Recent research shows that digital technology is transforming company–customer interactions in the business-to-business (B2B) market:

B2B buyers are increasingly starting their purchase journey online at search sites and third-party marketplaces.¹

- **68%** of surveyed B2B buyers prefer to conduct research online.
- **60%** prefer not to interact with a sales rep as their primary source of information.
- **62%** say they can develop a vendor shortlist based solely on digital content.²

- **27%** of surveyed B2B buyers are willing to pay a premium to buy direct from manufacturers as opposed to distributors.³

- **64%** of surveyed B2B marketers say that they successfully use marketing technology to manage customers’ engagement and capture customers’ behavior across their entire life cycle.⁴