuring TV ad campaigns tailored to niche audiences.

4. TV as a Storytelling Medium for B2B Brands

- Television excels at delivering emotional and visually engaging narratives that build trust and awareness.
- For B2B brands, TV allows the opportunity to humanize complex solutions through storytelling, enhancing brand recall and perception.

5. Measurable ROI and Attribution

- Advances in TV ad measurement allow marketers to attribute conversions, leads, and other KPIs back to TV campaigns.
- Platforms like iSpot.tv and Innovid provide tools for tracking performance and understanding how TV impacts demand generation.

Predictions:

1. Expanded Adoption of CTV and OTT in B2B Marketing

- As targeting capabilities improve, more B2B marketers will allocate budget to CTV and OTT platforms to reach specific audiences with less media waste.

2. Better Integration of TV with Digital Campaigns

- TV will increasingly be integrated into cross-channel marketing strategies, combining its reach with the precision of digital.

3. Data-Driven TV Advertising

- B2B marketers will leverage advanced data analytics to optimize TV ad placements, ensuring campaigns reach high-value decision-makers.

4. Enhanced Attribution Models

- Improved measurement tools will make it easier to demonstrate ROI from TV campaigns, increasing its role in demand generation strategies.

5. B2B Brand Storytelling Will Increase

- Companies will use TV to elevate brand narratives, moving beyond product-focused messaging to build trust, authority, and market leadership.

The evolution of TV advertising through CTV, OTT, and programmatic technology has opened new opportunities for B2B marketers to reach narrow, high-value audiences. By combining TV's storytelling power with precise targeting and measurable results, B2B brands can deliver campaigns that resonate deeply with decision-makers and drive demand generation. As technology continues to improve, leveraging TV will become a critical component of forward-thinking B2B advertising strategies.

How AI Tools Like ChatGPT Are Helping B2B Marketers ³

AI tools like ChatGPT are transforming B2B marketing by enhancing efficiency, personalization, and creativity. These tools allow marketers to produce high-quality content, streamline workflows, and deliver tailored messaging at scale. By leveraging AI-powered solutions, businesses can optimize campaigns, improve customer engagement, and gain actionable insights, ultimately driving better outcomes across their demand generation strategies.

Key Themes:

1. Content Creation and Optimization at Scale

- AI tools like ChatGPT enable B2B marketers to generate content such as blogs, emails, social posts, and ad copy quickly and efficiently.
- Generative AI helps brainstorm ideas, fine-tune tone and style, and ensure alignment with audience personas and industry-specific needs.
- Example: Marketers can use ChatGPT to produce drafts of thought leadership articles or industry reports, saving hours of manual effort.

2. Improved Customer Engagement Through Personalization

- AI tools analyze data to deliver personalized messaging for different customer segments, improving engagement rates.
- ChatGPT-powered tools craft tailored email subject lines, chatbot interactions, and ad variations that resonate with decision-makers.

- Impact: Higher click-through rates, increased conversions, and improved ROI on campaigns.

3. Scalable Campaign Execution and Testing

- Generative AI streamlines ad copy testing, allowing marketers to test multiple variations of headlines, descriptions, and creatives in real time.
- Automation reduces manual effort while ensuring campaigns are optimized for performance and scalability.
- Tools like ChatGPT enhance agility, enabling faster iterations and optimization cycles.

4. AI-Powered Customer Support and Lead Nurturing

- ChatGPT-powered chatbots deliver instant, 24/7 customer support, helping to answer queries, qualify leads, and nurture prospects.
- AI chat tools provide contextual, intelligent responses that maintain a human-like tone, improving customer satisfaction.
- Impact: Faster response times, reduced support costs, and improved lead conversion rates.

5. Market Research and Data Analysis

- AI tools analyze vast amounts of data to summarize trends, customer behavior, and competitor insights.
- B2B marketers use these tools to identify content gaps, refine strategies, and better understand industry trends.
- Example: Using ChatGPT to summarize market research reports and identify actionable insights quickly.

Predictions

1. Accelerated Content Production

- Generative AI tools will increasingly replace time-consuming content creation processes, allowing marketing teams to focus on strategy and innovation.

2. Greater Personalization Across Channels

- Marketers will use AI to deliver hyper-personalized campaigns across email, social media, and paid advertising, enhancing engagement and loyalty.

3. Improved Campaign Performance Through Automation

- AI will enable faster campaign testing and optimization, improving efficiency and ensuring higher ROI across digital and traditional channels.

4. Enhanced Customer Support Experiences

- AI chatbots and virtual assistants will become integral to nurturing leads and providing round-the-clock support, improving customer satisfaction.

5. Data-Driven Decision-Making

- AI tools will play a larger role in analyzing customer data, enabling marketers to make informed, strategic decisions for future campaigns.

AI tools like ChatGPT are revolutionizing how B2B marketers create content, engage customers, and optimize campaigns. By automating repetitive tasks and enabling personalization at scale, these tools enhance efficiency, creativity, and performance. As generative AI continues to evolve, businesses that integrate AI-powered tools into their strategies will see significant gains in productivity, customer satisfaction, and marketing ROI. To remain competitive in the fast-paced B2B landscape, marketers must embrace AI-driven solutions to unlock new levels of innovation and effectiveness.

Worldwide B2B Marketing Spend Set to Increase ⁴

Global B2B marketing spend is on the rise as businesses allocate more resources to digital transformation, customer acquisition, and brand building. Driven by economic recovery, advances in technology, and evolving buyer behaviors, marketers are investing in platforms, tools, and campaigns that deliver measurable outcomes. This trend highlights an increasing commitment to advertising, with particular emphasis on data-driven approaches and ROI-focused strategies.

Key Themes

1. Investment in Digital Advertising

- Digital channels, including social media, search, and programmatic advertising, continue to see increased budgets.
- B2B marketers are prioritizing performance marketing to generate measurable leads and revenue.
- Example: Platforms like LinkedIn and Google Ads are seeing higher spend as businesses target professionals and decision-makers.

2. Focus on Content and Thought Leadership

- B2B brands are investing in high-value content such as webinars, whitepapers, videos, and research reports.

- Thought leadership content helps businesses build trust, demonstrate expertise, and attract qualified leads.
- Impact: Greater customer retention and acquisition through credibility and brand authority.

3. Growth of Account-Based Marketing (ABM)

- ABM strategies are gaining traction as businesses focus on high-value accounts.
- Increased investment in personalized advertising campaigns and tools allows marketers to tailor content to specific accounts.
- Impact: Improved engagement, stronger relationships, and accelerated sales cycles.

4. Adoption of Advanced Analytics and ROI Measurement

- B2B marketers are prioritizing data-driven decision-making to track and optimize campaign performance.
- Tools and platforms offering attribution modeling, predictive analytics, and real-time reporting are key investments.
- Example: Companies are using tools like Salesforce and HubSpot to measure ROI and refine their strategies.

Predictions

1. Increased Budgets for Digital Campaigns

- Digital ad spend will outpace traditional channels as businesses prioritize performance-driven marketing.

2. Greater Adoption of Account-Based Marketing

- Companies will continue investing in ABM tools and tactics to improve targeting and conversion of high-value accounts.

3. Stronger Emphasis on ROI and Measurable Impact

- Marketing teams will focus on campaigns and platforms that deliver tangible business outcomes.

4. Continued Investment in AI and Automation

- AI-powered tools will help businesses optimize campaigns, analyze data, and improve targeting efficiency.

5. Enhanced Multi-Channel Strategies

- Marketers will integrate digital, content, and traditional advertising to create cohesive, results-driven campaigns.

As global B2B marketing spend continues to rise, businesses are doubling down on digital transformation, measurable outcomes, and data-driven strategies. By leveraging advanced tools, ABM tactics, and high-value content, marketers can better engage audiences, optimize ROI, and accelerate growth. Companies that align their budgets with these trends will position themselves for success in an increasingly competitive landscape.

B2B Marketing Trends for 2025 ⁵

As 2024 concludes, Demandbase's second edition of *The State of B2B Advertising Report* highlights transformative trends poised to reshape B2B marketing in 2025. Drawing on insights from over 140 customers, industry experts, and campaign data, the report identifies privacy-first advertising, influencer marketing, programmatic advertising, and cross-channel campaigns as pivotal themes for the year ahead.

Key Themes:

1. Privacy-First Advertising Becomes the Standard

- Compliance with evolving regulations and consumer expectations makes privacy-centric strategies essential.

2. Influencer Marketing Gains Ground in B2B

- B2B brands increasingly leverage influencer marketing, breaking traditional boundaries of its B2C origins.

3. The Rise of Programmatic Advertising

- Automation and scalability are replacing manual ad management, cementing programmatic approaches as the norm.

4. Cross-Channel Campaigns Unlock Higher ROI

- Integrated campaigns drive superior performance compared to siloed efforts, highlighting the value of multi-channel strategies.

Predictions:

- **Enhanced Campaign Precision:** Privacy-focused advertising will necessitate advanced data strategies to deliver personalized experiences without compromising compliance.
- **Increased Adoption of Influencer Strategies:** B2B marketers will increasingly collaborate with industry experts to drive authenticity and engagement.

- **Automation-Driven Efficiency:** Programmatic advertising will streamline operations, enabling marketers to scale campaigns while maintaining targeting accuracy.
- **Higher ROI Through Integration:** Multi-channel campaigns will become a cornerstone of B2B strategies, blending awareness-building efforts with direct lead generation.

Demandbase's findings underscore the necessity of a holistic, cross-channel approach to B2B marketing. As the data illustrates, integrating tactics like display ads with platforms such as LinkedIn, email, and Google delivers exponential results. Beyond driving engagement, this approach fosters trust and brand recognition, which are critical to lead generation. For marketers, 2025 presents an opportunity to innovate by merging automation, influencer collaboration, and privacy-first practices into a cohesive strategy that delivers measurable business outcomes.

Sources:

- 1) Forbes - How AI is changing B2B Marketing
- 2) AdExchanger - How CTV is transforming B2B Advertising
- 3) Harvard Business Review - How Generative AI is Changing Marketing
- 4) Gartner - Worldwide Marketing Spend Forecast
- 5) Demandbase