



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)

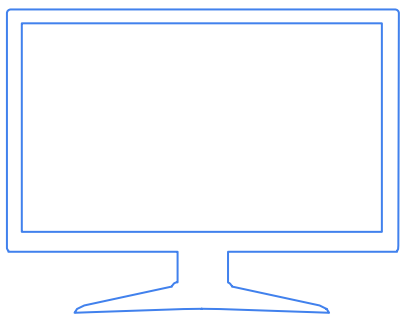
Customers rely on 24/7 connectivity with their mobile device

- 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

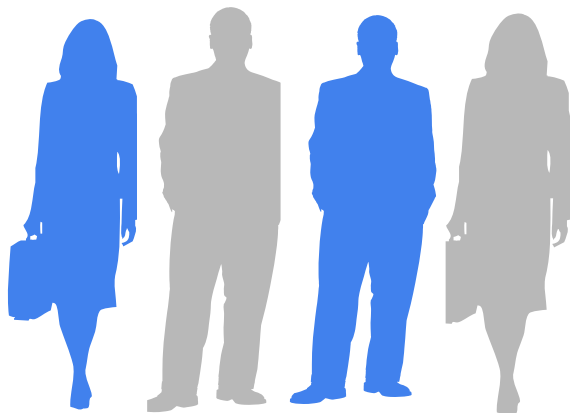
- 1 in 3 Tech B2B customers turn to online video for information
- Brand websites (56%) & YouTube (54%) are the leading destinations for online video
- 33% of Tech B2B customers purchased a service/product online as a result of watching a video

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



93%

use the internet



59%

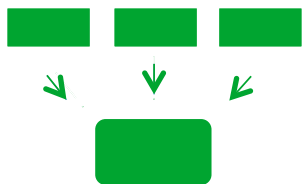
consult colleagues,
friends and family



38%

attend trade shows

Uncertainty exists in the purchase process



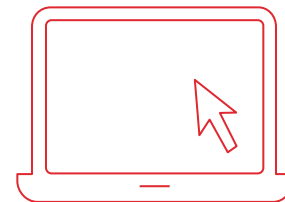
74%

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



67%

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

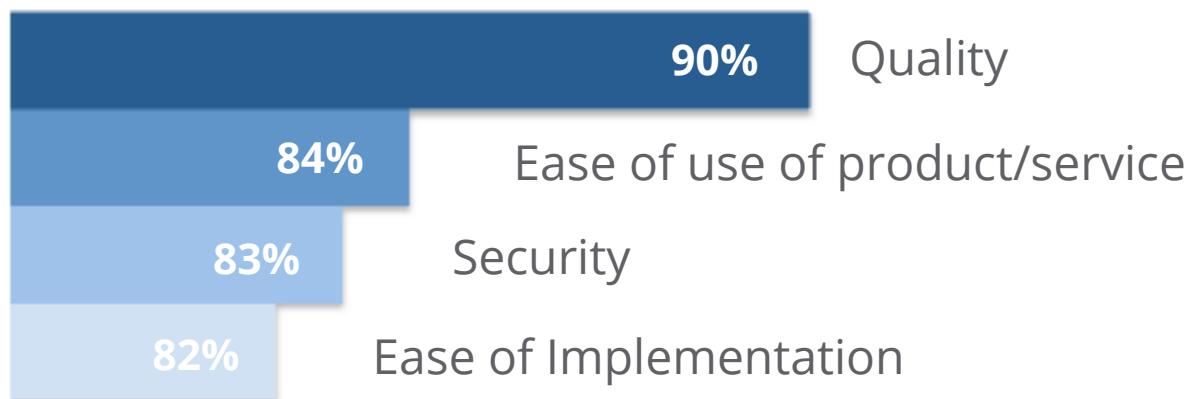


44%

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:



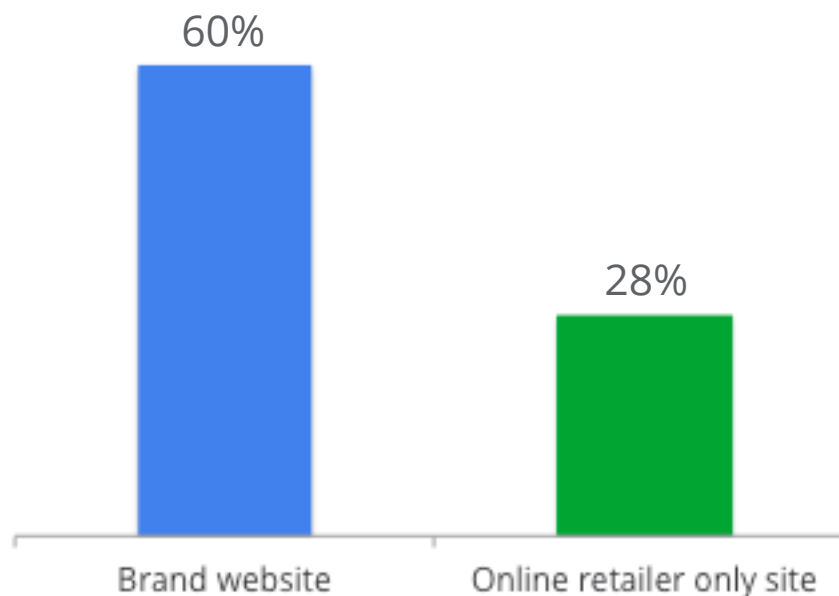
Highlighting these attributes in your search ad creative can drive positive association for your brand

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**

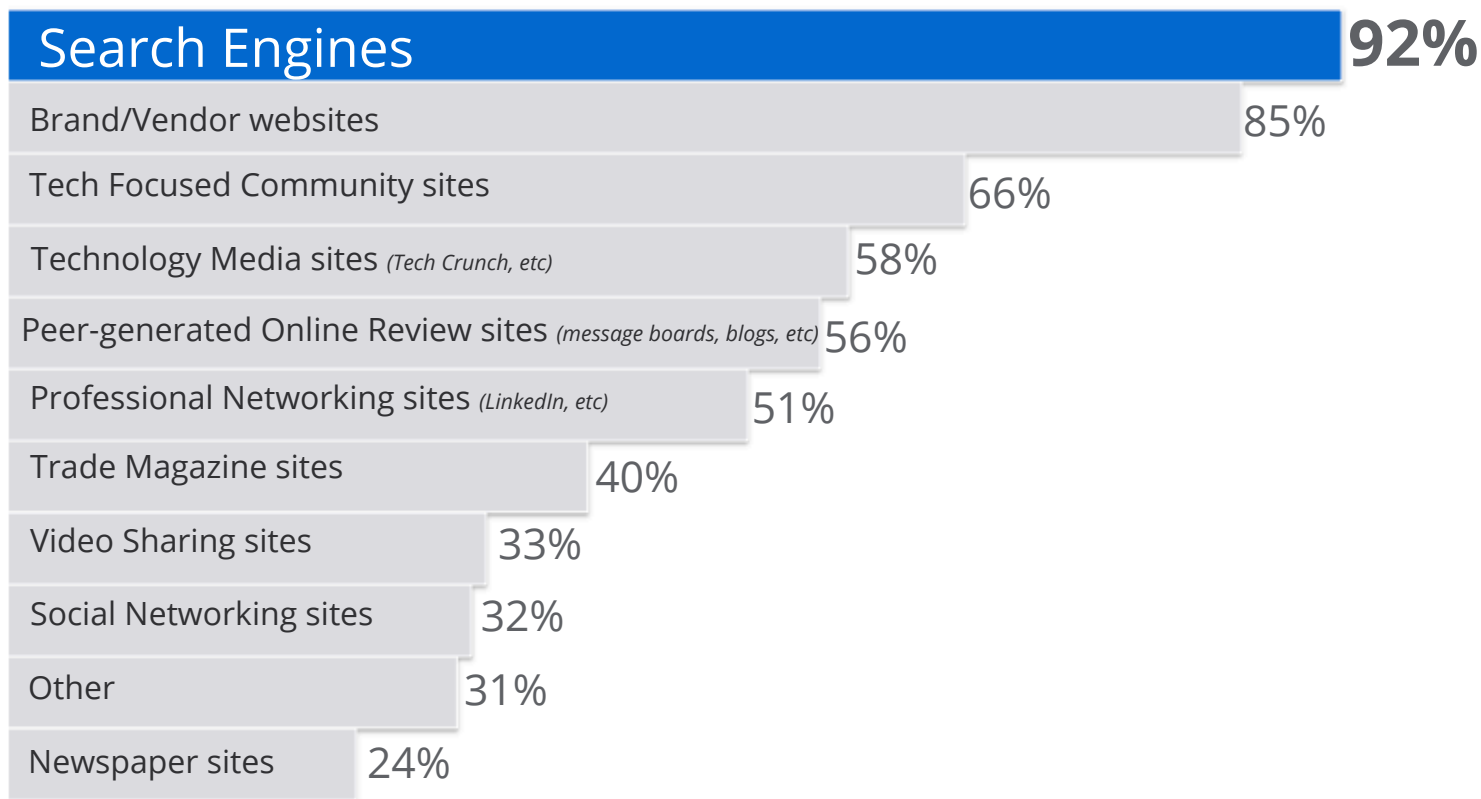


Search

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



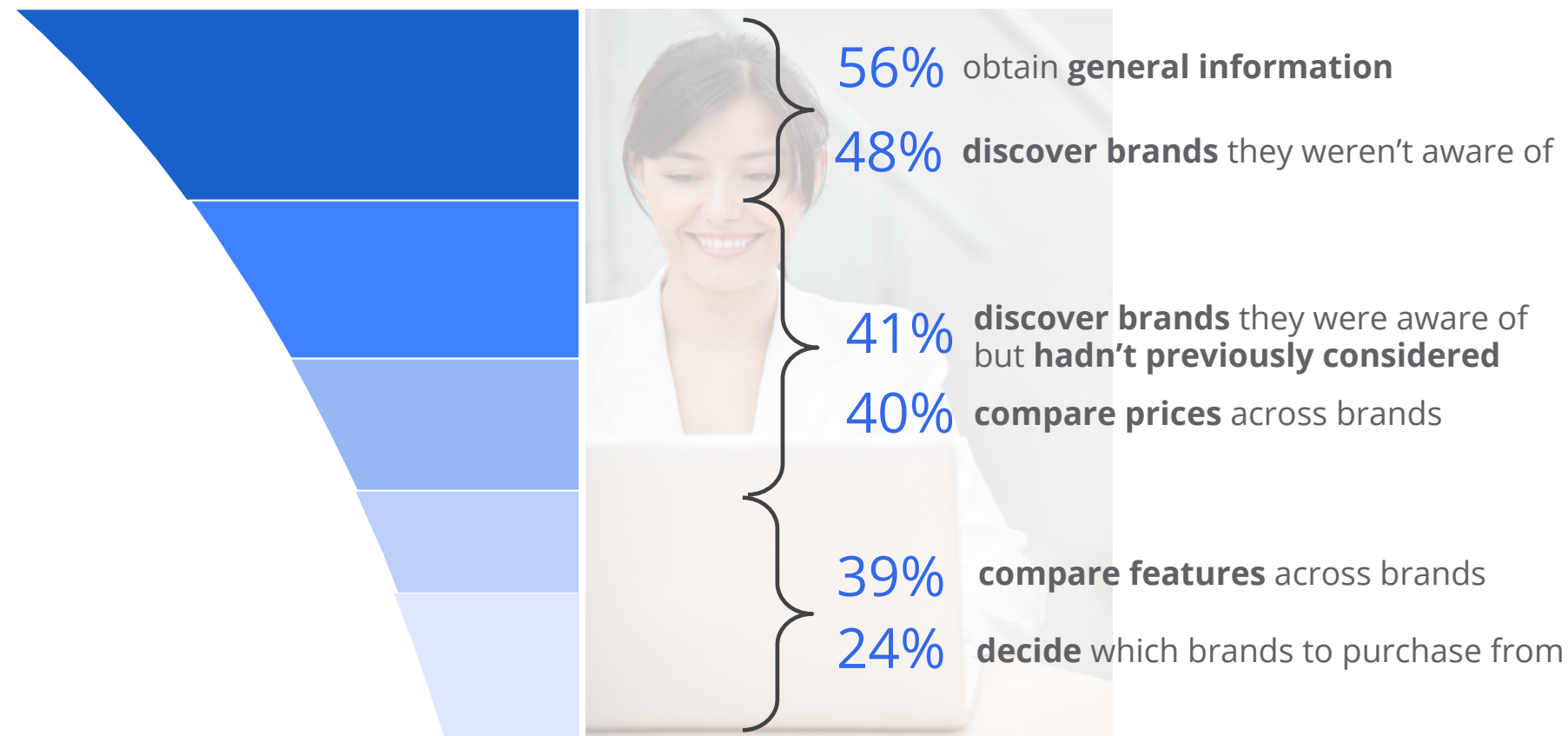
Search engines influence decision-making

- **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

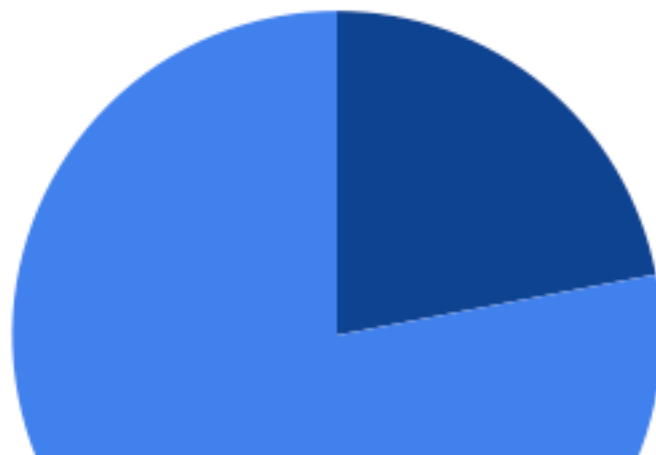


Search is used across all stages of the purchase funnel

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

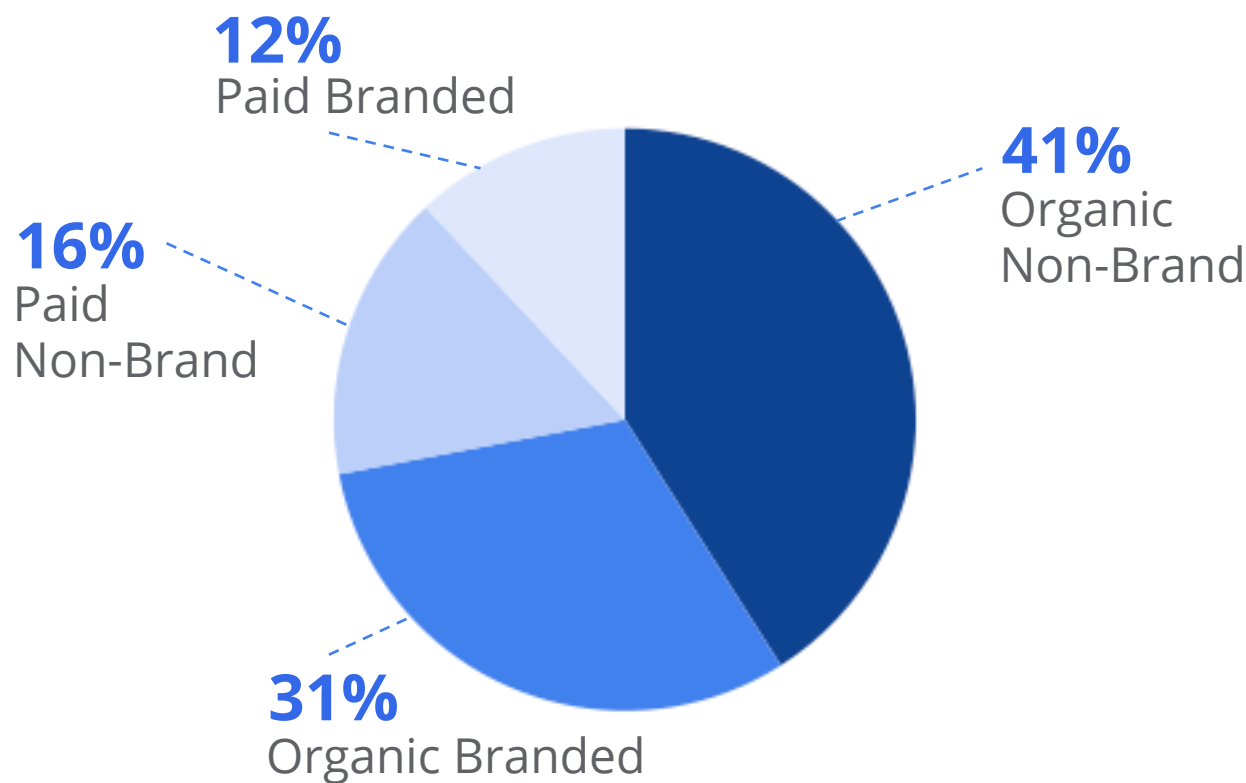
Search referrals to Tech B2B sites peak in summer and fall

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

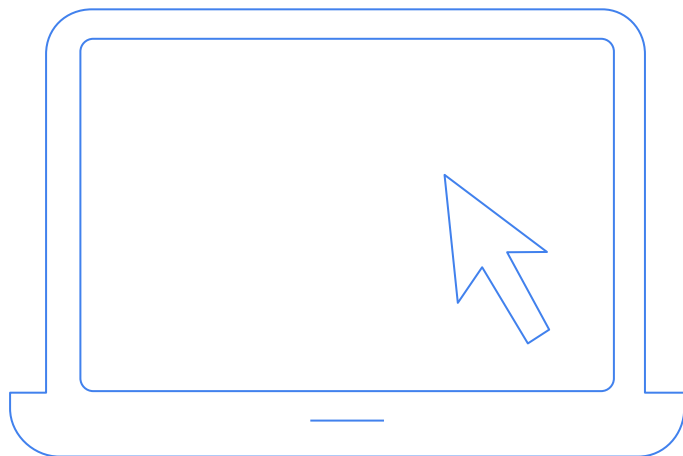


Paid search referrals drive over a quarter of online conversions

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**

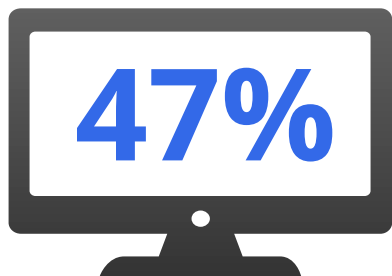
Tech B2B customers search for pricing, peer reviews and more

Top sources searched for by Tech B2B customers

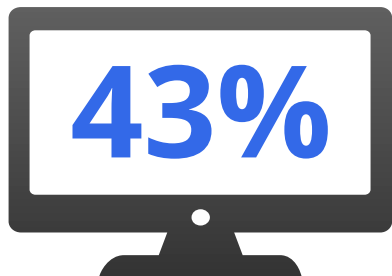


Greater reliance on search ads to find you

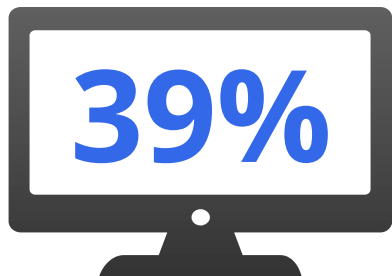
Of Tech B2B customers surveyed, **paid or sponsored search listings** triggered...



to visit the website of the advertiser



to consider the brand that was advertised



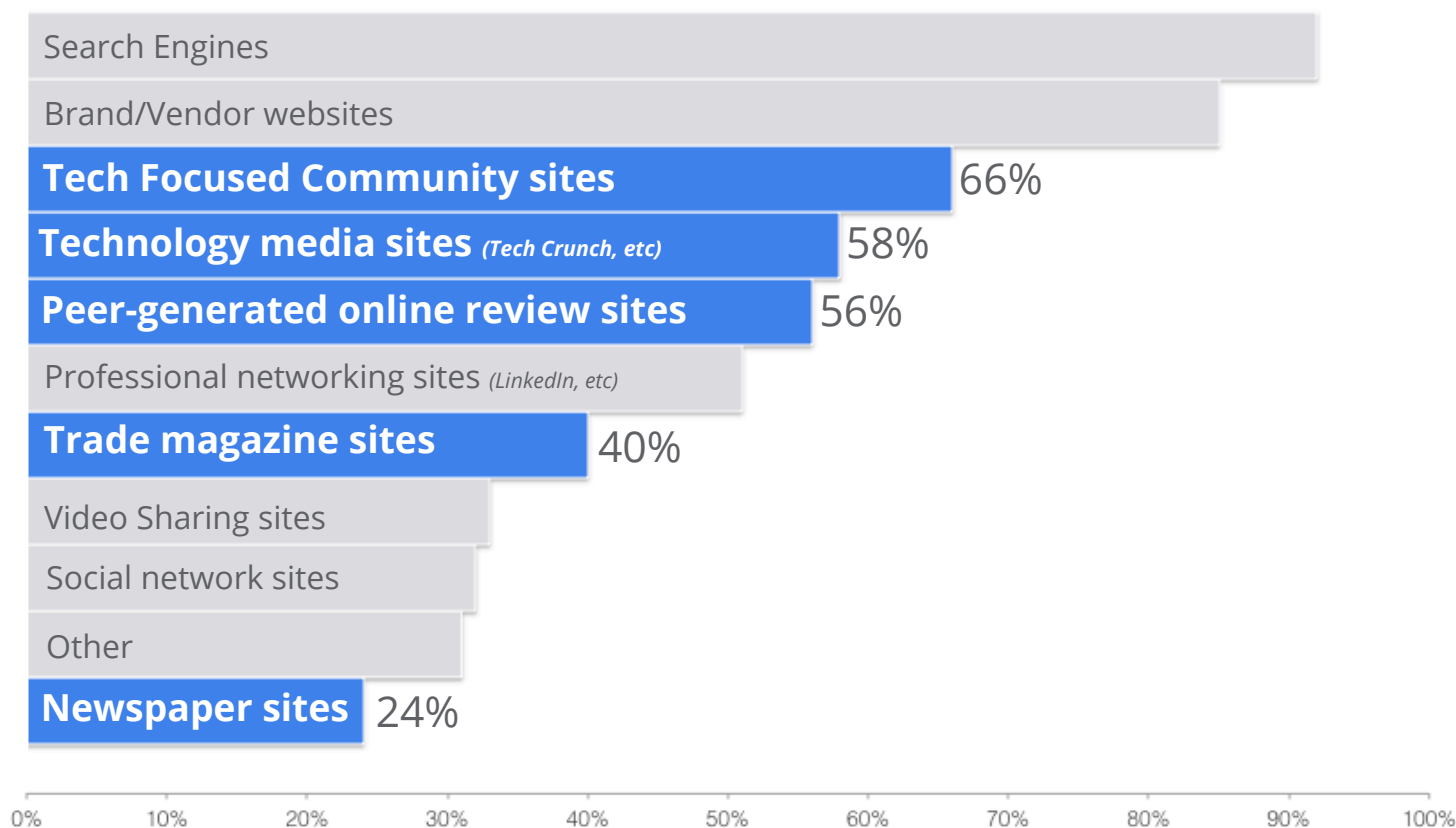
to search online for more information

Display

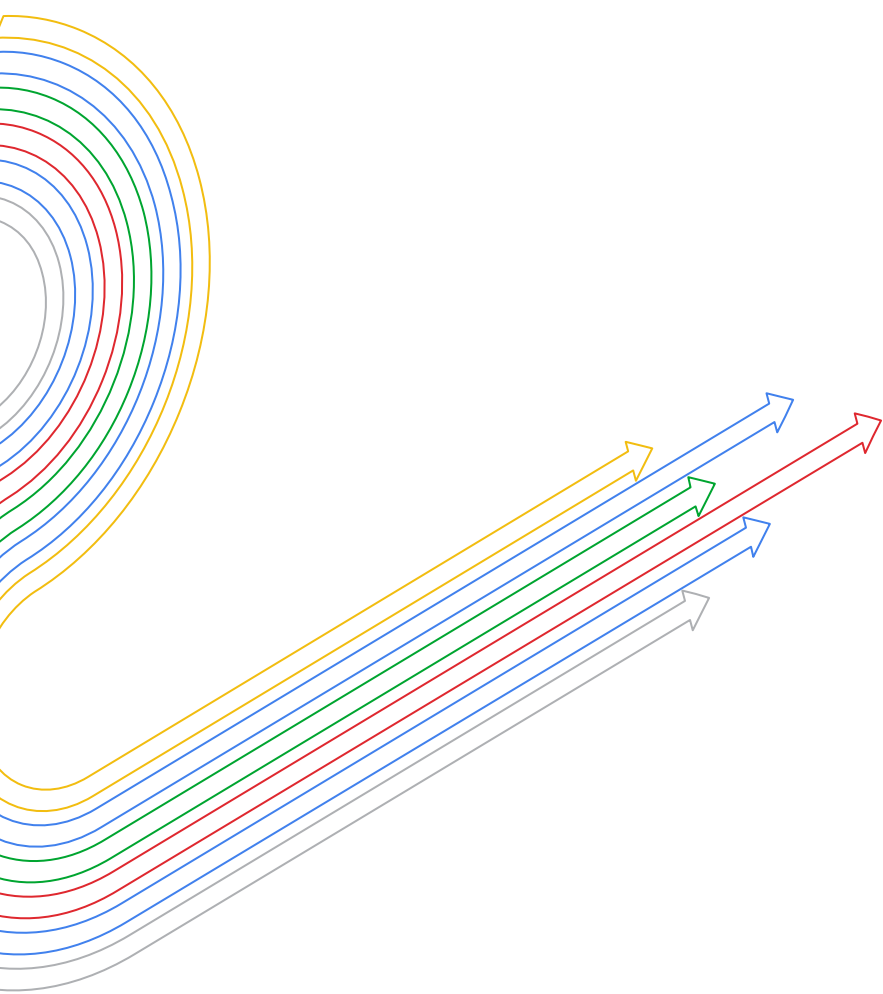
Customers turn to ads to guide decision-making

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

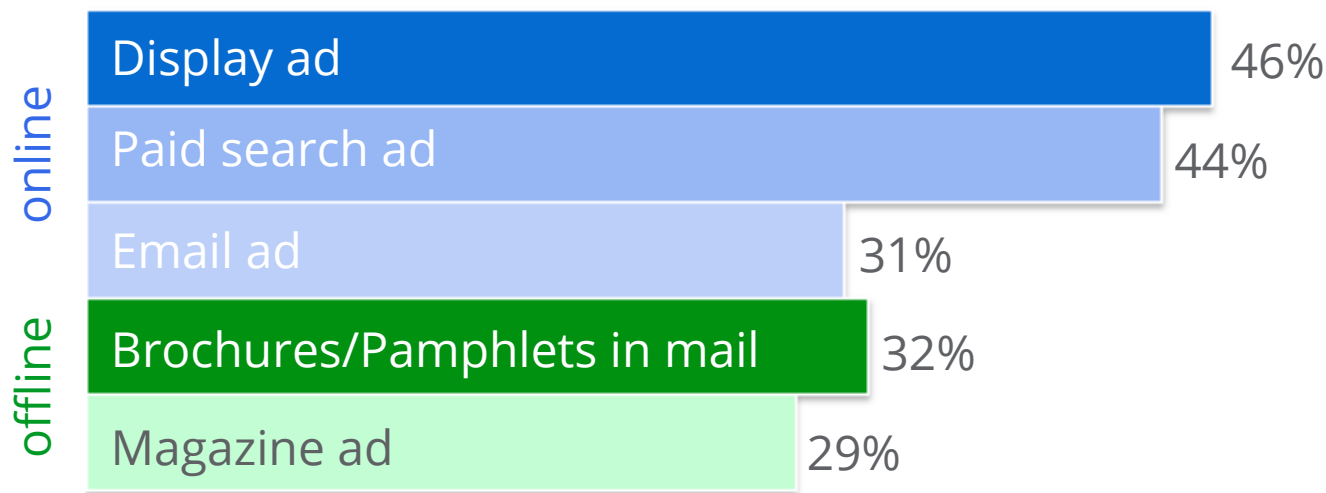


71%

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...



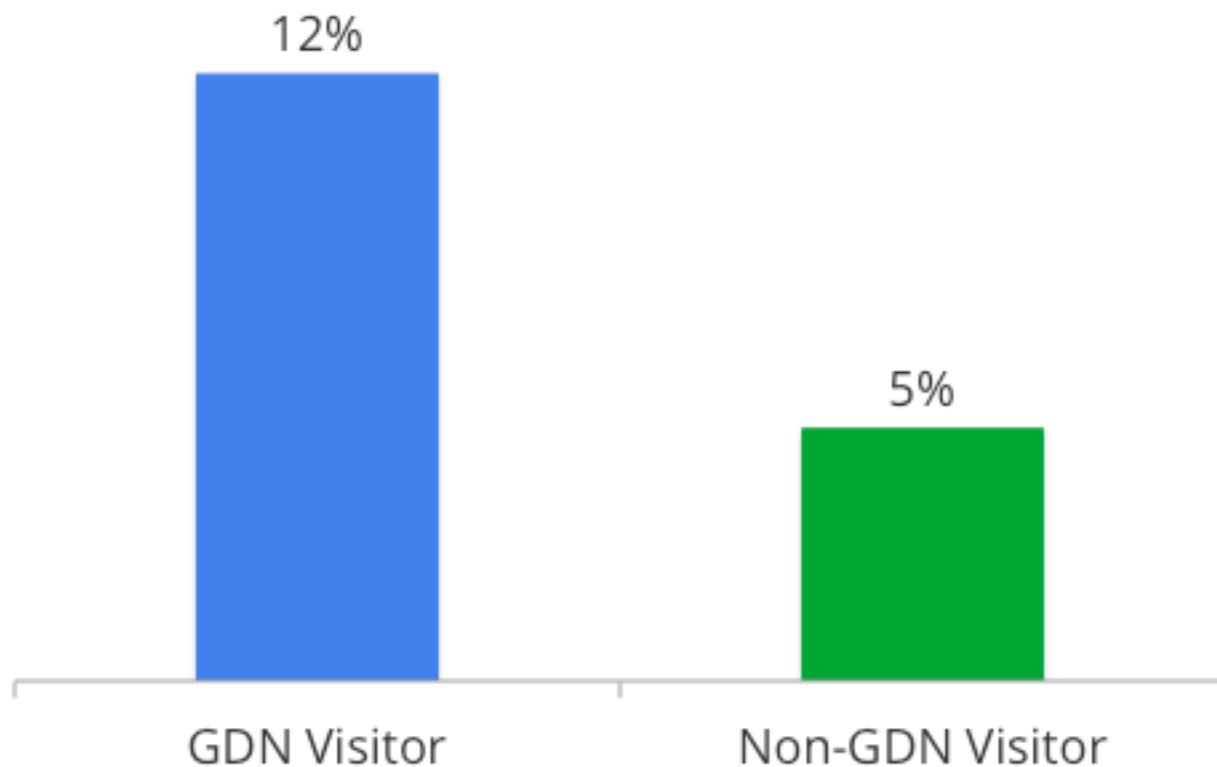
46% search online for information

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



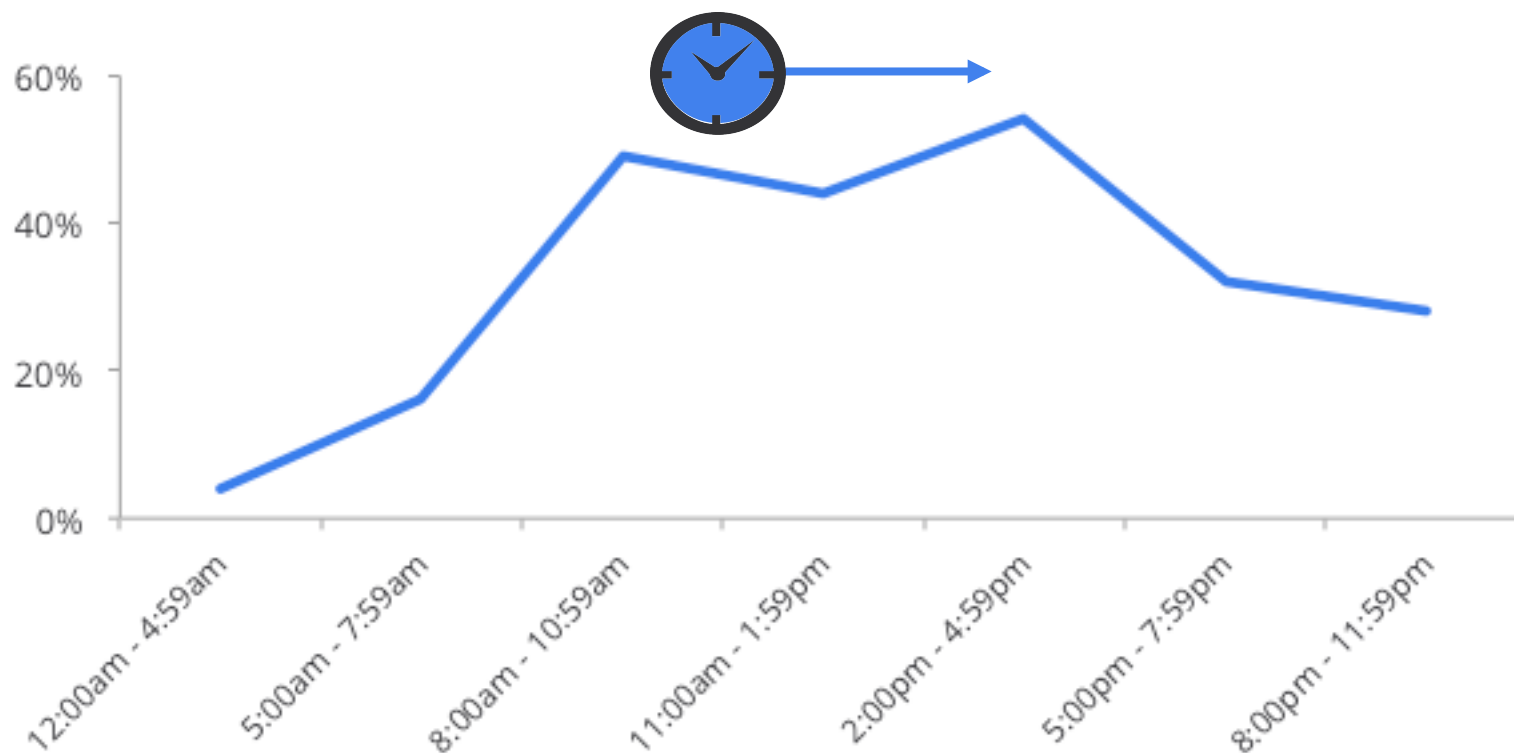
91% of Tech B2B mobile customers **access a search engine on a mobile device** to shop for Tech products



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	85%	38%
Read reviews	82%	40%
Compare prices	77%	46%
Compare product or service features	72%	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%

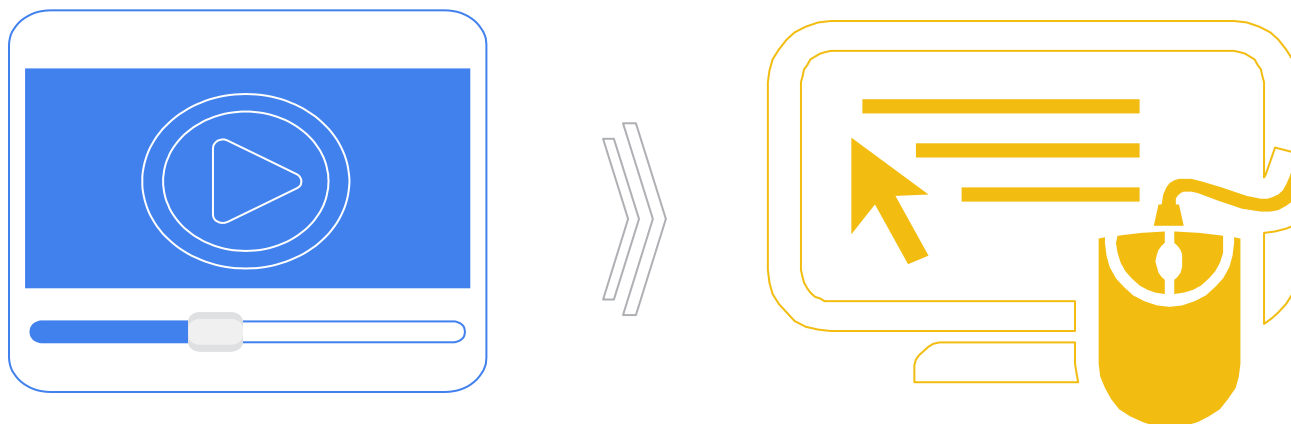
of Tech B2B customers that watch online videos said they are **very likely to watch videos again** the next time they shop

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%

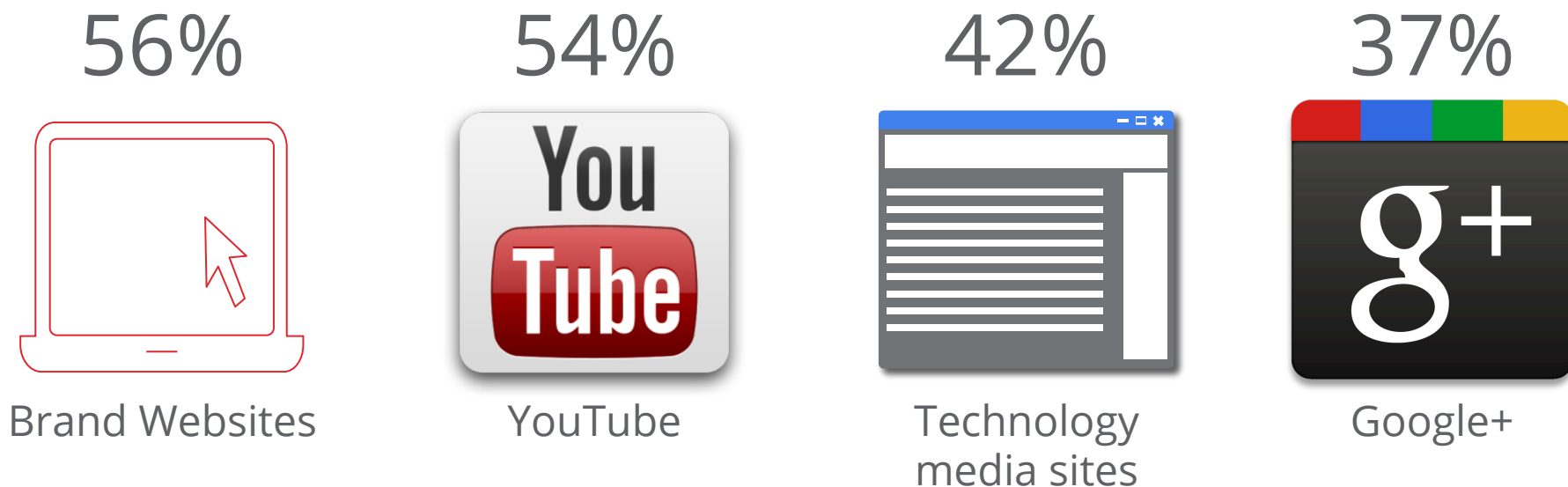
visited a Tech brand/
vendor website

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



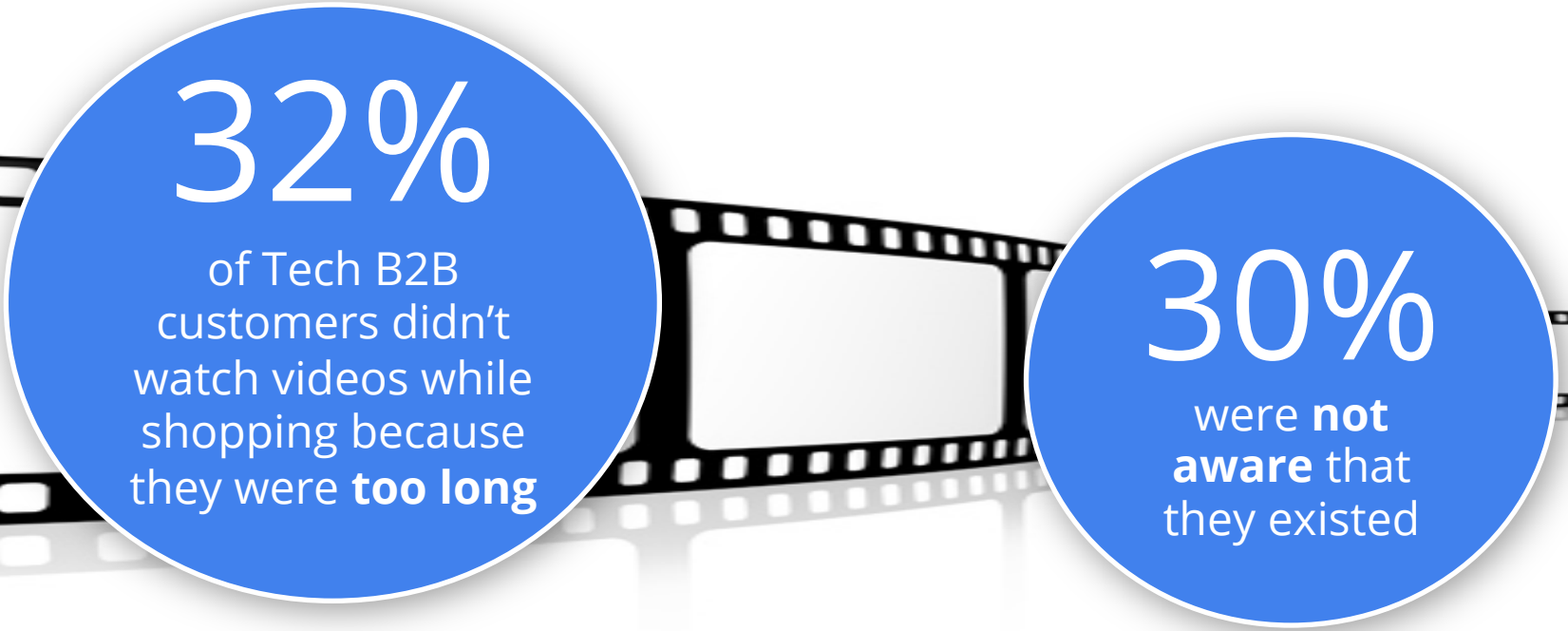
1 in 3

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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