

# Driving commercially powerful brand experiences in technology

If your B2B brand is looking to achieve:



8% SHORTER SALES CYCLES



2X CHANCE OF INCREASED SPEND



BOOSTED CHANCE OF WINNING NEW PROJECTS



HIGHER NPS (+83 VS +35)

You need to understand what tech buyers want...

After evaluating over 2,400 B2B tech brand experiences, Merkle B2B uncovered seven newly important purchase decision drivers.

1

IMPROVES THEIR PRODUCTIVITY



2

SAVES TIME/RESOURCES



3

PROVIDES SUPPORT, INFORMATION AND EXPERTISE



4

CUSTOMIZES PRODUCTS AND SERVICES



5

ALIGNS WITH THEIR PERSONAL VALUES AND ETHICS



6

IS KNOWN AS BEING A GOOD EMPLOYER



7

HAS A CULTURE OF DIVERSITY AND INCLUSION

