

# Data and Tech: Enterprise B2B Marketing Priorities for 2023

How B2B Marketers Plan to Invest

With an uncertain economy, marketers at B2B enterprises are scrutinizing their 2023 strategy to get as much mileage out of their approach as possible. In our recent survey with Ascend2, we found that data is a major focus as is an investment in technology.

**Coming off a year of growth, the pressure is on to keep the momentum going, despite the headwinds.**

## Focus on Growth

We found that 78% of large B2B marketing organizations (those with more than 1000 employees) experienced growth of 10% or more in 2022. After two years of marketing during a pandemic, many B2B brands found their footing in 2022 with a heavier reliance on digital channels and renewed spending from clients ready to move forward.

Going into next year, enterprise B2B marketers are focused on a combination of net-new logos and upsell with current clients, with 53% prioritizing both equally. This will require a combination of demand generation and ABM to ensure that both goals are achieved.

### How do you expect to drive revenue in the coming year?



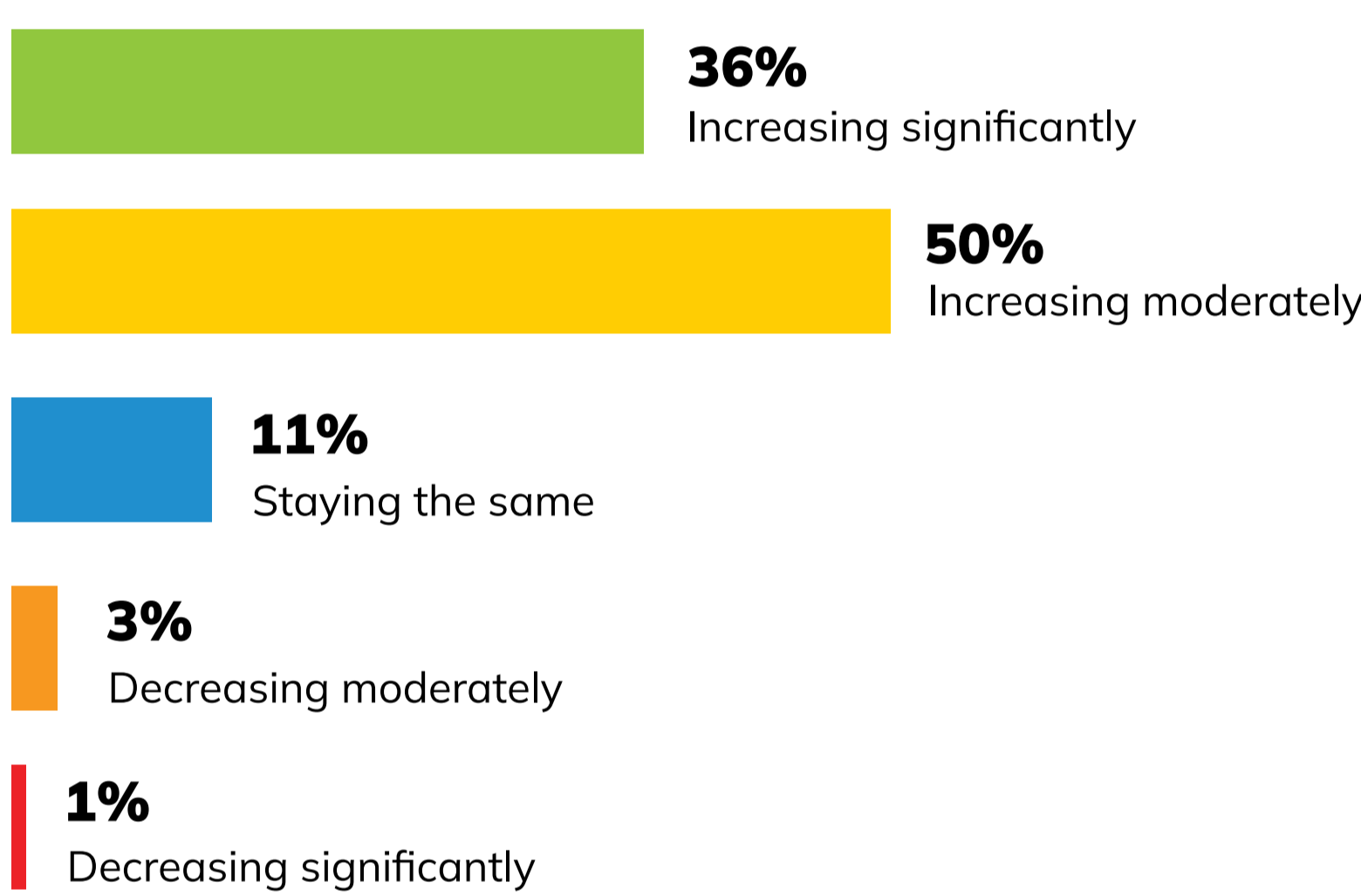
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## Using Data and Technology

Enterprise B2B marketers are a savvy bunch and realize that they must use new approaches to reach their customers now that so much business buying has moved online. To deliver relevant messaging to the right people at the right time, marketers are leading into data and technology.

**We found that 86% of B2B marketers plan to increase their investment in technology, with more than a third - 36% - planning significant increases.**

### In the coming year, how is your investment in technology that supports marketing and sales changing?

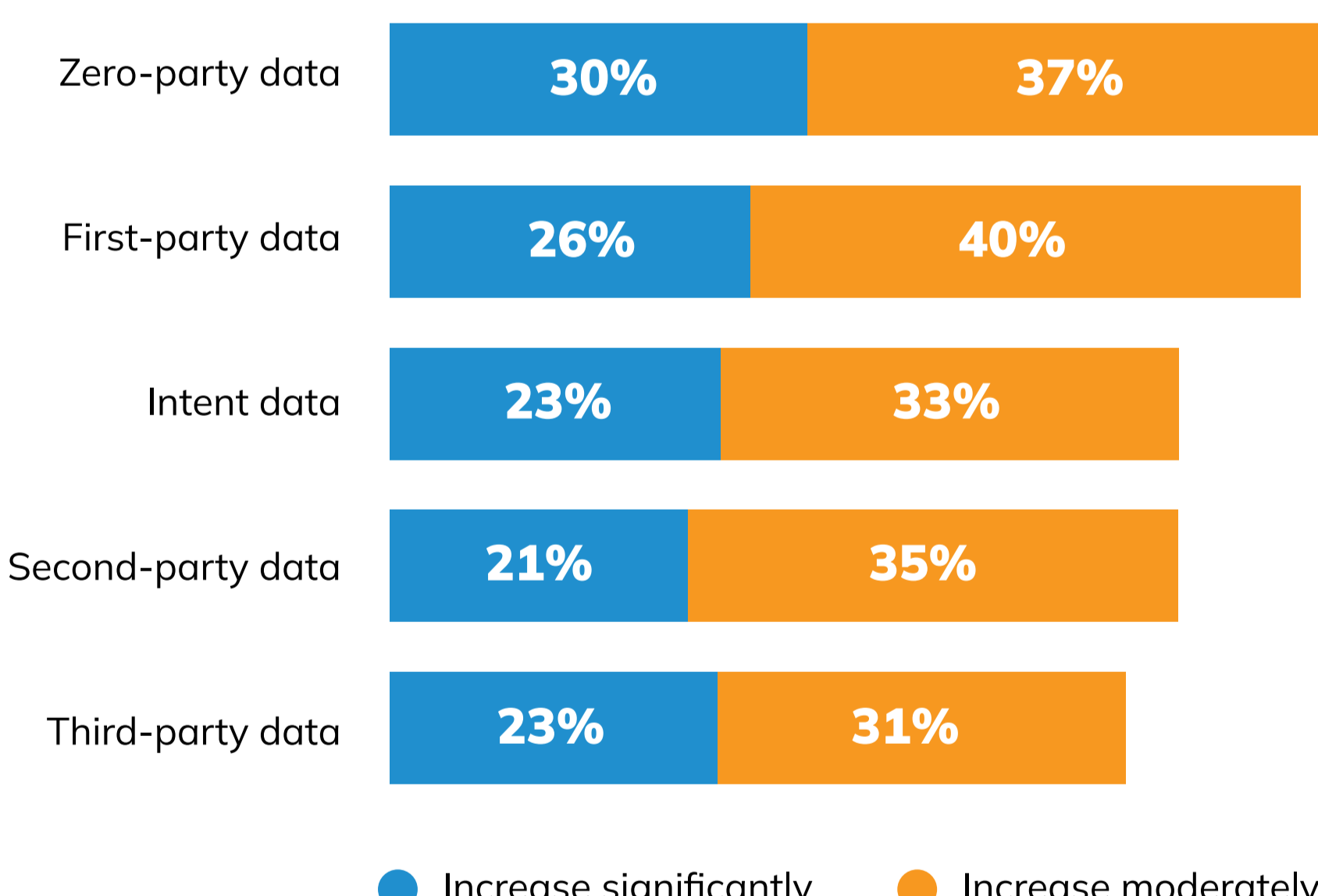


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Technologies like customer data platforms (CDPs), analytics tools and channel-based marketing activation can help B2B marketers create a personalized, omnichannel approach, but they don't work without good customer data.

It's no surprise then, that large B2B marketers are heavily focused on increasing their use of data across the board. However, zero- and first-party data as well as intent data have the biggest focus. With more regulation around the use of third-party data, B2B marketers are wisely doubling down on increasing their ability to collect and use their own data, and then augment it with valuable insights such as intent data.

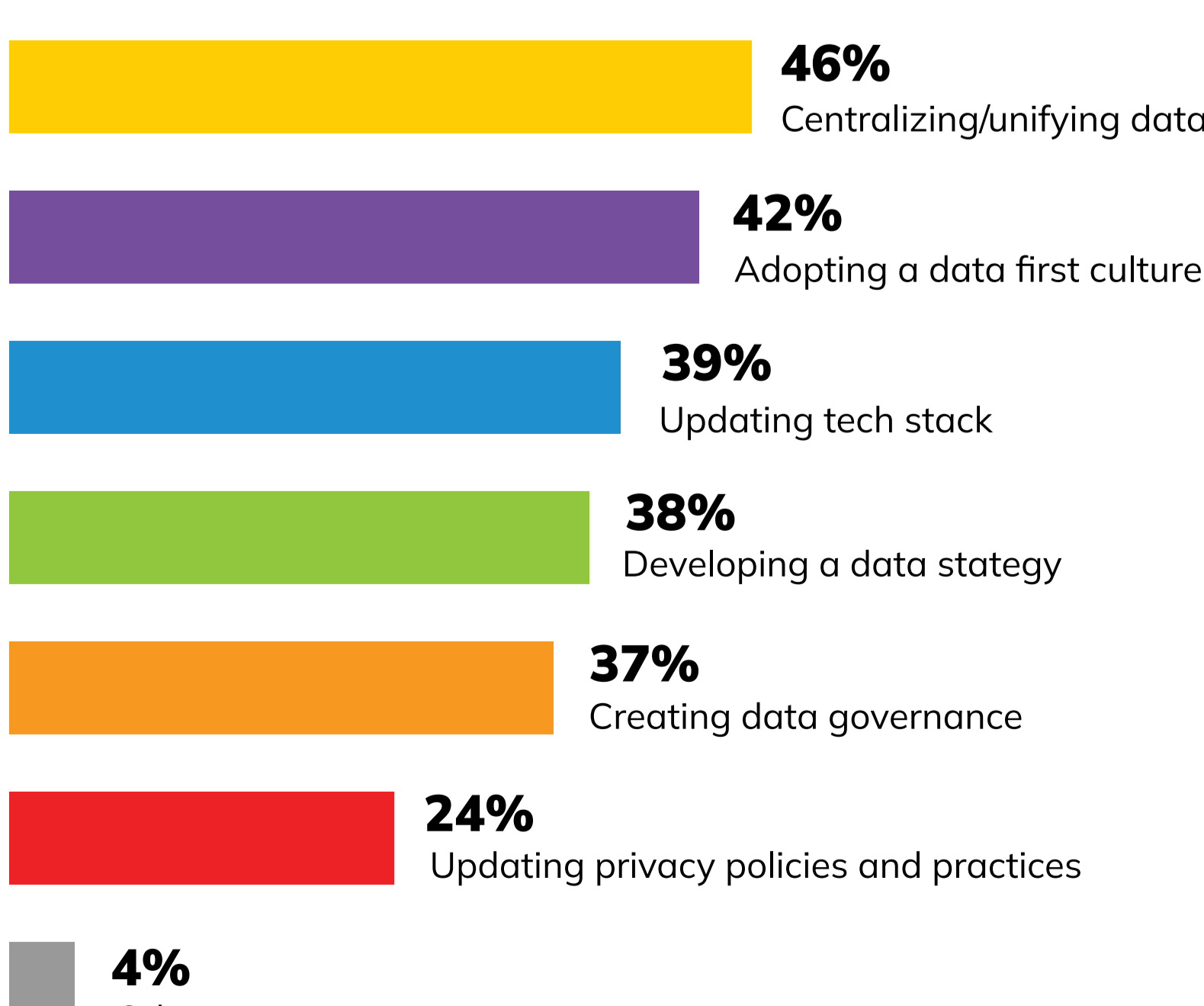
### How do you expect the use of the following types of data to change in the coming year?



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Of course, collecting good data is just the beginning. B2B marketers also have to ensure that their technology stack and business processes are set up to make the best use of the data. A good omnichannel marketing strategy needs unified customer profiles that are based on updated, compliant data. What's more, technology needs to be integrated to facilitate data flow, measurement and optimization.

### What are your top priorities for improving the utilization of data in the year ahead?



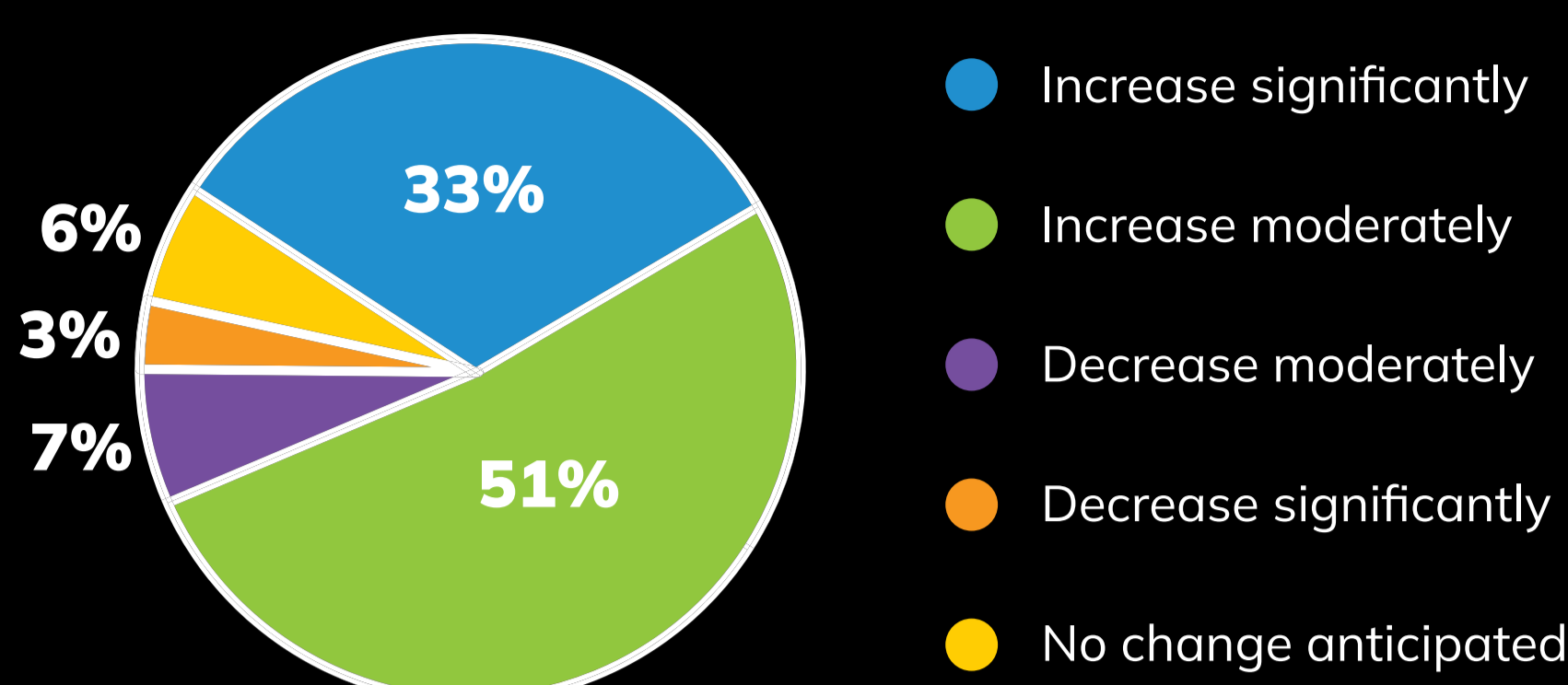
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Large B2B marketers are most focused on unifying data, which helps with the creating of a "single source of the truth" across marketing use cases from content marketing to email and programmatic campaigns. It also enables personalization and accurate measurement. Close behind is the need to adopt a data-first culture, which can ensure best practices and processes across the company. These different initiatives can be kicked off simultaneously but benefit from support from experienced partners in order to realize their full potential.

# Forecasting Success

The good news is that the B2B marketers we surveyed are optimistic about their ability to increase their performance next year.

## To what extent do you anticipate your ability to meet goals/KPIs to change in the coming year?



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With the right data and technology in place, the main focus can be on setting the right approach. B2B marketers can create measurable improvements - by allocating budget to higher performing channels, fine-tuning messaging, and identifying the right audiences.

## Next Steps

Enterprises are planning to incorporate more data-driven practices into their marketing, but data alone won't be enough. B2B marketers need to ensure that they have a seat at the table as their company prioritizes initiatives, selects new technologies and determines where and how they store and use data.

### The right data 2023 plan for enterprise B2B marketers should include:

- 1 Build together:** If our research proves anything it is the fact that companies with mature data-driven practices across their organization achieve higher revenue. Marketing leaders will be best set up for the future if they create one data-driven strategy that enables companies to tap into centralized data to reach customers at every touchpoint, gain insights and measure results.
- 2 Work to unify and normalize data first:** Companies should focus on this foundational element first. Updated, clean data that's usable across every system is the key element to data success.
- 3 Prioritize flexible and transparent data architecture:** With so many enterprises planning to improve their technology, it's important to keep options open in an uncertain market. Many companies still use a lot of third party data, even as they plan for a first-party data future. A good data strategy enables companies to take advantage of both, across internal data sources and with partners. This means building for a variety of data types to be used across marketing channels.

## Methodology

**Ascend2** benchmarks the performance of business strategies and the tactics and technology that drives them. Anteriad partnered with Ascend2 to survey 370 B2B marketing professionals with senior manager titles and above, representing businesses in the United States and United Kingdom with more than 250 employees. Each respondent completed a custom online questionnaire during the period of June 24 – July 5, 2022.

Region	
United States	66%
United Kingdom	34%
Role	
Executive / Partner / Owner	28%
Vice President / SVP / EVP	17%
Director / Sr. Manager	46%
Manager	9%
Company Size (No. of Employees)	
251 - 500	19%
501 - 1000	38%
1000+	43%

## Get Out In Front With Anteriad

For over 20 years, Anteriad has put B2B marketers in front of their next customer and ahead of their competition. With more than 500 billion buyer-related signals tracked every month on our award-winning Anteriad Marketing Cloud platform, customers like IBM, Microsoft, Forbes, SHRM, and Lenovo benefit from our high-fidelity B2B buyer data, full and self-service multichannel execution, analytics, and expert advisory to generate impactful ROI multiples. Start creating your future today – get to know us at [www.anteriad.com](http://www.anteriad.com).

Ready to **continue** the conversation?

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