bombora®

Marketing Pulse

Q1 2023
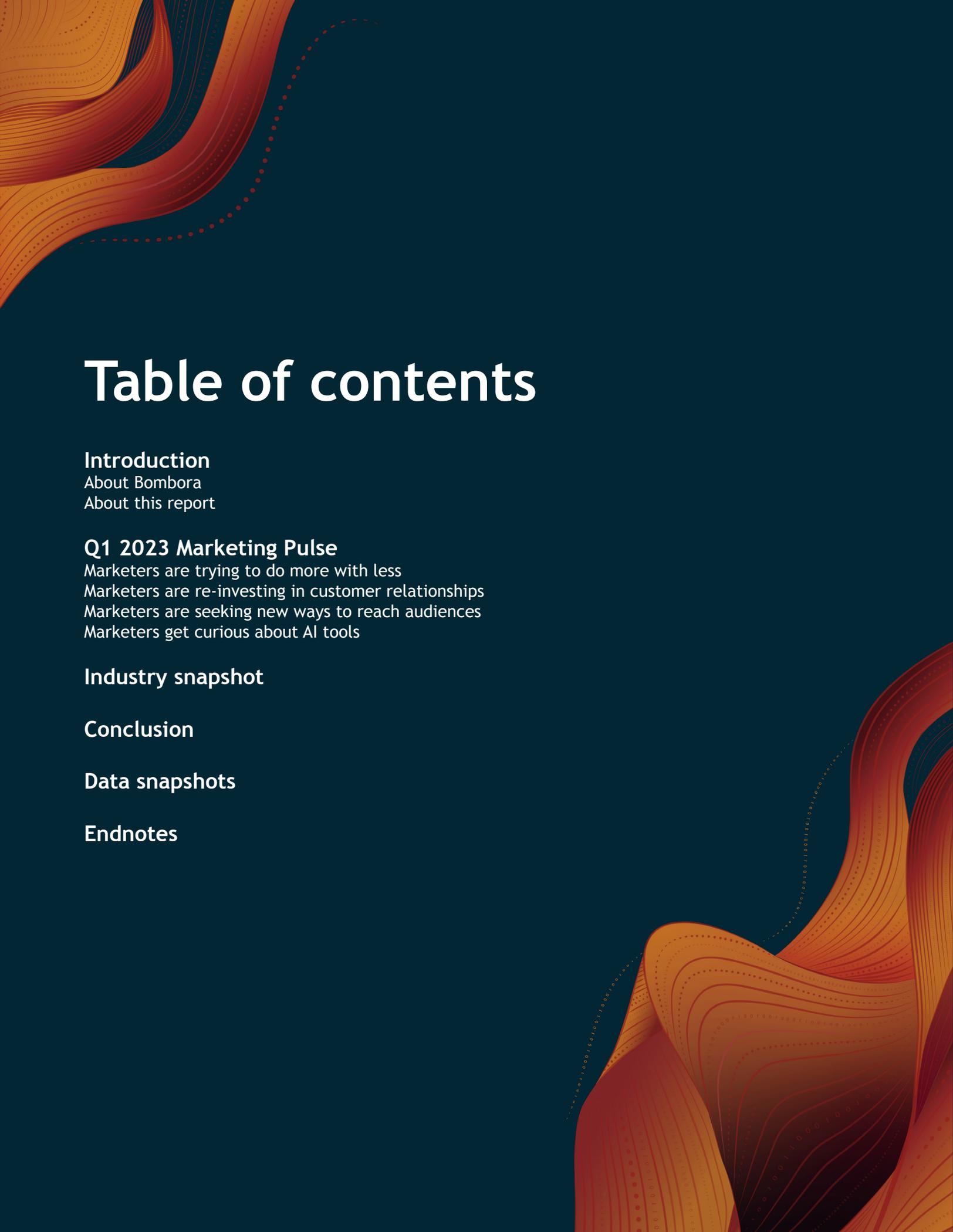
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The challenge for marketers in 2023

Modern B2B marketers face a growing array of challenges—from upstream efforts like managing brand reputation to the downstream work of driving qualified leads for sales to increasing pressure to own a revenue number. Complicating these challenges is the rate of change occurring across marketing.

Seventy-eight percent of marketers agree that marketing has changed more in the past three years than in the past 50[1], which speaks volumes about the speed at which the discipline is evolving. But this rate of change is less about marketing itself and more about rapid changes in consumer behavior, market trends, and emerging technologies.

Marketers are the voice that sits between the business and an outside world that's in constant flux, where reputations can be made or destroyed at the speed of a tweet, and your latest competitor is always a click away. Or worse, is proactively pursuing your customers. As both macro and microeconomic changes occur, marketers are constantly evaluating and adapting their strategies to address new constraints, emerging business trends, shifts in the media landscape, future-facing technologies, and more to help accelerate their business's growth.

At Bombora, we have unparalleled insights into what is top of mind for marketers. In Q1 2023, we're seeing marketers respond to uncertain economic conditions, reinvesting in building lasting customer relationships, and exploring new ways to reach customers as media habits shift. We're also seeing emerging interest in using generative AI in marketing. Leveraging Bombora Intent data, the following report dives into these emerging trends across marketing—illustrating how interests are evolving over time—and explores how marketers can best elevate their business through these uncertain and rapidly changing times.

78%

Marketing is changing fast.

Seventy-eight percent of marketers agree that marketing has changed more in the past three years than in the past 50.[1]

About Bombora

To help address many of the challenges modern B2B marketers face, having high-quality data is essential to setting sound strategies, building awareness, driving demand, and nurturing relationships. Many marketers rely on third-party data sources to help inform their efforts; however, not all data is created equal.

Bombora provides Intent data, which helps show marketers which businesses are in-market for their products and services at a given time. Unlike many other data providers, which rely on data aggregated from the bidstream, Bombora has taken a different approach which provides higher quality data that can be leveraged to give marketers a competitive advantage. This approach starts with our B2B Data Co-op, includes our Bombora tag, and extends to our data architecture and taxonomy.

Bombora Data Co-op

Bombora collects data from a highly curated Data Co-op of B2B publisher partners. This network of over 5,000 highly trafficked websites truly is the top of the "B2B Internet" and includes premium business publishers like the Wall Street Journal, Bloomberg, Forbes, Inc., and Business Insider, as well as a robust portfolio of niche sites across many industries.

Across this Data Co-op, we capture roughly 4 million unique domains researching over 12,000 B2B topics, totaling an average of 16.2 billion monthly research events. Furthermore, 100% of our Data Co-op members have opted-in to the Bombora Co-op and comply with our GDPR and privacy practices, and 87% of publisher traffic in the Data Co-op is under exclusive contract.[2] This is the industry's only cooperative of its kind.

This provides an incredibly high starting point from which to deliver data at the greatest performance and quality.

Bombora tag

All of our Data Co-op partners have implemented the Bombora tag. This is not just a cookie dropped on a website but an actual JavaScript tag that gives us incredible insights into what is happening on our publisher partner sites.

To start, our tag allows us to see beyond which articles people are reading. It also allows us to view behind paywalls and gated content. For example, we can see whether a user has filled out a registration form for a webinar or downloaded a piece of content. This data feeds into our analytics and taxonomy.

We use AI tools, such as natural language processing (NLP), to move beyond titles and keywords. With this technology, our AI "reads" the content on each page to determine key themes, categories, and topics covered. We can measure page metrics, such as scrolling and dwell time, to understand whether a user engaged with a piece of content as opposed to an errant click. Because whether or not someone actually read an article matters when trying to determine intent.

Between our Data Co-op of premium B2B publisher partners and the Bombora tag, which provides deep insights into content and engagement, our data quality is unmatched in the market. Bombora's identity resolution system is uniquely resilient to the upcoming changes in our industry, like third-party cookies deprecation.

Bombora Data Co-op

- 5,000+ highly trafficked B2B websites
- ~4 million unique domains
- 12,000+ B2B topics
- 16.2 billion monthly research events
- 100% publisher opt-in
- 87% of publisher traffic is under exclusive contract

Bombora taxonomy

Data in and of itself is not powerful. For data to be powerful, it must be used to derive insights and knowledge that can drive action. And that's precisely what Bombora does.

This process starts with our taxonomy. To make our data navigable, we have applied a taxonomy that structures our data into a hierarchy of roughly 15 Themes, 170 Categories, and over 12,000 Topics. Themes are macro topics—such as Finance, Healthcare, and Technology—each of which has Categories and Themes nested under it. We also monitor businesses as Topics—over 5,000—which can be tracked. And more topics are being added all the time.

Our approach to structuring our data is also quite unique, especially when considering that we're not just doing keyword analysis like most other providers but actually analyzing page content. Each page that we monitor gets tagged based on this taxonomy, and activity on that page gets tracked accordingly. It is through this tagging and tracking that we are able to create Intent signals that align with your business.

Additionally, we track user activity at a business level, including company name and metrics such as company size and industry. And with our Digital Audience Builder, we can view user metrics like Professional Groups, Company Revenue, Functional Area, Seniority, and more, all of which can be used as filters to explore the data.

Bombora Company Surge® Score

We measure "Intent"—i.e., whether a business is actively researching a particular topic, thus signaling interest and intent to buy—through our Company Surge® Score.

At a high level, Company Surge® Score is the output of a data model that analyzes a business's research activity—including pages viewed, registrations, content downloaded, dwell time, scroll activity on particular pages, and more—and compares it to a business baseline. It then evaluates whether the activity seen for a specific topic is above the baseline at a rate significant enough to indicate a change in behavior and suggest interest and intent.

Bombora's holistic solutions

The data and insights in this report are just the tip of the iceberg of what sellers and marketers can do with Bombora. To learn more about how you can drive efficient growth with Bombora's Intent data, visit Bombora.com.

Bombora's holistic solutions

- Market intelligence
- Content strategy
- Campaign measurement
- Website measurement
- Brand and competitive intelligence
- Programmatic advertising and paid social
- Demand gen
- Site and chatbot personalization
- Enhanced retargeting and search
- Sales prioritization
- Key account intelligence
- Churn reduction
- Upsell/cross-sell

To learn more about Bombora, visit bombora.com.

Learn more

About this report

With visibility into what topics marketers are researching over time, Company Surge® data gives us deep insight into what is happening in the marketing space, including what is top of mind for marketers, what topics are trending up and down, differences by company size and industry, and much more.

We have compiled this report to provide a snapshot into the pulse of the marketing industry. Our objective is to provide quarterly updates that deliver an ongoing lens into the latest trends in marketing so that marketers can better understand what other markets are researching and make more informed decisions in their work.

Methodology

This report evaluates data from Q1 2023. Data was last pulled from Bombora on March 6, 2023. In this report, references to Q1 2023 refer to data from January 1 to March 6, 2023. References to Q4 2022 data include data from October 1 to December 31, 2022. Previous year (2022) data contains data from January 1 to December 31, 2022. Any other specified periods are defined in the report.

References to business spikes refer to the weekly average number of businesses researching a topic at a rate significantly above the research baseline. Research spikes refer to the aggregate volume of research spikes for the defined period. Unless otherwise specified, top increases, decreases, and rolling comparisons compare data from a rolling 90-day period against the previous 90-day period.

Q1 2023 Marketing Pulse

Marketers are trying to do more with less
Marketers are re-investing in customer relationships
Marketers are seeking new ways to reach audiences
Marketers get curious about AI tools

Q1 2023 Marketing Pulse

2023 has started much like 2022 ended—high economic uncertainty complicated by high inflation, geopolitical challenges, and ongoing supply chain constraints. However, there is one notable change: with a potential recession looming, Q1 has seen businesses making material changes to protect themselves. In a recent survey, 61% of business leaders said their organizations would likely have layoffs in 2023, while 70% reported their businesses are likely to implement a hiring freeze in 2023.[3] Additionally, business spending has been slipping since peaking last summer,[4] while over a third of consumers project spending less money in 2023 (and only 20% expect to spend more—partly due to inflation).[5]

As we evaluated the marketing pulse of Q1 2023, it's clear that the economy is the macro-driver for many current trends. In response, many marketers are researching new resources to do more with less, solidifying existing customer relationships, and exploring new ways to engage with their customers in a changing media environment. Lastly, we've seen research increase in generative AI—such as ChatGPT—which brings exciting opportunities but a possible impact on the job market.

Marketers are trying to do more with less

Over the past few years—amid a global pandemic, shifts in consumer and business behavior, and high geopolitical uncertainty—marketers have become accustomed to working with a high degree of agility. A survey showed that in 2021, 98.5% of media planners pivoted their plans at least once, with 50% making three or more adjustments across the year.[6]

In early 2023, marketers are once again having to be nimble, this time dealing with high economic uncertainty, layoffs, and budget pullbacks. A recent survey of CMOs showed a decrease

in optimism about the economy in Q4 2022, with 66.3% reporting they were less optimistic about the economy than in Q2. Those showing increasing optimism dropped from 30.6% in Q2 to just 12.1% in Q4. Additionally, 42.3% reported expecting a decrease in marketing spending levels due to inflation.[7]

Marketers turn to technology to drive efficiencies

Bombora's Intent data on marketers illustrates how they're responding to these economic pullbacks: exploring ways to do more with less. To start, marketers are researching new tools and technologies to help streamline their marketing and drive efficiencies. So far, in Q1 2023, we see a massive increase in research of Marketing Tools, the top trending topic with a weekly average of 114,500 businesses spiking. This spike represents a 20% increase from the Q4 2022 weekly average. This spike in Marketing Tools research was also consistent across every industry we evaluated, the top trending topic based on average weekly spiking businesses for every sector except for gaming, where it was second.

Research for Marketing Tools increased nearly 20% in Q1

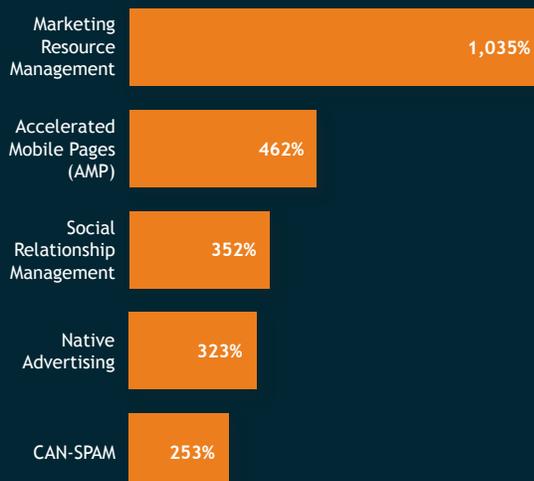+19%

97,195 — 2022

115,508 — Q1 2023
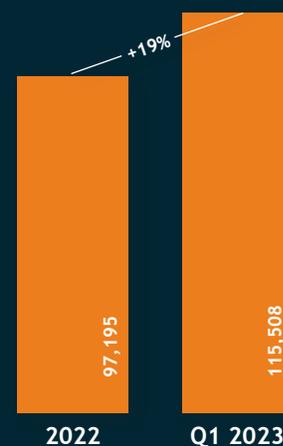
Marketing Resource Management research increases

Similar to Marketing Tools, we're seeing a significant increase in research for Marketing Resource Management this quarter, our top topic by increase, spiking 1035% when compared to last quarter and a trend that we see across businesses of all sizes and almost every industry. These findings align with other research suggesting that CMOs are looking to accelerate the move to new digital technologies and platforms in 2023 as a response to economic instability (38%), the top cited CMO priority in Deloitte's 2023 Global Marketing Trends report.[8]

Marketers research best practices for new economic conditions

Beyond technology, Bombora's Intent data also shows other research spikes that suggest marketers are looking to adapt to economic uncertainty. Q1 has seen an increase in research around Marketing Tips as marketers look for better ways to appeal to customers, while businesses actively researching the inflation-adjusted market value of goods and services have increased over 22% from last year, with over 45,000 businesses currently spiking.

Top 5 Topics by Increase

- Marketing Resource Management: 1,035%
- Accelerated Mobile Pages (AMP): 462%
- Social Relationship Management: 352%
- Native Advertising: 323%
- CAN-SPAM: 253%

Marketers are reinvesting in customer relationships

Economic uncertainty has put a lot of pressure on marketing teams to do more with less. As budgets have been cut, businesses have looked for ways to operate more efficiently. Some of these cuts are also impacting their growth plans. Bombora's Intent data shows a general decrease in searches around market expansion, suggesting that marketers are spending less on growth during these uncertain times. Overall, businesses spiking for research around Market Expansion have decreased by 56.7%. Large businesses have seen a 30% decrease, while medium businesses saw a 52% decrease, and small businesses saw a 62% decrease. As organizations spend less expanding into new markets, they are doubling down on their existing customer relationships.

Teams focus on in-person engagements

After several years of limited travel due to the pandemic, marketers are beginning to reopen face-to-face channels, with 50% of CMOs reporting a shift. This number is led by B2B marketers and includes 58.6% of B2B Product and Services businesses.[9] So far, in Q1 2023, we've seen a 12.7% increase around Trade Shows/Events compared to 2022's weekly average. This increase was most pronounced around mid-sized businesses, which saw over a 17% increase in Q1 compared to last year's weekly average.

Loyalty programs are a top interest

Beyond in-person activities, marketers appear to be investing more in loyalty programs—a trend that seems to have started in 2022 and is continuing into 2023. Loyalty Liability is the second highest spiking topic this quarter—with an average of nearly 80,000 businesses spiking each week—while other loyalty-focused topics also rank high on the list. Additionally, Multi-brand Loyalty (52,685 spiking businesses on average per week), Travel & Hospitality Loyalty (49,552), Loyalty Points Program (40,758), Customer Loyalty (26,469), and Brand Loyalty (24,410) all show high activity.

Beyond loyalty programs, businesses are exploring other ways to create relationships with existing customers. In Q1, Bounce Back Programs—promotions issued to customers who have recently completed a transaction—are the sixth highest spiking topic in marketing, with a weekly average of 56,368 businesses spiking and nearly 500,000 research spikes in the first two months of the year.

Marketers leverage social media to build relationships

Lastly, we see a significant spike in Social Relationship Management, which includes research on strengthening customer relationships through social media. Since last quarter, businesses spiking for Social Relationship Management have increased by 352%. This increase is likely driven, in part, by a growth in social selling, with 41.1% of businesses saying they're now using social channels to sell products and services, including 44.8% of B2B Services businesses and 28.6% of B2B Product businesses.[10]

Marketers are seeking new ways to reach audiences

Businesses and consumers are constantly evolving; however, the last few years have seen a change in behaviors occurring at an unprecedented rate. As the pandemic accelerated hybrid work, businesses have had to adapt their marketing and sales strategies. Many of the tactics of years past are no longer driving the same outcomes, forcing marketers to explore new ways to reach customers.

Influencer marketing is on the rise

As discussed in the previous section, businesses are increasing their investment in social media to build stronger relationships with customers. In addition to strengthening customer relationships on social media, businesses are also investing more in influencer marketing—with 89% of marketers saying they will maintain or increase their investment in influencer marketing in 2023 and 17% of businesses planning to invest in it for the first time.[11]

Short-form video research increases

In conjunction with increased investment in social media, we're also seeing a major investment increase in short-form video, with 90% of marketers that use short-form video either increasing or maintaining their investment from 2022. Additionally, 21% of marketers will leverage short-form video for the first time in 2023, a larger increase than any other trend.

On TikTok specifically, 56% of those currently using the platform plan to increase their investment in 2023—the highest increase for any social media platform—while 34% plan to maintain their current investment.[12] Businesses researching TikTok Marketing have increased by nearly 10% in Q1 compared to last year.

Businesses spiking on loyalty topics

| Loyalty Liability	Multi-brand Loyalty	Travel & Hospitality Loyalty	Loyalty Points Program	Customer Loyalty	Brand Loyalty
79,700	52,685	49,552	40,758	26,469	24,410

Streaming chips away at linear TV

In addition to producing short-form videos, marketers are also addressing changes in long-form viewership. As national linear TV ratings fall, so is ad spending, which is projected to decrease by 5.8% in 2023. On the flip side, spending on national AVOD, OTT, and CTV platforms is projected to jump 32.7% in 2023.[13]

Exploring Company Surge® data, we see similar trends. We see increases around Hulu Advertising, with 41,419 businesses actively researching the platform in Q1. The weekly average number of Live Streaming in Q1 is over 46% higher than the 2022 average, while others researching YouTube Advertising have spiked nearly 27% in Q1 compared to 2022 averages.

Marketers revisit out-of-home

In addition to changing trends around social and video, marketers are also revisiting out-of-home advertising. Out-of-home saw a decline as the pandemic kept consumers and employees at home, but in 2022, it saw a major resurgence, increasing 21.8% year-over-year. Marketing investment in out-of-home is projected to continue to increase by 7.7% in 2023, a more modest but still significant growth. Bombora's Intent data shows a Q1 spike in businesses researching Out of Home, with a weekly average of 37,815 spiking businesses, exceeding 2022's weekly average by 32%.

Research for Out of Home increased 32% in Q1

+32%

28,618 — 2022
37,815 — Q1 2023
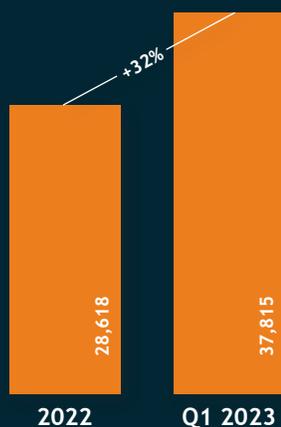
Marketers get curious about generative AI

Generative AI, including tools like ChatGPT, has made major waves over the past few months as Microsoft, Google, and other established enterprises have begun bringing these technologies to market in a meaningful way. As AI technology continues to evolve, generative AI is poised to have a significant impact on marketing by enabling the creation of new, unique content and personalizing customer interactions at scale.

One of the biggest advantages of generative AI is its ability to create content with minimal human intervention, saving time and resources. According to Bombora's Intent data, research around these types of chat tools has increased by over 13% since last quarter. In 2022, roughly 21% of marketers were already using AI to write copy,[14] a number that we anticipate will climb as this technology quickly matures.

In addition to content creation, generative AI can also be leveraged to engage with customers in a personalized way. A late 2022 survey found that 90% of marketers are looking to AI to automate customer interactions.[15]

Generative AI is also being used to optimize ad campaigns. By analyzing user data, generative AI can create ad copy, headlines, and images that are more likely to resonate with target audiences. This improves the effectiveness of ad campaigns, driving higher click-through rates and conversions.

While the use of generative AI in marketing is still in its early stages, it is clear that the technology has the potential to transform the way that marketers create content and engage with customers. As the technology continues to evolve, we can expect to see more businesses adopting generative AI to drive better results for their marketing.

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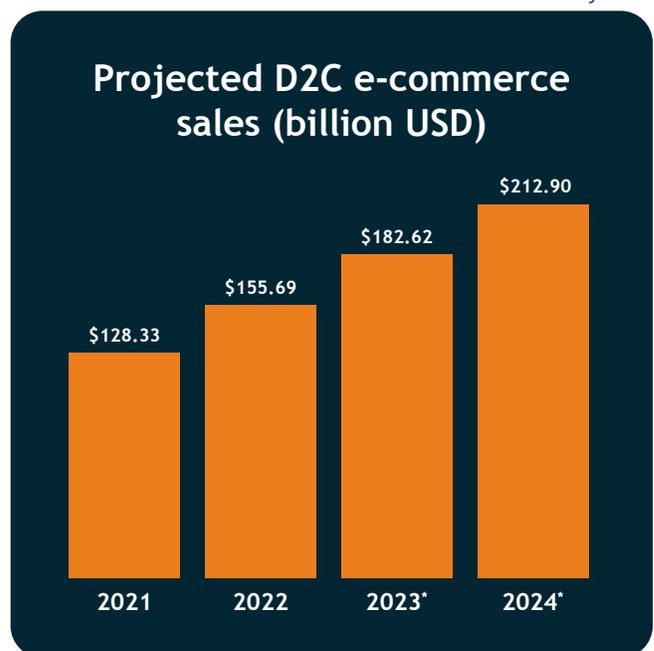
Industry snapshot

Top 100 manufacturers

Despite headwinds of supply chain disruptions, labor shortages, and economic uncertainty, 2023 will be a year of accelerating growth for the manufacturing industry. Marketers at these firms must remain agile—adapting to changing conditions while maximizing investments to drive returns. As we focus on marketers at the top 100 manufacturing businesses, we see them researching ways to better reach customers directly.

Manufacturers are going direct-to-consumer

The transition to direct-to-consumer (D2C) is not a new one, but as supply chains and retail has been disrupted by the pandemic, manufacturers

*Projected

Projected D2C e-commerce sales (billion USD)

Year	Value
2021	$128.33
2022	$155.69
2023*	$182.62
2024*	$212.90

are doubling down on selling direct. Projections show D2C e-commerce sales increasing to $182.62 billion in 2023, up 17.3% year-over-year.[16]

As manufacturers turn from faceless businesses into consumer-facing brands, Bombora's Intent data shows the weekly average number of businesses researching Brand Strategy (45), Branding Agency (35), Brand Awareness (29), and Branding (27) spiking in Q1. Similarly, there is an increase in research around pricing, with a 131% increase in the weekly average of businesses researching Pricing Strategy in Q1 compared to 2022 and a 92% increase in businesses researching Pricing Best Practices.

Marketers invest in social media

As marketers at the top 100 manufacturing businesses look to accelerate D2C sales, they are investing in social media to build relationships. Nearly half (43) of the top 100 manufacturers are actively researching Social Activation, an

83% increase in the weekly average compared to 2022. Similarly, businesses spiking on terms including Hashtag (+150%) and Influencer Marketing (+100%) have increased significantly over the same periods, suggesting that these marketers are exploring new ways to engage on social media.

Marketers focus on data and performance

While top-funnel activities are important, marketers at the top 100 manufacturers are also focused on performance. A third (34) of the top 100 manufacturers are actively researching ROI Analysis in Q1 2023—up 62% compared to 2022's weekly average—and Demand Planning (33)—up 83%. Other performance-based terms are also spiking in Q1, such as Mobile App Conversion, which is seeing a 147% increase in the weekly average of spiking businesses (37) in Q1 compared to 2022.

Top Topics: Top 100 manufacturers

Topic Name	Spiking Businesses (weekly avg.)	Research Spikes
Brand Strategy	45	450
Social Activation	42	423
Global Marketing	38	376
Pricing Strategy	37	374
Branding Agency	35	351
Advertising Agencies	33	327
Demand Planning	33	326
Influencer Marketing	32	315
Pre-Roll Video	31	250
Website Design	30	301
Brand Building Strategy	29	293
Demand Generation Consulting	29	290
Brand Awareness	29	290
Digital Strategy	29	290
TikTok Shop	29	172
Buyer Centricity	29	285
Direct-Response Advertising	28	254
DTC Advertising	26	259
Branding	27	265
Remarketing	26	238
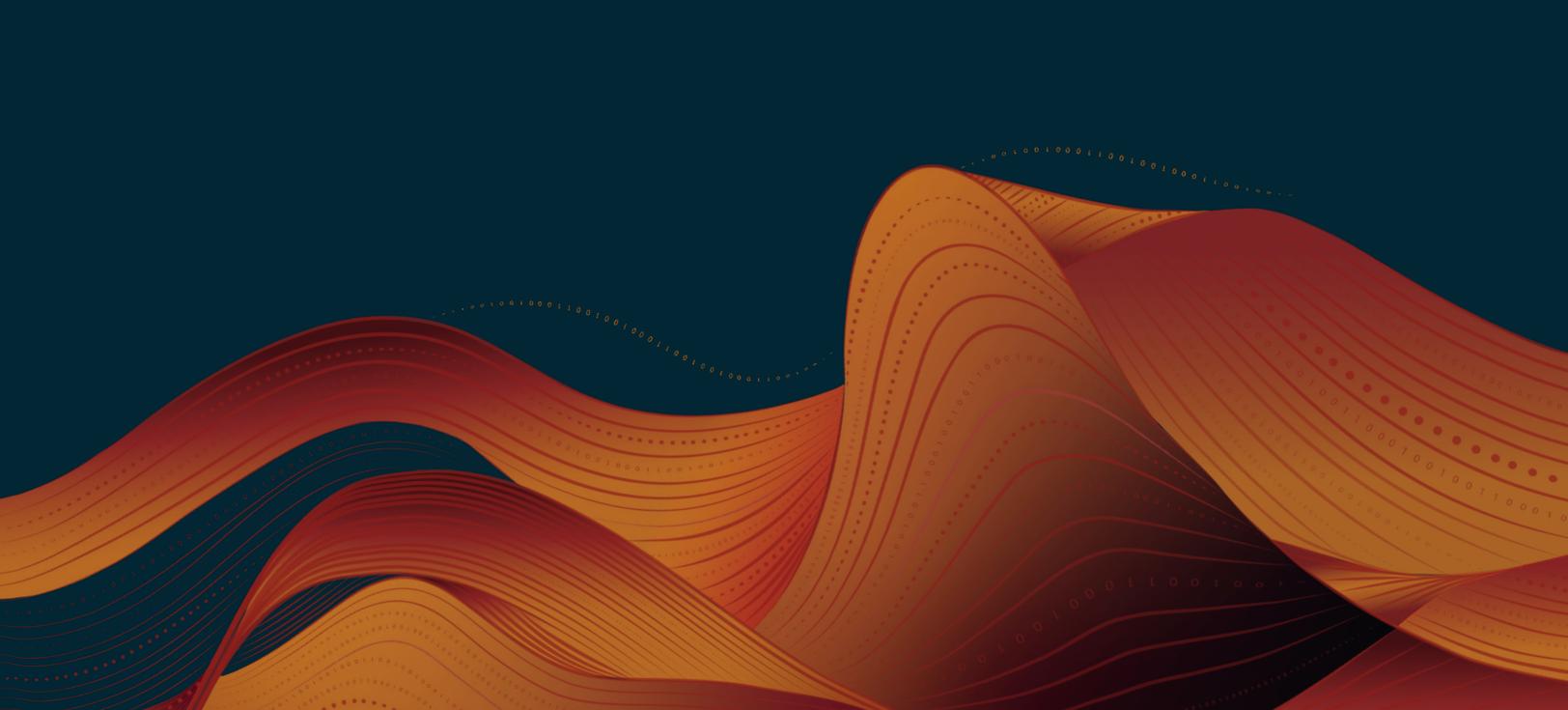
Conclusion

In Q1 2023, the story is economic uncertainty. As businesses are reducing staff and pulling back on budgets, marketers are looking for ways to leverage marketing tools and new technologies that will drive efficient growth and build lasting connections with customers.

As marketers manage these pullbacks, they are also juggling social media and relationship management tools to build existing customer relationships, expand in-person experiences, and grow meaningful loyalty programs.

Behaviors continue to shift, and certain media, like linear TV, no longer provide the reach and performance they once did. In response, marketers are investing in short-form video and even revisiting tactics like out-of-home advertising to drive awareness and maximize the effectiveness of ad spend.

Lastly, in Q1 2023, we're seeing the emergence of generative AI tools, such as ChatGPT. As these AI tools become more advanced, marketers will explore new ways to augment their work to drive greater efficiency and personalization at scale.

As we move forward in 2023, ongoing uncertainty appears here to stay, but smart marketing leaders understand what's at stake, especially those in the manufacturing industry. They're focusing on what will drive measurable ROI but understand they must remain agile to adapt strategies and plans as changes emerge. While great uncertainty poses a major challenge for marketers, this rapidly evolving landscape is also unlocking an unprecedented level of innovation and opportunities for marketers savvy enough to capitalize. But the market seems unlimited with technology options, data sources, and choices that breed complexity.

Bombora's Intent data reduces those complexities and gives marketers real-time insights into market trends that can help direct smarter strategies, performative plans, and elevated execution.

The impact of Bombora's privacy-compliant and ethically sourced Intent data can yield double and triple-digit marketing growth because it focuses on the "abnormal" search behaviors within our Data Co-op of the most highly trafficked B2B websites. It's the actionable insights that matter the most to marketers today.

To learn more about Bombora and how Intent data can transform your marketing, visit bombora.com.

Data snapshots

All-up

- Top Topics
- Top Topics Spiking Over Time
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- Topic Category Rolling 3 Months Comparison
- Top Categories
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Top trends by category

- Ad Tech
- Agencies
- Branding
- Campaigns
- Channels & Types
- Content
- Creativity Software
- CRM
- Demand Generation
- Email Marketing
- Mobile
- Search Marketing
- Social
- Strategy & Analysis
- Website Publishing

Top trends by industries

- Business Services
- Finance
- Healthcare
- Manufacturing
- Media & Internet
- Software
- Telecommunications

Top trends by company size

- Micro + Small
- Medium-Small + Medium
- Medium-Large + Large
- XLarge + XXLarge

Audience stats

- Audience Size
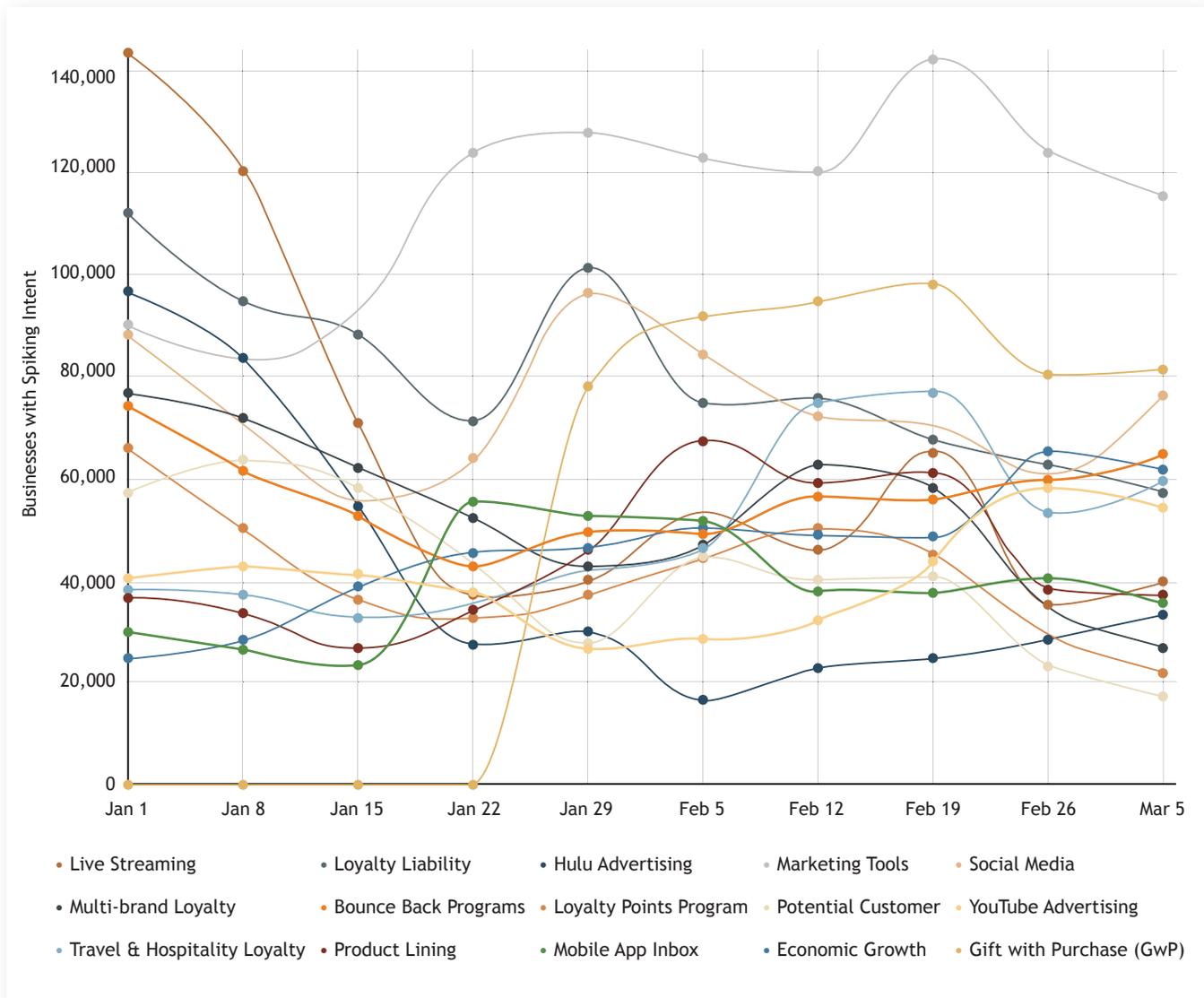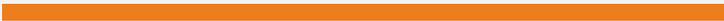- B2B Interest Groups
- B2C Interest

All-up

Top Topics

	Topic Name	Spiking Businesses (weekly avg.)	Research Spikes
1	Marketing Tools	114,508	1,141,002
2	Gift with Purchase (GwP)	86,740	521,752
3	Loyalty Liability	79,700	800,453
4	Social Media	73,815	733,965
5	Live Streaming	64,810	646,707
6	Bounce Back Programs	56,368	566,139
7	Multi-brand Loyalty	52,685	529,606
8	Travel & Hospitality Loyalty	49,552	495,131
9	TrueBlue	47,197	283,695
10	Economic Growth	45,656	454,500

Top Topics Spiking Over Time

Legend:
- Live Streaming
- Loyalty Liability
- Hulu Advertising
- Marketing Tools
- Social Media
- Multi-brand Loyalty
- Bounce Back Programs
- Loyalty Points Program
- Potential Customer
- YouTube Advertising
- Travel & Hospitality Loyalty
- Product Lining
- Mobile App Inbox
- Economic Growth
- Gift with Purchase (GwP)

Top 5 Topics by Increase

1	Marketing Resource Management		1035%
2	Accelerated Mobile Pages (AMP)		462%
3	Social Relationship Management		352%
4	Native Advertising		323%
5	CAN-SPAM		253%

Top 5 Topics by Decrease

1	Uplift Modeling	95%	
2	Unique Selling Proposition (USP)	89%	
3	Marketing Budgets	88%	
4	Marketing Automation Tools	87%	
5	Analyst Relations	85%	
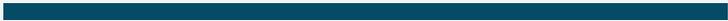
Topic Category Rolling 3 Months Comparison

	Category	Prior 3 months	Current 3 months	Percent change
1	Campaigns	116,471	155,033	33%
2	Website Publishing	52,789	63,396	20%
3	Ad Tech	260,485	291,740	12%
4	Channels & Types	233,017	251,035	8%
5	Other	361,295	383,869	6%
6	Branding	144,796	150,946	4%
7	Content	107,891	109,780	2%
8	Search Marketing	18,635	17,931	-4%
9	Mobile	95,312	89,350	-6%
10	Strategy & Analysis	202,513	182,396	-10%
11	Email Marketing	50,800	44,356	-13%
12	CRM	207,324	180,219	-13%
13	Agencies	82,541	71,312	-14%
14	Social	194,387	166,828	-14%
15	Creativity Software	142,134	120,685	-15%
16	Demand Generation	43,225	26,471	-39%

Top Categories

	Category Name	Spiking Businesses (weekly avg.)	Research Spikes
1	Ad Tech	295,638	5,878,412
2	Channels & Types	255,889	6,713,050
3	Strategy & Analysis	180,368	3,981,673
4	CRM	174,024	3,380,646
5	Social	165,813	2,448,979
6	Campaigns	163,295	2,251,354
7	Branding	158,682	2,711,063
8	Creativity Software	110,877	1,817,081
9	Content	105,489	1,626,972
10	Mobile	86,564	1,254,433
11	Agencies	66,833	878,580
12	Website Publishing	63,555	1,048,792
13	Email Marketing	45,515	724,713
14	Demand Generation	24,410	358,317
15	Search Marketing	17,647	204,131
16	Other	374,529	7,932,145

Intent by Company Size

	Company Size	Spiking Businesses (weekly avg.)	Percent of Total
1	Micro (1 - 9 Employees)	120,561	21.2%
2	Small (10 - 49 Employees)	212,819	37.4%
3	Medium-Small (50 - 199 Employees)	130,629	23.0%
4	Medium (200 - 499 Employees)	48,416	8.5%
5	Medium-Large (500 - 999 Employees)	22,474	4.0%
6	Large (1,000 - 4,999 Employees)	23,437	4.1%
7	XLarge (5,000 - 10,000 Employees)	5,815	1.0%
8	XXLarge (10,000+ Employees)	7,709	1.4%

Intent by Industry

	Industry	Spiking Businesses (weekly avg.)	Percent of Total
1	Business Services	66,450	10.9%
2	Manufacturing	56,861	9.4%
3	Healthcare	52,024	8.6%
4	Software	46,917	7.7%
5	Retail	43,271	7.1%
6	Construction	41,639	6.8%
7	Education	35,507	5.8%
8	Finance	32,657	5.4%
9	Real Estate	27,164	4.5%
10	Non-Profit	26,646	4.4%

Top trends by category

Ad Tech

	Topic Name	Spiking Businesses (weekly avg.)	Research Spikes
1	Marketing Tools	120,009	1,194,718
2	Hulu Advertising	44,676	447,578
3	YouTube Advertising	43,740	438,920
4	Reddit Advertising	31,575	318,623
5	LG Ads	29,996	301,217

Agencies

	Topic Name	Spiking Businesses (weekly avg.)	Research Spikes
1	Creative Agency	24,617	248,432
2	Advertising Solutions	18,069	180,472
3	Video Agency	17,385	175,350
4	Advertising Agencies	9,841	98,338
5	Amazon Consulting Agency	7,019	69,905

Branding

	Topic Name	Spiking Businesses (weekly avg.)	Research Spikes
1	Product Lining	47,174	473,589
2	Brand Building Strategy	35,389	352,454
3	Branded Apparel	31,617	318,034
4	Brand Strategy	29,350	295,686
5	Brand Loyalty	27,485	273,777

Campaigns

	Topic Name	Spiking Businesses (weekly avg.)	Research Spikes
1	Gift with Purchase (GwP)	91,373	547,597
2	Sales Samples	32,892	328,492
3	Ad Copy	28,056	283,335
4	Advertising Campaign	26,838	268,988
5	Online Video Marketing	21,931	220,551

Channels & Types

	Topic Name	Spiking Businesses (weekly avg.)	Research Spikes
1	Out of Home	41,476	414,175
2	Augmented Reality (AR)	36,788	369,577
3	Advertising	31,286	318,449
4	Trade Shows / Events	29,307	289,909
5	Marketing Programs	25,635	253,542

Content

	Topic Name	Spiking Businesses (weekly avg.)	Research Spikes
1	Target Audience	36,833	370,905
2	Corporate Communications	25,268	252,408
3	Dynamic Video	13,145	132,529
4	Content Recommendation	12,773	126,796
5	Press Releases	10,550	105,520
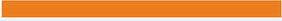
Creativity Software

	Topic Name	Spiking Businesses (weekly avg.)	Research Spikes
1	Adobe Flash	25,937	256,789
2	Adobe Stock	25,372	253,004
3	Design Software	24,846	246,251
4	Adobe Creative Suite	21,350	212,083
5	Adobe Creative Cloud	17,301	173,165

CRM

	Topic Name	Spiking Businesses (weekly avg.)	Research Spikes
1	Potential Customer	44,572	447,604
2	Email Management Software	36,803	365,280
3	Retail Therapy	35,797	365,267
4	Customer Loyalty	28,912	288,759
5	Salesforce (CRM)	18,302	185,817

Demand Generation

	Topic Name	Spiking Businesses (weekly avg.)	Research Spikes
1	Demand Planning	7,764	77,594
2	Customer Delight	5,597	55,938
3	Demand Generation	4,992	50,057
4	Price Sensitivity	3,299	33,122
5	Demand Generation Consulting	3,204	31,916
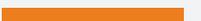
Email Marketing

	Topic Name	Spiking Businesses (weekly avg.)	Research Spikes
1	Email List Management	21,753	217,350
2	Opt-Out	11,375	114,443
3	Email Marketing Services	5,267	53,061
4	Spam	4,489	44,926
5	Amazon SES	4,346	43,405

Mobile

	Topic Name	Spiking Businesses (weekly avg.)	Research Spikes
1	Mobile App Inbox	42,166	413,801
2	Monthly Active Users (MAU)	13,492	134,631
3	Mobile Interactions	13,145	132,143
4	Mobile App Conversion	11,261	113,000
5	Mobile App Automation	10,998	110,217

Search Marketing

	Topic Name	Spiking Businesses (weekly avg.)	Research Spikes
1	Search Retargeting	7,931	79,954
2	Internet Search	6,635	66,496
3	Keywords	6,140	62,475
4	Search Engine Optimization (SEO)	1,066	10,663
5	Multilingual SEO Services	920	9,194

Social

	Topic Name	Spiking Businesses (weekly avg.)	Research Spikes
1	Social Media	77,474	771,829
2	Social Content and Apps	26,580	265,238
3	Hashtag	23,120	230,253
4	Social Retargeting	20,826	208,928
5	Social Networking	20,527	206,610

Strategy & Analysis

	Topic Name	Spiking Businesses (weekly avg.)	Research Spikes
1	Economic Growth	48,855	486,197
2	Marketing Tips	39,482	395,779
3	Spend Under Management	19,687	194,092
4	Market Expansion	18,936	189,610
5	Marketing Mix	17,439	176,148

Website Publishing

	Topic Name	Spiking Businesses (weekly avg.)	Research Spikes
1	Video Blogs	18,744	187,802
2	Blog Comments	14,545	145,756
3	User-Generated Content	14,536	144,939
4	Responsive Animations	14,421	143,887
5	Website Design	8,277	82,569

Top trends by industry

Business Services
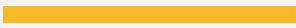
	Topic Name	Spiking Businesses (weekly avg.)	Research Spikes
1	Marketing Tools	10,488	104,857
2	Gift with Purchase (GwP)	7,900	47,593
3	Loyalty Liability	6,945	69,766
4	Social Media	6,387	63,896
5	Bounce Back Programs	4,963	49,363
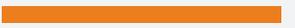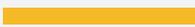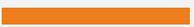
Finance

	Topic Name	Spiking Businesses (weekly avg.)	Research Spikes
1	Marketing Tools	4,719	47,322
2	Gift with Purchase (GwP)	3,927	23,583
3	Loyalty Liability	3,894	38,679
4	Social Media	3,082	30,716
5	Live Streaming	2,964	29,666

Healthcare

	Topic Name	Spiking Businesses (weekly avg.)	Research Spikes
1	Marketing Tools	8,093	81,079
2	Gift with Purchase (GwP)	6,734	40,705
3	Loyalty Liability	5,985	59,803
4	Live Streaming	4,917	49,029
5	Social Media	4,821	48,347

Manufacturing
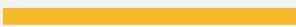
	Topic Name	Spiking Businesses (weekly avg.)	Research Spikes
1	Marketing Tools	8,743	88,051
2	Gift with Purchase (GwP)	7,027	41,614
3	Loyalty Liability	6,237	62,618
4	Social Media	5,398	53,383
5	Live Streaming	5,034	50,223

Media & Internet

	Topic Name	Spiking Businesses (weekly avg.)	Research Spikes
1	Marketing Tools	3,016	29,930
2	Gift with Purchase (GwP)	2,269	13,603
3	Loyalty Liability	2,038	20,368
4	Social Media	1,890	18,849
5	Live Streaming	1,757	17,601

Software

	Topic Name	Spiking Businesses (weekly avg.)	Research Spikes
1	Marketing Tools	6,903	68,828
2	Gift with Purchase (GwP)	5,131	31,050
3	Loyalty Liability	4,996	49,698
4	Social Media	4,642	46,509
5	Live Streaming	4,304	42,827
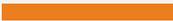
Telecommunications

	Topic Name	Spiking Businesses (weekly avg.)	Research Spikes
1	Marketing Tools	1,806	18,059
2	Live Streaming	1,684	16,845
3	Gift with Purchase (GwP)	1,592	9,543
4	Social Media	1,472	14,730
5	Loyalty Liability	1,407	14,089

Top trends by company size

Micro + Small (1-49)

	Topic Name	Spiking Businesses (weekly avg.)	Research Spikes
1	Marketing Tools	55,392	552,031
2	Gift with Purchase (GwP)	39,070	231,677
3	Loyalty Liability	34,693	346,763
4	Social Media	31,896	316,130
5	Bounce Back Programs	23,772	236,501

Medium-Small + Medium (50-499)

	Topic Name	Spiking Businesses (weekly avg.)	Research Spikes
1	Marketing Tools	27,259	273,938
2	Gift with Purchase (GwP)	25,049	151,033
3	Loyalty Liability	22,109	221,824
4	Live Streaming	18,252	184,210
5	Social Media	17,841	179,459

Medium-Large + Large (500-4,999)

	Topic Name	Spiking Businesses (weekly avg.)	Research Spikes
1	TrueBlue	7,123	42,755
2	Live Streaming	6,801	68,333
3	Marketing Tools	5,741	57,628
4	Brand Building Strategy	5,601	56,580
5	Gift with Purchase (GwP)	5,600	33,593

XLarge + XXLarge (5,000+)

	Topic Name	Spiking Businesses (weekly avg.)	Research Spikes
1	TrueBlue	2,855	17,138
2	Brand Strategy	2,351	23,655
3	Brand Building Strategy	2,177	21,746
4	Live Streaming	2,104	21,023
5	TikTok Shop	2,036	12,222

Audience stats

9,465,800
Audience Size

Function: Marketing

Interest Groups
Interest groups are based on an individual's interest, not the business.
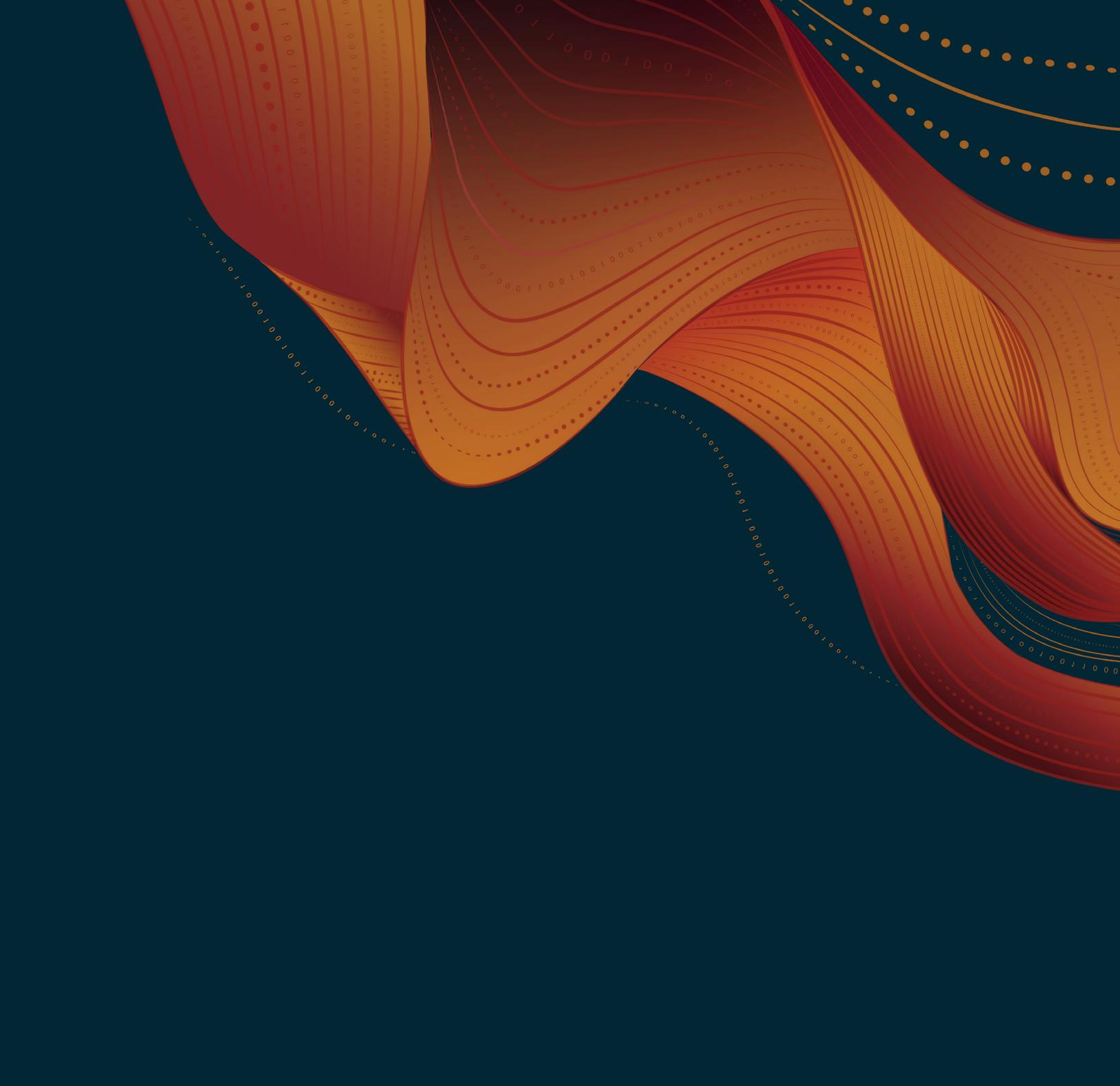
B2B Interest Groups

	B2B Interest Groups	Audience Size	
1	Trading & Investing		165,900
2	Application & Software Development		162,900
3	Hardware		144,700
4	Gadgets & Wearables		140,700
5	Personal Finance		133,500
6	Policy & Culture		128,400
7	Corporate Finance		116,500
8	Employee Services		105,500
9	Benefits		97,800
10	Training & Development		82,800

B2C Interest Groups

	B2C Interest Groups	Audience Size	
1	Tesla		97,200
2	Dining and Restaurants		78,300
3	Cooking		54,000
4	Ford		35,500
5	Chrysler		26,500
6	Travel		25,900
7	Gardening		25,200
8	Fine Spirits and Liqueurs		24,900
9	Dodge		24,000
10	Concerts		21,000

Endnotes

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