# Characteristics of the Buying Team

Conducted for the past 15 years, TechTarget's Media Consumption Study gives invaluable insights on technology buyers' research solutions for purchases based on the latest market trends. Discover the results from more than 260 professionals from around UKI, with a brand new component this year – 'marketer perception vs buyer reality'.

In this infographic, we share insights on the ever-growing IT buying team and give practical advice on how to engage the whole purchasing team throughout a complicated buying process.

Get started early in the journey

Research cycles are lengthy

How much time does your company typically take to make a major technology purchase beginning when you first identify a problem and ending when you sign a contract with a provider?

Less than 1 month	6%
1-3 months	26%
4-6 months	28%
7-9 months	16%
10-12 months	14%
More than 1 year	11%
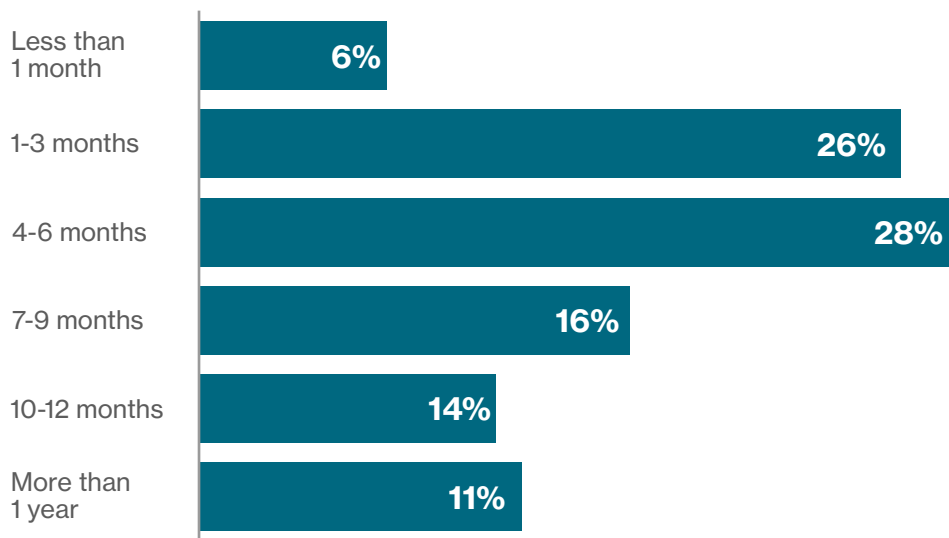
Sales Speculation

"Tech Buyers downloading content are purchasing in the next 3 months"

vs.

Market Reality

6 months average sales cycle

35% of Enterprise companies take 10 months or more to make a purchase

Source: 2022 Media Consumption Report: UKI n=139

Many opportunities to penetrate an account

IT buying teams are large

UKI SMB

4.2 Average buying team in **SMB** companies

UKI Overall

5.9 **Average** buying team
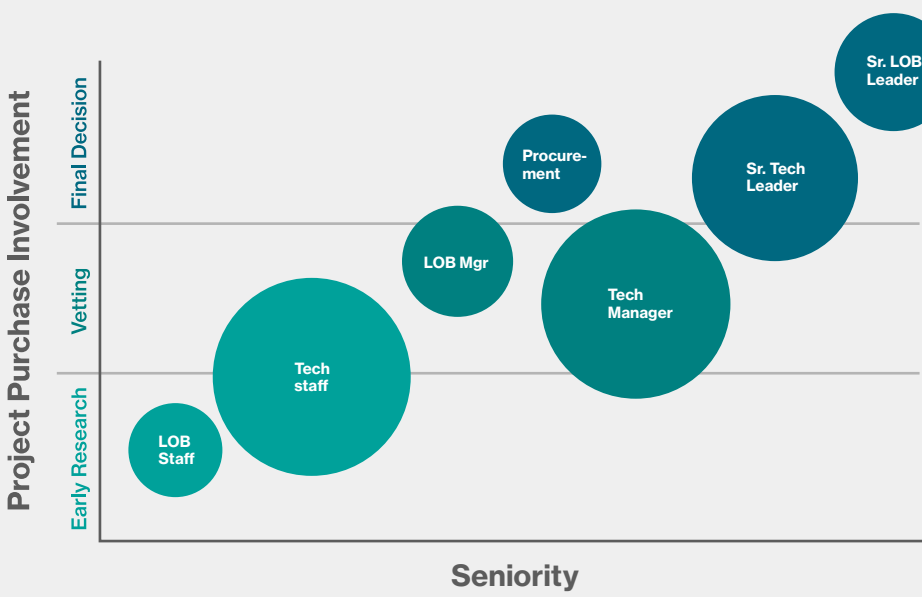
UKI Enterprise

7.6 Average buying team in **Enterprise** companies
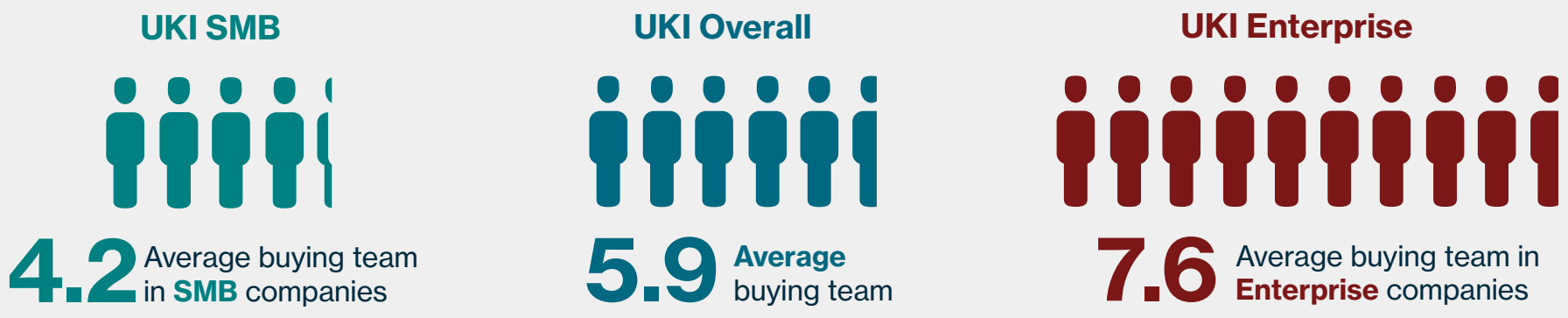
Source: 2022 Media Consumption Report: UKI n=148

People trump personas

Personas and their involvement in tech purchases

Project Purchase Involvement (Early Research / Vetting / Final Decision) vs Seniority: LOB Staff, Tech staff, LOB Mgr, Tech Manager, Procurement, Sr. Tech Leader, Sr. LOB Leader

Sales Speculation

"Only managers can evaluate technology solutions for purchase"

vs.

Market Reality

75%

75% of IT respondents disagree with this statement

Source: 2022 Media Consumption Report: UKI n=148

Need content to address unique buyer considerations

What content do you service to each user?

What does Staff Level want?

- Content that addresses integrations / implementations
- Content that addresses a technical challenge

When do they want it?
Early-Mid

What does Manager Level want?

- Content that address business challenges
- Content that addresses a technical challenge
- Solution Comparisons

When do they want it?
Early-Late

What does Director Level want?

- Short form content
- Content that addresses integrations / implementations
- Content that address business challenges
- Content that addresses a technical challenge

When do they want it?
Mid-Late

What does C-Level want?

- Industry specific content
- Customer stories highlighting ROI
- Solution Comparisons
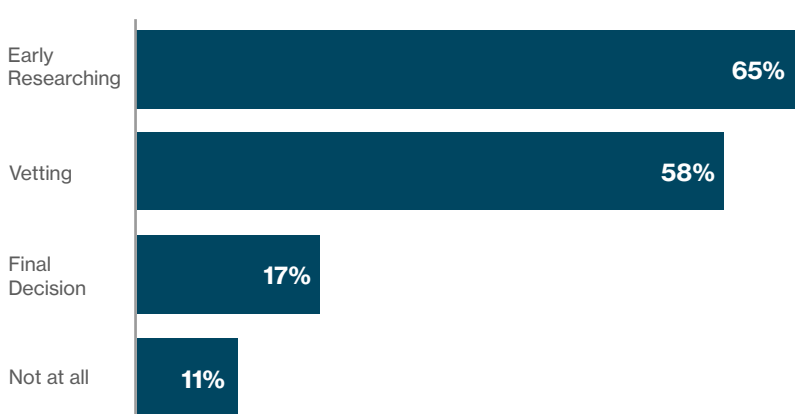
When do they want it?
Mid-Late

Source: 2022 Media Consumption Report: UKI n=148

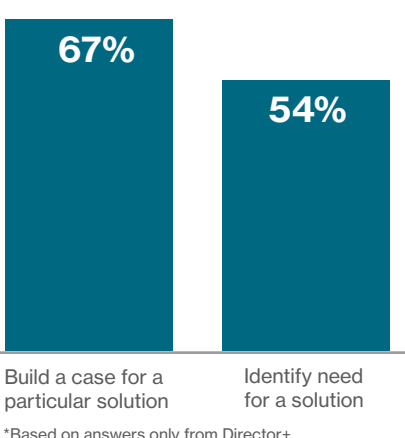## Don't limit leads per company

Don't discount the power of tech staff

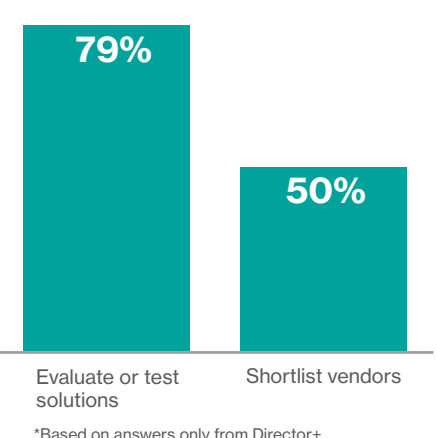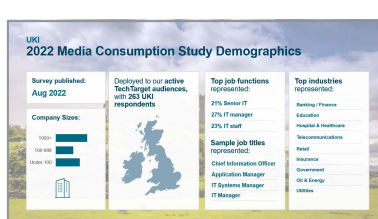**They play a role in purchasing at nearly all companies**

Early Researching	65%
Vetting	58%
Final Decision	17%
Not at all	11%

They tend to contribute earlier in the process

- Build a case for a particular solution: 67%
- Identify need for a solution: 54%

*Based on answers only from Director+

40% are involved in shortlising

- Evaluate or test solutions: 79%
- Shortlist vendors: 50%

*Based on answers only from Director+

Source: 2022 Media Consumption Report: UKI n=148 | Director+ n=35

Email **corpmarketingemea@techtarget.com** to get the full survey results and to schedule a meeting with our experts.

Get the Results

2022 Media Consumption Study Demographics