

2024

# The State of B2B RevOps Benchmark Report

Strategizing Growth in a  
Dynamic Landscape



# Key Challenges



## Balancing In-House and Outsourced SDR Efforts:

Deciding the optimal mix of in-house versus outsourced sales development resources is a challenge, as companies weigh the benefits of control against the agility offered by outsourcing.



## Data Sourcing for Pipeline Generation:

With ZoomInfo and LinkedIn as predominant sources, there is a challenge to continuously find high-quality, cost-effective pipeline generation avenues, especially for firms that do not use subscription-based services.



## Adapting to Tighter Budgets:

A significant proportion of revenue leaders anticipate reduced marketing budgets, which presents a challenge in maintaining or growing the pipeline with limited resources.

# Key Opportunities



## Investing in ABM and Outsourced pay-per performance leads:

There is a clear opportunity to focus on ABM and Outbound strategies, with many firms considering these as very important for pipeline development.



## Embracing Flexibility in Sales Models:

Companies show varying approaches to scaling their SDR teams with an opportunity to embrace more flexible sales models. Blending full-time, part-time, and outsourced roles could provide agility and resilience in pipeline development efforts.



## Diversification of Lead Sources:

With a reliance on key players for B2B data, there's a ripe opportunity to diversify data sourcing and pipeline generation channels to mitigate risk and uncover new avenues for growth.

In 2024, B2B dynamics are marked by cautious optimism and strategic innovation. As companies navigate through economic and technological shifts, there are a few trends shaping the industry's forward momentum.

## Key Findings

### **GTM Ready Data**

The heavy reliance on established data providers like ZoomInfo indicates a market preference for 'GTM ready' data that is immediately actionable. This points to the prioritization of quality and readiness in data for Go-To-Market strategies.

### **Outbound and ABM PipeGen and Qualification**

With a notable percentage of companies rating ABM as very important, there is a clear indication that targeted outbound strategies and ABM are central to pipeline generation and qualification efforts.

### **Strategic Event Engagement**

As organizations deliberate on their event spending, there's an opportunity to engage in more strategic event selection, focusing on those with the highest pipeline generation potential and ROI.

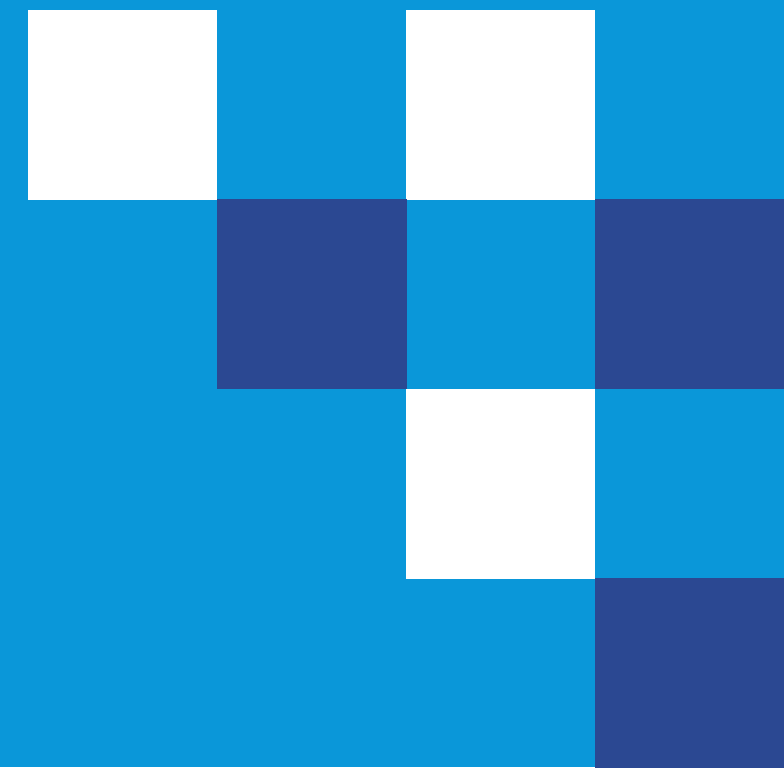
### **Analytics and Dashboard**

Companies are using advanced analytics to track performance and optimize their marketing strategies, relying on real-time dashboards to make informed decisions that affect pipeline development.



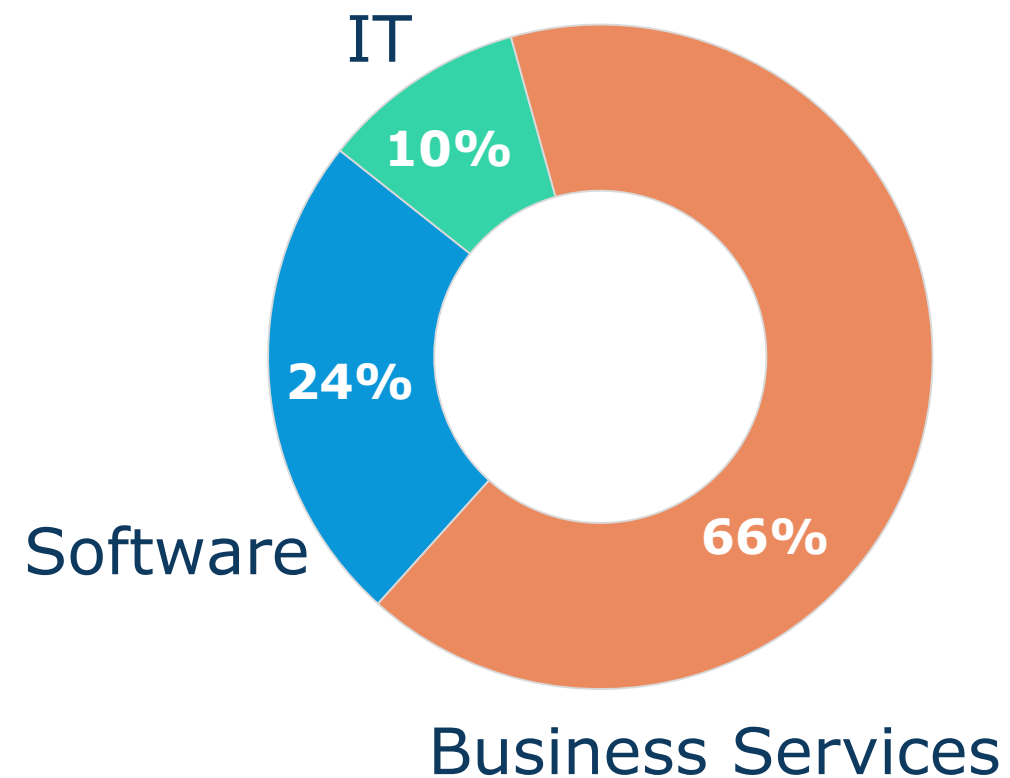
# Research Methodology

For our study, we conducted a quantitative survey to gather insights and trends in Pipeline Generation from 753 B2B practicing sales and marketing leaders in the US. The data was collected through a 3-minute online survey distributed to a handpicked list of industry professionals, ensuring a comprehensive reflection of the diversity and depth of the B2B landscape. Our primary objective was to present an encompassing view of the B2B Pipeline Generation environment as shaped by its leading experts.

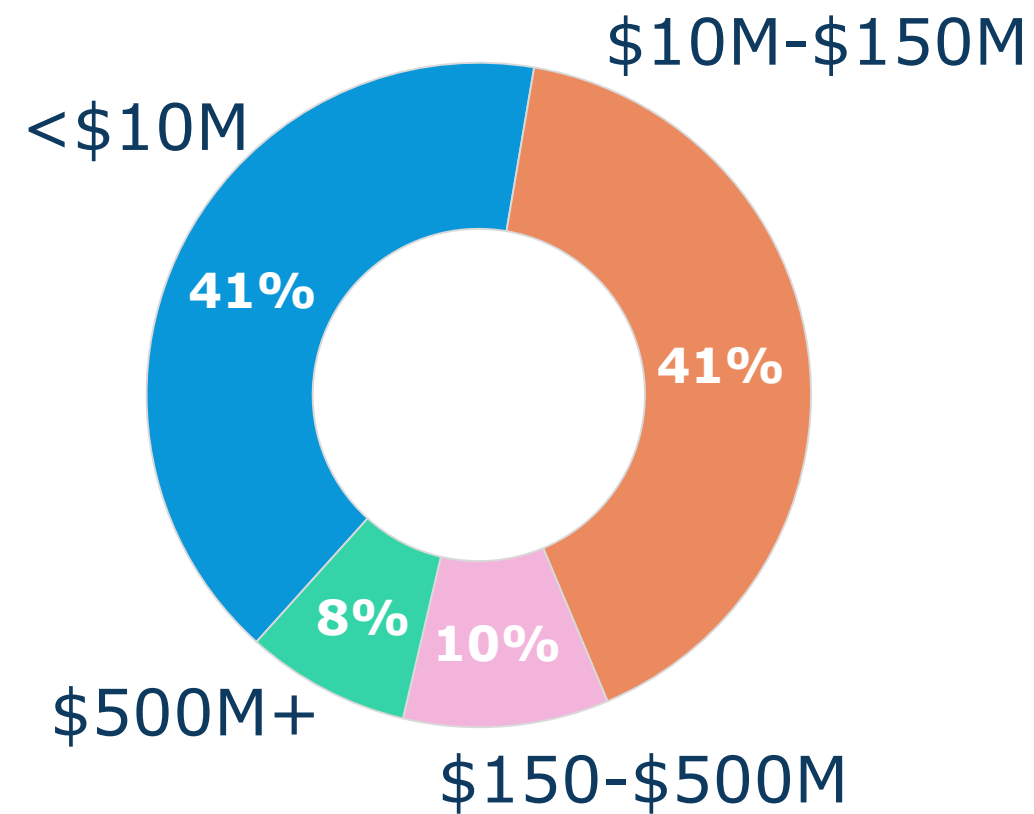


## Respondent Profile

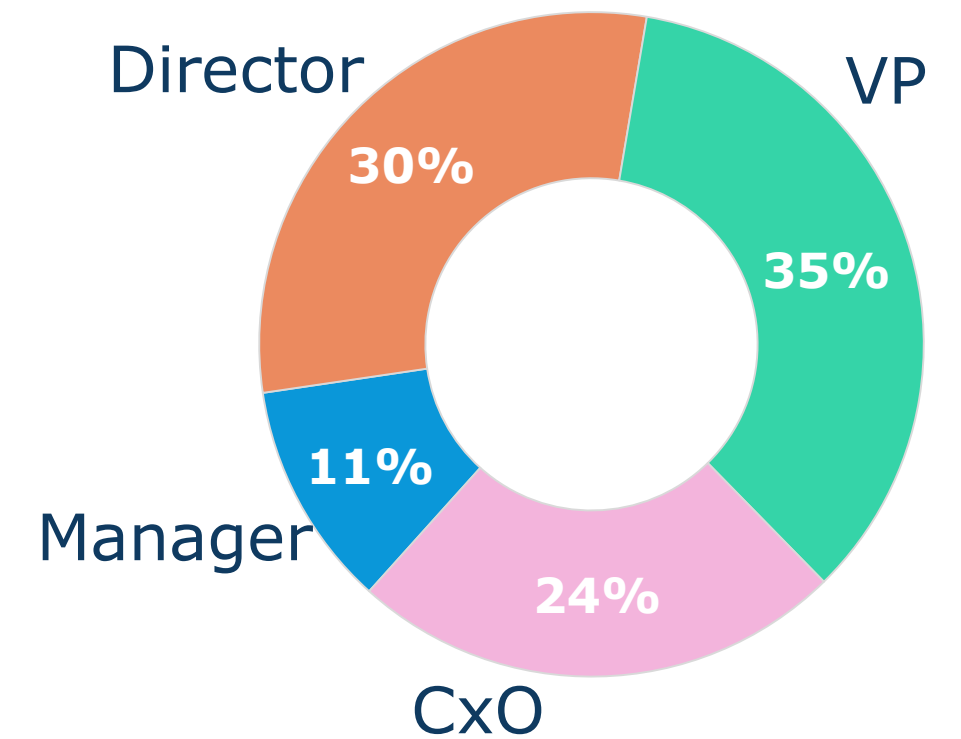
### Industry



### Revenue Size



### Decision Makers





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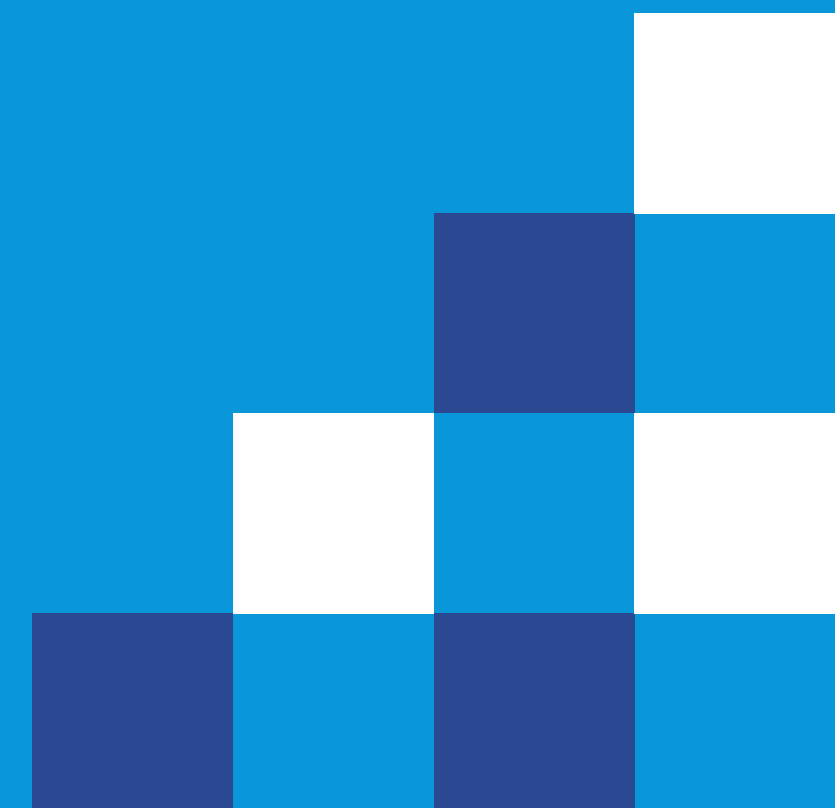




# Strategic PipeGen for Next-Gen B2B Landscape

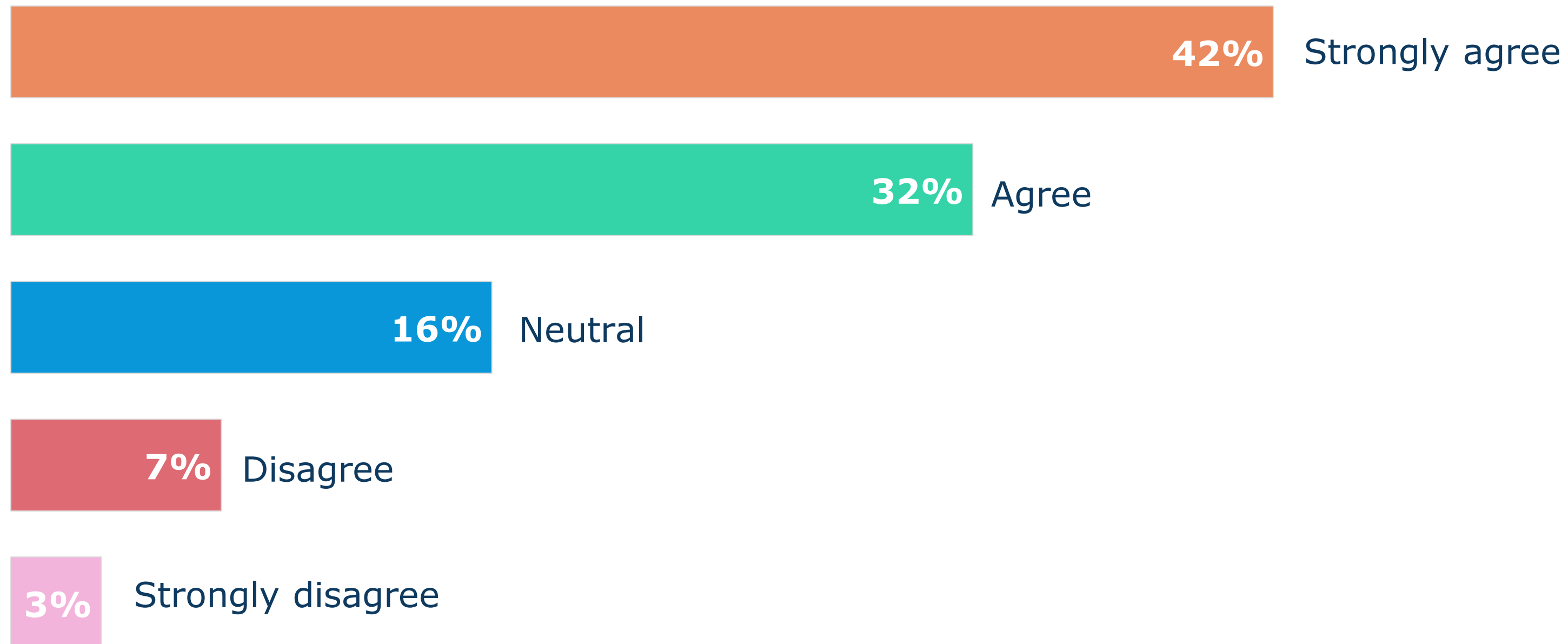
Navigating through a period of potential economic ebb and flow, the B2B landscape braces for adaptive strides in PipeGen strategies. As budgets face scrutiny and investment decisions grow more calculated, organizations pivot, leveraging both proven data sources and emerging marketing tech to stay ahead. The rise of in-house sales development resources underscores a commitment to internal strengths, while the appetite for outbound and ABM pipeline generation signals a tailored approach to growth.

This B2B PipeGen Benchmark Report 2024 distills insights from the frontline of sales and marketing, capturing the essence of how businesses plan to build pipelines and develop leads amidst these evolving dynamics. It's a compact guide through the present strategies and future outlooks, designed for revenue leaders poised to steer their teams with foresight and precision in an era of transformative challenges and possibilities.



# 2024 Sees RevOps Leaders Brace for Leaner Marketing Budgets

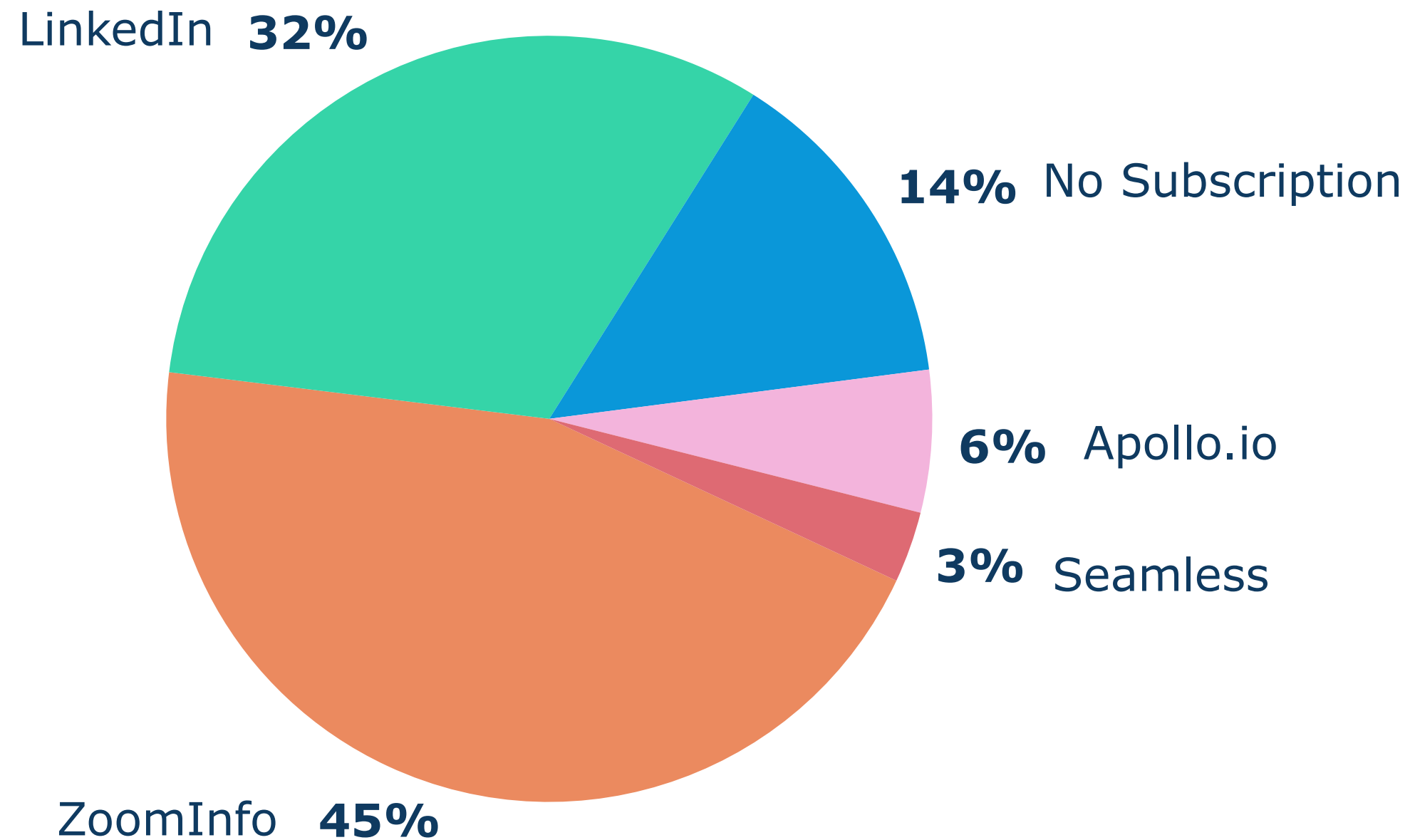
A commanding 74% of RevOps Leaders are gearing up for more stringent marketing budgets. This calls for a savvy reallocation of resources, propelling companies to find creative avenues to maintain momentum in a tightened economic landscape.





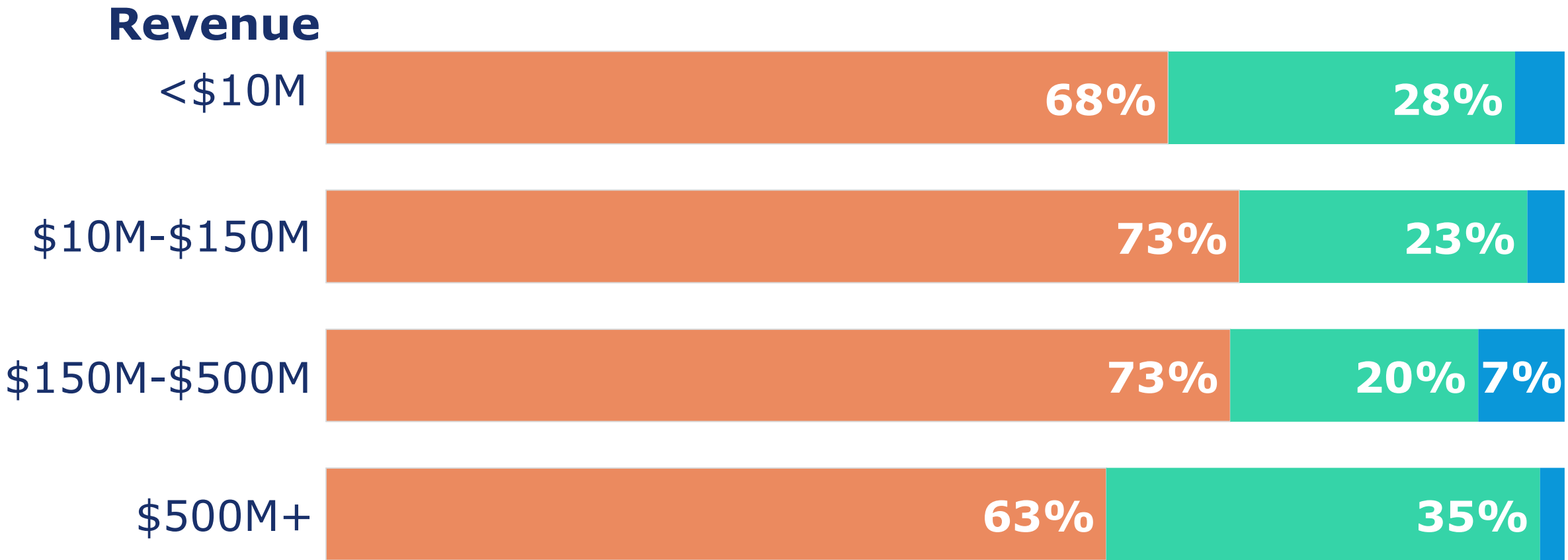
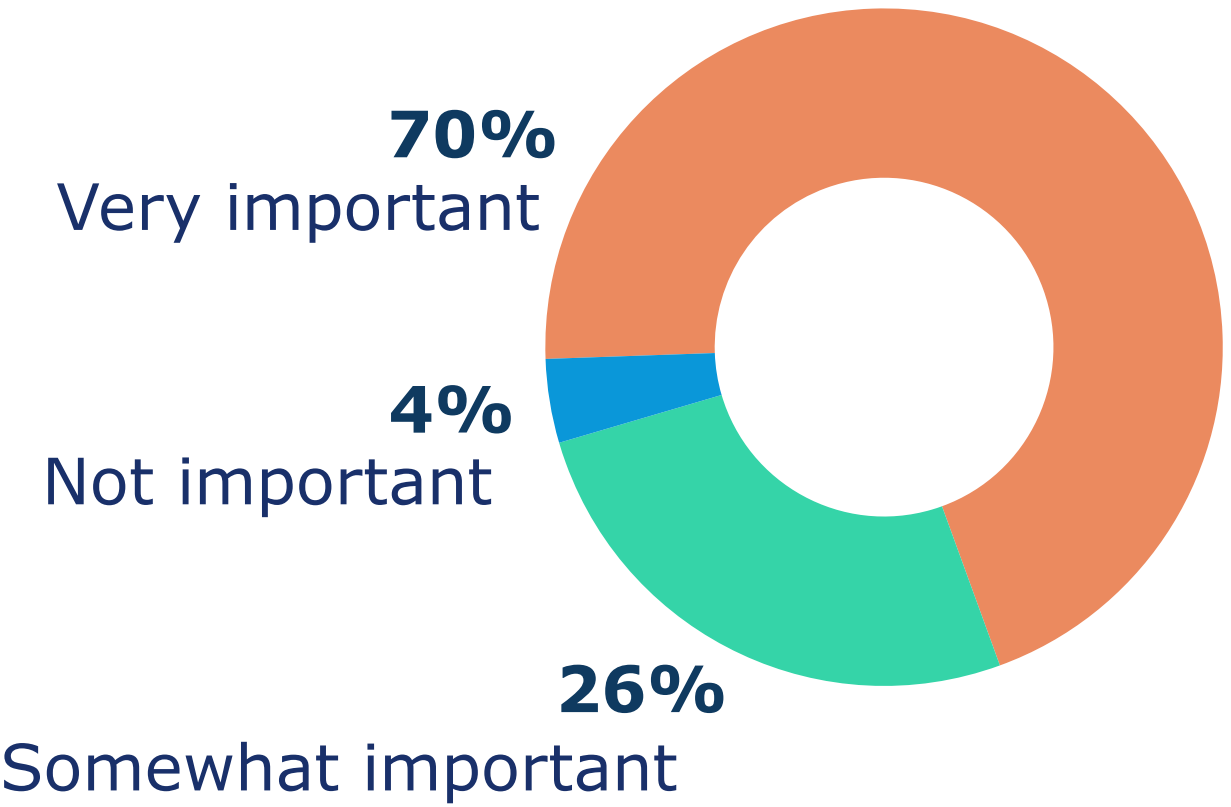
# ZoomInfo Leads as Top B2B Data Source for 2024

ZoomInfo emerges as the frontrunner in B2B data sourcing for 2024, securing 46% of the market preference among B2B leaders with LinkedIn as a close second. A notable 14% are bypassing subscription services, underscoring a trend towards self-reliance and innovative data gathering methods.



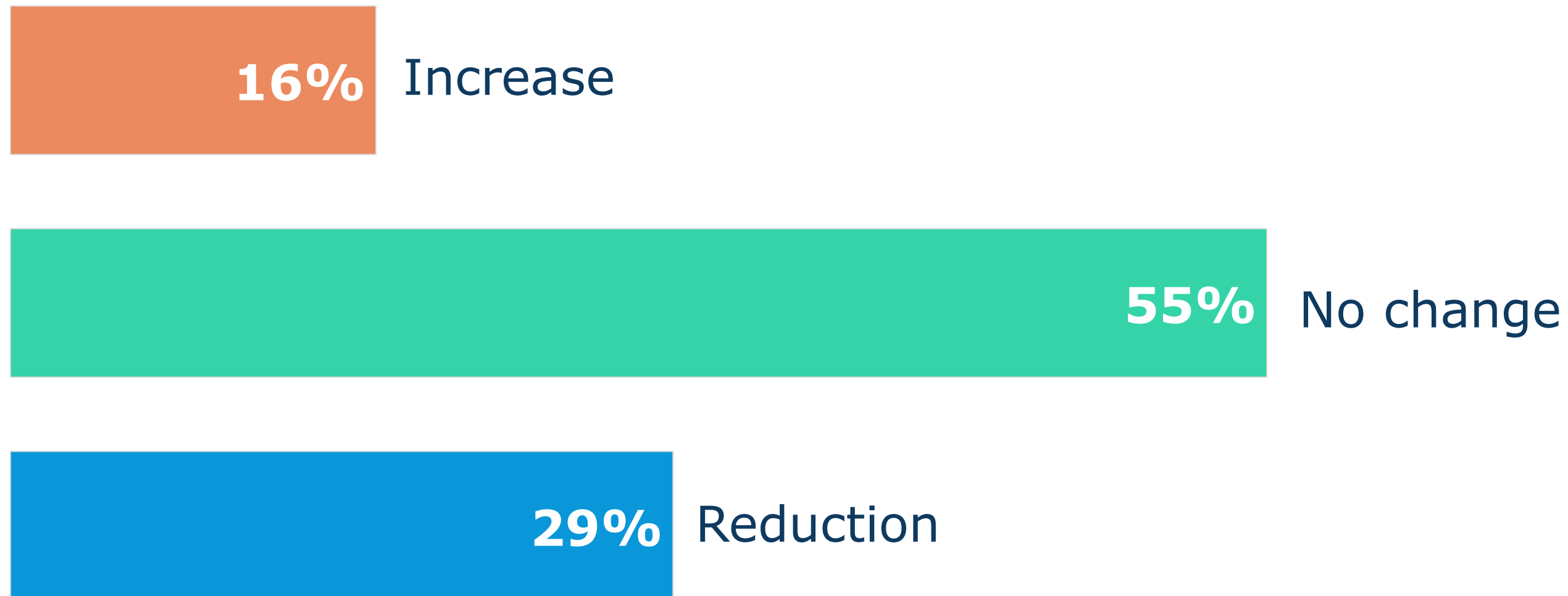
# Outbound Demand Gen Deemed Crucial for Pipeline Development

The verdict is in for 2024's pipeline development strategies: a commanding 70% of businesses regard Outbound Demand Gen approach as very important. This sentiment runs across various company sizes, with particularly high regard in the \$10M-\$500M revenue range.



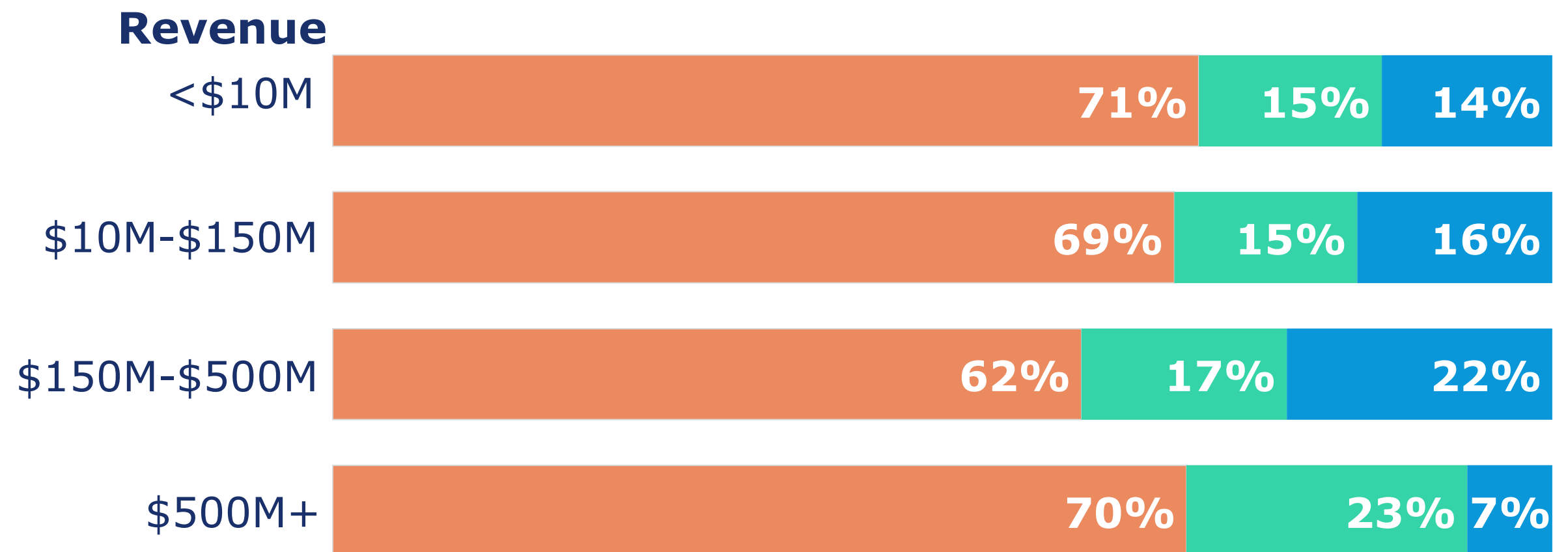
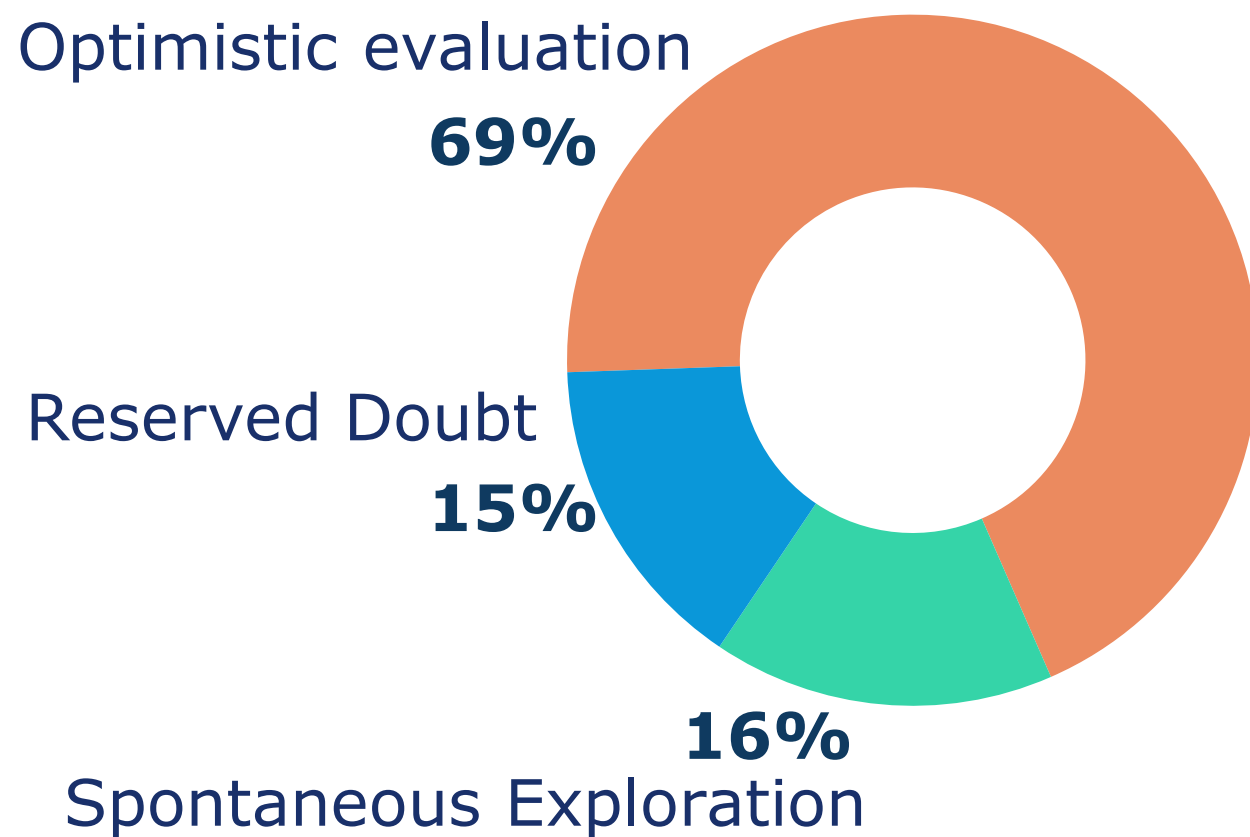
# Outsourced Leads Still Dependable For Most B2B Firms

In an affirming response 71% of organizations plan to either maintain or increase their investment in outsourced pay-per-performance leads for 2024. This demonstrates a robust confidence in this strategy as a lever for growth and pipeline generation.



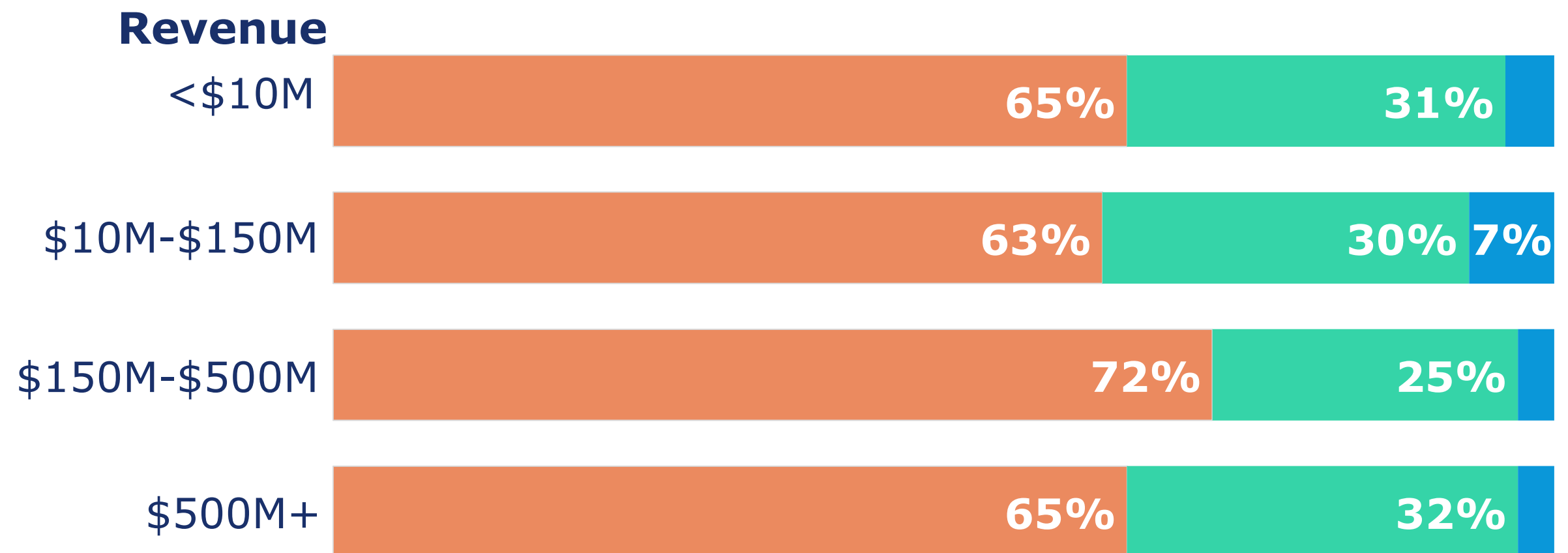
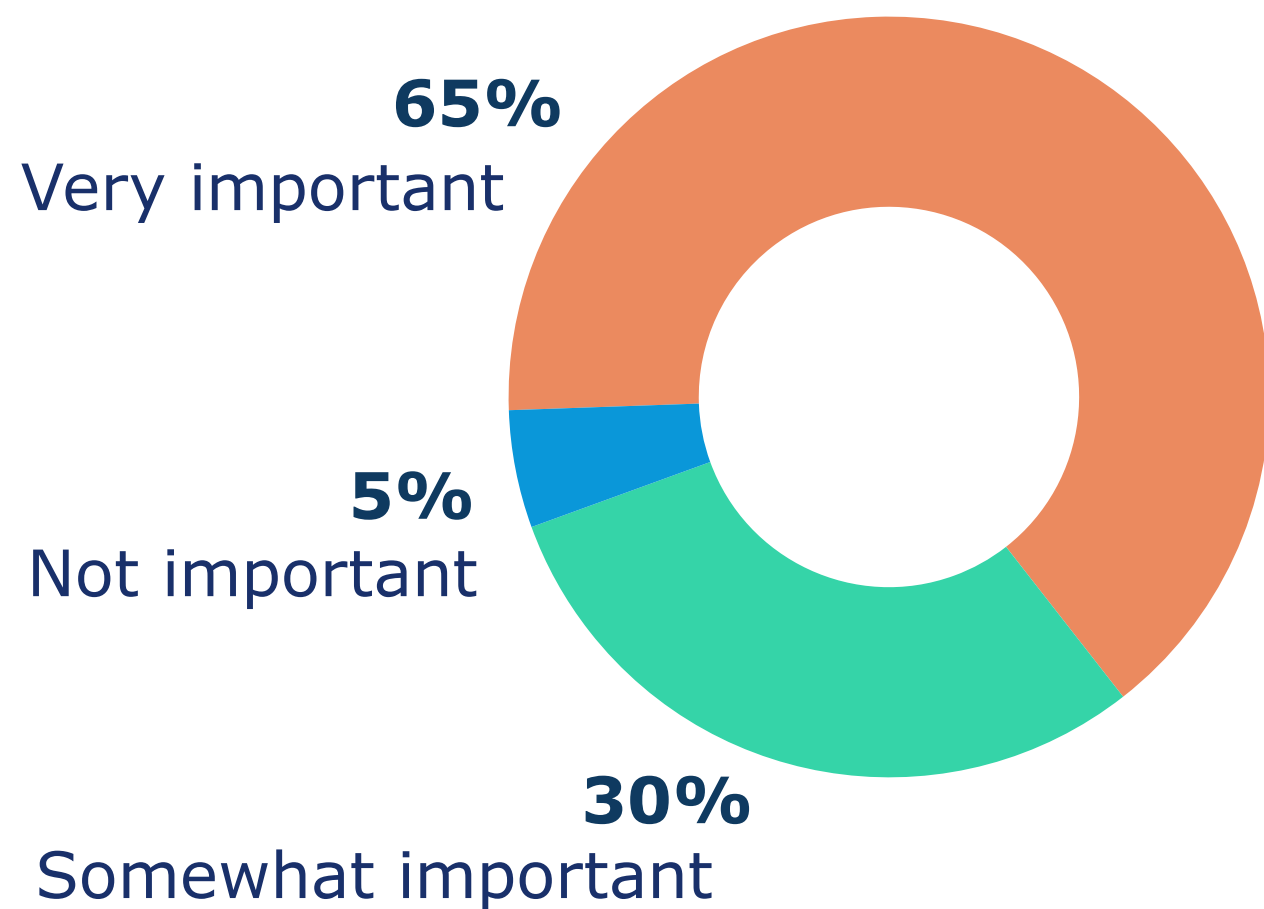
# RevOps Leaders Optimistic in Outsourcing for Predictable Pipeline

An impressive 69% of organizations display an optimistic evaluation when it comes to enhancing their RevOps with a reliable outsourced demand gen partner. This signals a positive outlook on the impact of strategic collaborations for predictable pipeline generation. While smaller enterprises exhibit the highest confidence at 71%, larger organizations also show substantial trust in outsourcing.



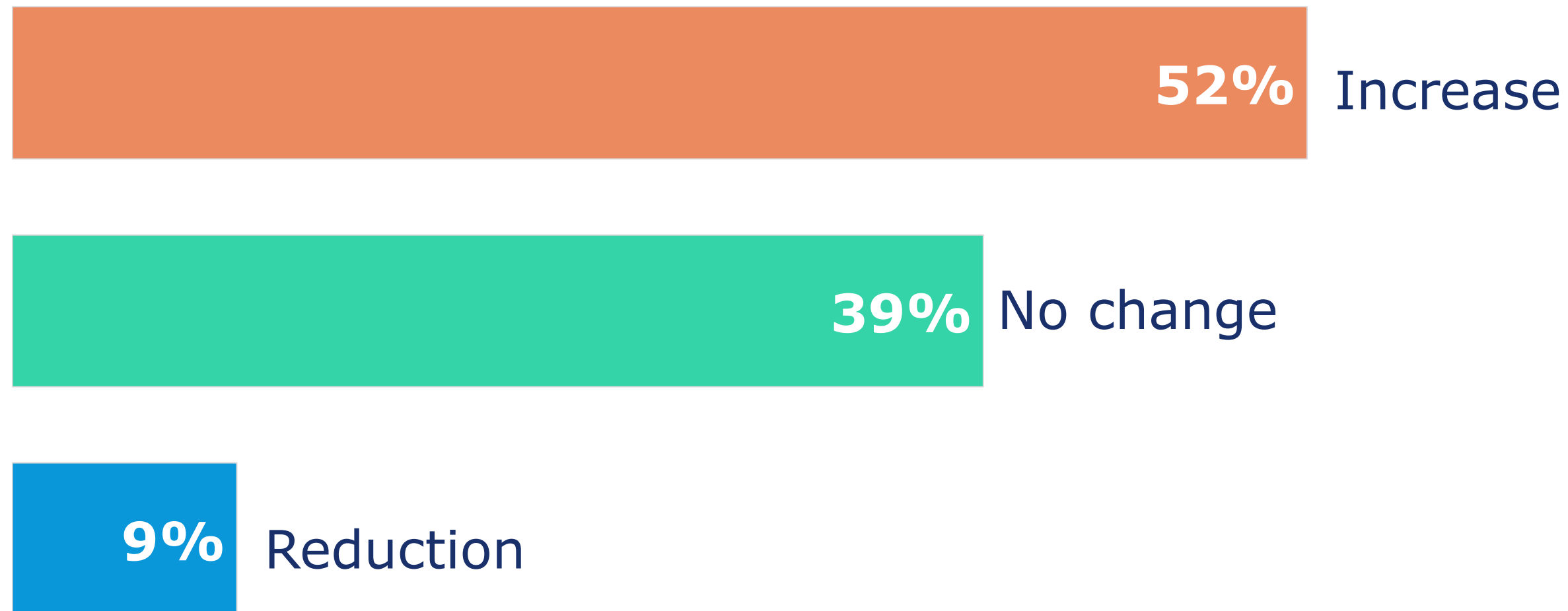
# Inbound Marketing Vital for Pipeline Development

In the quest for pipeline development in 2024, a resounding 65% of organizations rate inbound or always-on marketing approaches as very important, confirming their pivotal role in driving growth. Notably, companies with revenues ranging from \$150M-\$500M place the highest emphasis on these strategies.



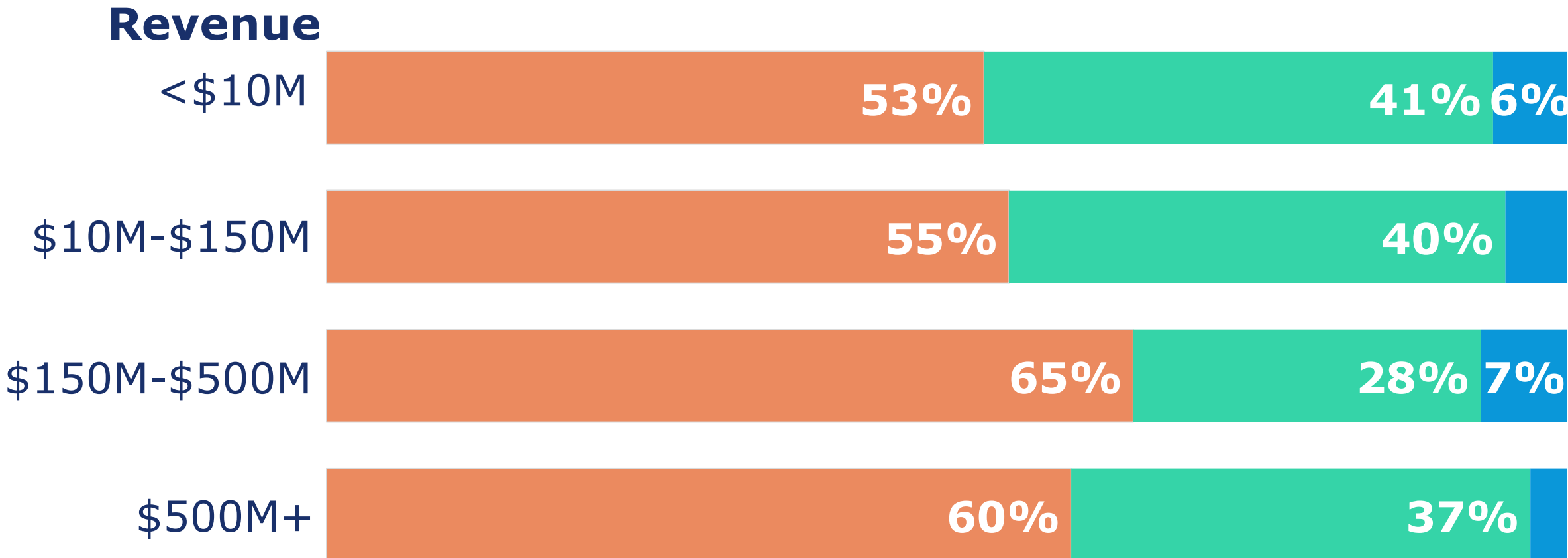
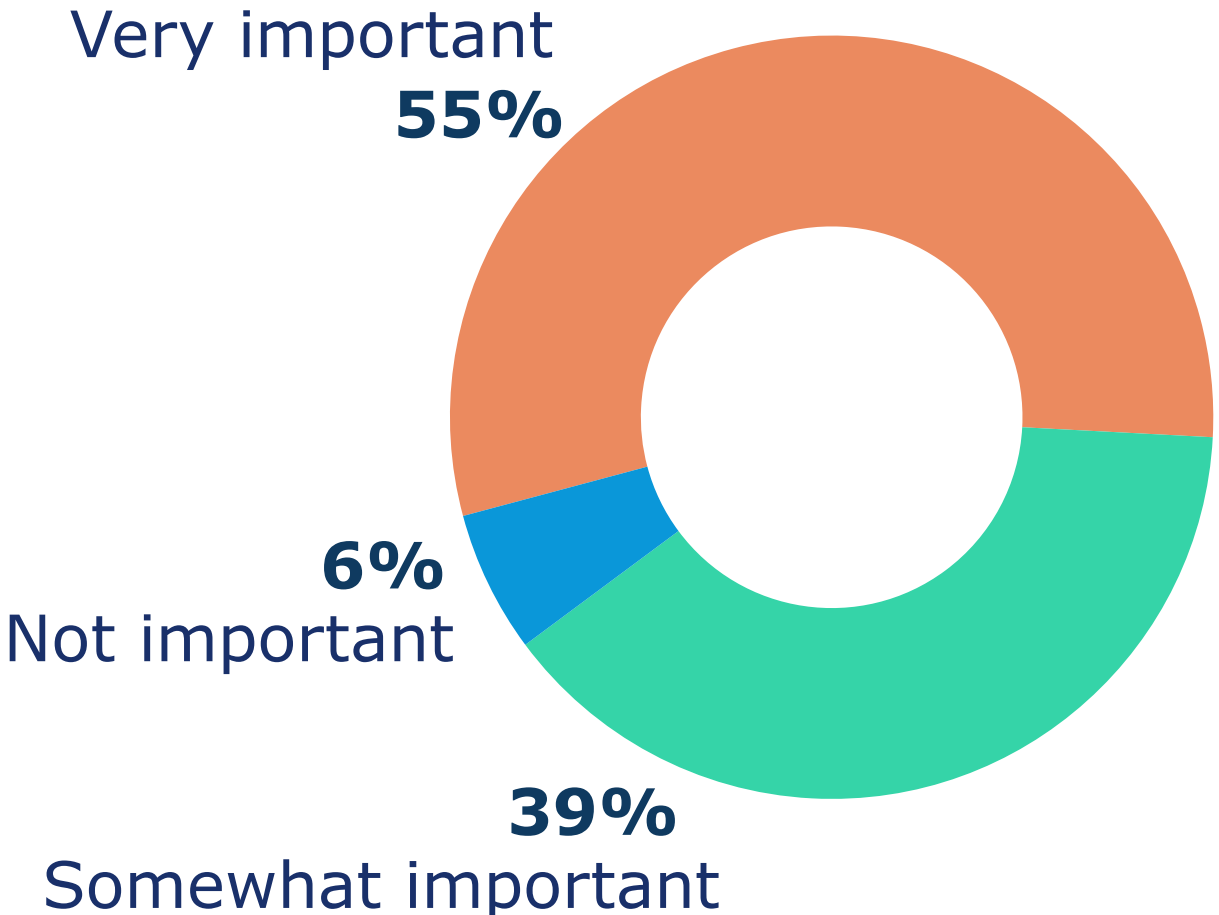
# Surge in Content-Driven Lead Investment

Over half of the organizations (52%) are poised to increase their investment in content-driven inbound leads, underscoring a proactive stance in cultivating robust pipelines. This strategic investment signals a strong belief in the resilience and efficacy of content marketing as a sustainable source of lead generation.



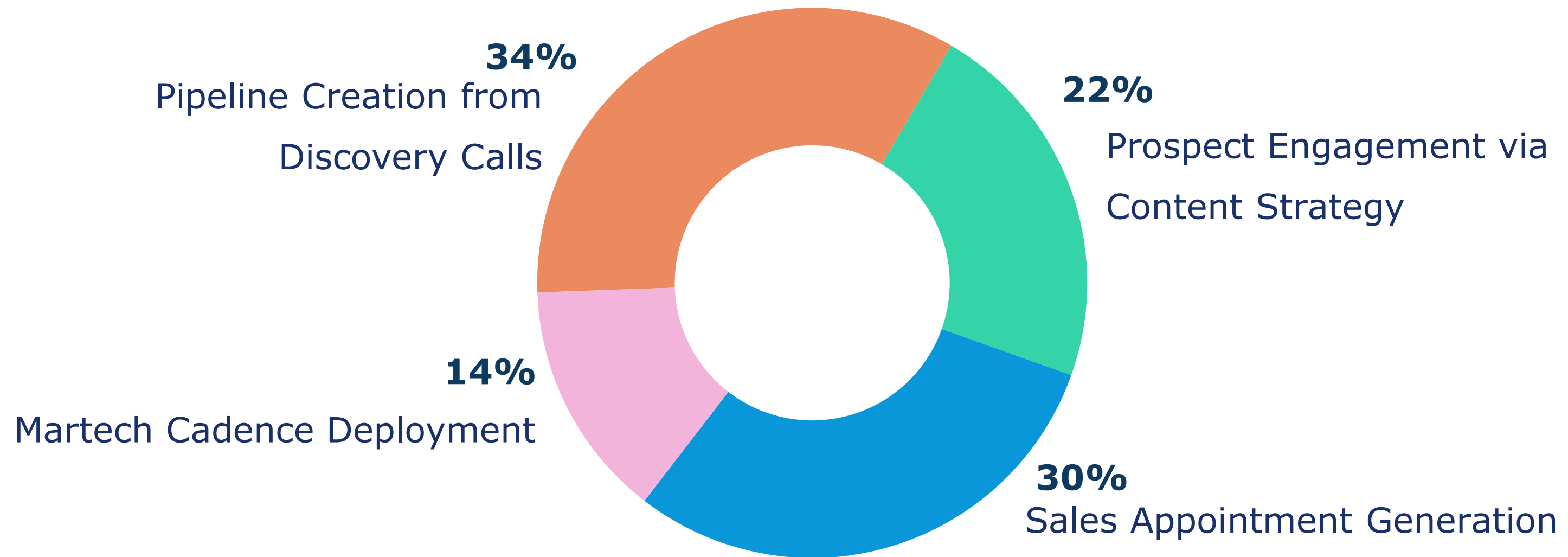
# Strategic ABM Adoption Drives Pipeline Priorities in 2024

Account-Based Marketing (ABM) is championed by a majority, with 55% of companies considering it very important to their pipeline development. The approach is especially favored in larger organizations, where those in the \$150M-\$500M and \$500M+ revenue brackets are placing significant emphasis on ABM strategies.



# Discovery Calls Lead the Way in Sales Development Excellence

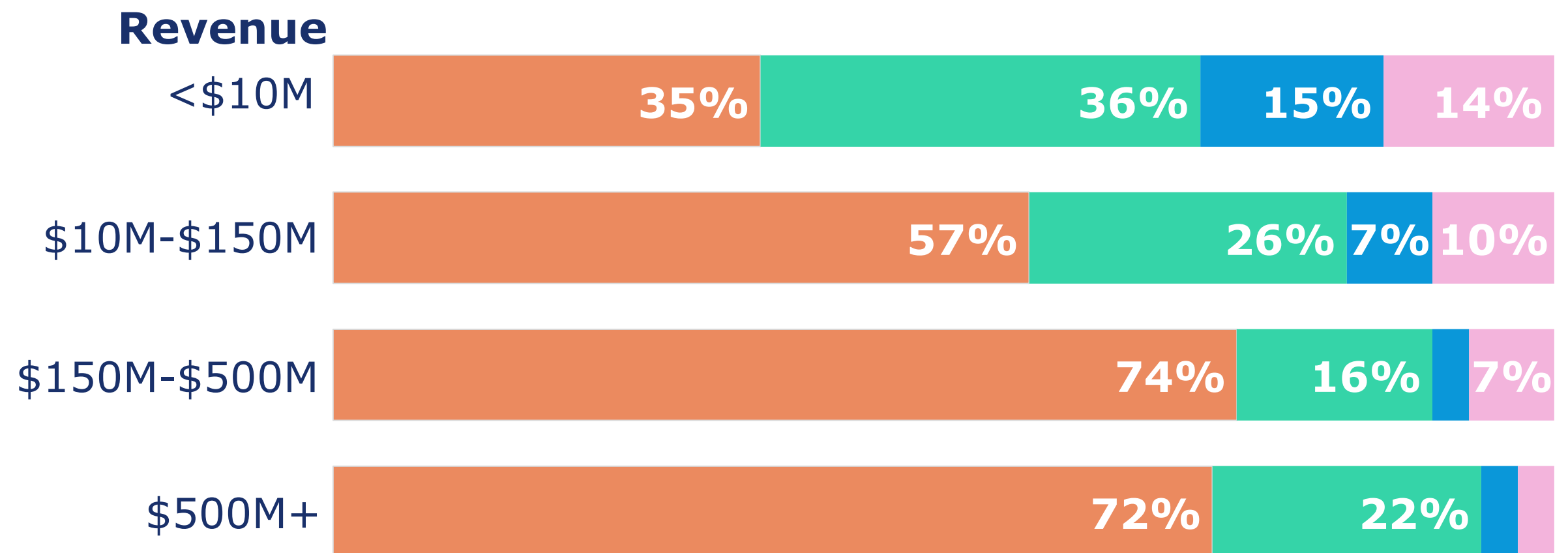
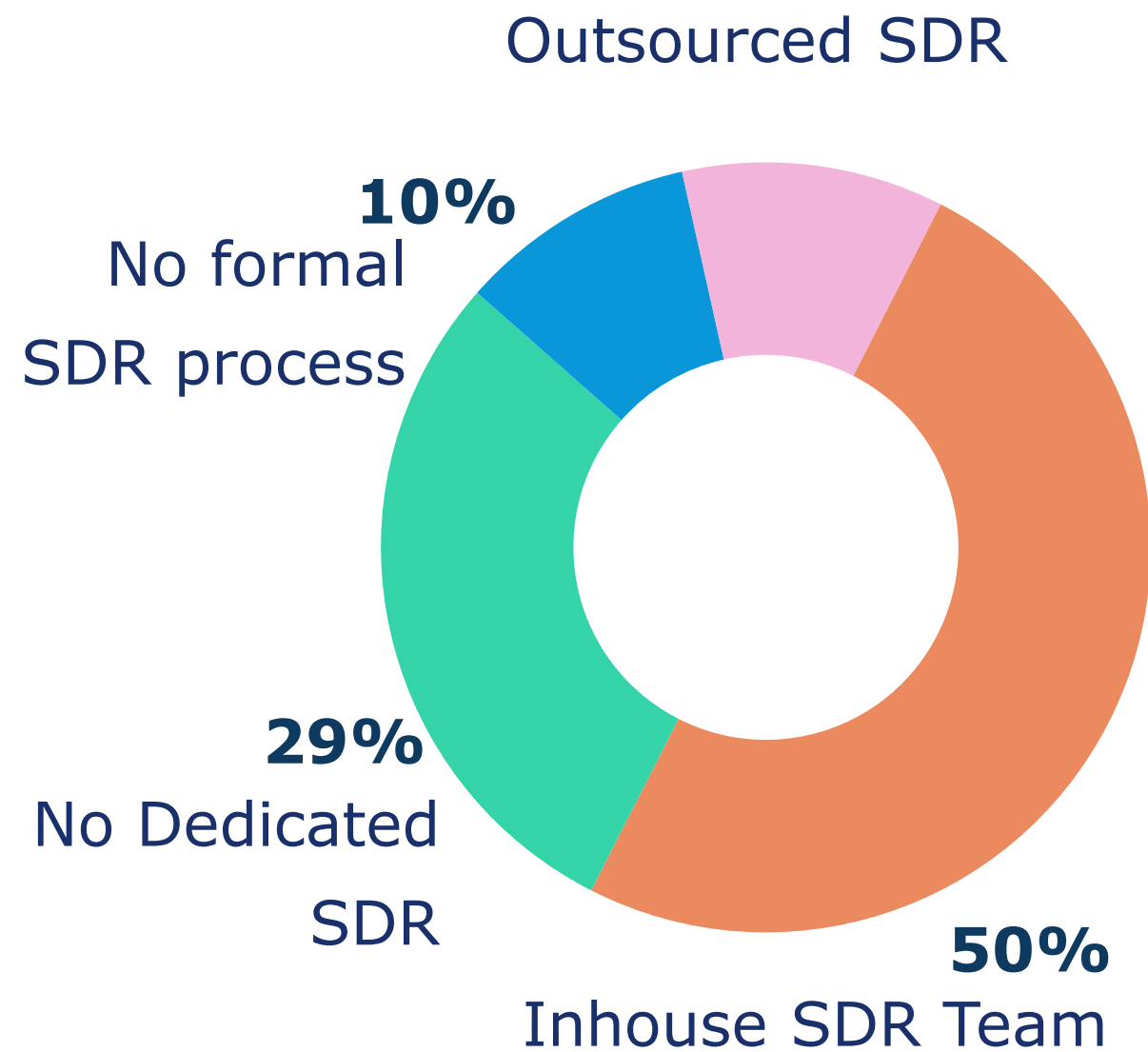
Organizations are excelling in pipeline generation, with 34% highlighting discovery calls conversion as their strongest suit in sales development. While sales appointment generation, content strategy engagement and martech cadence deployment are also recognized for their significant contributions.





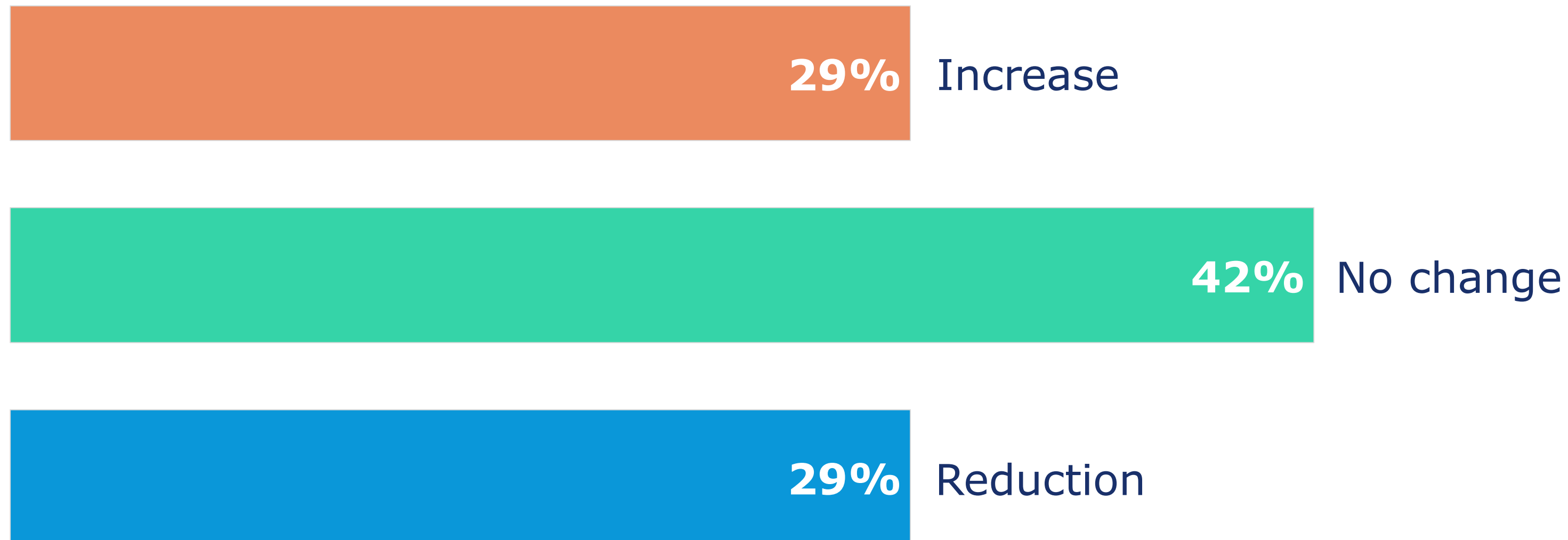
# In-House SDR Teams Take the Lead in Sales Development for 2024

With 50% of organizations backing robust in-house SDR teams, the trend towards building internal sales capabilities stands strong in 2024. Notably, larger organizations are investing heavily in their internal teams. Outsourcing SDR activities remains a strategic choice for 11% of organizations.



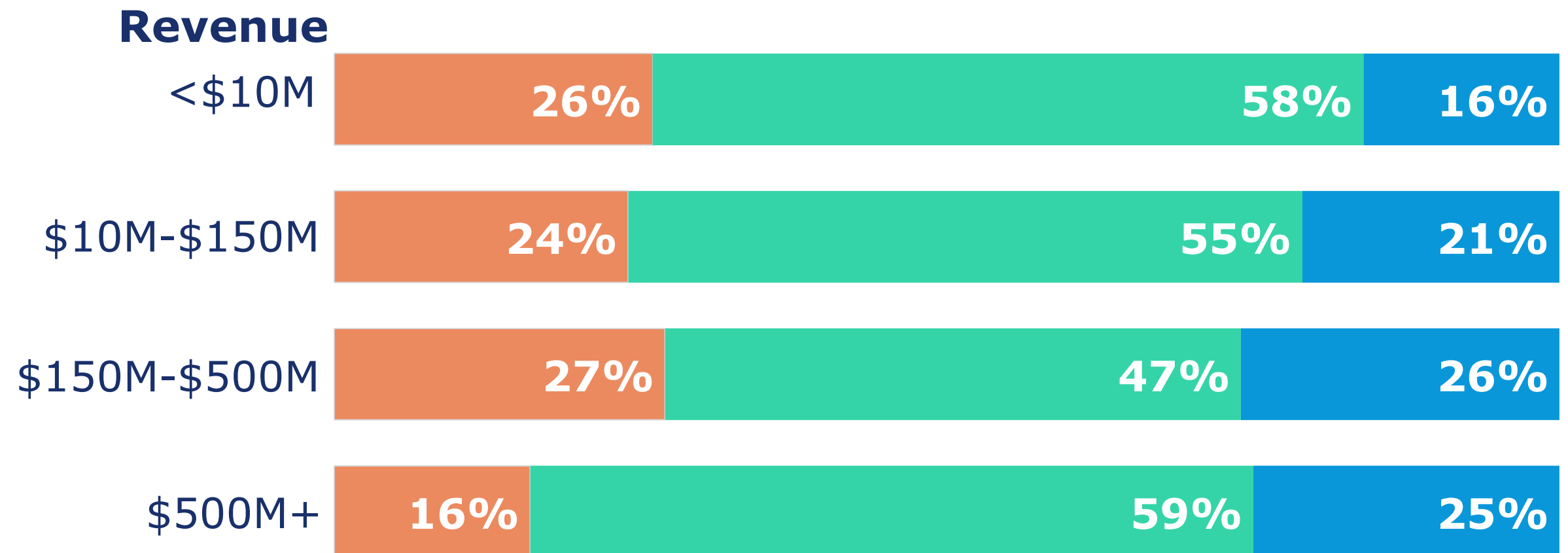
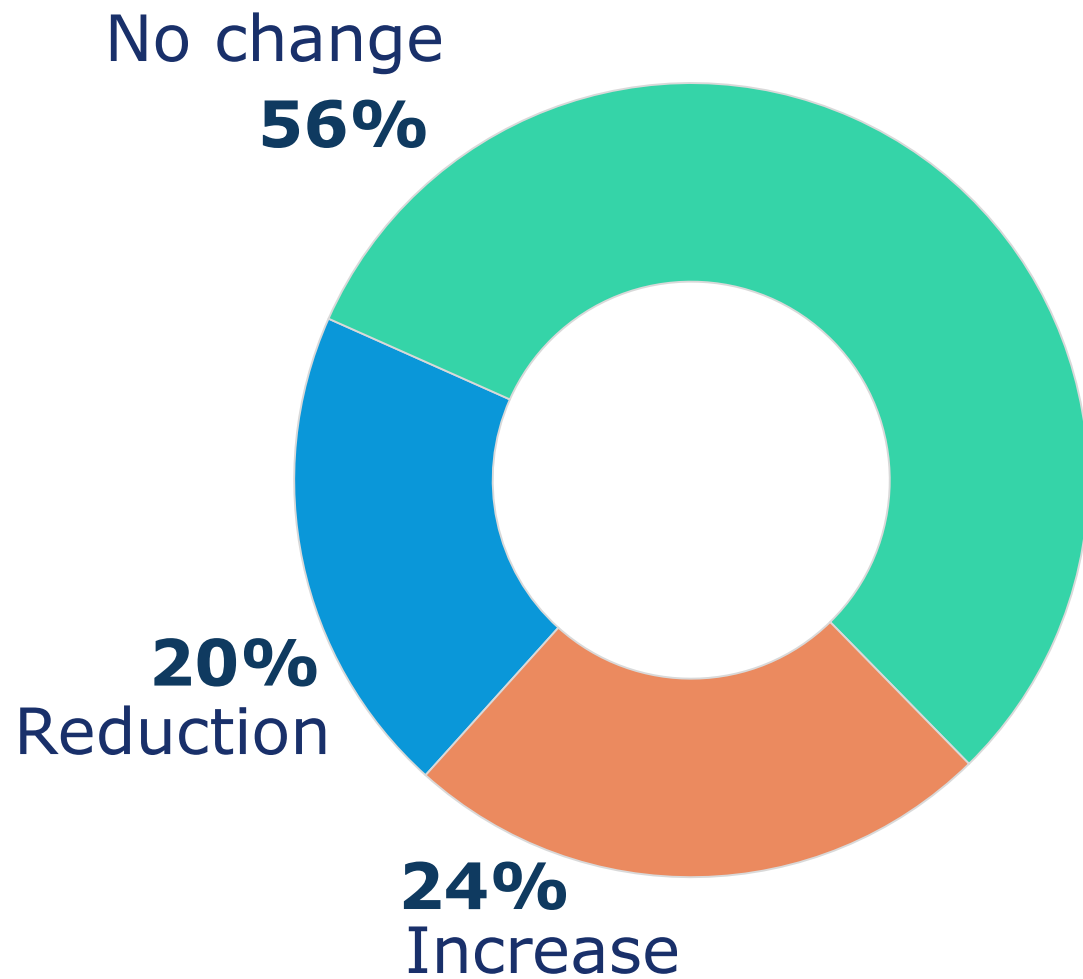
# B2B Businesses Optimistic on Event Spending

In the face of uncertain economic prospects, 42% of organizations plan to hold steady on event spending, while 29% even look to increase their outlay, reflecting a strategic commitment to the value of events in pipeline generation. This cautious yet optimistic planning illustrates the enduring role of events in business growth strategies.



# Sales Teams Set for Stability and Growth

Majority of businesses are poised to either sustain or increase their inside sales and SDR headcount, with 56% reporting no planned changes and 24% planning an increase. This trend is particularly pronounced in larger enterprises with over \$500M in revenue. Such commitment signals a strategic focus on the value of internal sales expertise to navigate and capitalize on challenging economic times.

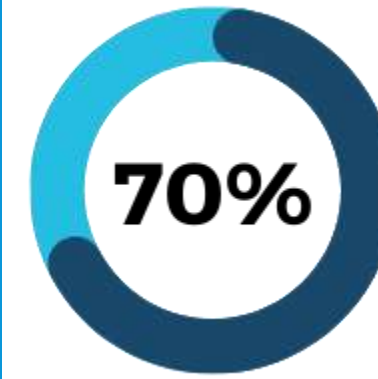


# Conclusion

The benchmark report crystallizes the B2B PipeGen blueprint for 2024 as a blend of precision, innovation, and strategic adaptability. The narratives woven by marketing leaders across the spectrum echo a unified directive: Growth steered by actionable data and agile methodologies is paramount.

The data not only endorses the steadfastness in marketing budgets but also spotlights the surge towards in-house capabilities, reaffirming the integral role of strategic tools and processes. As B2B organizations chart their course through fluctuating economic landscapes, the tenet is clear—strategic agility has transitioned from a competitive edge to a fundamental necessity.

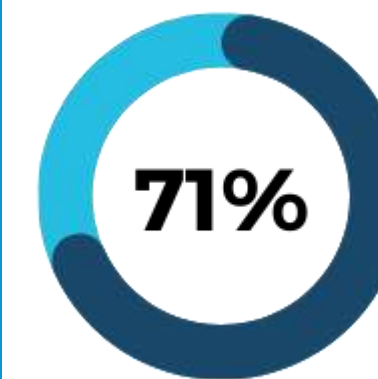
# Highlights



Prioritize Outbound Pipeline Generation for Growth



Highlight ABM's Continued Importance



Firms Either Maintain or Increase Their Investment in Pay-Per-Performance Leads