

2025

Demand Generation Benchmark Survey



Leading Marketers Are Scaling Personalization,
Optimizing Operations & Tying Strategy to Revenue in 2025

Executive Summary

As the B2B marketing industry moves into the second half of the year, organizations are reevaluating their strategies, budgets, and priorities to align with shifting customer expectations, technological advancements, and heightened demands for measurable impact.

This year's *"Demand Generation Benchmark Survey"* offers an in-depth look at how marketing leaders are navigating this dynamic, ever-evolving environment — revealing increased confidence, strategic clarity, and a sharpened focus on driving business growth through smarter investments and more personalized engagement.

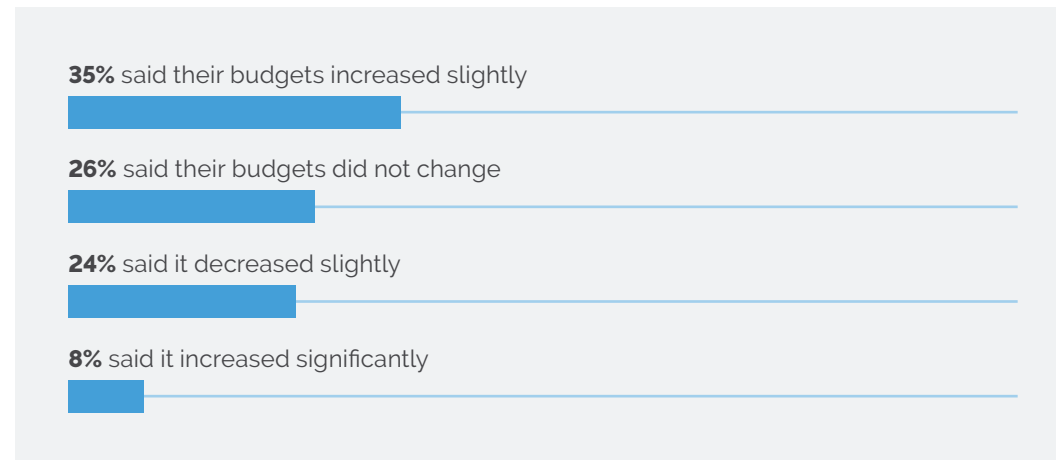
The findings highlight key trends shaping the future of demand generation, including expanding budgets, a renewed emphasis on account-based and content marketing, a growing commitment to marketing operations, and an industry-wide push for stronger revenue attribution. The data not only reflects how marketing teams are allocating resources but how they are redefining success — linking marketing activities more directly to tangible business outcomes.

The following report distills the most important insights from the survey, providing a snapshot of where marketing is headed in 2025 and the priorities that will define high-performing organizations in the coming year.

Expanding Budgets Lead to Stronger Investment in Personalization & Engagement

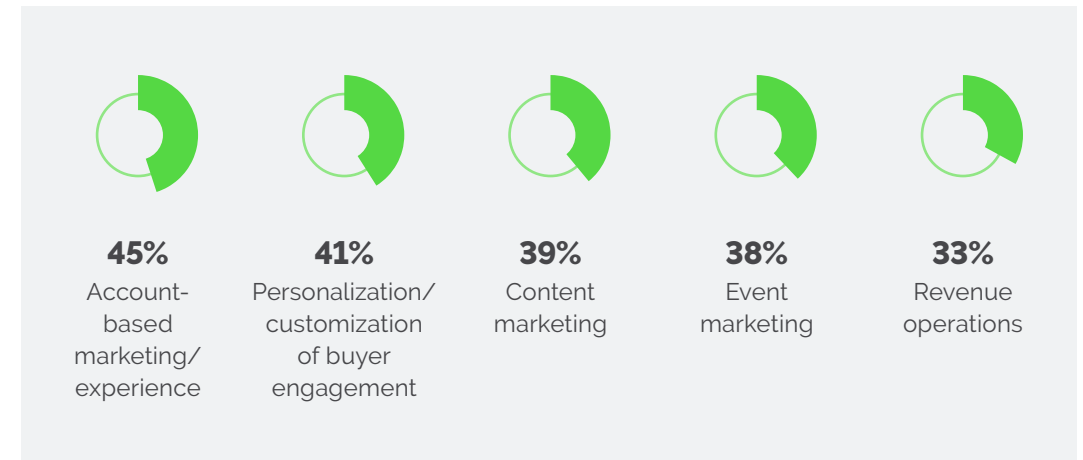
As B2B organizations navigate shifting market dynamics, many are demonstrating renewed confidence in their marketing strategies through increased investment. The survey shows that nearly seven in 10 respondents are working with marketing budgets that have either grown or remained steady compared to the previous year — a clear signal that businesses continue to view marketing as a critical driver of growth.

When asked if their overall marketing budget has changed between 2024 and 2025:



Organizations that invest in refining marketing operations will likely enjoy a competitive advantage by capitalizing on emerging trends and advanced technologies. This reflects a growing recognition of the significant role marketing plays in driving business growth.

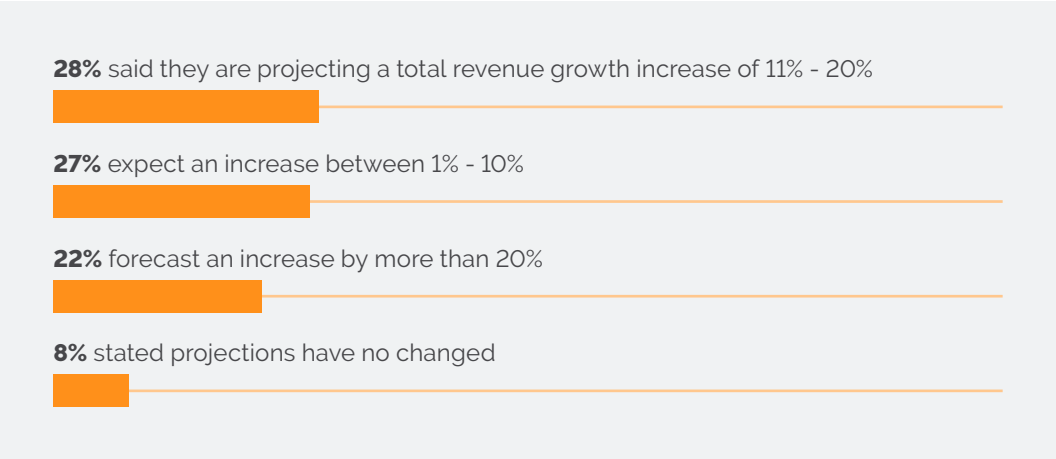
When asked about the strategies seeing the greatest budget prioritization, most respondents emphasized tactics that focus on delivering tailor-made experiences that foster deeper connections with audiences, including:



This trend signals that businesses recognize the importance of personalization and strategic customer engagement as key differentiators in highly competitive markets.

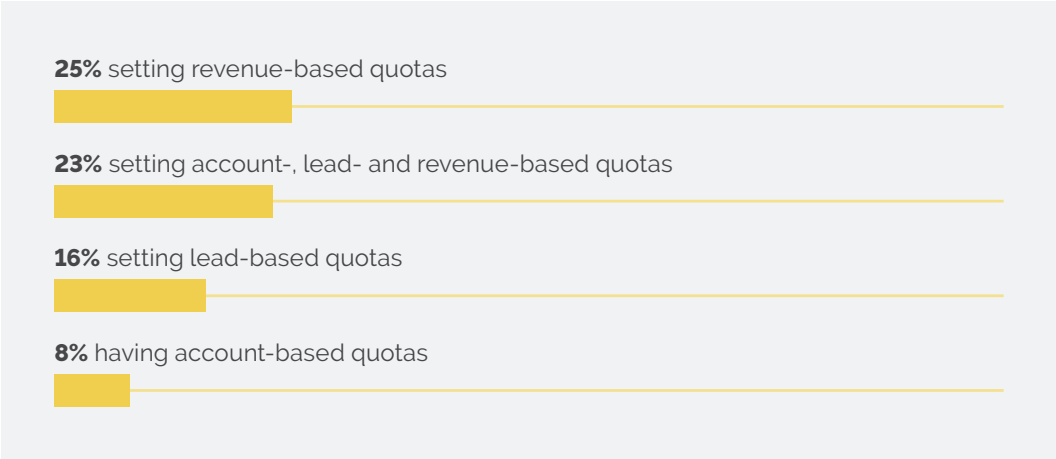
Marketers Reveal Optimism Around Revenue Growth

Despite economic pressures, the survey revealed marketers' optimism for strategies that tie marketing efforts directly to measurable outcomes. **Organizations overwhelmingly are forecasting growth to some degree in 2025:**



Investments in marketing operations are on the rise as well, signaling a sharp focus on efficiency and scalability. To achieve these goals, more than 55% said they were making investments in marketing operations, while 17% confirmed a substantial rise and 38% signaled a slight increase. Marketing-sourced revenue remains a key metric, with 61% of companies attributing annual revenue to leads driven by their marketing efforts. Metrics related to revenue generation, pipeline influence, and opportunities generated continue to dominate as top marketing priorities.

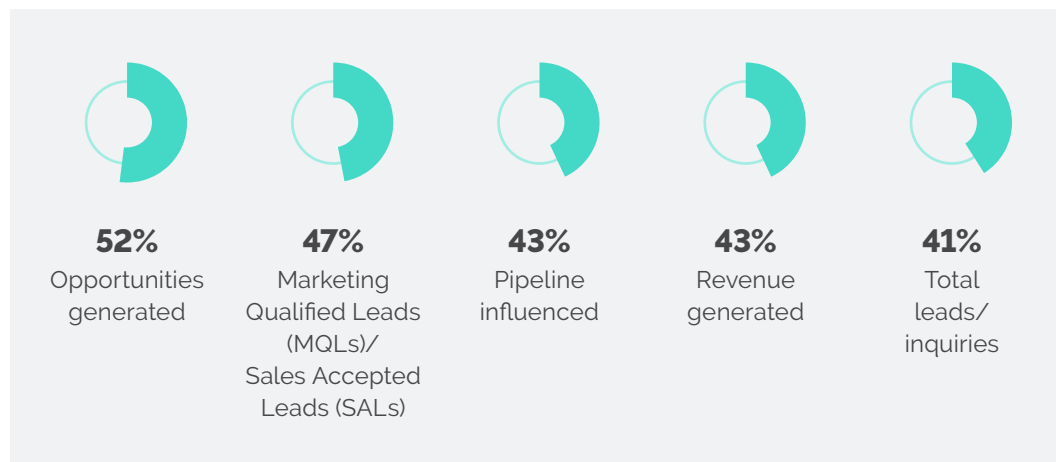
Performance quotas are still an industry standard with:



Fifteen percent replied they do not have quotas this year but plan to institute them in 2026 and 13% have no plans to set quotas.

Top KPIs and the Growing Demand for Revenue Accountability

When asked to choose the top three metrics they are measured on, five were cited by more than 40% of respondents, including:



These metrics were followed by marketing-sourced revenue at 35%, renewals/client expansion at 13%, with engaged accounts and web traffic each at 12%.

With 61% confirming their company's annual revenue is attributable to marketing-sourced leads year over year, a total of 72% of this cohort reported they've seen an increase of up to 25% (36% citing a less than 10% increase, and another 36% citing between 11%-25%). Eight percent said it contributed between 26%-75%, while 2% reported an increased between 76%-100%.

When it comes to the company's annual revenue being attributed to marketing-sources leads, **72% reported an increase of up to 25% year over year.**

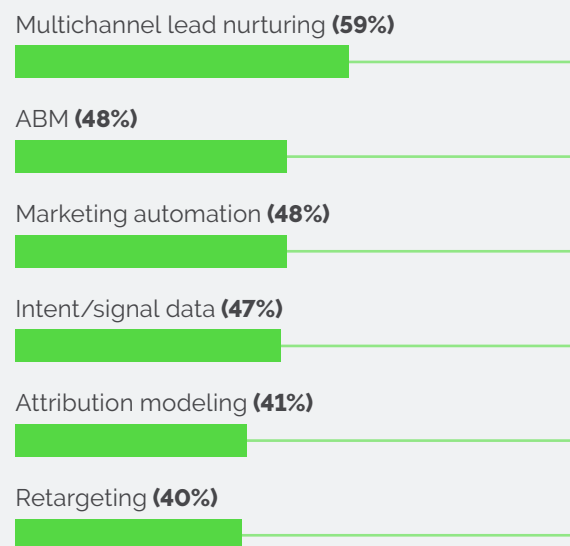
B2B Teams Double Down on Content, Nurturing, and Targeted Outreach

Storytelling and education in B2B marketing are an essential role. Investing in case studies, videos, and ABM reflects a shift toward strategies that engage customers beyond traditional promotional tactics, leveraging education and connection to drive results.

When asked to choose the top five content formats they plan to invest more in through 2026:

-  **57%** chose case studies
-  **47%** signaled lead nurturing campaigns
-  **45%** noted video
-  **40%** marked account-based advertising
-  **38%** are investing in webinars
-  **35%** are focusing on industry events/trade shows
-  **31%** are opting for regional field events such as dinners and meetings

B2B marketers have a plethora of tools at their disposal. **When it comes to the tools and/or tactics they plan on testing and/or deploying this year, respondents pointed to:**



Three channels separated themselves in the question of what channels do B2B marketers plan to increase investments in to drive leads into pipeline through 2026:



Four other answers received above 40% from respondents: Account-based advertising and retargeting at 47%, with online ads and social posts at 42%.

Demand Gen Goals Shift to Attribution, Alignment, and Quality

When it came to describing their current ability to measure campaign attribution and influence, 57% said they are actively engaged, 33% plan to be able to measure within the next year and 10% do not currently have any plans to do so.

When asked to name the top three priorities for their demand generation goals:

55% to increase conversion rates on MQLs to opportunities

52% to better measure the ROI of their demand gen initiatives

38% to better align marketing and sales departments around GTM initiatives

33% to nurture leads to avoid missing opportunities

31% to shift from lead volume and MQL generation to generate more high-quality leads

26% to improve their ability to analyze the right pipeline metrics, as well as reassess and formulate their strategy for generating qualified leads.

B2B professionals are prioritizing **improved campaign attribution, alignment** between marketing and sales, and generating higher-quality leads over traditional metrics like lead volume.

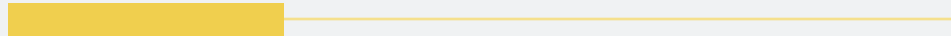
Bridging the Gaps in Data Strategy and Team Alignment

While the survey reveals many positive trends, it identifies areas where businesses could do better — the biggest being intent data. While 21% of respondents stated they have an intent data strategy being executed and measured, 28% offered that they are using it but do not have a fully designed strategy. Eighteen percent said they are currently developing or looking into an intent data strategy and 4% have plans but haven't started the process of implementation yet.

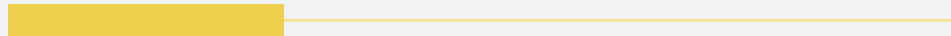
The survey also looked to see how marketing teams are functioning.

When asked “What best describes your current approach to brand building and demand generation?”

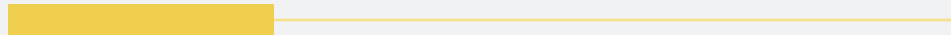
29% have a fully integrated approach to brand and demand marketing



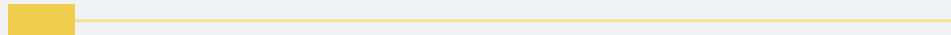
29% have brand and demand marketing teams plan together but don't share the same goals



28% have their brand and demand marketing working together on shared campaigns and goals



7% run completely independently of each other

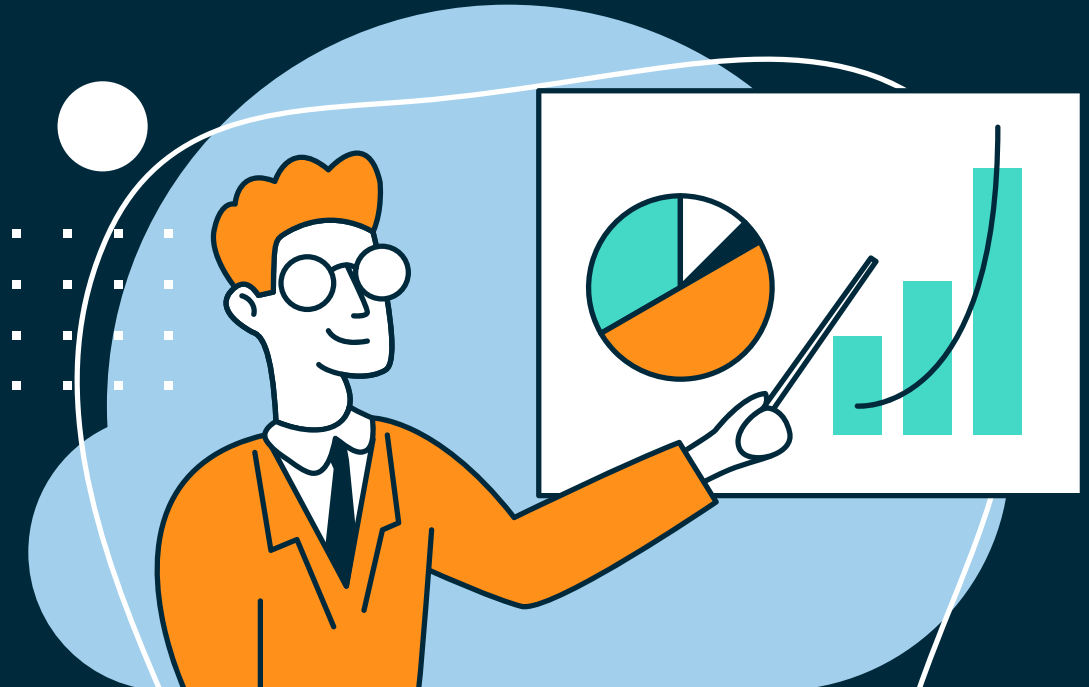


Over 90% of respondents reported sales and marketing teams working together when it comes to **brand building and demand generation.**

What Drives Success: Lead Precision and Performance Take Priority in 2025

This year's survey reveals key priorities for professionals as they work to refine their strategies and drive success. Topping the list is the focus on generating increased lead quality, with 20% of respondents rating it their most important goal. That was followed by generating increased lead volume as the top goal for 16% of respondents; conversely, it was cited as the least important by 23% of respondents.

Improving the ability to measure and analyze marketing impact and improving conversion rates and campaign results both ranked at 14% as a top priority, while generating the right contacts/stakeholders within target accounts was ranked by 11%.



Conclusion

The 2025 survey results reveal distinct strategic shifts and evolving priorities in demand generation among B2B practitioners year over year.

In 2024, the focus was on navigating the transition away from third-party cookies, with an emphasis on increasing budgets for intent data and account-based marketing strategies. Practitioners aimed to do “more with less,” seeking to improve conversion rates and enhance personalization to attract high-quality leads. This period marked a renaissance of ABM and a growing investment in content marketing and sales enablement to align marketing efforts with sales.

The readout from the 2025 survey is a maturation of strategies toward acquisition-focused approaches, reflected by the growing reliance on metrics such as MQLs and SALs.

With budgets more firmly allocated, organizations are focusing on refining attribution modeling and deepening the integration of brand and demand marketing efforts.

Respondents placed greater emphasis on identifying and nurturing the right leads through ABM advertising and multichannel nurturing approaches. And the importance on quality over quantity continued to grow, where lead nurturing and conversion took precedence over sheer lead volume.

These findings underscore the progression from tactical experimentation in 2024 to a more refined and aligned demand generation landscape in 2025, positioning organizations for continued growth despite economic uncertainties.

DEMAND GENERATION PRIORITIES

2025

- 1. Focusing on lead quality over quantity**
2. Improving conversion rates and campaign results
3. Generating the right contacts/stakeholders within target accounts
4. Improving their ability to measure and analyze marketing impact
5. Leveraging intent/signal data to identify new opportunities

2024

- 1. Improving conversion rates and campaign results**
2. Focusing on lead quality over quantity
3. Improving their ability to measure and analyze marketing impact
4. Generating the right contacts/stakeholders within target accounts
5. Generating increased lead volume

About the Survey

The 2025 Demand Generation Benchmark Survey aims to offer a comprehensive snapshot of how businesses are shifting their strategies in response to a dynamic market landscape.

With participation from industries representative from the fields of software (38%), consulting (24%), healthcare (12%), and financial services (5%), this survey reveals key priorities, challenges, and opportunities for growth. As for individuals taking the survey, 28% of respondents represented businesses generating less than \$10 million, while 16% came from organizations with revenue exceeding \$1 billion. The remaining respondents represented businesses of varying revenue scales.



Demand Gen Report is a targeted online publication that uncovers the strategies and solutions that help companies better align their sales and marketing organizations, and ultimately, drive growth. A key component of the publication's editorial coverage focuses on the sales and marketing automation tools that enable companies to better measure and manage their multichannel demand generation efforts.

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Klaudia Tirico is an experienced editor, writer, and content director specializing in B2B marketing. With a strong background in shaping compelling narratives and leading content strategy for industry events, Klaudia excels at translating complex marketing trends into engaging experiences. She brings deep expertise in curating thought leadership, managing editorial teams, and producing high-impact content that drives audience engagement and brand growth.