



# THE STATE OF **B2B Customer Acquisition**

How B2B Acquisition Strategies  
Are Pivoting (again) In 2024

B2B customer acquisition has changed rapidly in the past few years. With less in-person meetings and restrictions on door-to-door sales, B2B marketers have had to pivot to rely on new technologies and digital methods to connect with customers. As pandemic fears ease, how are marketers adjusting to the new normal of in-person connections, complemented with these new digital initiatives?

This summer, we asked B2B marketers to answer that question. As part of our ongoing research in the customer acquisition and retention market, we conducted a survey of senior-level marketers across all B2B industries. We were aiming to gain insight into what's working in the new world of B2B customer acquisition, and how marketers see their strategies shifting over the next two years.

## The Outlook Is Positive

**89%**

of those surveyed described their outlook on meeting or exceeding marketing goals in the coming year as extremely or somewhat positive

**72%**

nearly three-quarters of B2B marketers report just some or no success from their efforts, signaling that there is still room for improvement

in the last few years most B2B marketers have pivoted to



Social  
Media



Digital  
Advertising

but plan to increase their efforts towards live events and partner programs moving forward.

However, utilizing **technology** and having **accurate data** are stifling potential growth of these acquisition programs.



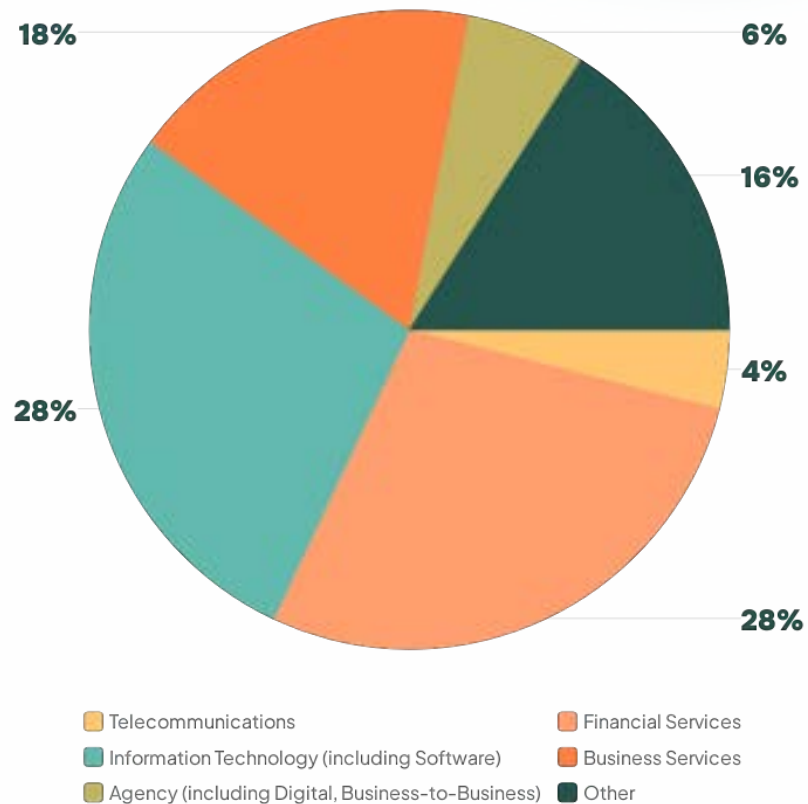
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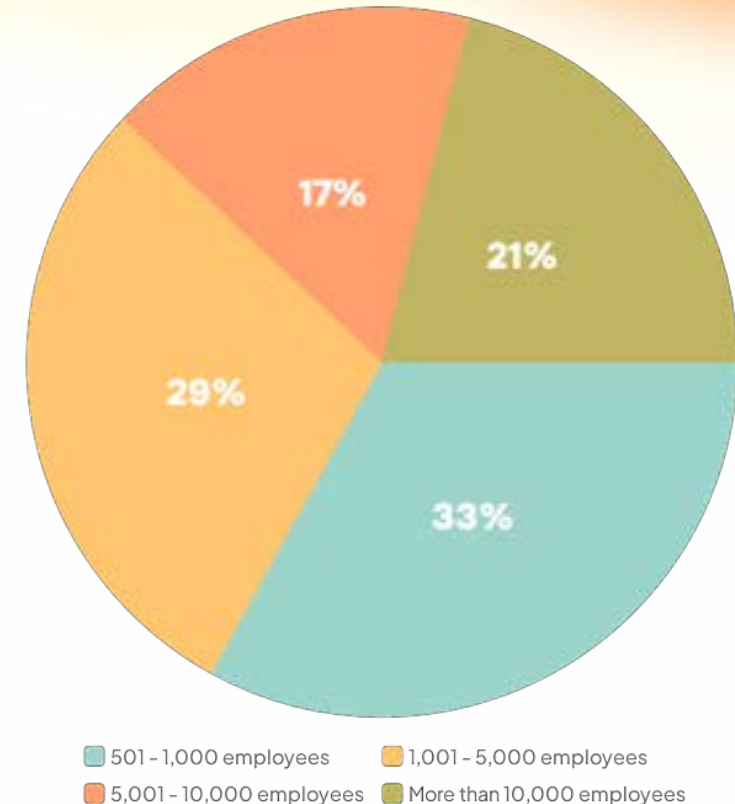
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In August 2023, we worked with Ascend2 to send a custom online questionnaire to a panel of 202 marketing decision-makers in job roles of management and above. These individuals represent Business-to-Business (B2B) companies with 500 or more employees from a range of industries operating in the United States.

## Industry



## Number of Employees





# Current State of Customer Acquisition

## Highlights



**49%**

Approximately half of B2B marketers say they have moderately mature programs with some defined processes and expansion in mind.

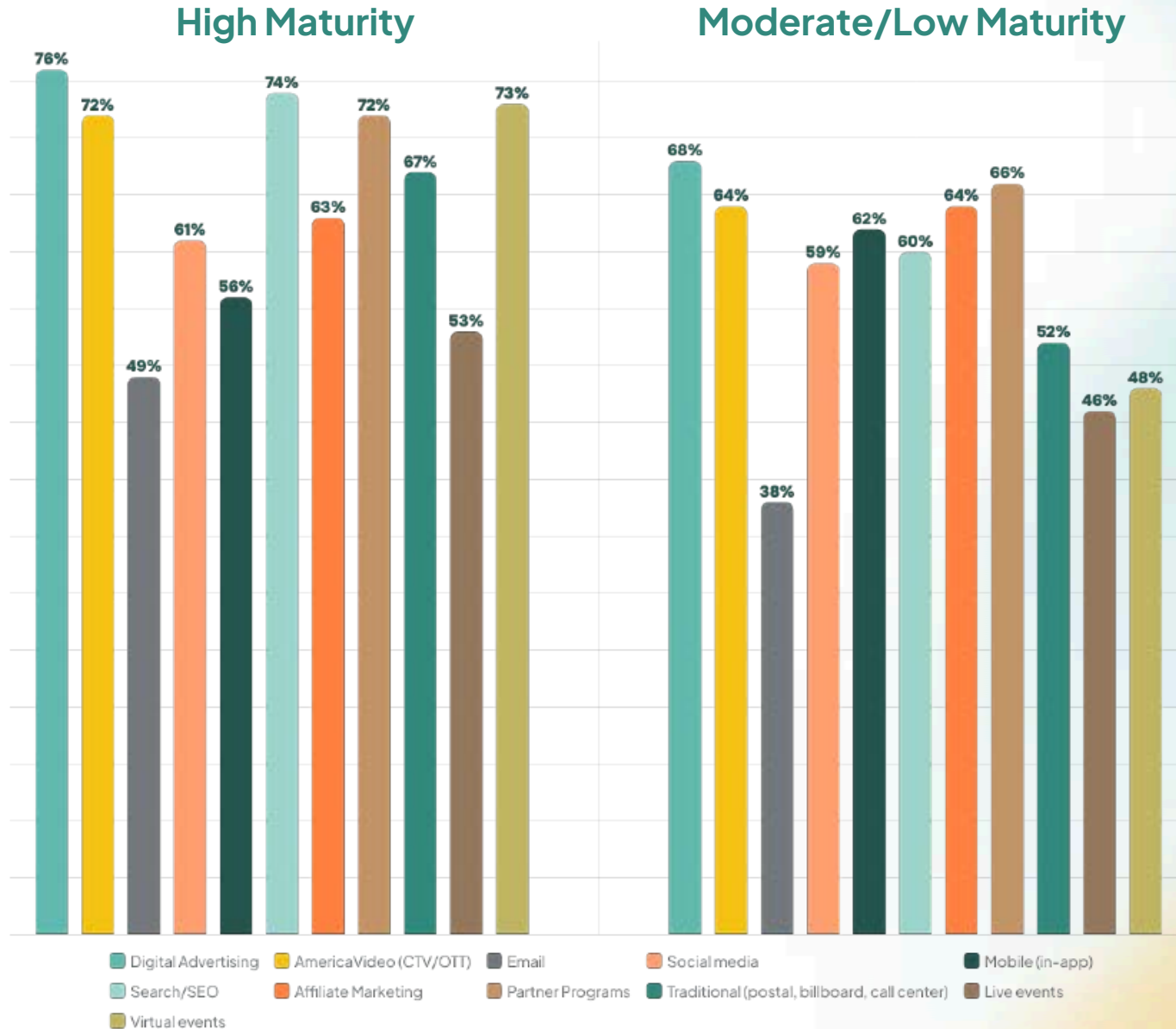
**36%**

of those with highly mature customer acquisition strategies saw a significant increase in revenue, compared to just 17% of those with moderate or low maturity.

**38%**

of B2B marketers describe the technology they utilize for customer acquisition programs as highly mature, but only 33% say the same about their ability to measure the performance of these efforts.

# State of Customer Acquisition



## Graph

B2B organizations that partially or fully outsource customer acquisition efforts, by channel:

## Conclusion

B2B organizations have relatively high maturity in their acquisition programs, but technology and keeping efforts in house are hampering growth.

# Keys to Successful Customer Acquisition

## Highlights

### Marketing and Sales

**#1 contributor**

Marketing and sales alignment is the number one contributor to success for 47% of B2B marketers.

### Data Quality & Availability

**are most challenged**

B2B marketers are most challenged by data quality and availability (47%), workflow efficiency (47%), and measuring performance and attribution (43%)

### Social and Digital

**are most successful**

The most successful customer acquisition strategies are significantly more likely to be using social and digital advertising, and significantly less likely to be using email.

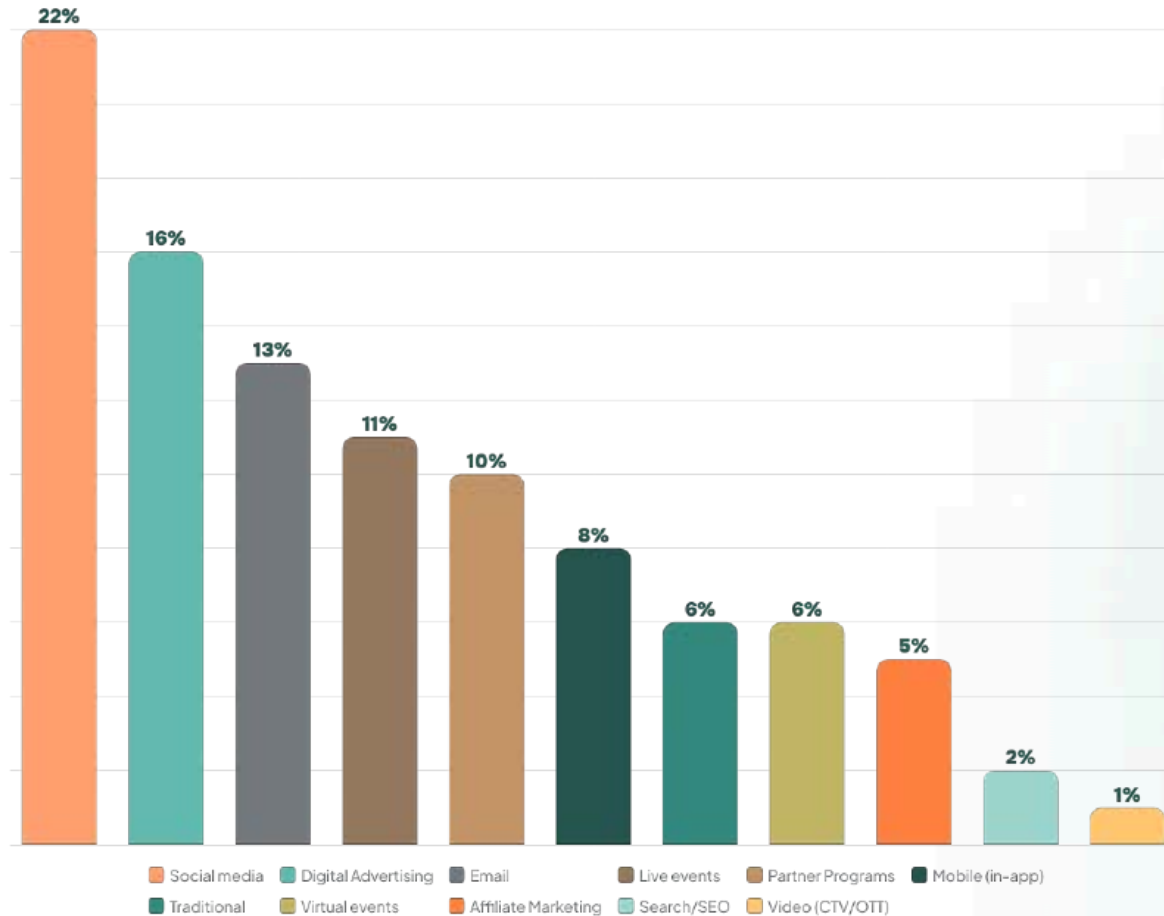
### Live Events

**are considered extremely effective**

Interestingly, live events are considered extremely effective for 55% of B2B marketers surveyed, but only 11% of those surveyed reported that live events are their greatest contributor to success of their strategy.

# Key to Successful Customer Acquisition

## Top Successful Channels by Sector



## Sectors

**Financial Services:** Social media, Email, Digital Advertising, Live events, Mobile (in-app)

**Information Technology:** Social media, Digital Advertising, Partner Programs, Email, Mobile (in-app)

**Business Services:** Digital Advertising, Email, Live events, Social media, Virtual events

**Agency:** Social media, Digital Advertising, Traditional (postal, billboard, call center) Live events, Mobile (in-app)

## Question

*Which channel/tactic contributes most to the **SUCCESS** of your customer acquisition efforts?*

## Conclusion

Successful acquisition strategies vary widely in the B2B market. However, data quality, attribution, and measurement are common things that are hindering growth across all industries.



# Current and Future Customer Acquisition Budgets

## Highlights

72%

of B2B Marketers

expect an increase in budget dedicated to customer acquisition initiatives in the coming 2 years.

31%

of B2B Marketers

surveyed say that they expect a significant increase in budget allocated to partner programs in the coming 2 years. **Mobile** (in-app) and **video** will also see significant increases in dedicated budget. (30% and 29% respectively)

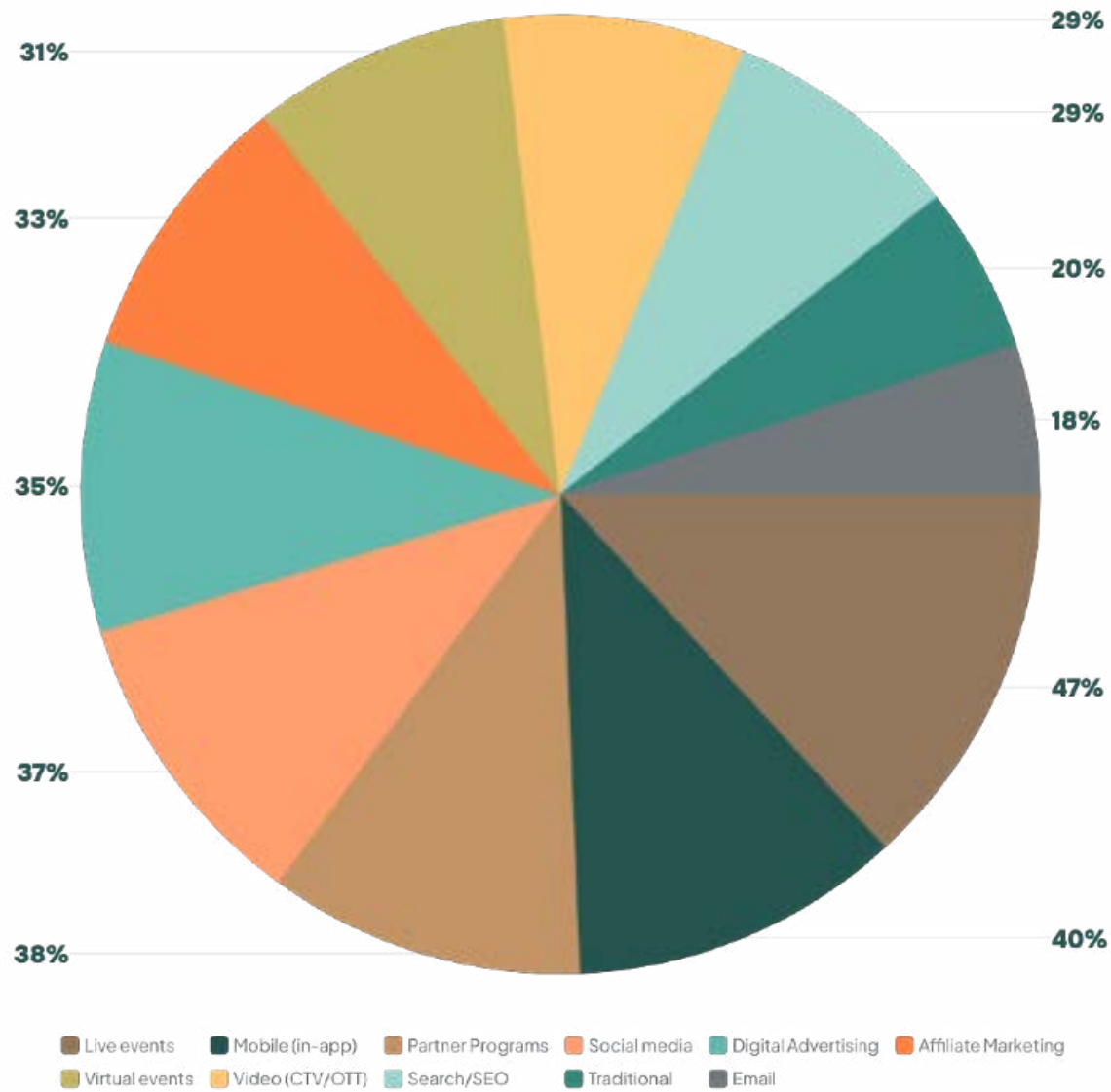
65%

of B2B Marketers

will be making adjustments to their budget spend in the coming two years.



# Current and Future Acquisition Budget



*Marketers who said more than 25% of customer acquisition budget is allocated to each*

## Conclusion

In the next two years, B2B marketers expect to increase their customer acquisition budgets and focus more on in-person channels, like **live events** and **partner programs**.

# The Future of Customer Acquisition

## Social and Digital Advertising

are the top two channels expected to significantly increase in importance in the next 2 - 5 years according to B2B marketers.



24%

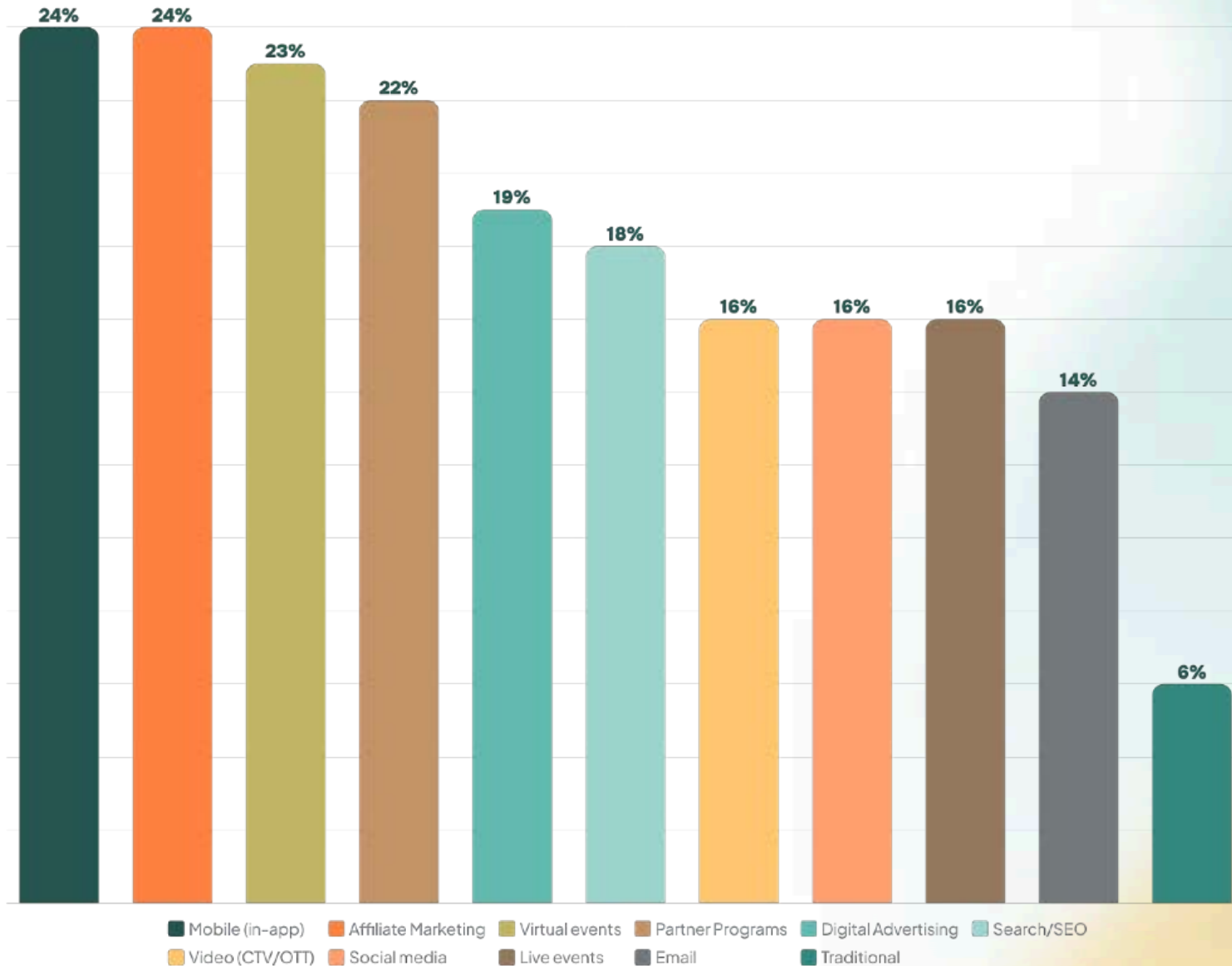
of B2B Marketers who are not yet using mobile (in-app) and affiliate marketing channels plan to implement them in the next 2 years.



## Virtual Events and Partner Programs

will be implemented by about one-quarter of those surveyed who are not yet using them.

# The Future of Customer Acquisition



## Question

*Do you plan to implement any of the following channels into your customer acquisition strategy in the next 2 years?*

## Conclusion

Whether brands are focusing on in-person events or targeted advertising, B2B marketing is going to get much more focused and targeted over the next two years.



# Setting up for Customer Acquisition Success

## Key Takeaways

### In A New Post-Pandemic World

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B2B marketers are looking to create long-term acquisition strategies that mix digital personalization and in-person connection. By investing in both **social media** and **digital advertising**, as well as **in-person events** and **partner programs**, they are creating holistic strategies that leverage the best of both worlds.

### Major Challenges

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To this growth is data quality and having the technology to support these seemingly disparate channels. Having a partner like Stirista can help you acquire the right customers, and nurture them through the increasingly personal B2B sales cycle.

### How Stirista Can Help

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Stirista has the industry's largest databases of high-quality, compliant, and validated data that can be activated across **email**, **digital**, **social media** and **OTT** channels. With our proprietary ESP and DSP, we can work with any organization to acquire high-quality prospects that will grow your business and increase your revenue.





# Learn More About How Stirista Can Help Your Brand!

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