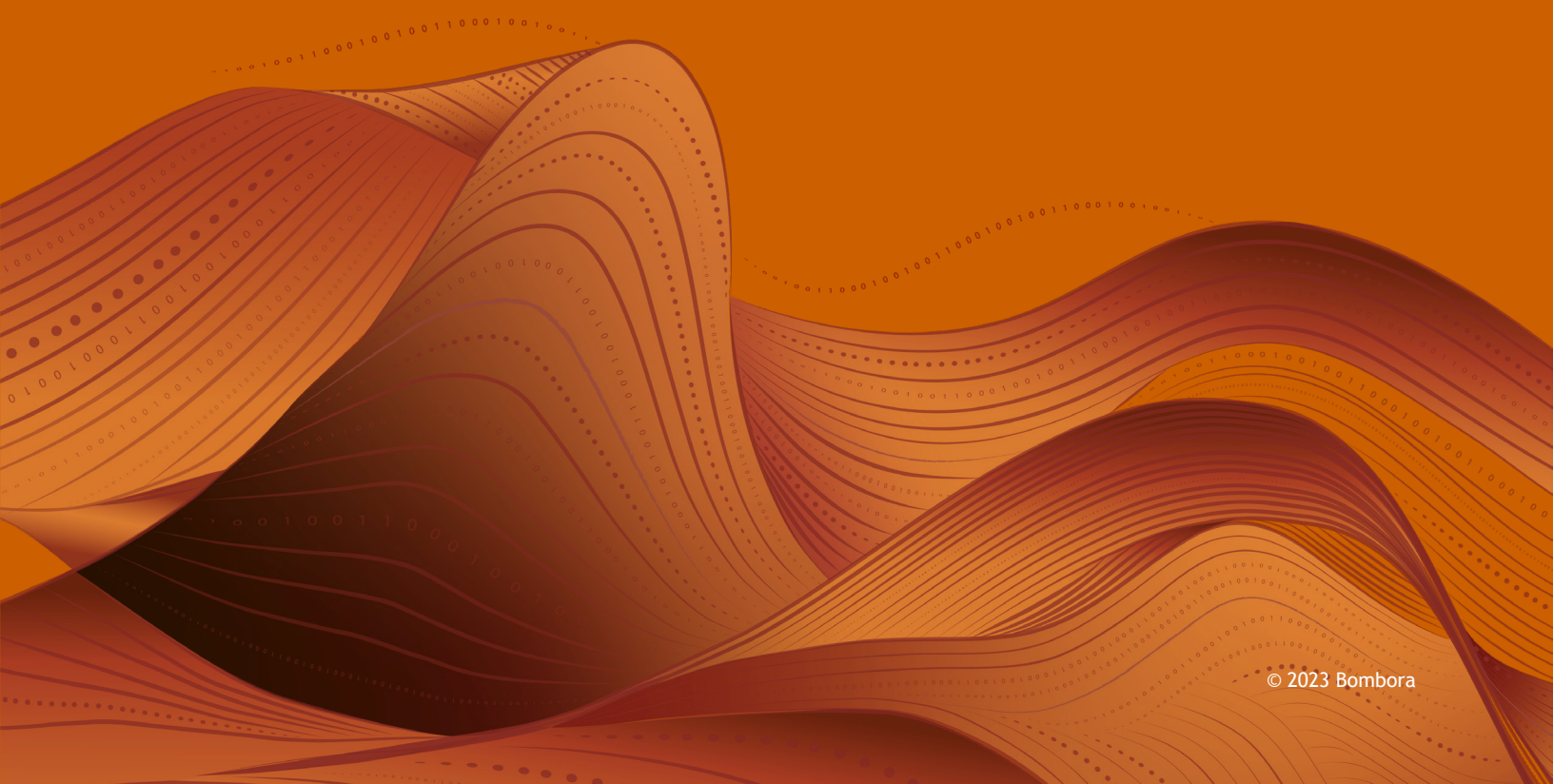


bombora®

# Sales Pulse

Q2 2023





# Table of contents

## Introduction

About Bombora  
About this report

## Q2 2023 Sales Pulse

Sellers are focusing on customers  
Sellers and marketers drive alignment  
Sales leaders optimize commission structures for growth  
Sellers explore advanced AI

## Snapshot

## Conclusion

## Data

## Endnotes



# The challenge for sellers in 2023

The economic uncertainty at the moment is a force difficult to ignore. Around the end of 2022, half of sales managers and directors reported that the current economic climate was one of their biggest challenges. Meanwhile, 56.4% expressed concerns over hitting sales targets, the most frequently reported concern, up 16% from the year prior. Additionally, 38% of sellers projected flat or declining revenues, 19% more than the previous year.<sup>1</sup>

Yet seasoned sellers know that in business, there are rarely any certainties. Deals aren't done until the ink is dry, while even lukewarm leads can become your biggest brand evangelists. So, despite the headwinds of resource-constrained buyers, sellers are prepared to put their heads down and drive the revenue their businesses need to weather these challenging times. All the while, customers are becoming more demanding and selective in their purchase decisions, expecting personalized experiences and solutions that meet their unique needs. But to grow revenue, sellers need to work both harder and smarter.

With fewer resources, sellers must ensure that the accounts they focus on are the most likely to convert. And with prolonged buying cycles and higher budget scrutiny, sellers need to place more attention on building relationships with prospects and working in tandem with marketing to help nurture leads. They need to focus on keeping customers happy to reduce churn and upsell new deals.

At Bombora, we have unparalleled insights into what is top of mind for sellers. In Q1 2023, we're seeing a major shift in focus toward customers—qualifying leads, nurturing relationships, and caring for customers. We're also seeing greater synchronization between marketing and sales, helping to ensure continuity across the purchase lifecycle. As sales leaders face

budget constraints, we see organizations revisit compensation and incentives to help motivate sellers while best managing costs. And lastly, we're seeing emerging interest in generative AI, improving productivity for sales teams challenged by resource constraints.

Leveraging Bombora Intent data, the following report dives into these emerging trends across sales—illustrating how interests are evolving—and explores how sellers can best build success in these uncertain and rapidly changing times.



## About Bombora

To help address many of the challenges modern B2B sellers face, having high-quality data is essential to setting sound strategies, generating quality leads, driving demand, and nurturing relationships. Many sellers 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 sellers 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 sales teams 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, 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 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 CCPA practices, and 87% of publisher traffic in the Data Co-op is under exclusive contract.<sup>2</sup> It 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 actionable 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 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 track individual businesses as Topics—over 5,000—which can be tracked. And more topics are added on an ongoing cadence.

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 that business's 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 use cases

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](https://bombora.com).

### Bombora use cases

- Market intelligence
- Content strategy
- Campaign measurement
- Website measurement
- Brand and competitive intelligence
- Programmatic advertising and paid social
- Demand generation
- 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](https://bombora.com).

[Learn more](#)



## About this report

With visibility into what topics B2B sellers are researching over time, Company Surge® data provides insight into what is top of mind for sellers, 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 sales industry. Our objective is to provide quarterly updates that deliver an ongoing lens into the latest trends in B2B sales so that sellers can better understand what their peers 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 31, 2023. In this report, references to Q1 2023 refer to data from January 1 to March 31, 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 their respective research baselines. 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.

The background features a vibrant orange-to-red gradient. On the right side, there is a complex, abstract graphic composed of multiple layers of wavy, ribbon-like shapes that curve and flow downwards. These shapes are filled with a pattern of binary code (0s and 1s) in a lighter shade of the background color, creating a sense of digital movement and data flow.

# Q2 2023 Sales Pulse

Sellers are focusing on customers

Sellers and marketers drive alignment

Sales leaders optimize commission structures for growth

Sellers explore advanced AI

# Q2 2023 Sales Pulse

The start of 2023 has been primarily defined by economic uncertainty. In response, businesses have made a number of changes that have introduced new challenges for sellers looking to reach customers. There have been budget cuts from marketing<sup>3</sup> to IT.<sup>4</sup> Business spending has been slipping since last summer<sup>5</sup>, and remaining budgets are now under much greater scrutiny than before, extending the B2B sales cycle.

There have been broad layoffs and hiring freezes. In a recent survey, 61% of business leaders said their organizations would likely have layoffs in 2023, while 70% reported that their businesses are likely to implement a hiring freeze in 2023.<sup>6</sup> As a result of this turnover, more than 8 in 10 sellers say they have lost deals in the past 12 months due to a key decision-maker leaving the business.<sup>7</sup>

And these constraints aren't just impacting buyers; they're also impacting sales teams, who are now being asked to drive growth with fewer resources.

As we evaluated the sales pulse of Q1 2023, it's clear that in an era of reduced demand, customer relationships are at the forefront for many sellers. Sellers are seeking ways to engage the right customers early in their buying journey, spending more time nurturing relationships, and mapping out new strategies to drive growth. We're also seeing increased interest in generative AI technologies—such as ChatGPT—to possibly drive productivity and foster more personalized experiences at scale.





## Sellers are focusing on customers

As consumers and businesses alike look to put the pandemic in the rear view mirror, its impact is still being felt by way of a bullwhip effect. As restrictions kept consumers at home, demand for services plummeted in 2020, down \$473 billion.

Now, in the wake of the pandemic, the tides are again shifting. The 2020 purchasing peak is now resulting in a 2023 trough—fortunately, exercise bikes don't need to be replaced annually. At the same time, consumers who have been stuck at home are now reemerging, seeking new experiences. By Q4 2022, durables spending was down 11% from its peak in early 2021.

Furthermore, consumer saving rates have dropped from about 9% pre-pandemic to just 3% at the end of 2022. As the economy slows, forecasts project that this saving rate will climb, meaning slower consumer spending.<sup>8</sup>

For consumer businesses, this shift and slowdown in spending are driving changes, from layoffs to budget freezes. For the B2B businesses that sell to these businesses, there is a material trickle-down effect.

As budgets fall under greater scrutiny, sellers must contend with extended buying timelines; as decision-makers require more certainty to make a purchase, sellers need to rethink how they reduce risk for their buyers; and as organizations navigate staffing changes, sellers need to be strategic in how they nurture relationships with both prospective and existing customers.

Ultimately, these changes have pushed sellers to focus intensely on their customers—who they are, what they need, and how to best support them.

## Sellers leverage data to target the right customers

Nurturing prospects and closing deals can be laborious for B2B sellers. Worse is wasting hours nurturing prospects who are not actually in the market. As sales teams are pushed to operate with fewer resources, with only about 5% of

customers in the market in any given quarter<sup>9</sup>, sellers need to ensure they are talking to the right customers. To help ensure sellers are talking to high-opportunity customers and delivering the right message, they must rely on high-quality data.

Given that high-performing sellers are nearly 20% more likely to analyze to improve their sales process than other sellers<sup>10</sup>, it should come as no surprise that we see a spike in businesses researching sales data. From Q1 to Q4 2022, businesses researching Sales Data increased by 28%, with over 20,000 businesses researching the topic a week early in Q1 2023. This increase was particularly pronounced for enterprise organizations, who saw a 57% increase in the weekly average of businesses spiking in Q1 2023 compared to the 2022 average.

Furthering the need to identify qualified leaders early, 41% of businesses globally report that ROI discussions will happen earlier in the buying journey in response to financial conditions.<sup>11</sup>

### Sellers at enterprise organizations researching Sales Data increased 57% in Q1 compared to 2022



## Aligning around buyers' needs become a top priority

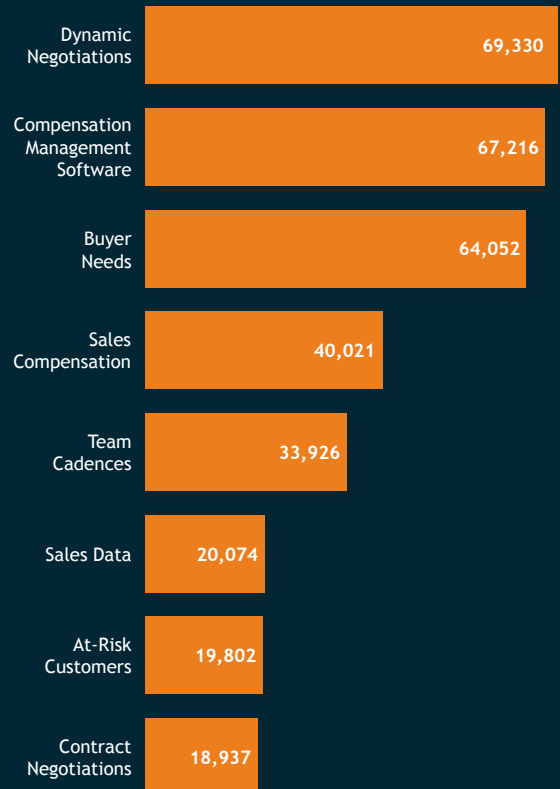
As businesses place greater scrutiny on spending, they are looking for effective solutions that meet their unique requirements, demanding greater personalization from sellers. Furthermore, B2B buyers spend less than a quarter of their buyers' journey interacting with sales reps. When distributed across multiple sellers, an individual seller may only get 5-10% of a customer's time.<sup>12</sup> As such, it is imperative that sellers make the most of every buyer interaction.

To help accelerate deals, top sellers leverage data to better understand their customers' needs to drive better conversations and more targeted offerings. Eighty-two percent of top performers say they do research "all the time" before reaching out to prospects, compared to just 49% of other sellers.<sup>13</sup> And this top-performing cohort report spending 10% less time broadly selling and more time engaging deeply with high-probability buyers through meaningful and personalized outreach.

Accordingly, in Q1 2023, we see a spike in businesses researching Buyer Needs, which can include a customer's functional, situational, social, knowledge, or psychological needs. Compared to Q1 2022, this quarter shows a 121% increase in the weekly average, with over 64,000 businesses spiking weekly, the 5th highest trending topic.

As businesses try to create more personalized deals, we see research around Dynamic Negotiations also spiking, with over 69,000 businesses actively researching the topic each week in Q1, the third most researched topic. The spike is particularly pronounced for small businesses, which saw a 16% increase in Q1 compared to the 2022 average. These businesses may have less negotiating leverage than larger organizations and need creative ways to meet buyer requirements and close deals.

### Popular Topics in Q1 2023



## Sellers and marketers drive alignment

As buying cycles become elongated due to increased scrutiny of budgets, marketers and sellers need to work closer to help ensure alignment and a consistent experience across the sales journey. To date, this has been a challenge for many teams, with less than a quarter of these professionals responding that sales and marketing are “very” aligned.

Still, the demand is there, with 45% of sellers saying that sales and marketing alignment is more important in 2022 than the year before, a trend that appears to be continuing into 2023.<sup>14</sup>

## Teams collaborate to drive continuity across the customer journey

From inbound leads to renewing contracts, a customer relationship can be an expansive journey across thousands of touch points. In 2023, businesses are placing a major emphasis on the customer experience, and as part of this, sellers and marketers are working more closely to drive continuity across the customer journey.

Research into Team Cadences—which allows sales leaders to control and qualify sales messaging, quickly align with marketing initiatives, and seamlessly initiate team-wide campaigns—has spiked in Q1, with nearly 34,000 businesses

actively researching related topics per week. It was the 11th most researched topic over the quarter and saw a 68% increase over Q4 2022 weekly averages.

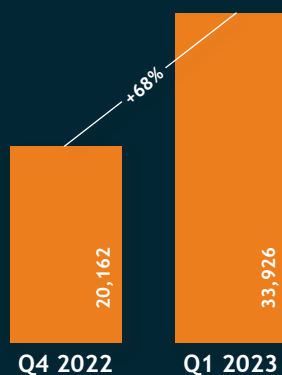
In addition, we’re seeing an increased focus on channel research as sellers seek to meet customers where they are. Research into Sales Channels has skyrocketed in Q1, our second highest increasing topic jumping 1560% quarter-over-quarter. Topics regarding Channel Enablement are also seeing accelerated research, with a 62% increase in the Q1 weekly average compared to 2022. This increase is particularly pronounced for non-enterprise businesses, with increases for small (+80%), medium (92%), and large (77%) businesses compared to last year. In an effort to adapt to customer preferences and drive more personalizations, sellers and marketers alike are making an effort to engage with customers on the platforms of their choice. Business research spikes into Preference Management—the ability to communicate with customers at the time and on the channels they prefer—have increased 16% in Q1 compared to 2022 weekly averages.

## Sellers look to content to drive leads and nurture prospects

Greater alignment between sales and marketing has many benefits, one of which is improved lead quality.<sup>15</sup> As we evaluate our data, we see a substantial spike in the use of content to help drive new leads and nurture prospects.

The number of businesses researching Sales Content Effectiveness has increased by 7% in Q1 compared to 2022 averages, with over 11,500 businesses actively conducting research. This effect was particularly pronounced for enterprise organizations, which saw a 38% increase across the same periods. Research for topics related to Sales Content Strategy saw a modest increase of 4% in Q1 compared to 2022 weekly averages, with medium-sized businesses displaying the largest increase at 8%. Research for Mid-Funnel Sales Content also saw a rise in Q1, suggesting that content is used not only for lead generation but also to demonstrate value and nurture relationships with existing prospects.

### Research for Team Cadences increased 68% in Q1



## Sales leaders optimize commission structures for growth

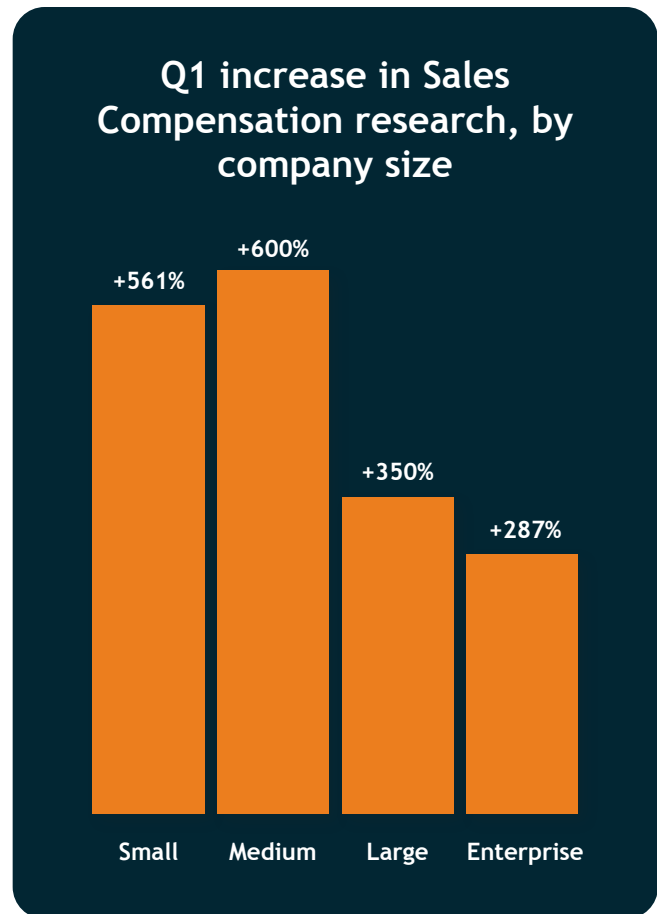
Faced with economic uncertainty, sales leaders are being tasked with managing their (often smaller) budgets even tighter while still providing the appropriate incentives to motivate their team. As strategies shift to place greater focus on customer relationships, retention, and upselling, sales leaders need to tie their teams' compensation structures to these goals.

### Businesses explore compensation and incentive options

In response to the need to evolve commission structures to address changing organizational strategies, businesses have significantly increased their research into compensation and commission topics in Q1. Compensation Management Software is now the 4th most researched topic, with over 67,000 actively researching the topic each week. This represents a 265% increase over the 2022 weekly average.

Additionally, research around Sales Compensation has dramatically increased in Q1, the 8th most researched topic, with over 40,000 businesses actively researching. In the first quarter of 2023, the number of spiking businesses researching Sales Compensation has increased by a whopping 467%, showing a dramatic change in focus. While this increase is distributed across organizations of all sizes, the most considerable growth came from small and medium-sized businesses, which rose 561% and 600%, respectively, in Q1 compared to 2022 weekly averages.

Lastly, while not quite as dramatic, research around commissions has also seen growth in Q1, raising 10% compared to last year's averages. In aggregate, we see a major focus on managing how sellers are compensated for their work.



## Sellers explore advanced AI

As businesses look to do more with less in 2023, many sales teams are turning to technology as a potential solution. Forty-six percent of sales managers and directors say that sales infrastructure and technology improvements will boost their ability to meet or exceed sales quotas.<sup>16</sup> With recent advances in generative AI and large language models like ChatGPT, more sellers are turning to AI to help streamline processes and personalize experiences for customers.

### AI drives automation

With an ever-growing list of responsibilities, for many sellers, it can feel like they're frequently doing everything except selling. In fact, sales professionals report spending less than a third of their time (30%) actually selling, with the rest of their time being dedicated to administrative and non-sales responsibilities.<sup>17</sup> This takes sellers away from their important work of prospecting, talking to customers, and negotiating deals.

To help overcome this challenge, modern sellers are leveraging automation to improve productivity by automating routine and repetitive tasks such as data entry, lead generation, and follow-up emails. Automation allows sellers to focus on high-value tasks such as building relationships with customers, analyzing sales data, and closing deals. With automation, sellers can work more efficiently, reduce errors, and scale their operations.

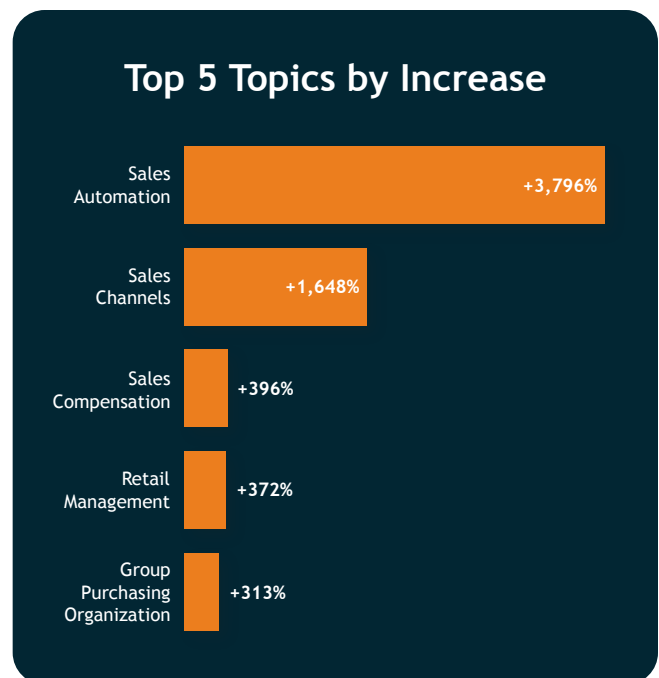
As research around Sales Productivity spiked in Q1 2023, increasing 41% compared to the 2022 average, we're seeing considerable growth in research around Sales Automation. In Q1 2023, Sales Automation is our highest increasing topic, growing 3,532% quarter-over-quarter.

## AI aids in forecasting

Accurate forecasting is essential for businesses to confidently strategize and plan. Under a cloud of economic uncertainty, creating accurate forecasts becomes challenging as many unknown variables can dramatically alter projections. With the ability to ingest large amounts of data and quickly perform multiple scenario analyses, many business leaders are turning to AI to assist in creating reliable forecasts.

AI algorithms can analyze historical sales data and identify trends and patterns that can be used to predict future sales. Sales leaders can use this information to create more accurate sales forecasts, identify potential opportunities, and develop strategies to maximize revenue.

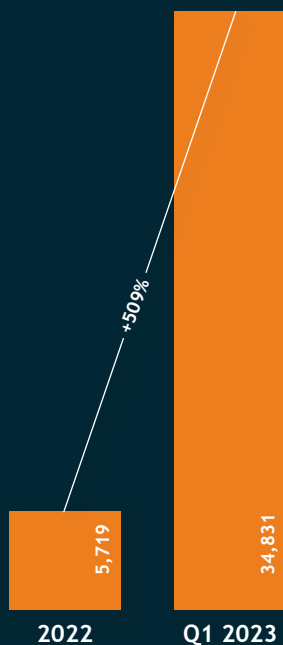
Sales Forecasting saw significant growth in Q1 2023, increasing 152% compared to 2022's weekly average. Similarly, research related to Predictive Modeling spiked at the end of 2022, with Q4 averages 28% higher than 2022 weekly averages.



## AI helps scale personalization

As discussed earlier in this report, the economic conditions of 2023 have created a large demand for more personalized buyer experiences. Yet with the constraints many sellers face, doing so is challenging, and the results can be damaging. On average, it took organizations nearly 12 hours to send a personalized email following a lead capture, with less than 1% of B2B organizations responding to an inbound lead within 5 minutes.<sup>18</sup> Considering that the odds of qualifying a lead decrease by 400% when response times are delayed from 5 to 10 minutes<sup>19</sup>, it's clear that organizations need a better solution to drive personalized communications at scale.

### Research for ChatBots increased 509% in Q1 compared to 2022



Recently, sales reps have begun leveraging generative AI tools to scale personalized communications with customers. By analyzing customer data, AI algorithms can identify each customer's preferences, interests, and behavior patterns, allowing sales reps to tailor their communications to meet each customer's specific needs and interests.

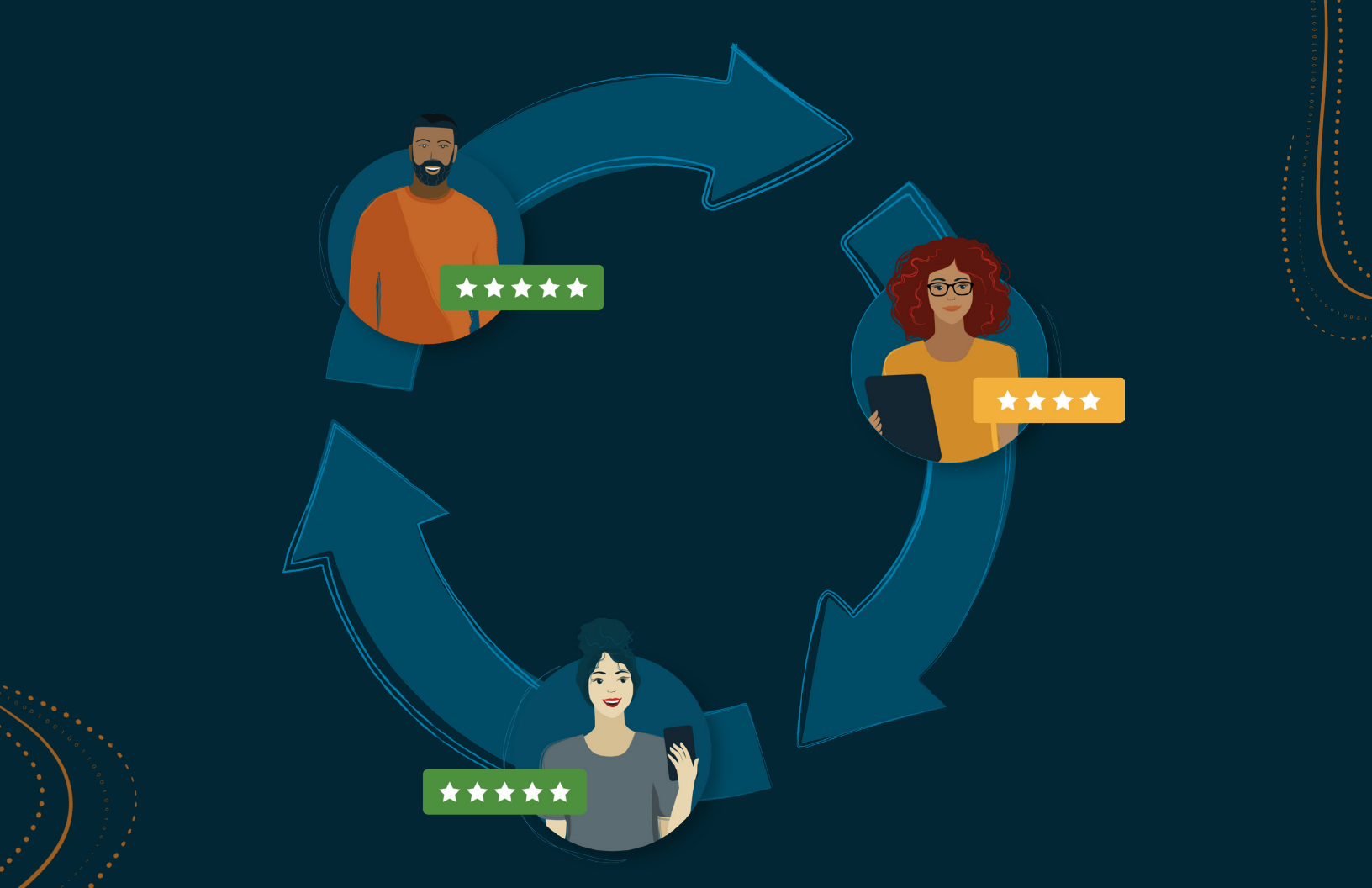
A new generation of chatbots will be able to more effectively intake customers' information, using large language models to respond more naturally to customer questions and immediate needs. They can then dynamically score and route leads to team members based on customer requirements, team workloads, and win rates for similar deals.

Emerging tools can also provide prescriptive guidance to sellers. For example, emerging tools can look at upcoming external events that may impact a customer's needs, such as a severe weather event that disrupts operations. Based on the occurrence and customer, the tools enable sellers to be more proactive and efficient, like customizing emails and contracts for sellers to approve and send.

According to Bombara's Intent data, research for ChatBots skyrocketed 509% in Q1 compared to 2022 averages, while AI Automation increased by 85% over the same period.

While still relatively early in its development, AI is already transforming the sales process, enabling sales reps to work more efficiently, make better decisions, and provide more personalized communications with their customers. As AI technology continues to evolve, we can expect to see even more innovative applications of AI in sales to hit their pipeline goals and engagement rates.

*This section was written by generative AI assisted by a human editor.*



# Snapshot

## Sellers focus on reducing customer churn

In the face of an uncertain economic landscape and slowing growth projections for 2023<sup>20</sup>, businesses are shifting their focus from acquiring new customers to nurturing existing relationships. A growing body of research underscores the importance of customer retention, suggesting that a modest 5% increase in customer retention can lead to a staggering profit boost of over 25%.<sup>21</sup> As a result, businesses are prioritizing customer-centric strategies to reduce churn, extend contracts, and capitalize on upselling and cross-selling opportunities.

The increase in research on At-Risk Customers in Q4 2022 and Q1 2023, with over 20,000 businesses researching related topics, highlights the urgency around customer churn. This trend is particularly relevant for enterprises,



which experienced an 8% increase in research between Q1 and 2022 averages. By identifying at-risk customers early, businesses can develop targeted retention strategies that proactively address customer concerns and foster long-term loyalty.

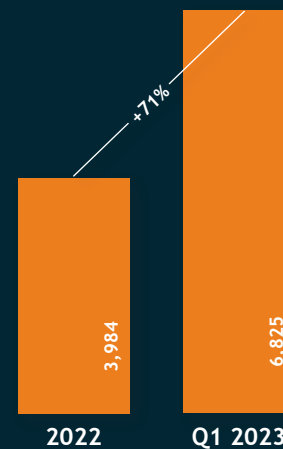
Businesses are focused on more than just churn; the current economic climate has pushed businesses to focus on extending relationships with existing customers. Organizations are increasingly focused on expanding existing customer relationships through contract renewals.

The 36% increase in Contract Renewals research in Q4 2022 shows the importance organizations place on securing recurring revenue and customer loyalty. With over 21,000 businesses researching Contract Renewals in Q4—a 63% increase from Q1 2022—businesses are focused on their renewal strategies to optimize customer lifetime value.

Additionally, businesses are doubling down on upselling and cross-selling to drive revenue growth. In Q4 2022, the number of businesses researching Upselling skyrocketed by 106% compared to Q1 2022, while research around Cross-Selling experienced a significant 71% increase compared to 2022 averages. This growth was particularly pronounced among mid-sized businesses, which saw a 117% rise.

Based on Bombora data, we have witnessed a renewed urgency to reduce churn and prioritize existing customer relationships in Q1 2023 as businesses focus on customer-centric initiatives to help position themselves in uncertain economic times.

## Research for Cross-Selling increased nearly 71% in Q1 compared to 2022 averages







# Conclusion

Data is crucial in helping sellers better understand their customers and identify highly qualified opportunities, ensuring that their efforts focus on the most promising prospects. The Q1 2023 Bombora data shows that the current economic climate has led organizations to adapt their sales strategies to remain competitive and efficient. The spike in research around sales data, buyer needs, and dynamic negotiations highlights the growing emphasis on personalized and meaningful customer engagements. By leveraging data to better understand buyers' needs, sellers can deliver personalized and targeted offerings at the most opportune time, improving their chances of driving revenue.

Nurturing existing customer relationships has also become essential, with businesses aiming to reduce churn while upselling and cross-selling. These methods can maximize the value of their existing customer base and boost profits. Additionally, sales and marketing alignment is vital to ensure a consistent experience throughout the customer journey, ultimately leading to improved lead quality and better customer engagement.

Finally, the adoption of advanced AI and automation technologies enables sellers to streamline processes, improve sales forecasting, and scale personalization in customer communications. The right technology stack allows sales professionals to focus on high-value tasks and drive better results. As AI technology continues to evolve, we can expect to see even more innovative applications of AI in sales to help hit pipeline goals and increase engagement rates.

**By leveraging data to better understand buyers' needs, sellers can deliver personalized and targeted offerings at the most opportune time, improving their chances of driving revenue.**

The future of sales in 2023 and beyond is one that requires adaptability, innovation, and a relentless focus on the customer experience. Businesses that recognize and embrace these trends, but base their outreach on trust and transparency, will undoubtedly emerge as industry leaders. Today's modern seller needs to use technology and data analytics to make their processes more efficient and build lasting relationships with customers that showcase meaningful mutual benefits of the partnership. Understanding industry data and research trends can help businesses make the right decisions and set themselves up for success amid any economic condition.

Bombora's Intent data reduces the above challenges and gives sellers real-time, actionable insights into market trends that can help direct resilient strategies, performative plans, and elevated execution, especially when ROI and return-on-effort reporting matter the most.

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

To learn more about Bombora and how Intent data can transform your marketing and sales, visit [bombora.com](https://bombora.com).

**Bombora's Intent data reduces the above challenges and gives sellers real-time, actionable insights into market trends that can help direct resilient strategies, performative plans, and elevated execution, especially when ROI and return-on-effort reporting matter the most.**

To learn more about Bombora, visit [bombora.com](https://bombora.com).

[Learn more](#)

# Data snapshots

## All-up

- Top Topics
- Top Topics Spiking Over Time
- Top 5 Topics by Increase
- Top 5 Topics by Decrease
- Topic Category Rolling 3 Months Comparison
- Top Categories
- Intent by Company Size
- Intent by Industry

## 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

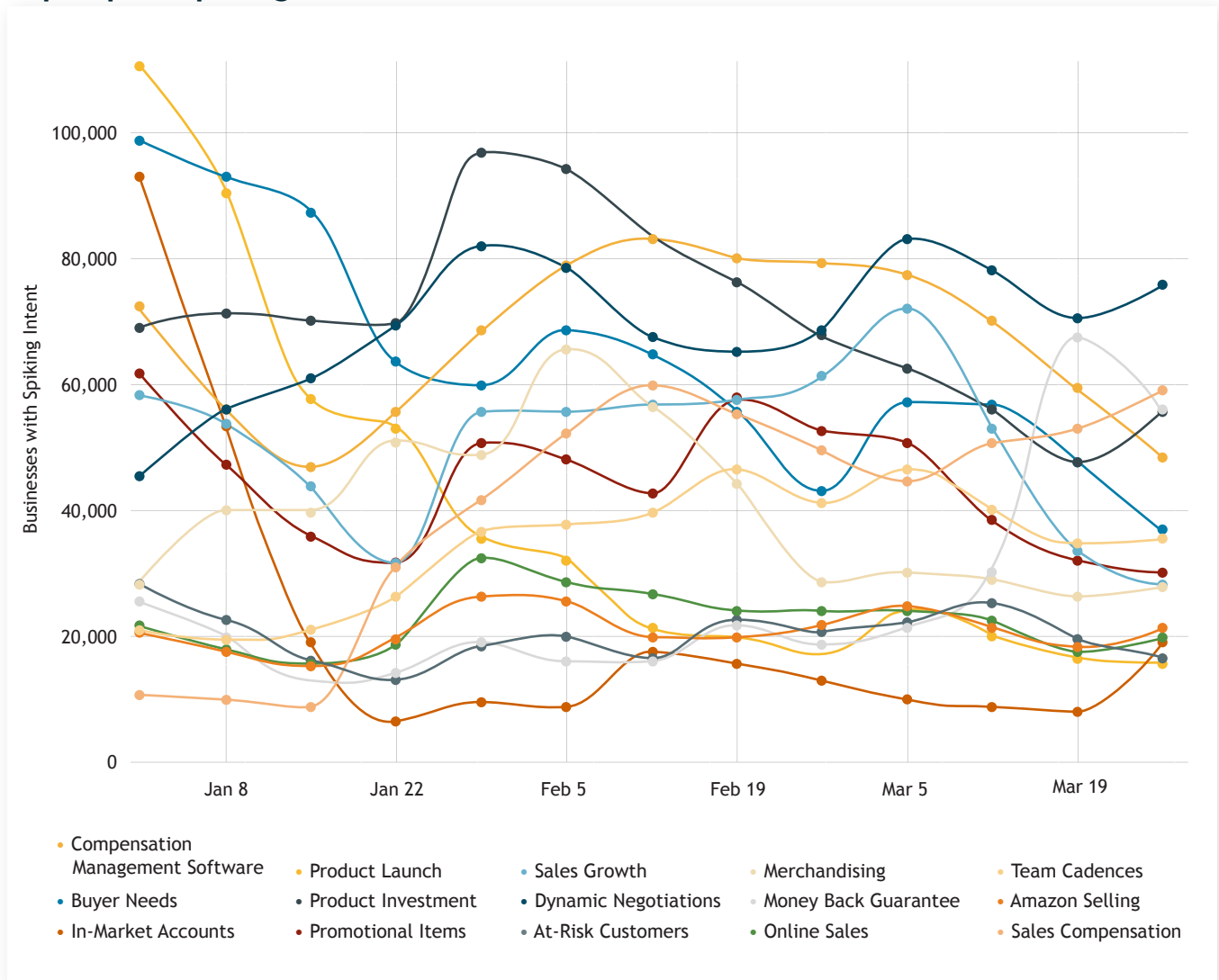
# All-up

Methodology






## Top Topics

Topic Name	Spiking Businesses (weekly avg.)	Research Spikes
1 Product Investment	70,530	924,821
2 Dynamic Negotiations	69,331	903,416
3 Compensation Management Software	67,216	869,156
4 Buyer Needs	64,052	831,220
5 Sales Growth	50,398	647,949
6 Promotional Items	44,314	573,310
7 Sales Compensation	40,021	526,304
8 Merchandising	39,151	513,843
9 Product Launch	39,015	505,560
10 Team Cadences	33,926	443,547

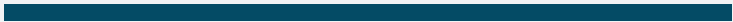

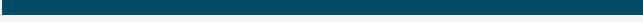

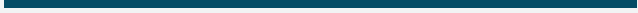
## Top Topics Spiking Over Time











## Top 5 Topics by Increase

1	Sales Automation		3796%
2	Sales Channels		1648%
3	Sales Compensation		396%
4	Retail Management		372%
5	Group Purchasing Organizations		313%



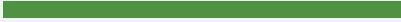



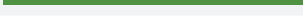
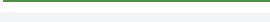
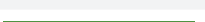
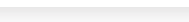
## Top 5 Topics by Decrease

1	Pipeline Marketing	-84%	
2	Cold Calling	-81%	
3	Sales Outsourcing	-74%	
4	B2B Sales Cycle	-74%	
5	Sales Cycle	-73%	

## Intent by Company Size

	Company Size	Spiking Businesses (weekly avg.)	Percent of Total	
1	Micro (1 - 9 Employees)		66,349	18.0%
2	Small (10 - 49 Employees)		125,383	34.1%
3	Medium-Small (50 - 199 Employees)		89,876	24.4%
4	Medium (200 - 499 Employees)		37,359	10.2%
5	Medium-Large (500 - 999 Employees)		18,353	5.0%
6	Large (1,000 - 4,999 Employees)		19,545	5.3%
7	XLarge (5,000 - 10,000 Employees)		4,968	1.3%
8	XXLarge (10,000+ Employees)		6,578	1.8%

## Intent by Industry

	Industry	Spiking Businesses (weekly avg.)	Percent of Total	
1	Business Services		40,182	10.1%
2	Manufacturing		37,990	9.5%
3	Healthcare		34,522	8.7%
4	Software		30,833	7.7%
5	Retail		27,577	6.9%
6	Construction		26,313	6.6%
7	Education		26,039	6.5%
8	Finance		23,284	5.8%
9	Real Estate		17,491	4.4%
10	Non-Profit		16,290	4.1%

## Top trends by industry

### Business Services

Topic Name	Spiking Businesses (weekly avg.)	Research Spikes
1 Product Investment	5,878	76,769
2 Dynamic Negotiations	5,843	75,856
3 Buyer Needs	5,383	69,564
4 Compensation Management Software	5,289	68,606
5 Sales Growth	3,789	48,771

### Finance

Topic Name	Spiking Businesses (weekly avg.)	Research Spikes
1 Product Investment	4,151	53,443
2 Dynamic Negotiations	3,318	43,064
3 Buyer Needs	3,273	43,037
4 Compensation Management Software	3,251	42,076
5 Sales Growth	3,124	40,829

### Healthcare

Topic Name	Spiking Businesses (weekly avg.)	Research Spikes
1 Compensation Management Software	7,148	94,157
2 Product Investment	4,976	63,939
3 Dynamic Negotiations	4,883	63,975
4 Buyer Needs	4,730	61,756
5 Sales Compensation	4,515	58,979









### Manufacturing

Topic Name	Spiking Businesses (weekly avg.)	Research Spikes
1 Compensation Management Software	6,080	78,585
2 Product Investment	5,672	73,658
3 Dynamic Negotiations	5,380	69,855
4 Buyer Needs	4,922	64,164
5 Sales Growth	4,247	55,309

### Media & Internet

Topic Name	Spiking Businesses (weekly avg.)	Research Spikes
1 Product Investment	1,796	23,165
2 Dynamic Negotiations	1,776	23,141
3 Buyer Needs	1,642	21,344
4 Compensation Management Software	1,584	20,607
5 Sales Growth	1,315	17,113

## Software

	Topic Name	Spiking Businesses (weekly avg.)	Research Spikes
1	Product Investment	 4,905	 63,797
2	Dynamic Negotiations	 4,293	 56,389
3	Compensation Management Software	 4,225	 54,815
4	Buyer Needs	 4,087	 53,178
5	Sales Growth	 3,755	 49,212

## Telecommunications

	Topic Name	Spiking Businesses (weekly avg.)	Research Spikes
1	Product Investment	 1,464	 19,053
2	Compensation Management Software	 1,364	 17,739
3	Sales Growth	 1,339	 17,411
4	Dynamic Negotiations	 1,255	 16,321
5	Buyer Needs	 1,217	 15,821

## Top trends by company size

### Micro + Small (1-49 employees)

Topic Name	Spiking Businesses (weekly avg.)	Research Spikes
1 Product Investment	26,831	350,515
2 Dynamic Negotiations	28,642	372,749
3 Compensation Management Software	22,383	292,639
4 Buyer Needs	25,106	327,357
5 Sales Growth	15,657	203,521

### Medium-Small + Medium (50-499 employees)

Topic Name	Spiking Businesses (weekly avg.)	Research Spikes
1 Compensation Management Software	23,409	306,980
2 Product Investment	19,345	252,893
3 Dynamic Negotiations	18,574	240,236
4 Buyer Needs	18,210	239,013
5 Sales Growth	14,308	187,641

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

Topic Name	Spiking Businesses (weekly avg.)	Research Spikes
1 Compensation Management Software	8,715	113,054
2 Sales Compensation	7,430	97,890
3 Sales Growth	6,894	88,239
4 Product Investment	6,124	79,509
5 Sales Kit	5,438	48,890

### XLarge + XXLarge (5,000+ employees)

Topic Name	Spiking Businesses (weekly avg.)	Research Spikes
1 Sales Compensation	3,276	42,568
2 Compensation Management Software	2,869	37,074
3 Sales Growth	2,658	34,529
4 Sales Kit	2,161	19,452
5 Sales Data	2,096	27,181



## Audience stats

# 26,312,900

Audience Size

### Function: Sales

#### Interest Groups

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

## B2B Interest Groups

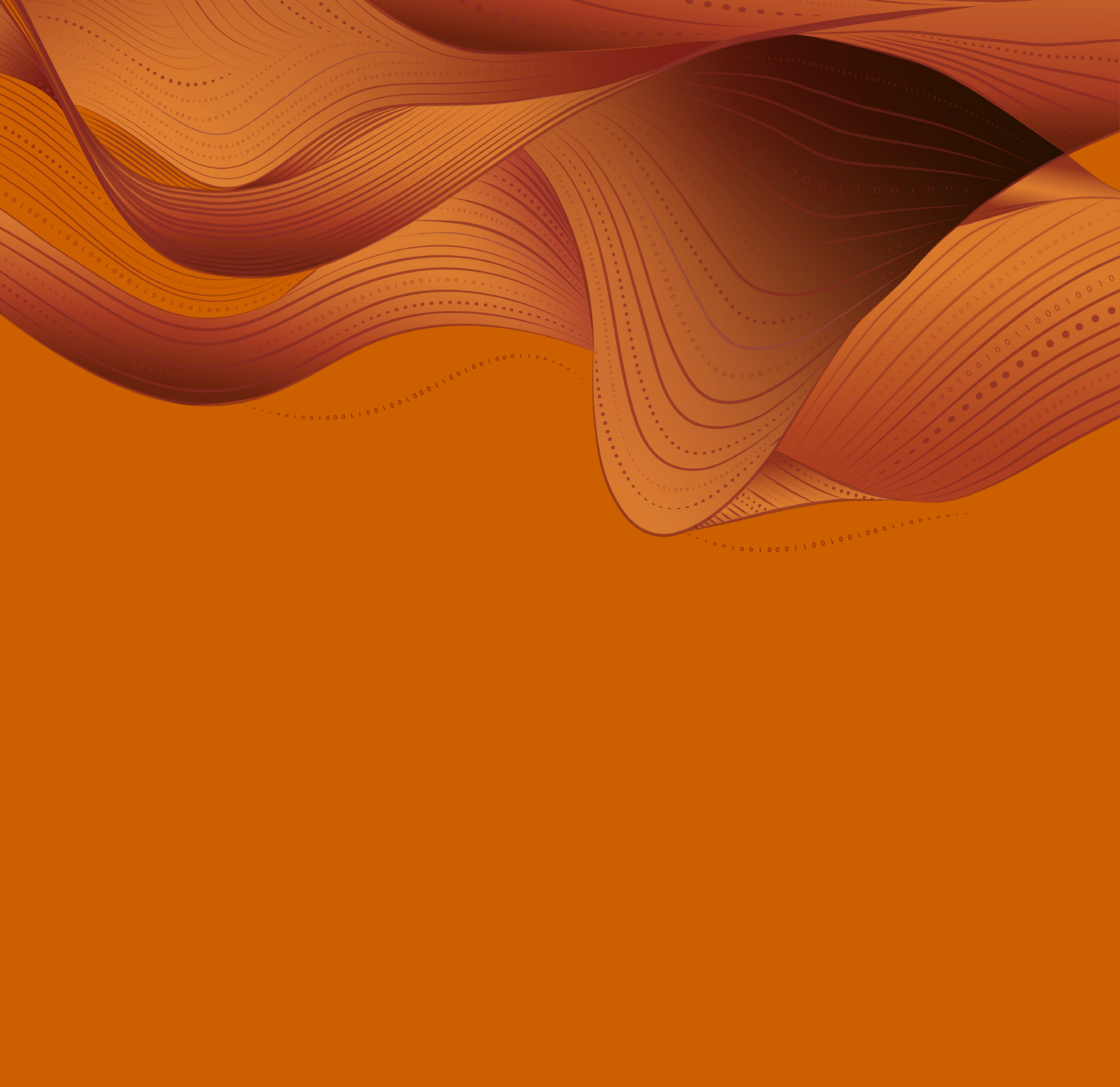
B2B Interest Groups	Audience Size
1 Trading & Investing	462,000
2 Application & Software Development	438,800
3 Gadgets & Wearables	419,500
4 Hardware	404,900
5 Personal Finance	386,400
6 Policy & Culture	334,700
7 Corporate Finance	323,200
8 Employee Services	296,300
9 Benefits	289,600
10 Training & Development	224,500

## B2C Interest Groups

B2C Interest Groups	Audience Size
1 Tesla	254,700
2 Dining and Restaurants	201,700
3 Cooking	151,700
4 Ford	98,900
5 Dodge	96,800
6 Gardening	78,100
7 Travel	73,300
8 Fine Spirits and Liqueurs	72,700
9 Hunting	66,700
10 Craft and Microbrewed Beer	64,500

# Endnotes

1. GWI Work, Survey, Q3, 2022.
2. Bombora, Q1 2023.
3. World Federation of Advertisers (WFA), January 2023.
4. CFO, IT Spending and 2023 Budgets Under Close Scrutiny, December 5, 2022.
5. Kiplinger, Business Spending Outlook, January 27, 2023.
6. Resume Builder, Survey, January 19, 2023.
7. LinkedIn, Global State of Sales, 2022.
8. Deloitte Insights, United States Economic Forecast, March 15, 2023.
9. Ehrenberg-Bass Institute LinkedIn B2B Institute, July 2021.
10. HubSpot, 2023 Sales Strategy & Trends Report, August 22, 2022.
11. LinkedIn, The Big Ideas That Will Shape Sales in 2023, December 6, 2022.
12. Gartner, The Future of Sales, 2020.
13. LinkedIn, State of Sales 2022 United States & Canada Edition, 2022.
14. HubSpot, 2023 Sales and Strategy Trends Report, August 22, 2022.
15. HubSpot, 2023 Sales and Strategy Trends Report, August 22, 2022.
16. Forrester, Winter Sales Survey, 2022.
17. LinkedIn, The Big Ideas That Will Shape Sales in 2023, December 6, 2022.
18. Workato, State of Inbound Lead Management, 2023.
19. InsideSales.com, 2019.
20. GWI Work, Q3 2022.
21. Brain & Company, Prescriptions for cutting costs, October 25, 2001.



# bombora<sup>®</sup>

©2023 Bombora. All rights reserved.

This document is provided “as-is.” Information and views expressed in this document, including URL and other Internet website references, may change without notice. You bear the risk of using it. This document does not provide you with any legal rights to any intellectual property in any Bombora product.