



Where's the (H)uman in B2B?



More complex buying process

**70% of the buyer's journey is
complete before a buyer ever
reaches out to your sales team**
-SiriusDecisions

55% of buyers rely on word of mouth (friends, social media) referrals when making a B2B purchase decision.

-Hubspot

**67% of a buying group's time is
spent researching and meeting
without you.**

-Gartner



Buyer expectations

**68% of B2B customers prefer to
research independently online**
-SiriusDecisions

Why Engagement Matters

Information that helps customers advance drives ease and high-quality deals

2.8x

Change in likelihood of purchase ease experienced

3.0x

Change in likelihood of high-value, low-regret deal

n = 792 B2B buyers
Source: Gartner
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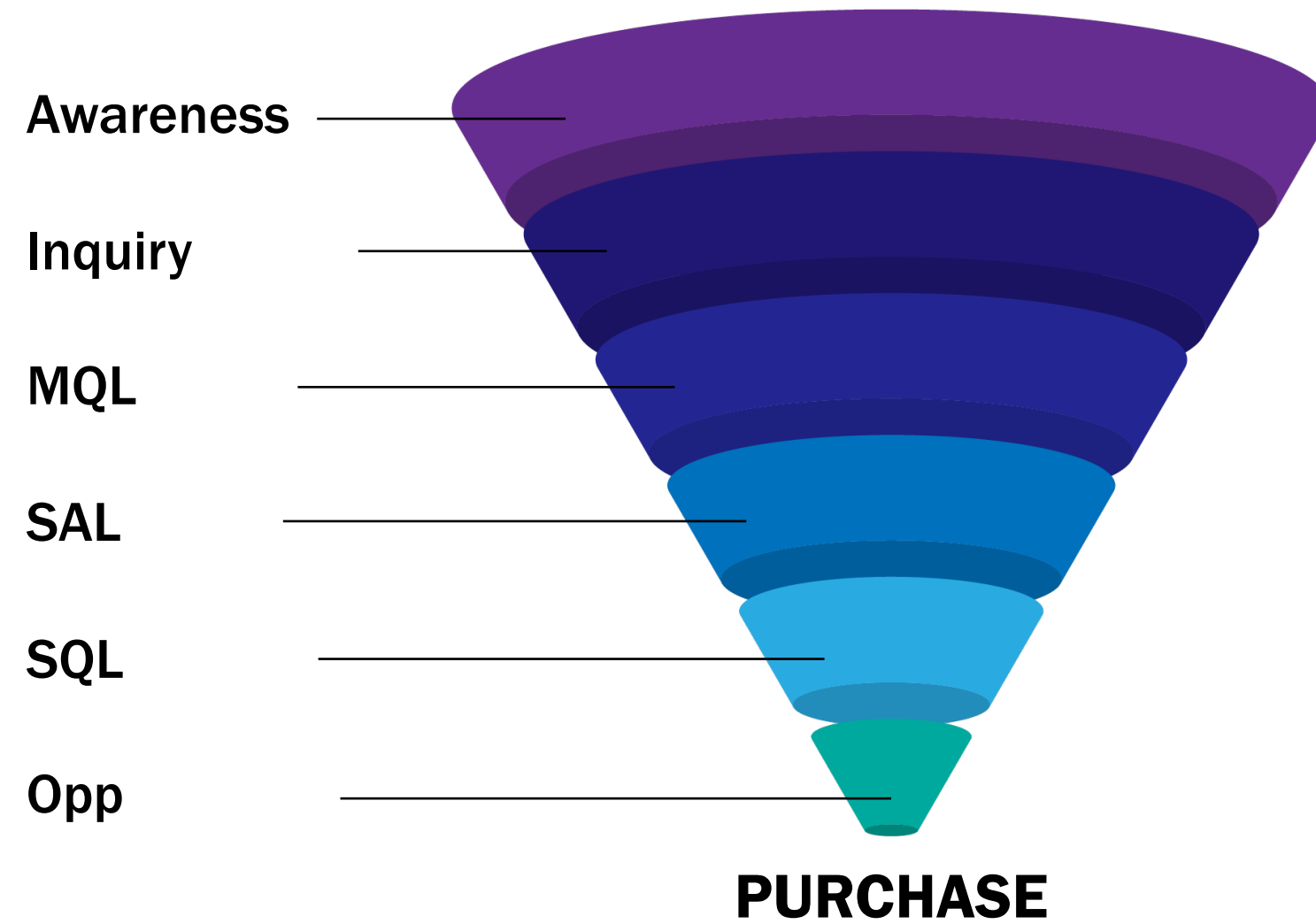
Gartner[®]

**70% of B2B marketers say that
Customer expectations for more
personalized experiences across
the buyer journey have increased.
-Forrester**



Overly Simplified Model

The Customer Lifecycle



Acronyms

CPA

CRO

CRM

PQL

SLA

SQL

MQL

SAL

CPM

CAC

CPC

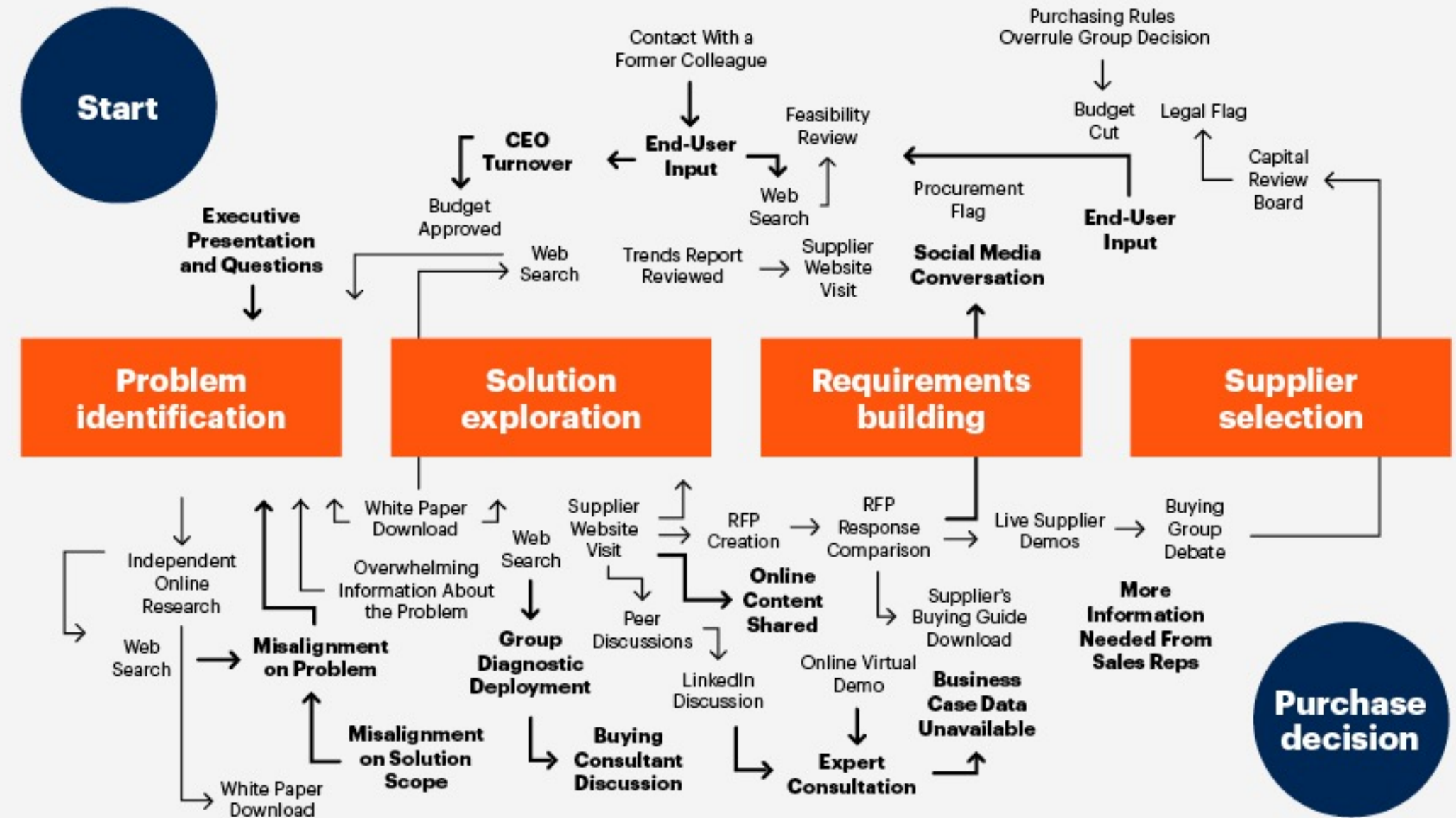
PPC

CPL

LTV

Let's Not Kid Ourselves

B2B buying journey Illustrative



Source: Gartner
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Gartner®



Bringing Human Back

**We've got to
bring the
"Human" back**





What Does this Look Like

You're Asking for Too Much Information



The screenshot shows the Stitch website homepage. At the top left is the logo "Stitch A Talend Product". The main headline reads "Your data pipeline for analytics, fully managed". Below this, a sub-headline states "Stitch Enterprise helps analytics teams become uncommonly productive by rapidly onboarding new data sources into the leading cloud data warehouses." A list of bullet points follows: "Support for enterprise-scale data volumes from over 120 pre-built integrations", "Sync data to multiple destinations for staging and production workloads", and "Mission-critical security features and support SLAs". A call to action says "Arrange a callback from our experts." At the bottom, there is a dashboard snippet showing a bar chart and a metric of "50,518,064".

The screenshot shows the Hellosign website contact form. The header includes the logo "HELLOSIGN a Dropbox Company" and navigation links for "PRODUCTS", "SOLUTIONS", and "DEVELOPERS". There are "Sign Up" and "Contact Us" buttons. The main text says "Please submit your information and we'll get in touch with you" and "If you'd like to contact support, please use [this form](#)". The form fields include: "First Name", "Last Name", "Work Email", "Job Title / Role", "Phone", "Product Interest" (a dropdown menu), "How can we help?" (a text area), and "Select Country" (a dropdown menu).

The screenshot shows the DocuSign website sign-up form. The headline is "Try DocuSign free for 30 days" with the sub-headline "No credit card required". The form fields include: "First Name*", "Last Name*", "Job Title*", and an email field. A prominent yellow "GET STARTED" button is visible. Below the button, there is a disclaimer: "By clicking the 'Get Started' button above, you agree to the Terms & Conditions and Privacy Policy." At the bottom, there is a blue link that says "BUY NOW & SAVE 10%".

Stand Out in The Noise



FW: Bad emails from your form fills?



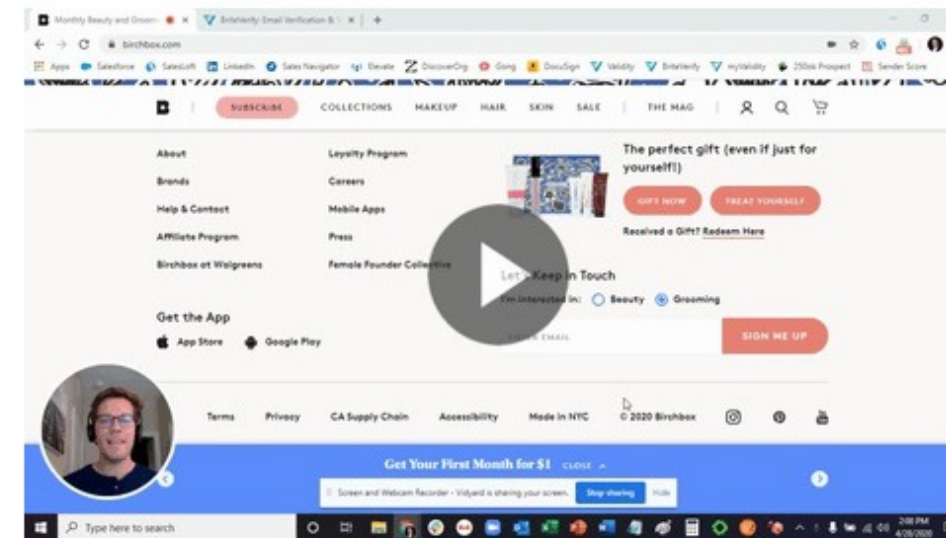
Henry Briggs
To: Olivia Hinkle

Today at 5:32 PM

Subject: Bad emails from your form fills?

Hi Michaela,

Found something on your site that you may want to look into:



How do you know the email addresses in your marketing lists are valid and deliverable?

[BriteVerify by Validity](#) helps marketing teams identify bad addresses - *before* sending to them - to minimize bounce rates and protect IP health.

Worth a 15-minute call Thursday morning?

Best,
Henry

BREX

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FOREVER.

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Signing up will not affect your credit score.



Livestorm vs WebinarNow

★★★★★ 4.7/5 (200+ reviews)

No download needed, support for all browsers and all devices, highest ratings and highest attendance rates.

[VIEW COMPARISON](#)



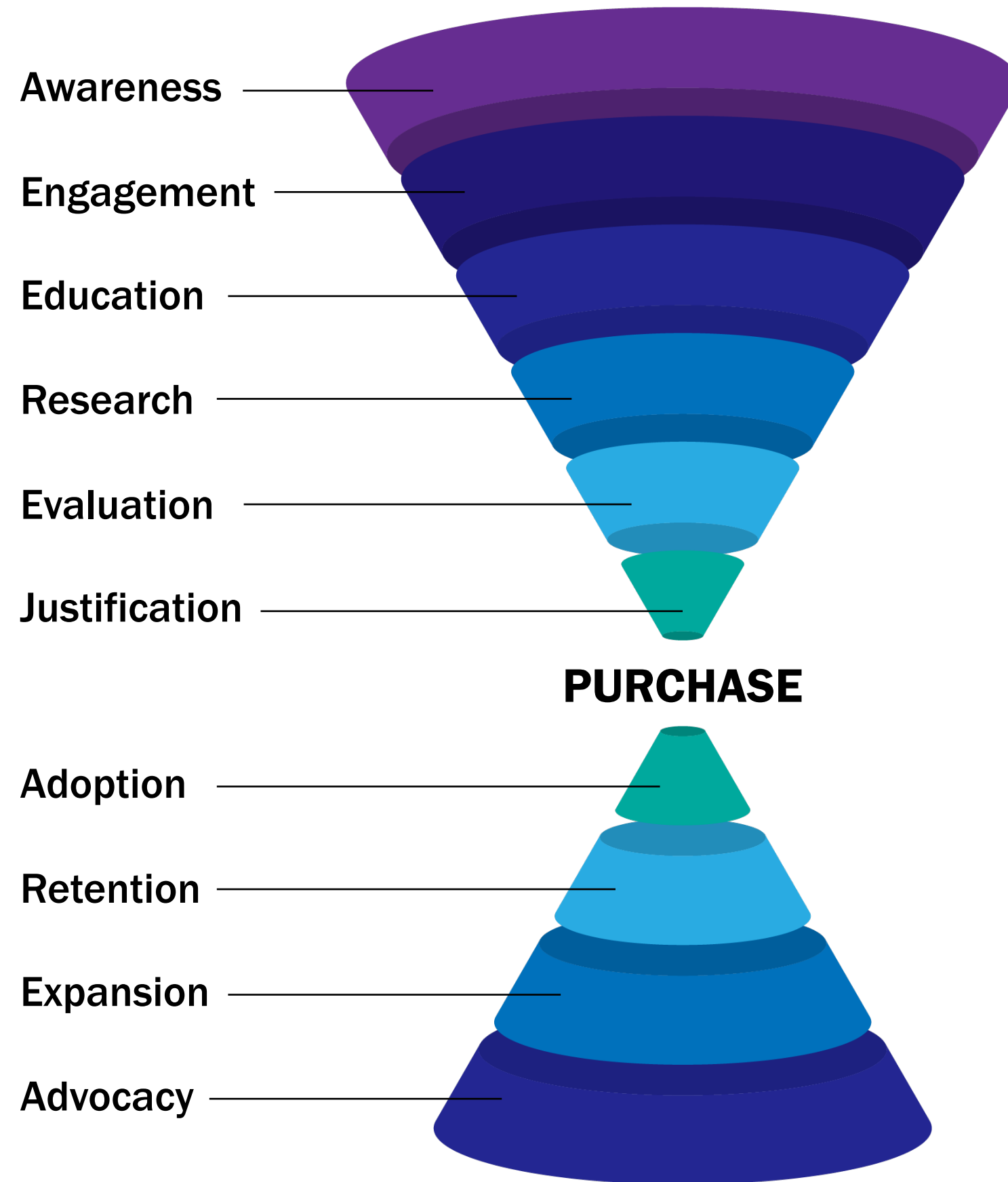
Hosts and attendees prefer Livestorm

Leading brands, startups and fortune 5000 companies are hosting



The elegance of Livestorm's UI and its simplicity for creating beautiful

The Customer Lifecycle



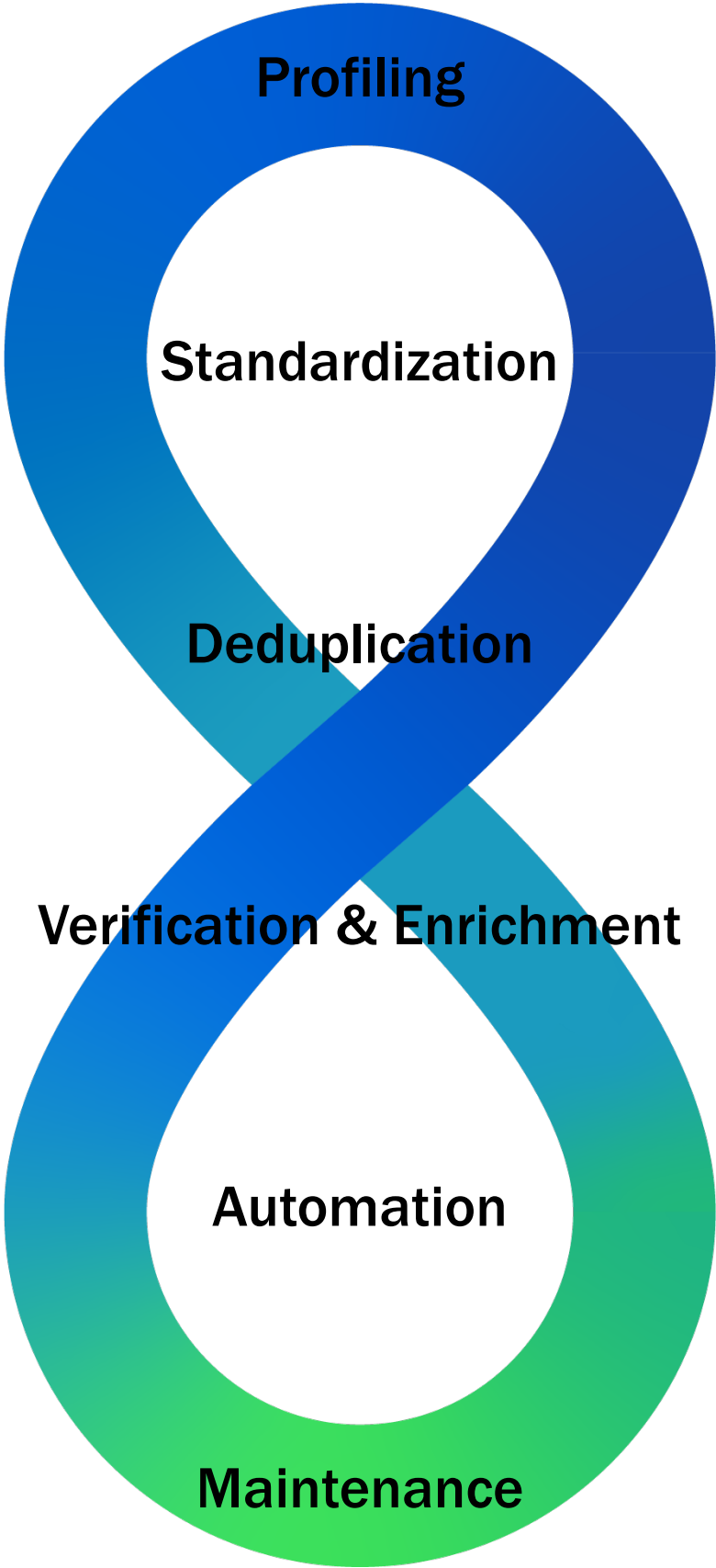
Infinity



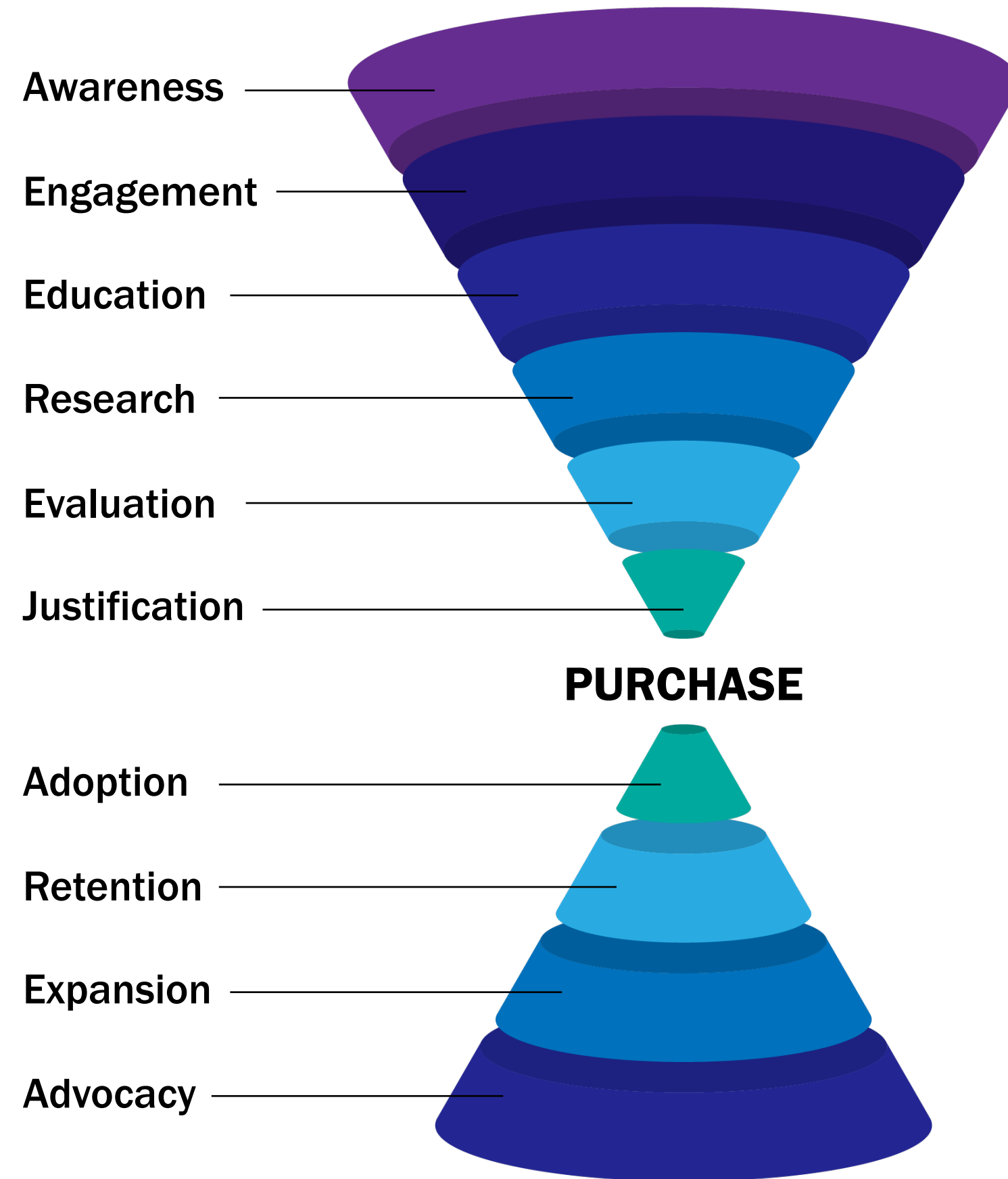
The Customer Lifecycle is Infinite



Data Management Life Cycle



The Customer Lifecycle



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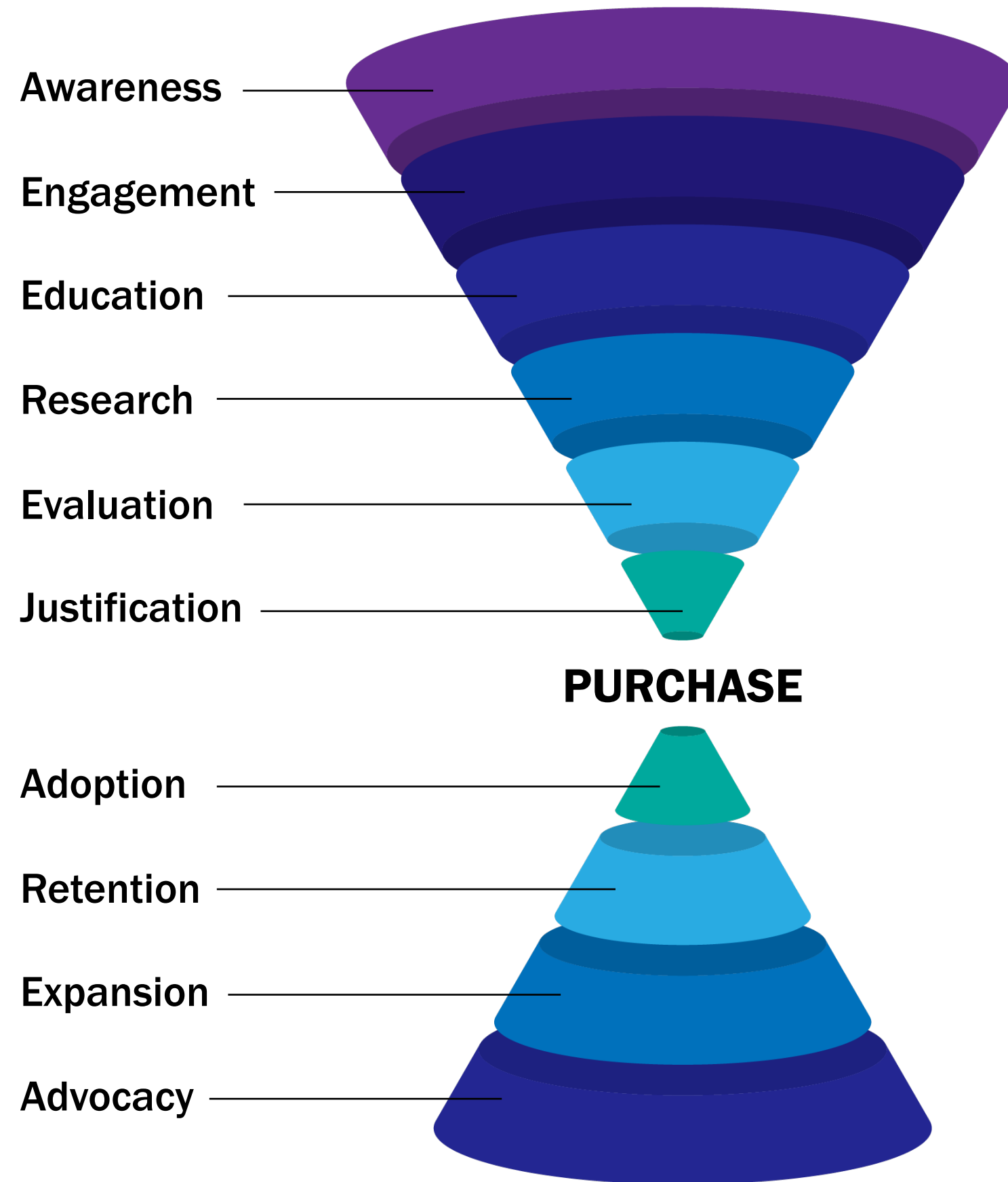
**70-80% of B2B Decision makers
prefer remote human interactions
or digital self-service**

-McKinsey

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-Gartner

The Customer Lifecycle



The Customer Lifecycle

