

# 6 B2B MARKETING STATISTICS THAT EVERY MARKET KING MUST KNOW!



**63%**

of B2B marketers believe that their biggest challenge is generating traffic and leads.

Source: State of Inbound Report, 2017.

**90%**

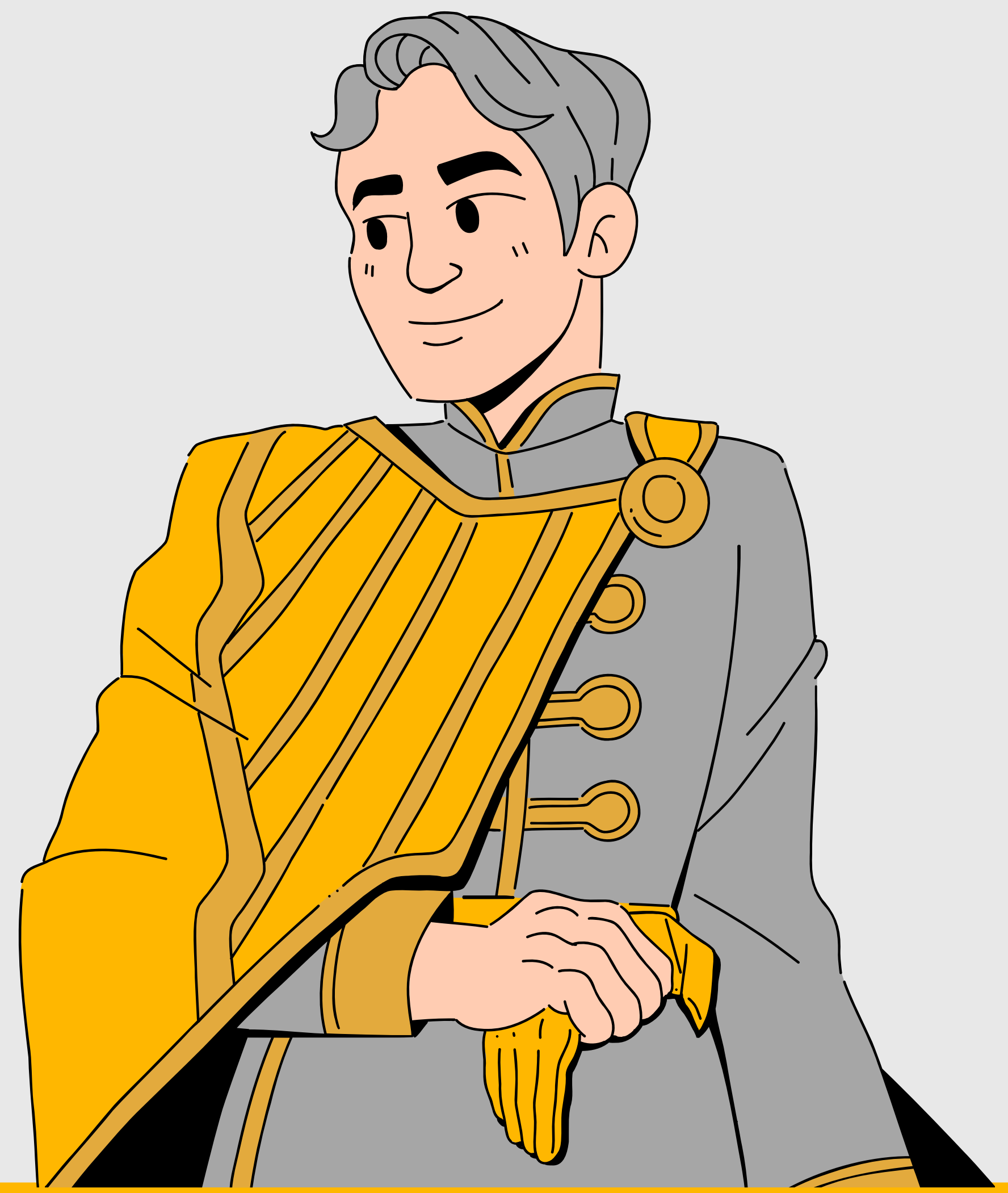
of B2B marketers believe in account-based marketing (ABM).

Source: SiriusDecisions, Inc. 2015 Study

**80%**

of B2B marketers believe that extending exclusive deals and offering loyalty programs are the most practical mobile campaigns.

Source: Salesforce 2016 Report



**STRATEGY:**

**14%**

of businesses fail due to poor marketing strategy and practices.

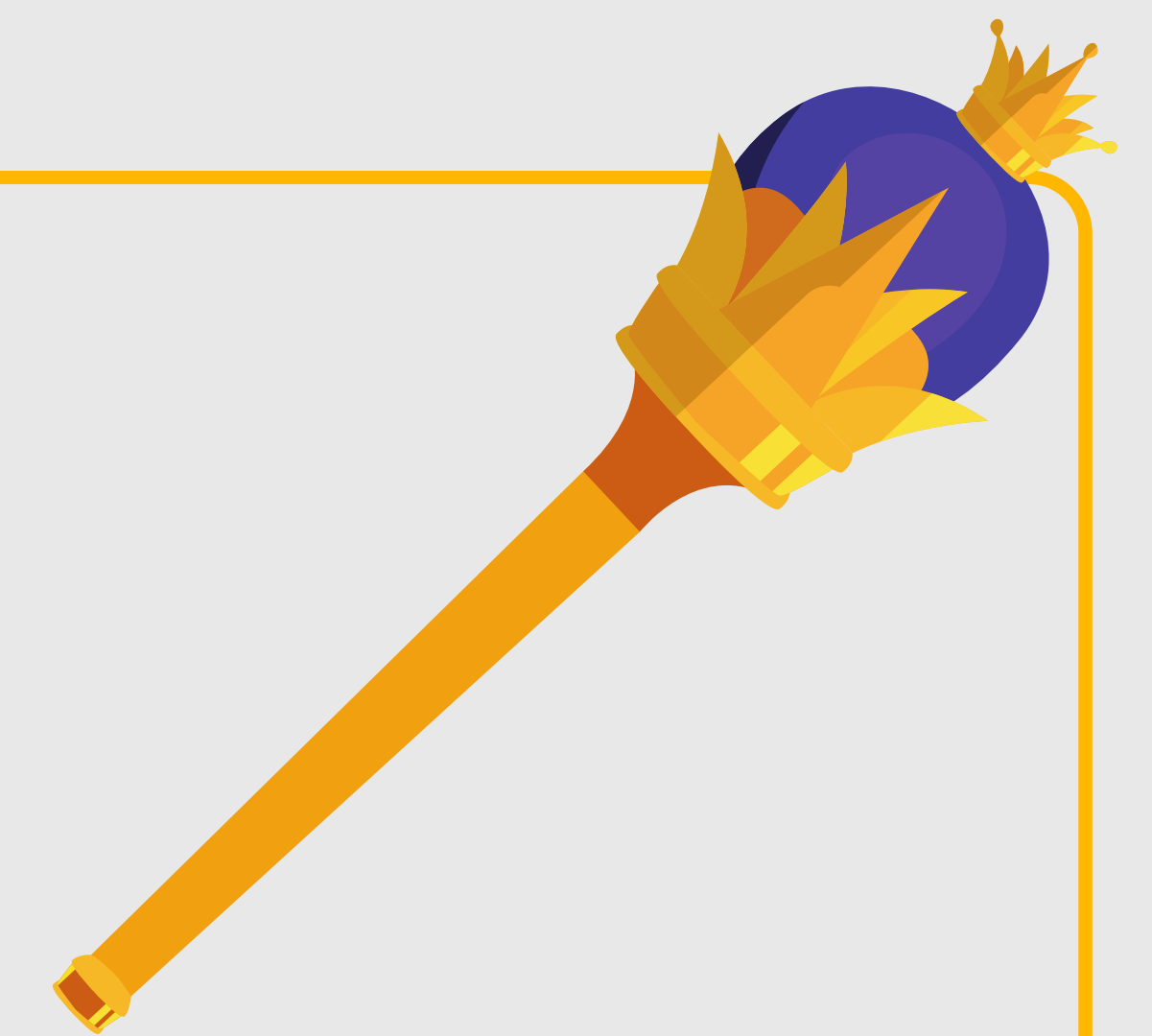
Source: B2B PR Sense Blog

**AUTOMATION:**

**31%**

of B2B marketers use marketing automation to boost revenue.

Source: Statista



**96%**

of B2B marketers who use influencer marketing believe their strategy is effective.

Source: 2020 B2B Influencer Marketing Report

