

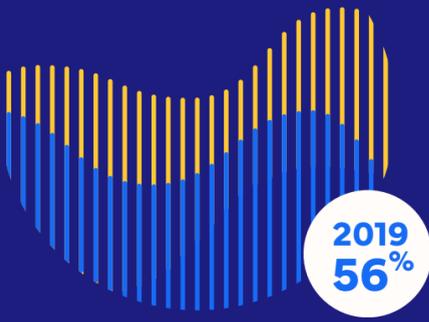


Every Vendor Claims 'AI Innovation' and 'Proven Outcomes'...

# Buyers Are Overwhelmed



## Digital noise



# 71%

of B2B tech buyers now **prefer interactive digital channels** over traditional sales engagement (up from 56%), driven by richer content and the rise of AI.<sup>1</sup>

## Buyers aren't buying the hype

# 82%

of buyers agree they will **rely more on AI tools** to search and find information, relying less on classic search engines—indicating skepticism toward traditional vendor-driven information.<sup>1</sup>



## What do buyers trust most?

- **56%** of buyers cite 'industry experts & analysts' as a top information source during evaluation.
- **60%** cite them during the purchase stage.<sup>2</sup>
- **47%** of buyers say **industry conferences/trade shows** are still a top discovery method.<sup>2</sup>

## The gap: Vendor claims vs. trusted proof



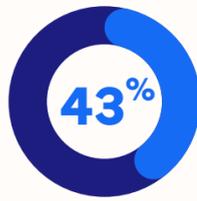
# 49%

of buyers prioritize credible, third-party proof points when evaluating AI-infused solutions.<sup>3</sup>

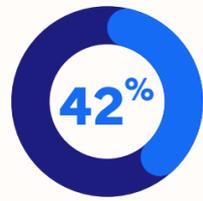


**Understand the buying trigger. Prove what matters.**

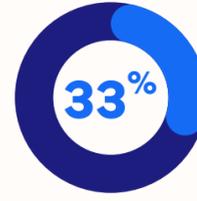
## Top triggers that push buyers into active evaluation



Improving operational efficiency<sup>2</sup>



Adopting new or emerging technology<sup>2</sup>



Meeting sustainability requirements<sup>2</sup>



Improving customer experience<sup>2</sup>

## Ready to move beyond promises?

Ask IDC how buyers validate ROI in your category.

Contact us

<sup>1</sup>IDC 2025 B2B Tech Buyer Behavior Survey  
<sup>2</sup>IDC 2025 B2B Technology Buyer Survey  
<sup>3</sup>IDC Industry AI and Cloud Path Survey 2025

