

# B2B BUYER RESEARCH GAP



**Less than 10%** of B2B companies have a compelling mobile strategy.



**90% of buyers** use a mobile device at least once during the decision process.



**67% of a buyer's** decision making journey is completed digitally.



**63% of buyers** need 3-5 touchpoints to appreciate claims.



**76% of buyers** prefer meetings with people they follow.



**Employee posts** get 561% more reach than company posts.



**77% of buyers** are more likely to buy when they see executive presence on social.

**Are You Where You Need To Be?**