



“WHAT’S WORKING” SERIES

Unlocking Buyer Influence: **Data-Driven Approaches To Account Engagement**

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Introduction

Gone are the days when wooing one decision-maker could seal the deal: In 2024, it's all about the buying committee. Reports estimate that this dynamic group of influencers, researchers, end-users and champions can consist of **up to 20 people**, but the average committee ranges between six and eight.

For seasoned sales and marketing pros, cracking the code to engage this diverse group has become a high-stakes game. This has led to a playbook that must be more personalized and data-driven than ever.

"Selling high-value deals in the B2B world today involves engaging with a **buying committee** rather than an individual," said Josh Wagner, Founder of **In Revenue Capital**. "This committee often consists of a wide variety of roles, possibly including an executive sponsor, upper/middle management decision makers, department heads, practitioners and representatives from procurement, legal, IT and security. As you might imagine, one of the key challenges of selling in such a landscape is gaining alignment across such a diverse group."

This report explores the latest trends reshaping how businesses connect with buying committees. From leveraging intent data to creating multi-channel experiences that resonate with key decision-makers, it offers actionable strategies to help companies engage effectively with the right stakeholders. Key topics of discussion will include:

- How targeted ABM strategies are driving deeper engagement with individual members of the buying committee;
- The critical role of intent data in identifying buying signals and optimizing outreach strategies;
- Techniques for delivering personalized messaging and content that address the unique needs of each decision-maker in the committee; and
- Best practices for creating cohesive, cross-channel experiences that build trust and influence the entire buying journey.



Leveraging Data To Identify Target Accounts

Before diving into the data-driven account selection process, organizations should take a strategic pause to consider the bigger picture. Identifying the right accounts is not merely about analyzing numbers; it involves aligning with broader business goals and understanding which segments are best fit for pursuit.

"At the account level, it's important to take a step back before diving into the data-driven identification process and ask, 'Who do we want to target, and why?'" said **Steve Armenti**, a growth marketing expert for B2B SaaS, at the B2B Marketing Exchange. "Why do we believe these accounts, verticals, segments or industries would make good customers? It's about answering that question intuitively — why are they a good fit? How will we prioritize them? And do we have the right teams in place to pursue these accounts if we successfully bring them in?"

Once the target accounts are identified, Armenti emphasized the importance of partnering with data enrichment providers to surface why an account is in market. By focusing on enrichment, organizations can ensure that the data flowing in is reliable and useful for making informed decisions, something Lisa Hackbarth, Marketing Scale-Up Consultant at **Cloudberry Marketing**, wholeheartedly agreed with.

"It's crucial to not only focus on intent data but also consider various data points to zero in on what's most important to the account," she explained, in a recent webinar. "It's not just about what's important to the account, but also about what matters to each individual within it."

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What's Working In Buying Committee Engagement: A Guide for B2B Marketers



By Ken Stout, SVP
of **Data Axle**



The B2B landscape has evolved dramatically due to a competitive global market, the rise of remote work and rapid innovations in advertising tech and martech. According to recent [Gartner research](#), 75% of B2B buyers now prefer a rep-free sales experience, underscoring the need for comprehensive digital marketing campaigns that effectively guide the buying committee down the funnel.

Engaging the buying committee is crucial for securing deals, particularly in an era of tight budgets and highly scrutinized decisions. As B2B marketers, it's essential to understand the strategies working in engaging these committees and how tools like Data Axle's Audience360 can unify and empower your data for maximum impact.

Understanding The Buying Committee

Buying committees consist of individuals from different departments, each with unique priorities and data needs. Recent reports indicate the number of stakeholders involved in a buying decision has grown significantly since 2020. Deals exceeding \$250,000 can involve as many as 19 stakeholders.

These stakeholders collectively shape the purchasing decision. Marketers must tailor their messaging and approach to address each member's unique needs and pain points. Understanding the composition of the buying committee and their motivations is the first step toward effective engagement.

Personalization At Scale

Personalized communication is one of the most powerful ways to engage a buying committee. Studies show that 89% of marketers experience positive ROI from personalization, and 60% of customers are more likely to return after a personalized experience. However, B2B marketers must also consider that each committee member has different priorities, such as ROI, user experience or integration.

To achieve personalization at scale, marketers must first unify and clean their data, enabling a clear view of the buying committee. [Data Axle's Audience360](#) connects customer data into one clean, centralized system, providing consistent and accurate information across all platforms. With this data in their martech and ad tech stacks, marketers can deliver content that resonates with each committee member based on each stage in the decision process.

Content That Educates & Influences

Content remains king in B2B marketing, but it must be educational and relevant to each committee member. Tailored content could range from case studies and white papers to webinars and thought leadership articles.

For example, a financial decision-maker might be interested in a case study that demonstrates the ROI of your solution, while a technical buyer might prefer a whitepaper that explores the technical specifications and integration capabilities. By offering a variety of content tailored to different committee members, you can ensure that everyone involved in the decision-making process has the information they need to make an informed choice.

The Power Of Data In Engagement

Data is at the heart of successful buying committee engagement. With the right data, you can understand the behaviors, preferences and needs of each committee member, allowing you to tailor your approach accordingly. However, many organizations struggle with siloed, fragmented and difficult-to-access data.

Data Axle's Audience360 addresses this challenge by unifying your data across all touchpoints, providing a 360-degree view of each customer and prospect. This comprehensive understanding enables you to create more targeted and effective campaigns, driving higher engagement and better results.

Moreover, Audience360's ability to clean and standardize data ensures that your marketing efforts are based on accurate and reliable information. This not only improves the efficiency of your campaigns but also enhances the overall customer experience by delivering the right message to the right person at the right time.

Building Relationships Through Omnichannel Engagement

In today's digital age, the average U.S. citizen spends about 7 hours in front of a screen every day. Engaging a buying committee requires an omnichannel approach. Relying solely on email or phone calls is no longer sufficient. Instead, committee members need to be reached across multiple channels, including social media, webinars and direct mail.

Omnichannel engagement increases the likelihood of reaching all committee members and reinforces messaging across different platforms. For example, a committee member might first discover your brand through social media, attend a webinar and then receive a personalized follow-up email. A cohesive omnichannel strategy creates a consistent experience, making it easier for committee members to engage with your brand.

Conclusion

Engaging a B2B buying committee is a complex process that requires a deep understanding of each member's needs, a personalized approach and the right data-driven strategies. By leveraging tools like Data Axle's Audience360, you can unify your data, create targeted campaigns and ultimately drive better engagement and conversions.

As you plan your 2025 B2B marketing strategies, consider how these best practices can be integrated into your approach. With the right tactics and technology, you can turn buying committees into advocates for your brand and secure long-term success.



Mapping Out Each Member Of The Buying Committee

With **26% of organizations** involving more decision-makers in the buying process, In Revenue Capital's Wagner underscored the importance of recognizing that behind every buying committee are individuals — each with their own unique wants, needs and influences within their organization. By taking the time to understand the distinct roles and motivations of these individuals, organizations can tailor their messaging and approach accordingly.

"Before you begin to develop your plan, take a moment to remember that the people you are ultimately selling to are exactly that: People," continued Wagner. "It's also important to note that every role within the buying committee has a unique influence on the decision-making process. When you know what that is, you'll be better positioned to understand what matters to them and how to communicate value to them."

Given the need to understand each member, Armenti emphasized the importance of identifying the committee. He encouraged marketers to take a hard look at seniority level, roles, job functions and what pain points the account is trying to solve. To uncover that information, Armenti suggested:



Interviewing
sales



Talking with
customers



Running
surveys

With all the committee members identified, Wagner then noted the importance of finding the account and committee's "champion," which is the person who would have the most to gain from adopting a new solution or service.

"One of the best ways to begin gathering what each stakeholder cares about is to identify who the champion of the committee is," said Wagner. "They can be found at any level, but they're often a mid-level manager, department head or practitioner. They're your champions because there is something for them to gain by implementing your solution. Since they're a strong advocate for your solution, they can help you navigate the ins and outs of the rest of the committee. If you know who the champion is, and more about their motivations, you can share how your solution will align with their goals and help them achieve them."



Tailoring Outreach To Each Member

Once marketers have the buyers identified, it's time to get personal to deliver the message — and according to the experts, calling someone out by name or congratulating them on a recent promotion no longer cut it as personalization. With **38% of practitioners** budgeting more money than ever into personalization/customization of buyer engagement, they're embracing a new era of targeting, which includes aligning messaging to accounts and committees, with a focus on delivering the right message to the right individual in the account.

"We need to deliver a personalized experience to our accounts and the buyers in our accounts," said Steve Armenti. "But what I think about with personalization is uniqueness: How do we understand the unique differences of each account that we're trying to reach, the individuals within those accounts, the pain points that they have and what they deal with on a day-to-day basis?"

To uncover that information, Armenti noted that he focuses on a blend of third-party signals — such as de-anonymized website data and tech install data — and first-party data. According to **Salesforce research**, using data to understand customer needs and behaviors can improve customer satisfaction by up to 20%.

After marketers identify the pain points of an account, Cloudberry Marketing's Hackbarth noted that tailoring content to different audiences without losing the overall focus is key. She suggested marketers go back to basics and start with the value proposition, with a focus on what's going to resonate across the buying committee and everyone's pain points, to craft their core messaging.

For example, she noted the end user might care about something completely different than the CFO, so the messaging to the end user should revolve around justifying why this new technology is necessary.

"You have to nuance the messaging by understanding the specific concerns and needs of each stakeholder, which is achieved through data and research," Hackbarth continued. "It's about maintaining a consistent message and branding, but tailoring it based on the recipient. You need to adapt to each member while keeping your core message intact."



Conclusion

Effectively engaging with buying committees hinges on a strategic approach that leverages data as a foundational element. By utilizing a combination of first- and third-party data, organizations can gain deeper insights into the preferences and behaviors of individual committee members, allowing them to tailor their outreach accordingly. Data-driven strategies empower teams to identify the most influential stakeholders within the buying committee, understand their unique motivations and craft personalized messages that resonate with each member's needs.

"Successfully gaining alignment across a diverse buying committee is crucial for selling high-value deals," said Wagner. "By understanding each stakeholder's perspective, leveraging a champion, engaging the executive sponsor and addressing potential blockers, a well-crafted business case can be the driving force that unites the committee toward a common objective."

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