

# THE BUYING EXPERIENCE MATTERS

B2B buying process is long and complex. Buyers and sellers are seeking a better and easier way.

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## BUYING COMMITTEE



**An average of 11 and up to 20** decision makers are involved in B2B solution decisions

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## ENGAGEMENT



**More than 75%** buyers and sellers want digital engagement

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## REMOTE PURCHASES

**70% of B2B decisions makers** are open to making remote or self-service purchases of \$50K+



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## ACCESS TO CONTENT



**65% of buyers** want easy access to relevant content & pricing information

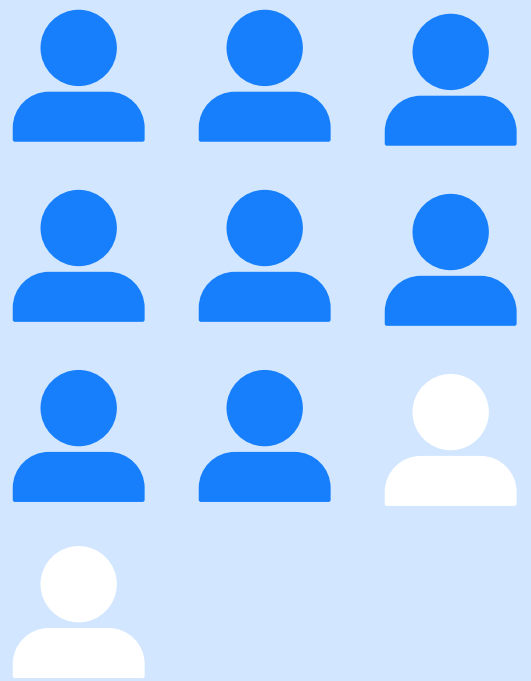


**80% indicated** that vendor content positively impacted their buying decisions

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## EXPERIENCE

**For 8 out of 10 customers,** experience is just as important as a company's products and services



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**Empower Sales. Engage Buyers. [Enable Us.](#)**

- Gartner, 2019 Gartner Buyer Survey, 2019
- McKinsey & Company, These eight charts show how COVID-19 has changed B2B sales forever, October 14, 2020
- Demand Gen Report, B2B Buyers Survey Report, 2021
- Salesforce, State of the Connected Customer, 2018