



The B2B Buying Disconnect: Meet the New Software Buyer

Meet the Experts



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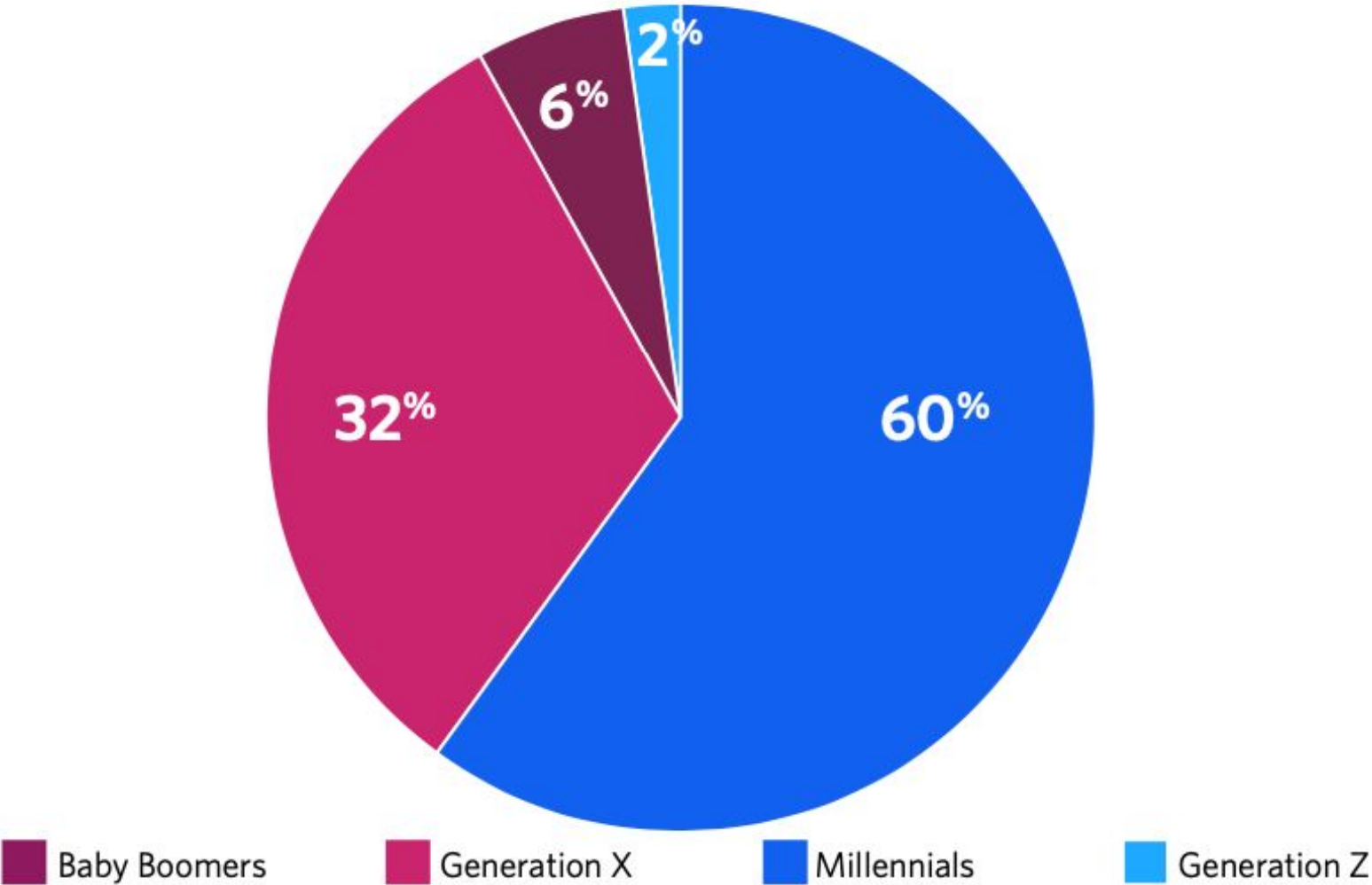
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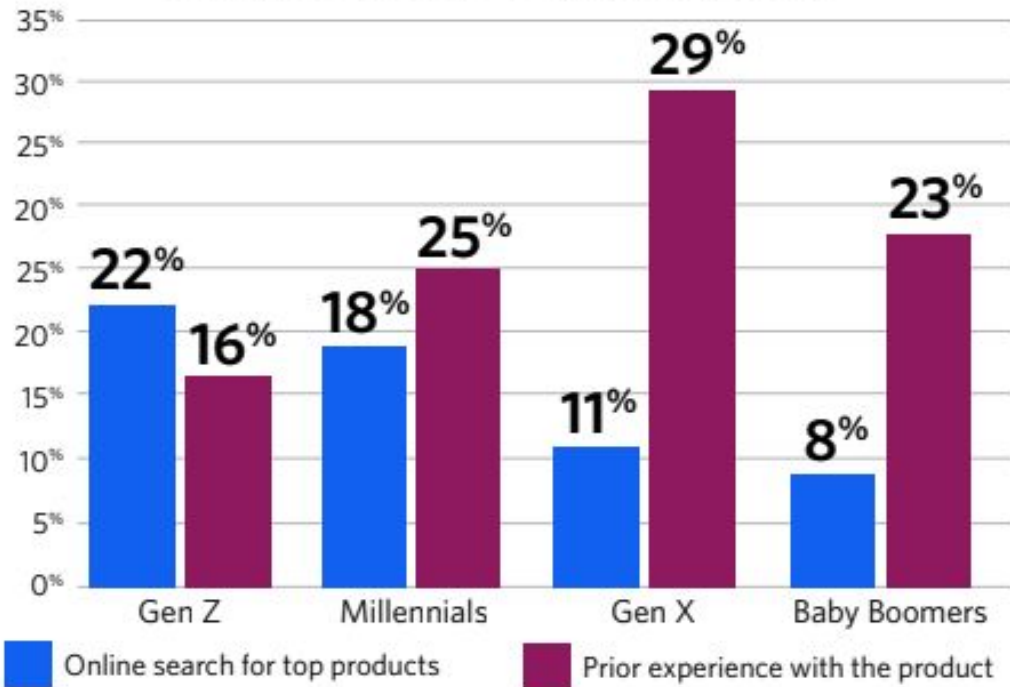
 [@vinaybhagat](https://twitter.com/vinaybhagat)

60% of B2B Tech Buyers are Millennials

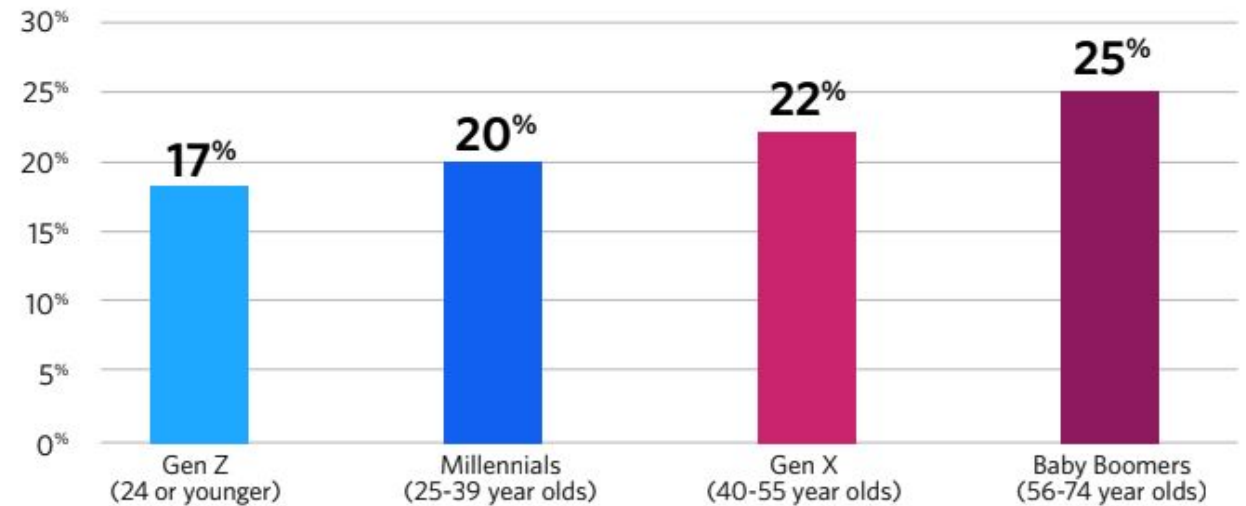


Younger Tech Buyers Shop Differently

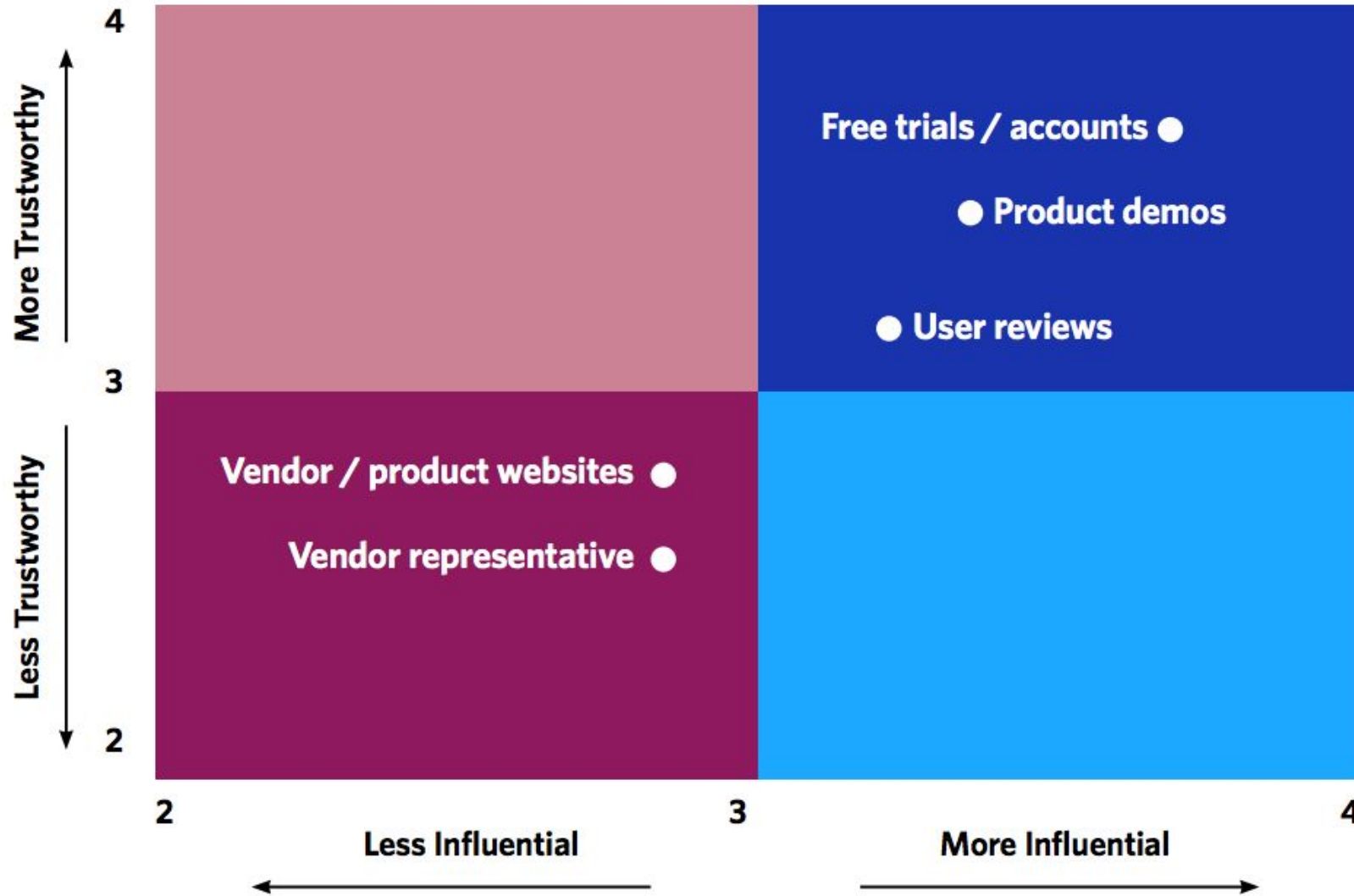
Millennials are More Likely to Find Products Online vs. Rely on Experience



Likelihood to Use Analyst Rankings & Reports

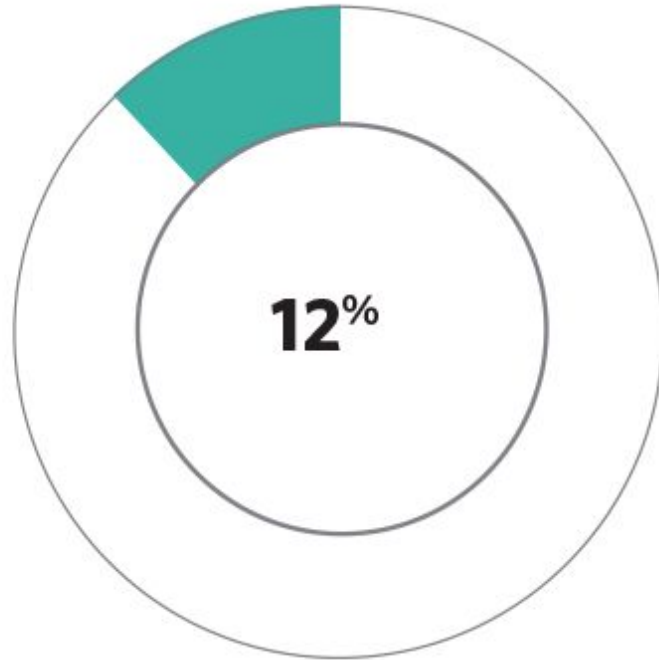


Most Trusted/ Influential Sources (All Tech Buyers)

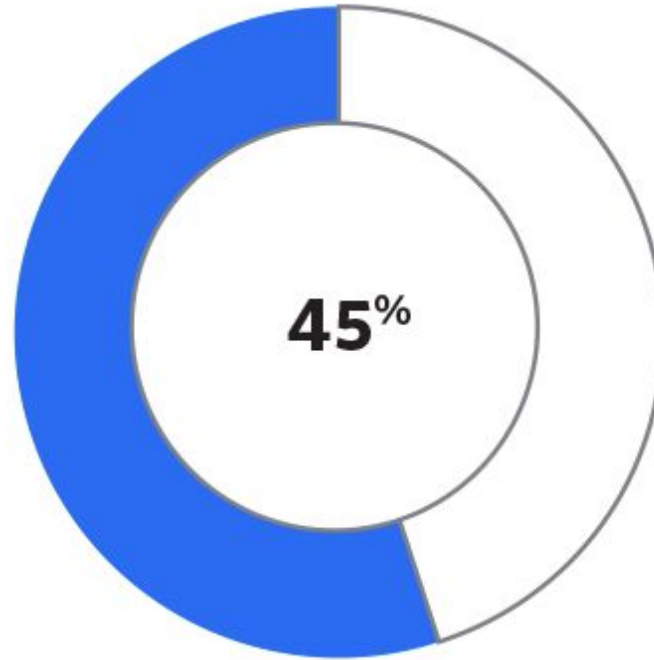


The Sphere Influence of B2B Tech Reviews

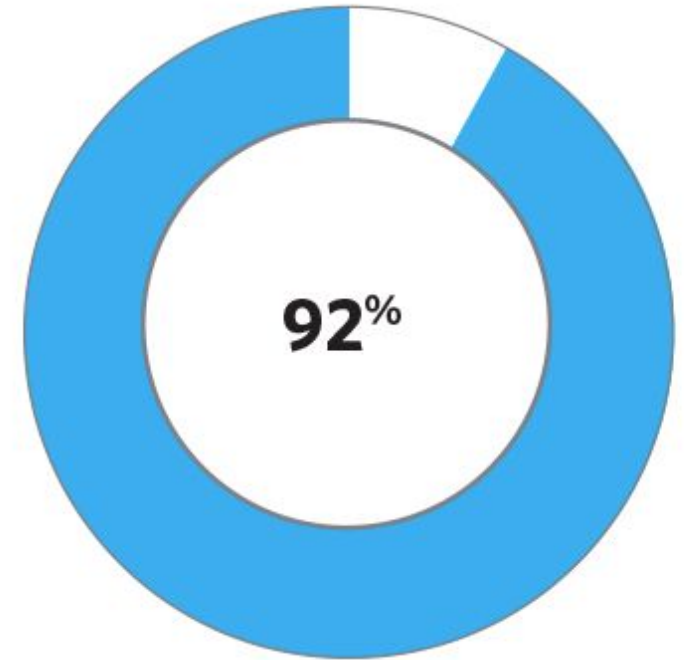
12% of buyers who use reviews share them with more than 10 people



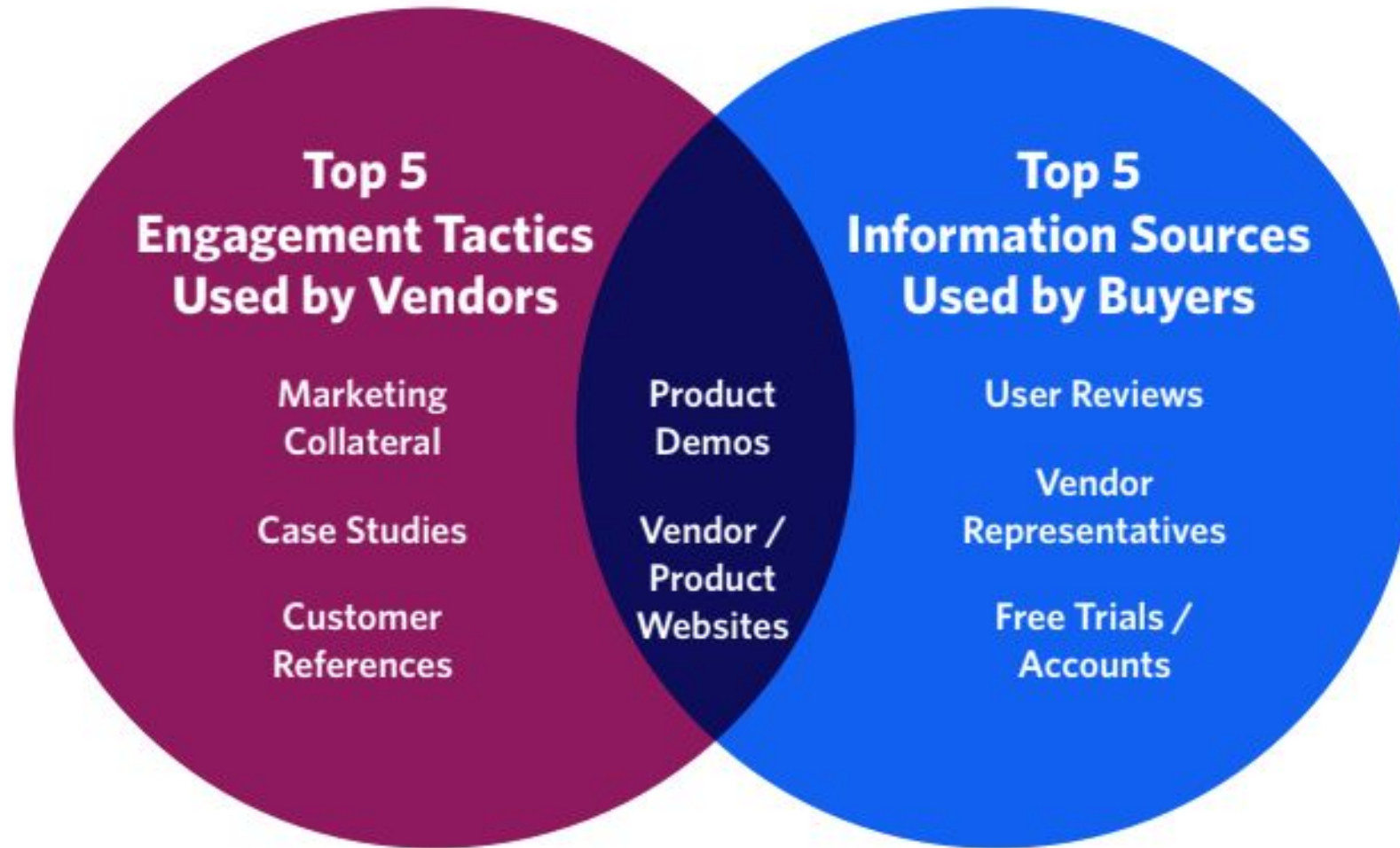
45% of buyers who use reviews share them with more than 4 people



92% of buyers who use reviews share them with collaborators

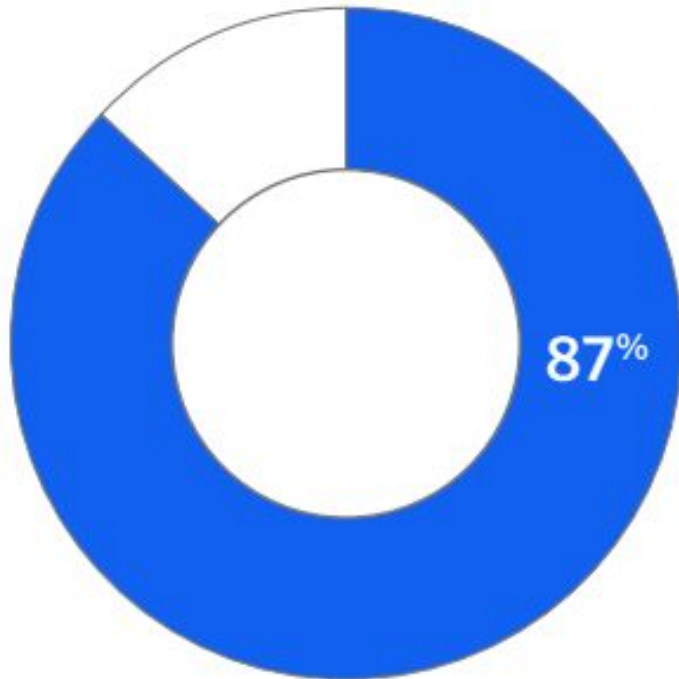


The Vendor - Buyer Disconnect

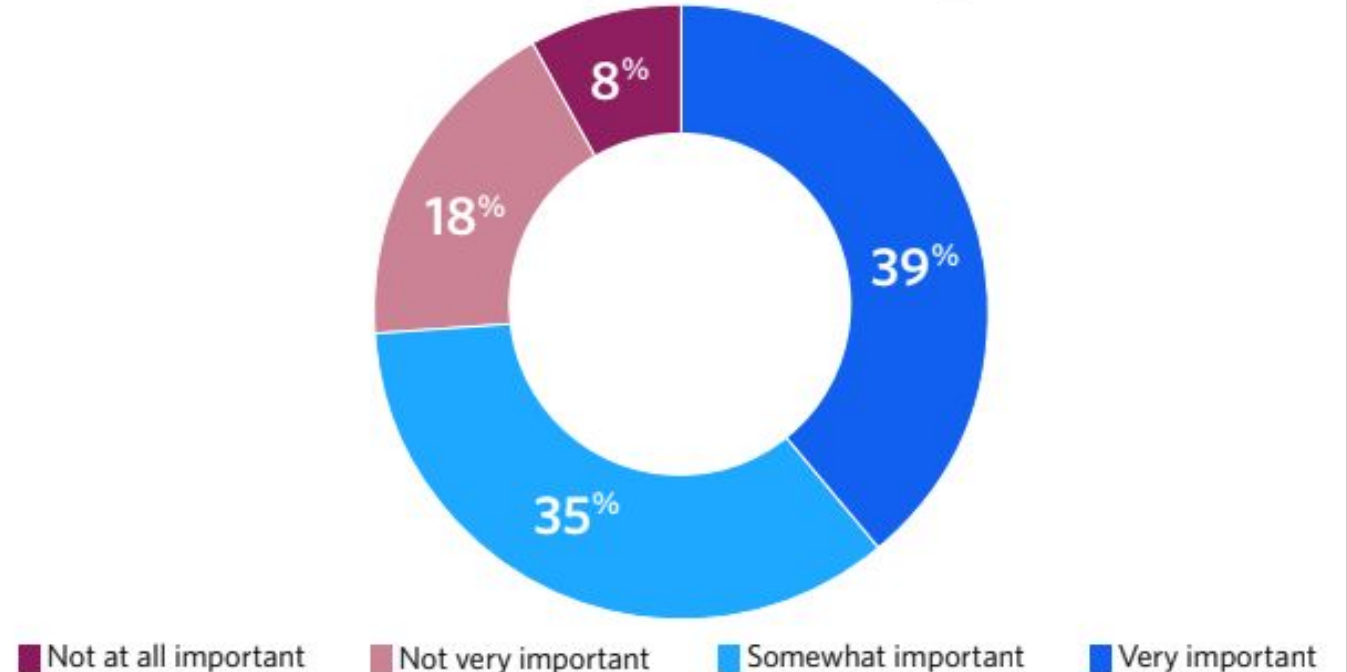


Rising Demand for Self-Serve

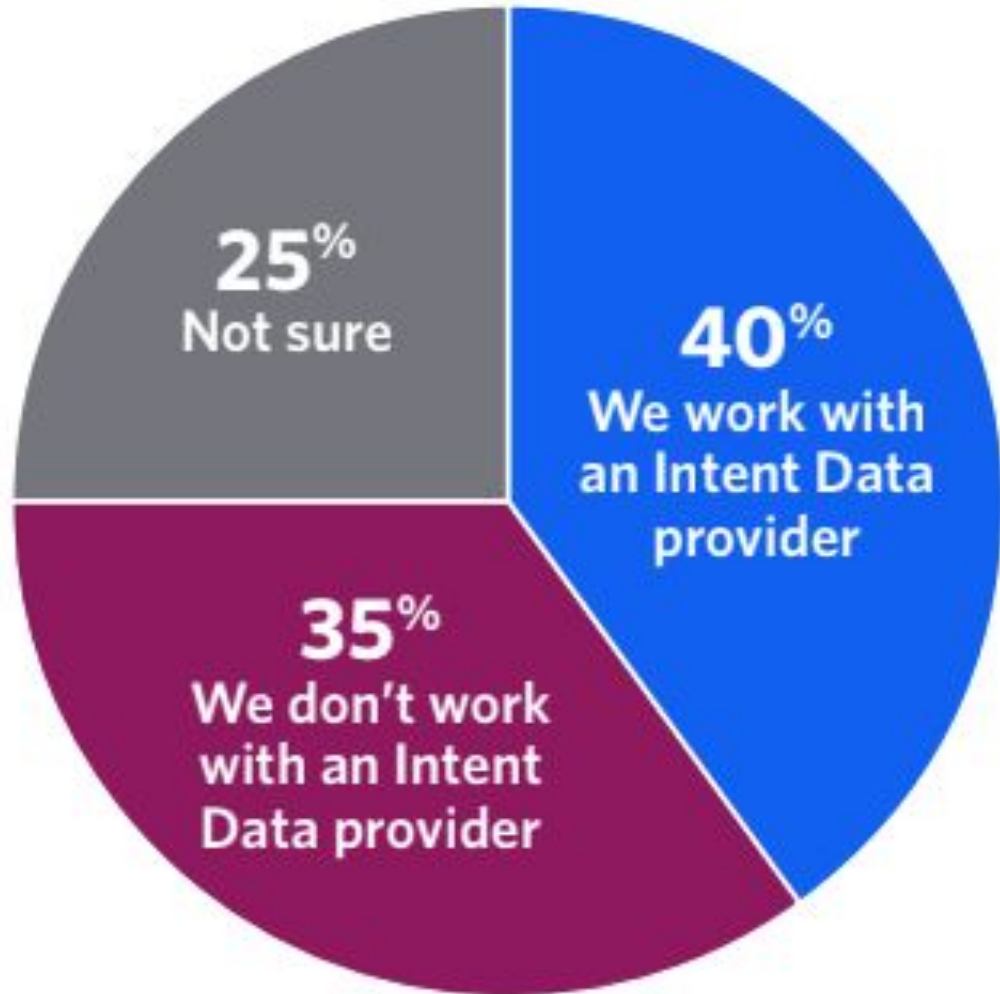
87% of B2B Tech Buyers Want Self-Service Options





74% of B2B Tech Vendors Believe Self-Service Options Are Important



Rise of Intent Data





Coca Cola Enterprises  

INDUSTRY	LOCATION	EMPLOYEES
Consumer Durables & Apparel	Atlanta, GA, US	5,000 to 10,000

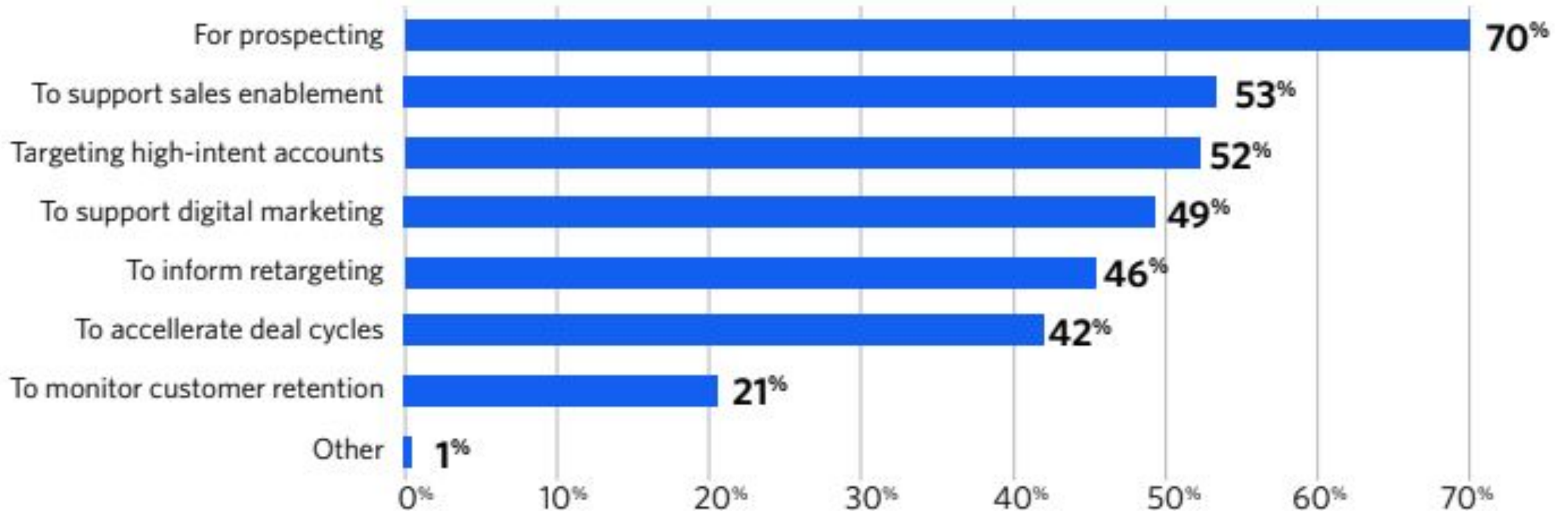
Activity

Showing data for last 90 days

September 30, 2020

- REVIEW**
Dell EMC PowerScale (EMC Isilon) review - "Isilon Scale-Out NAS"  1
- COMPARISON**
Dell EMC PowerScale (EMC Isilon) vs **Qumulo**  2

Intent Data Use Cases



If You Do Nothing Else...

- 1** Tailor your marketing to millennials - the new majority
- 2** Invest in the resources that buyers most trust
- 3** Embrace self-service options
- 4** Chart a course to strategically use intent data

Get the Full Report: go.trustradius.com/B2BBuyer_report

Learn About TrustRadius

- Authentic customer stories at scale
- Your differentiation in their words
- Influence and engage active buyers
- Improve SEO, engagement and conversion

Learn More at trustradius.com/vendor

