B2B marketers broadly agree that branding is increasingly critical...

- **87%** of B2B marketers agree that B2B products can be inspirational to B2B buyers.
- **97%** of B2B marketers agree that B2B marketing plays an important role in creating awareness and consideration.
- **95%** of B2B marketers agree that brand marketing is used to differentiate from competitors.

Note: For the survey, n = 330; for the expert interviews, n = 25. Question A1: The following section presents a series of statements related to brand marketing in the B2B context. Please select the statement that best represents your perspective (strongly agree, agree, neutral, disagree, strongly disagree, no opinion).
… yet some B2B marketing budgets do not reflect this importance

DISTRIBUTION OF B2B COMPANIES (%)

| 8 | 14 | 22 | 26 | 30 |

SHARE OF PAID MEDIA MARKETING BUDGET INVESTED IN BRAND (%)

- 0–10
- 11–20
- 21–30
- 31–50
- >50

Note: For the survey, n = 330; for the expert interviews, n~25. Question B1: What % of your paid media marketing spend is brand versus performance marketing?
Furthermore, companies that invest 20% or less of their budget in brand marketing cite several common reasons for doing so:

- **~33%** say brand marketing has a business impact, but they are unable to measure it.
- **~61%** believe key stakeholders don’t believe in the business impact of brand marketing.
- **~26%** mention they don’t have the capabilities to successfully brand market, such as cohesive messaging.
- **~57%** respond other.
- **~20%** believe other.
- **~36%** express other.


Note: For the survey, n = 330; for the expert interviews, n = 25. Question B2: Why does your company not invest more in brand marketing? Question B3: What would it take for you to spend more on brand marketing?

*Question only posed to those who invested 20% or less of paid media marketing budget in brand (n=74).
We segment companies into four levels of brand marketing maturity; few B2Bs achieve best practice.

<table>
<thead>
<tr>
<th>Maturity</th>
<th>Nascent</th>
<th>Emerging</th>
<th>Differentiating</th>
<th>Amplifying</th>
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<tr>
<td></td>
<td>27</td>
<td>37</td>
<td>26</td>
<td>10</td>
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</tbody>
</table>

Note: For the survey, n = 330; for the expert interviews, n=25.
Higher brand marketing maturity correlates with a higher return on brand marketing expenditure

AVERAGE ROMI ON BRAND PAID MEDIA MARKETING EXPENDITURE

Note: For the survey, n = 330; for the expert interviews, n =~25. Pp = percentage points. ROMI = return on marketing investment. Question G17: Please estimate your typical return on brand paid media marketing spend over the last three years (e.g., if you invested ~$10 and measured a ~11 return you would input ~110% return on brand paid media spend).
Mature brands see significant correlation between marketing metrics and sales volume and growth

SHARE OF BRANDS THAT SEE SIGNIFICANT CORRELATION BETWEEN KPIS AND REVENUE (%)

<table>
<thead>
<tr>
<th>Brand awareness metrics</th>
<th>Brand perception metrics</th>
<th>Brand engagement metrics</th>
<th>Customer advocacy metrics</th>
<th>Employee satisfaction metrics</th>
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<tbody>
<tr>
<td>27</td>
<td>43</td>
<td>71</td>
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<td>79</td>
<td>20</td>
<td>71</td>
<td>67</td>
<td>67</td>
</tr>
</tbody>
</table>

Note: For the survey, n = 330; for the expert interviews, n=25. Question G3: Do you attempt to measure the correlation between these KPIs and sales (volume and/or revenue)? If so, what correlation do you see (very strong, significant, moderate, small, negligible)?
One B2B company conducted an experiment and determined the total ROMI from brand marketing to be 640% over a four-year period.

The total value projected is 6.4 times more than the in-year value.

Current value
- Profit in current year from customer acquisition and cross-sell

Future value
- Profit in years 2–4 from customer acquisition and cross-sell
- Future impact of growth in brand metrics

Long-term ROMI

Source: BCG.
Note: ROMI = return on marketing investment.