Winning Customers in a Shifting Tech Landscape



Spend smarter. Sell smarter. With growing pressure to justify budgets and prove strategy value, B2B marketers must make smarter decisions and deliver better results. For midmarket tech vendors, this means not just keeping up with rapid industry changes but staying ahead of them.

As tech shifts reshape customer needs and competition, understanding where the market is headed is essential. The right research helps refine positioning, target the right buyers, and seize opportunities before competitors do.

Refine Your Marketing Funnel Based on B2B Buyer Behavior Changes:

77%
of B2B buyers will rely more on AI tools to find information, relying less on classic search engines.

#1
B2B Buyers say that technical product information is THE MOST helpful in their exploration stage.

69%
B2B buyers say their decision on whether to read something is influenced by whether it's personalized.

Intelligence-Powered Marketing Enablement

Deep Data & Research



Award-winning research and 8 billion data points on growth and tech trends help marketers target opportunities and align strategies with buyers.

Flexible Advisory Services



Get expert insights to uncover market adjacencies, fill thought leadership gaps, and align with buyer behavior for growth.

Industry-Leading Events



IDC events bring together top analysts, industry leaders, and decision-makers for exclusive insights and strategic discussions.

Buyers Don't Just Need Opinions— They Need Data-Backed Guidance To Drive Results.

Partner with IDC, to recalibrate your marketing to align with your buyer's needs.

IIAR Analyst Firm of the Year 2024

Unparalleled Research | Award-winning Analysts | Comprehensive Data | Advisory | Industry-Leading Events

ENGAGE OUR TEAM ›

Source: IDC 2024 B2B Technology Buyer Survey