2026 BENCHMARK REPORT

B2B Marketing Effectiveness

MEASURING THE GAP BETWEEN CONFIDENCE AND RESULTS IN B2B MARKETING

The Insight
COLLECTIVE

LEAD GENERATION FOR B2B TECHNOLOGY BRANDS

SECTION 1:

Executive Summary – The Confidence Paradox

How much of your marketing proof would survive a serious budget conversation?

That question sits at the heart of this report. Ask B2B marketers how they're performing and the answer is broadly positive: 89% describe their marketing as either high-performing or performing well, and the average self-rated effectiveness score is 7.9 out of 10. But confidence is not the same as capability and in a market where leadership demands evidence, the gap between the two has never mattered more.

Look at what underpins that confidence and a different picture emerges. Only 11% of B2B marketers claim measurement and attribution as a team strength – the lowest of all ten capabilities tested, and the one most directly responsible for proving that marketing is working at all. Nearly half (42%) cannot clearly demonstrate their brand's impact on business outcomes. More than a third (37%) can only partially quantify marketing's contribution to revenue, and 5% cannot quantify it at all. And despite 92% expressing confidence in their Ideal Customer Profile, 34% still struggle to find and reach those buyers effectively.

This is the confidence paradox: the gap between how effective B2B marketers feel, and how well they can prove it.

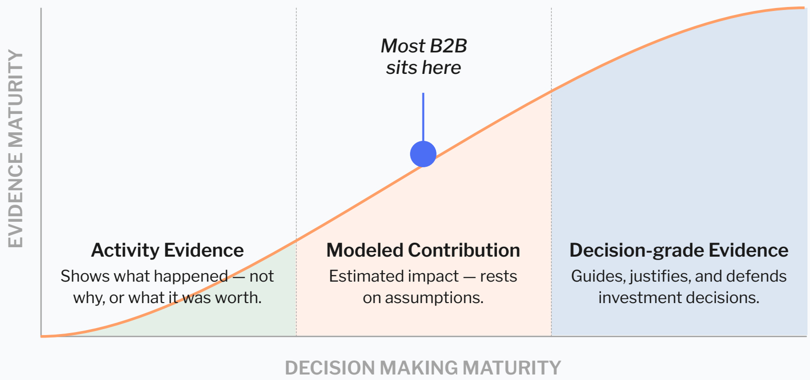
"Confidence across B2B marketing is high, but the standard of proof is inconsistent. That gap matters. Confidence without validation is fragile – it doesn't survive a serious budget conversation."

— Jamie Hendrie, CEO, The Insight Collective

The issue is not simply the presence or absence of proof. It is the quality of that proof. What is presented as measurement is often partial, modeled, or dependent on assumptions that do not consistently hold up under scrutiny.

A more useful way to think about B2B marketing measurement is not proof versus no proof, but evidence maturity. Some teams have activity evidence only. Others have modeled contribution. The most advanced have decision-grade evidence: evidence strong enough to guide, justify and defend investment decisions. Most B2B marketing sits in the middle. Not blind, but not yet held to a standard that survives a serious budget conversation.

FIGURE 1: THE MARKETING EVIDENCE MATURITY CURVE



MOST B2B MARKETING SITS IN THE MODELED CONTRIBUTION ZONE – NOT WITHOUT EVIDENCE, BUT NOT YET TO A STANDARD THAT IS FULLY TRUSTED OR ACTIONABLE.

The distinction matters now more than ever. As budgets tighten and leadership scrutiny increases, marketing's position at the table depends not on how effective it feels, but on how effectively it can demonstrate its commercial contribution. Confidence without validation is not a competitive advantage. It is a liability that compounds quietly, until a budget conversation makes it visible.

This report draws on responses from 269 verified B2B marketers surveyed between November 2025 and January 2026. It benchmarks where the industry stands today, identifies the structural gaps that separate high performers from the rest, and examines what it would actually take to close them.

THE KEY FINDINGS IN BRIEF

- 89% of B2B marketers describe their performance as high performing or performing well – yet only 11% claim measurement and attribution as a strength
- 92% are confident their ICP reflects best-fit customers – yet 34% still struggle to find and reach those buyers
- 90% are confident their brand creates preference among buyers – yet 42% cannot fully demonstrate its impact on business outcomes
- Only 47% are highly confident their 2026 budget is allocated to the right priorities
- High performers are not just more confident – they are more validated, more rigorous, and more integrated in how they use data and make decisions

SECTION 2:

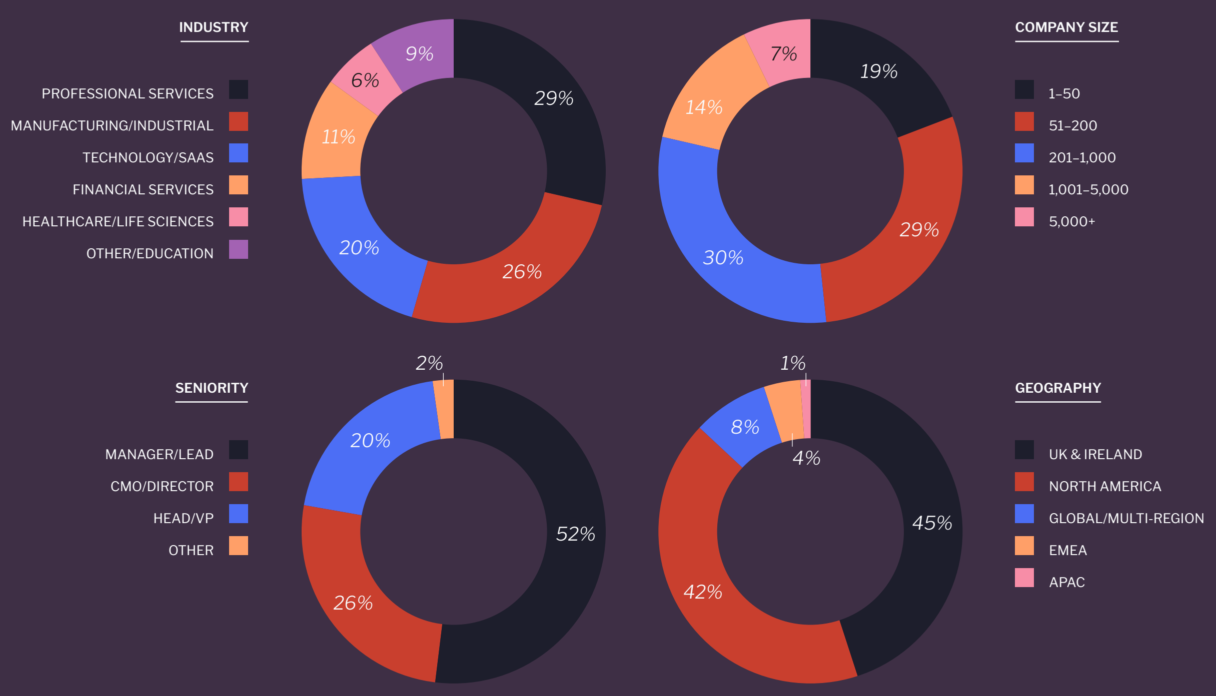
The State of Play – Benchmarking B2B Effectiveness

ABOUT THIS SURVEY

This report is based on responses from 269 verified B2B marketers, surveyed between November 2025 and January 2026. Respondents span six industries, with Professional Services (29%) and Manufacturing/Industrial (26%) the largest groups, followed by Technology/SaaS (20%) and Financial Services (11%). The sample skews toward mid-market organizations – 59% work in companies of between 51 and 1,000 employees – and toward senior practitioners, with 52% at Manager or Lead level and a further 46% at Head, VP, or Director level and above. Geography is broadly split between the UK and Ireland (45%) and North America (42%).

FIGURE 2: *RESPONDENT PROFILE GRID*

n=269 verified B2B marketers. Survey fielded 13 November 2025 – 25 January 2026.



HOW EFFECTIVE DO MARKETERS FEEL?

The headline finding is one of broad, if not deep, confidence. Nearly nine in ten respondents (89%) describe their current marketing performance as either performing well or high-performing. Just 10% report inconsistency across quarters or channels, and fewer than 1% describe themselves as underperforming.

Yet within that broadly positive self-assessment, the picture is more nuanced. While 13% rate themselves at 10 out of 10, the largest single group (28%) scores 8, and a further 20% score 7. Only 36% rate themselves at 9 or above – meaning the majority see their marketing as working well, but not consistently outperforming. Success for most teams means reliably meeting objectives rather than consistently surpassing them.

On resourcing, the confidence picture is similar: 45% feel very well equipped to meet rising business expectations, but 55% do not – including 11% who feel resources fall meaningfully short of what's needed.

FIGURE 3: EFFECTIVENESS SCORE DISTRIBUTION

n=269 verified B2B marketers. Survey fielded 13 November 2025 – 25 January 2026.

ON A SCALE OF 1–10, HOW EFFECTIVE WAS YOUR MARKETING IN DELIVERING ITS KEY BUSINESS OUTCOMES IN 2025?

Mean score: 7.9/10

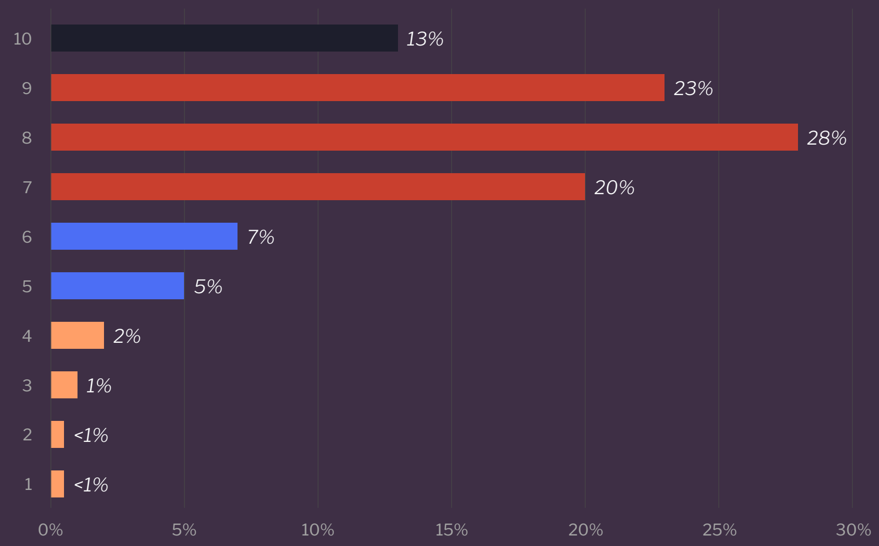
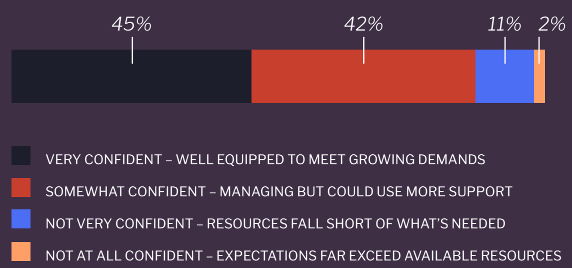


FIGURE 4: RESOURCING CONFIDENCE

ARE YOU CONFIDENT THAT YOUR MARKETING TEAM HAS THE RESOURCES NEEDED TO KEEP PACE WITH RISING BUSINESS EXPECTATIONS?



HOW SUCCESS IS DEFINED

Before examining where confidence breaks down, it is worth understanding how B2B marketers define success in the first place – because what gets measured ultimately shapes what gets managed.

Revenue growth (38%) and sales performance (35%) dominate as the primary measures of marketing success, reflecting a commercial accountability that runs across the industry. Brand awareness ranks third at 28%, followed by customer retention (23%) and market share growth (21%). At the bottom sit the efficiency metrics: qualified pipeline and leads (16%), customer experience (14%), customer lifetime value (7%), and lower customer acquisition cost (4%).

The dominance of revenue and sales as success criteria creates a tension the rest of this report unpacks: if commercial outcomes are the primary scorecard, then the inability to clearly attribute marketing's contribution to those outcomes is not just a measurement problem – it is a credibility problem. Teams are being judged on revenue but often cannot demonstrate their role in delivering it.

There is also an irony in what gets deprioritized. The efficiency metrics that rank lowest as success measures – qualified pipeline quality, customer lifetime value, cost of acquisition – are precisely the ones that, when tracked rigorously, provide the most defensible evidence of commercial contribution. De-prioritizing them might seem like simplifying the measurement problem but it just makes it harder to solve.

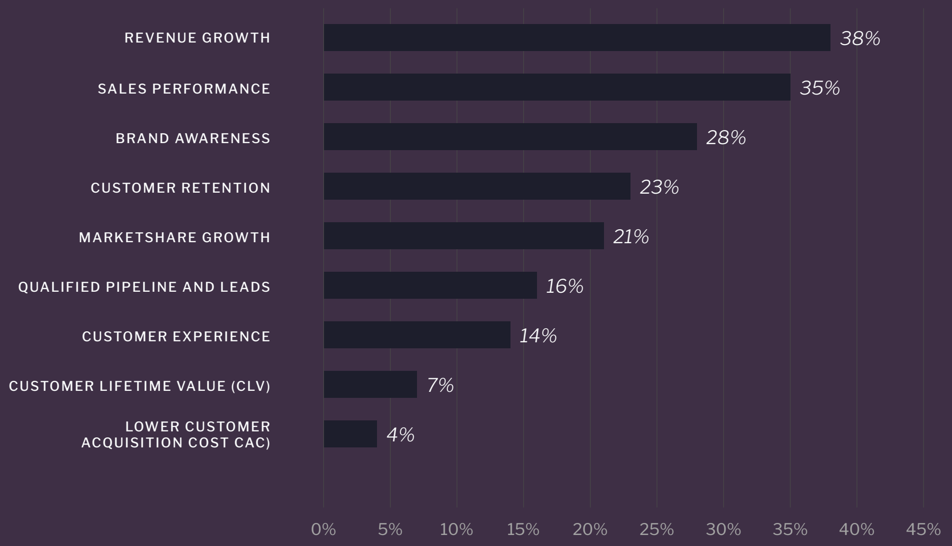
FIGURE 5: *PRIMARY SUCCESS METRICS*

n=269 verified B2B marketers. Survey fielded 13 November 2025 – 25 January 2026.

WHICH OF THE FOLLOWING BUSINESS OUTCOMES ARE THE PRIMARY MEASURES OF YOUR MARKETING SUCCESS?

SELECT UP TO TWO.

Efficiency metrics rank last despite being central to ROI.



WHERE TEAMS FEEL STRONGEST — AND WEAKEST

When asked to identify their team's greatest strengths, B2B marketers point clearly to strategic and creative capabilities. Strategy and planning leads at 51%, followed by audience targeting (38%) and creative excellence (34%). Brand positioning (33%) and data quality (26%) complete the top tier.

At the bottom sit the capabilities most directly responsible for proving that marketing is working: measurement and attribution (11%), martech stack and technology (13%).

This inversion – strong in strategy, weak in measurement – is the structural fault line that runs through the rest of this report. Teams excel at planning what they want to do. They are significantly less equipped to prove that it worked.

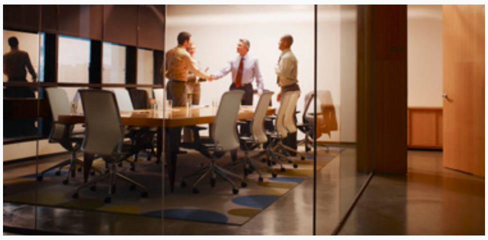
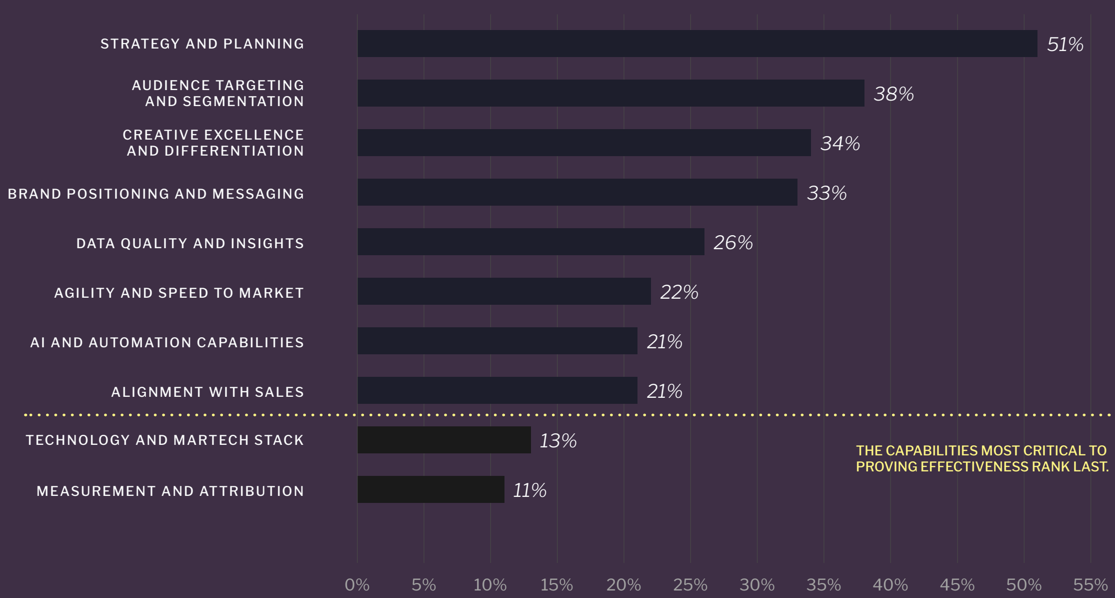


FIGURE 6: *TEAM STRENGTHS RANKED*

n=269 verified B2B marketers. Survey fielded 13 November 2025 – 25 January 2026.

WHICH OF THE FOLLOWING AREAS WOULD YOU DESCRIBE AS YOUR MARKETING TEAM'S GREATEST STRENGTHS?

SELECT UP TO THREE.



The explanation is partly structural. For most of marketing's recent history, creative excellence and strategic clarity were the capabilities that earned recognition, headcount, and budget. Commercial accountability – in the form of attribution, revenue contribution, and proof of ROI – was rarely the primary basis on which marketing leaders were hired or promoted.

That era is closing. The expectation now is not just that marketing performs, but that it can demonstrate it has. Most teams were not built for that standard.

The gaps that follow are not isolated weaknesses in otherwise healthy systems. They are connected symptoms of a deeper misalignment that runs from how ICPs are constructed, through how data is trusted, to how budget decisions are made and defended. Understanding them individually is useful. Understanding them as a system is essential.

At the heart of that misalignment is a distinction that rarely gets made explicitly. Measurement and evidence are not the same thing. Measurement tells us what happened. Evidence helps us understand why it happened, whether it would have happened anyway, and how much confidence we should place in the decision that follows. Much of what gets called proof in B2B marketing is, on closer inspection, well-presented correlation – activity that sits alongside outcomes rather than being shown to cause them. That distinction runs through everything that follows.

"Great marketers can be punished despite gaining share in a static market. Others can be rewarded despite losing share in a high-growth category. That is why context matters. Success is not always effectiveness. Sometimes it is luck, timing, or simply being carried by the market."

— Jamie Hendrie, CEO, The Insight Collective

SECTION 3:

The Capability Gap

Four versions of the same gap point to the same underlying problem.

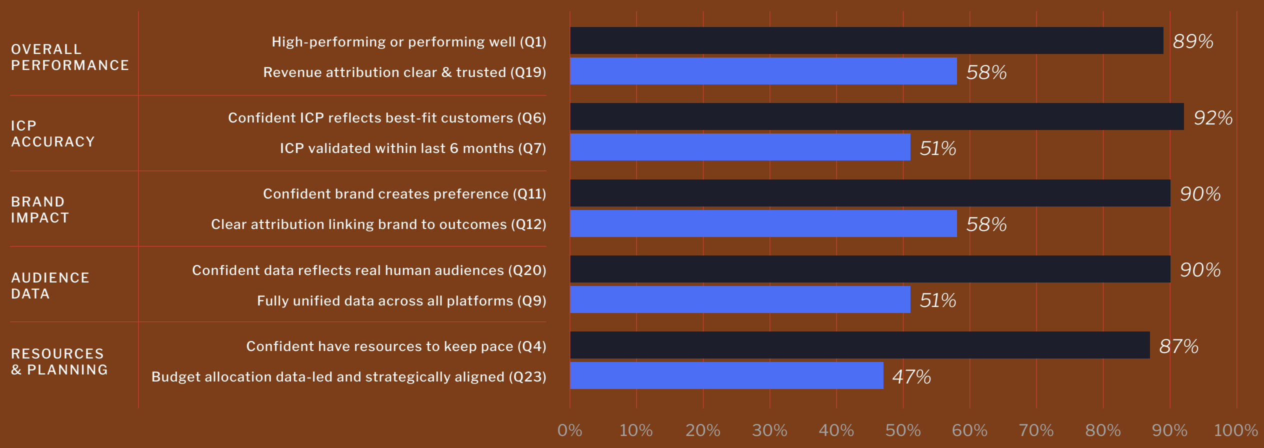
The gap between confidence and verifiable capability concentrates in four interconnected areas: targeting, brand attribution, measurement infrastructure, and budget planning. In each, the surface pattern is familiar: high confidence in intent, meaningful weakness in execution or evidence. But looking beneath the surface, it's clear these are not four separate gaps but four expressions of the same underlying failure.

The data in this section should be read with that in mind. Each finding points somewhere specific. Together, they reveal where the system is breaking down.

FIGURE 7: — *CONFIDENCE VS CAPABILITY*

n=269 verified B2B marketers. Survey fielded 13 November 2025 – 25 January 2026.

CONFIDENCE VS. DEMONSTRATED CAPABILITY ACROSS FIVE DIMENSIONS. EACH PAIR DRAWS ON TWO INDEPENDENT SURVEY QUESTIONS.



TARGETING AND DATA

Confidence in Ideal Customer Profile accuracy is near-universal: 92% express some level of confidence that their ICP reflects their best-fit customers. But confidence is not the same as precision. Nearly half of those (48%) describe themselves as only "somewhat" confident – meaning their ICP "could be sharper" or may be based on assumptions rather than validated data. And 19% either haven't validated their ICP against real performance data in over twelve months, or have never done so at all.

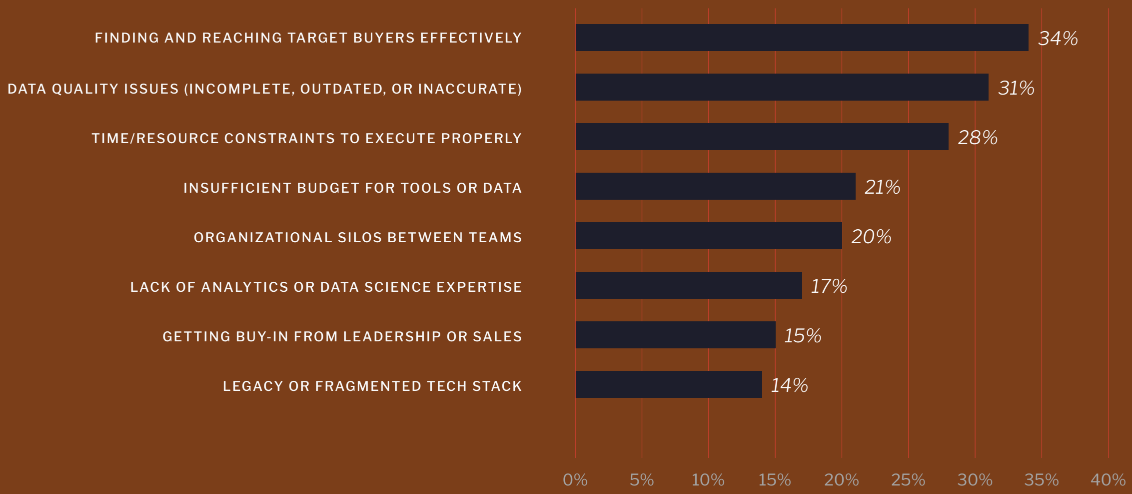
The consequence shows up in the targeting data directly: 34% of respondents, despite their overall ICP confidence, still cite finding and reaching target buyers as their biggest targeting challenge. Marketers know who they are looking for. They are not consistently finding them.

FIGURE 8: AUDIENCE TARGETING CHALLENGES

n=269 verified B2B marketers. Survey fielded 13 November 2025 – 25 January 2026.

WHAT ARE YOUR BIGGEST CHALLENGES RELATED TO AUDIENCE TARGETING?

SELECT UP TO TWO.



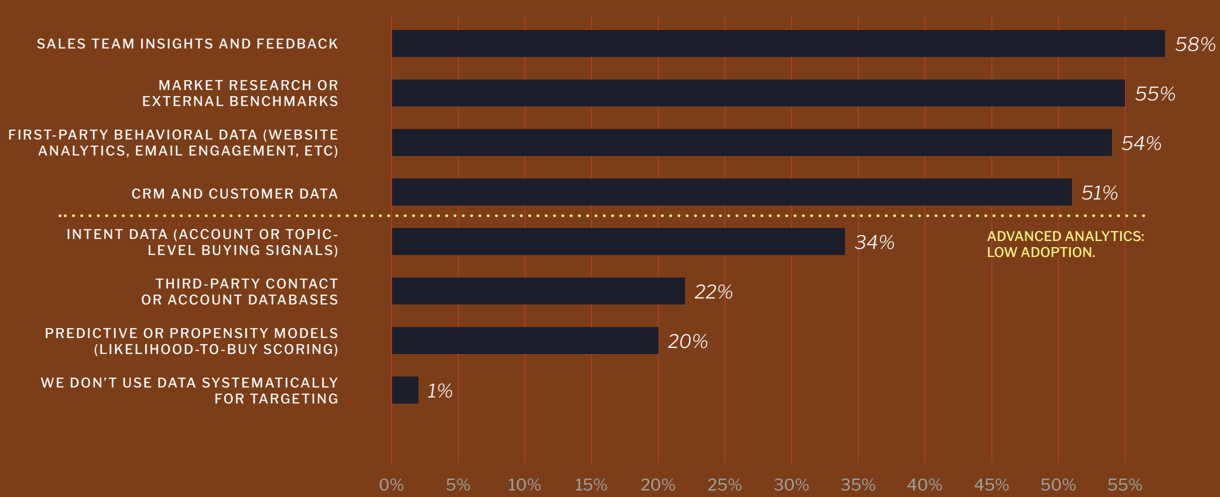
Notably, the structural issues – budget, tech stack, organizational silos – rank lower. The day-to-day execution challenges are more immediate and more consistently felt.

Part of the explanation lies in how targeting decisions are actually made. When asked which data sources most influence their targeting, sales team insights and feedback rank first at 58% – ahead of every formal data source. Market research and external benchmarks (55%), first-party behavioural data (54%), and CRM data (51%) follow closely. But further down the list, a significant capability gap opens up: only 34% leverage intent data to identify in-market accounts, and just 20% use predictive or propensity models. The majority of B2B marketing teams are targeting with a blended but largely reactive data diet, leaning heavily on human judgement rather than forward-looking analytics.

FIGURE 9: *DRIVERS OF TARGETING DECISIONS* *n=269 verified B2B marketers. Survey fielded 13 November 2025 – 25 January 2026.*

WHICH OF THE FOLLOWING DATA SOURCES HAVE THE BIGGEST INFLUENCE ON YOUR TARGETING DECISIONS?

SELECT ALL THAT APPLY.



Beneath this lies a data integration problem. While just over half (51%) report a fully unified view of customer data across systems, 43% are only partially integrated, and a further 5% describe data that largely exists in silos. For teams in the partially integrated majority, targeting decisions are being made with an incomplete picture of the customer.

Data quality is not a supporting issue. It is a structural one. Only 52% of marketers are very confident that their audience data reflects real human engagement – nearly half the market is operating with uncertainty in the data that underpins their decisions. And the 8% who actively suspect their data contains inflated metrics or synthetic traffic is likely to be an understatement of the true picture.

FIGURE 10: *SINGLE, UNIFIED CUSTOMER VIEW*

WOULD YOU SAY YOUR MARKETING TEAM HAS A SINGLE, UNIFIED VIEW OF CUSTOMER DATA ACROSS SYSTEMS?

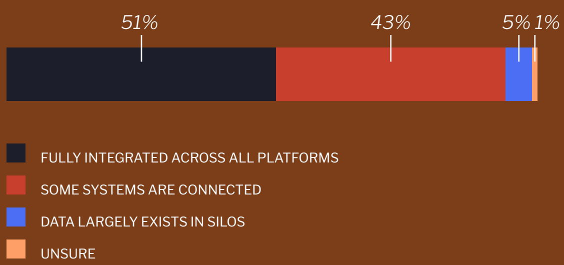
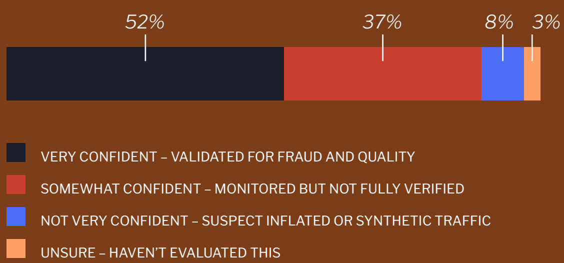


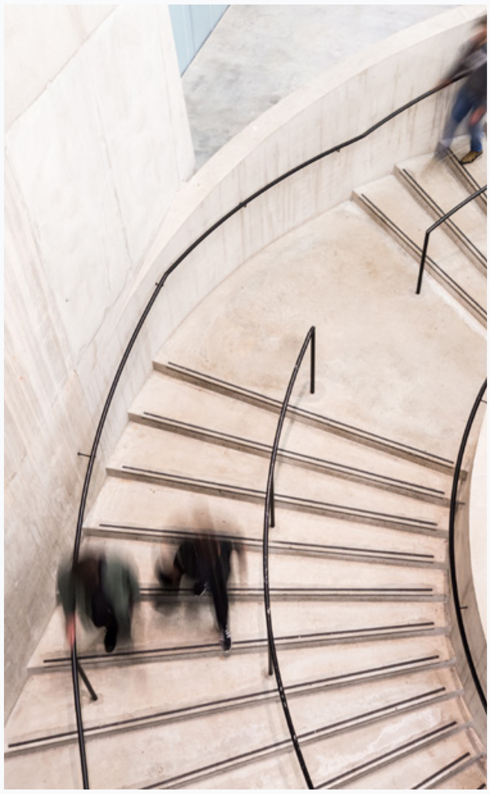
FIGURE 11: *AUDIENCE DATA QUALITY*

HOW CONFIDENT ARE YOU THAT YOUR REACH AND ENGAGEMENT DATA REFLECTS REAL HUMAN AUDIENCES?



This uncertainty does not sit in isolation. It connects directly to other findings in the report. 92% of marketers express confidence in their ICP, yet only 52% are very confident in the data used to understand and reach those audiences. If ICPs were truly built from trusted data, these figures would be expected to move more closely together. The gap suggests that, in many organizations, ICPs are not being constructed from validated data inputs. Instead, they are often built from a combination of firmographic patterns, sales experience, and internal assumptions about which customers 'look right.'

Taken together, these findings don't point to separate issues but a systemic problem. When the inputs are uncertain, every output – from targeting to optimization to revenue attribution – becomes less reliable.



"Approximately 40% of online ad views currently go to ad fraud bots, but without robust fraud bot detection systems, this traffic is invisible and is engineered to look and behave like real humans."

— Dale W. Harrison, Strategist, The Insight Collective

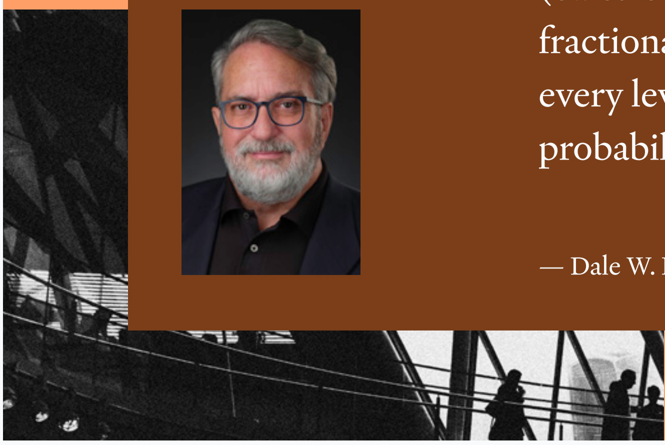
WHY ICP CONFIDENCE ISN'T ENOUGH

The data in this section points to a persistent gap: high confidence in ICP accuracy, yet persistent challenges finding and reaching those same buyers. The explanation is structural and it starts with how most ICPs are built.

Most ICPs in practice are built around a single question: how likely is this account to buy from our category? That is a reasonable place to start, but it describes a market, not a target list. An account that fits your category may still be years away from a purchase decision, may have no history of buying from vendors of your size, or may close quickly but churn within twelve months. Category fit and commercial fit are not the same thing and conflating them is where a significant share of sales and marketing resource disappears without results.

The more useful question is not "does this account buy in our category?" but "does this account look like the ones we actually win, close at pace, and keep?" To make that distinction requires different inputs: not firmographic matching or market research alone, but win/loss patterns, deal velocity data, and customer lifetime value. In other words, the commercial history that most organizations already hold in their CRM but rarely use to build their ICP.

"Just because an account is likely to buy in the category doesn't mean they'll buy any time soon, or that they'll ever buy from a company that looks like yours. For example, HubSpot has an overall ~7% market share in the CRM market, but only a 0.4% market share in the Fortune 1000 sector. Large companies strongly prefer to buy from other large companies or market share leaders (Salesforce) and not from small companies with fractional market share. ICP fit has to be earned at every level: propensity, timing, consideration, win probability, and lifetime value."



— Dale W. Harrison, Strategist, The Insight Collective

There is a tension worth naming in the data sources picture too. Sales team input as a targeting signal reflects a positive instinct. It suggests some degree of sales and marketing collaboration, and it grounds decisions in direct customer contact. But sales feedback is inherently anecdotal, subject to recency bias, and anchored in accounts already won. It tells you who you have sold to but is a less reliable guide to who you should be targeting next.

The data in this report bears that out: high performers (those rating their effectiveness at 9 or 10 out of 10) are significantly more likely than everyone else to use CRM data (61% vs. 46%) and predictive models (33% vs. 13%) as primary inputs to their targeting decisions. These are the sources most directly connected to commercial outcomes rather than sales memory or market assumption.

Until organizations treat their CRM as a primary input into go-to-market decisions rather than a record of what has already happened, targeting will continue to chase idealized accounts while missing the ones most likely to convert.

Strengthening data quality, validating ICP assumptions against real commercial outcomes, and activating CRM data as a live input are not incremental improvements. They are prerequisites for any credible measurement of marketing effectiveness – the upstream variables that determine the reliability of everything that follows.

“We’ve created a dangerous illusion in B2B – high confidence in ICPs that are still rooted in assumption, not evidence. As a result, targeting becomes an exercise in justification, not precision.”

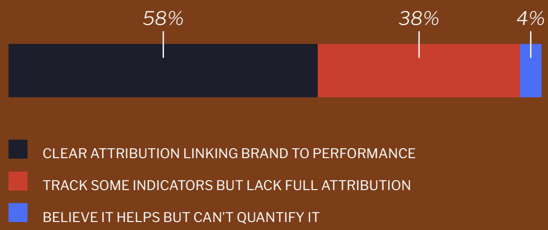
— Paul Wright, Strategist, The Insight Collective

BRAND, CREATIVE & CONTENT

Brand confidence is high: 90% of B2B marketers express confidence that their brand creates preference among in-market buyers. Yet 42% cannot clearly demonstrate that brand's impact on business outcomes – 38% track some indicators but lack full attribution, and 4% believe brand helps but cannot quantify it at all.

FIGURE 12: *BRAND ATTRIBUTION SPECTRUM*

CAN YOU CLEARLY DEMONSTRATE THE IMPACT OF BRAND MARKETING ON BUSINESS OUTCOMES?



This is a significant divide. Brand investment decisions are being made at different levels of certainty across the industry. Where impact can be demonstrated, brand gets funded; where it cannot, brand is vulnerable to budget pressure. The teams that cannot close this loop are making a strategic argument on faith.

The underlying issue is not that marketers have lost faith in brand – 90% believe it creates preference among buyers. It is that belief and proof are operating on different timescales and in different registers. Brand builds trust before demand is expressed and creates preference before procurement begins. Its effects – on conversion rates, pricing power, market share, and competitive resilience – accumulate over periods that most attribution models are not designed to capture.

> "The 42% who cannot yet demonstrate their brand's impact on business outcomes aren't failing. They're under-evidenced. And that is a more solvable problem than it might appear."
>
> — Amanda Hill, Strategist & Non-Executive Director, The Insight Collective

The mechanism behind this is worth being precise about. Brand marketing does not work by generating awareness in the abstract. It works by implanting memory associations between a brand's distinctive assets and the specific category triggers that precede purchase decisions. The challenge is that those associations fade, and there is no reliable way to predict when a given buyer will enter the market. Which means brand cannot be activated only when intent signals appear and switched off in between. It has to reach likely buyers continuously, at sufficient frequency to keep those associations fresh.

In a budget environment that rewards short-cycle evidence, brand's contribution is real but structurally difficult to surface. The teams that navigate this most effectively are not those who have stopped measuring brand, but those who have become more disciplined about connecting brand investment to the specific commercial effects it is meant to produce, and more rigorous about the timeframes over which those effects should be tested.

"Only around 5% of buyers are in-market at any given time, and we have no ability to predict when a specific buyer will come in-market. That means we need to constantly refresh brand memories broadly across all potential buyers, not just those showing intent signals today."

— Dale W. Harrison, Strategist, The Insight Collective

The content challenges compound the problem. Differentiating in a crowded market (29%) and creating content that genuinely resonates (28%) are the top challenges – suggesting that even where brand intent is clear, execution falls short of the ambition. Distribution and amplification (25%), consistency across channels (25%), and producing sufficient volume with limited resource (25%) form a tight second tier of constraints. The near-uniform spread across these five challenges signals that content teams are not facing one dominant problem but simultaneous pressure across every dimension of their work.

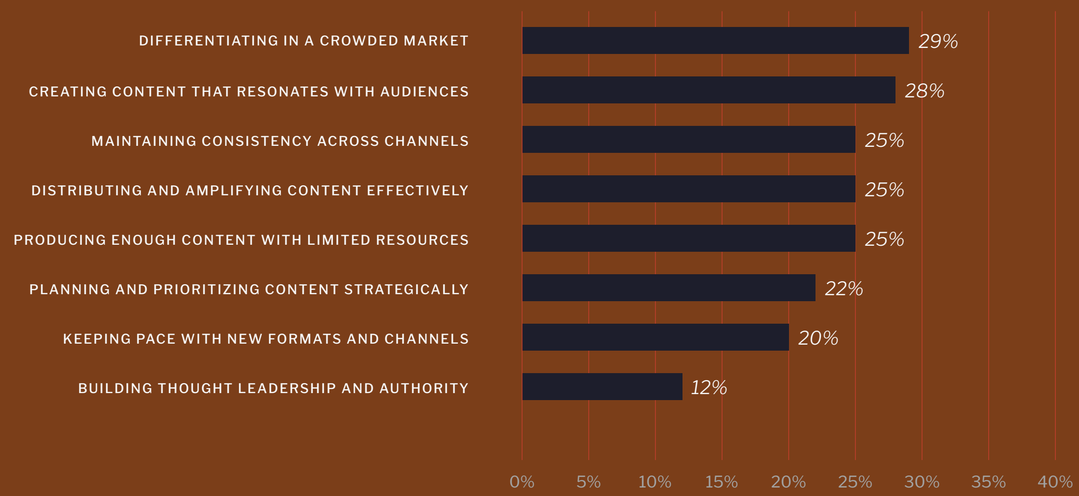
This is, in part, a consequence of channel proliferation. As the number of formats, platforms, and audience touchpoints has multiplied, so has the expectation that marketing teams show up across all of them – at volume, with consistency, and with increasing personalization. Resource and investment have not kept pace with that expansion. The result is teams stretched thin across too many channels, producing content that is adequate in many places rather than exceptional in a few.

FIGURE 13: *BRAND AND CONTENT CHALLENGES* *n=269 verified B2B marketers. Survey fielded 13 November 2025 – 25 January 2026.*

WHAT ARE YOUR BIGGEST CHALLENGES WHEN IT COMES TO BRAND AND CONTENT STRATEGY?

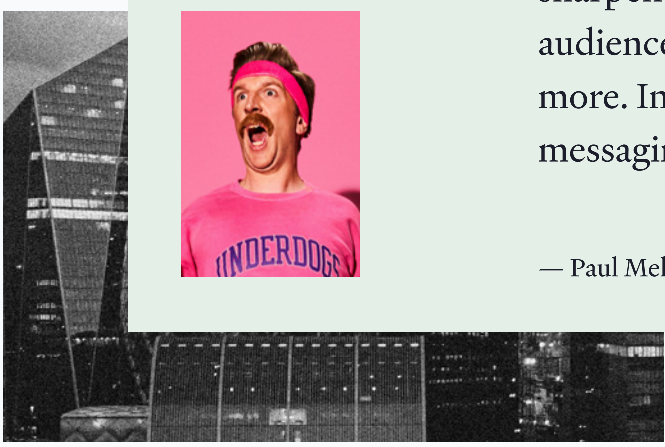
SELECT UP TO TWO.

Top 5 challenges within 5% of each other



The more strategically useful response is not simply to invest more. It is to focus more deliberately on the moments that actually drive purchase decisions. As Paul Mellor, strategist at The Insight Collective, has argued, the question for B2B marketers should shift from broad awareness to something more precise: not “have you heard of us?” but “do you think of us when X happens?”

The implication for content strategy is significant. Rather than distributing effort evenly across channels and formats, teams that identify the specific situations in which buyers enter their category – and concentrate presence there – are likely to generate stronger returns from the same or smaller resource base. That kind of prioritization, however, depends on the measurement capability to know what is actually working, which returns this report to its central structural problem.



“If you’re flabby, fluffy or flustered, then you’re going to be ignored. The mistake most marketers make is to spread yet more ignorable content thinly across yet more channels attempting to create ‘brand awareness’. Instead the smartest marketers sharpen their attention and budget on the audience’s triggers. The answer isn’t more, more, more. Instead, it’s confident, clear and compelling messaging focused on a Category Entry Point.”

— Paul Mellor, Strategist, The Insight Collective

MEASUREMENT & ROI

Attribution practice across B2B marketing is improving but uneven. Nearly half (47%) now use multi-touch attribution to track the customer journey across touchpoints, and a further 27% use a mixed approach. But 20% still rely on single-touch attribution, and 5% have no formal model at all. The way marketing impact is measured varies considerably – even within organizations claiming similar outcomes.

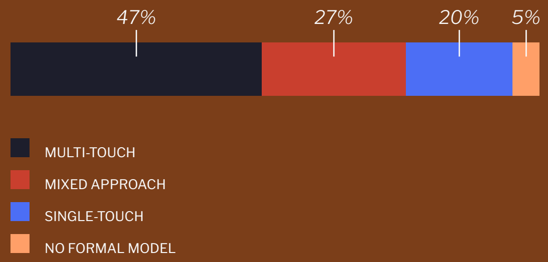
Most attribution models describe sequences of interaction rather than establish causality. They show what happened, but not necessarily what changed the likelihood of conversion. As a result, many teams have visibility into activity without certainty about impact.

FIGURE 14: *ATTRIBUTION MODEL ADOPTION*

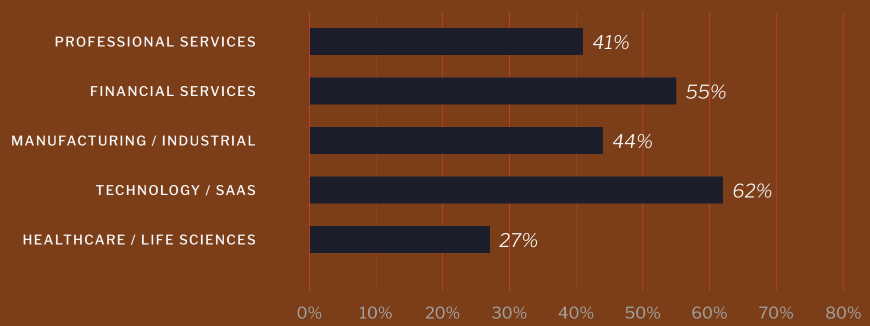
n=269 verified B2B marketers. Survey fielded 13 November 2025 – 25 January 2026.

WHAT BEST DESCRIBES YOUR CURRENT MEASUREMENT OR ATTRIBUTION MODEL?

OVERALL (N=269) AND BY INDUSTRY.



MULTI-TOUCH INDUSTRY BREAKDOWN



A more robust approach shifts attribution from observation to design. Rather than asking which touchpoints were present in journeys that converted, the question becomes: if this targeting decision or channel investment is sound, what should we expect to see – and by when? That hypothesis is defined upfront, tested against a specific outcome, and either validated or revised. The result is measurement that generates learning, not just reporting.

There is a structural reason why this problem is deepening, not just persisting. B2B buying journeys increasingly involve large groups of stakeholders, long decision cycles, and a growing proportion of research that happens invisibly – across AI-powered search, large language models, and channels that never touch a tracked property. The "dark funnel" is not a measurement inconvenience. It is a fundamental constraint on what attribution can see, and therefore on what it can claim to explain. Attribution models built for a world of full visibility are being applied to a world where a significant share of buying behavior is, by design, untrackable.

The practical implication is not to abandon attribution but to recalibrate what it is for. Attribution remains useful for optimizing channels, sequencing touchpoints, and comparing marginal performance. It is insufficient, on its own, to explain marketing's full commercial contribution. The organizations moving ahead on this are combining CRM insight, pipeline movement, micro-conversions, and an understanding of category dynamics – whether the overall market is growing, whether competitors are gaining – to build a picture that is contextually grounded rather than forced into false precision. Decision-grade evidence, in this environment, does not mean complete attribution. It means a measurement approach credible enough to hold up when the assumptions behind it are tested.

"Perfect measurement is an illusion in modern B2B. The best teams do not wait for complete certainty. They work with incomplete data, test their assumptions, and use correlation, context, category movement and commercial signals to make better-informed decisions."

— Paul Wright, Strategist, The Insight Collective

The tools used to track performance tell their own story. Web analytics (56%), marketing automation platforms (48%), and CRM analytics (46%) lead the list – all widely adopted, all measuring activity rather than outcomes. Notably, customer surveys and feedback (48%) and sales team reports (48%) are used by almost as many respondents as any formal analytics platform, reinforcing the picture from the targeting data: human judgement remains a primary input into how effectiveness is assessed. At the other end of the scale, dedicated attribution platforms are used by only 13% of respondents, and ABM platforms by 13%. Just 36% rely on spreadsheets as a primary tracking method – but given how few teams have invested in more sophisticated tooling, the gap between what is being measured and what could be measured is significant.

The low adoption rate is partly explained by cost and complexity – dedicated attribution tooling requires meaningful upfront investment. But there is a self-reinforcing logic at work: the evidence base needed to justify that investment is precisely what the tooling would provide.

Teams without attribution infrastructure find it harder to make the commercial case for acquiring it. The result is a capability trap that is difficult to exit without either external support or a budget decision made on faith.

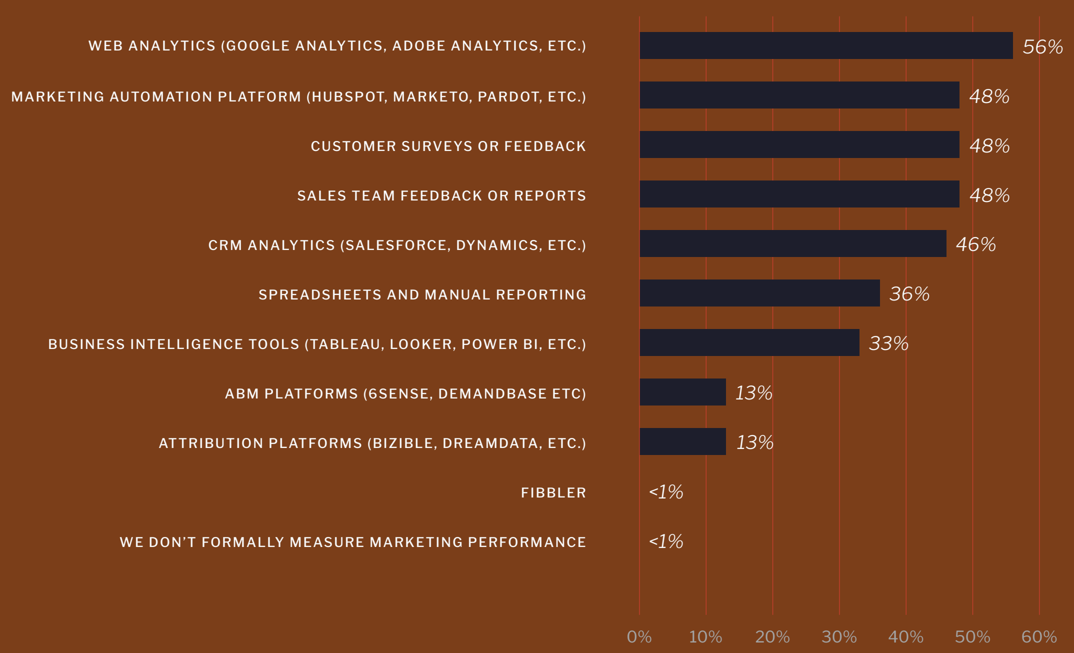
FIGURE 15: *MEASUREMENT TOOLS USED*

n=269 verified B2B marketers. Survey fielded 13 November 2025 – 25 January 2026.

WHICH TOOLS OR METHODS DO YOU USE TO MEASURE AND TRACK MARKETING PERFORMANCE?

SELECT ALL THAT APPLY.

Purpose-built attribution tools: 13% adoption.



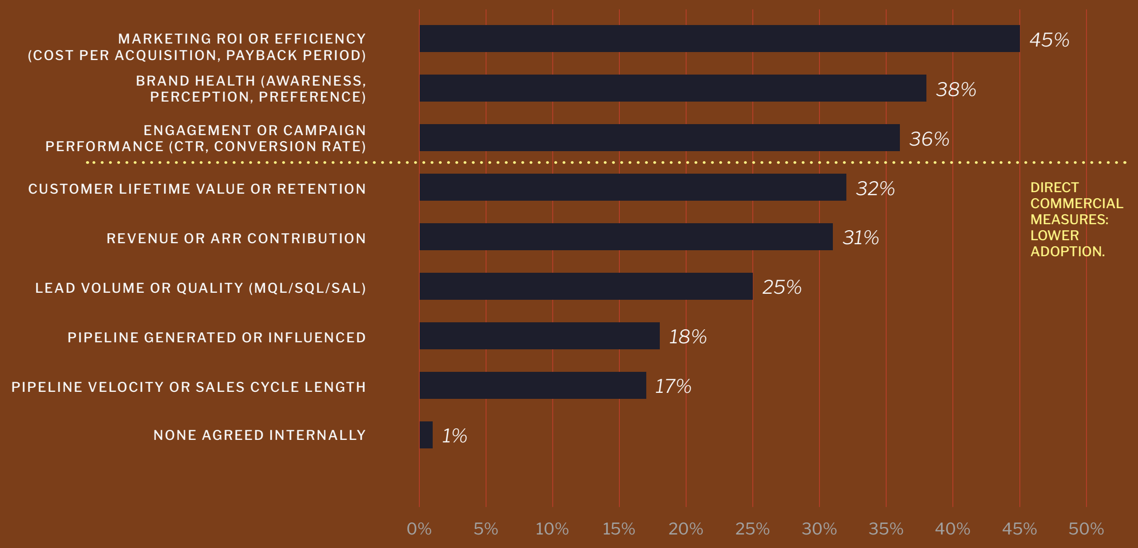
When asked which metrics best represent marketing effectiveness in their organization, the picture becomes more revealing still. Marketing ROI and efficiency leads at 45%, followed by brand health (38%) and engagement or campaign performance (36%). These are all legitimate measures – but they sit one step removed from the commercial outcomes that the data in Section 2 shows marketers are primarily judged on. Revenue or ARR contribution is tracked by only 31%, pipeline generated by 18%, and pipeline velocity by 17%. The majority of B2B marketing teams are measuring themselves against proxies for commercial impact rather than commercial impact itself.

FIGURE 16: *METRICS USED TO MEASURE EFFECTIVENESS*

n=269 verified B2B marketers. Survey fielded 13 November 2025 – 25 January 2026.

WHICH METRICS BEST REPRESENT MARKETING EFFECTIVENESS IN YOUR ORGANIZATION?

SELECT UP TO THREE.



Metrics such as engagement, brand health and marketing ROI are widely tracked and reported. While useful, they do not directly represent commercial impact. ROI is a measure of efficiency – the ratio of return to cost – not a direct measure of effectiveness in the sense this report uses the term. And in most B2B organizations it is additionally distorted by a timing problem: marketing investment that influences a buyer's consideration happens months before that influence converts to closed revenue.

The result is an ROI figure that can look strong in a good quarter and weak in a slow one, for reasons entirely unrelated to whether the marketing that generated it was actually effective.

A more useful way to think about measurement is in layers. At the top are direct business outcomes such as revenue, retention and lifetime value. Beneath that sit operational indicators such as pipeline and deal velocity. Then there are derived metrics such as ROI, engagement and brand measures, which help interpret performance but do not, on their own, demonstrate commercial impact.

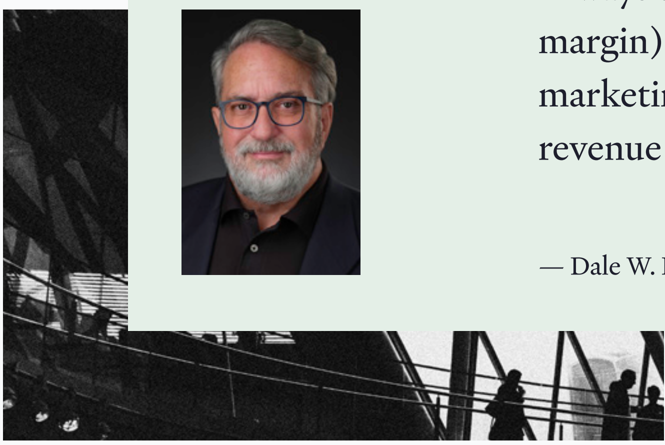
FIGURE 17: THREE LAYERS OF MEASUREMENT

MEASUREMENT LAYERS

Direct Business Outcomes
Revenue / Retention / Lifetime Value
What the business actually gets

Operational Indicators
Pipeline / Deal Velocity / Win Rate
What tells us outcomes may be moving

Derived Metrics
ROI / Engagement / Brand Measures
What we model from multiple inputs



"Marketing ROI is not a measure of 'marketing effectiveness', but only a measure of 'marketing efficiency' and is typically grossly miscalculated in ways that disconnect the profits (contribution margin) from the earlier marketing costs. Most marketing influences revenue months before that revenue is actually realized in closed-won deal."

— Dale W. Harrison, Strategist, The Insight Collective

The challenge is that many organizations rely heavily on the lower layers because they are easier to track and report. As a result, marketing is often measured using indicators that correlate with success, rather than those that prove it.

The challenges to better measurement are structural and near-equal in magnitude: budget constraints for measurement tools (29%), data fragmentation (28%), and long sales cycles that complicate attribution (26%) all rank within a few percentage points of each other. This is not a single problem with a single fix. It is a systemic condition.

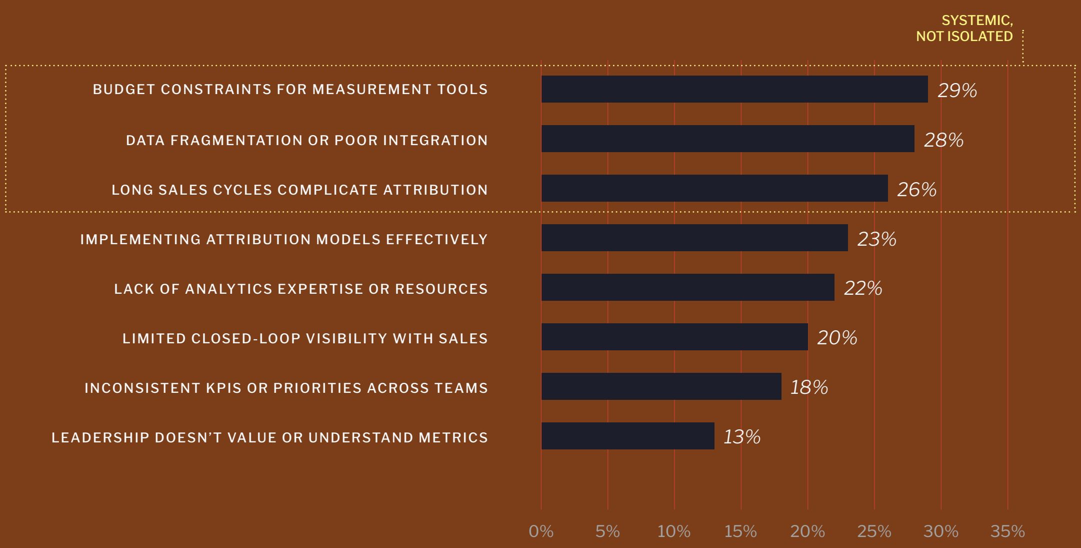
The revenue attribution picture tells a similar story. 58% say they can confidently quantify marketing's contribution to revenue – meaning that 42% cannot make a complete, trusted case. Of those, 37% can show influence but not full attribution, and 5% describe their contribution as estimated or unclear. Without trusted attribution, marketing's position in budget conversations is inherently fragile.

FIGURE 18: — *MEASUREMENT CHALLENGES RANKED*

n=269 verified B2B marketers. Survey fielded 13 November 2025 – 25 January 2026.

WHAT ARE YOUR BIGGEST CHALLENGES IN MEASURING OR PROVING MARKETING EFFECTIVENESS?

SELECT UP TO TWO.



BUDGET & PLANNING

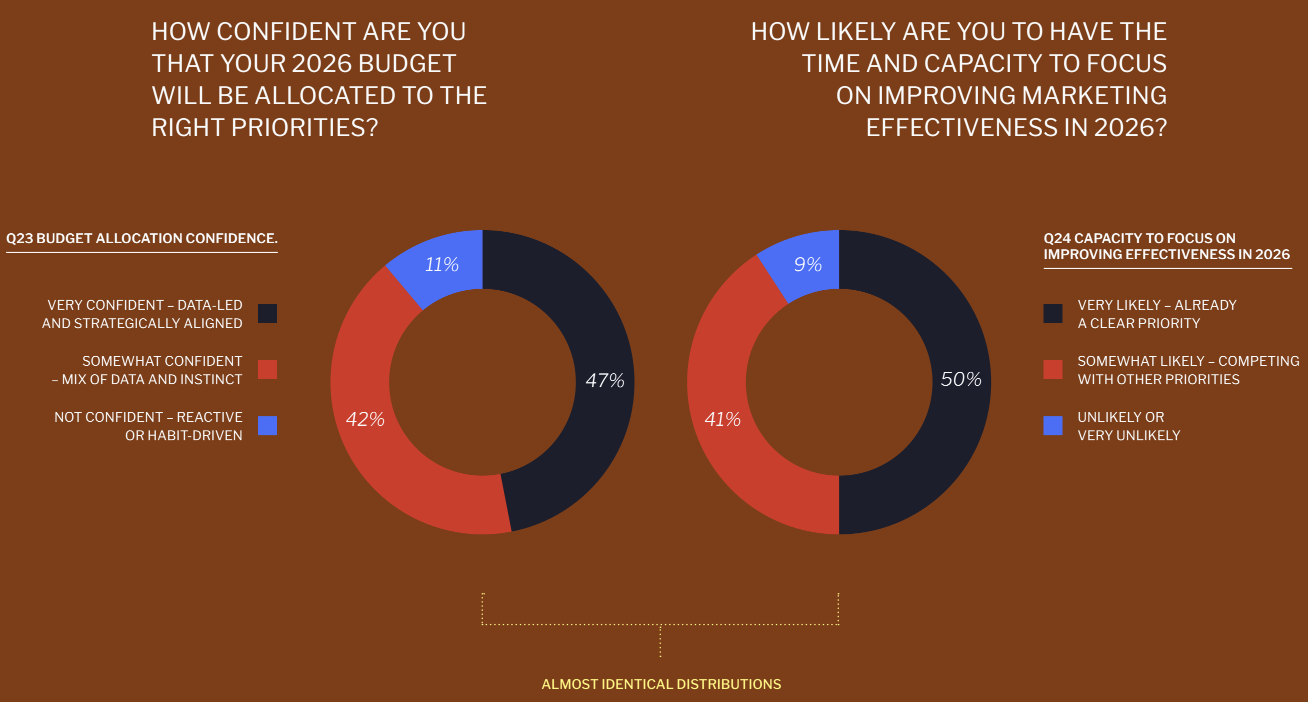
Budget allocation is where the confidence gap narrows most sharply to a single number: just 47% are highly confident their 2026 budget is allocated to the right priorities. The majority – 53% – are not. Of that majority, 42% describe decisions guided by a mix of data and instinct, and 11% describe allocation as reactive or habit-driven.

When fewer than half of marketing teams are confident their budget reflects the right priorities, the question is not whether more resource would help. It is whether the assumptions behind current allocation decisions have ever been properly tested.

For organizations where targeting, measurement, and attribution are already under strain, budget decisions built on unchallenged assumptions compound every weakness that precedes them.

FIGURE 19: — *BUDGET CONFIDENCE VS CAPACITY*

n=269 verified B2B marketers. Survey fielded 13 November 2025 – 25 January 2026.



SECTION 4:

Anatomy of a High Performer

Who are the high performers and what separates them from everyone else?

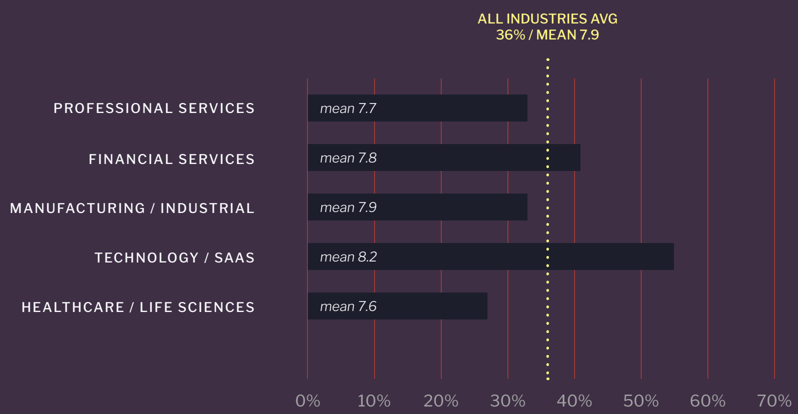
Not all B2B marketing teams are equally caught in the confidence paradox – or at least, not all report being so. When we segment the data by self-rated effectiveness, a clear tier of high performers emerges. Their characteristics are markedly different from the rest, and while these findings are based on self-assessment rather than independently verified outcomes, the patterns are consistent enough to be instructive.

For this report, high performers are defined as respondents who rated their marketing effectiveness at 9 or 10 out of 10 on the Q3 scale. They represent 36% of the sample (n=98). Before examining what distinguishes them, it is worth noting that high performance is not evenly distributed across the industry.

FIGURE 20: — *HIGH PERFORMERS BY INDUSTRY* *n=269 verified B2B marketers. Survey fielded 13 November 2025 – 25 January 2026.*

PROPORTION OF SELF-REPORTED HIGH PERFORMERS BY SECTOR (RESPONDENTS SCORING 9–10/10, N=98) (Q3).

MEAN SCORES SHOWN FOR ALL RESPONDENTS IN EACH SECTOR.



Technology/SaaS shows the strongest self-assessed performance across the sectors surveyed: 55% of respondents rate their marketing effectiveness at 9 or 10 out of 10, compared to a 36% average, with a mean effectiveness score of 8.2 – also the highest of any sector. This is consistent with Technology/SaaS also appearing strongest on ICP confidence (60% very confident vs. a 44% average), multi-touch attribution adoption (62% vs. 47% average), and budget allocation confidence (60% vs. 47% average). The sector's lead is not isolated to one dimension – it appears structural.

Professional Services tells the opposite story: 33% rate their marketing effectiveness at 9 or 10 out of 10, the lowest of any sector despite being the largest respondent group (n=79). The sector also records the lowest revenue attribution confidence (51% vs. 58% average) and the lowest budget allocation confidence (44% vs. 47% average). For an industry whose commercial model depends heavily on demonstrating expertise and value, the measurement gap carries particular risk.

Financial Services presents an instructive anomaly: 69% report a fully unified view of customer data – more than a third higher than the 51% average and the highest of any sector. Revenue attribution confidence is also above average at 69%. This likely reflects the data infrastructure investment driven by regulatory compliance requirements – a structural advantage that appears to have yielded a measurement dividend.

Healthcare and Life Sciences records the most striking measurement gap in the dataset: only 20% indicate they can clearly demonstrate revenue attribution against a 58% average – a 38-percentage-point deficit. ICP confidence (20% very confident vs. 44% average) and budget allocation confidence (20% vs. 47% average) are both the lowest of any sector. The sample is small (n=15) and findings should be treated as directional only. But the pattern is consistent: Healthcare's measurement challenge likely reflects the structural difficulty of attributing multi-stakeholder, long-cycle buying decisions to marketing activity, rather than a straightforward capability gap.

"What stands out among self-reported high performers is a more evidence-based approach to decision-making – clearer ICP definition, stronger attribution, and tighter alignment between marketing and commercial outcomes. But confidence isn't the end goal. The real differentiator is turning that into consistent, evidence-based decisions. That's where we commonly see a gap and where we're helping clients make the biggest gains in marketing effectiveness."

— Jennifer Brennand, VP, Marketing & Customer Experience,
The Insight Collective

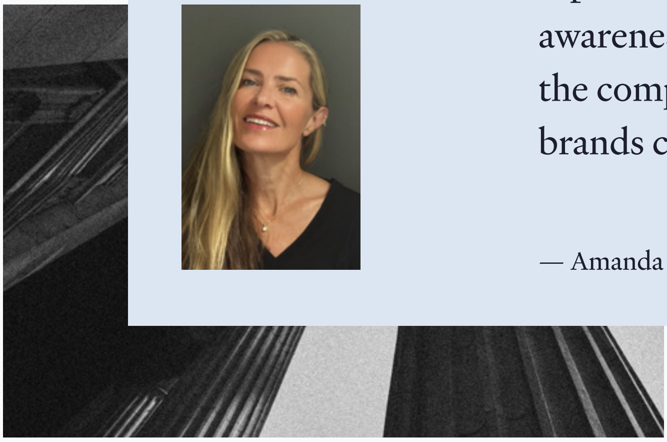
WHAT HIGH PERFORMERS DO DIFFERENTLY

The gap between the highest self-rated teams (9 or 10 out of 10) and all others is not marginal. Across every dimension measured, high performers are not simply more confident – they are more validated.

The smallest gap in the data – revenue attribution, at 36 percentage points – is still the difference between four in five and fewer than half.

The largest gap – resource confidence, at 55 percentage points – suggests that high performers have either secured stronger organizational backing, or have built the evidence base to argue for it more effectively. Both are consistent with the broader pattern: in high-performing teams, confidence is earned rather than assumed.

High-performing marketing teams treat validation as ongoing practice, not periodic exercise. They are more confident in their ICP, more recent in validating it, and more unified in their customer data. Their budget allocation is more data-led, their revenue attribution more trusted. The result is a compounding advantage – better data supports better targeting, which supports better attribution, which supports better budget decisions.



> “High-performing teams understand brand is not separate from growth. They’re not measuring awareness as an abstract objective – they’re tracking the competitive and financial effects that strong brands create over time.”
>
> — Amanda Hill, Strategist & Non-Executive Director, The Insight Collective

FIGURE 21: — *HIGH PERFORMERS VS ALL OTHERS* *n=269 verified B2B marketers. Survey fielded 13 November 2025 – 25 January 2026.*

HIGH PERFORMERS (N=98) VS. ALL OTHERS (N=171) ACROSS EIGHT DIMENSIONS.

HIGH PERFORMERS DEFINED AS RESPONDENTS SCORING 9–10/10 ON Q3 EFFECTIVENESS SCALE.

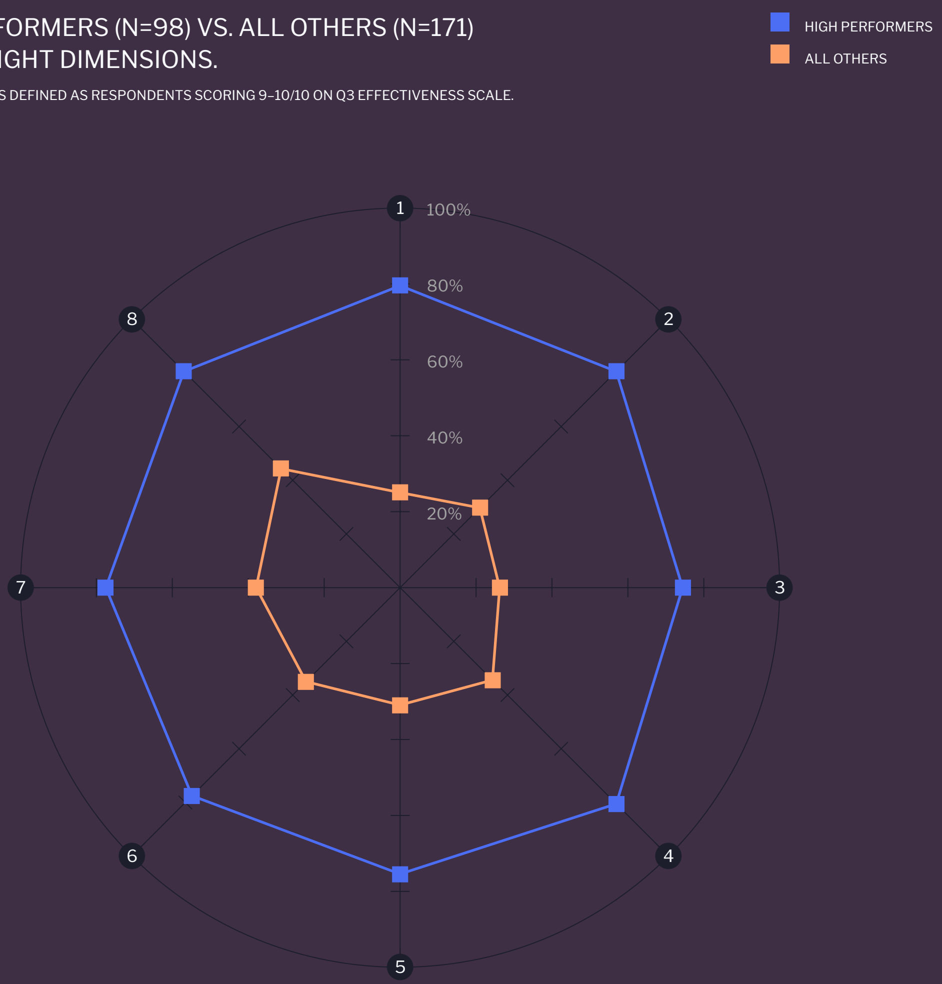


FIGURE 22: — *TRAITS OF HIGH PERFORMERS* *n=269 verified B2B marketers. Survey fielded 13 November 2025 – 25 January 2026.*

Dimension	High Performers	All Others	Gap
1. Resource confidence (very confident)	*79.6%*	*25.1%*	*+55pp*
2. Brand creates preference (very confident)	*80.6%*	*29.8%*	*+51pp*
3. ICP confidence (very confident)	*74.5%*	*26.3%*	*+48pp*
4. ICP validated within 6 months	*80.6%*	*34.5%*	*+46pp*
5. Budget allocation data-led (very confident)	*75.5%*	*31.0%*	*+45pp*
6. Fully unified customer data	*77.6%*	*35.1%*	*+43pp*
7. Reach and engagement data quality (very confident)	*77.6%*	*38.0%*	*+40pp*
8. Revenue attribution clear & trusted	*80.6%*	*44.4%*	*+36pp*

The differences extend into how high performers define and pursue success. On success metrics, high performers are 13 percentage points less likely than all others to measure brand awareness (20% vs. 33%) – yet 14 points more likely to prioritize market share growth (30% vs. 16%). This is not a contradiction. It is consistent with a more commercially anchored definition of what marketing is for: less focused on awareness as an end in itself, more focused on the competitive position that awareness, over time, is meant to build.

The same orientation appears in how high performers measure their own effectiveness. They are 14 percentage points more likely to track engagement and campaign performance (45% vs. 31%) and 10 points more likely to track revenue or ARR contribution (37% vs. 27%). But they are 6 points less likely to track pipeline generated (14% vs. 20%) – suggesting they have moved beyond pipeline as a proxy and are holding themselves accountable to revenue outcomes more directly.

In targeting, high performers are 20 percentage points more likely than all others to use predictive or propensity models (33% vs. 13%), and 15 points more likely to use CRM data as a primary input to targeting decisions (61% vs. 46%). They also show significantly higher use of intent data (43% vs. 29%) and market research (64% vs. 50%). This is consistent with their ICP advantage: high performers are not just more confident in their customer profile – they are using more sophisticated and more varied data to build and maintain it.

FIGURE 23: HIGH PERFORMERS VS ALL OTHERS

n=269 verified B2B marketers. Survey fielded 13 November 2025 – 25 January 2026.

HIGH PERFORMERS (HP, N=98) VS. ALL OTHERS (AO, N=171) ACROSS THREE BEHAVIORAL DIMENSIONS.

HIGH PERFORMERS DEFINED AS RESPONDENTS SCORING 9–10/10 ON Q3 EFFECTIVENESS SCALE.

Targeting shows the sharpest divide.

HOW SUCCESS IS DEFINED (Q2)

Dimension	HP	AO
Market share growth	*30%*	*16%*
Brand awareness	*20%*	*33%*
Customer retention	*20%*	*25%*
Qualified pipeline and leads	*14%*	*18%*

HOW TARGETING DECISIONS ARE MADE (Q8)

Dimension	HP	AO
Predictive or propensity models	*33%*	*13%*
CRM and customer data	*61%*	*46%*
Market research or external benchmarks	*64%*	*50%*
Intent data (buying signals)	*43%*	*29%*
First-party behavioral data	*58%*	*51%*

HOW EFFECTIVENESS IS MEASURED (Q15)

Dimension	HP	AO
Engagement or campaign performance	*45%*	*31%*
Revenue or ARR contribution	*37%*	*27%*
Marketing ROI or efficiency	*50%*	*42%*
Customer lifetime value or retention	*35%*	*30%*
Brand health	*41%*	*36%*
Pipeline generated or influenced	*14%*	*20%*

SECTION 5:

The Path Forward — Closing the Gap

What marketers say will make the biggest difference.

When asked what would most improve their marketing effectiveness in 2026, the responses from B2B marketers cluster around five priorities: stronger creative and content capability (33%), greater sales-marketing alignment (32%), more investment in brand building (30%), better technology and martech integration (29%), and enhanced customer experience focus (27%).

The near-uniform spread across these five priorities is itself a finding. It suggests that the gaps in targeting, measurement, attribution, and budget allocation are not independent failures. They are connected points in a system that is not fully aligned.

What is less clear from these responses is whether the improvements being sought would address the proof problem at its root. Stronger creative capability and better sales alignment are legitimate priorities. But if the data inputs remain unreliable, attribution remains descriptive rather than causal, and budget decisions remain assumption-driven, adding capability at the execution layer will not close the gap between confidence and decision-grade evidence. The system needs to be rebuilt from the inputs up, not patched at the outputs.

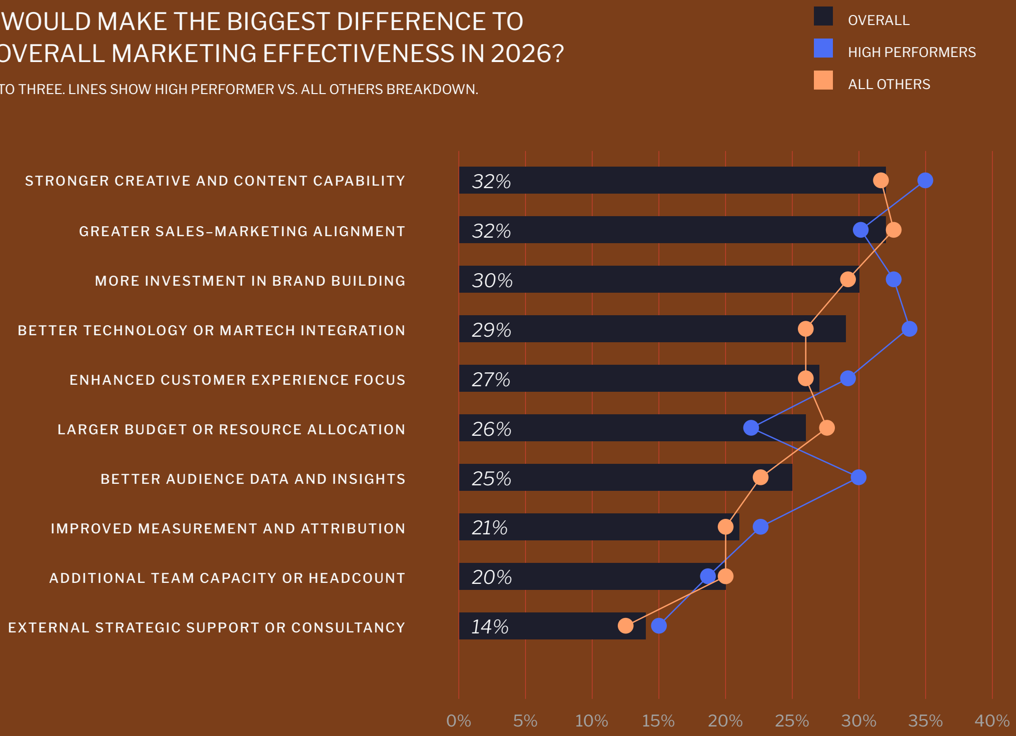
The divergence between high performers and all others is revealing here. High performers are more likely than others to prioritize better audience data and insights (30% vs 23%), better technology or martech integration (34% vs 26%), and stronger creative capability (35% vs 32%). Everyone else is more likely to cite larger budget or resource allocation (28% vs 22% for high performers) and greater sales-marketing alignment (33% vs 30%) as their top needs. This suggests that high performers have already addressed some of the structural and alignment challenges, and are now focused on raising the ceiling – while others are still working to establish the foundations.

FIGURE 24: *WHAT WOULD HELP*

n=269 verified B2B marketers. Survey fielded 13 November 2025 – 25 January 2026.

WHAT WOULD MAKE THE BIGGEST DIFFERENCE TO YOUR OVERALL MARKETING EFFECTIVENESS IN 2026?

SELECT UP TO THREE. LINES SHOW HIGH PERFORMER VS. ALL OTHERS BREAKDOWN.



THE CHALLENGES AHEAD

The biggest challenge B2B marketers expect to face in 2026 is rising competition and market saturation, cited by 28% of respondents as their single most pressing concern. Keeping up with technology and AI disruption follows at 22%. Budget pressure (14%) and shifting buyer behavior (13%) form a closely grouped second tier, alongside proving ROI and effectiveness (13%).

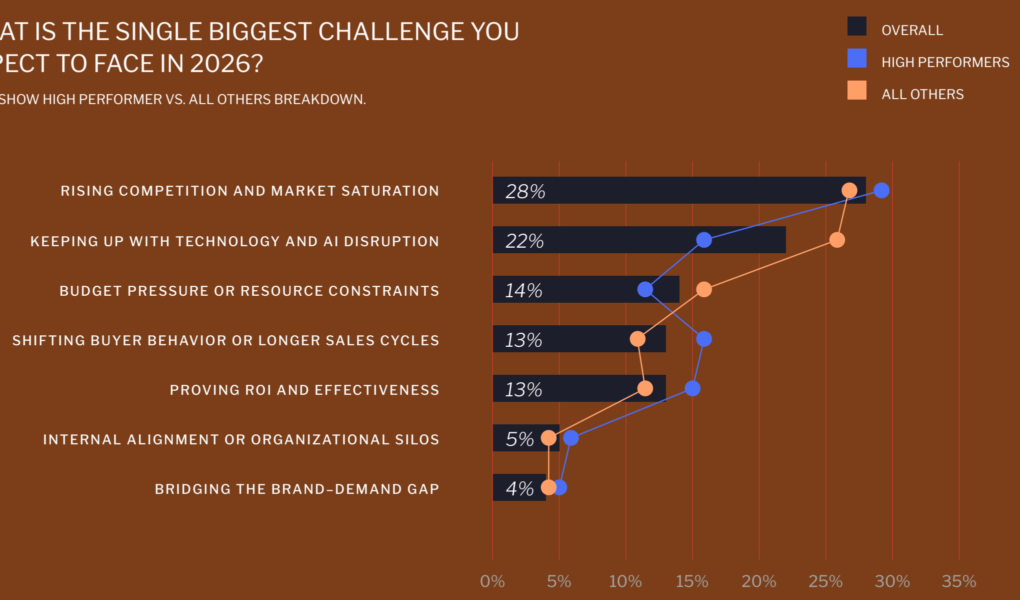
The divergence between high performers and all others on these challenges is instructive. High performers are more likely to cite shifting buyer behavior (+5pp), proving ROI and effectiveness (+3pp), and internal alignment (+2pp) – challenges that suggest they are further along the maturity curve and wrestling with more sophisticated problems. All Others are notably more likely to identify AI and technology disruption as their primary concern (+10pp), suggesting that the capability anxiety around AI is concentrated among teams that are already behind on measurement and data fundamentals.

FIGURE 25: *2026 CHALLENGES*

n=269 verified B2B marketers. Survey fielded 13 November 2025 – 25 January 2026.

WHAT IS THE SINGLE BIGGEST CHALLENGE YOU EXPECT TO FACE IN 2026?

LINES SHOW HIGH PERFORMER VS. ALL OTHERS BREAKDOWN.

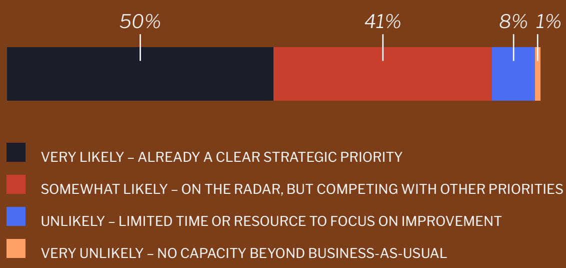


THE CAPACITY PROBLEM

Intent to improve is strong. Half of respondents (50%) say improving marketing effectiveness is already a clear strategic priority for 2026. But 41% describe it as on the radar while competing with other priorities, and 9% have limited or no capacity to focus on improvement work at all.

FIGURE 26: *CAPACITY TO FOCUS ON EFFECTIVENESS* *n=269 verified B2B marketers. Survey fielded 13 November 2025 – 25 January 2026.*

HOW LIKELY ARE YOU TO HAVE THE TIME AND CAPACITY TO FOCUS ON IMPROVING MARKETING EFFECTIVENESS IN 2026?



This creates a structural risk. The teams that most need to close the effectiveness gap are often the least able to prioritize the work.

Improvement requires protected time, dedicated resource, and sustained organizational attention – the same conditions that are already stretched in teams operating at the lower end of the effectiveness curve.

There is also a sequencing problem. Closing the proof gap is not simply a matter of working harder or investing more. It requires decisions about where to start: which inputs to trust, which metrics to hold as primary, which attribution assumptions to test and replace. Those are not execution decisions. They are system decisions which require the kind of strategic clarity that is hardest to find when capacity is already exhausted. For many teams, the gap will not close until the decision to close it is treated as a structural priority rather than a background aspiration.

SECTION 6:

Conclusion — Confidence Without Proof Won't Survive Scrutiny

Validated confidence is different, and is genuinely achievable.

This report does not describe a series of isolated gaps. It describes a system that is not fully aligned and where the misalignment runs in one direction. Confidence is high at the front end of marketing: in strategy, in creative, in ICP definition. It deteriorates as you move toward commercial accountability. The further you get from intention and the closer you get to evidence, the less certain the picture becomes.

That pattern is not accidental. For most of marketing's recent history, strategic clarity and creative excellence were the capabilities that earned recognition, headcount, and budget. Commercial accountability – in the form of attribution, revenue contribution, and proof of ROI – was rarely the primary basis on which marketing leaders were hired, promoted, or funded. That era is coming to an end. The expectation now is not just that marketing performs, but that it can demonstrate performance. Most teams were not built for that standard and the data in this report shows clearly how far the gap between the two still runs.

The gap matters for a reason that goes beyond measurement best practice. Confidence without validation leaves marketers structurally vulnerable – to budget pressure, to leadership skepticism, and to the kind of cuts that happen not because marketing isn't working, but because it cannot demonstrate that cutting it would cost anything. The 42% of B2B marketers who cannot yet demonstrate their brand's impact on business outcomes are not failing at marketing. They are failing at making the argument for marketing. In an environment where every function is being asked to justify its position, that is a more consequential gap than it might appear.

What distinguishes the highest self-rated teams from everyone else in this data is not ambition or effort. Both are in good supply across the industry. It is the willingness to treat validation as an ongoing discipline rather than a periodic exercise. The willingness to check assumptions against real commercial data, integrate that data across systems, and connect spending decisions to performance evidence that holds up when tested. The result, for those who do it, is not just better measurement. They also get a compounding advantage: better data supports better targeting, which supports better attribution, which supports better budget decisions, which earns the organizational credibility to make them again.

The majority of B2B marketing teams already have plenty of ambition. Now they need to build the capability to verify that the ambition is working. They need evidence that survives scrutiny, not just internally, but in the conversations where marketing's future is actually decided.

"Many B2B marketing teams are judged on outcomes they influence but do not fully control. That is unfair, because good decisions need the right context – both external market context and internal commercial context. Better evidence gives B2B marketers a fairer way to show what is working, what is not, which accounts deserve focus, and where future investment is most likely to create value."

— Jamie Hendrie, CEO, The Insight Collective

METHODOLOGY

This report is based on an online survey of 269 verified B2B marketers conducted between 13 November 2025 and 25 January 2026.

FIGURE 27: METHODOLOGY SUMMARY TABLE

n=269 verified B2B marketers. Survey fielded 13 November 2025 – 25 January 2026.

SURVEY METHODOLOGY AND RESPONDENT PROFILE.

SUB-SAMPLES BELOW N=30 SHOULD BE TREATED AS DIRECTIONAL ONLY.

Dimension	Breakdown	n.
INDUSTRY	Professional Services	79
	Manufacturing / Industrial	70
	Technology / SaaS	53
	Financial Services	29
	Other / Education	23
	Healthcare / Life Sciences	15
GEOGRAPHY	UK & Ireland	120
	North America	112
	Global / Multi-Region	22
	EMEA	11
	APAC	4
SENIORITY	Marketing Manager / Lead	140
	CMO / Marketing Director	70
	Head of Marketing / VP	54
	Other	5
COMPANY SIZE	1-50	52
	51-200	79
	201-1,000	82
	1,001-5,000	38
	5,000+	18

High Performer classification: Respondents scoring 9–10 out of 10 on the Q3 marketing effectiveness scale (n=98, 36% of total sample). High performer status is based on self-reported effectiveness and should be interpreted as such.

LIMITATIONS AND INTERPRETATION OF FINDINGS

This report is based on self-reported data and should be interpreted accordingly. Effectiveness, capability, and confidence are self-assessed, which introduces the possibility of perception bias. Measures such as attribution, data quality, and ICP definition may vary across organizations. The findings describe patterns of belief and behavior rather than independently verified performance outcomes.

Comparisons between questions highlight structural tensions but should not be interpreted as direct causal relationships.

The sample is weighted toward the UK and North America and toward mid-market organizations. Findings for smaller sub-samples should be treated as directional. The analysis is descriptive rather than statistically modeled.

ABOUT US

The Insight Collective

B2B marketing has never been under more scrutiny. Budgets are tighter, buyer journeys are more complex, and the expectation to prove ROI has moved from boardroom aspiration to operational requirement. Yet as this report makes clear, most marketing teams are still working with measurement practices, data infrastructure and attribution models that cannot keep pace with what is being asked of them.

The Insight Collective exists to change that.

We partner with ambitious B2B agencies and brands to turn marketing into a genuine growth engine – one powered by intelligence, built for accountability and designed to perform at the highest level. Through a combination of smart technology, data science and human-centred strategy, we help marketing teams move beyond intuition-led decision-making and build the foundations that separate high performers from everyone else.

Our work spans the dimensions that matter most to effectiveness: ICP validation and audience intelligence, intent data and targeting, brand and demand integration, attribution and measurement, and sales-marketing alignment. We don't offer isolated fixes. We work across the full system, because that's where lasting improvement lives.

What drives us is a simple conviction: that the gap between marketing confidence and marketing proof is closeable – and that closing it creates a durable competitive advantage.

See Beyond. Think Ahead.

WHERE TO START

This report has identified three structural gaps that consistently separate high-performing B2B marketing teams from the rest: an ICP that has not been validated against real commercial data, a measurement approach that describes activity rather than proving impact, and budget decisions that are guided by instinct as much as by evidence.

Closing those gaps requires decisions about where to begin. For most teams, the most productive starting point is targeting. Not because the other gaps matter less, but because ICP quality is the upstream variable that determines the reliability of everything that follows. Attribution built on a weak ICP inherits its assumptions. Budget decisions made without knowing which accounts actually convert at scale will redistribute rather than solve the underlying problem.

The Insight Collective's Targeting Diagnostics are designed to address this directly, not through additional data layers, but by working with what most organizations already have: their own CRM.

TARGETING DIAGNOSTIC SERVICES

The Vector Model analyses your historical deal data to build a best-fit account list grounded in commercial reality – the accounts that close fastest, generate the highest value, and stay longest. It replaces assumption-based targeting with a scoring model built from your actual win and loss patterns, giving sales and marketing a shared, evidence-based view of where to focus.

The Demand Tracker provides the category context that most attribution models cannot see: where demand is rising within your market, how your share of search compares to competitors by region, and whether your current brand and demand mix is genuinely working or simply generating activity. It is the closest available proxy for the category dynamics that Paul Wright's commentary in this report identifies as essential to any credible measurement picture.

The 6Sense Audit addresses the intent data gap the report identifies directly: only 34% of B2B marketers currently use intent data to identify in-market accounts. For organizations already using 6Sense, the audit assesses how well current segments reflect real fit and buying stage, and provides a roadmap to align campaign activity to accounts most likely to convert.

These are not isolated fixes but entry points into the same system this report describes – the starting point for building the kind of validated, commercially grounded marketing practice that separates high performers from everyone else.

If this report has surfaced questions about where your marketing stands, we'd like to help you answer them.

Get in touch: hello@theinsightcollective.com
Visit us: theinsightcollective.com

Better B2B marketing starts with better insight.

The Insight Collective is a specialist lead generation partner for B2B technology companies – applying marketing science to help you find, reach, and convert the right opportunities.

Behind every program is a collective of senior strategists, analysts, and market specialists who know your industry inside out. They identify where the demand sits and build the strategy to reach it – backed by human-verified quality assurance and a dedicated team who see your campaign through from start to finish.

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