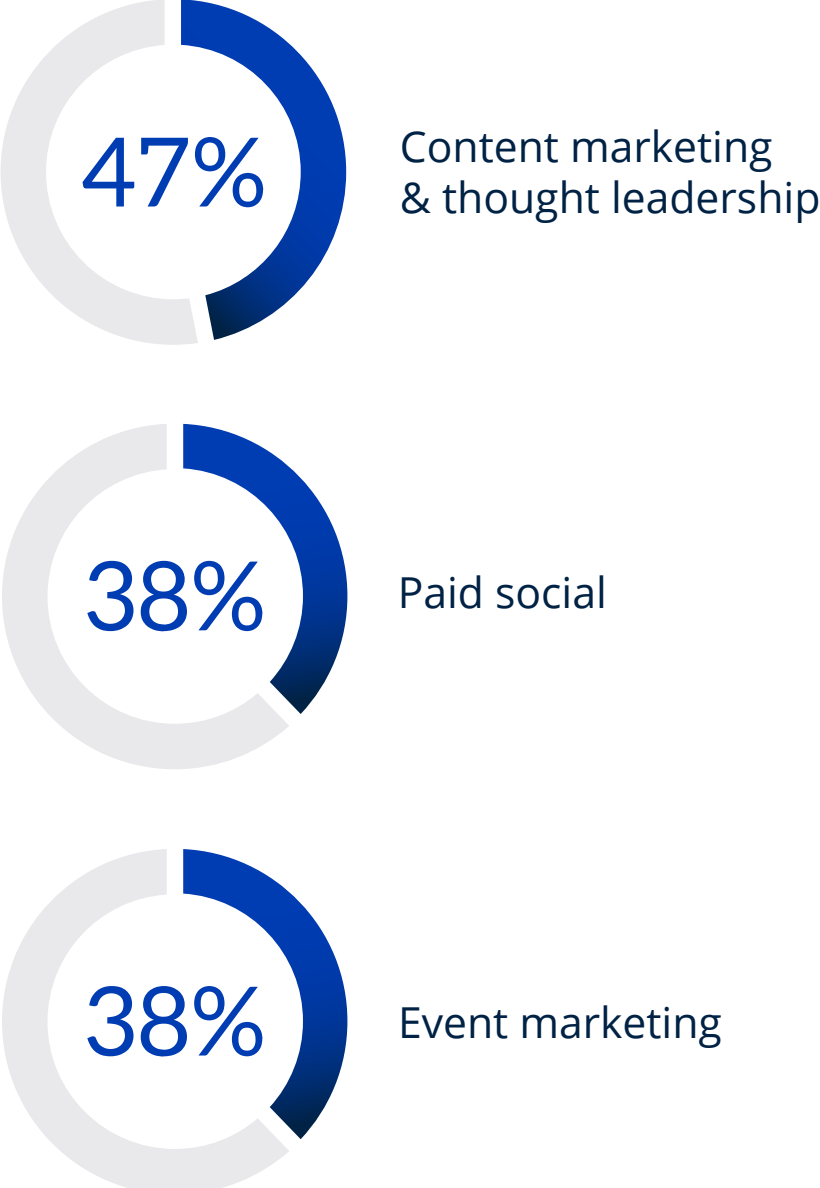


2025 B2B Demand Generation Predictions

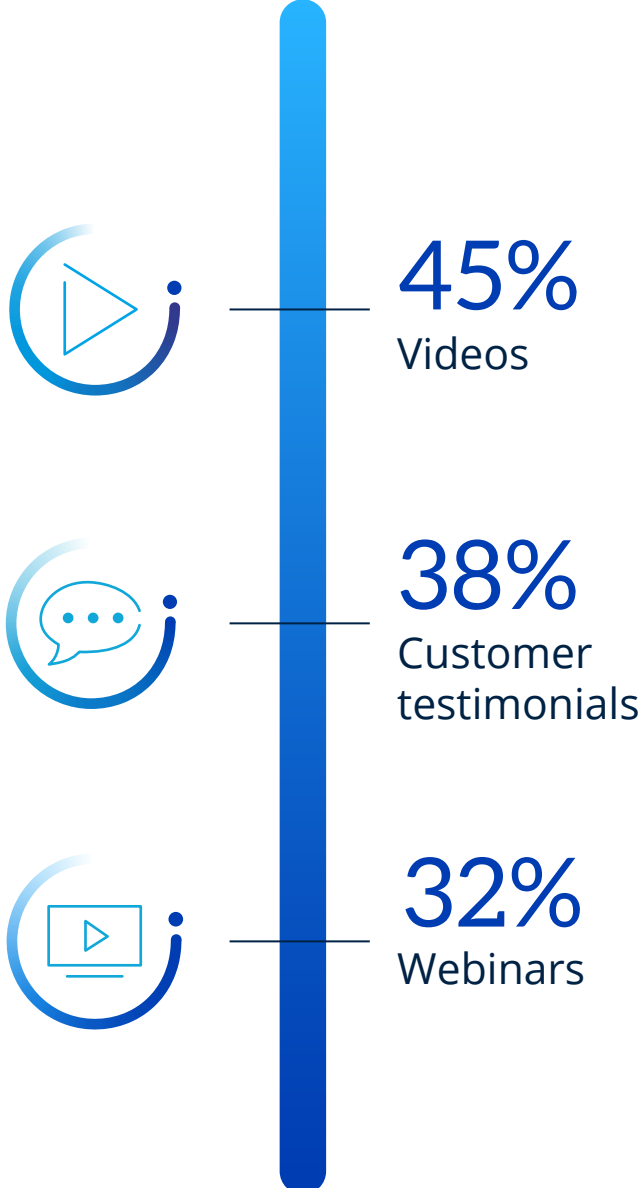
Hundreds of industry leaders participated in our annual predictions survey. Explore their forecasts to see what's next for demand-generation marketing:

Predicted Success of Channels & Campaign Types

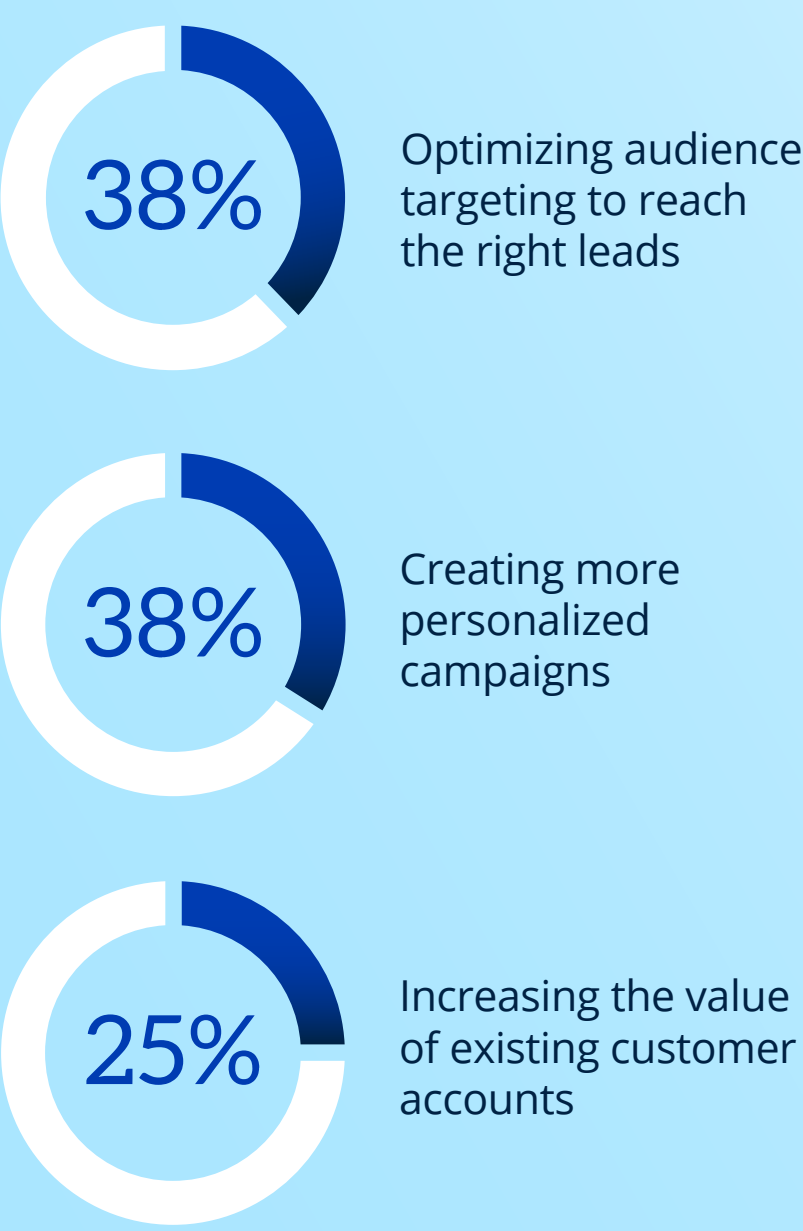
Most Successful Channels



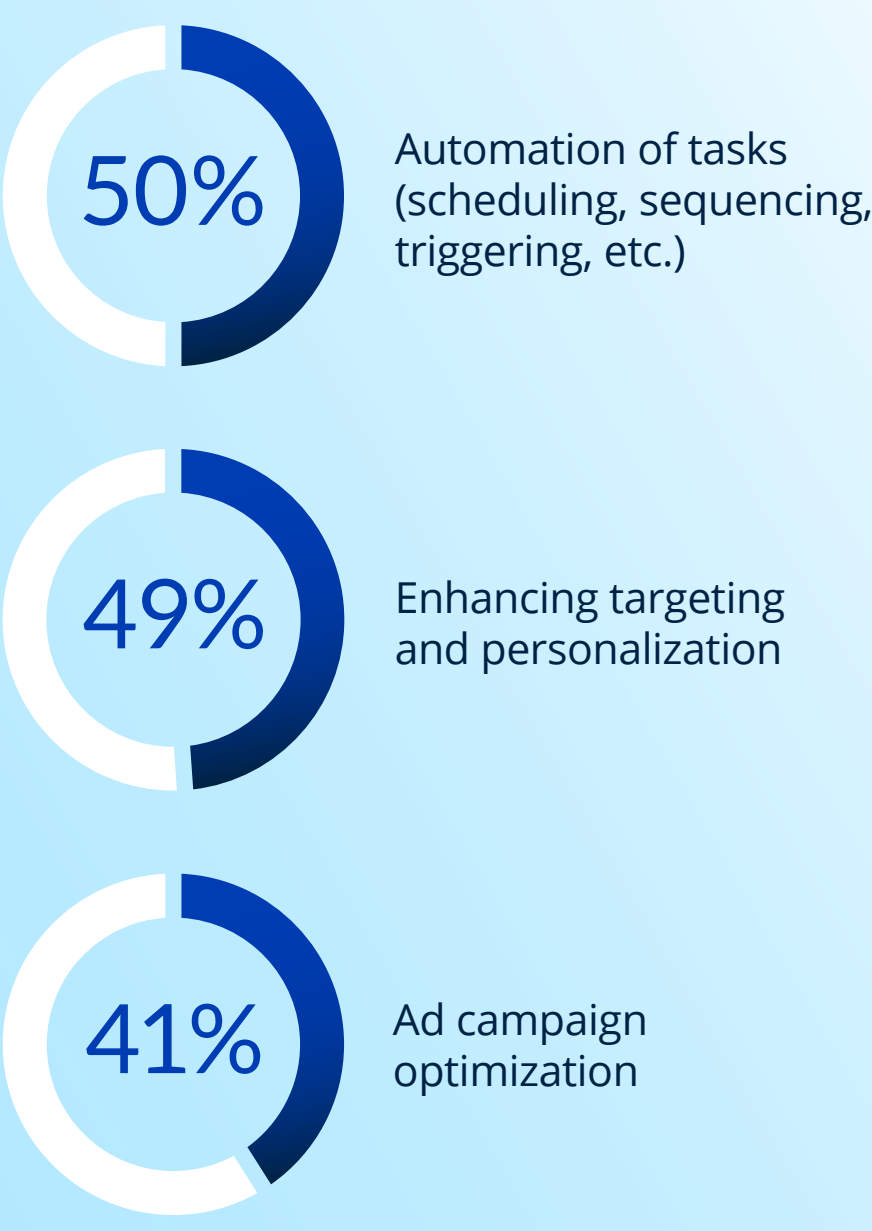
Most Successful Campaign Types



Top Predicted Priorities



Top Predicted Uses for AI

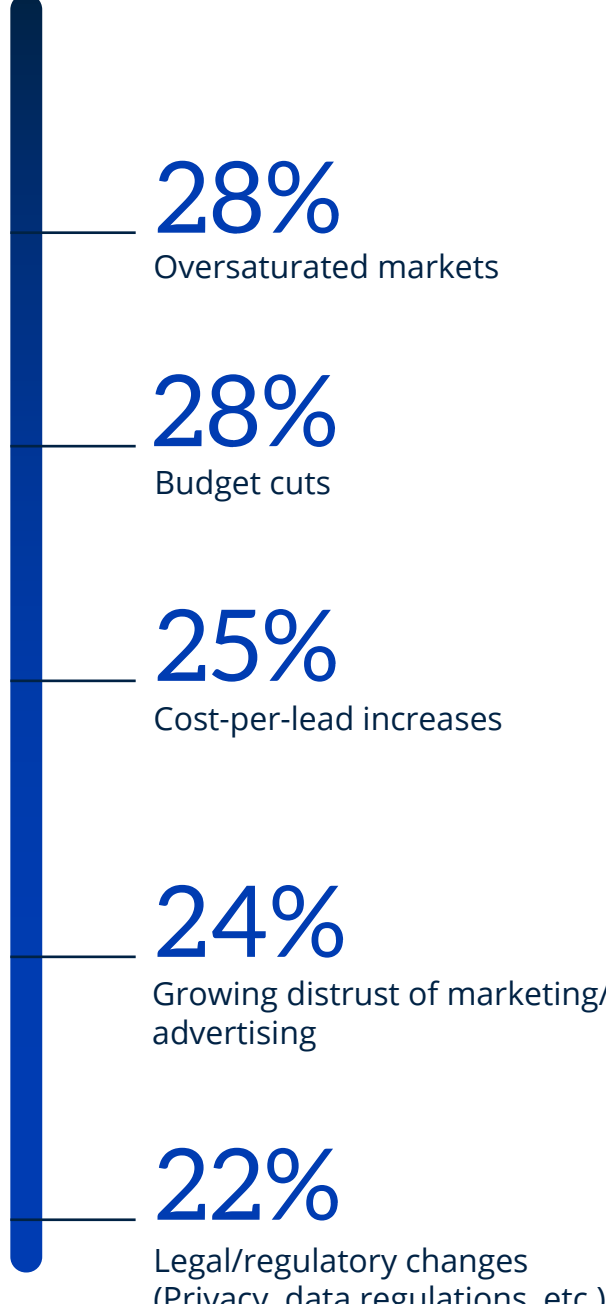


Predicted Organizational Hurdles

Top Internal Challenges



Predicted Roadblock, Ranked



Budget Forecasts



Predicted Budget Adjustments

