

Driving commercially powerful brand experiences in **manufacturing**

If your B2B brand is looking to achieve:



28% SHORTER SALES CYCLES



2X CHANCE OF INCREASED SPEND



BOOSTED CHANCE OF WINNING NEW PROJECTS



HIGHER NPS (+87 VS +28)

You need to understand what manufacturing services buyers want...

After evaluating over **1,302 manufacturing brand experiences**, Merkle B2B uncovered five newly important purchase decision drivers.

1

PROVIDES INFORMATION, EXPERTISE AND SUPPORT



2

IS APPROACHABLE AND TRANSPARENT



3

ALIGNS WITH THEIR PERSONAL VALUES AND ETHICS



4

TAKES CARE OF SUPPLIERS AND COMMUNITIES



5

REDUCES THEIR ENVIRONMENTAL IMPACT

