2025 Media Consumption & Vendor Engagement Study Highlights





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### The enterprise tech buying journey in 2025



Vendors have a real chance to impact **buyers** during research process: only of buyers say that initial vendors they start with are same as their shortlist

Informa TechTarget conducts an annual survey to understand the technology buying process and trends in research habits throughout the purchase journey.

The 2025 Media Consumption Study, based on responses from 1,744 global technology buyers, what it will take for enterprise tech vendors to optimize content creation and promotion, as well as sales and marketing outreach, within their go-to-market (GTM) strategies.

#### 5 insights you can learn from this report:

- Buying journey timeline: Where do buyers go, what content is needed to inform a purchase?
- Which factors are impacting a business' internal decision-making process in today's climate?
- 3 What subject matter is critical to help buyers decide?
- 4 How do streaming media and events play a role in the process?
- 5 When is Al-generated content is appropriate vs not?

### About Informa TechTarget Research & Data

As one of the world's largest B2B editorial and analyst organizations, we conduct numerous research studies every year. In addition, and uniquely in the industry, we monitor real-time purchase intent data. The combination allows us to dynamically understand the latest trends, behavior and insights from a wide range of B2B audiences better than anyone else can. The advantage to you is deeper insight that's up to date about where your markets and target accounts are headed.

#### **Informa TechTarget Annual Studies**

Tech Spending & Priorities (annual)
Media Consumption (bi-annual)
Purchase Process (bi-annual) IT Salary,
Careers and Diversity Study (annual)

Fielded to understand broad initiatives, technology adoption, budgets, and investment plans for the upcoming year.

### Analyst Market-Specific Research

Fielded across targeted markets to better understand emerging technologies, market disruption, tech stack and environment considerations and key areas of change.

### Informa TechTarget's Audience Insights & Purchase Intent Data

Garnered from 260+ topically focused market segments that represent the most active organizations week over week.

Project drivers and competitive shortlist data from 100,000+ confirmed projects over the last 12 months across 200+ technology markets. 4.5 million intent signals per month on our network.

### 25 years

of publishing technology-specific content

#### **50M**

IT and Business professionals, registered members and GDPR/CCPA compliant

#### Leader

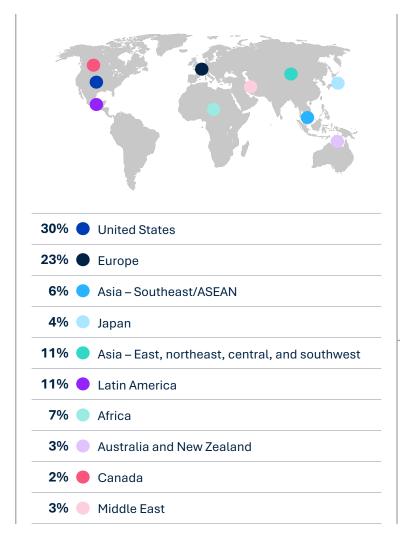
Named a Forrester Wave 2025 Leader and Customer Favorite of Intent Data Providers

### Demographics of 1,744 respondents



#### **Job Function**

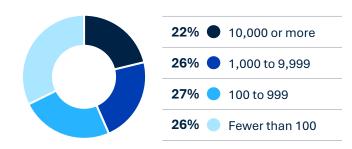




#### **Top 10 Industries**

- **#1** Technology
- **#2** Education
- **#2** Financial services
- **#2** Business Services
- **#5** Healthcare providers
- **#5** Manufacturing
- **#5** Government
- **#8** Telecommunications
- #9 Retail / Wholesale
- #10 Life sciences

#### **Company Size**

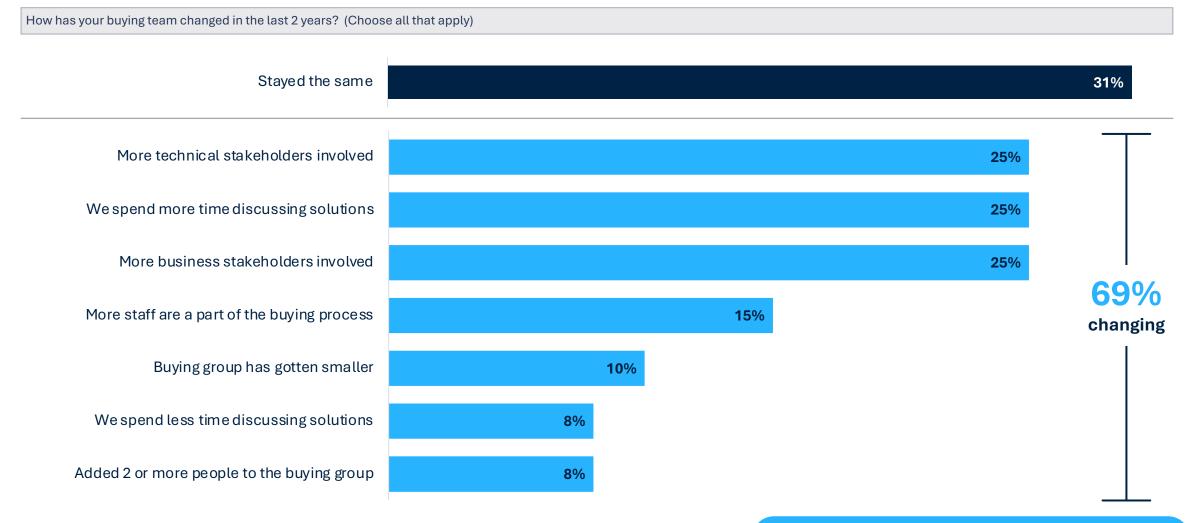


Want to learn more about this data and what Informa TechTarget can do for your organization? Talk to an expert today.

#### 2025 Media Consumption and Vendor Engagement Study



## Topline observation: 69% of tech buyers say the buying team has changed Current buying teams involve more staff, technical and business stakeholders



# Want to see more data from this survey or request different views?

Reach out to your Informa
TechTarget rep today or
talk to an expert to learn more.



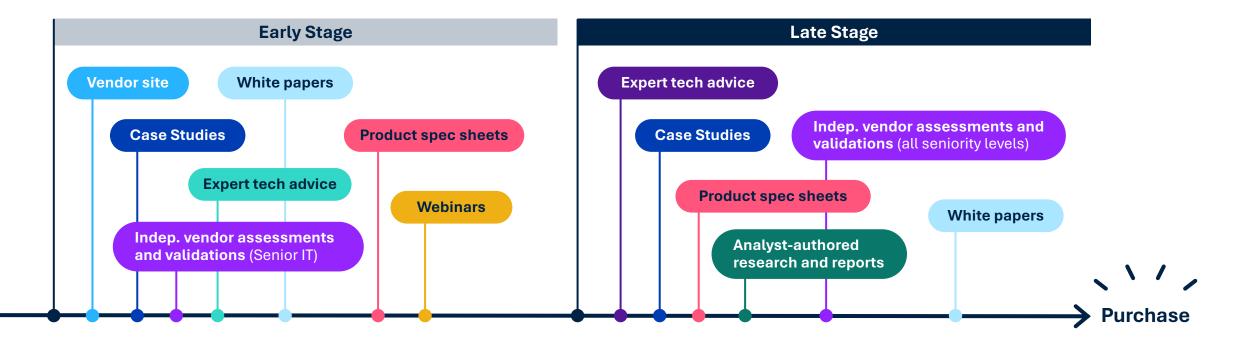




Preferred Channels and Content
Where do buyers go, and what content do they prefer?



#### Understanding and supporting the Tech Buyer's Research Journey in 2025



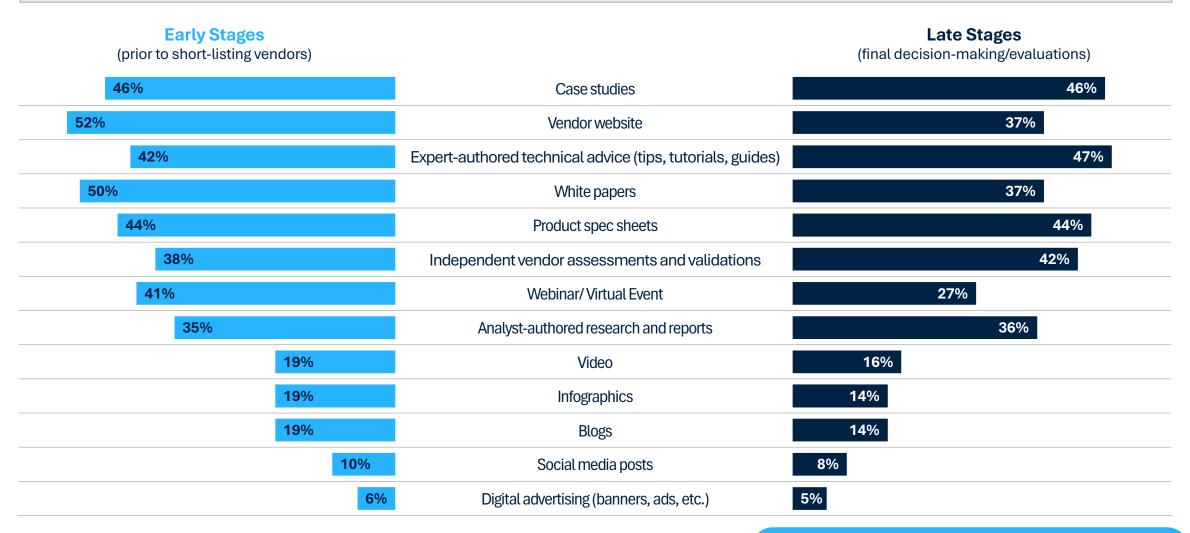
#### Content plays a critical role in the buyer journey. At least:

- 15 pieces of content are consumed, on average, when researching a technology purchase
- 6 vendor websites are visited by buyers throughout the journey
- 3.8 vendors ultimately make it to the shortlist (approx. 6 vendors engaged with during the journey)
- Independent vendor validations are important for attracting senior decision-makers throughout the buying process

## 2025 Media Consumption Worldwide results

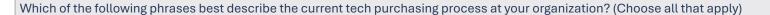
### Content formats | Early vs late

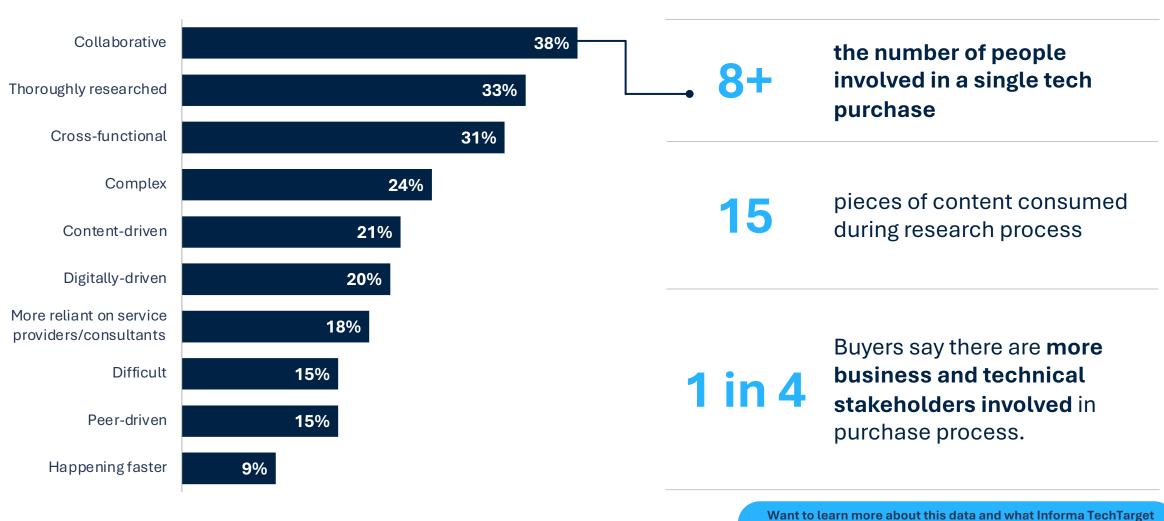
When evaluating tech solutions, which of the following media types do you typically leverage in your search? (Choose all that apply)





### The tech purchase process in buyers' own words



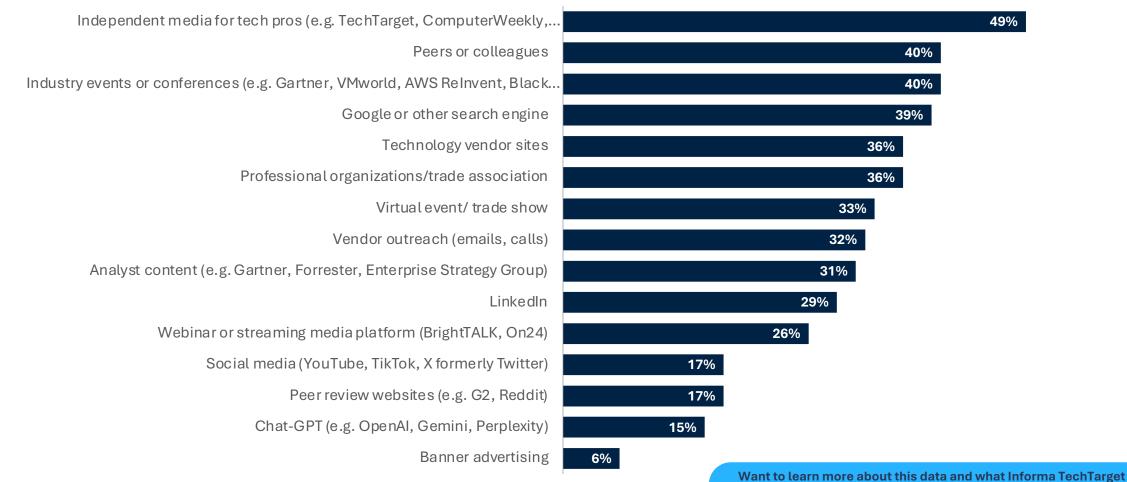




can do for your organization? Talk to an expert today.

# Independent publishers, peers, and industry events drive initial awareness of new tech vendors and solutions

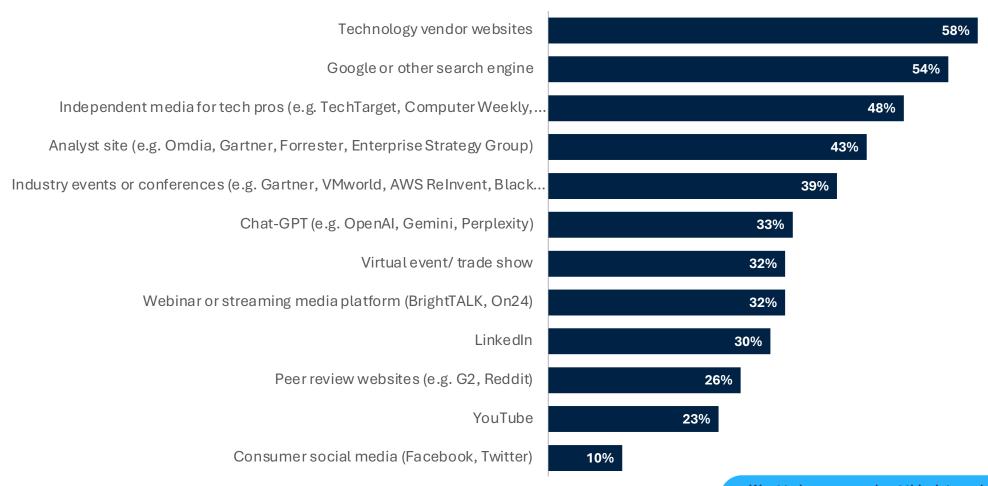
How do you typically first become aware of new technology solutions and vendors? (Choose all that apply)





# Buyers rely most on vendor sites and trusted independent experts for their tech purchase research

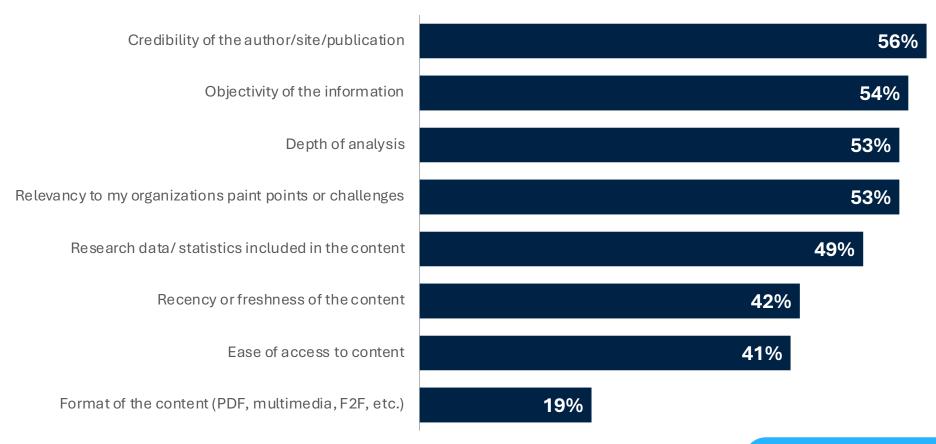
In the past year, which of the following have you relied upon in order to research/evaluate a specific tech purchase for your organization? (Choose all that apply)



## 2025 Media Consumption Worldwide results

# Credibility, objectivity, and relevance are essential to successful engagement

When selecting an information source during your technology purchase process, which of the following are most important? (Choose all that apply)



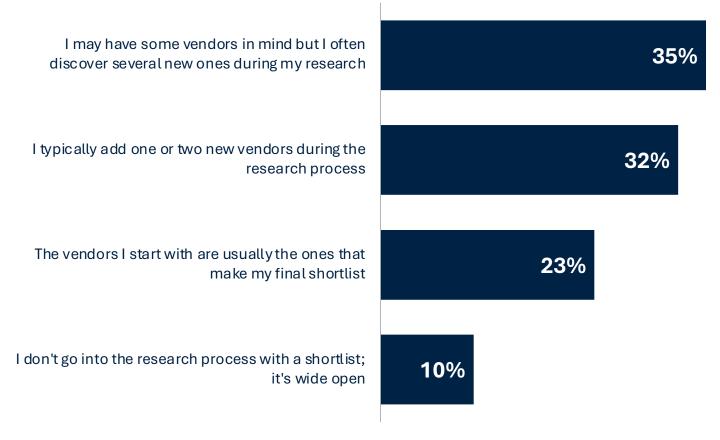


Vendor Engagement
Drill-Down
Specific requirements for engaging buyers



Vendors have a real chance to influence buyers early in the research process: Only 24% of buyers say that the vendors they start with are the same as their eventual shortlist

How does your vendor shortlist change throughout your research process? (please check one)





Strong content helps vendors earn a spot on the shortlist

6.23

Average number of vendors customers say they typically engage with during their research journey (either content, website, call, email)

3.79

Average number of vendors customers say typically end up on their shortlist

## 2025 Media Consumption Worldwide results

### Critical implications for always-on marketing strategies

Thinking back to a recent technology evaluation or purchase, did you engage with marketing materials and/or content that made you aware of potential solutions and vendors before there was an actual project in place?

Yes | 78% of buyers engage with vendor marketing materials and/or content before a project is underway.

No | 22%

Marketing shapes buyer awareness ahead of demand

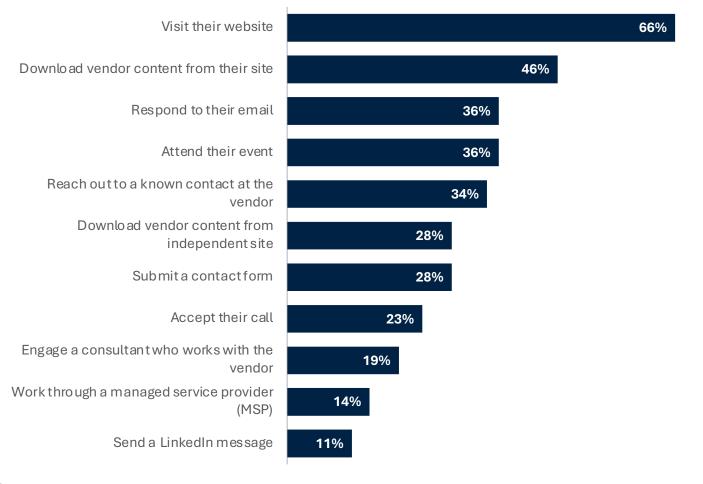
84%

of B2B marketers state that content marketing helps them create brand awareness\*

#### 2025 Media Consumption and Vendor Engagement Study

# The research process is largely self-guided, but buyers will still respond to email

We know the typical tech purchase research process is more independent. If you reach out to a vendor, what actions are you likely to take to initiate contact? (Choose all that apply)





Most buyers initiate contact by visiting a vendor's website or downloading content(still quite independent) but the first interaction will be via email or at an event versus accepting a call.

## Top 3 things to put in email:

- Provide demo
- Know their business challenges
- Pricing and ROI



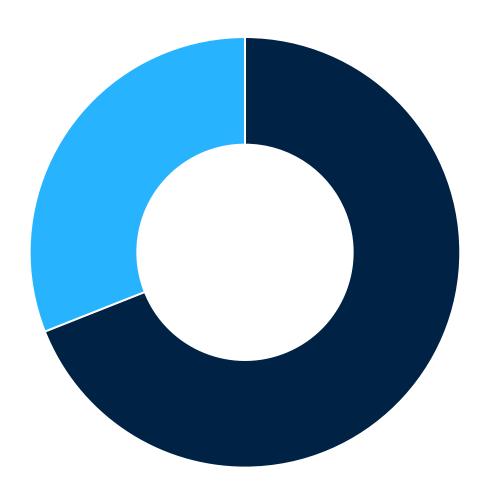
Vendor Content
What buyers want from vendor content—and where it still falls short





# Most buyers struggle to find vendor content that fully supports buyers' "jobs to be done"

I find it challenging to find high-quality vendor content that addresses my pain points and specific needs. (please check one)



69%

Agree – it is challenging to find high-quality vendor content that addresses my pain points

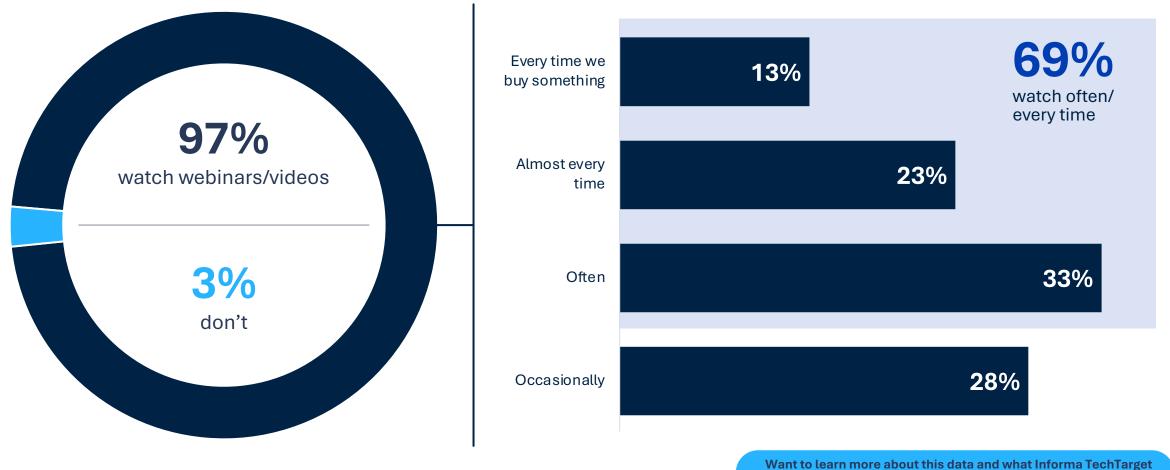
31%

Disagree



# Webinars and videos play an important role: 97% of buyers watch these as a part of their vendor evaluation process

How often do you watch webinars or videos when evaluating a prospective vendor's products or services? (please check one)

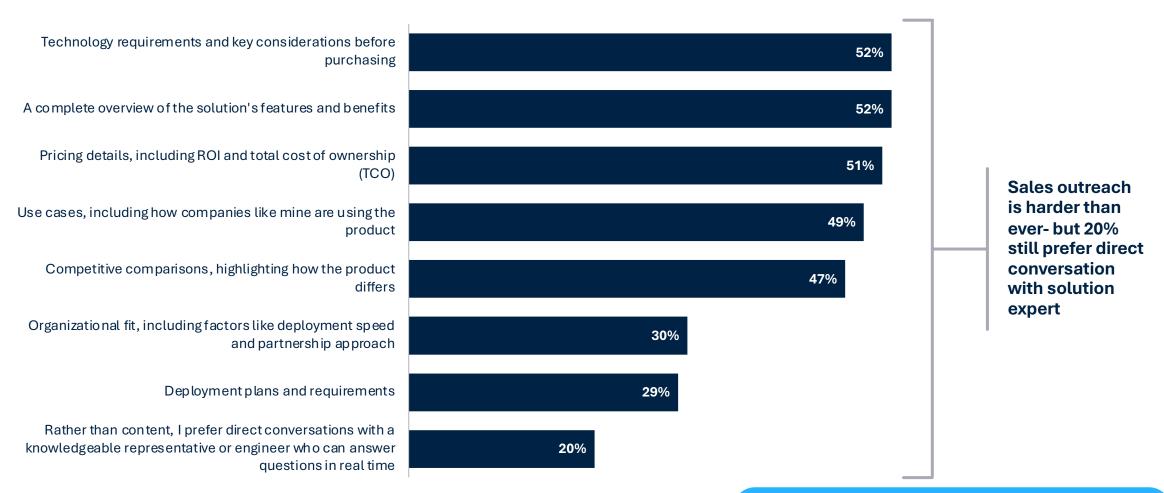


#### 2025 Media Consumption and Vendor Engagement Study



# Even in the early stages, buyers need to understand technical criteria, product features and benefits, and pricing details

What types of vendor content are most helpful to your organization during the early stages of your research? (Choose all that apply)



Want to learn more about this data and what Informa TechTarget can do for your organization? Talk to an expert today.

## 2025 Media Consumption Worldwide results

# Content that buyers require to consider a vendor: Pricing details, ROI, technical and deployment requirements

What types of vendor content are most helpful to your organization during the later stages of your research as you are closer to finalizing your vendor choice? (Choose all that apply)



Want to see more data from this survey or request different views?

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#### About Informa TechTarget

Informa TechTarget (Nasdaq: TTGT) informs, influences and connects the world's technology buyers and sellers, to accelerate growth from R&D to ROI.

With an unparalleled reach of over 220 highly targeted technology-specific websites and over 50 million permissioned first-party audience members, Informa TechTarget has a unique understanding of and insight into the technology market.

Underpinned by those audiences and their data, we offer expert-led, data-driven, and digitally enabled services that deliver significant impact and measurable outcomes to our clients.

- Trusted information that shapes the industry and informs investment
- Intelligence and advice that guides and influences strategy
- Advertising that grows reputation and establishes thought leadership
- Custom content that engages and prompts action
- Intent and demand generation that more precisely targets and converts

Informa TechTarget is headquartered in Boston, MA and has offices in 19 global locations. For more information, visit **informatechtarget.com** and follow us on **LinkedIn**.

