BUYER INSIGHTS
& INTELLIGENCE
S E R I E S

Sleuthing For Success:
Cracking The Code To Engage Elusive B2B Buyers

WEBCAST SERIES

JULY 15-19, 2024

> *Modern buying cycles are deceptively short — B2B buyers don't initiate contact with sales until they're about 70% through their buying journey and, 84% of the time, they already know what vendor they're going to pick once they surface.*

With more than two-thirds of the buyer's journey conducted anonymously, practitioners need to channel their inner private investigators to uncover clues that help them track, identify and understand the ever-elusive B2B buyer.

The onus continues to be placed on marketing to create early-stage content that engages buyers and influences decision-making. However, there are various tools and strategies marketers can employ to get ahead of their competition and quickly uncover when prospects and accounts are entering a buying cycle.

The days of feeling powerless against masked and mysterious buyers are behind us. The *2024 Buyer Insights & Intelligence Series* will magnify the top tools and strategies promoting proactive prospect engagement.

DEMAND GEN®
REPORT

BUYER INSIGHTS & INTELLIGENCE
SERIES

THE 2024 SERIES WILL TOUCH ON:

1,600-2,000
REGISTRANTS
EXPECTED

PROMOTED
TO **75,000+**
SUBSCRIBERS

WEEK-LONG
DIGITAL EVENT

PRODUCED BY
**DEMAND GEN
REPORT**

Advanced analytics tools that help uncover hidden patterns in buyer behavior to enable hyper-personalized marketing messages and content at scale

How to **identify businesses actively researching solutions** related to a company's offerings

The shift away from individual leads to a more holistic understanding of accounts, which involves **gathering insights on different decision-makers within a target company** and tailoring message accordingly

The power of their first-party data — such as website analytics, CRM data and customer surveys — in providing a unique understanding of existing customer needs and preferences

The importance of mapping out touch points along the buyer's journey to create targeted content and interventions to guide buyers toward a purchase

DEMAND GEN REPORT

ENGAGEMENT REPORT FOR YOUR SESSION

REGISTRATION LIST FOR ALL SESSIONS*

ALWAYS-ON ASSET FOR **ON-DEMAND PROMOTION**

FULL RIGHTS TO RECORDING OF YOUR SESSION

BENEFITS OF SPONSORSHIP

- **Custom 30-minute simu-live webcast:** DGR editor to moderate and facilitate Q&A

- **Guided content:** DGR to work with you on the title and focus of webcast

- **Custom engagement report:** Contact information of those who register and attend your session

- **Shared lead pool:** To gain access to the full registration list, sponsors are required to drive a minimum of 50 registrants to their session

- **Custom HTML invite and social image:** DGR will provide you with assets to promote your session to your database

- **Logo inclusion:** On joint promotional page

- **MP4 file of the webcast:** To host on your site, segment for lead nurturing campaigns, etc.

- **Downloadable assets:** Opportunity to post up to five (5) assets within the webinar resources list and receive download details for each

- **Solution Spotlight:** Opportunity to submit your solution to be posted on the DGR site

- **Multi-channel Promotion:** DGR will promote the series through all available channels, including our weekly newsletter (70k+ subscribers), the Demand Gen Report site, dedicated emails and social channels.

INVESTMENT: **$19,500**

If your solutions are aligned with these core areas of campaign optimization and you are interested in sharing a use case or best practices as part of this series, contact us today!

GET IN TOUCH

* After reaching registration requirement

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