



# The Evolving Path of Today's Tech B2B Customer

Understanding Tech B2B Online Research & Buying Behavior

Google/Compete, U.S.

September 2012

# Sources & Methodology

## **Tech B2B Clickstream Study (Compete, U.S., Q2 2011 – Q1 2012)**

- Used 2M-person panel to analyze Tech B2B website visitation & engagement
- Conversion activities include: contact us, register as a new user, download a whitepaper, live chat, request a quote, request a catalog, find a dealer, sign up for a free trial, purchase, etc.

## **Tech B2B Survey (Compete, U.S., Q2 2012)**

- Online survey of 2,400+ Tech B2B customers who researched and shopped for products or services for their business in the past 6 months

# Key Takeaways

## **Search has become the one stop information shop**

- 48% of Tech B2B customers discover brands they weren't aware of through a search engine
- Referrals to Tech B2B sites from non-branded searches account for 78% of all search referrals
- Tech B2B customers search for pricing (73%), peer reviews (60%) and more

## **Display ads drive Tech product research**

- 71% of Tech B2B customers research the Tech product advertised after seeing a display ad
- Display ads are remembered most by Tech B2B customers (46%) vs. magazine ads (29%)

## Key Takeaways (cont'd)

### **Customers rely on 24/7 connectivity with their mobile device**

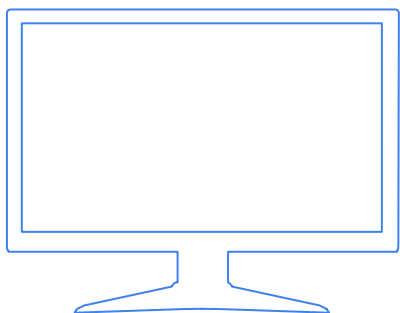
- 1 in 2 B2B customers are multi-device shoppers
- 32% download research (i.e. whitepapers) on their mobile phones
- Tech B2B customers are more likely to research services on their mobile browser (85%) vs. a mobile app (38%)

### **Video is educational and informative, not just entertainment**

- 1 in 3 Tech B2B customers turn to online video for information
- Brand websites (56%) & YouTube (54%) are the leading destinations for online video
- 33% of Tech B2B customers purchased a service/product online as a result of watching a video

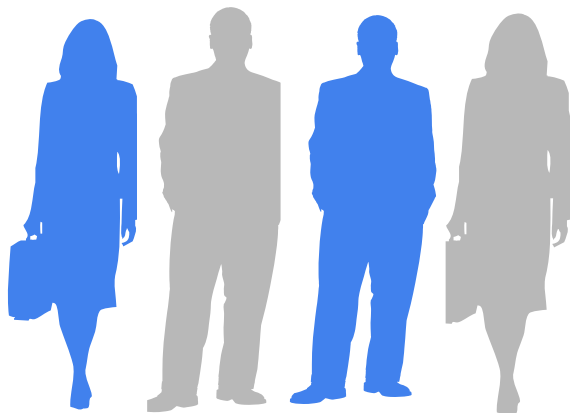


# Tech B2B customers use online more than any other source to research business purchases



**93%**

use the internet



**59%**

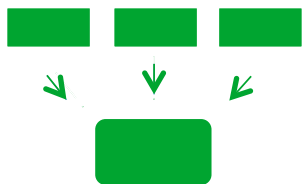
consult colleagues,  
friends and family



**38%**

attend trade shows

# Uncertainty exists in the purchase process



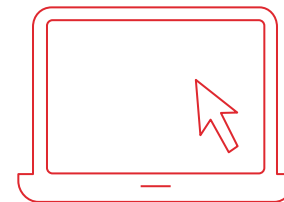
**74%**

of Tech B2B customers  
consider **3 or more**  
**companies** when  
purchasing



**67%**

of Tech B2B customers  
**were not sure** what company  
to purchase from

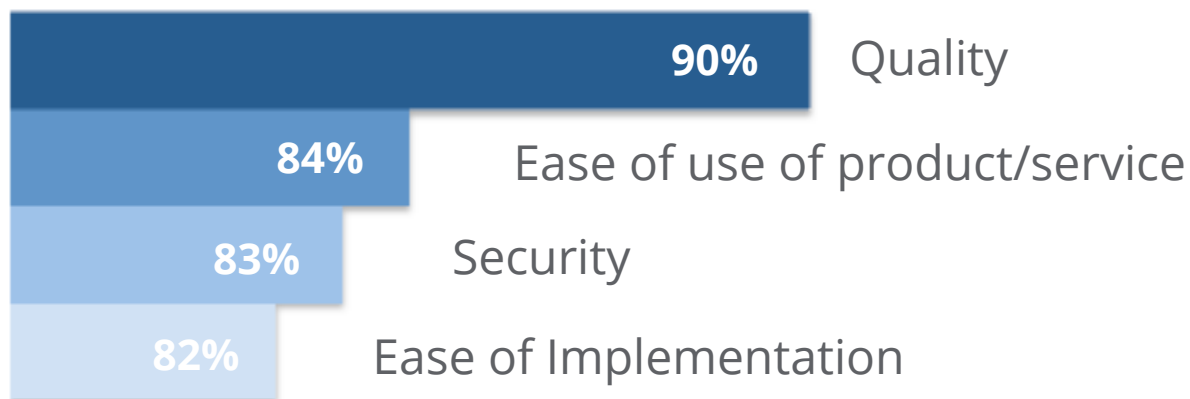


**44%**

of Tech B2B customers  
convert **two weeks or more**  
after their first visit

# Ensure you associate your brand with quality

The following percentage of respondents found these attributes very important:



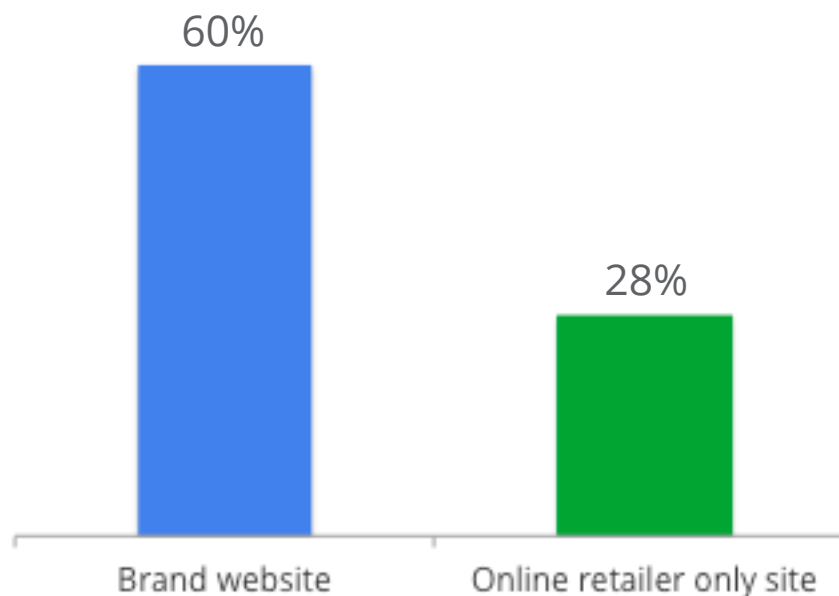
Highlighting these attributes in your search ad creative can drive positive association for your brand

# Brand sites are the #1 purchase vehicle

79% of Tech B2B purchases were made online, primarily on brand websites

Where did you purchase online?

**60%  
of them  
on brand  
websites**

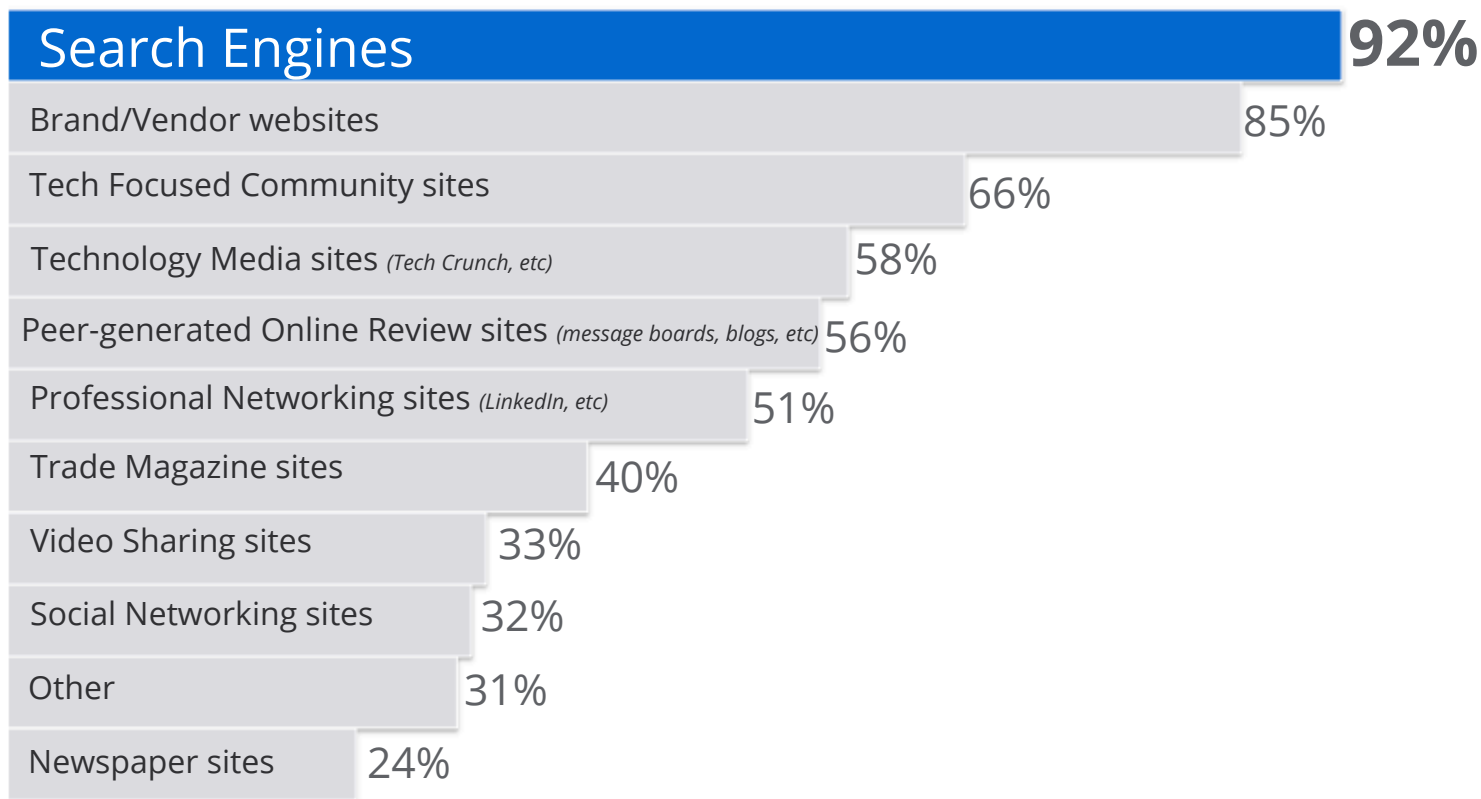


# Search

Search has become the one stop information shop

# Search: The #1 online research source used by Tech B2B customers

Online sources used to look for information about Tech products



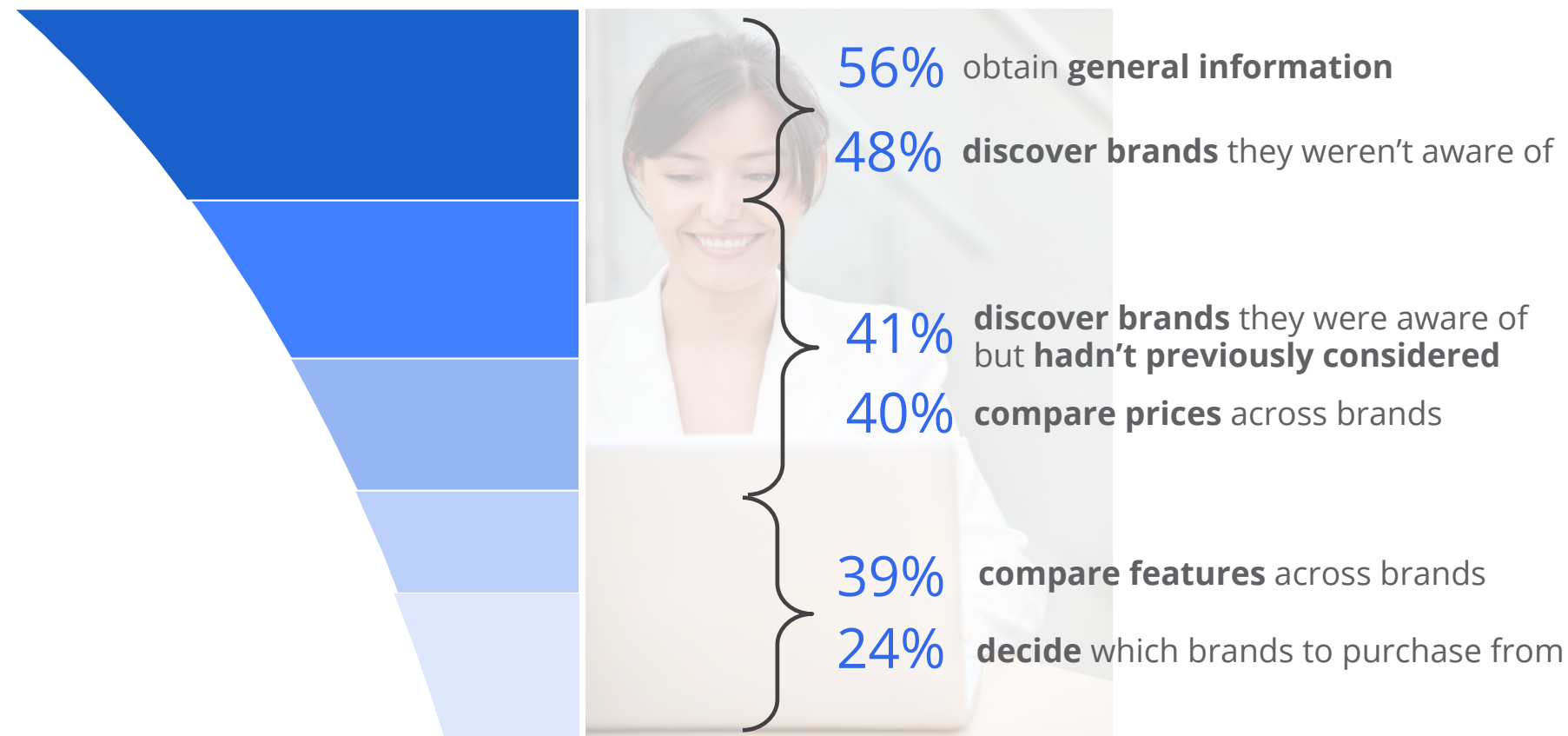
# Search engines influence decision-making

- **50%** of Tech B2B customers said that search engines help them **understand which brands** offered the product or service they were looking for
- **43%** of Tech B2B customers said that search engines help them **narrow down** the list of brands they were considering purchasing from



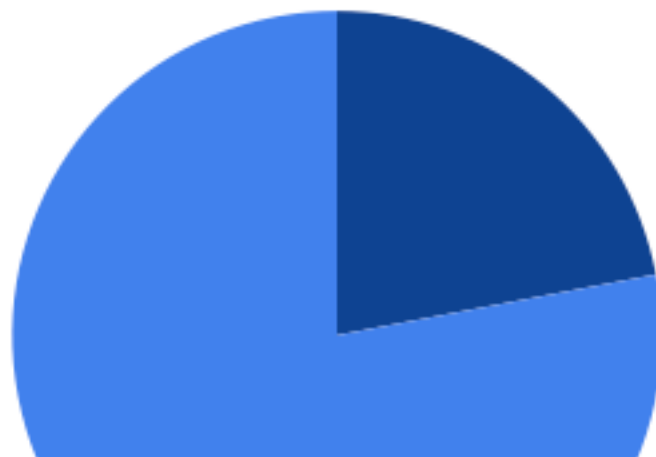
# Search is used across all stages of the purchase funnel

Search engines helped Tech B2B customers while they shopped to:





# Capitalize on all search interest, beyond just your brand



Referrals to Tech B2B sites from non-branded searches account for **78%** of all search referrals



Branded search referrals



Non-branded search referrals

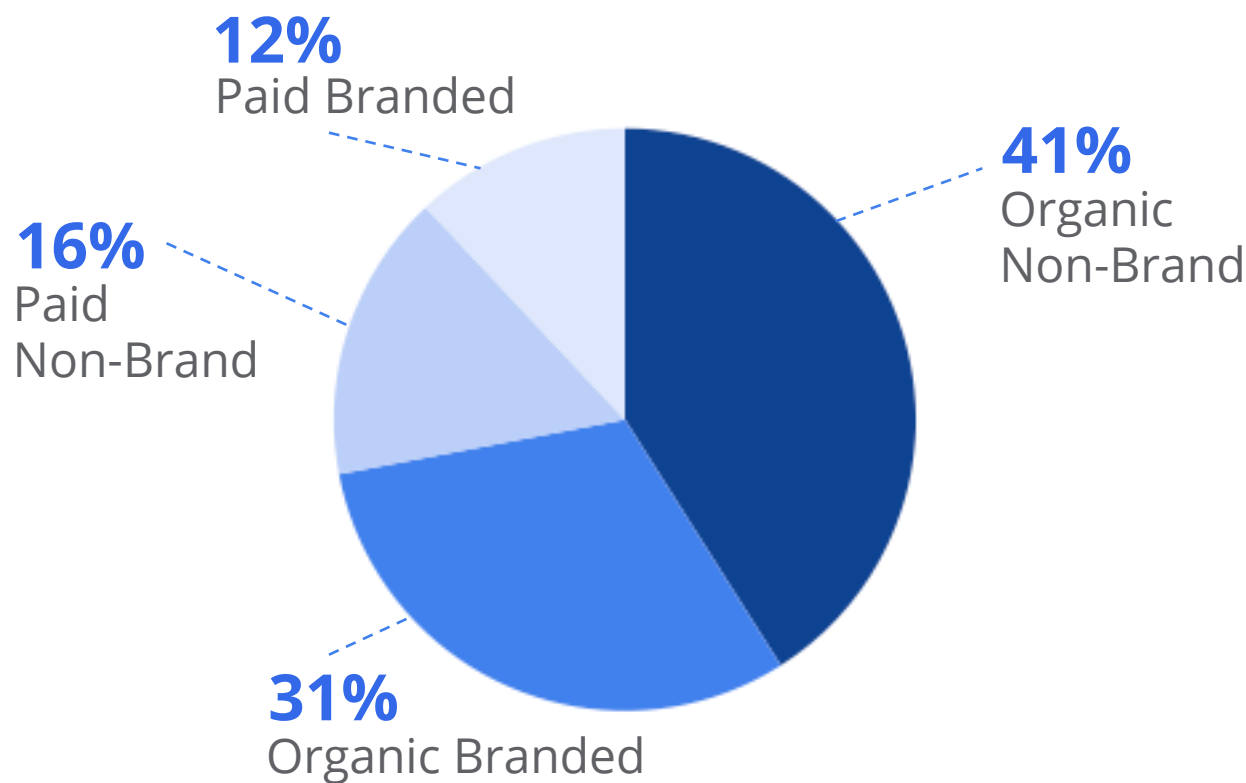
# Search referrals to Tech B2B sites peak in summer and fall

Tech B2B Search Referrals, January, 2011 to March, 2012

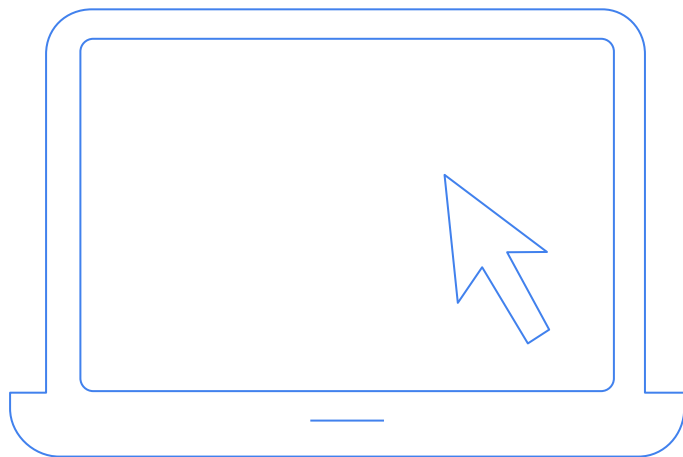


# Paid search referrals drive over a quarter of online conversions

Share of conversions on Tech B2B sites



# Branded keywords and paid listings are key for driving conversion



Compared to non-branded keywords, branded keywords have over **2x higher conversion rate**

Compared to organic listings, paid listings have over **1.5x higher conversion rate**

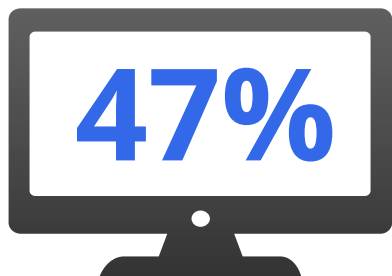
# Tech B2B customers search for pricing, peer reviews and more

Top sources searched for by Tech B2B customers

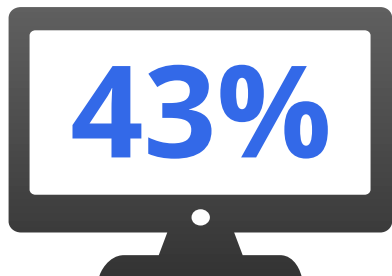


# Greater reliance on search ads to find you

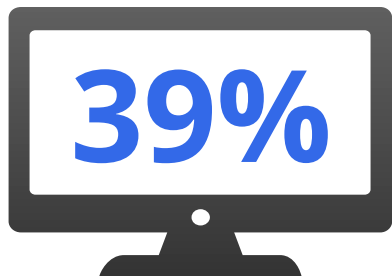
Of Tech B2B customers surveyed, **paid or sponsored search listings** triggered...



to visit the website of the advertiser



to consider the brand that was advertised



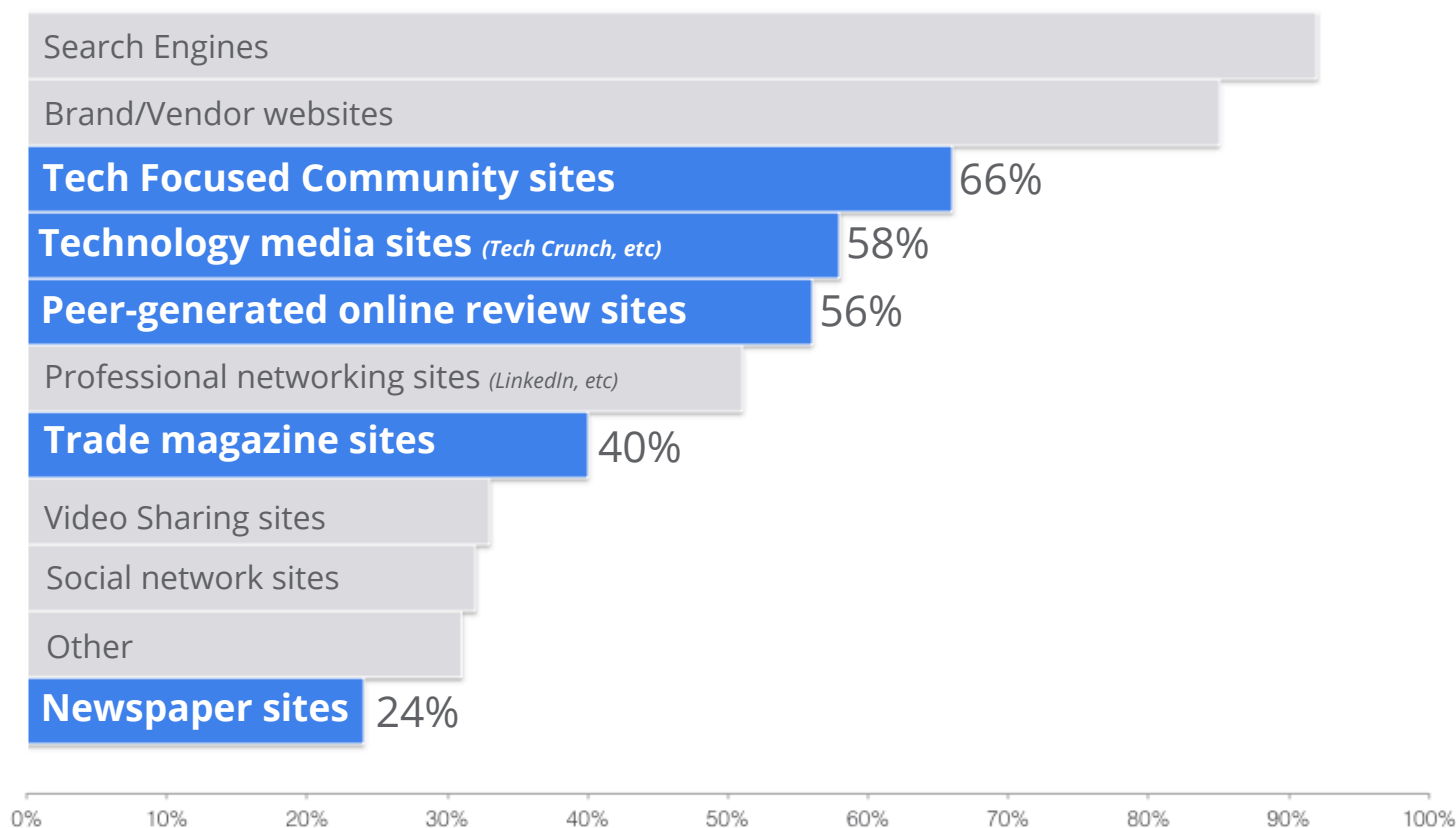
to search online for more information

# Display

Customers turn to ads to guide decision-making

# Tech content sites aid buyers throughout the research and purchase process

Online sources used to look for information about Tech products





# Display ads drive Tech product research

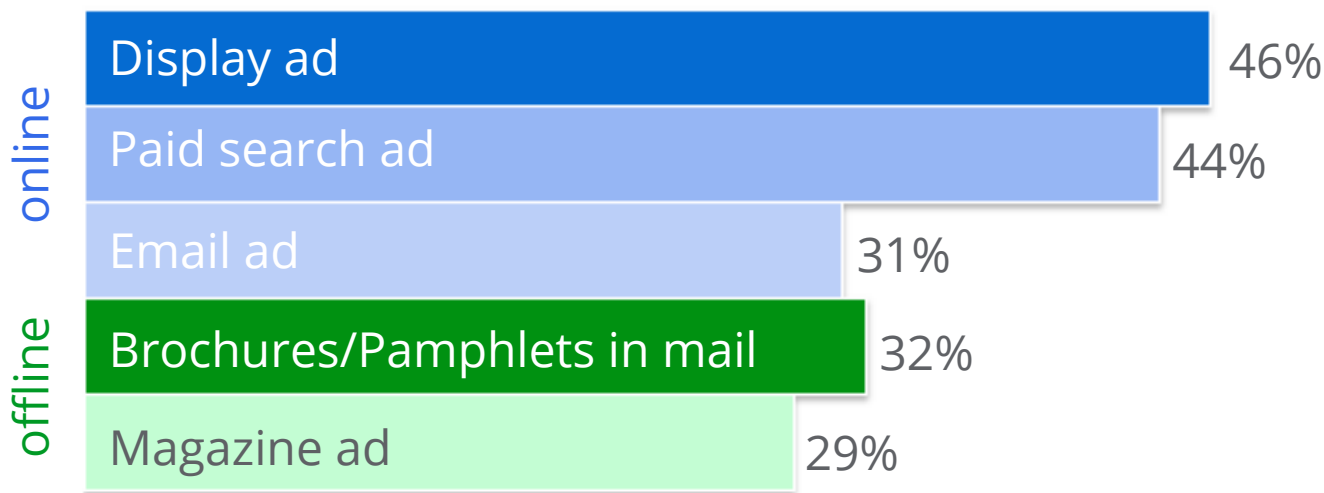


71%

of Tech B2B customers research  
the Tech product advertised  
after seeing a display ad

# Display ads are remembered most by Tech B2B customers

Advertisements recalled while shopping for Tech products



# Display ads trigger online action

Display ads prompted Tech B2B customers to...



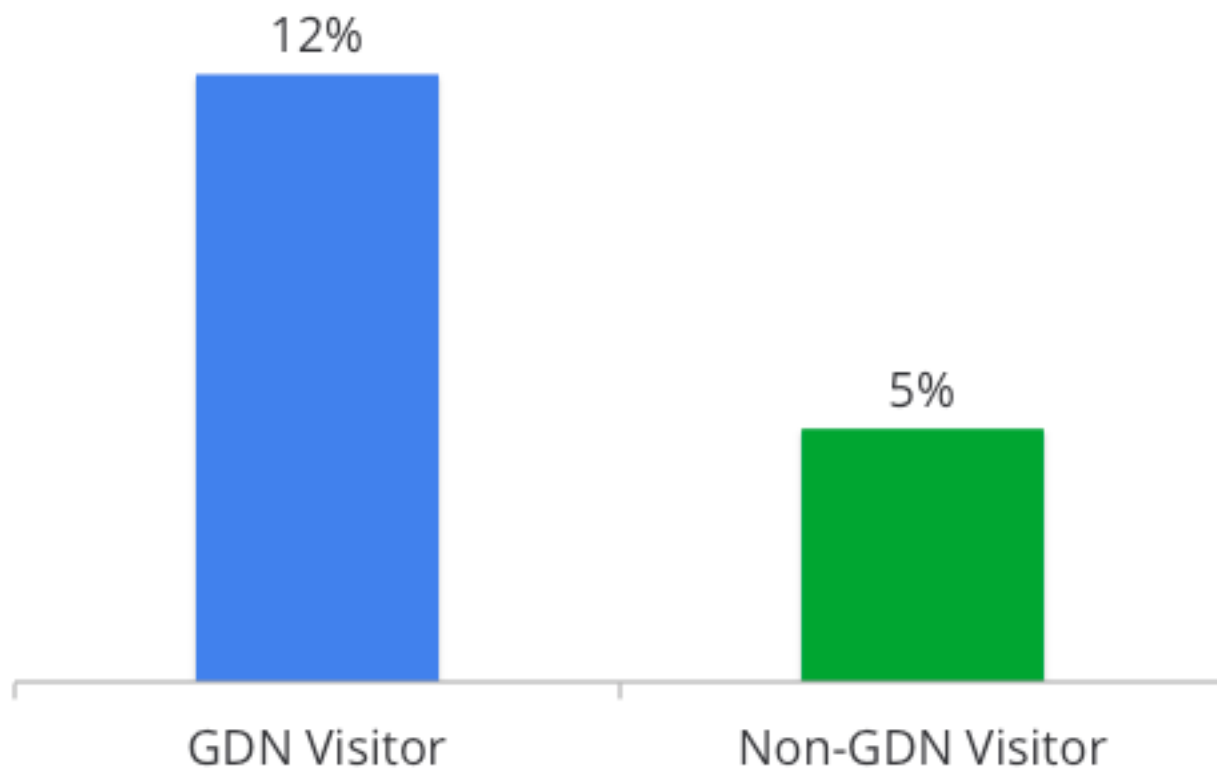
**46%** search online for information

**45%** consider the brand that was advertised

**42%** visit the website of the advertiser

# Visitors to the Google Display Network are 2x more likely to convert

Conversion rates for GDN visitors vs. Non-GDN visitors



# Mobile

Customers rely on 24/7 connectivity

# B2B Customers Research Whenever and Wherever They Want



**1 in 2** B2B customers are  
**multi-device** shoppers

# Searching has gone mobile



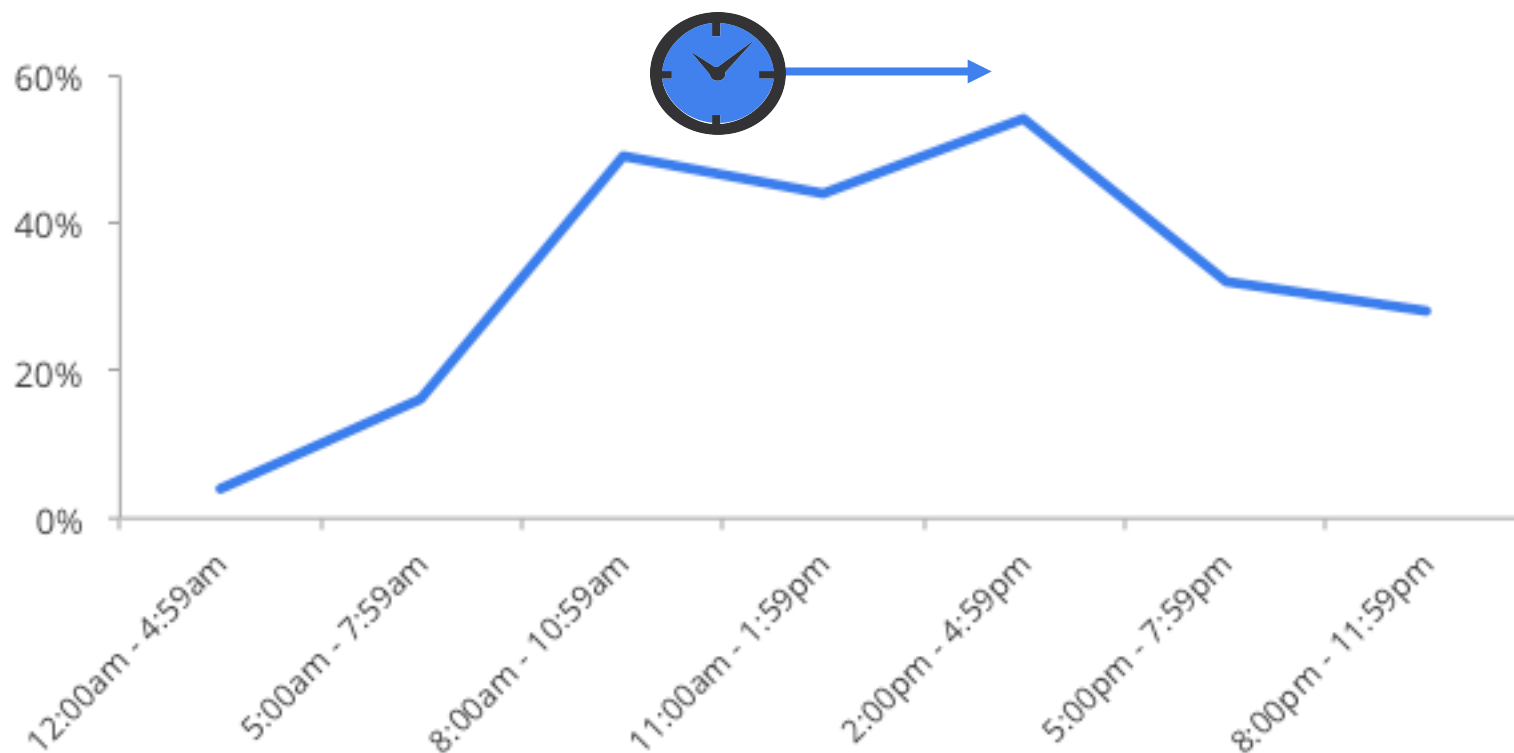
**91%** of Tech B2B mobile customers **access a search engine on a mobile device** to shop for Tech products



Source: Google/Compete Tech B2B Customer Study, U.S. Sept 2012. (Sample of N=629 Tech B2B customers who use a mobile device to research Tech products on the internet). (Sample of N=356 Tech B2B customers who used a search engine on a mobile device to shop for Tech products). (Sample of N=343 Tech B2B customers who used a search engine on a tablet to shop for Tech products).

# Mobile phone research peaks in the afternoon

## B2B mobile phone research of business purchases across the day





# Mobile serves many purposes for Tech B2B customers

Tech B2B customers performed these activities on their mobile phones while shopping for their business

**56%**

read reviews

**55%**

read general product/  
service information

**50%**

compare product/  
service features



**48%**

compare prices

**37%**

look for a promotion  
or coupon

**32%**

download research  
(whitepapers, etc)

# Tech B2B customers rely more heavily on mobile browsers

Tech B2B customers browser and app usage by activity on mobile

	Mobile browser	Mobile app
Read general product or service information	<b>85%</b>	38%
Read reviews	<b>82%</b>	40%
Compare prices	<b>77%</b>	46%
Compare product or service features	<b>72%</b>	36%

# Video

Video is educational and informative, not just entertainment



**1 in 3** Tech B2B customers turn  
to online video for information

# Different content satisfies customer needs

While shopping, Tech B2B customers watch:

**55%**

videos describing the  
features of a product or  
service

**49%**

professional review  
videos

**46%**

"how to"/  
instructional  
videos



**32%**

customer testimonial /  
review videos

# Tech B2B customer reliance on online videos is here to stay



81%

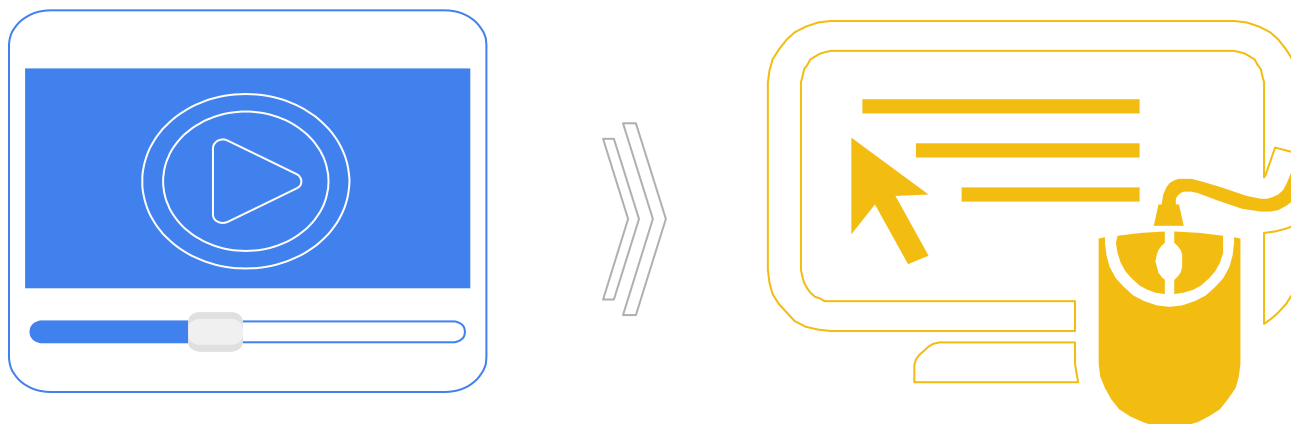
of Tech B2B customers that watch online videos said they are **very likely to watch videos again** the next time they shop

58%

of Tech B2B customers that watch online videos spend **30 minutes or more** watching videos about products or services for their business

# Online video amplifies activity

As a result of watching videos about Tech products online, Tech B2B customers took the following actions:



**56%**

searched online for more information

**51%**

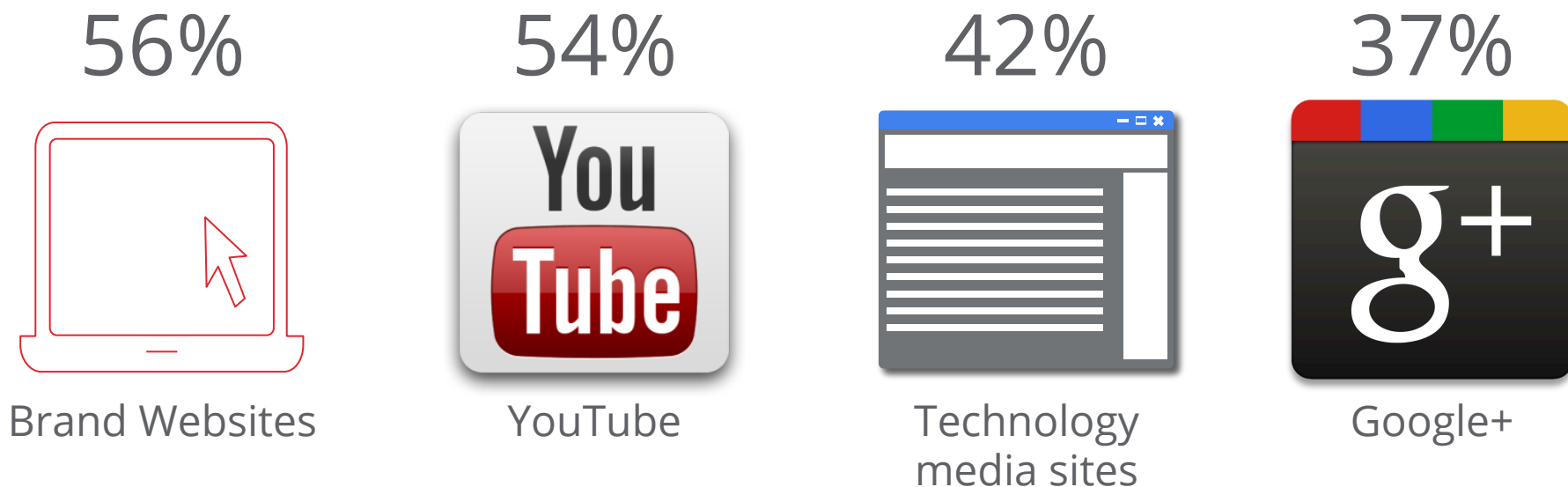
visited a Tech brand/  
vendor website

**1 in 3**

purchased the Tech product  
online

# Brand websites & YouTube are the leading destinations for online video

While researching products and services for their business, Tech B2B customers watch online videos on:





# Use search to drive customers to your videos

Search: #1 source for finding videos online



## 1 in 3

Tech B2B customers first heard about the online videos they watched **via search engines**

Google Search

I'm Feeling Lucky

# Tech video content & discoverability is an area of improvement



32%

of Tech B2B  
customers didn't  
watch videos while  
shopping because  
they were **too long**

30%

were **not**  
**aware** that  
they existed

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