

Driving commercially powerful brand experiences in **professional services**

If your B2B brand is looking to achieve:



21% SHORTER SALES CYCLES



2X CHANCE OF INCREASED SPEND



BOOSTED CHANCE OF WINNING NEW PROJECTS



HIGHER NPS (+85 VS +33)

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

After evaluating over **1,151 professional services brand experiences**, Merkle B2B uncovered five newly important purchase decision drivers.

1

PROVIDES INFORMATION, EXPERTISE AND SUPPORT



2

TAKES CARE OF SUPPLIERS AND COMMUNITIES



3

ALIGNS WITH THEIR PERSONAL VALUES AND ETHICS



4

IS KNOWN AS BEING A GOOD EMPLOYER



5

KEEPS THEM UP TO DATE AND MORE EMPLOYABLE

