The B2B Marketing Benchmark: Regional Cut

The state of B2B marketing in Asia Pacific | Europe, Middle East & Africa | Latin America-Brazil | North America

October 2023
To understand the evolving landscape and opportunity in B2B, we surveyed B2B leaders in eight 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 recruited a sample of 1,954 B2B Leaders from various industries. Participants took a 15-minute device-agnostic survey on mobile or desktop.

Survey development drew from existing Ipsos expertise as well as findings from LinkedIn research. The focus of the survey was challenges being faced by senior-level B2B marketers globally. The large sample size allows for confident projection of results and analysis of subgroups of the target audience.

We also did an analysis of 1,000 B2B Brands to understand how B2B companies are faring in this environment. We used our B2B Index, a new LinkedIn metric that measures effective brand building, to identify the 1,000 B2B companies we could analyze in aggregate to determine B2B trends on LinkedIn.

Data Collection Timeline
March 24 to May 5, 2023

Qualifying Criteria
B2B Marketing Leaders and CFOs at B2B organizations working in Advertising, Marketing & Communications, General Management, Client Services/Account Management, Sales, Finance, Analytics/Data roles at small (10-49 employees) n=231, medium (50-499 employees) n=806, and large (500+ employees) n=917 enterprises.

Respondent Profile
- Regions: North America (n=350), LATAM (n=200), EMEA (n=904), APAC (n=500)
- Job title: C-suite, including CMOs and CFOs (n=751), Senior manager/Director/VP/President (n=1,203)
- Industries: Financial services (n=346), Tech (n=443), Agency (n=400), Health (n=226), Education (n=259), Professional services (n=283)
Analytical Groups and Total Sample Breakdown

Our results analyze the responses of three key groups: B2B leaders, B2B marketing leaders and C-suite executives.

Mentions of **B2B leaders** refer to the full sample of respondents (CMOs, CFOs and senior marketers).

Mentions of **B2B marketing leaders** refer to CMOs and senior marketers, which represent 81% of the total sample.

Mentions of **C-suite** refer to CMOs and CFOs, which represents 38% of the total sample.

<table>
<thead>
<tr>
<th>Market</th>
<th>Total Surveyed</th>
<th>CMOs</th>
<th>% of Total Sample</th>
<th>Sr. Marketers (Sr. Manager, Director, Sr. Director, VP, SVP, President)</th>
<th>% of Total Sample</th>
<th>CFOs</th>
<th>% of Total Sample</th>
<th>B2B Marketing Leaders</th>
<th>% of Total Sample</th>
<th>C-suite</th>
<th>% of Total Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>1,954</td>
<td>374</td>
<td>19%</td>
<td>1,203</td>
<td>62%</td>
<td>377</td>
<td>19%</td>
<td>1,577</td>
<td>81%</td>
<td>751</td>
<td>38%</td>
</tr>
<tr>
<td>U.S.</td>
<td>350</td>
<td>50</td>
<td>14%</td>
<td>250</td>
<td>71%</td>
<td>50</td>
<td>14%</td>
<td>300</td>
<td>86%</td>
<td>100</td>
<td>29%</td>
</tr>
<tr>
<td>UK</td>
<td>351</td>
<td>51</td>
<td>15%</td>
<td>250</td>
<td>71%</td>
<td>50</td>
<td>14%</td>
<td>301</td>
<td>86%</td>
<td>101</td>
<td>29%</td>
</tr>
<tr>
<td>France</td>
<td>277</td>
<td>46</td>
<td>17%</td>
<td>178</td>
<td>64%</td>
<td>53</td>
<td>19%</td>
<td>224</td>
<td>81%</td>
<td>99</td>
<td>36%</td>
</tr>
<tr>
<td>Germany</td>
<td>276</td>
<td>52</td>
<td>19%</td>
<td>174</td>
<td>63%</td>
<td>50</td>
<td>18%</td>
<td>226</td>
<td>82%</td>
<td>102</td>
<td>37%</td>
</tr>
<tr>
<td>Singapore</td>
<td>150</td>
<td>29</td>
<td>19%</td>
<td>88</td>
<td>59%</td>
<td>33</td>
<td>22%</td>
<td>117</td>
<td>78%</td>
<td>62</td>
<td>41%</td>
</tr>
<tr>
<td>Australia</td>
<td>150</td>
<td>46</td>
<td>31%</td>
<td>62</td>
<td>41%</td>
<td>42</td>
<td>28%</td>
<td>108</td>
<td>72%</td>
<td>88</td>
<td>59%</td>
</tr>
<tr>
<td>India</td>
<td>200</td>
<td>50</td>
<td>25%</td>
<td>100</td>
<td>50%</td>
<td>50</td>
<td>25%</td>
<td>150</td>
<td>75%</td>
<td>100</td>
<td>50%</td>
</tr>
<tr>
<td>Brazil</td>
<td>200</td>
<td>50</td>
<td>25%</td>
<td>101</td>
<td>51%</td>
<td>49</td>
<td>25%</td>
<td>151</td>
<td>76%</td>
<td>99</td>
<td>50%</td>
</tr>
</tbody>
</table>
Table of contents

1. Global B2B Budgets & Outlook
2. Asia Pacific (APAC) Spotlight
3. Europe, Middle East & Africa (EMEA) Spotlight
4. Latin America – Brazil (LATAM) Spotlight
5. North America (NAMER) Spotlight
Key Findings

In helping their companies flourish in such a difficult environment, B2B marketing leaders face a tough road ahead. But they are resilient and up to the challenge. During the past few years, B2B marketing leaders have found new ways to drive influence, impact and growth across their organizations.

1. **B2B marketing budgets are up, a finding that’s largely consistent worldwide.**
   
   While some minimal differences exist, B2B leaders across regions expect budgets and spending to increase in the coming years.

2. **B2B leaders are hopeful about driving revenue in the future, particularly in APAC.**
   
   Around half of B2B leaders say they are optimistic they will be able to drive revenue in the coming year. B2B leaders in the APAC region are especially optimistic about the future and are excited about emerging technologies as well as additions to existing B2B marketing tools. This optimism may be fueled by increasing budgets, which are higher in APAC than in other regions.

3. **LATAM illustrates how CMOs worldwide are rising in influence.**
   
   Between the expanding role of the CMO in business intelligence decision-making and the intentional skill-building to demonstrate the impact of brand building, B2B CMOs in LATAM are poised to be at the forefront of technology adoption and preparedness for future challenges.

4. **B2B organizations across the globe are recognizing the importance of brand. Especially in APAC and NAMER.**
   
   Globally, roughly 6 in 10 B2B marketing leaders say their C-suite has increased the importance of brand building given economic conditions. Additionally, B2B marketing leaders are reporting increased spending on growing brand awareness.
Key Findings

In helping their companies flourish in such a difficult environment, B2B marketing leaders face a tough road ahead. But they are resilient and up to the challenge. During the past few years, B2B marketing leaders have found new ways to drive influence, impact and growth across their organizations.

5. Base size: n=751
SELFSKILLIMPORT: In your opinion, which of the following skills are most important for you in your current role?

6. Base size: NAMER (n=350)
BUDGETALLOCATION: Please rank the following objectives in order of how much of your (top client’s) B2B marketing budget is allocated to each, with 1 being the largest portion of the budget and 4 being the smallest.

7. Base size: NAMER (n=122)
AIUSES: Thinking about the various uses of generative AI for B2B marketing, which is your (top client’s) business currently using?
Base size: APAC (n=375)
AUSESFUTURE: Which, if any, of the following would your top client(s) you consider using generative AI for in the next year?

8. Base size: EMEA (n=789)
TOPCHANNEL: In your opinion, which channel is most effective at meeting your (top client’s) needs?
Base size: EMEA (n=762)
SOCIALPLATFORM: Which of the following social media platforms have your top client(s) you used for B2B marketing in the past year?

9. Base size: NAMER (n=248)
DEIMPORTWHY: Please select any of the following reasons why DEI is very/somewhat important to you.

B2B marketing leaders are using creative skills to succeed in EMEA.
B2B marketing leaders in EMEA have an entrepreneurial mindset and are focused on upskilling. Almost 7 in 10 marketers say creative strategy and execution is the top skill required for their roles.

B2B leaders in NAMER are focused on a full funnel approach in an uncertain environment.
While B2B leaders cite lead generation and generating new business as top areas of budget allocation and spending, they also plan to prioritize branding and demand generation.

B2B leaders in NAMER and APAC are focused on integrating generative AI into their marketing toolkits.
B2B leaders in NAMER report the highest usage of AI to gain a competitive advantage (43%) compared to other regions. Meanwhile, 1 in 3 B2B marketing leaders in APAC plan to integrate generative AI in the marketing mix in the near future.

B2B marketing leaders in EMEA are focused on making connections with thought leadership content and video.
Thought leadership is the top marketing tactic in EMEA in conjunction with LinkedIn usage, significantly higher than in any other region. What’s more, marketers in EMEA plan on boosting video use in the next year.

DEI and accessibility is top of mind for B2B leaders in NAMER.
Almost 7 in 10 B2B leaders say DEI provides greater perspective for better decision-making, significantly more than other regions.
Budgets are up worldwide and B2B leaders are feeling optimistic about their ability to drive revenue for their companies.

By examining factors such as creativity, distribution and investment, we generate a composite score for every organization in the B2B Index. This allows us to build a comprehensive and comparable assessment of effective B2B brand building for companies within the same industry.

Not just one, but four regional lists (APAC, EMEA, LATAM-Brazil, NAMER) complement a singular global index, underscoring these brands’ diverse and widespread influence.
Global B2B Budget Changes

- Increase 25+%
  - Last Year: 14%
  - Next Year: 15%

- Increase 1-24%
  - Last Year: 52%
  - Next Year: 45%

- Stay the same
  - Last Year: 21%
  - Next Year: 24%

- Decrease 1-24%
  - Last Year: 15%
  - Next Year: 8%

- Decrease 25+%
  - Last Year: 4%
  - Next Year: 1%

1. Base size: n=1954
   BUDGETCHANGEPAST: How would you describe the change in your company's / your top client's B2B marketing budget compared to one year ago?

2. Base size: n=1954
   BUDGETCHANGEFUTURE: How do you predict your company's / your top client's B2B marketing budget will change one year from now?

Research conducted by Ipsos, March 2023 to May 2023.
“The best revenue generating campaigns are also those that are the most unconventional. When we’ve run some tests that could have been seen as ‘risky’, the performance was usually better than for conventional campaigns.”

Director, UK

Over 6 in 10 B2B marketing leaders say their companies have increased spending on growing brand awareness.²

- Globally, 59% of B2B marketing leaders say their C-suite has increased the importance of brand building given economic conditions.

- A significantly higher percentage of CFOs believe their company has the right creative skills on their marketing team to support brand building efforts, compared to CMOs (79% vs 68%).

1. Base size: n=1735
   CSUITEOE: What is the one thing you would like your (top client’s) C-suite to know about what your team brings to the table?

2. Base size: Total (n=1577); CFO (n=377); CMO (n=374)
   BRANDIMPORT: When thinking about your brand building efforts, please indicate how much you agree/disagree with the following statements.

Research conducted by Ipsos, March 2023 to May 2023.
But despite B2B marketing organizations’ broad support and understanding of brand building efforts, B2B marketing campaigns still favor product promotion over brand building.

Research conducted by Ipsos, March 2023 to May 2023.

<table>
<thead>
<tr>
<th>Campaign Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Promotion</td>
<td>62%</td>
</tr>
<tr>
<td>Brand Building</td>
<td>37%</td>
</tr>
</tbody>
</table>

Base size: n=1577
95-5 Rule: Future customers are the source of your future cash flows

Considering the 95-5 rule, which posits that 95% of B2B buyers are out-of-market and won’t be in the market for months — or even years, this is not an ideal balance.

To be remembered in a buying situation, prospects must see your advertising long before they enter the market.

This means that advertising to the 95% of out-market buyers — people who won’t buy today but are likely to buy in the future — is critical.
Follow the 95-5 Rule to Grow

Current Buyers  
“In Market”
5%

Future Buyers  
“Out Market”
95%

Invest in lead-generation efforts targeting the 5% of people who are “in-market” today, but don’t forget to invest far more heavily in reaching the entire category with brand advertising that resonates with future buyers, thus generating future cash flows.
“There is no [failsafe] for weathering an economic downturn in demand generation. Rather, teams need to work to optimize everything – often in small ways.”

Senior Manager, Tech, U.S.

The Top Trends Shaping Global B2B Budget Allocation and Spend

B2B leaders are looking at the full funnel in their prospecting efforts to ensure success.

- Although Lead Generation (36%) receives the highest share of B2B budget allocation, B2B leaders are also allocating budget to Brand Building (30%) and Demand Generation (20%).
- Overall, 7 in 10 B2B leaders say their budget is focused on generating new business.
  - Tech sector (85%) more likely than Agencies (72%), Financial Services (70%), Professional Services (68%), Health (67%) or Education (59%) to allocate budget to generating new business.

1. Base size: n=1735
   CSUITEOE: What is the one thing you would like your (top client’s) C-suite to know about what your team brings to the table?

2. Base size: n=1954
   BUDGETALLOCATION: Please rank the following objectives in order of how much of your (top client’s) B2B marketing budget is allocated to each, with 1 being the largest portion of the budget and 4 being the smallest.

3. Base size: Total (n=1954); Tech (n=443); Education (n=259); Financial Services (n=346); Health (n=226); Professional Services (n=283); Agency (n=400)
   BUDGETALLOCATIONCU.S.TOMER: Now, please rank the following types of business in order of how much of your (top client’s) B2B marketing budget is allocated to each, with 1 being the largest portion of the budget and 2 being the smallest.

Research conducted by Ipsos, March 2023 to May 2023.
Asia Pacific Spotlight

The B2B Leaders in the APAC region are optimistic about the future and are excited about upcoming technologies and additions to existing B2B marketing tools.

By examining factors such as creativity, distribution and investment, we generate a composite score for every organization in the B2B Index. This allows us to build a comprehensive and comparable assessment of effective B2B brand building for companies within the same industry.

Not just one, but four regional lists (APAC, EMEA, LATAM-Brazil, NAMER) complement a singular global index, underscoring these brands’ diverse and widespread influence.
While expectations around increasing budgets exist across all regions, they are significantly higher in APAC.

B2B Budget Increases Next Year – Regional

- APAC: 74%
- NAMER: 66%
- LATAM: 65%
- EMEA: 64%

Base size: APAC (n=500); NA (n=350); LATAM (n=200); EMEA (n=904)
BUDGETCHANGEPAST: How would you describe the change in your [top client’s] company’s B2B marketing budget compared to one year ago?

Research conducted by Ipsos, March 2023 to May 2023.
B2B Marketing Leaders in APAC say **new tech adoption** is one of the most important current skills for their marketing team.

In your opinion, which of the following skills are most important for members of your team who report to you/members of the B2B marketing team?

Research conducted by Ipsos, March 2023 to May 2023.

**B2B Budget Increases Next Year – Regional**

- **APAC**: 53%
- **EMEA**: 45%
- **LATAM**: 42%
- **NAMER**: 39%

Base size: APAC (n=375); NA (n=300); LATAM (n=151); EMEA (n=751)
Many B2B marketing organizations in APAC are thinking about leveraging AI applications.

1 in 3 B2B marketing leaders in APAC are interested in integrating Generative AI into their marketing mix in the future.

Base Size n=1577
CURRENTLY LSE AI: Are you currently using any AI applications in your/ your top client’s business marketing activities?
Research conducted by Ipsos, March 2023 to May 2023.
There’s excitement around and eagerness to embrace the technology in APAC.

82% of B2B marketing leaders in APAC say they are likely to use or continue using generative AI to promote business when AI-driven advertising opportunities become available.¹

67% of B2B marketing leaders in APAC claim they have a good understanding of how to promote business using generative AI in marketing campaigns.²

¹ Base Size n=1577
   ACONSIDER: How likely are you to continue/consider using generative AI to promote your/your top client's business when advertising opportunities become available that utilize the technology?

² Base Size n=1577
   AUNDERSTAND: How would you describe your level of understanding of how to promote your/your top client's business using generative AI in marketing campaigns?

Research conducted by Ipsos, March 2023 to May 2023.
In APAC, B2B organizations also consider employee advocacy and Share of Voice as important indicators of brand health.

- Employee advocacy is a significantly stronger measure of brand health in APAC than other regions (28%, vs 18% in NA, 21% in LATAM, and 16% in EMEA).

- Share of Voice is a significantly more important tool for brand measurement in APAC than other regions (45%, vs 27% in NA, 21% in LATAM, and 34% in EMEA).

<table>
<thead>
<tr>
<th>Measures of Brand Health</th>
<th>APAC</th>
<th>EMEA</th>
<th>LATAM</th>
<th>NAMER</th>
<th>Global</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social listening</td>
<td>46%</td>
<td>33%</td>
<td>36%</td>
<td>38%</td>
<td>37%</td>
</tr>
<tr>
<td>Share of Voice</td>
<td>45%</td>
<td>34%</td>
<td>21%</td>
<td>27%</td>
<td>34%</td>
</tr>
<tr>
<td>Employee advocacy</td>
<td>28%</td>
<td>16%</td>
<td>21%</td>
<td>18%</td>
<td>20%</td>
</tr>
</tbody>
</table>

Base size: Total (n=1577); APAC (n=375); NA (n=300); LATAM (n=151); EMEA (n=751)

BRANDMEASURE: How does your top client/do you measure brand health?

Research conducted by Ipsos, March 2023 to May 2023.
Europe, Middle East & Africa Spotlight

B2B marketing leaders in EMEA have an entrepreneurial mindset and are focused on upskilling. They are more inclined to consume thought leadership content and utilize professional networking platforms such as LinkedIn – significantly more than B2B leaders in other regions.

By examining factors such as creativity, distribution and investment, we generate a composite score for every organization in the B2B Index. This allows us to build a comprehensive and comparable assessment of effective B2B brand building for companies within the same industry.

Not just one, but four regional lists (APAC, EMEA, LATAM-Brazil, NAMER) complement a singular global index, underscoring these brands’ diverse and widespread influence.
B2B marketers in EMEA use video to connect with audiences.

Video stands out as one of the highest intended usage channels according to almost 2 in 3 B2B Marketing Leaders, significantly more compared to other regions.
Thought leadership content is the top marketing tactic in EMEA in conjunction with high LinkedIn usage.

Around 1 in 4 B2B Marketing leaders in EMEA say thought leadership content is the Top Channel for meeting marketing needs, significantly more than any other region.

<table>
<thead>
<tr>
<th>Top Channel for Meeting Marketing Needs</th>
<th>EMEA</th>
<th>APAC</th>
<th>LATAM</th>
<th>NAMER</th>
<th>Global</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thought Leadership Content</td>
<td>24%</td>
<td>19%</td>
<td>7%</td>
<td>16%</td>
<td>20%</td>
</tr>
<tr>
<td>In-person events</td>
<td>21%</td>
<td>21%</td>
<td>22%</td>
<td>22%</td>
<td>21%</td>
</tr>
<tr>
<td>Video</td>
<td>12%</td>
<td>9%</td>
<td>12%</td>
<td>10%</td>
<td>11%</td>
</tr>
<tr>
<td>Display Ads</td>
<td>10%</td>
<td>9%</td>
<td>11%</td>
<td>14%</td>
<td>11%</td>
</tr>
<tr>
<td>Influencer Marketing</td>
<td>8%</td>
<td>13%</td>
<td>22%</td>
<td>10%</td>
<td>11%</td>
</tr>
<tr>
<td>Hybrid Events</td>
<td>8%</td>
<td>9%</td>
<td>9%</td>
<td>5%</td>
<td>8%</td>
</tr>
<tr>
<td>Digital Events</td>
<td>7%</td>
<td>6%</td>
<td>3%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>Online Communities</td>
<td>4%</td>
<td>5%</td>
<td>8%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Generative AI</td>
<td>3%</td>
<td>5%</td>
<td>4%</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Podcasts</td>
<td>2%</td>
<td>3%</td>
<td>1%</td>
<td>5%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Base size: Total (n=1575); APAC (n=375); NA (n=300); LATAM (n=151); EMEA (n=749)

TOPCHANNEL: In your opinion, which channel is most effective at meeting your [top client’s] marketing needs?

Research conducted by Ipsos, March 2023 to May 2023.
Professional networking platforms such as LinkedIn are used significantly more in EMEA, compared to other regions.

<table>
<thead>
<tr>
<th>Top Channel for Meeting Marketing Needs</th>
<th>EMEA</th>
<th>APAC</th>
<th>LATAM</th>
<th>NAMER</th>
<th>Global</th>
</tr>
</thead>
<tbody>
<tr>
<td>LinkedIn</td>
<td>84%</td>
<td>77%</td>
<td>78%</td>
<td>75%</td>
<td>80%</td>
</tr>
<tr>
<td>YouTube</td>
<td>61%</td>
<td>64%</td>
<td>70%</td>
<td>63%</td>
<td>63%</td>
</tr>
<tr>
<td>Facebook</td>
<td>51%</td>
<td>62%</td>
<td>62%</td>
<td>62%</td>
<td>57%</td>
</tr>
<tr>
<td>Instagram</td>
<td>49%</td>
<td>50%</td>
<td>82%</td>
<td>49%</td>
<td>52%</td>
</tr>
<tr>
<td>Twitter</td>
<td>35%</td>
<td>46%</td>
<td>25%</td>
<td>48%</td>
<td>39%</td>
</tr>
<tr>
<td>TikTok</td>
<td>15%</td>
<td>15%</td>
<td>23%</td>
<td>16%</td>
<td>16%</td>
</tr>
<tr>
<td>Spark/Amazon</td>
<td>8%</td>
<td>10%</td>
<td>10%</td>
<td>11%</td>
<td>9%</td>
</tr>
<tr>
<td>Snapchat</td>
<td>4%</td>
<td>5%</td>
<td>0%</td>
<td>8%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Base size: Total (n=1577); APAC (n=371); NA (n=300); LATAM (n=151); EMEA (n=751)

SOCIAL PLATFORM. Which of the following social media platforms have your top clients you used for B2B marketing in the past year?

Research conducted by Ipsos, March 2023 to May 2023.
Skills like innovative thinking and creative strategy are of great importance.

- Almost 7 in 10 B2B Marketers in EMEA say creative strategy & execution is the top skill required for their current role.

- More than 1 in 2 EMEA B2B Marketing Leaders say Self-sufficiency / Entrepreneurial mindset is a top skill required in their current role, significantly higher than other regions.

Research conducted by Ipsos, March 2023 to May 2023.
B2B CMOs in LATAM are setting themselves up for success - between the expanding role of CMOs in business intelligence decision-making, and the intentional skill building in order to demonstrate the impact of brand building, LATAM is poised to be at the forefront of technology adoption and preparedness for future challenges.

By examining factors such as creativity, distribution and investment, we generate a composite score for every organization in the B2B Index. This allows us to build a comprehensive and comparable assessment of effective B2B brand building for companies within the same industry.

Not just one, but four regional lists (APAC, EMEA, LATAM-Brazil, NAMER) complement a singular global index, underscoring these brands’ diverse and widespread influence.

B2B Leaderboard
Top Brands in Latin America - Brazil
A significantly higher percentage of LATAM B2B C-Suite believe the role of the CMO has evolved to have more influence over data management and business intelligence decisions, compared to other regions.

- More direct role in driving revenue & growth: 53%
- Under more pressure to prove ROI in less time: 46%
- More influence over data management and business intelligence decisions: 44%
- Expected to be able to demonstrate marketing impact to bottom line: 44%
- More involvement in product offerings/pricing decisions: 37%
- Helping to drive overall company strategy & budgeting: 36%
- Expected to leverage creative brand building to improve memorability of: 34%
- More agility when it comes to adapting to new circumstances: 34%
- Collaborating more with others in the C-Suite: 31%
- Collaborating more with the CFO: 19%
- None of the above: 2%

Base size: LATAM (n=99)

CMOROLECHANGE: In which of the following ways has your/the CMO’s role changed in the last two years? If you were not in your current role two years ago, please provide your best estimate based on your knowledge of the company’s history.

Research conducted by Ipsos, March 2023 to May 2023.
Almost all B2B Marketing CMOs in LATAM say they have strengthened their skills to demonstrate B2B marketing impact to help the CFO & CEO understand the value of brand marketing, significantly more than in other regions.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I have strengthened my skills to demonstrate B2B marketing impact to help the CFO/CEO understand the value of brand marketing</td>
<td>98%</td>
</tr>
<tr>
<td>Learning the language of finance has helped me secure more marketing budget</td>
<td>86%</td>
</tr>
<tr>
<td>I try to involve as many C-Suite members in B2B marketing decisions as I can</td>
<td>86%</td>
</tr>
<tr>
<td>I am under pressure to prove ROI in the short term</td>
<td>80%</td>
</tr>
<tr>
<td>My CFO/CEO prioritize investment in brand-building</td>
<td>80%</td>
</tr>
<tr>
<td>My relationship with our CFO is stronger than ever</td>
<td>76%</td>
</tr>
</tbody>
</table>

Base size: LATAM (n=50)

CMO ATTITUDES: Please indicate how much you agree or disagree with each of the following statements about your role.

Research conducted by Ipsos, March 2023 to May 2023.
B2B marketing leaders in LATAM say problem solving and MarTech/data analytics proficiency are significantly more important current skills in their role compared to other regions; And 2 in 3 state MarTech/ data analysis mastery will be the top skill for their role in the next 1-2 years, significantly more than other regions.

<table>
<thead>
<tr>
<th>Skill</th>
<th>APAC</th>
<th>NAMER</th>
<th>EMEA</th>
<th>LATAM</th>
<th>Global</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creative Strategy and Execution</td>
<td>60%</td>
<td>66%</td>
<td>68%</td>
<td>62%</td>
<td>65%</td>
</tr>
<tr>
<td>Problem Solving</td>
<td>62%</td>
<td>59%</td>
<td>60%</td>
<td>74%</td>
<td>62%</td>
</tr>
<tr>
<td>Marketing Technology / Data Analytics Mastery</td>
<td>61%</td>
<td>56%</td>
<td>60%</td>
<td>78%</td>
<td>61%</td>
</tr>
<tr>
<td>Innovative Thinking</td>
<td>61%</td>
<td>61%</td>
<td>55%</td>
<td>58%</td>
<td>58%</td>
</tr>
</tbody>
</table>

Base size: Global (n=1577); APAC (n=375); NA (n=300); EMEA (n=751); LATAM (n=151)

SELFSKILLIMPORT: In your opinion, which of the following skills are most important for you in your current role?

Research conducted by Ipsos, March 2023 to May 2023.
Influencer Marketing & Social Media are Popular in LATAM.

LATAM (61%) stands out compared to other regions regarding use of influencer marketing, with projected use expected to grow (79%) according to B2B Marketing Leaders.
B2B Marketers in the NAMER region are prudent about the upcoming disruptions in the market. More than half of B2B Leaders say their biggest business priority for the next year is balancing brand and demand marketing initiatives in an uncertain environment.
Leveraging LinkedIn's B2B Index, The B2B Leaderboard identifies a distinct cohort of B2B companies worldwide that excel at brand building.

By examining factors such as creativity, distribution and investment, we generate a composite score for every organization in the B2B Index. This allows us to build a comprehensive and comparable assessment of effective B2B brand building for companies within the same industry.

Not just one, but four regional lists (APAC, EMEA, LATAM-Brazil, NAMER) complement a singular global index, underscoring these brands’ diverse and widespread influence.
Focus on generating new business is higher than retaining existing customers in North America, compared to other regions.
Balancing brand and demand marketing initiatives in an uncertain environment stands out as one of the biggest business priorities for the next year in North America, compared to other regions.

<table>
<thead>
<tr>
<th>Biggest business priorities for the next year</th>
<th>Global</th>
<th>NAMER</th>
<th>LATAM</th>
<th>EMEA</th>
<th>APAC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improving B2B measurement tools and relying on data and insights to demonstrate effectiveness</td>
<td>60%</td>
<td>60%</td>
<td>57%</td>
<td>59%</td>
<td>62%</td>
</tr>
<tr>
<td>Creating relevant and useful thought leadership and content for customers</td>
<td>51%</td>
<td>52%</td>
<td>51%</td>
<td>52%</td>
<td>49%</td>
</tr>
<tr>
<td>Championing bolder, more creative tactics in B2B brand campaigns to win share</td>
<td>51%</td>
<td>49%</td>
<td>52%</td>
<td>54%</td>
<td>48%</td>
</tr>
<tr>
<td>Balancing brand and demand marketing initiatives in an uncertain environment</td>
<td>49%</td>
<td>54%</td>
<td>49%</td>
<td>44%</td>
<td>54%</td>
</tr>
<tr>
<td>Optimizing marketing goals by building a strong martech stack</td>
<td>41%</td>
<td>41%</td>
<td>47%</td>
<td>37%</td>
<td>44%</td>
</tr>
<tr>
<td>Supporting my (top client’s) company’s digital transformation goals</td>
<td>40%</td>
<td>42%</td>
<td>43%</td>
<td>37%</td>
<td>44%</td>
</tr>
<tr>
<td>Building a strong relationship with the CFO and mastering the language of finance</td>
<td>4%</td>
<td>3%</td>
<td>6%</td>
<td>3%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Base size: Total (n=1954); NAMER (n=350); LATAM (n=200); EMEA (n=904); APAC (n=500)

PRIORITIES: Which of the following are your [top client’s] biggest business priorities over the next year?

Research conducted by Ipsos, March 2023 to May 2023.
B2B leaders in North America say, that CMOs are expected to leverage creative brand building to improve memorability of products & services at a higher rate than in other regions.

<table>
<thead>
<tr>
<th>Change in the CMO role in the last two years</th>
<th>Global</th>
<th>NAMER</th>
<th>LATAM</th>
<th>EMEA</th>
<th>APAC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expected to be able to demonstrate marketing impact to bottom line</td>
<td>47%</td>
<td>44%</td>
<td>44%</td>
<td>45%</td>
<td>52%</td>
</tr>
<tr>
<td>More direct role in driving revenue &amp; growth</td>
<td>47%</td>
<td>52%</td>
<td>53%</td>
<td>40%</td>
<td>50%</td>
</tr>
<tr>
<td>Under more pressure to prove ROI in less time</td>
<td>40%</td>
<td>45%</td>
<td>46%</td>
<td>39%</td>
<td>36%</td>
</tr>
<tr>
<td>Helping to drive overall company strategy &amp; budgeting</td>
<td>39%</td>
<td>42%</td>
<td>36%</td>
<td>34%</td>
<td>45%</td>
</tr>
<tr>
<td>Collaborating more with others in the C Suite</td>
<td>39%</td>
<td>43%</td>
<td>31%</td>
<td>37%</td>
<td>42%</td>
</tr>
<tr>
<td>Expected to leverage creative brand building to improve memorability of products/services</td>
<td>37%</td>
<td>46%</td>
<td>34%</td>
<td>33%</td>
<td>38%</td>
</tr>
<tr>
<td>More agility when it comes to adapting to new circumstances</td>
<td>37%</td>
<td>39%</td>
<td>34%</td>
<td>36%</td>
<td>38%</td>
</tr>
<tr>
<td>More influence over data management and business intelligence decisions</td>
<td>35%</td>
<td>33%</td>
<td>44%</td>
<td>33%</td>
<td>35%</td>
</tr>
<tr>
<td>More involvement in product offerings/pricing decisions</td>
<td>34%</td>
<td>31%</td>
<td>37%</td>
<td>31%</td>
<td>37%</td>
</tr>
<tr>
<td>Collaborating more with the CFO</td>
<td>25%</td>
<td>31%</td>
<td>19%</td>
<td>23%</td>
<td>27%</td>
</tr>
<tr>
<td>None of the above</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Base size: Total (n=751); NAMER (n=100); LATAM (n=99); EMEA (n=302); APAC (n=250)

CMOROLECHANGE: In which of the following ways has your/the CMO’s role changed in the last two years? If you were not in your current role two years ago, please provide your best estimate based on your knowledge of the company’s history.

Research conducted by Ipsos, March 2023 to May 2023.
DEI and Accessibility are top of mind for B2B Leaders in NAMER.

Just under 7 in 10 senior leaders in North America say that DEI provides greater perspective for better decision-making, significantly more than any other region. Website compatibility with screen readers, mobile devices, and keyboard navigation (52%) is highest in NA amongst regions.

**Why is DEI important to you**

- Provides more perspectives for better decision-making: 67%
- Companies need to strive for equity in an increasingly diverse workforce: 60%
- Helps us attract talent: 59%
- Improves our brand/reputation: 58%
- Helps us retain talent: 58%
- Improves the quality of our work/products: 50%
- Makes us more attractive to clients/prospective clients: 10%

**Why is DEI NOT important**

- Just not something I know or think very much about: 43%
- Companies only appear to emphasize DEI for appearances: 32%
- There are no tangible benefits to my company: 29%
- Impacts hiring/promotions too much: 22%
- It is not important to management: 17%
- Too difficult to implement effective DEI policies: 14%
- Other/Don't Know: 11%
- Doesn't matter to clients/prospective clients: 5%
- Hire based on skill/competence: 2%

NA leads in tracking turnover rate of diverse employees (43%), which is significantly higher than all other regions.

**Research conducted by Ipsos, March 2023 to May 2023.**
B2B marketers in NAMER are focused on being inclusive and accessible in their marketing content and advertising campaigns.

DEI efforts in marketing content and campaigns¹

1. Base size: NA (n=230)
   DEIVOLVE: What kinds of DEI initiatives does your marketing organization participate in?

How does the marketing organization measure the impact of DEI efforts?²

1 in 2 B2B companies reported creating accessible content and inclusive campaigns.

- Track number of diverse employees across organization (54%)
- Track number of diverse leaders across organization (51%)
- Track participation in DEI training sessions/programs (46%)

¹ Base size: NA (n=230)
² Base size: NA (n=230)

DEEMETRICS: How does your marketing organization measure the impact of its DEI efforts?

Research conducted by Ipsos, March 2023 to May 2023.
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 over 930 million members and has offices around the globe.

Tequia Burt  
Editor in Chief, LinkedIn Collective & LinkedIn Ads Blog

Steve Kearns  
Global Head of Content, Marketing Solutions

Nicholas Hassebrock  
Product Marketing Manager, LinkedIn Marketing Solutions

Manasi Bhadane  
Data Scientist, LinkedIn
We are the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of marketers.
Use this QR code to download the B2B Marketing Benchmark Today!