

Accept No Limits: A Report on B2B Marketing in 2020

The Challenges and Opportunities
Revealed in a Survey of Top CMOs



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Introduction

Change, especially the kind of change marketers have experienced in 2020, is uncomfortable. It's disruptive. It affects the way we do business. But with change comes opportunity for those who adapt most effectively.

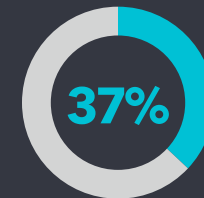
3Q Digital surveyed **500 CMOs in the B2B industry** to gauge challenges, priorities, and investment plans in the second half of 2020 and into 2021.

What the data immediately shows is an industry in flux, with the majority of CMOs focused on maintaining the health and well-being of their companies and their employees in a year unlike any we've experienced.

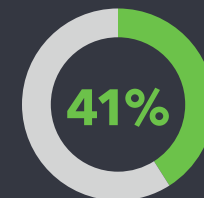
Then we dug a little deeper...

What was your company's approximate annual revenue during its last fiscal year?

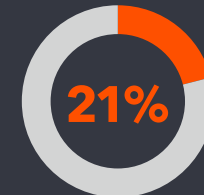
Respondents' Demographics



\$1B or more



\$250 - 999M



\$100 - 249M

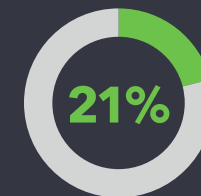
Within the survey responses, we found opportunities for transformative change on the macro B2B level and opportunities to take advantage of relative soft spots in the competitive landscape.

The road to B2B success in 2021 won't be easy, but it will be underpinned by: sophisticated data strategies and technologies that accommodate the growing demand for user privacy; advanced customer segmentation and understanding to help address new challenges in the path to purchase; and improved customer experience across channels and digital properties to meet the surge of online engagement head-on.

We'll explore these initiatives (and more) at length in this report, which includes recommendations for how to adjust marketing priorities in 2020 and beyond to help marketers transcend would-be limitations of the current landscape and set up their brands for success.

Let's get started.

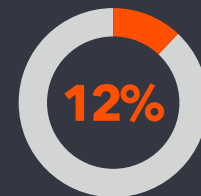
The majority of respondents come from these B2B-specific industries:



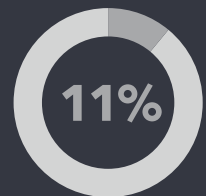
Financial Services



Software/SaaS



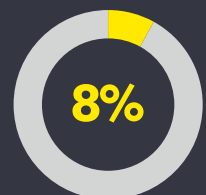
Construction



Manufacturing



Professional Services



Tech Hardware