

All Roads Lead to Digital: The New B2B Buying Journey

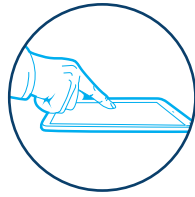
Buyers spend more time learning through digital channels than on any other activity across the buying process—including interacting with sales reps.



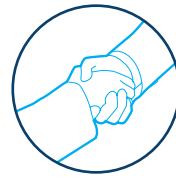
27%
Researching Independently Online



22%
Meeting with Buying Group



18%
Researching Independently Offline

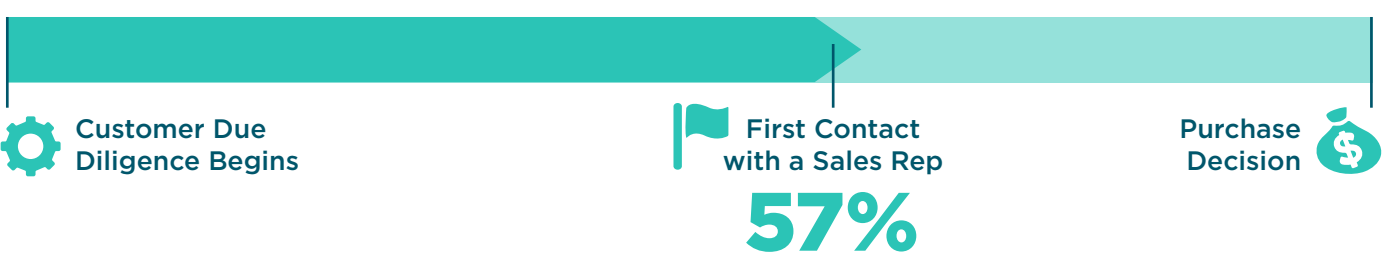


17%
Meeting with Potential Suppliers



16%
Other

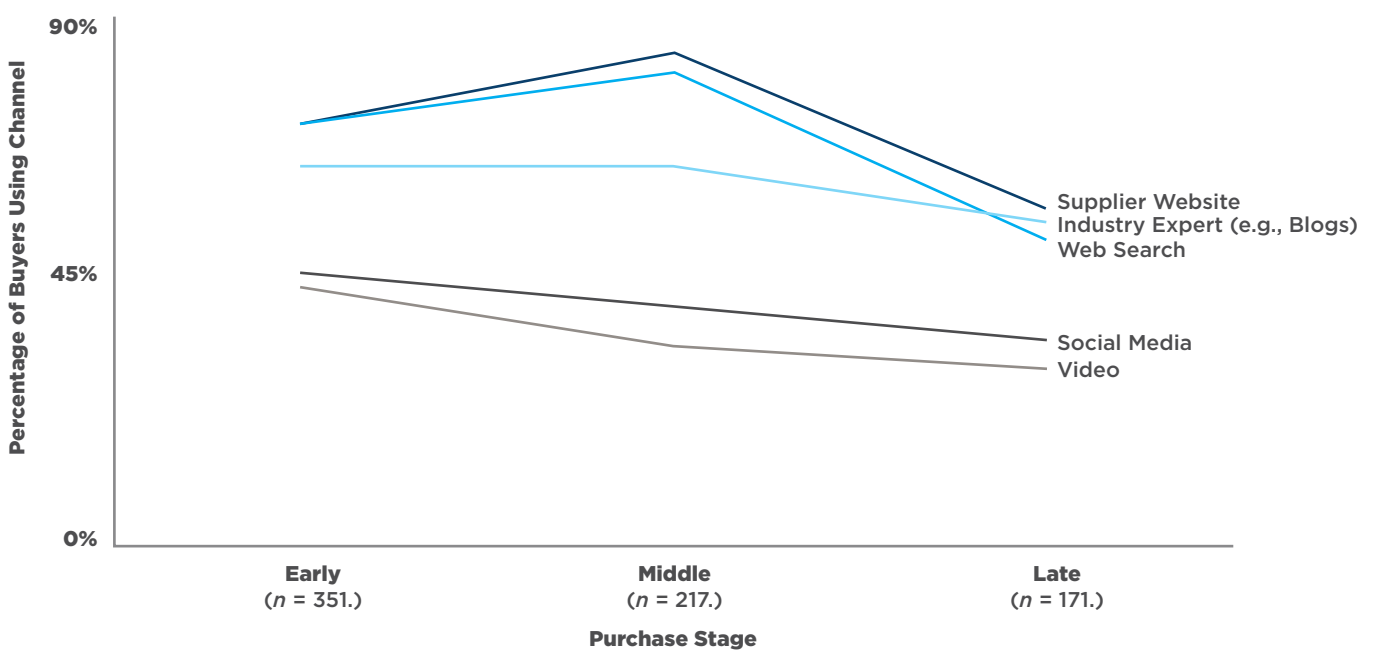
But marketers are missing opportunities to engage customers, as conventional digital marketing strategies only move customers to the Sales “handoff.”



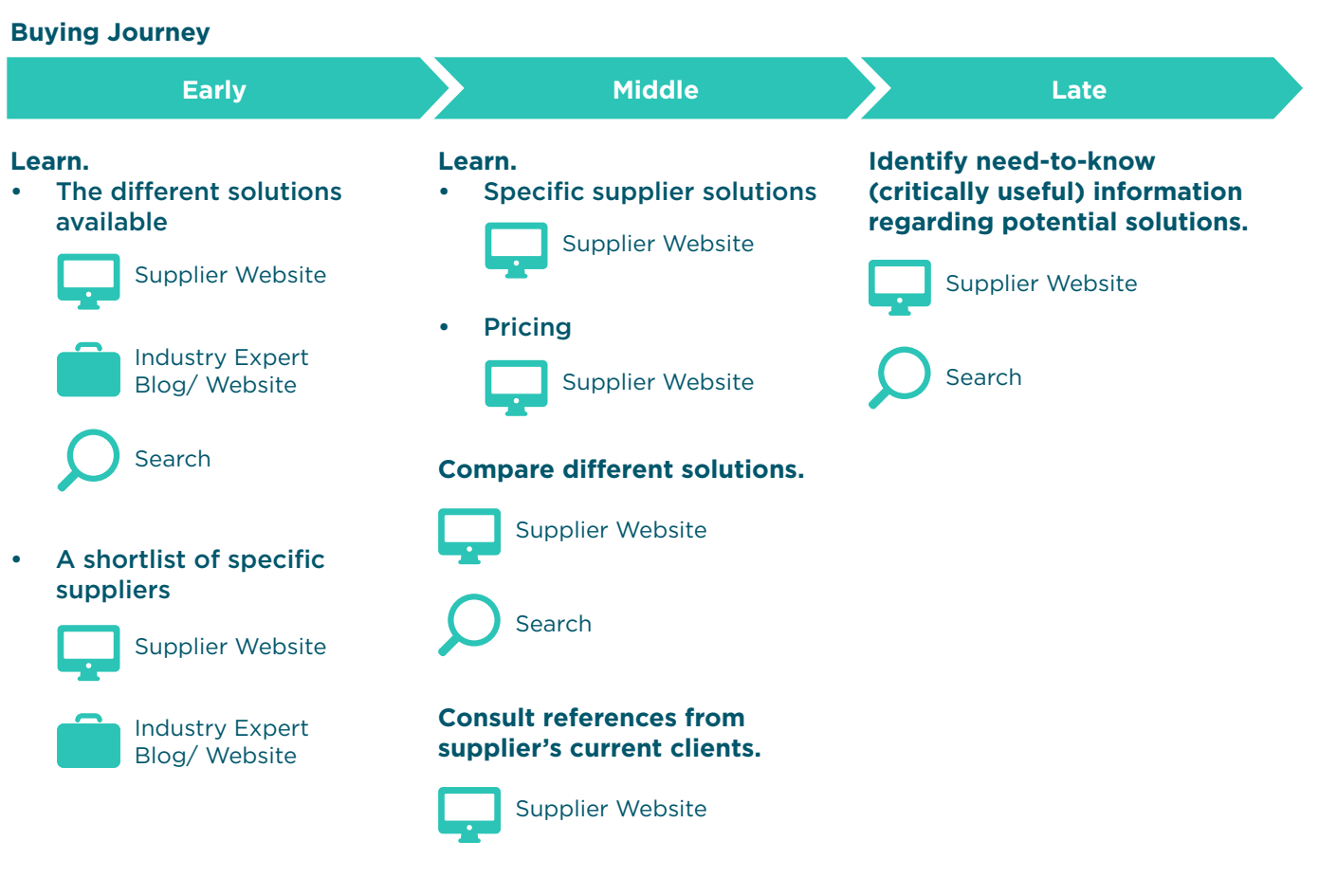
Learning through digital sources actually continues for the entirety of the buying journey—well past the point of Sales acceptance.

83% of buyers use at least one digital information channel in the final stage of their buying journey, after their initial contact with Sales.

Buyer Use of Digital Channels Throughout Buying Process



Top Digital Tasks Across the Buying Journey



Are you making the most of your website to support and influence customers across their entire buying journey?

To learn more, visit <http://cebur.com/1s8n>.

n = 750.
Source: CEB 2017 Digital B2B Buyer Survey.

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