

2025 B2B Marketing Benchmark

# Trust Is the New KPI

How video and influence  
drive full-funnel impact





# To Understand the Evolving Landscape and Opportunity in B2B, We Surveyed B2B Marketing Leaders in Six Countries.

These countries represent core B2B growth markets with a vibrant LinkedIn member base.



# Our Perspective Is Backed by Data From Ipsos and LinkedIn

Primary quantitative research was conducted by Ipsos via a device-agnostic online survey, designed with each market in mind. LinkedIn internal data provided critical context and understanding to Ipsos' quantitative findings.

## Research Methodology

Ipsos collected a sample of 1,500 participants using a strategic blend of 70% expert network sample and 30% B2B panel providers. Participants completed a 20-minute device-agnostic survey, accessible on both mobile and desktop platforms. The primary focus of the study was to explore and analyze the challenges faced by senior-level B2B marketers.

## Data Collection Timeline

March 7 to April 7, 2025

## Respondent Profile

- **Countries:**  
United States, United Kingdom, Germany, Brazil, India & Australia (n=250 each)
- **Job title:**  
CMOs (n=344), \*Other marketing C-Suite (n=400), Director/Manager (n=756)
- **Industries:**  
Financial services (n=274), Tech (n=310), Agency (n=315), Professional services (n=288), Health (n=60), Manufacturing (n=73) & Other (n=180)
- **Company Size:**  
Small (10-49 employees) n=202, Medium (50-499 employees) n=719, and Large (500+ employees) enterprises n=579

Data is based on respondents to the survey and is not representative of all B2B marketers. \*Other marketing C-Suite is comprised of titles of President, SVP, VP

# Trust, Influence and the Power of Video in B2B



**Tequia Burt,**  
Editor in Chief  
The LinkedIn Marketing Collective

Trust has become the most valuable outcome in B2B — and the clearest path to ROI. It's what drives every deal, every decision and every long-term relationship. But trust today isn't built through traditional brand messaging alone. It's earned through relevance, credibility and human connection, often delivered through video and creator-driven content.

That's why this year's B2B Benchmark Report explores the *influence effect* and how modern marketers are using video and trusted voices not just to capture attention, but to build confidence.

The data tells a clear story:

- Video is now table stakes in B2B
- Short-form formats are leading in ROI
- Influencer marketing is growing fast with trust as the #1 goal
- But measurement gaps are holding many marketers back from scaling their impact

What emerges is a new model for brand building, one where trust drive results. It blends content with credibility, reach with relatability, and performance with purpose.

This report introduces three strategic tools to help marketers put trust into practice:

- **The Trust Flywheel** – how trust builds momentum
- **The Trust Maturity Index** – how far along your brand is in building trust
- **The Trust Funnel** – how to activate trust across the buyer journey

Whether you're modernizing your mix or doubling down on what works, this is your playbook for what's working and what's next.



# What You Need to Know in 2025

In 2025, credibility is currency, and B2B marketers are earning it with video and influence.

This year's Benchmark data reveals that brands prioritizing these aren't just capturing attention – they're building trust, driving confidence and outperforming their peers.

If you're not using video or tapping credible voices, you're already behind.

1

## Trust is the B2B growth engine

It's not just a brand metric — it's a business strategy. Brands that lead with trust see stronger performance across the funnel.

2

## Video is now table stakes

Currently, 78% of B2B marketers use it, and short-form content leads in effectiveness. If you're not investing, you're falling behind.

3

## Influencer marketing is gaining ground

Fifty-five percent of B2B marketers now use creators, with **trust** cited as the top goal. Credibility is the new reach.

4

## Authenticity drives results

We found 58% of marketers prioritize credibility and brand alignment when selecting influencers. The most trusted voices are relevant, human and real.

5

## Measurement is the next frontier

Trust is measurable, but many marketers still struggle to connect it to business outcomes. Those who do are scaling faster.

6

## Trust must be operationalized

It's not a campaign — It's a system. Leading marketers are aligning teams, content and creators around a consistent, measurable trust strategy.

# In B2B, Trust Builds the Brand

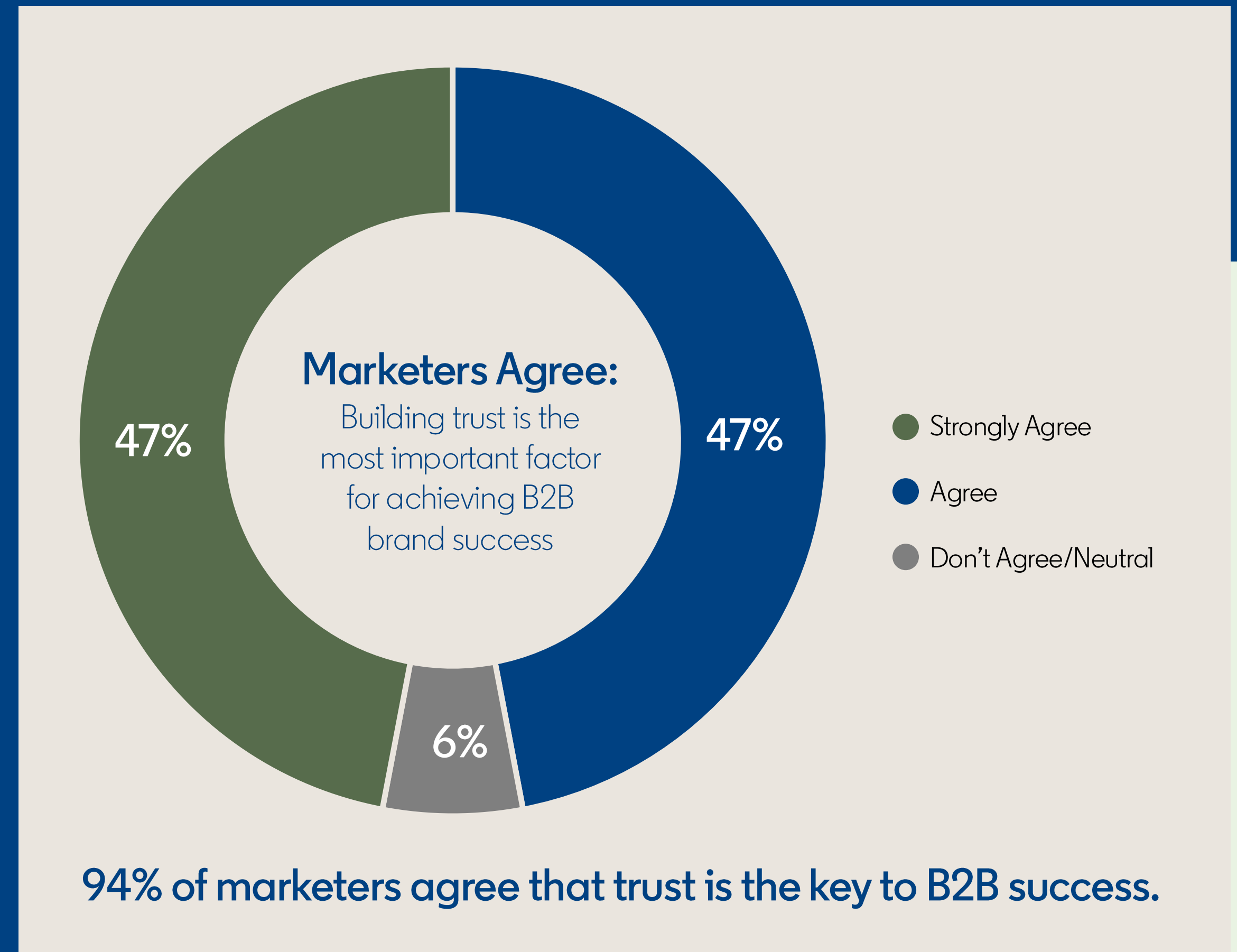
B2B buyers today are more selective, skeptical and self-directed than ever before.

Traditional content formats often fall short in building the kind of credibility that drives action. That's why more marketers are leaning into formats that foster authenticity, relatability and human connection – namely, video and influencer-led content. These tools don't just generate reach; they cultivate belief.

This shift toward trust-building isn't just anecdotal: it's data-backed. Marketers who prioritize credibility-building approaches are seeing stronger brand engagement, better alignment with buyer expectations, and deeper long-term relationships. In a market where every click and conversation counts, trust has become the defining brand asset.



**42% of marketers ranked increasing brand awareness and reputation among decision-makers as their top business priority — more than any other option.**

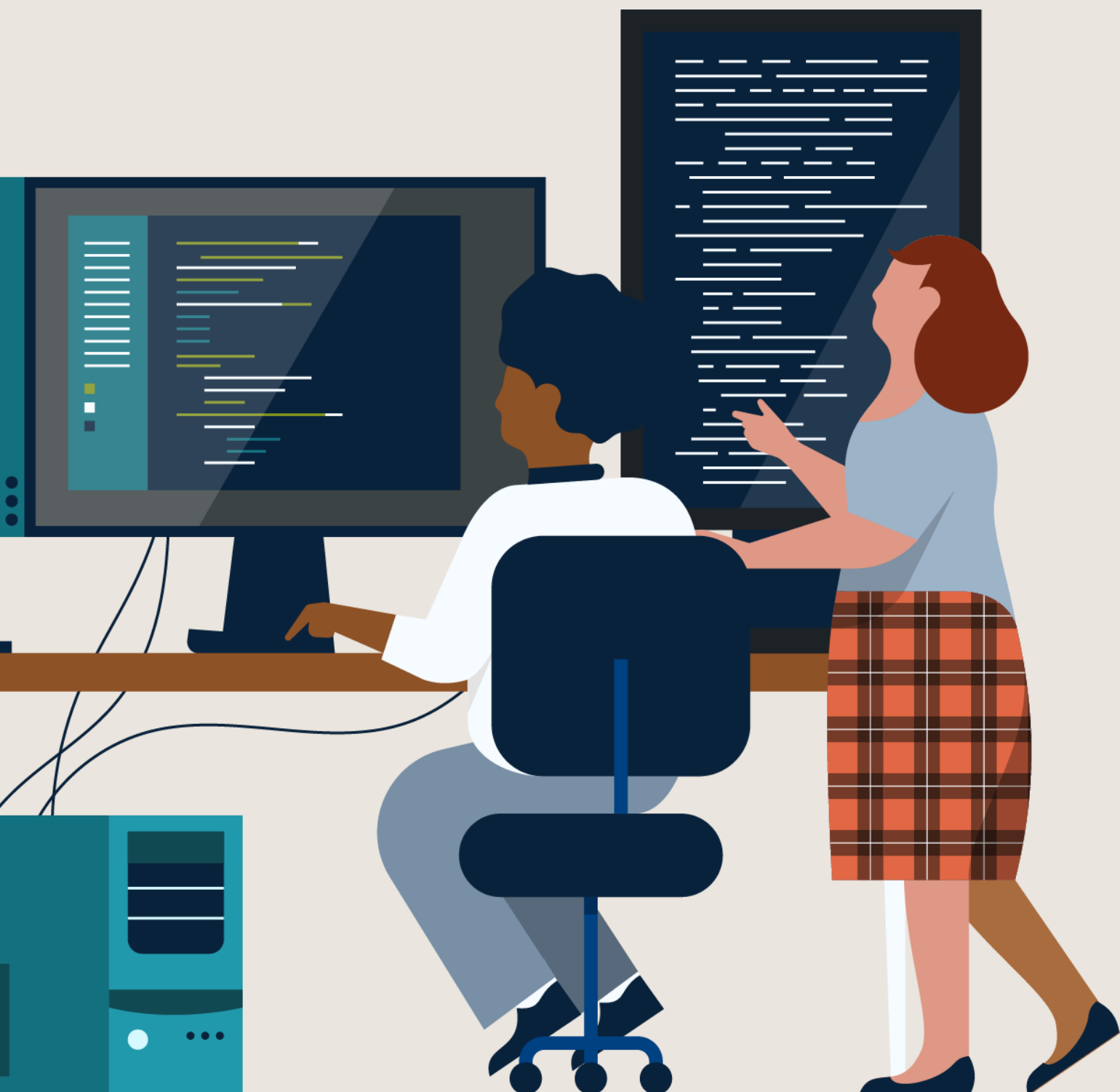


To what extent do you agree or disagree with the following statement:  
'Building trust is the MOST important factor for achieving success as a B2B brand?'  
N=1,500



# The Most Flexible Tool in the B2B Toolkit

## Video's Expanding Role



Few tools in the B2B marketer's repertoire are as versatile or as effective as video. Whether you're raising brand awareness, nurturing buyer confidence or driving conversions, video adapts to the moment and the message. That flexibility is why 78% of marketers use it today, and over half plan to do even more with it in the year ahead.

Beyond performance, video's real power is its ability to convey emotion, demonstrate value and build credibility at every stage of the journey. From short-form social clips to deep-dive demos, it helps brands show—not just tell—their story.

### Video Momentum in B2B Marketing

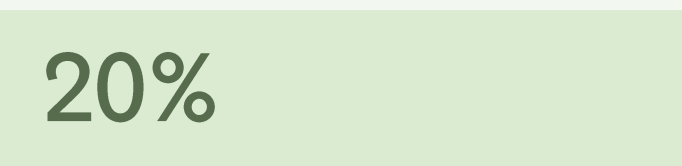
Already using video



Plan to increase use in the next year



Just getting started



Which statement best describes the use of video in your company's marketing efforts (n=1500)  
Thinking about the next year, how, if at all, do you think you or your company's usage of each of the following content types will change? [Videos] (n=1500)  
What are the primary goals of your video marketing efforts (n=1462)

# Short-Form Video, Big-Time ROI

With no end in sight to our scrolling and swiping, short-form video is emerging as the B2B marketer’s best tool for capturing attention and credibility. With limited time and attention to work with, marketers are leaning into formats that deliver value quickly and leave a lasting impression.

The data speaks volumes: Short-form social is the top-performing format, followed closely by brand storytelling and testimonials. These formats don’t just inform – they spark connection and build trust.



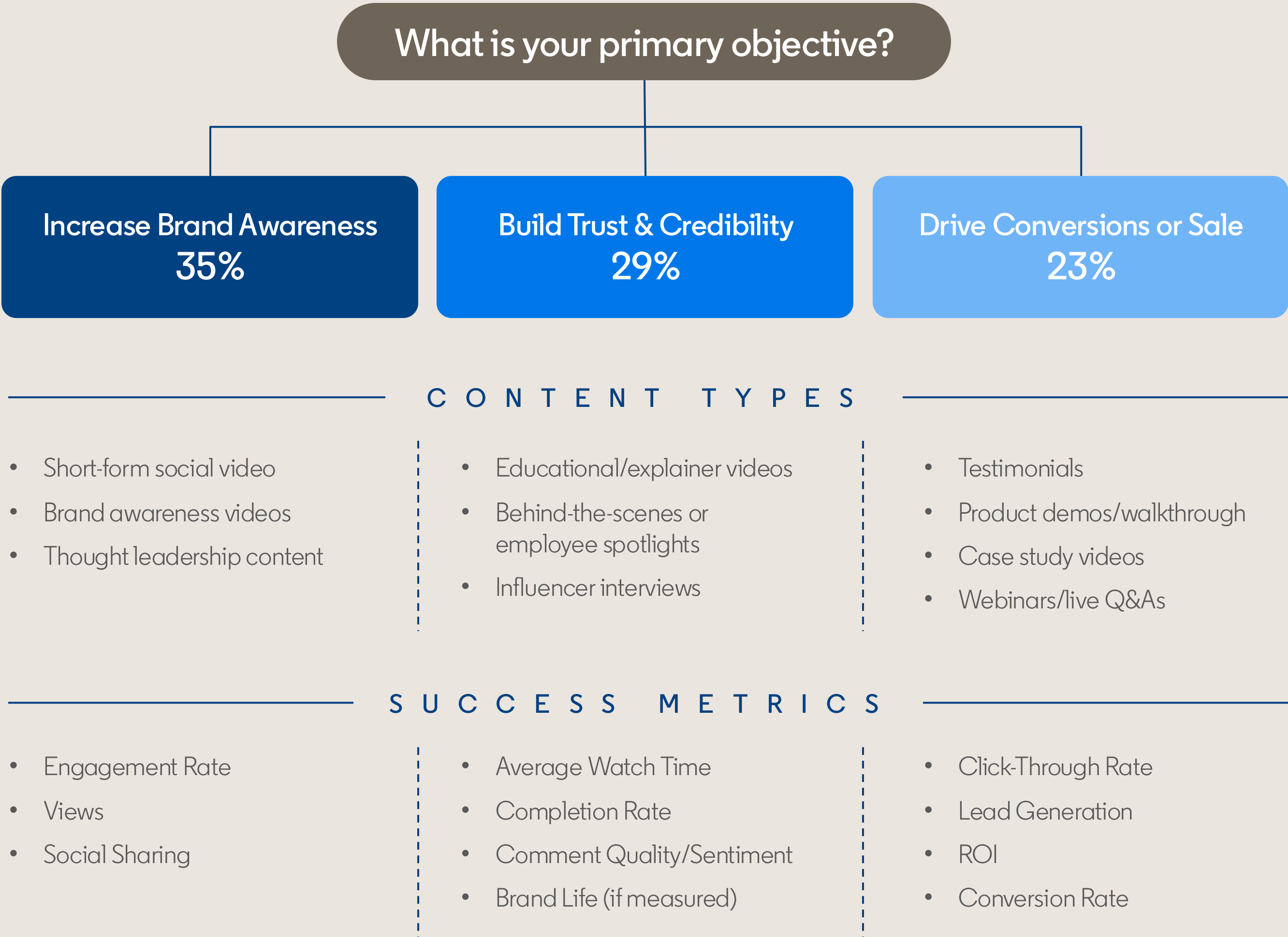


# What Works in B2B Video: Goals, Formats & Metrics

Marketers today are deploying video with clear intent ... and they're watching closely to see what works.

The top goals behind video efforts are to drive awareness, build trust and generate conversions. To achieve those outcomes, marketers are leaning into proven formats like short-form social, brand storytelling, and testimonials or demos.

But the real signal lies in how performance is measured. With engagement rate, total views and click-through rates as top metrics, marketers are increasingly focused on reach and resonance, not just leads or last-touch conversions.



What are the primary goals of your video marketing efforts (n=1462)  
In your opinion, what kinds of videos produce the highest ROI? Please select all that apply. (n=1462)  
Which metrics do you . . . to measure the success of your video marketing? Please select all that apply (n=1462)

# Video Maturity and the Rise of Trust

B2B marketers are making smarter video bets. The result? More completions, more trust and more business impact.

As B2B marketers' level up their video craft, audiences are responding—and trusting.

More B2B advertisers are investing in video—and members are watching to the end. That's influence in action.

On LinkedIn we see:



**+12% YoY increase** in B2B advertisers using video



**+34% increase** in video completions



**+3.8 pts rise** in view-through rate

It's not just that more marketers are using video: it's that they're using it better. LinkedIn's Creative Labs found that the creative choices brands make are having a real impact on trust and performance.\*



**Emotionally resonant videos =**  
+44% higher VTR, 2x completions



**Short-form video =**  
+17% lift in completion



**Video > static =**  
+26% lift in brand favorability,  
+19% lift in purchase intent

\* LinkedIn's Creative Labs latest research, "The Art & Science of Video.," analysed over 13,000 B2B video ads on LinkedIn to decode which creative decisions consistently led to higher engagement, deeper connection and real business impact.

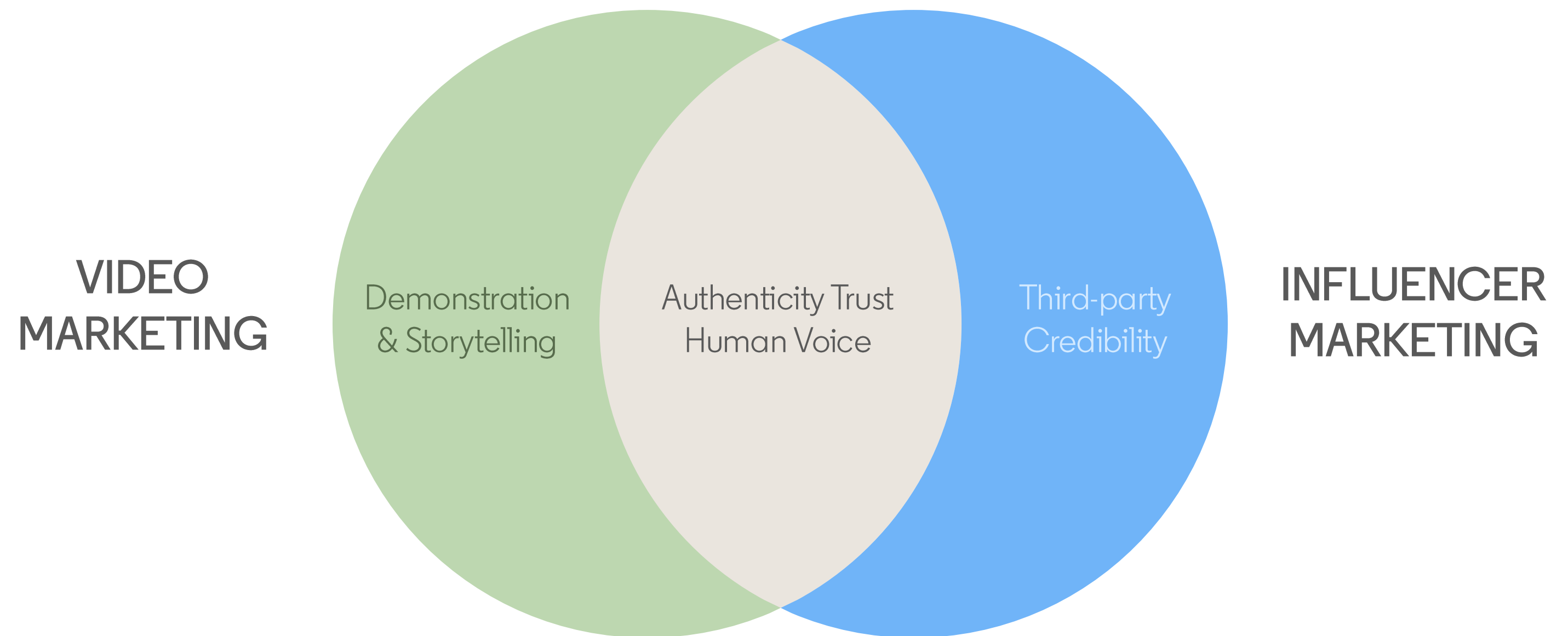


# Why Video Paved the Way for B2B Influence

What made video so powerful in B2B marketing – authenticity, relatability and trust – is exactly what’s now fueling the rise of influencer marketing. In a sense, video set the stage for the Creator era. For the past three years, B2B marketers have told us that they prioritize video. They saw that when you elevate a human voice, you build brand credibility. Now they’re applying that insight in new ways.

The same marketers who leaned into video to build awareness and trust are now turning to influencers – experts, practitioners, creators – to continue that journey. The message is clear: When trust is the goal, people-powered content is the strategy.

## Where Video and Influence Overlap: The Trust Intersection



# What Marketers Believe About B2B Influence

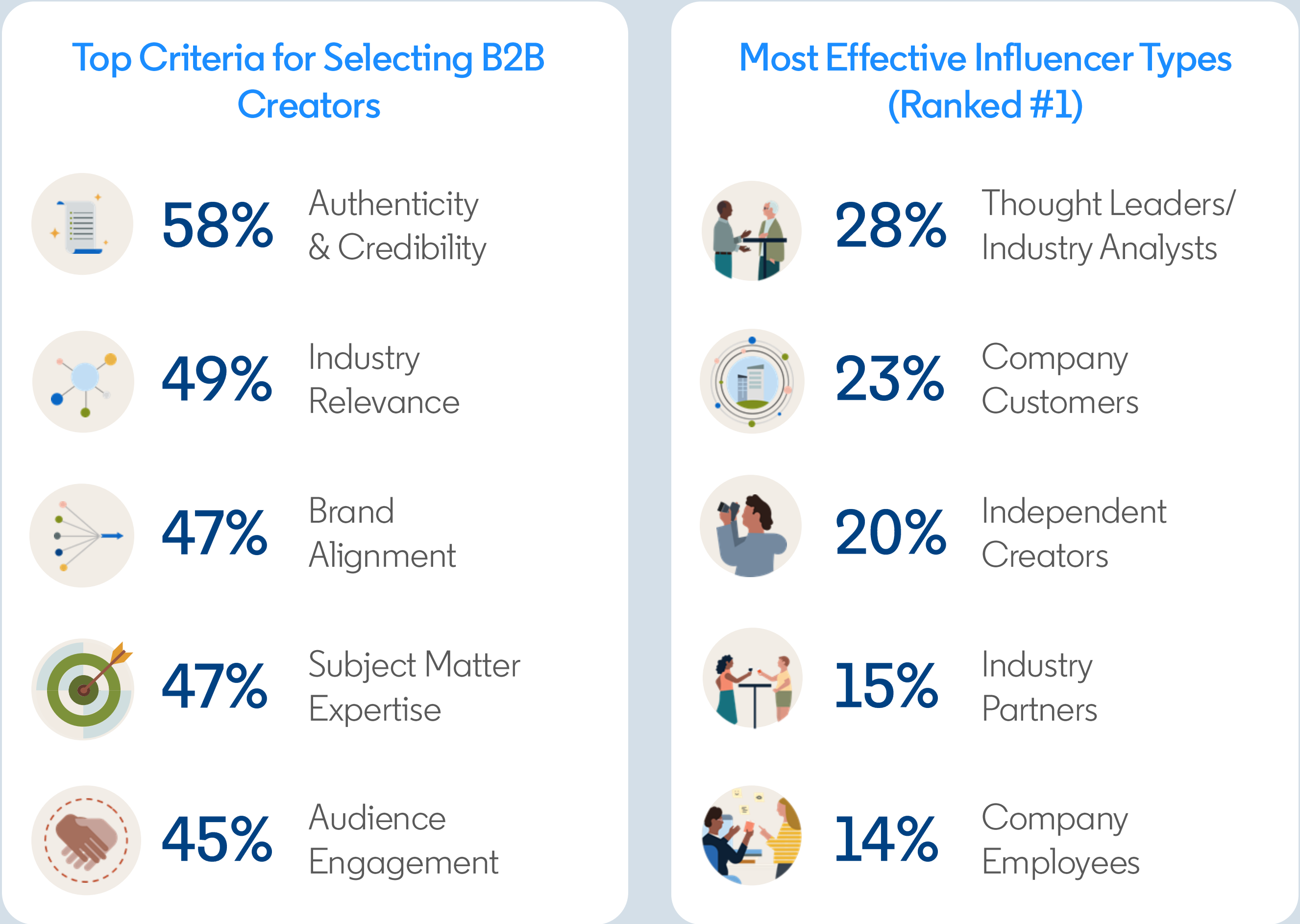
**Influence isn't just working – it's winning over skeptics.**

A full 76% of marketing leaders believe that collaborating with creators helps build authenticity for brands. While this belief resonates strongly with CMOs and SMBs, there's a noticeable gap among other marketing C-suite executives and some specific sectors like financial services.

Most companies are already on board: 55% are using influencers today, and another 29% plan to adopt influencer marketing in the next year.

When it comes to selecting the right creators, marketers prioritize authenticity and credibility above all else, followed by relevance, alignment and expertise. In particular, enterprise organizations are raising standards for influencers across all metrics.

## Top Creator Selection & Effectiveness Criteria



Do you believe collaborating with B2B influencers/creators builds authenticity for brands? (n=1500)  
Which statement best describes the use of influencers in your company's marketing efforts? (n=1500)  
Please rank the following on their effectiveness in being used as influencers for your brand, with 1 being most effective and 5 being least effective. [Company employees (e.g., executives, subject matter experts)] (n=1260)  
What criteria do you consider when selecting a B2B influencer? Please select all that apply. (n=1260)



# Influencer Marketing: From Awareness to Authority

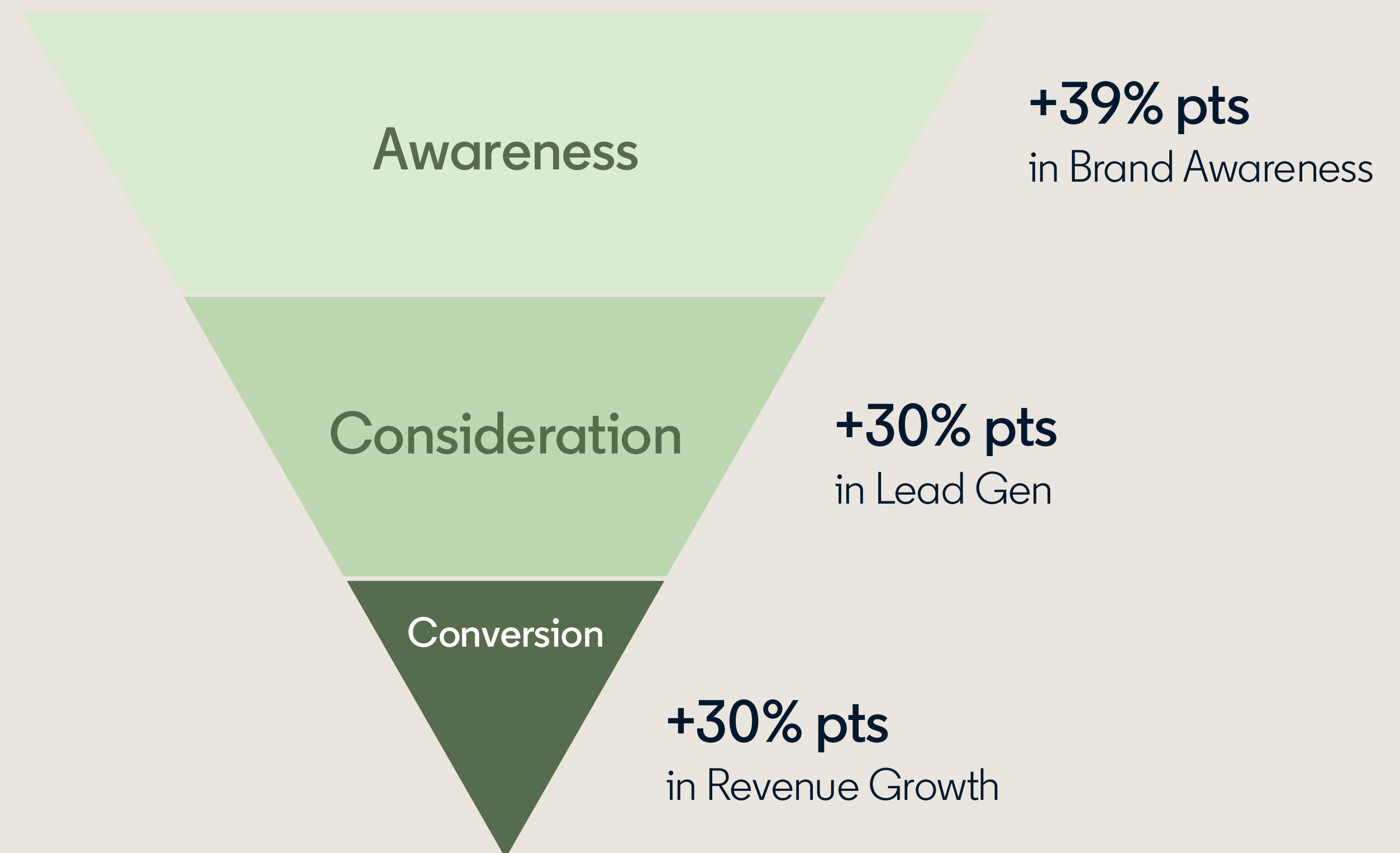
Influencer marketing drives impact across the funnel . Not just for building awareness, it is helping marketers move buyers all the way to conversion.

Whether you're looking to build brand awareness, nurture leads or close deals, our research shows that brands that leverage creators outperform those who don't throughout the buyer journey.

This full-funnel impact positions influencer marketing as a strategic driver of both trust and performance.

## Creator Impact Across the Funnel

Impact of Influencer Marketing on Goal Attainment Across Funnel (Measured as Percentage Increase)



How successful was your marketing team in achieving the following specific goals over the past year? (n=1500)

# Brands That Leverage Creators Outperform Across the Funnel

The data reveals a clear and consistent performance advantage for B2B marketers who partner with creators.

Across key goals—from customer engagement to revenue growth—those who use influencer marketing outperform non-users by as much as 39 percentage points.

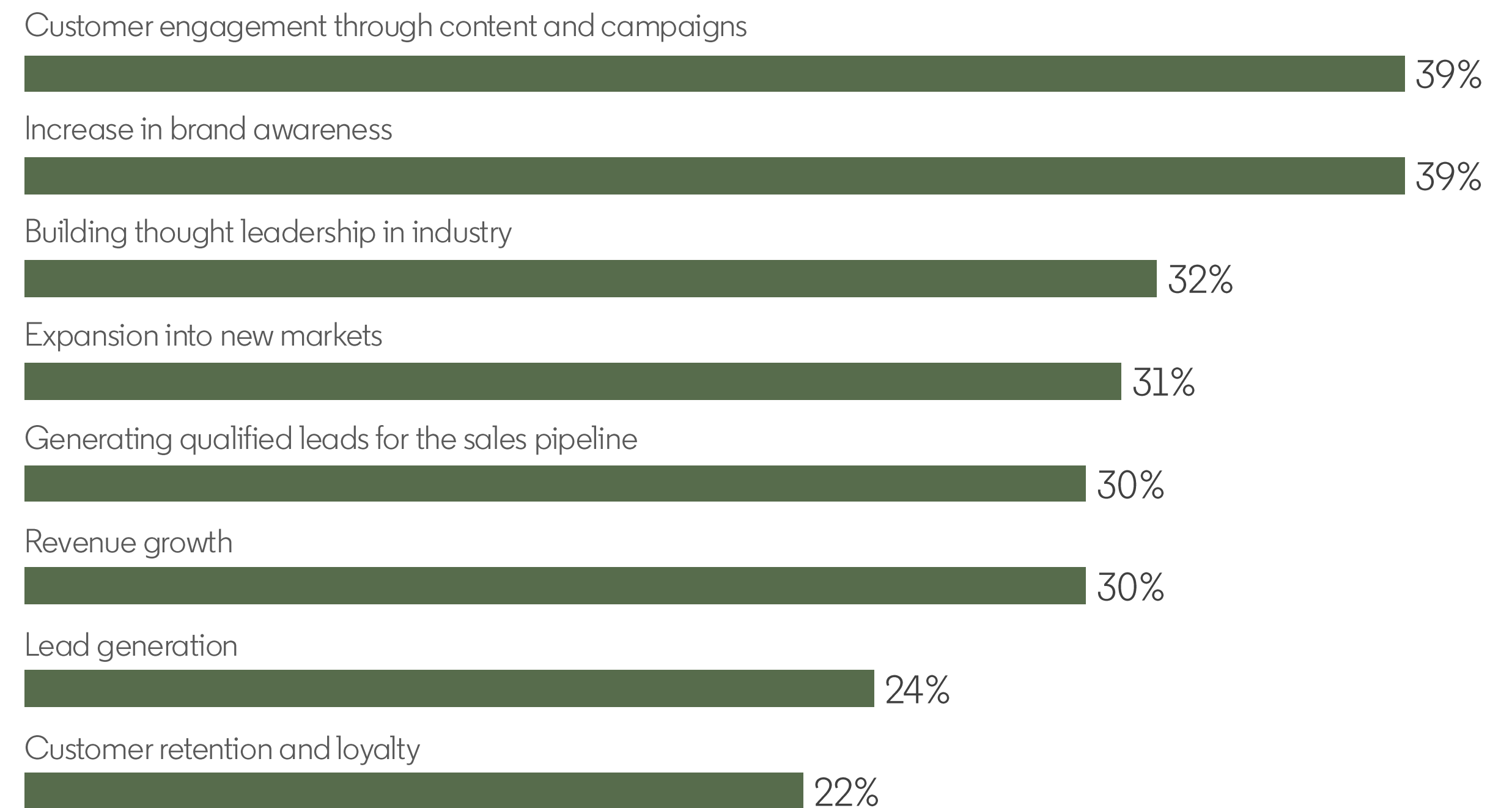
**Biggest gaps:** +39 pts for both customer engagement and brand awareness

**Smallest gap:** +22 pts for customer loyalty.

These aren't vanity metrics; they're directly tied to pipeline, loyalty and market expansion.

For marketers looking to modernize their strategy, influencer marketing isn't optional. It's a proven driver of business impact.

## Where Creators Make the Biggest Impact



How successful was your marketing team in achieving the following specific goals over the past year? (n=1500)



# Activating Video & Creators at Every Stage

Now that we've seen how B2B marketers are driving performance across the funnel, let's look at the **formats and tactics** they're using to bring that strategy to life, especially video and influencer marketing. How are they bringing that strategy to life? Where are they focusing their efforts by stage?

At the top, **42%** are using social media videos to drive awareness, while **47%** say thought leadership collaborations are an effective entry point.

In the middle, **39%** are leaning on customer success story videos, and **39%** are co-creating content with creators to build credibility and engagement.

At the bottom of the funnel, it's all about trust and proof: **40%** use product reviews or testimonials and **23%** utilize case study videos focused on ROI to close the deal.

This is how today's marketers are aligning tactics to buyer intent and moving prospects forward.



In your opinion, what kinds of videos produce the highest ROI? Please select all that apply. (n=1462)

# The Performance Gap: Trust as a Differentiator

## Trust is Why Video + Creators Work

The data is clear: marketers who use influencers are seeing stronger performance across every stage of the funnel, from awareness to conversion.

But why do creators make such a difference? It comes down to trust — and video plays a critical role.

- **Video content** allows brands to show rather than tell. It conveys emotion, delivers value quickly, and helps buyers engage with complex ideas in a human way.
- **Influencers and creators** build on that foundation by adding credibility, relevance and authenticity. In fact, 71% of marketers say being recommended by a B2B influencer or creator who is a subject matter expert is influential in building a successful brand. They help audiences trust not just what your brand says but *who* says it.

When trust is present, buyers engage faster, move through the funnel more confidently, and are more likely to convert.

To build trust consistently, marketers need more than tactics. They need a system.

## Why Influencers Outperform: It All Comes Down to Trust





# The Funnel Isn't Dead – But It's No Longer In Charge

The funnel helped us make sense of the buyer's journey. It gave us a structure, a sequence and a sense of control. But in today's B2B landscape, that structure no longer reflects how decisions actually happen.

Buying is now a group effort. It's messy, non-linear and shaped by conversations we don't always see. Influencers, videos, peer opinions and internal politics all play a role. Trust builds early, often off the radar, and spreads across the team before anyone fills out a form.

The funnel still has value, but it's no longer enough on its own. It doesn't account for the belief-building that happens outside the path we can track.

That's where the Trust System comes in. It helps you reach the real decision-makers, even the ones you'll never meet. And it gives you a better map for earning trust across the room, not just driving leads through a pipeline.



# The Trust System: Process + Progress

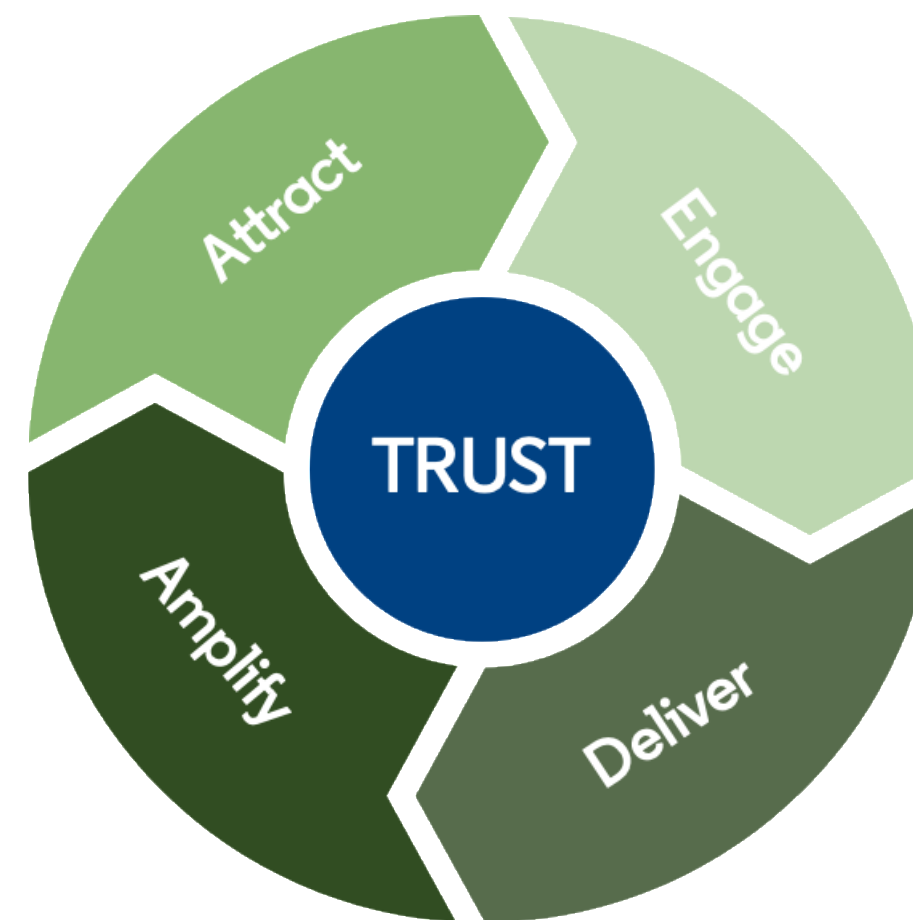
To build a trust-first strategy, marketers need to understand both how trust builds and how far along they are in that journey. These two frameworks work together to provide that clarity.

Marketers who activate both the mechanics and the mindset of trust are better positioned to outperform across the funnel.

Two frameworks that explain how trust works—and where you are in journey

## The Trust Flywheel

The Trust Flywheel shows how video, influencers and credible content work together to build momentum.



## The Trust Maturity Index

The Trust Maturity Index benchmarks your progress, from early-stage experimentation to fully integrated trust systems.

OPTIMIZED

ADVOCATE

ALIGNED

EMERGING

EXPERIMENTING

# The Trust Flywheel

It begins with **video**: short-form clips, brand storytelling and customer content that **spark attention and build connection**.

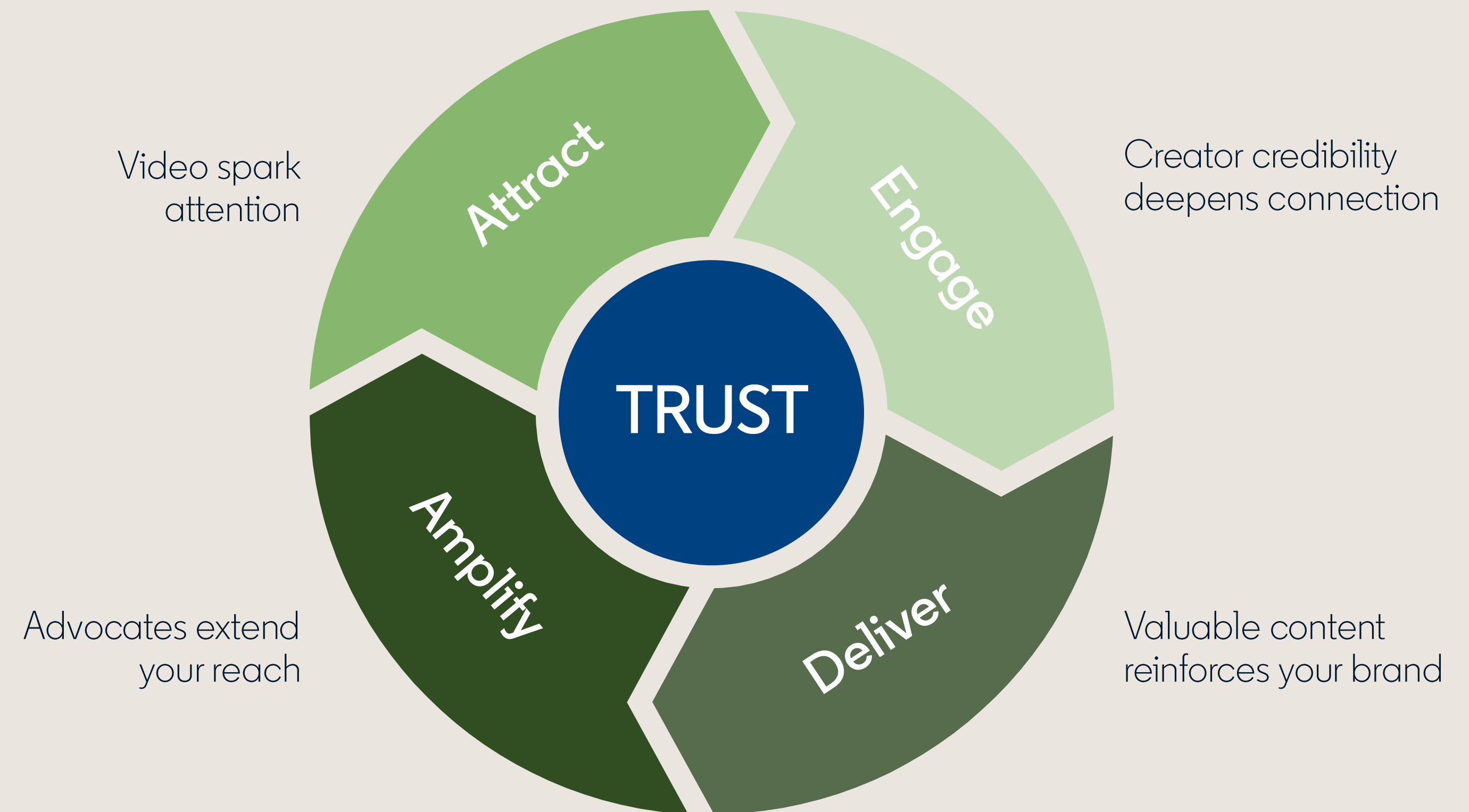
Next, **creators and influencers add credibility**. They help audiences trust not just *what* your brand says but *who* says it.

As trust grows, buyers engage more deeply. **Valuable content delivers on expectations** and reinforce your brand's value.

Eventually, **advocates – from creators to customers – amplify your message**, accelerating the cycle and expanding your reach.

And when trust is sustained – when relevance, credibility and consistency align – the result is more than a conversion. It's loyalty. It's advocacy. It's the kind of long-term brand affinity that drives growth beyond the funnel.

In B2B marketing, trust isn't built through one-off tactics—it gains momentum when the right elements reinforce one another. That's the idea behind the Trust Flywheel.



When video and creators are used intentionally across the funnel, trust compounds—and so does impact.



# The Trust Maturity Index

Trust doesn't happen all at once and it doesn't look the same for every brand. Some are just testing new formats; others are leading with trust as a measurable, strategic asset.

The Trust Maturity Index helps you understand where your organization sits on that spectrum. It's not about checking boxes. It's about evolving your approach to meet the moment:

- *Are you simply using video as a content format?*
- *Or are you using it – along with credible creator voices – to build confidence, signal relevance and earn advocacy?*

This framework outlines five distinct stages of trust-building, from early experimentation to full-funnel integration. And it shows what separates brands that *use* video and influence from those that *lead* with it.

**THE TAKEAWAY:** Advancing your trust maturity isn't just about moving up the ladder — it's about unlocking more effective, human-centered marketing at every stage of the buyer journey.

## Where Are You Today?

Trust isn't a binary metric—it's a spectrum. The Trust Maturity Index helps brands assess how advanced their trust-building strategy is and identify next steps to scale Impact through video and creators



### OPTIMIZED

Trust metrics are tracked and optimized across the funnel



### ADVOCATE

Brand is trusted and amplified by creators and customers



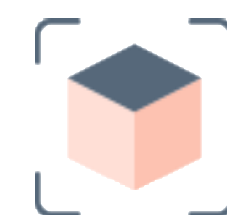
### ALIGNED

Aligning video and creators to build credibility



### EMERGING

Beginning to recognize trust as a value



### EXPERIMENTING

Tactical use of video, no influencer strategy

# The Trust Funnel

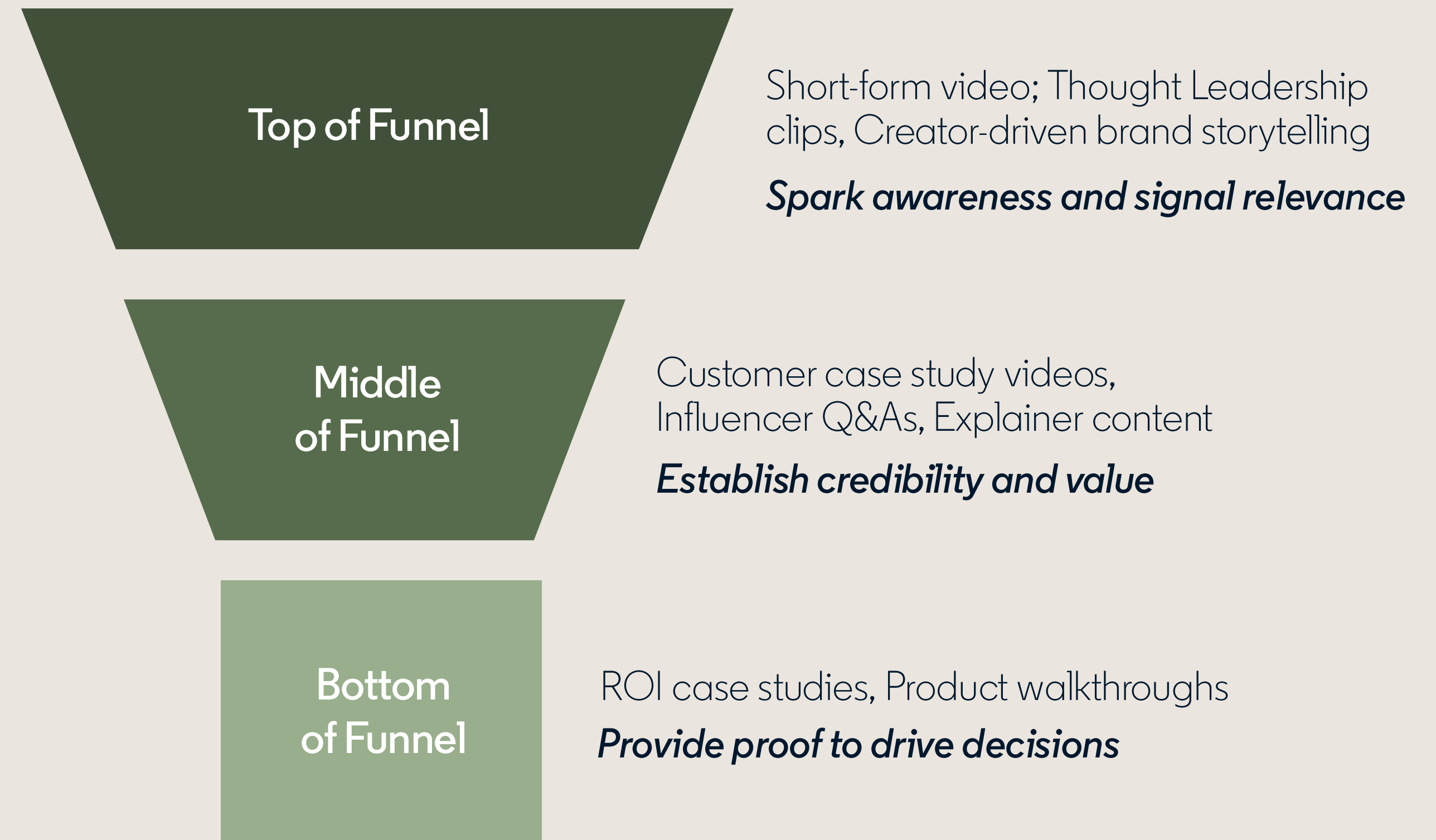
Now that we've mapped how trust builds and how mature your strategy is, let's look at how to apply that trust intentionally to the buyer journey. That's where the Trust Funnel comes in.

By combining the storytelling power of video with the credibility of trusted voices, marketers can build trust at every stage of the decision-making process:

- **Top of Funnel:** Short-form video and creator content spark awareness and signal relevance.
- **Middle of Funnel:** Testimonials, expert Q&As, and explainer videos help buyers evaluate with confidence.
- **Bottom of Funnel:** Case studies, product walkthroughs, and personalized demos reinforce value and reduce risk.

This isn't a layered tactic but a coordinated trust strategy. When video and creators are mapped to intent, brands move from transactional content to trust-led growth.


## Building Trust Across the Buyer Journey



# Turning Trust Into a Growth Strategy


Trust isn't just a brand benefit: it's a business driver. And building it requires more than isolated tactics.

Use these strategic next steps to start turning trust into measurable impact:



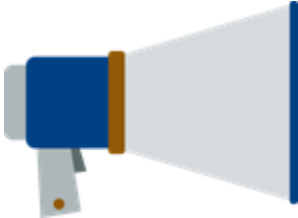
**ASSESS**

Audit your current use of video and creators—where are you building trust, and where are you falling short?



**ALIGN**

Map your trust strategy across the funnel and align content formats to intent—from attention to advocacy



**ACTIVATE**

Invest in video + influencer programs that prioritize credibility, relevance, and authentic storytelling

In your opinion, what kinds of videos produce the highest ROI? Please select all that apply. (n=1462)



# This Is the Trust Era

**The most trusted brands won't just be remembered but instead chosen.**

- ✓ Buyers don't just want information. They want something they can believe in.
- ✓ In a crowded market, the brands that lead with clarity and conviction stand out.
- ✓ Trust builds relationships. Relationships drive results.

In the trust era, growth doesn't end at conversion. Trust powers the flywheel and loyalty keeps it in motion.



# Leading With Trust in 2025: Your Video & Influence Playbook

**If Trust is the strategy,  
this is how you activate it.**

You've seen the data and the strategy.  
Here's how leading marketers are putting  
trust into action across video, influencer  
programs and the buyer journey.







## Embrace Video & Creators Now:

Benchmark 2025 data shows that 78% of B2B marketers already leverage video and 55% use influencer marketing. If you haven't started, begin integrating these tactics to build trust and engagement (e.g., launch a thought-leadership video or collaborate with an industry influencer) – the time to catch up is now.



## Prioritize Authenticity & Trust:

Partner with credible influencers who align with your brand's values; 58% of marketers say authenticity and credibility are the top factors when selecting B2B influencers. Likewise, create video content that educates and genuinely helps your audience (customer stories, how-tos, etc.) to reinforce trust and credibility, which are core goals of these strategies. Avoid the common pitfall of superficial content; focus on real value to build lasting trust.



## Align Content to the Funnel:

Map your video and influencer content to each stage of the buyer journey for maximum impact.

- **Top-of-funnel:** use short, engaging social videos and thought-leadership clips to drive awareness.
- **Mid-funnel:** share customer testimonial videos or influencer Q&As to nurture consideration.
- **Bottom-of-funnel:** provide in-depth product demos or ROI-focused case study videos to facilitate decision-making. Delivering the right content at the right stage keeps prospects engaged and accelerates them toward conversion.





## Foster Cross-Functional Collaboration:

Break down silos by involving your Content, Brand, Analytics and Sales teams in planning and executing video/influencer campaigns. A unified effort ensures consistent messaging and full-funnel support – for instance, Content and Brand can co-create authentic stories, Sales can integrate those videos or influencer testimonials into outreach, and Analytics can report on impact. Companies that embrace these strategies holistically tend to see greater internal buy-in and success (teams using influencer programs are far more likely to foresee budget increases – 83% vs 58% for non-users). Rally your entire team around a shared vision of trust-building and innovation.



## Measure and Optimize:

Set clear KPIs (views, engagement rate, lead generation, conversion rate, etc.) for your video and influencer initiatives and track them closely. Use analytics to tie these efforts to pipeline impact – for example, monitor influenced leads or revenue – so you can demonstrate **measurable credibility**. Regularly review the data to double down on what works and refine what doesn't. This data-driven approach will also help you address ROI measurement challenges head-on (noted as a top concern by 26% of marketers).



## Iterate and Scale Up:

Treat video and influencer marketing as an ongoing program. Pilot, learn and iterate – test different video formats or influencer partnerships and expand on the ones that drive results. Most B2B marketers are doubling down (56% plan to increase video output and 43% plan to boost influencer investment next year, so secure the budget and leadership support to scale your efforts. By staying agile and improvement-focused, you'll keep your strategy fresh and your results compounding.



LinkedIn connects the world's professionals to make them more productive and successful and transforms the way companies hire, learn, market, and sell. Our vision is to create economic opportunity for every member of the global workforce through the ongoing development of the world's first Economic Graph. LinkedIn has more than 1 billion members and has offices around the globe.



Ipsos is one of the largest market research company in the world, present in 90 markets and employing more than 18,000 people. In 2024, Ipsos was named the No. 1 most Innovative Supplier in the [2024 GRIT Business & Innovation Report](#).

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of marketers.

# Thank you