



Enterprise
Strategy Group
by TechTarget

TechTarget Content and Advisory Services

Highlights from our North American Media Consumption and Vendor Engagement Study

North American Results: November 2022

TechTarget Content & Advisory Services

About this study

How to use this report:

IT vendors (marketers and sellers): Use this to improve your understanding of what buyers are up against and what preferences they have. Guide content development, and improve go-to-market messaging, outreach and content campaigns.

IT buyers: Use this as a benchmarking tool for comparing how purchases are researched and ultimately decided upon by their peers.

TechTarget's Media Consumption and Vendor Engagement Study examines where buyers source information throughout their research journey, and what content is important to them and what it takes for vendors to make an impact.

Our bi-annual study represents **733 technology decision makers** across IT and LOB roles, from organizations with over 100 employees.

The complete study covers 3 key areas:

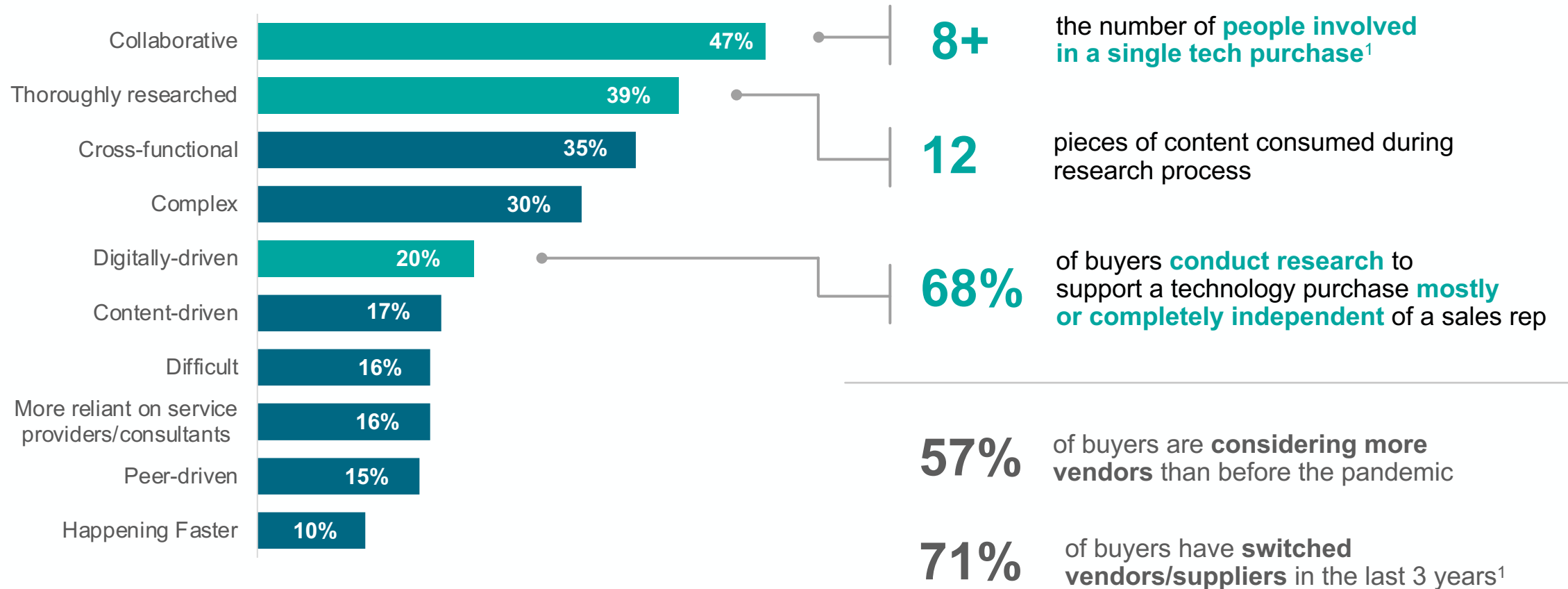
- 1) The technology buyer's purchase journey
- 2) Frequented media types, sources and channels
- 3) How, when and where vendors should engage.

For deeper insight on buying teams and who is involved in tech purchases, consult our 2022 Purchase Process Study.

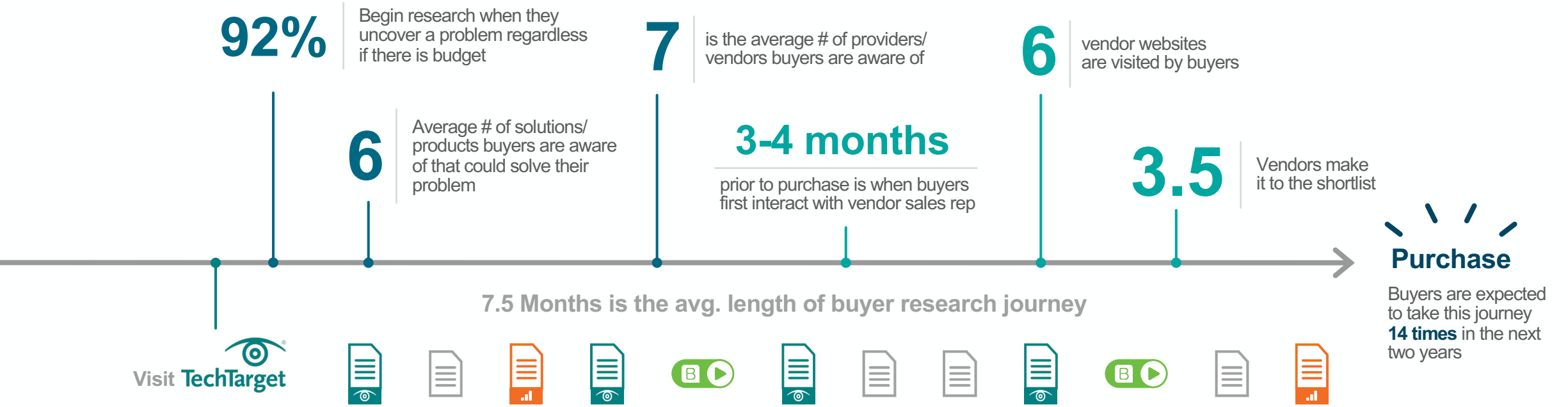
To request the full report, [contact a TechTarget representative today.](#)

Buyer behavior has changed dramatically post covid

Which of the following words/phrases would you use to describe the tech purchasing process at your organization?
(Choose all that apply)



Detailing the Post-Covid Buyer's Research Journey



12

Average pieces of content consumed when researching a purchase

92%

of buyers are more likely to engage with a tech vendor who has helped educate them

Early-stage content types

- Independent tech advice
- Product spec sheets
- White papers
- Webinars

Early-stage content needs

- Complete overview of features and benefits
- Use cases / case studies
- Technology requirements & considerations

Late-stage content types

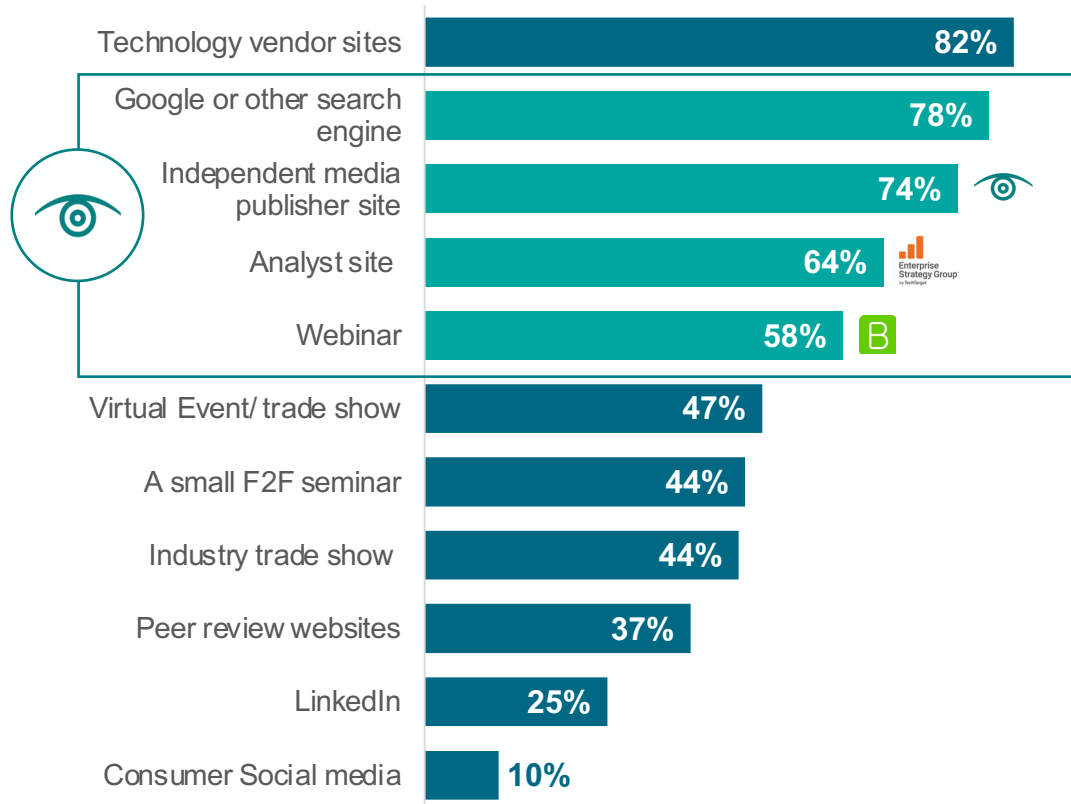
- Expert vendor assessments/reviews
- Expert technical advice
- Product spec sheets
- Case studies

Late-stage content needs

- Deployment requirements and plans
- Pricing of product or offering (ROI/TCO)
- Technology requirements & considerations

Buyers are conducting more online research, consuming more webinars

Which of the following do you expect to visit in order to research/evaluate a specific tech purchase for your organization? (Choose all that apply)



TechTarget ranks ahead of leading vendors for organic traffic in Google monthly

1 out of 2 buyers watch webinars and attend virtual events

+22% up

Webinars are relied upon more in the research journey than last year

YoY Content Observation

Highest growth:

- +22%** Webinar
- +10%** Google
- +9%** Independent publisher sites

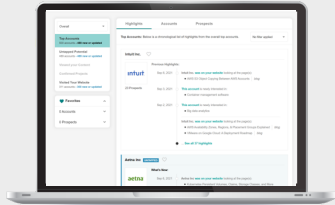
Highest decline:

- 5%** Industry trade shows
- 4%** LinkedIn
- 3%** Peer review sites

Buyers are active in many channels

The average buyer will use 5-6 channels throughout their research journey

Your Website



82%

will visit a vendor's website.

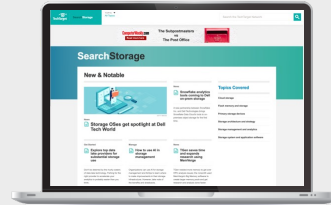
Google



78%

go to Google or other search engine

Independent Communities



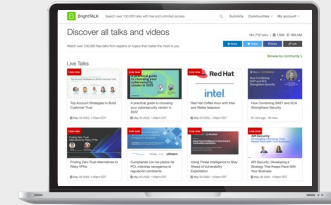
74% 

go to Independent media publisher sites

64%  Enterprise Strategy Group by techtarget

go to analyst sites

Streaming content



58% 

of buyers view webinars

47%

view virtual events

F2F Events



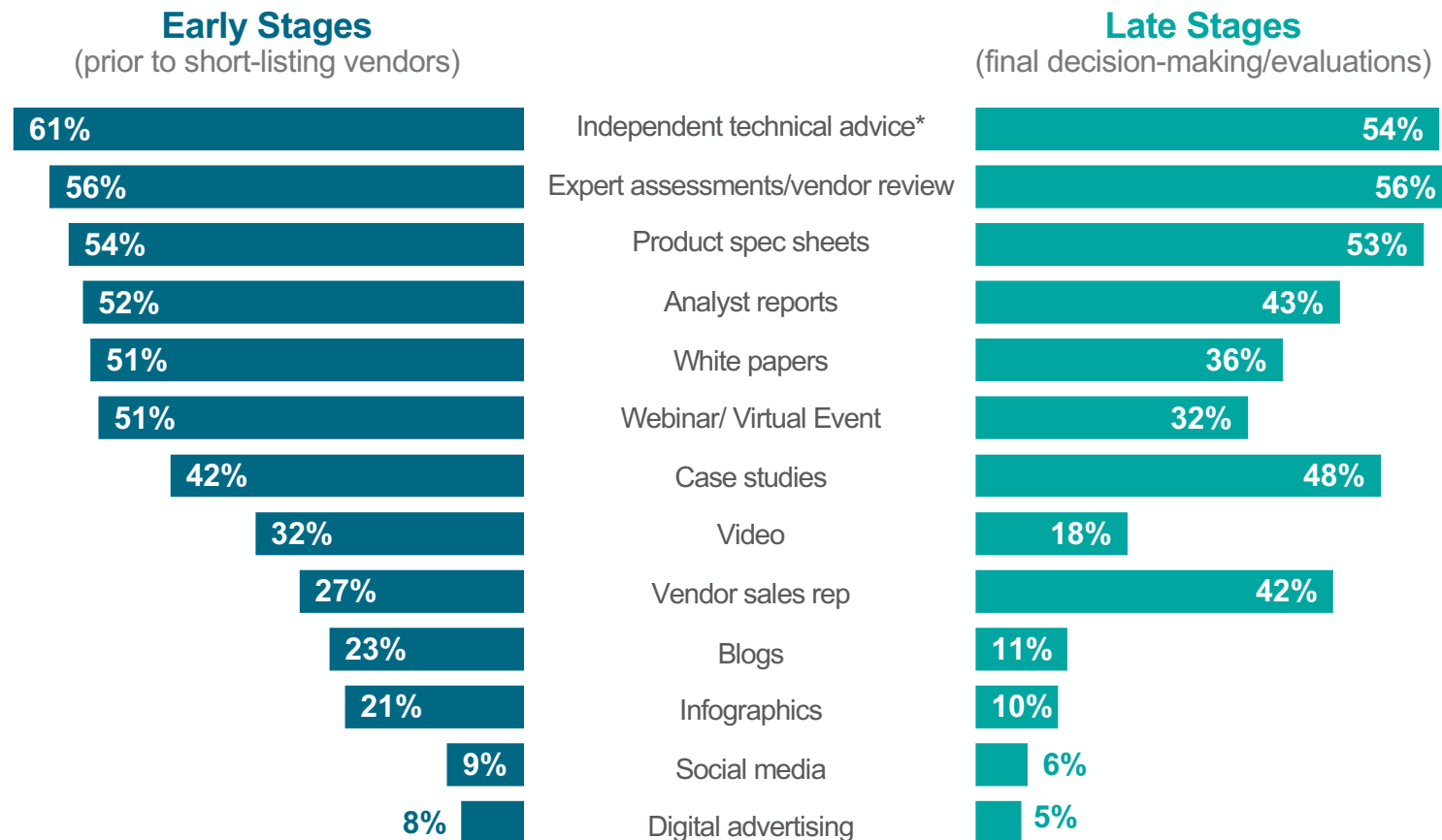
44%

will attend a F2F event or tradeshow

← We must meet our buyers **where they are** →

Media Types | Early vs Late

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



Takeaways

- Buyers want **independent, expert content** throughout their research journey
- **#1 criteria** for assessing content credibility is inclusion of 3rd party research¹
- Engaging with a **vendor** is an important part of the sales cycle at a later stage in the buyer's journey

How seniority affects content creation and outreach

What type of content are you most willing to engage with during the technology purchase process?

Staff

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

When do they want it?

Early-Mid



Manager

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

When do they want it?

Early-Late



Director

- 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



C-suite/VP

- Industry specific content
- Customer stories highlighting ROI
- Solution Comparisons

When do they want it?

Mid-Late



Tips to reach IT buyers as their research process becomes more digitally driven

83%

will engage with sales after they have **conducted independent research**

84%

are more likely to engage with a tech vendor **who they have heard of before**

90%

are more likely to respond to a tech vendors outreach if they've seen **multiple pieces of their content** online

#1

most effective way to reach all buyers is **topic-focused educational content**

We asked buyers: How can vendors better support your education/research throughout the buying journey?

- Provide more upfront and honest information
- Compare to your competitor
- Provide case study examples
- Produce more whitepapers
- Produce more webinar content

Advice for marketers: How can you move leads down the funnel?

What Buyers Said

12 average pieces of content are consumed with researching a purchase

84% are more likely to engage with a tech vendor **who they have heard of before**

90% are more likely to respond to a tech vendors outreach if they've seen **multiple pieces of their content online**

#1 most effective way to reach all buyers is **topic-focused educational content**

How to Respond

Maintain consistent presence and tailor content to help solve pain points

An always on approach pays off: buyers are more likely to engage with **YOU** after seeing your ads and content together

Have strong top of funnel content in market (always on is key)

Personalize your outreach and educate potential buyers on topics that align with your solution

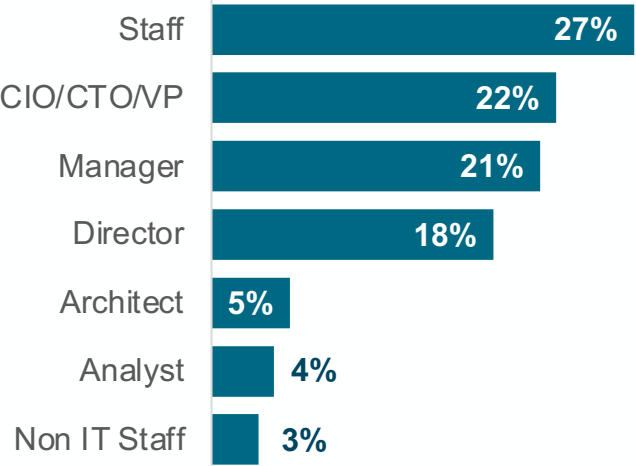


Demographics and research methodology

2022-2023 Media Consumption and Vendor Engagement Study

North American demographics of 733 respondents

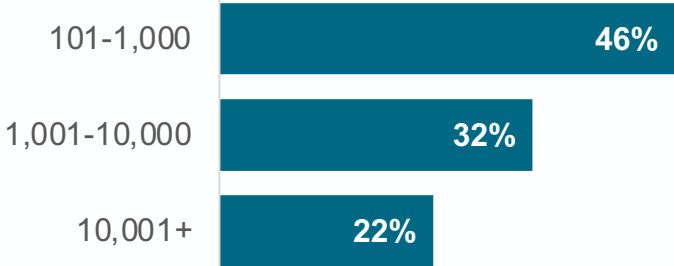
Job Function



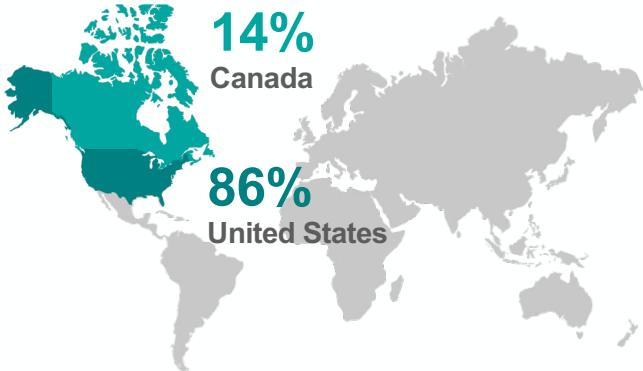
Top 10 Industries

- #1 Higher Education
- #2 Government Admin
- #3 Healthcare
- #4 Financial Services
- #5 Telecommunications
- #6 Insurance (non-healthcare)
- #7 Nonprofit Organization Management
- #8 Retail
- #9 Construction
- #10 Utilities

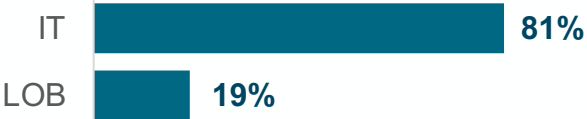
Company Size



Geographic Breakout



IT/LOB breakout:



2022-2023 Media Consumption and Vendor Engagement Study

Research Methodology

In 2022, TechTarget fielded two studies on IT buyer media consumption. The primary data source for this report is from the North American Media Consumption and Vendor Engagement Study; a comprehensive online survey of IT (81%) and business (19%) professionals from private and public sector organizations in North America (United States and Canada) fielded between July – September 2022. After filtering the TechTarget member list based on a number of criteria (incl. employee size) for data integrity, we were left with a final total sample of 733 qualified respondents. Please see the Respondent Demographics section of this report for more information.

Additional data was sourced from a North American cut of a global online survey of IT (83%) and business (17%) professionals from private and public sector organizations between April – June 2022. After filtering the TechTarget member list based on a number of criteria (incl. employee size) for data integrity, we were left with a final total sample of 418 IT Buyers in North America (United States and Canada) and 155 IT Marketers Worldwide.

To qualify for either survey, respondents were required to be responsible for their organization's technology purchasing decisions or have significant knowledge of the process. All respondents were members of TechTarget's active audience.

Insights within this deck reference the BrightTALK's 2022 Professional Engagement Survey. Respondents represented in this report were from organizations with more than 100 employees and required to be responsible for technology purchasing decisions. The survey was fielded August-September to BrightTALK active subscribers.

Note: Totals in figures and data throughout this report may not add up to 100% due to rounding.

Buying stages descriptions:

- Early/Awareness: problem identification/project initiation/and the initial search for potential solutions
- Late/Decision: including making the final recommendations and decision on which solution to purchase/implement

North American Media Consumption and Vendor Engagement Study

Key themes from our full study

What today's B2B buying journey looks like

A collaborative, thoroughly-researched process will have teams of 8 or more across strategic and technical roles involved in 4 buying areas per person.

Where buyers do their research

Buyers spend, on average, 6 hours online per week researching across 5+ channels of information. It will take 12 pieces of content to make an impact.

Advice for content planning

Content needs change for buyers from early/late stage, while consuming mostly independent technical content in up to 4 formats (w/webinars growing in importance).

Tips to make the consideration shortlist

Competition is fierce. An always on, omni-channel presence makes an impact, as buyers are in market before a project is in place and more likely to engage if educated on a topic.

What messages will resonate when doing ABM outreach

Sales reps need to be tech savvy, and produce comprehensive information, use cases, competitive comparisons, then offer pricing.

The tech buying process is more digitally-driven than ever. Buyers are less reliant on salespeople during the research process and increasingly conducting research independently.

About TechTarget

TechTarget (Nasdaq: TTGT) is the global leader in purchase intent-driven marketing and sales services that deliver business impact for enterprise technology companies. By creating abundant, high-quality editorial content across more than 140 highly targeted technology-specific websites, TechTarget attracts and nurtures communities of technology buyers researching their companies' information technology needs. By understanding these buyers' content consumption behaviors, TechTarget creates the purchase intent insights that fuel efficient and effective marketing and sales activities for clients around the world.

TechTarget has offices in Boston, London, Munich, Paris, San Francisco, Singapore and Sydney.

For more information, visit techtarget.com and follow us on Twitter [@TechTarget](https://twitter.com/TechTarget).



About Enterprise Strategy Group

Enterprise Strategy Group (ESG), a division of TechTarget, is an integrated technology analyst, research and strategy firm providing market intelligence and actionable insight to the global technology community. ESG is increasingly recognized as one of the world's leading and most influential analyst firms.

For more information, visit esg-global.com and follow us on Twitter [@esg_global](https://twitter.com/esg_global).

