



2024 Media Consumption Survey Highlights

About TechTarget Research & Data

We direct a vast amount of research and monitor real-time purchase intent data that allows us to analyze the latest trends, behavior and insights from our wide range of audiences.



Enterprise Strategy Group & 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.

Enterprise Strategy Group Market-Specific Research

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

TechTarget's Audience Insights & Purchase Intent Data

Garnered from **220+ 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.

24 years

of publishing technology-specific content

30M

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

Leader

Named a Forrester Wave 2023 Leader in Intent Data

About this survey

TechTarget and Enterprise Strategy Group ran a global survey examining where buyers source information throughout their purchase journey. This report focuses on responses from **600+ global technology buyers across IT management and senior business roles.**

New to the survey: This year we asked buyers about their perceptions on AI-generated content.

To request access to the full report, [contact our expert team.](#)

Respondents from core tech categories

Data Management & Analytics 293	Application Development 251	Cloud, Infrastructure, and Operations 246	Cybersecurity, Compliance and Risk 245	Business Applications 221
Data Protection and Storage 219	Networking 204	End User Computing 202	Collaboration and Unified Communication 175	Customer Experience 164

5 insights you can learn from this report:

- The media types B2B buyers rely on when building a vendor shortlist.
- The channels B2B buyers are spending more time on doing research.
- What buyers want from vendor content, including what motivates them to attend webinars.
- Trends in vendor loyalty, including what causes customers to switch vendors/suppliers.
- What GTM leaders need to do to maintain a strong ongoing relationship with their prospects and customers.

2024: The year of autonomy, product feature differentiation and skepticism

There has been a 909% growth in GenAI purchase intent activity, however, tech buyers care that pre-purchase content is written by experts.

Expert, technical advice is what tech pros need to make a vendor shortlist.

Vendor shortlists can be built on digital content, said a majority of tech buyers.

65% of buyers want vendors that understand their needs.

83% of tech buyers have added or switched vendors in the past 12-18 months.

Buyers are spending more time with independent sources of information.

A GTM leader's job is never done.

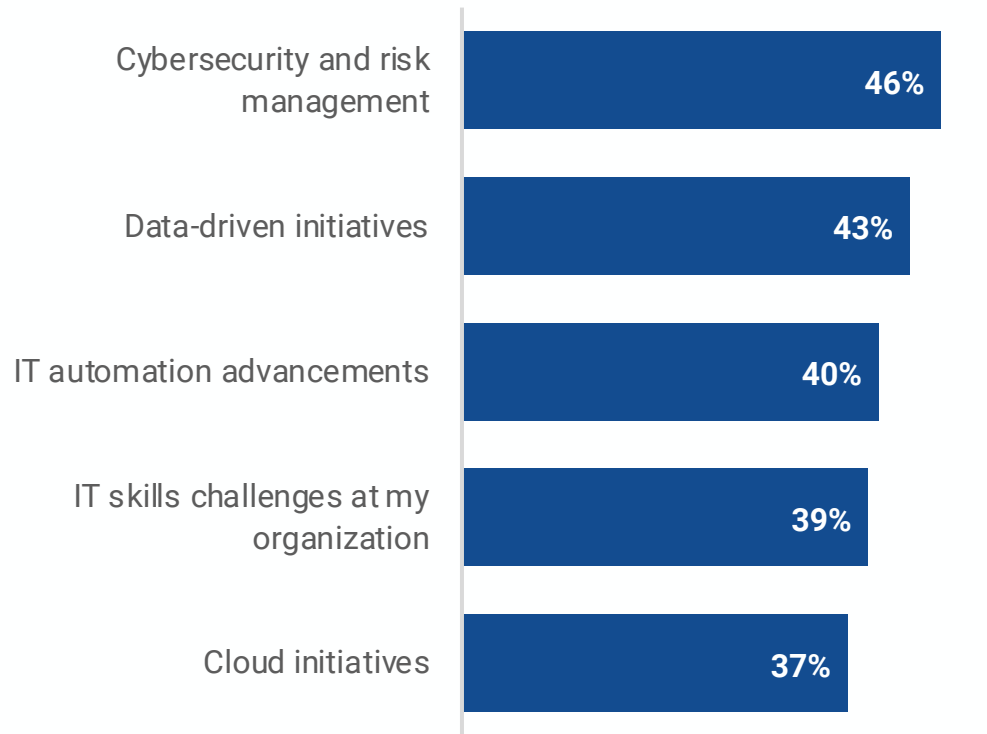
You must build trust with current and future customers.

1. Your content must engage and educate.
2. Your marketing must leverage multiple channels.
3. You must utilize experts and analysts to boost credibility and break through the noise.
4. You must pay attention to customers after purchase. 1 in 2 tech buyers have purchased additional products from a current vendor/supplier.
5. You must reach all buyers in market regardless of persona.

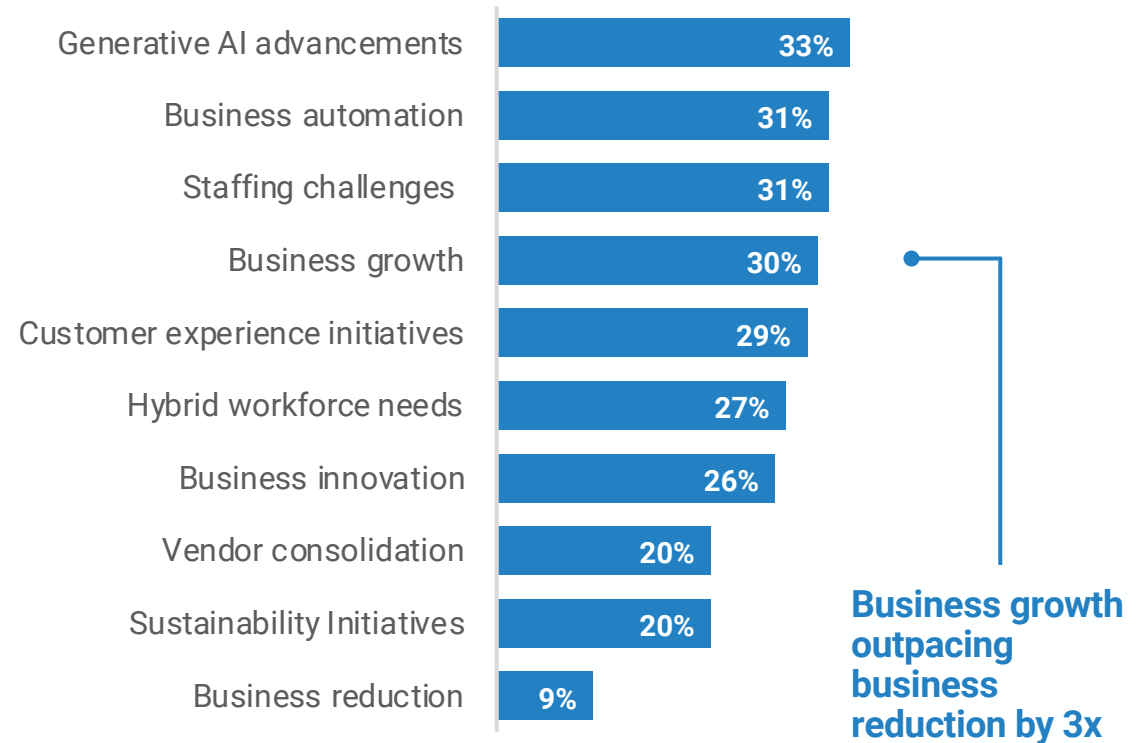
Cybersecurity and data-driven initiatives lead as key drivers of tech investments going into 2024 budgeting

Which of these advancements or disruptors are having the most impact on your organization's tech purchases?
(Choose all that apply)

Top 5

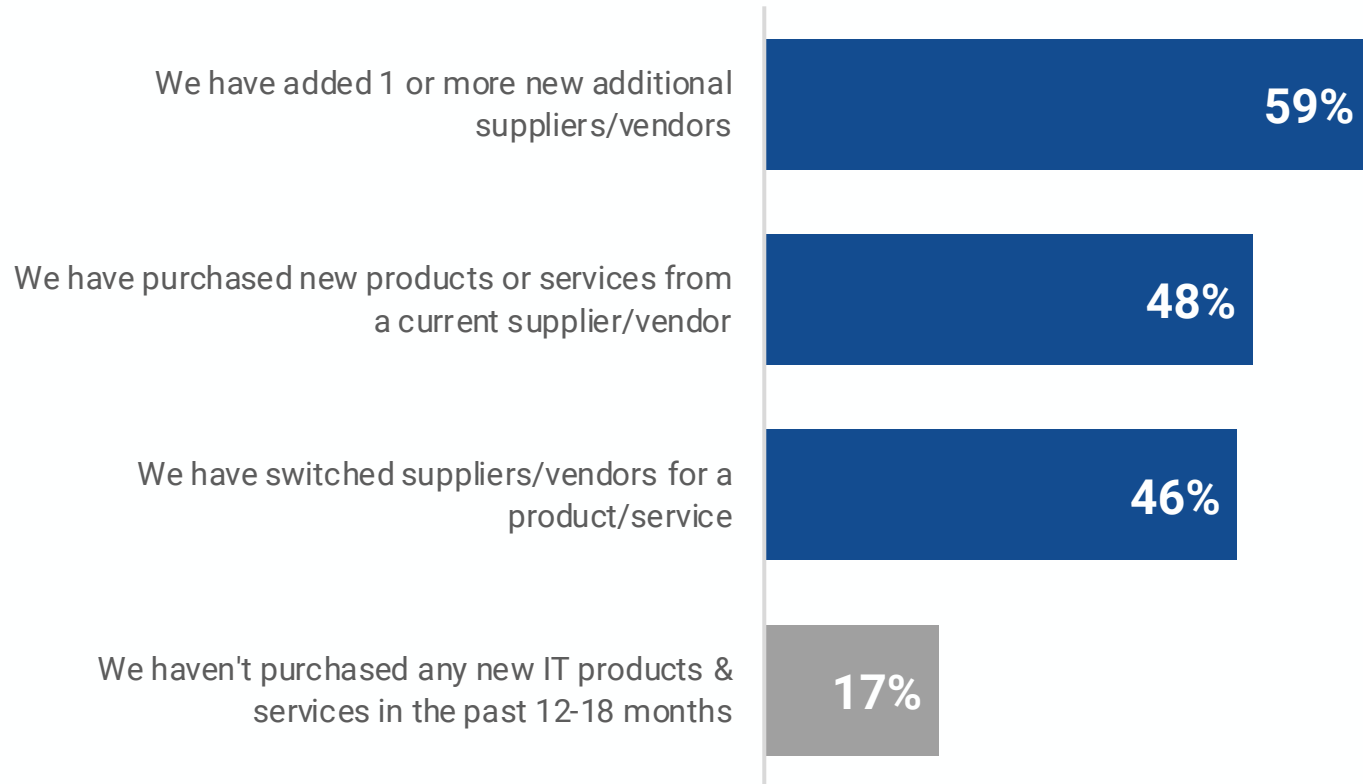


6-15



Vendor loyalty isn't especially strong

Has your organization recently (in the past 12-18 months) switched any IT vendors or brought in a new additional supplier for IT Products & Services? (Choose all that apply)



How tech vendors can maintain a strong ongoing relationship after a purchase has been made

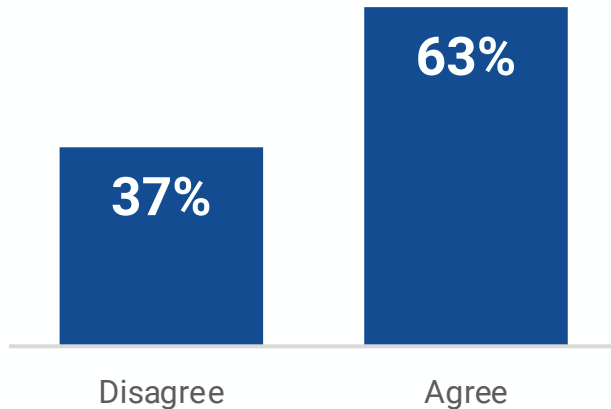
- Share market insights and trends.
- Share best practices and tips on using the product/solution.
- Respond to market needs by continuing to innovate – add new features/capabilities to your solutions.
- Stay on top of competitive pricing and your differentiation.

Trends in buyers' purchasing processes

- Where tech buyers spend the most time researching solutions
- What it takes to influence buyers in their pre-purchase research
- The most important media types for buyers to build vendor shortlists

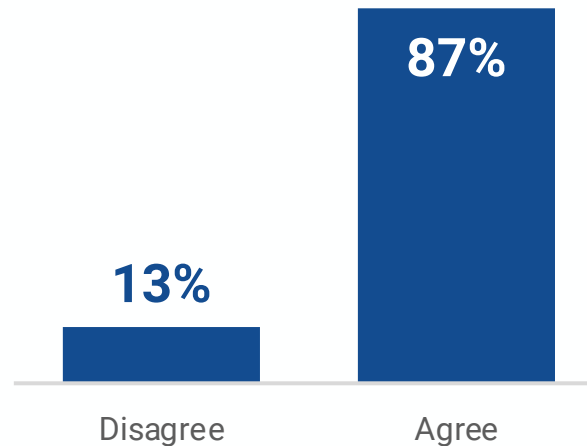
Tech buyers continue to prioritize digital-first, self-directed research before they engage with Sales

The information I find online (without engaging a sales rep) sufficiently helps me build vendor shortlists.



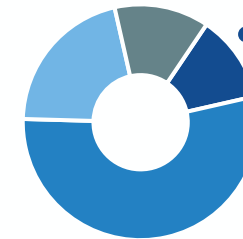
Source: 2024 Media Consumption Survey | n = 529 | Worldwide

Independent expert content is crucial to my tech decision-making process.



Source: 2024 Media Consumption Survey | n = 311 | Worldwide

Tech buyers need deep technical knowledge to make a major tech purchase.



Only 12%

said "yes" – Do business publication sites like Forbes give you all of the information you need to research and evaluate a major technology purchase?

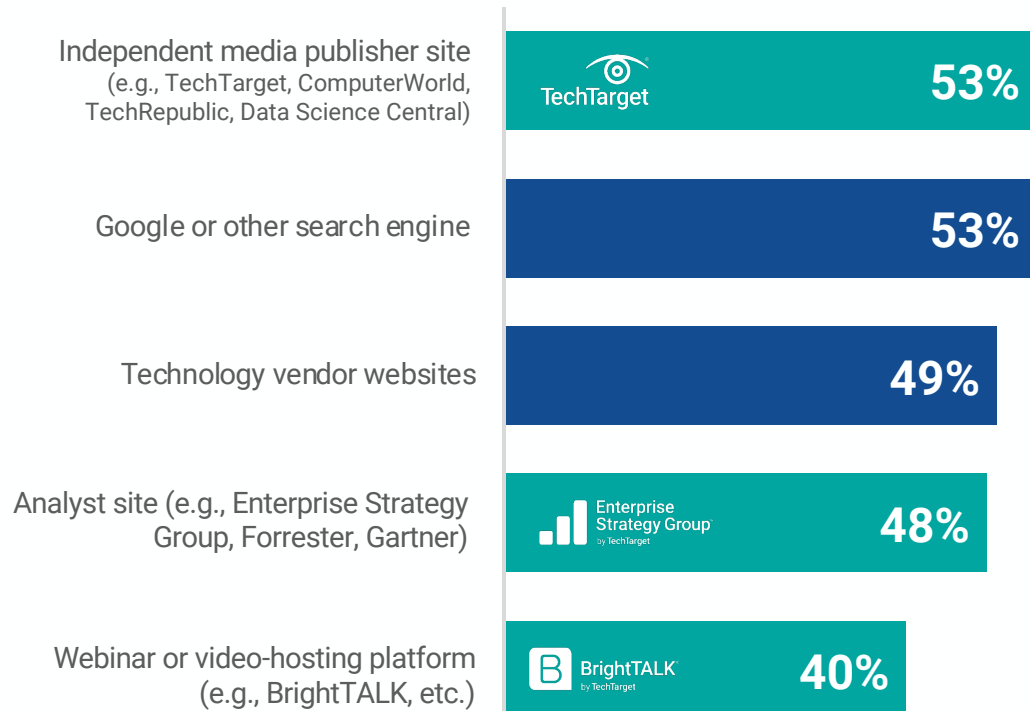
12%	Yes
54%	Somewhat
21%	Not at all
13%	I don't typically read business publications while researching technology

Source: 2024 Media Consumption Survey | n = 292 | Worldwide

Buyers are spending more time with independent sources of information than anywhere else

Where do you spend a significant amount of time when researching technology solutions?
(Choose all that apply)

Top 5



6-16



What it takes to make an impact with your buyers

Pre-Purchase Research

12 

how much content is consumed during the research process, demanding more content from tech vendors than ever before.

6 hours

how much time tech buyers spend per week conducting online research.

3 hours

how much time tech buyers spend **consuming vendor-specific content** (webinars, whitepapers) before engaging a sales rep.

Engagement and Revenue

— 92% 

of tech buyers are more likely to engage with a tech vendor who has **helped educate them** on a particular subject or technology concept.

— 91% 

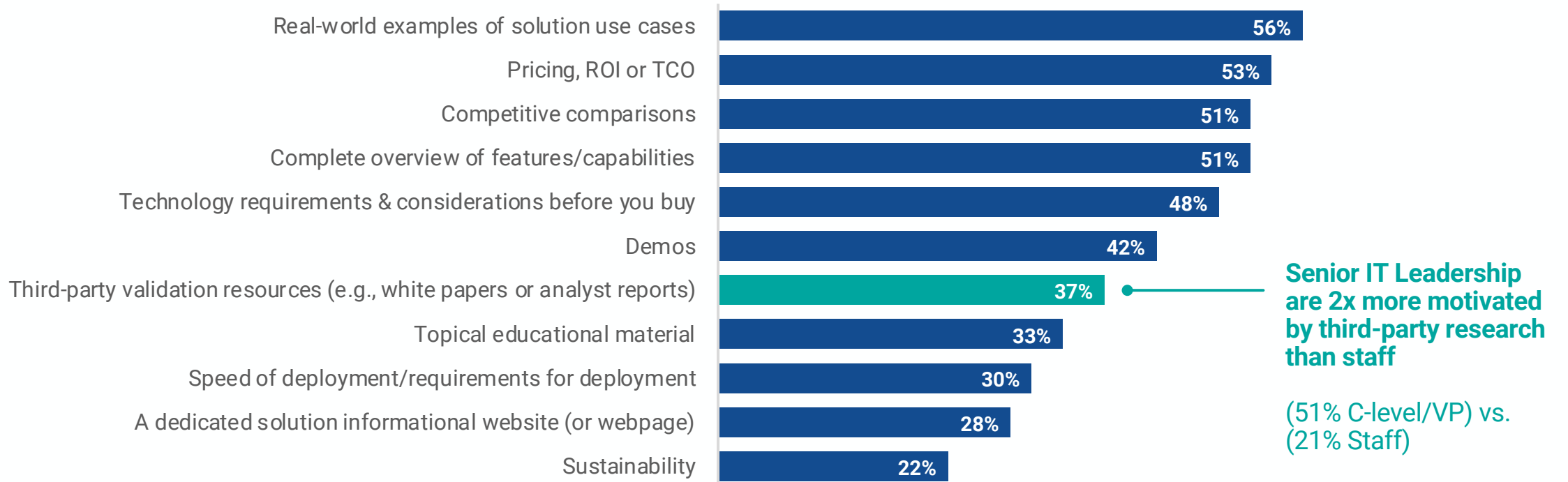
of tech buyers are more likely to **buy from a brand** that provides them with **relevant content**.

— 90% 

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

When engaging the buying team, your content should speak to their range of preferences

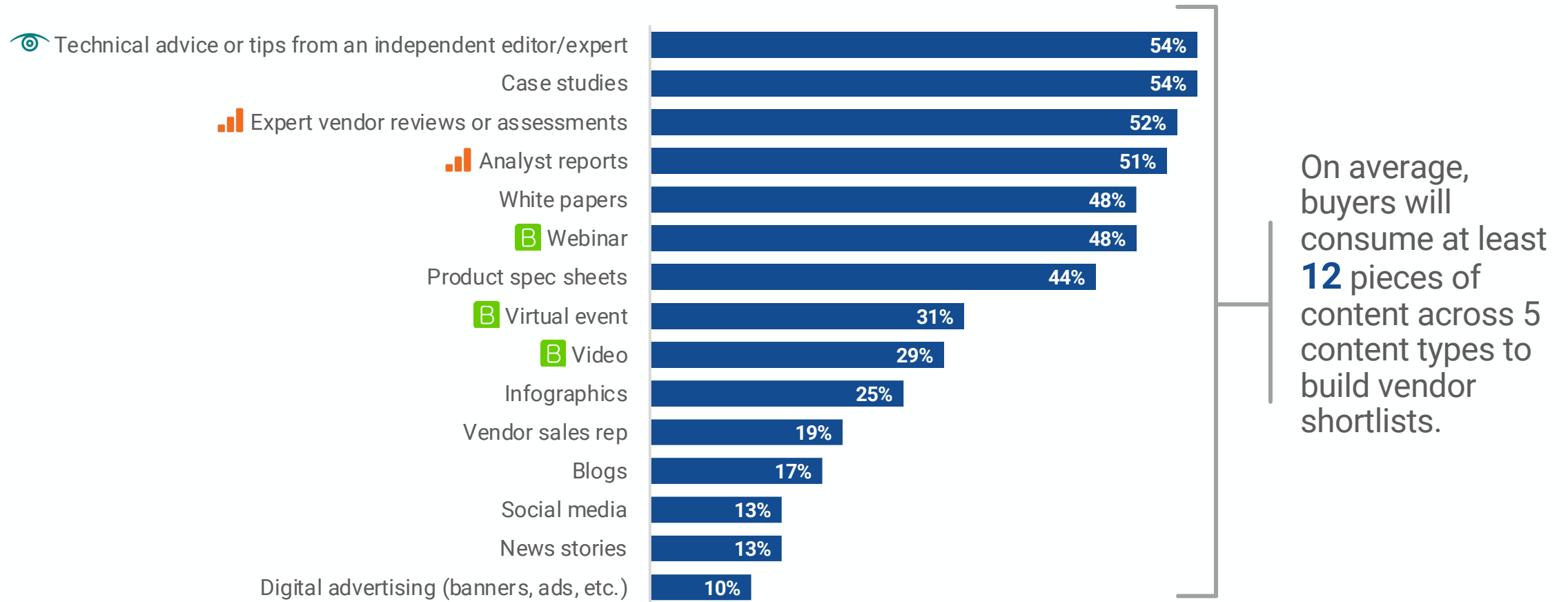
Which of the following would motivate you to download vendor content?
(Choose all that apply)




91% of B2B buyers share good vendor content with other members of the buying team

Buyers rely on experts and case studies to build a vendor shortlist

Which of the following media types are the most important to you in order to build a vendor shortlist?
(Choose all that apply)

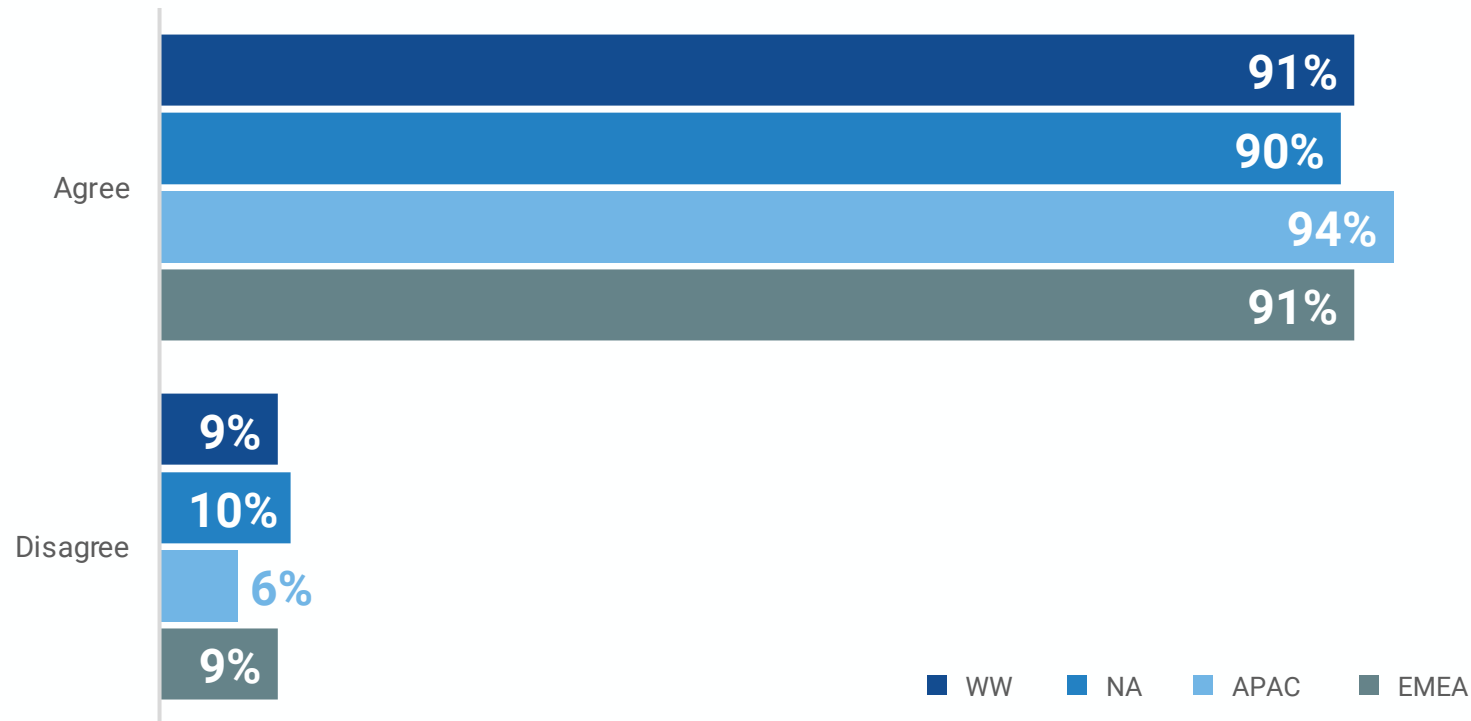




Generative AI is shifting how buyers think about content

Tech buyers question the trustworthiness of AI-generated content

Given the emergence of AI-generated content, I prioritize information from trusted experts over content that might have been authored by ChatGPT or generative AI.

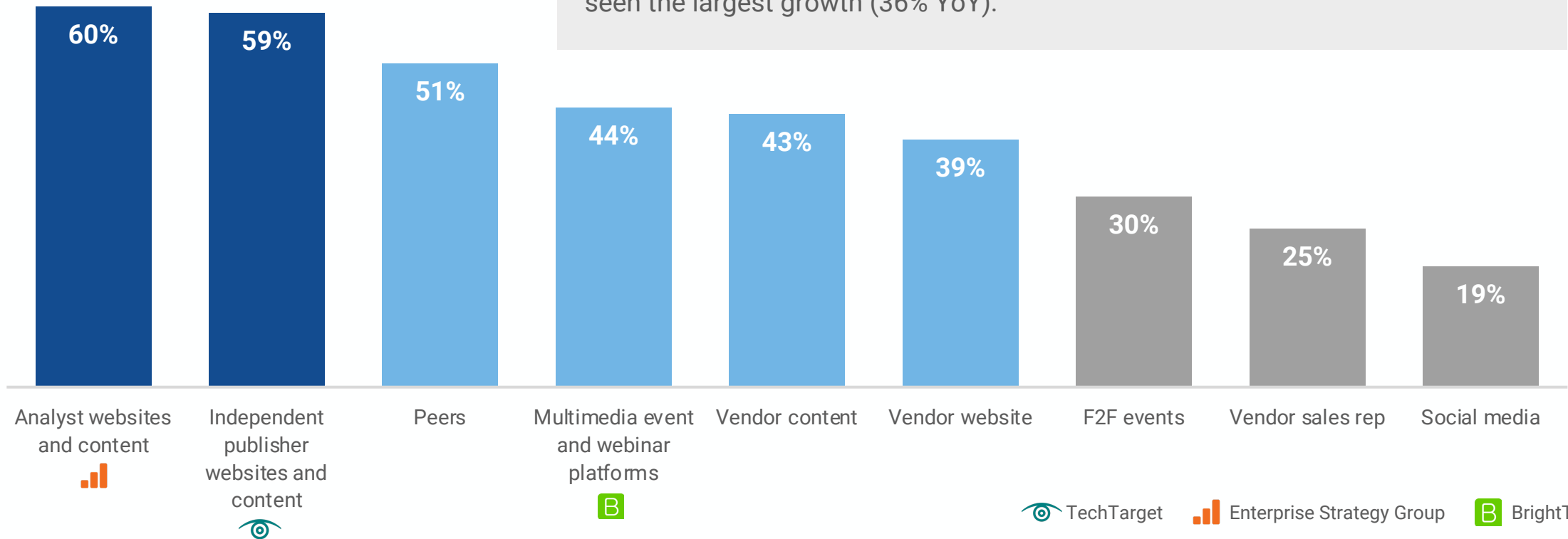


4/5 of top concerns about AI across all U.S. adults involve impersonation, manipulation and misinformation.

Buyers are relying even more on analysts and independent experts for trusted information

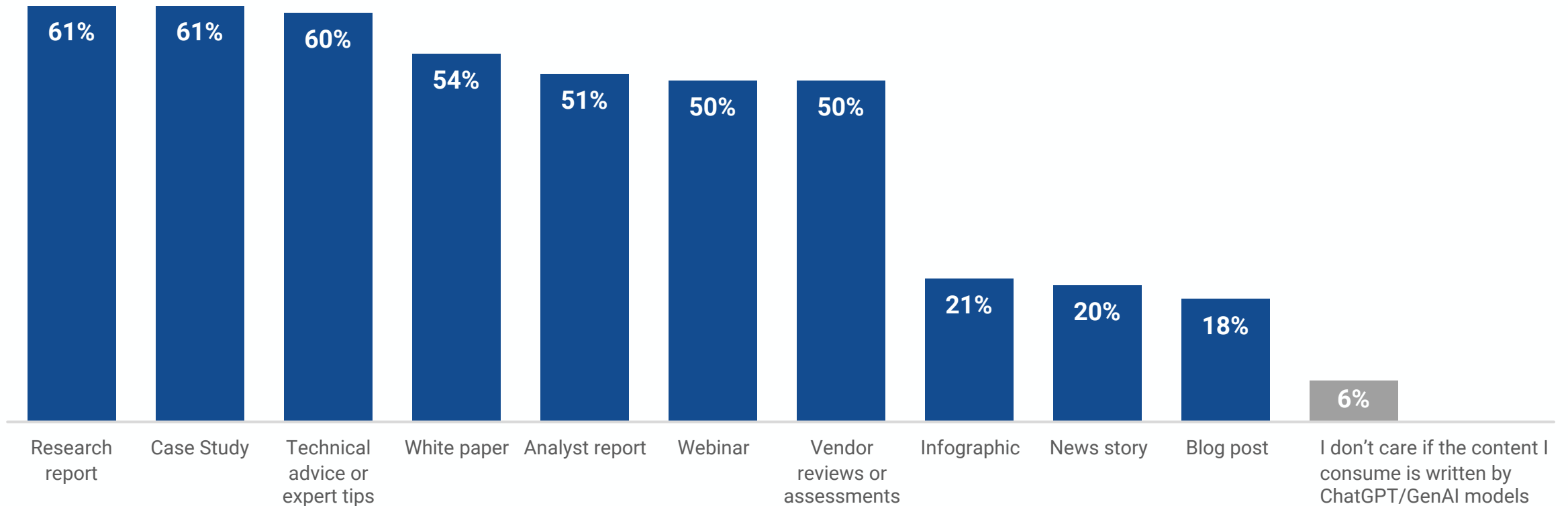
Over the past 2 years, which of these channels are you relying on more when researching technology solutions?
(Choose all that apply)

The trend (driven by PLG) toward self-education and buyer autonomy is apparent, and reliance on experts essential. Analyst websites and content have seen the largest growth (36% YoY).



When it comes to expert content, buyers value a range of formats

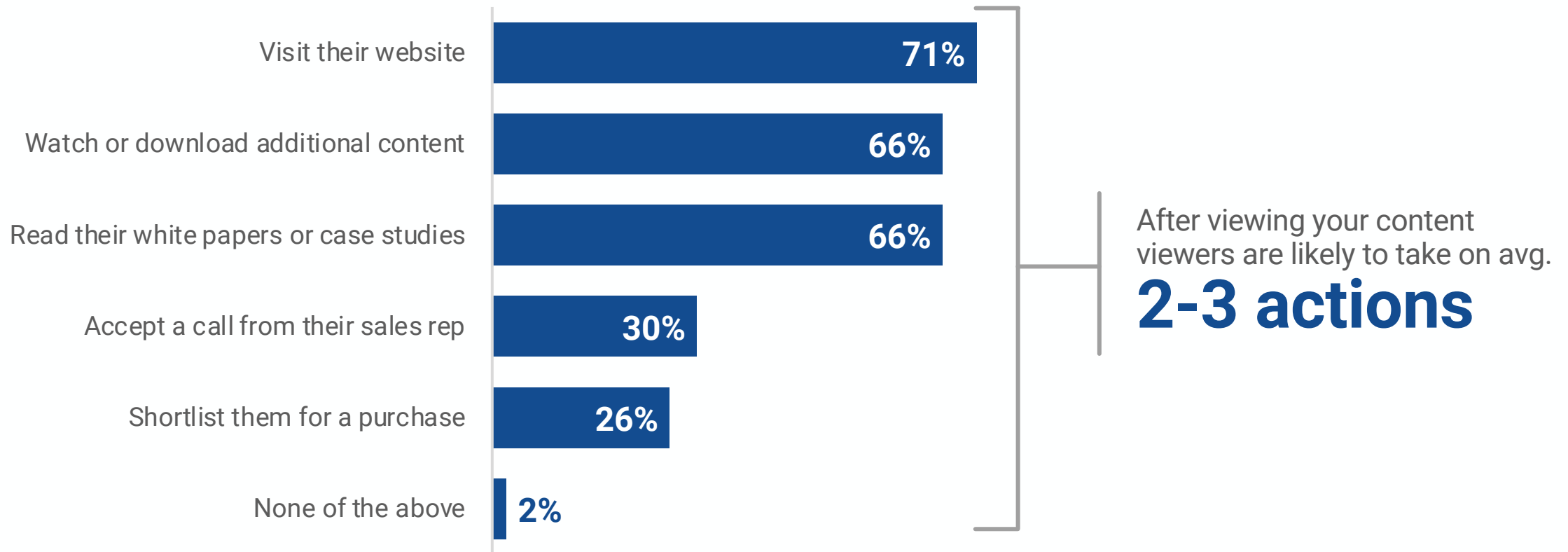
When doing tech research, which content types do you value being authored by experts rather than being generated by ChatGPT/GenAI? (Choose all that apply)



The role of video in a buyer's journey

Buyers are more likely to engage with a vendor after viewing their webinar

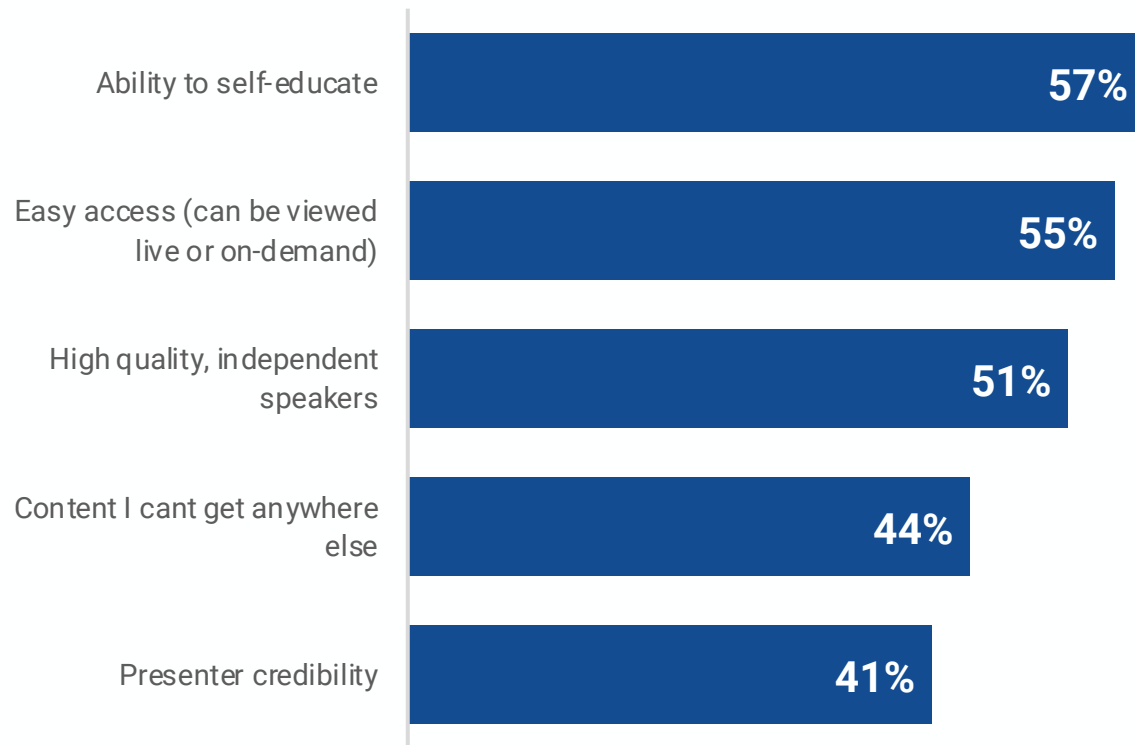
Which of the following are you more likely to do after you watch an effective webinar or video from a technology vendor? (Choose all that apply)



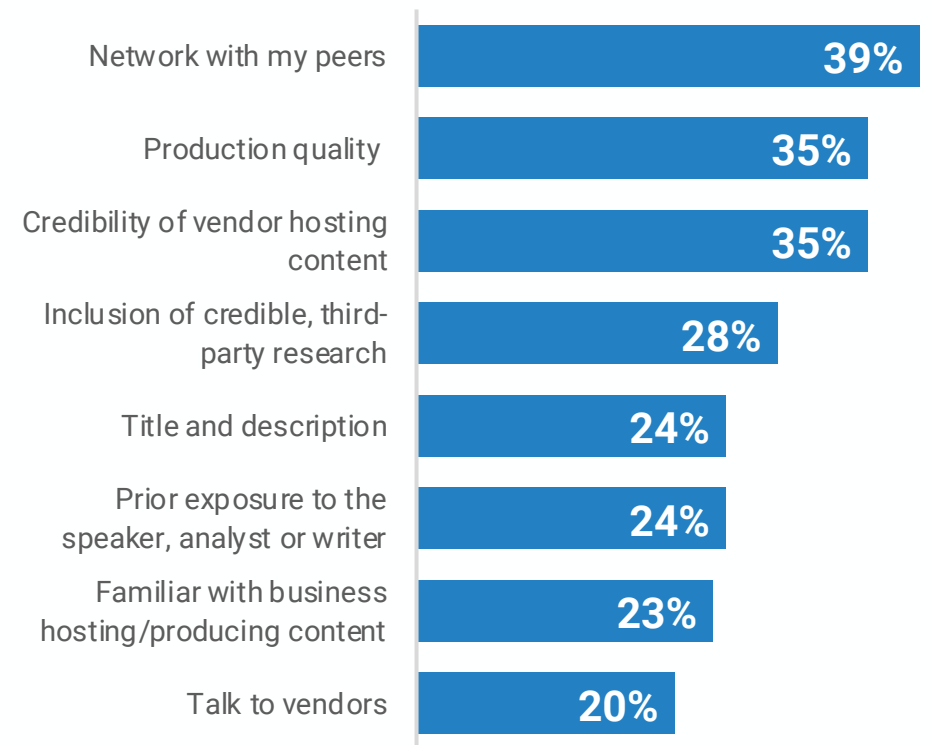
To attract buyers, webinars must offer high-quality, exclusive, educational information

Which of the following would motivate you to attend a webinar/ virtual event?
(Choose all that apply)

Top 5

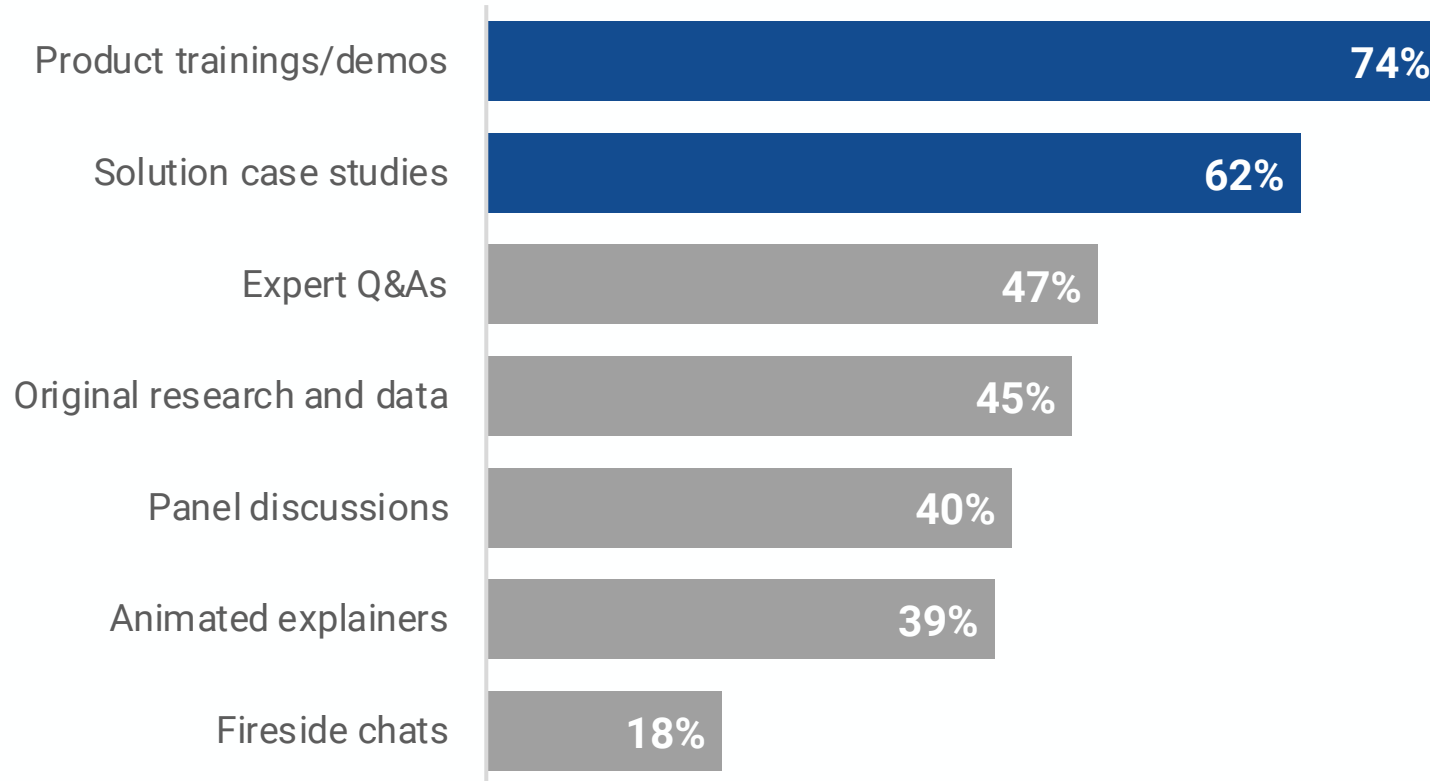


6-13



Buyers want video-based product trainings/demos

What kind of content do you want in video format? (Choose all that apply)



Videos are **53 times more likely** to rank on the first page of Google search results compared to text-based content.¹

Video content helps drive revenue by increasing brand awareness, building trust and credibility, and providing a platform to showcase products and services in a visually engaging way, which ultimately can lead to more leads and conversions.

How GTM leaders can respond

Marketers need to create high-quality content that resonates with their buyers

Create content that appeals to **different stages of the buyer's journey**

Differentiate your products/services from the competition's

Leverage subject matter experts to create high-value content

Consistently create high-quality content

Manage a content creation process that addresses different buyer roles and different stages of the buyer's journey

Content drives buyer engagement

89%

of B2B marketers use **content marketing to achieve** their business goals.

82%

of B2B marketers consider **content marketing to be a key strategy** in their organization's overall success.

Sellers need to be armed with the right prospects and intelligence to generate pipeline

83%

of time is spent away from suppliers

9 people

on average make up the buying team, spanning multiple departments

71%

of organizations have switched IT products or services

Reps need to ...

- ✓ Prioritize time on the right accounts and the right buyers
- ✓ Personalize every touch point based on buyer needs and current pain points
- ✓ Prescribe the right solution to aid in achieving the desired outcome

... so they can progress and convert opportunities.

To learn how TechTarget's intent data platform, Priority Engine can provide your sales team with better buyer insights and improve performance, [talk to an expert](#).

What buyers want is what sellers struggle to deliver



Buyers want sellers to have a detailed technical discussion



Sellers top challenge is knowing buyer priorities to have those conversations

Buyers say these factors are most important when first engaging with sales reps:

- #1 Ability to have a detailed technical discussion**
- #2 Expertise in my vertical industry**
- #3 Detailed understanding of my business's priorities**
- #4 Understand my personal areas of interest**
- #5 Know what technology my company already has installed**

VS.

Sellers say the hardest parts of digital selling today are:

- #1 Knowing buyer priorities and interest areas to enable better convos**
- #2 Connecting with prospects live (email, phone or in person)**
- #3 Knowing the right time to engage a prospect**
- #4 Deal interruption or delays due to layoffs, turnover, macro economic factors**
- #5 Access to updated contact information (email/phone)**

How can GTM leaders improve strategy and GTM execution?

Use intent data for visibility into in-market accounts

TechTarget's intent data platform, Priority Engine™ boosts sales and marketing success by providing direct access to real active buyers at in-market accounts.

[Learn more about Priority Engine](#)

Raise brand awareness where tech buyers are researching

Drive targeted awareness and brand affinity with in-market buyers through independent publishers, like TechTarget, that have high-ranking Google keywords.

[Learn more about digital advertising](#)

Fuel demand campaigns with quality content

TechTarget's Enterprise Strategy Group can help you update your content library with enough quality content to keep prospects more effectively engaged across the buyer's journey.

[Learn more about custom content](#)

Leverage analyst research

Sponsor one of Enterprise Strategy Group's multi-client research studies or pursue fully bespoke research tailored to your specific needs.

[Learn more about sponsored research](#)

Seek advisory services

Accelerate product development, marketing and sales success by tapping into Enterprise Strategy Group's industry-leading research and analysts to improve visibility into current and future market opportunities and buyer needs.

[Learn more about analyst insights](#)



The most successful companies use a detailed understanding of market opportunities and customer needs to evolve their go-to-market strategies and out-manuever competition.

Respondent Demographics

Research Methodology

The primary data source for this report is TechTarget's 2024 Media Consumption Survey; a pulse survey of IT (62%) and business (34%) professionals from private and public sector organizations in (United States and Canada, APAC and EMEA) fielded between July and August 2023. The total sample size of these results is 688 qualified respondents. 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.

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

Buying stages descriptions:

- **Early-Mid:** Problem identification/project initiation/and the initial search for potential solutions
- **Mid-Late:** Including making the final recommendations and decision on which solution to purchase/implement

150+

technology-specific websites
tracking **1M+** daily buyer interactions

75K+

articles produced per year spanning
thousands of tech. topics

617K+

pages of **buy-cycle content** indexed
in Google

2.7M+

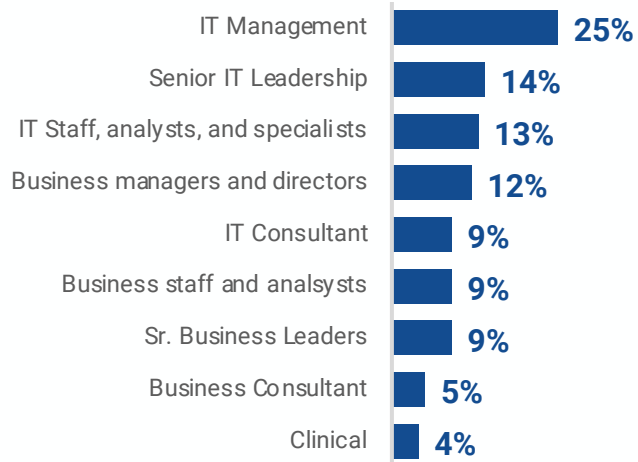
ranking technology keywords

#1

in Google for B2B technology

Demographics

Job Function



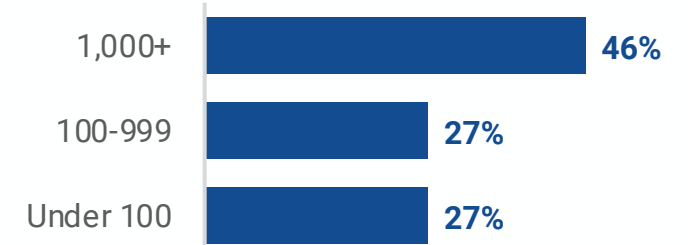
IT/Line of Business Breakout



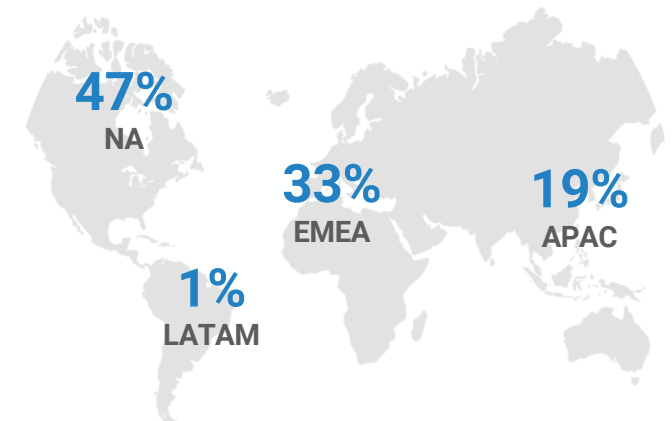
Top 10 Industries

- Higher Education
- Government (Federal, state and local)
- Healthcare Provider – Hospitals, health systems, ambulatory, physicians
- Telecommunications
- Business services
- Financial: Banking/Accounting
- Telecommunications
- Manufacturing/Industrial (non-computer related)
- Insurance (non - Healthcare)
- Manufacturing Consumer Goods

Company Size



Geographic Breakout



About TechTarget

TechTarget (Nasdaq: TTGT) is the global leader in purchase intentdriven marketing and sales services that deliver business impact for enterprise technology companies. By creating abundant, high-quality editorial content across more than 150 highly targeted technology-specific websites and 1,125 channels, 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, New York, Paris, 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).