Al Marketers Guild, Serial Marketers and Trendemon present:

# Evaluate and Elevate GTM ROI with First-Party Data





# Hi :)

#### Avishai Sharon - CEO @ Trendemon

20 years in marketing and sales technology. Before leading Trendemon, transforming B2B website experiences, founded GISight, a software agency for Fortune 500 clients.

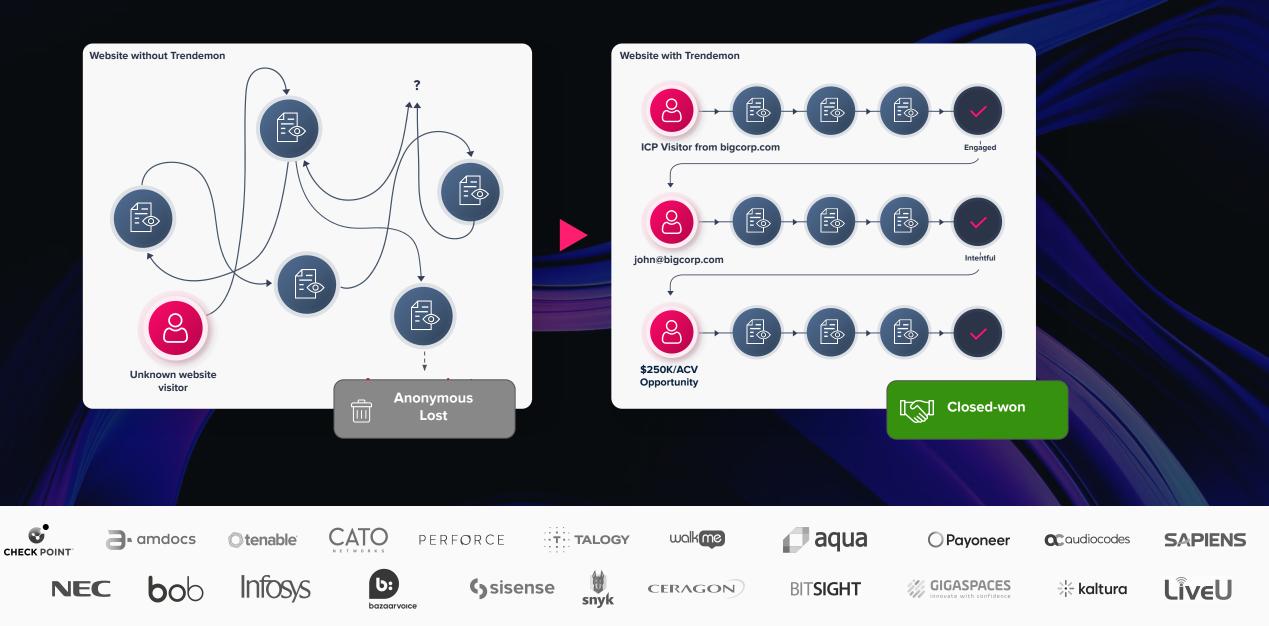


avishai@trendemon.com

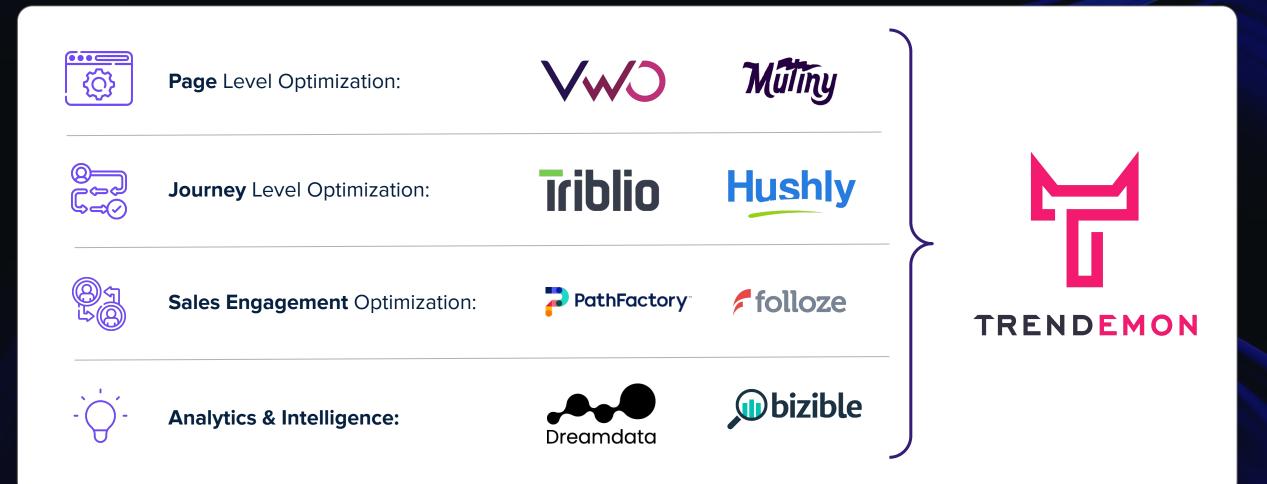
linkedin.com/in/avishaisharon

## **About Trendemon**

Website Experience Optimization Platform, delivering the right content to the right person at the right stage



## Addressing Complexity with Consolidation:



Consolidate your Experience Optimization stack and save upwards of 70% of the budget



# What will be discussing today/tonight:





2024 Trends &

**Benchmarks** 

2

1

- 3

4

5

- Winning Strategies for 2025
- Live Examples & Exclusive **Community Offer**

Questions

# **2024 Trends & Benchmarks:**

- A. About our data and research sample size
- Which trends are **persisting/accelerating**? Β.
- C. Which trends are changing direction?
- D. How **B2B websites** are performing?
  - E. Key Points and Takeaways





2024 Trends & Benchmarks

Winning Strategies for 2025

Live Examples & Exclusive Community Offer

Questions

# Our Comprehensive Report looks at data insights across:

**150** B2B marketing organizations **20m** B2B website journeys measured monthly

We look at the individual journey, account and buying group levels to compile a holistic picture of how B2B companies are engaging with content, evaluating products and converting views into pipeline



2

1

# 2024 Trends &

- Benchmarks
- 3

4

5

- Winning Strategies for 2025
- Live Examples & Exclusive Community Offer

Questions

## Which trends are <u>persisting/accelerating</u> from 2023?

# **Increasing Buyers Anonymity**

## % of Known Contacts Within Identified Accounts





Benchmarks

2024 Trends &

3

4

5

1

2

Winning Strategies for 2025

Live Examples & Exclusive Community Offer

Questions

Which trends are <u>persisting/accelerating</u> from 2023?

# **Growing Group, Decreasing Attention**

## **Buying Group Website Engagement Metrics**

| 288 | Unique Visitors | 13   | 15   | <b>15.4</b> % |
|-----|-----------------|------|------|---------------|
| ٨Ô  | Sessions        | 51   | 44   | <b>13.7</b> % |
| Ū   | Page Reads      | 81   | 67   | <b>17.3</b> % |
|     |                 | 2023 | 2024 |               |



2024 Trends &

Benchmarks

Introductions

3

4

5

1

2

Winning Strategies for 2025

Live Examples & Exclusive Community Offer

Questions

Which trends are <u>changing direction</u> from 2023?

# **Marketers on the Offensive**

## Traffic acquisition see increases with Google & LinkedIn campaigns



84% increase in Google ads 538%

increase in LinkedIn ads



2024 Trends & Benchmarks

3

4

5

1

2

Winning Strategies for 2025

Live Examples & Exclusive Community Offer

Questions

Which trends are <u>changing direction</u> from 2023?

# **Buyers seeking more content**

# **158%**

increase in direct and organic traffic to B2B websites



2024 Trends & Benchmarks

Introductions

3

4

5

1

2

Winning Strategies for 2025

Live Examples & Exclusive Community Offer

Questions

Which trends are <u>changing direction</u> from 2023?

# **Decreasing Pipeline Conversions**

 $\checkmark$ Opportunity1.3%1% $\checkmark$ 19% $\checkmark$ Closed-won0.6%0.4% $\checkmark$ 30%20232024

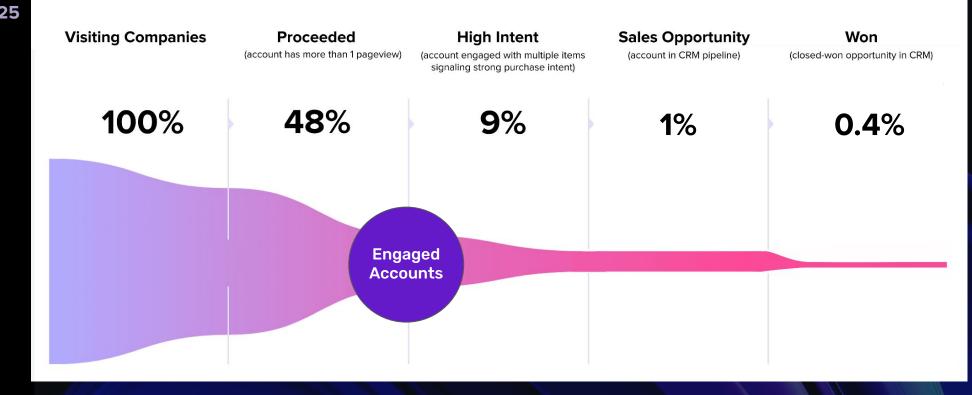
% Accounts with associated deals out of all identified accounts



Introductions 1 2024 Trends & 2 **Benchmarks** 3 Winning Strategies for 2025 Live Examples & Exclusive 4 **Community Offer** 5 **Questions** 

**Account-based Pipeline Conversion Benchmarks:** 

# How Are Websites Converting Accounts?





2024 Trends &

**Benchmarks** 

2

1

3

4

5

Winning Strategies for 2025

Live Examples & Exclusive Community Offer

Questions

Key Takeaways:

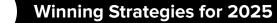
- 1. Despite Increasing GTM Investments, Decreasing Effectiveness
- Conversion rates from visits to pipeline dropping.
  GTM Success in 2025 means doing <u>better</u>, not just

more.

5

#### Introductions

2024 Trends & Benchmarks



Live Examples & Exclusive Community Offer

Questions

# Winning Strategies for 2025



2024 Trends & Benchmarks

#### 3

4

1

2

#### Winning Strategies for 2025

Live Examples & Exclusive Community Offer

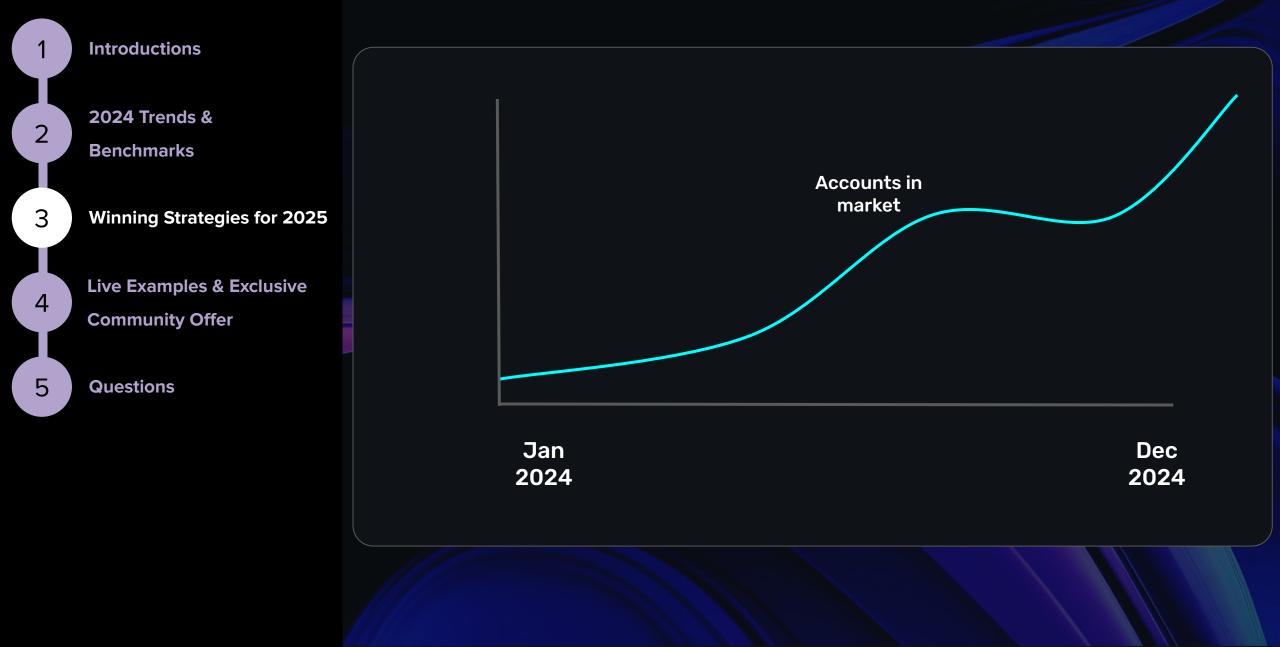
Questions

## Winning Strategies for 2025:

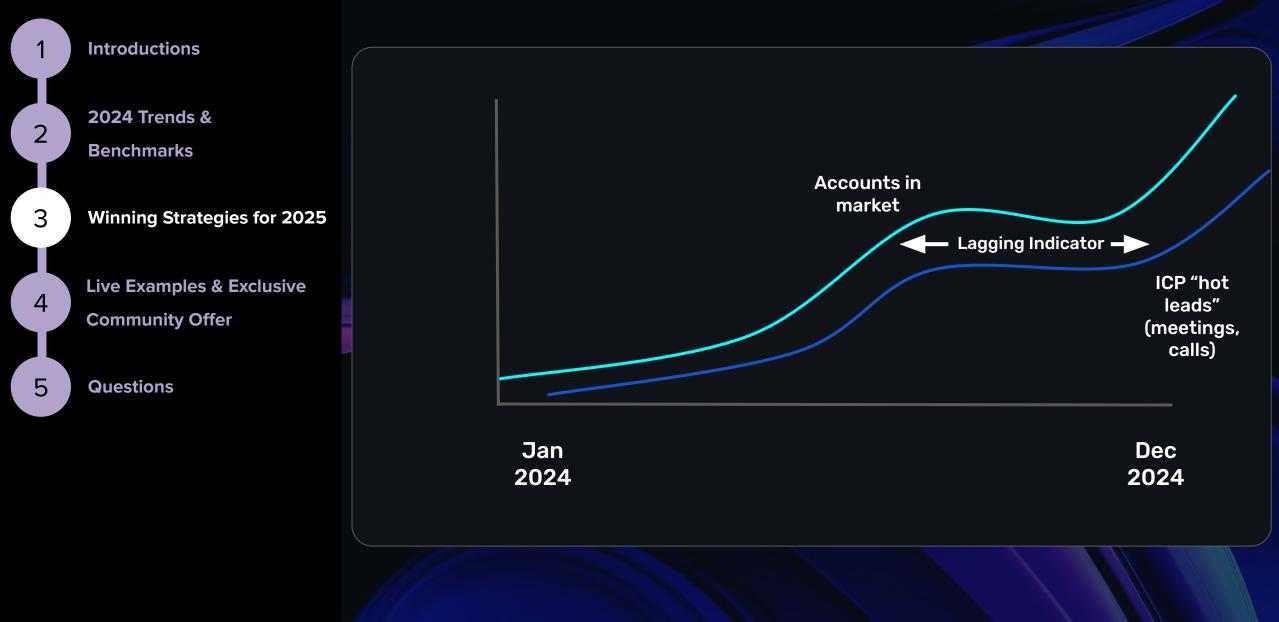
A. A shift in perspective and leading indicators

B. Addressing Buyer Journey Transformations

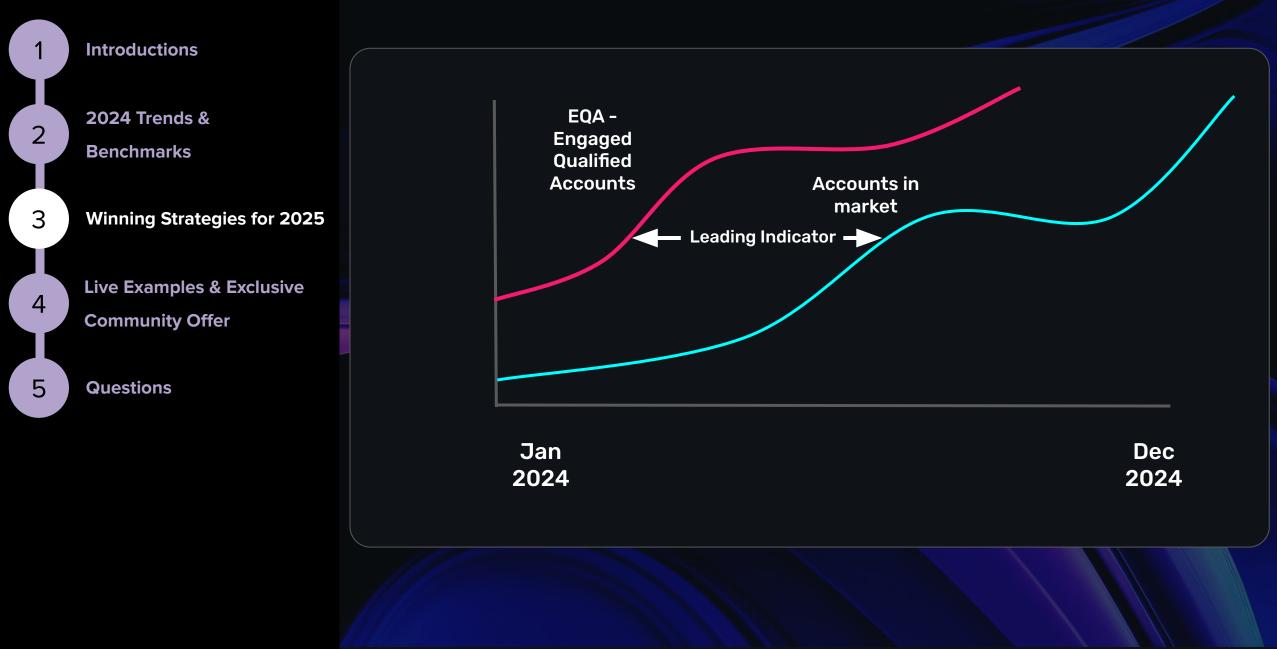
A shift in perspective and leading indicators



A shift in perspective and leading indicators



## A shift in perspective and leading indicators





 Introductions
 2024 Trends & Benchmarks
 Winning Strate

#### Winning Strategies for 2025

Live Examples & Exclusive Community Offer

Questions

# What Does this all mean? The Key Challenges in Modern GTM



Leads are no longer LEADING indicators but LAGGING indicators of GTM Success



Death of the MQL and the Classic Lead-gen Playbooks & Funnels



We need a new framework and leading indicators to assess GTM success

4



2024 Trends & Benchmarks

3

4

5

1

2

Winning Strategies for 2025

Live Examples & Exclusive Community Offer

Questions

Addressing Buyer Journey Transformations

- A. Addressing Anonymity
- B. Addressing Buying Committees
- C. Addressing Attention Spans



### Addressing The Anonymity Challenge

- Introductions
  - 2024 Trends & **Benchmarks**
- 3

1

2

4

5

#### Winning Strategies for 2025

Live Examples & Exclusive **Community Offer** 

**Questions** 

- Use **account-based deanonymization** to get company info. Α.
- Offer valuable, ungated content for self-educating buyers. Β.
- Build trust by removing reliance on lead forms. C.



2024 Trends &

Winning Strategies for 2025

Live Examples & Exclusive

**Community Offer** 

Questions

**Benchmarks** 

#### Addressing The Buying Committees Challenge



A. Ensure content which addresses the main pain points of the

various stakeholders within the committee.

- B. Create persona-based website audiences to track and optimize.
- C. Create personalized experiences which drive those audiences

to relevant content.

4

2

3



2

3

4

Introductions

2024 Trends &

**Benchmarks** 

#### Addressing The Attention Challenge



Winning Strategies for 2025

Live Examples & Exclusive Community Offer

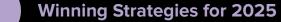
Questions

- A. Create concise, impactful content to engage buyers quickly.
- B. Optimize visuals and CTAs to capture attention fast.
- C. Leverage **AI to repurpose existing content** to fit different audiences.
- D. Leverage personalization to engage in real-time with relevant offers.

5

#### Introductions

2024 Trends & Benchmarks



Live Examples & Exclusive Community Offer

Questions

## Live Examples & Exclusive Community Offer



**Benchmarks** 

2024 Trends & 2

3

4

5

Winning Strategies for 2025

Live Examples & Exclusive **Community Offer** 

Questions

# What is the GTM Compass?

A powerful account-based insights solution for B2B companies to evaluate their GTM strategies effectively, offering insights such as:

#### Account Deanonymization

Powered by 6sense, reveals account-level website visitors and enables detailed segmentation.

#### **Content Performance**

See how your **website content** and pages influence deals, pipeline, and buyer journeys.

#### **Channel Performance**

See which campaigns and channels drive pipeline conversions and bring intentful CPs to your site.



**Buyer Journey** Visualizations

See detailed user and account journey visualizations, from anonymous visits to pipeline.



 Introductions
 2024 Trends & Benchmarks

- **3** Winning Strategies for 2025
  - Live Examples & Exclusive Community Offer

Questions

4

5

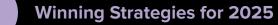
# **Claim Your Free Access to GTM Compass**



## https://meetings.hubspot.com/trendemon/gtmcompass

#### Introductions

2024 Trends & Benchmarks



Live Examples & Exclusive Community Offer

Questions

## **Questions?**



# **Thank You!**

# Let's connect :)

#### **Avishai Sharon**



avishai@trendemon.com

linkedin.com/in/avishaisharon

https://meetings.hubspot.com/trendemon/gtmcompass