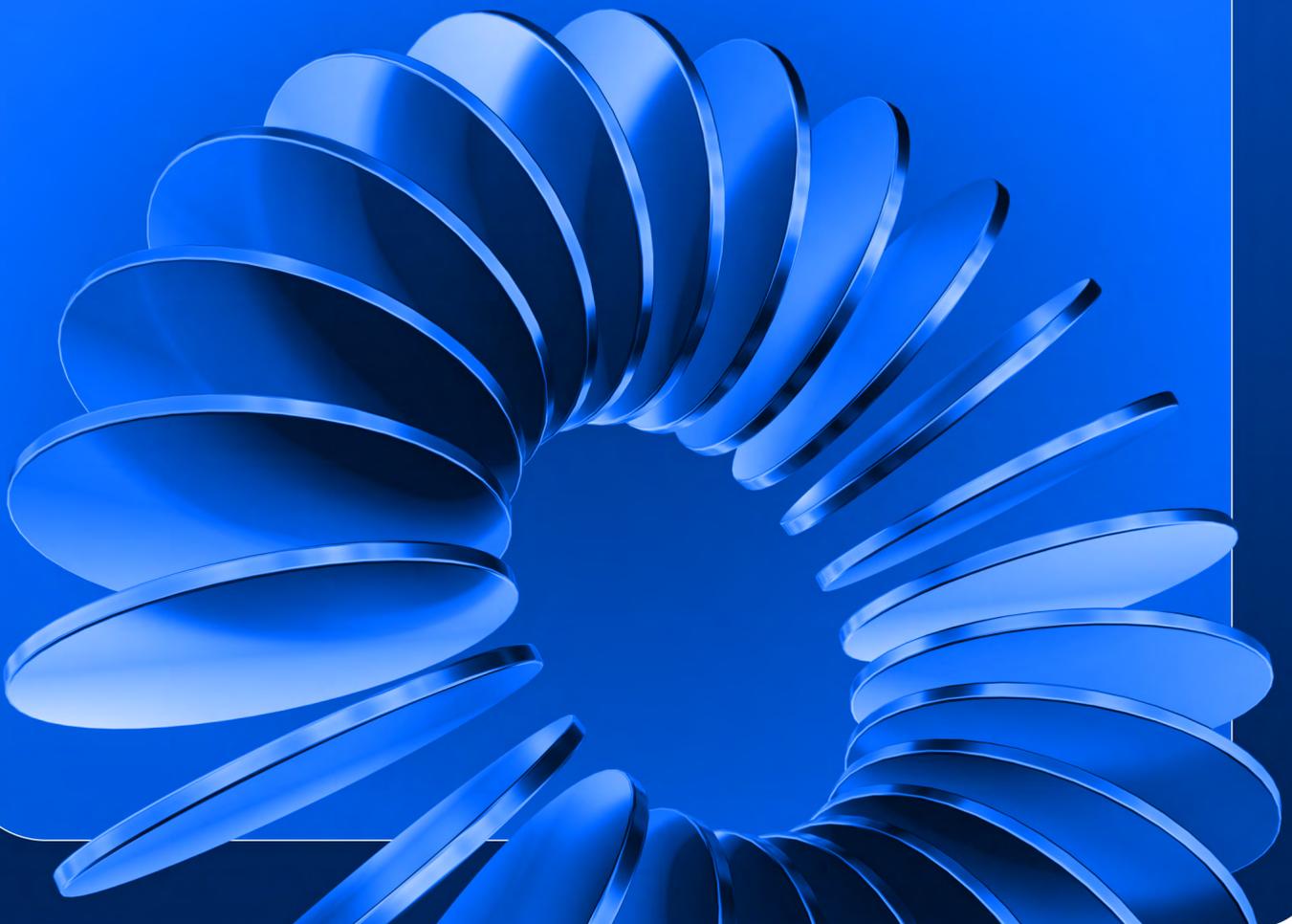


VOICE OF THE BUYER:
**THE GREAT
DISCONNECT**

Insights from 2,600 B2B marketers and buyers

Executive summary



The truth is...your buyers are spelling it out for you.

There's a clear gap between what buyer's need and what marketers deliver, and you can't afford to miss the mark — not when:



of buyers want product clarity



say trust is harder than ever

It's time to rethink the message, reframe the ROI, and rebuild the connection.

Because if your audience doesn't feel heard, your campaign won't be either.

YOUR MOVE.



Marketers are speaking the language of what's next, while buyers are speaking the language of what works

What buyers act on



73%

prioritize features and functionality when making decisions



41%

say cost is a key driver



73%

say AI has the most influence mid-funnel (the messy middle)

What marketers highlight



68%

focus messaging on innovation and scalability



15%

emphasize pricing in their campaigns

Yet most marketing efforts still focus top-funnel awareness

How marketers can close the gap



Anchor ambition in evidence

Pair innovation claims with tangible outcomes, such as deployment speed, cost reduction, or measurable efficiency gains.



Reframe ROI

Don't treat ROI as a long-term promise. Demonstrate how forward-looking capabilities can deliver returns today.



Speak your buyers' language

Connect the future vision to present-tense value show how your solutions solve immediate buyer needs.

 **Marketing
Solutions**
Information in Action



marketing.techinformed.com

