



2023

The State of B2B RevOps Benchmark Report

Strategizing Growth in a
Dynamic Landscape



In 2023, B2B dynamics are marked by cautious optimism and strategic innovation. As companies navigate through economic and technological shifts, there are a few trends shaping the industry's forward momentum.

Key Findings

Budgetary Mindfulness

2023 has seen companies adopt a more conservative approach to spending, signaling a trend of caution amidst uncertainties.

Optimization Drive

Even with restrained budgets, there's a push to optimize outcomes from marketing efforts, focusing on efficiency.

Sales Development Evolves

The year showcases transformative sales tactics, from team structures to lead strategies, reflecting growth aspirations.

Strategic Agility

Firms display adaptability, aligning their practices with the times, and ensuring resilience in their approaches.



Contents of the Report

- 1 Key Findings
- 2 Introduction: Navigating Evolution and Uncertainty
- 3 Marketing Budgets
- 4 Go-to-Source for B2B Lead Data
- 5 Outbound Demand Generation
- 6 Inbound Marketing
- 7 Account-Based Marketing
- 8 Sales Development Practices
- 9 Conclusion
- 10 Research Methodology and Respondent Profile





Navigating Evolution and Uncertainty

Amid a technological renaissance, the B2B sector stands at a crossroads of innovation, risk, and opportunity. Economic uncertainties, technological paradigms, and evolving market demands continue to influence B2B RevOps strategies, compelling organizations to recalibrate and innovate to support the “do more with less” outlook.

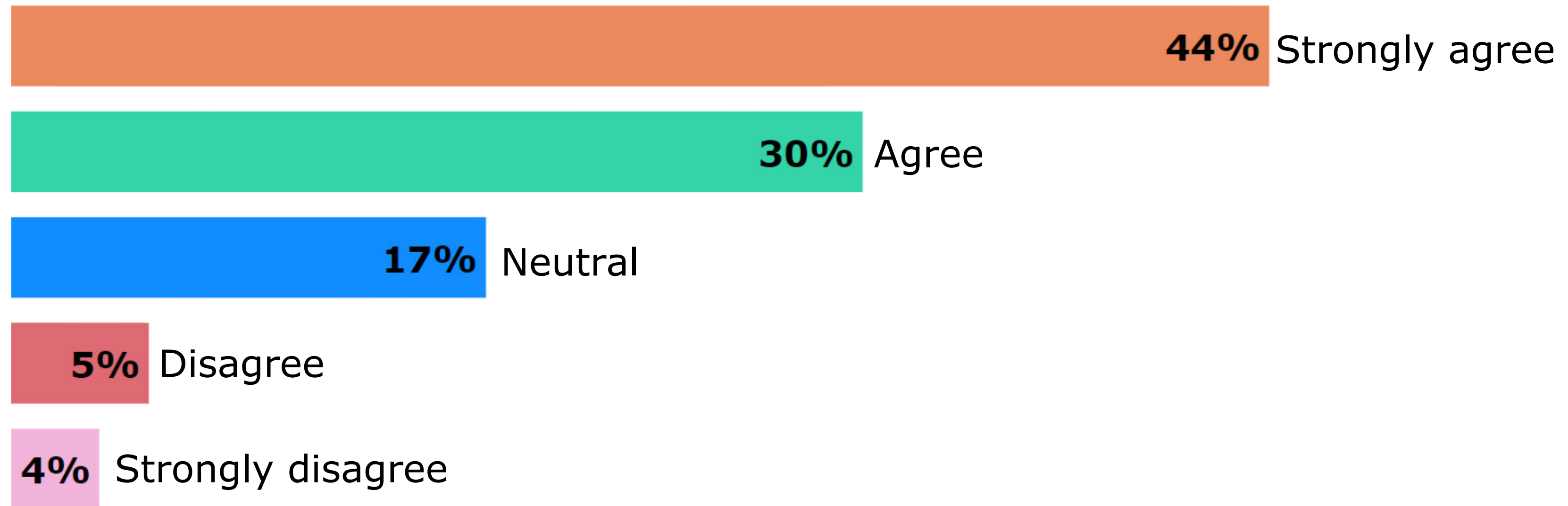
Our B2B RevOps Benchmark Report 2023 seeks to illuminate these nuances, providing a comprehensive snapshot of the present and a keen eye on the future.

Through this report, we aim to offer a view of the RevOps landscape, highlighting the strategies that propel companies forward, the challenges, and the innovative avenues for exploration.



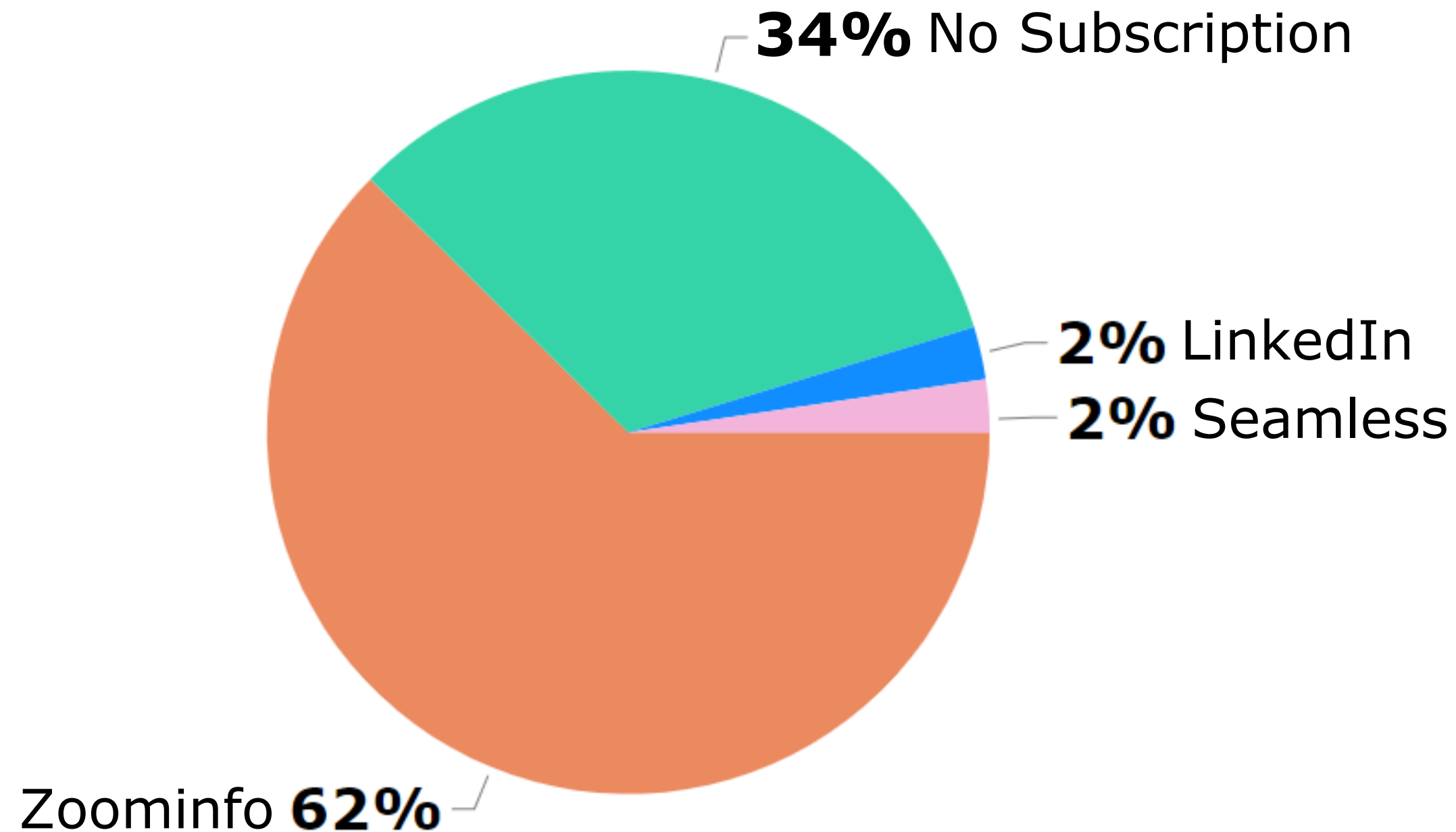
2023 Expecting Stricter Control on Marketing Budgets

For 2023, the majority of marketers foresee a year of budgetary constraints. Despite this, they are finding ways to thrive and maximize impact with more conservative annual marketing budgets.



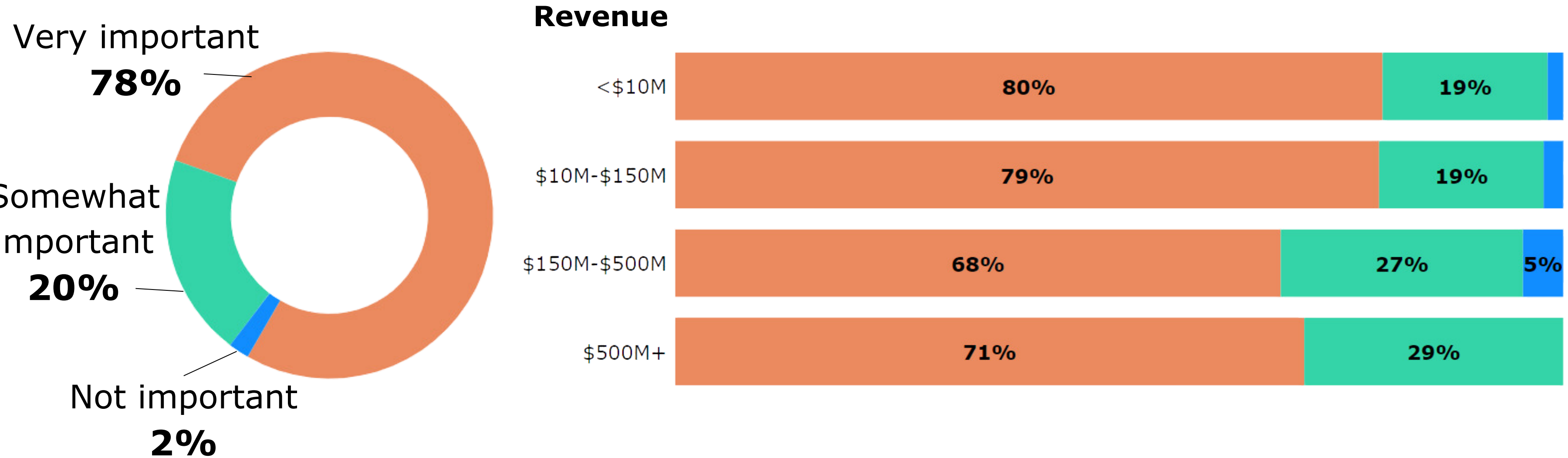
ZoomInfo: The Go-To Source for B2B Marketing Data

ZoomInfo dominates as the B2B marketing lead data source across companies of all sizes. Interestingly, a significant number of companies choose not to rely on a specific subscription service.



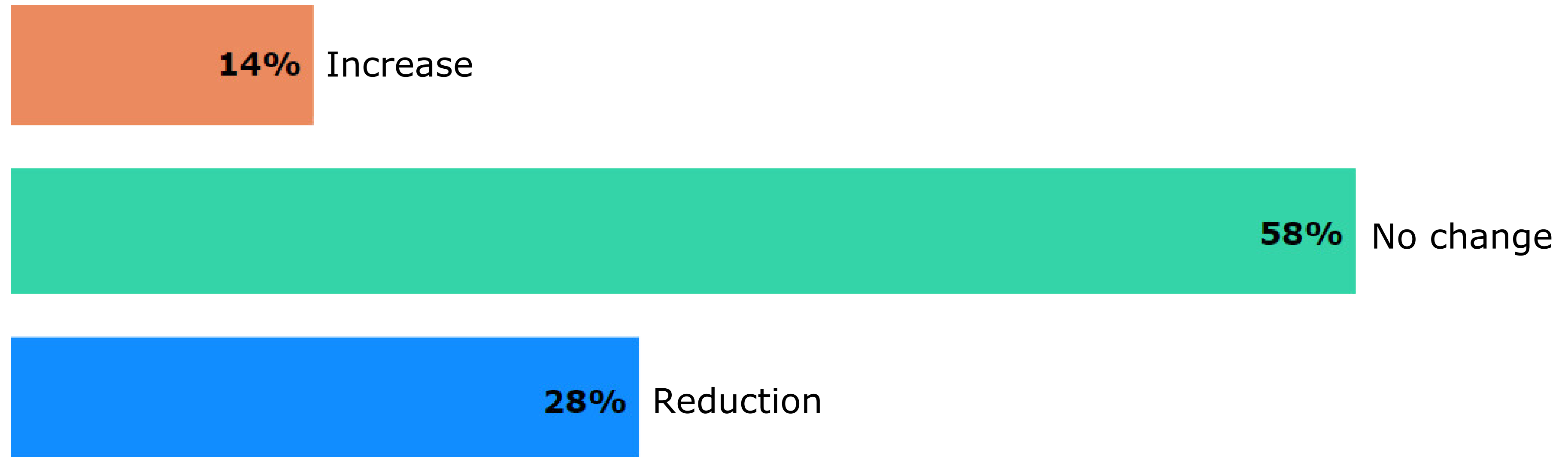
Outbound Demand Generation: Heartbeat of Pipeline Development

Outbound Demand Generation has emerged as the primary driver in the pipeline development strategy for 2023. Among high-revenue entities, Outbound Demand Generation is uniformly valued, either as a primary or secondary priority, with none dismissing its importance.



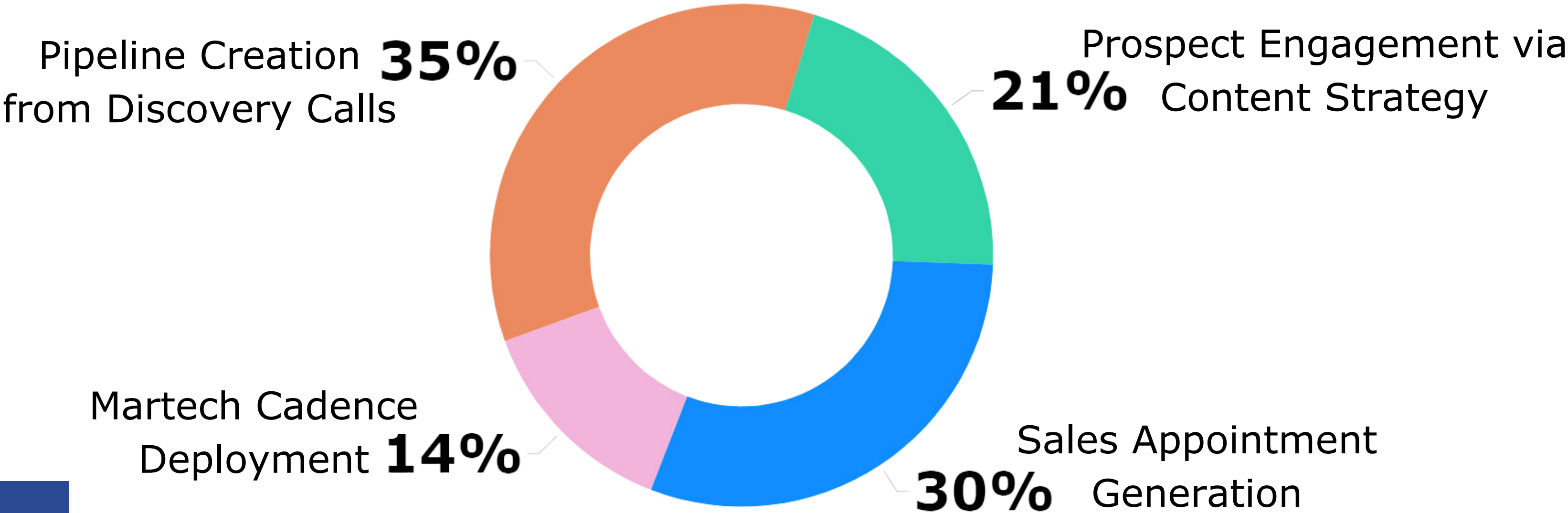
Better Confidence in Outsourced Pay-Per-Performance Leads

Amid potential economic shifts, many companies display faith in the value of outsourced pay-per-performance leads, with most planning to sustain their investment. Interestingly, of those considering change, a considerable percentage is open to boosting their financial commitment to these leads.



Conversions & Meetings: Sales Development Strengths in 2023

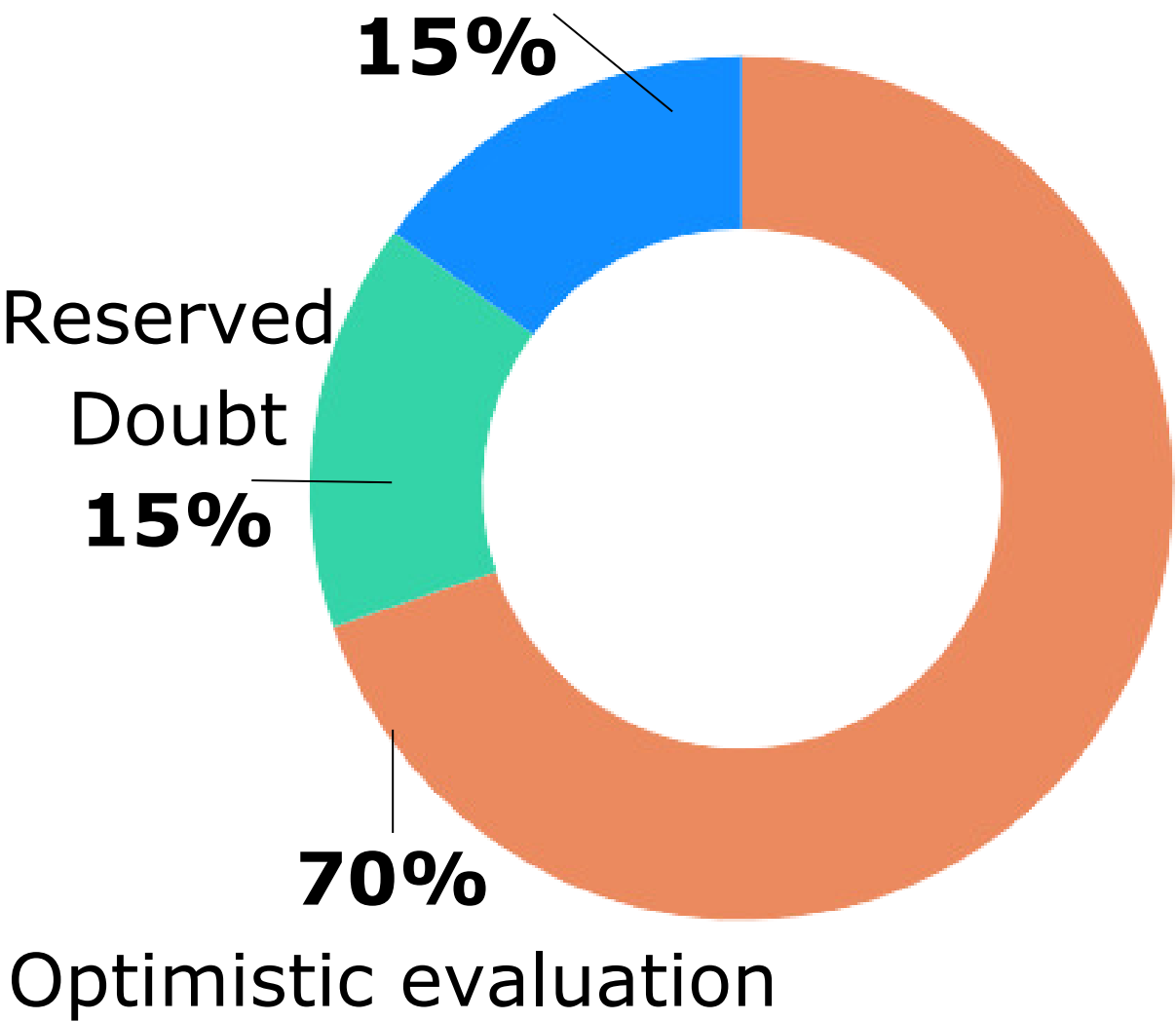
Companies are showing strong proficiency in converting discovery meetings into opportunity pipelines and generating sales meetings. The deployment of cadence-based Martech tools, while less pronounced, presents a potential area for further exploration and development.



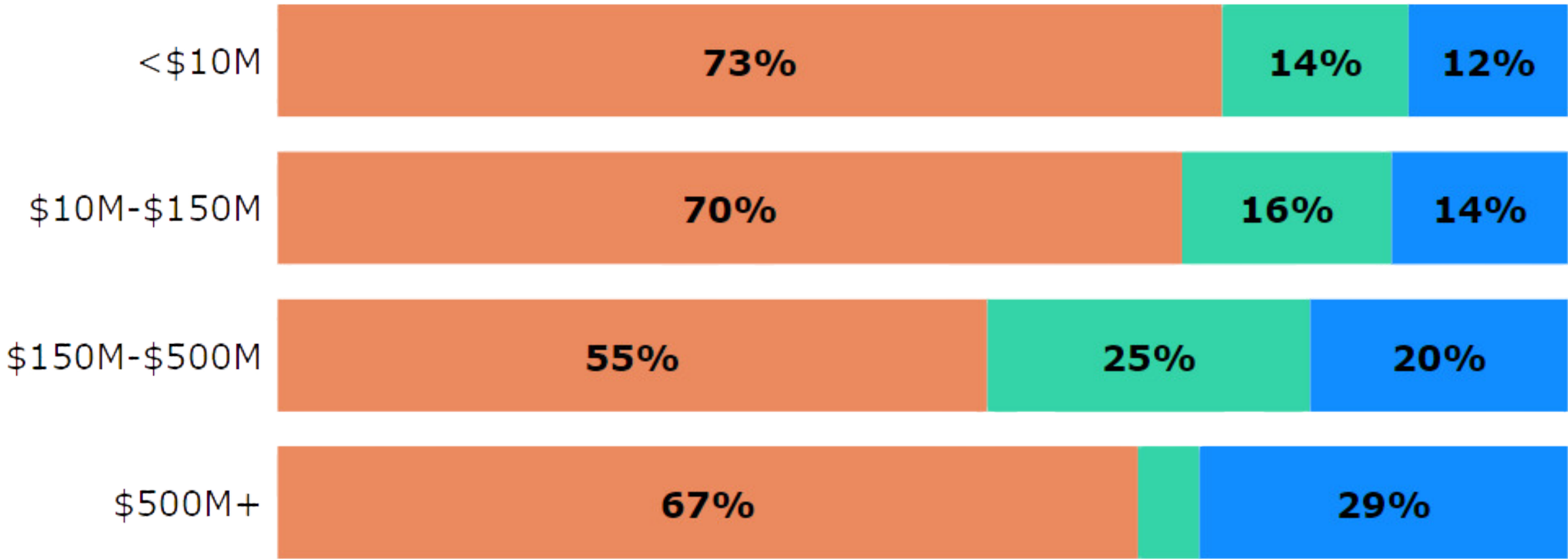
High Revenue Firms: Emphasis on Outsourced Demand Gen

When exploring pipeline generation, companies prefer exploring outsourced demand-gen partners with careful optimism. Particularly in high-revenue companies, a preference towards evaluation and exploration prevails.

Spontaneous Exploration

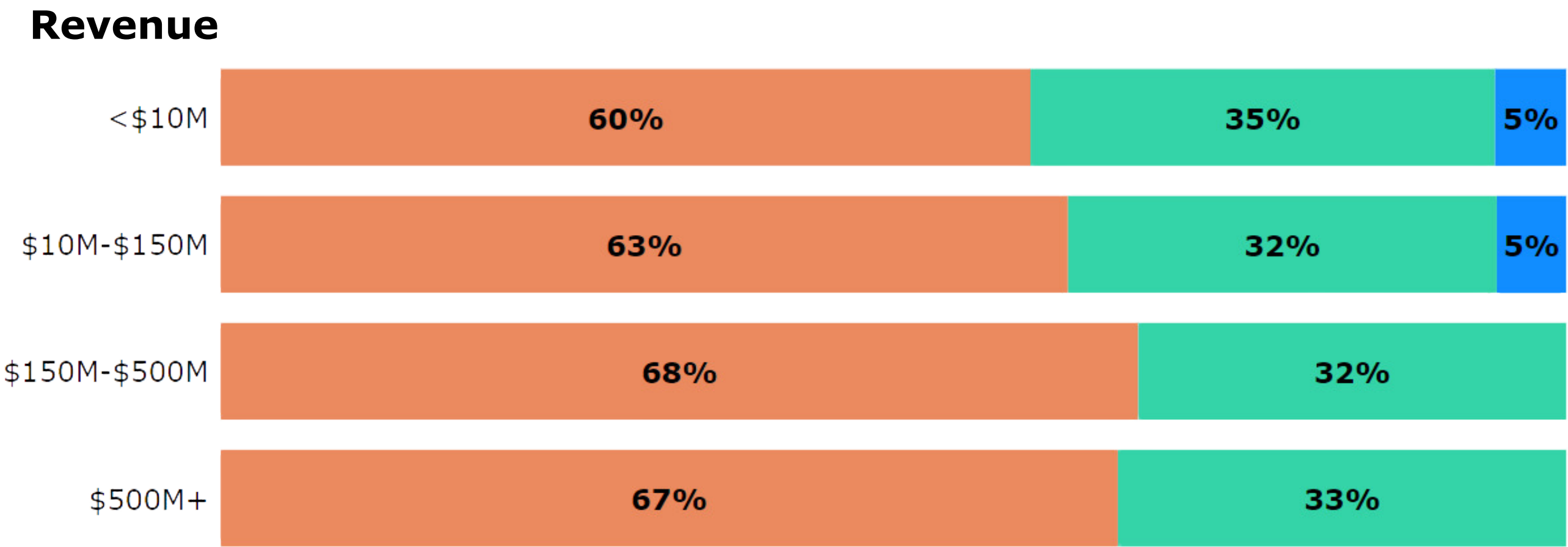
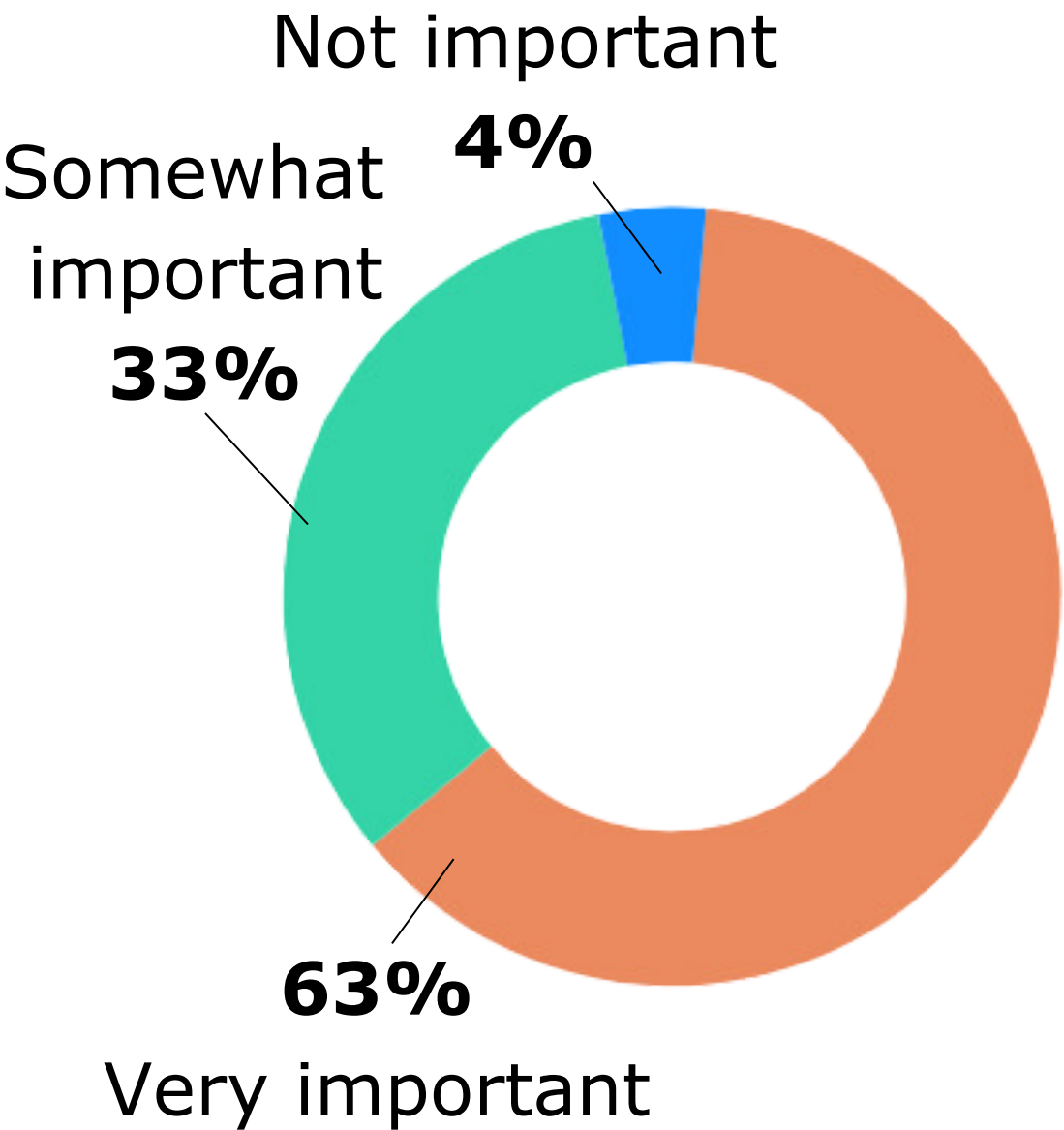


Revenue



Inbound Marketing: A Key Pillar for 2023's Pipeline Strategy

Inbound marketing remains an influential strategy. Companies continue to highlight their reliance on inbound marketing and its continued importance in pipeline development.



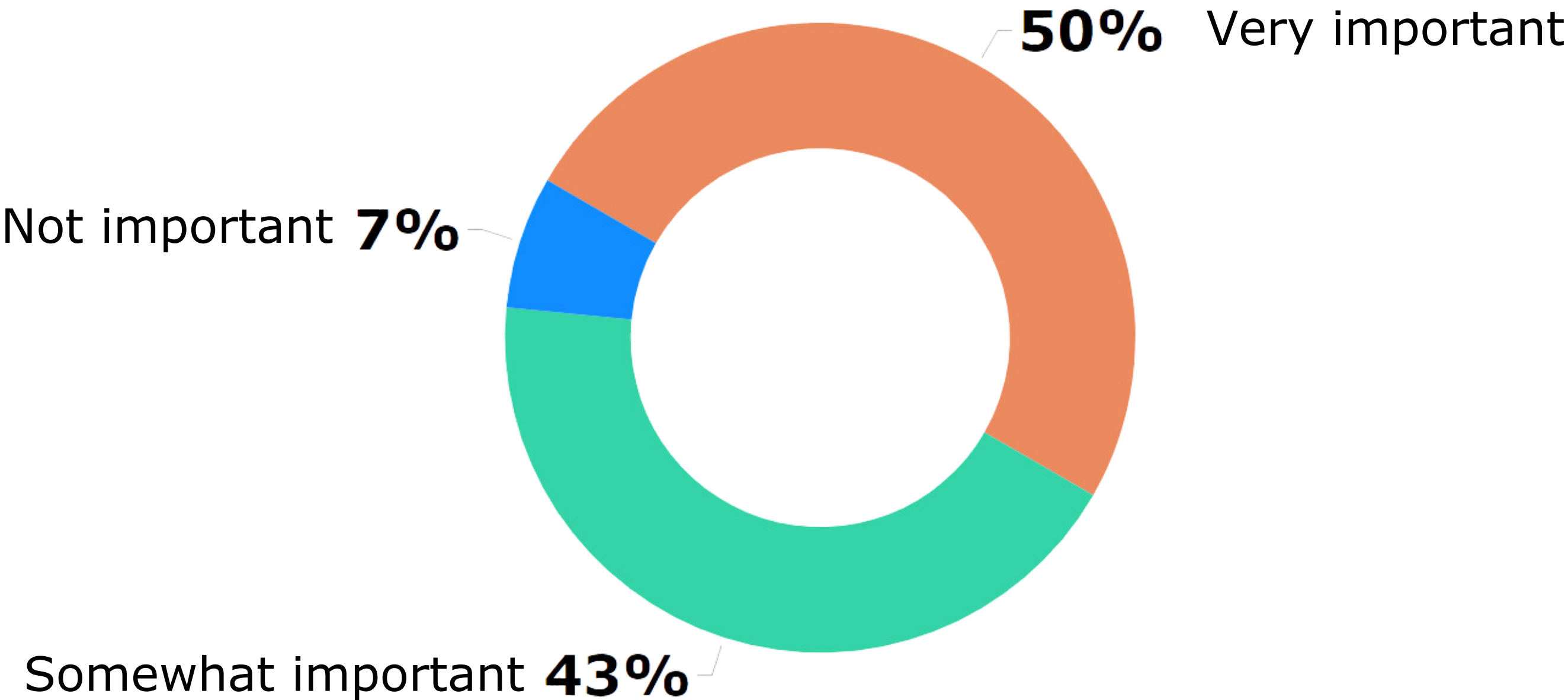
Bright Future for Content-Driven Inbound Leads

In anticipation of possible financial headwinds, most companies project an increase or maintenance of their current levels in generating content-driven inbound leads, pointing to continued faith in this strategy.



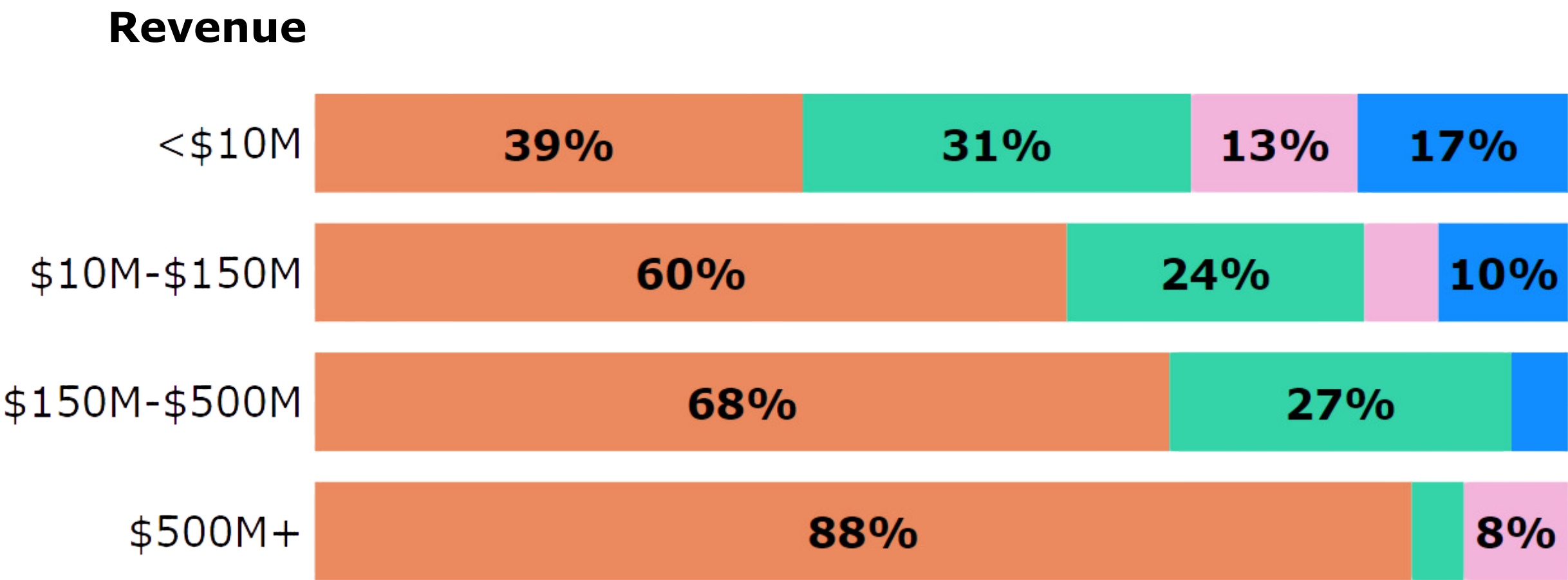
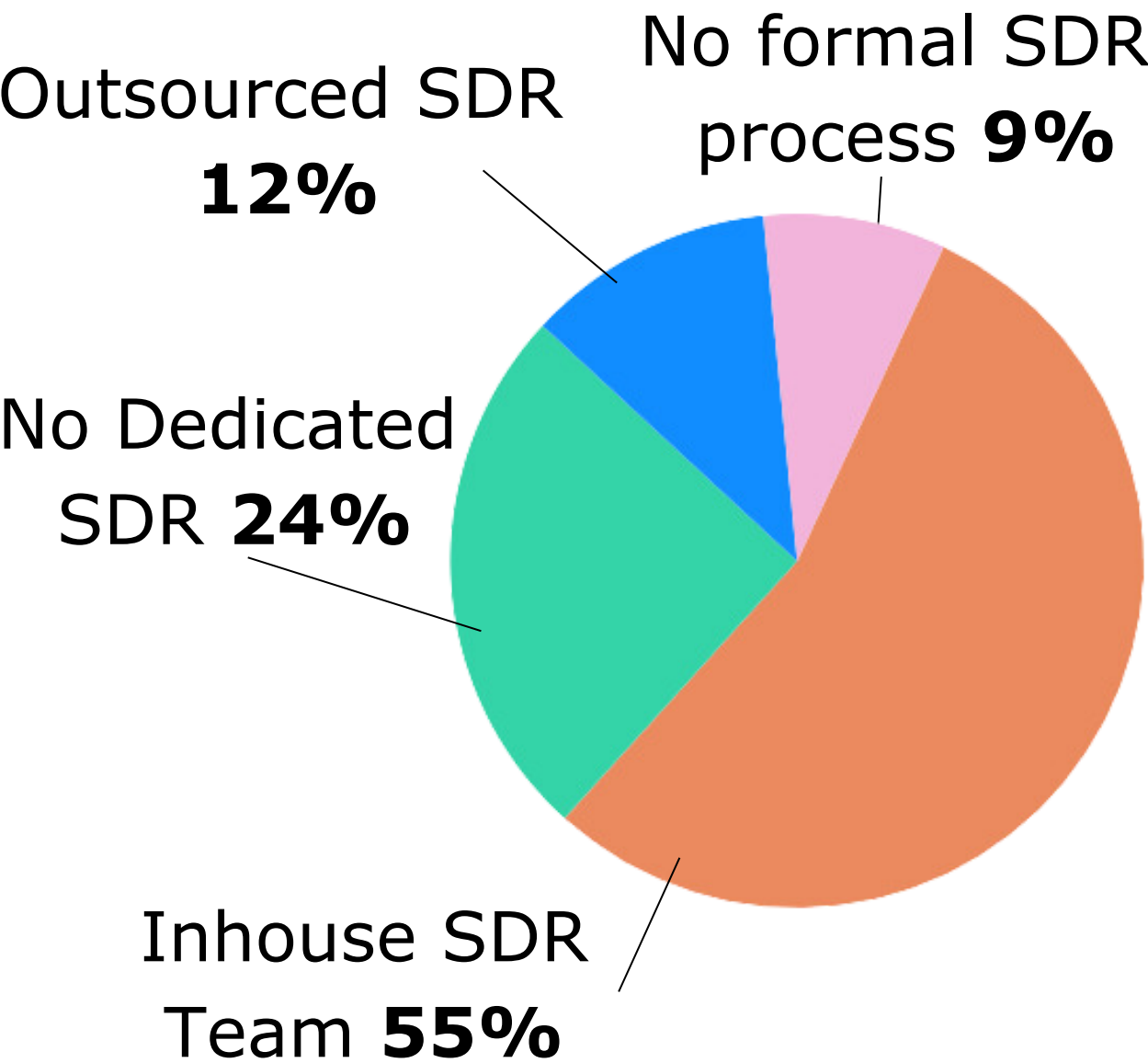
Growing Footprint of Account-Based Marketing in 2023's Strategy

Account Based Marketing (ABM) holds a substantive place in the 2023 pipeline strategy. With a combined majority finding it somewhat to very significant, it's evident that ABM is emerging as a favored approach for many.



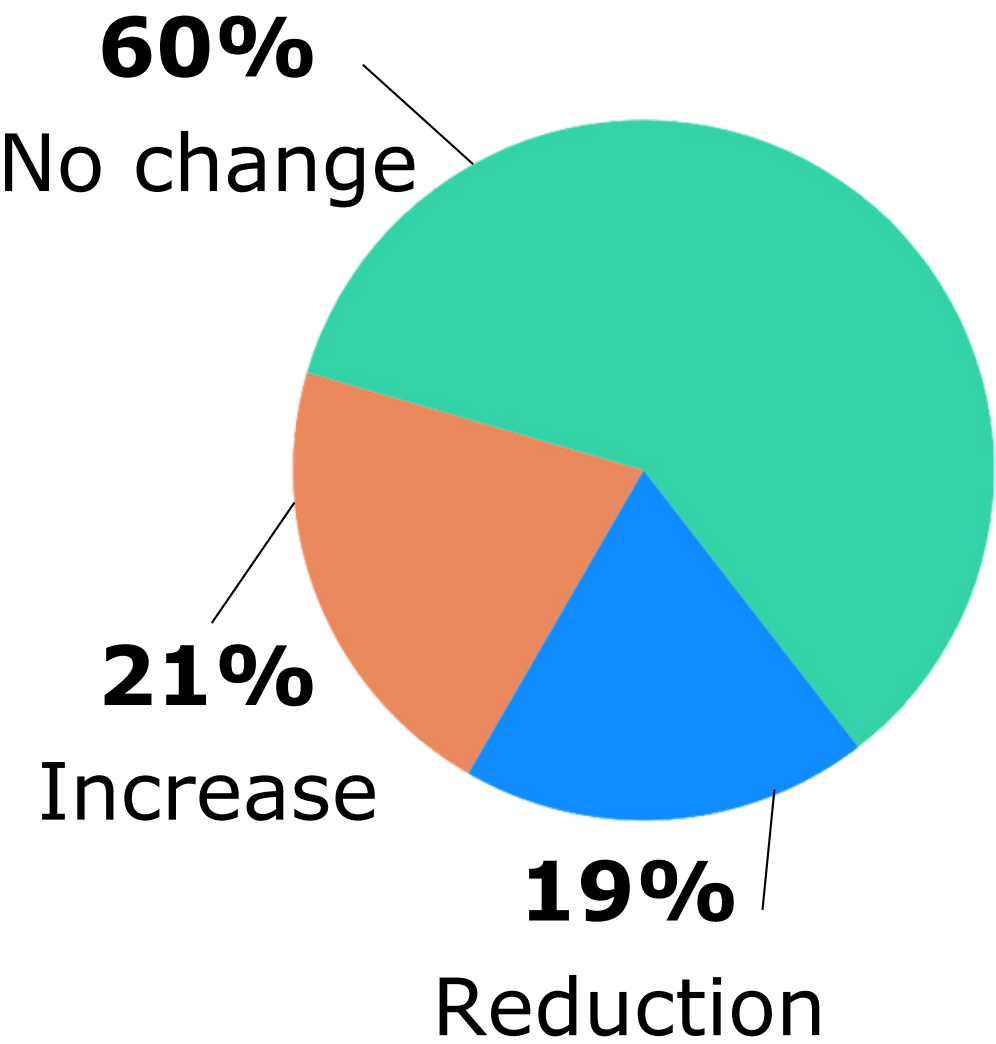
Sales Development Practices Revealed

55% of companies rely on in-house SDR teams while 45% have no SDR team or process or rely on outsourcing. As we ascend the revenue ladder, there's a distinct trend toward formalizing SDR processes and employing dedicated SDR teams. The highest revenue companies display the strongest commitment to these practices.

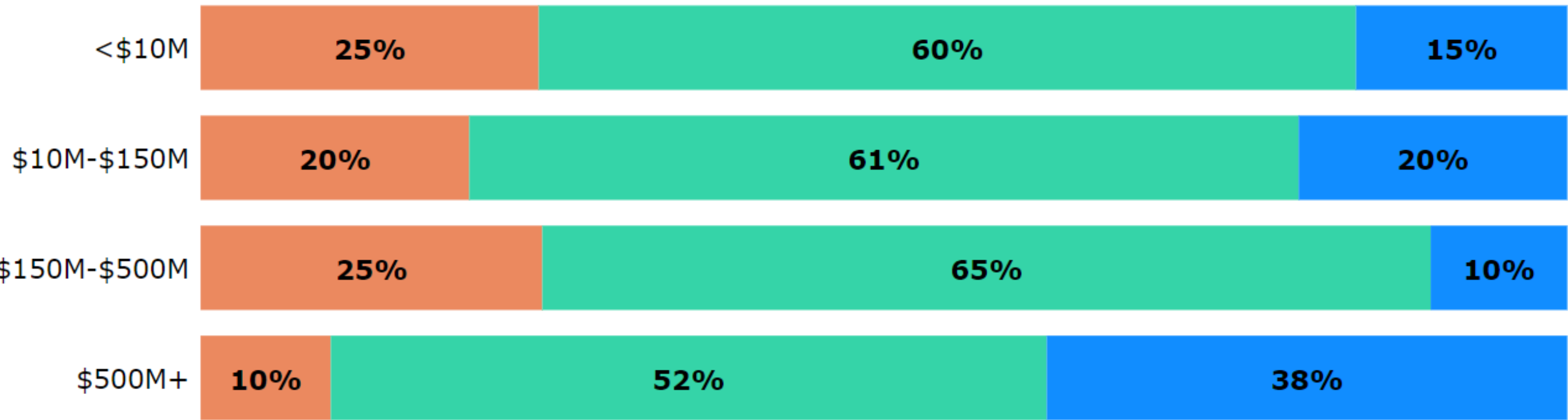


Sales Team Headcount Unchanged Despite Economic Uncertainty

Despite the potential economic slowdown, multiple companies anticipate no change in the headcount for Inside Sales, SDRs, or AEs. The sentiment is shared across all revenue brackets, although larger companies (>500M) display a higher tendency towards reduction.

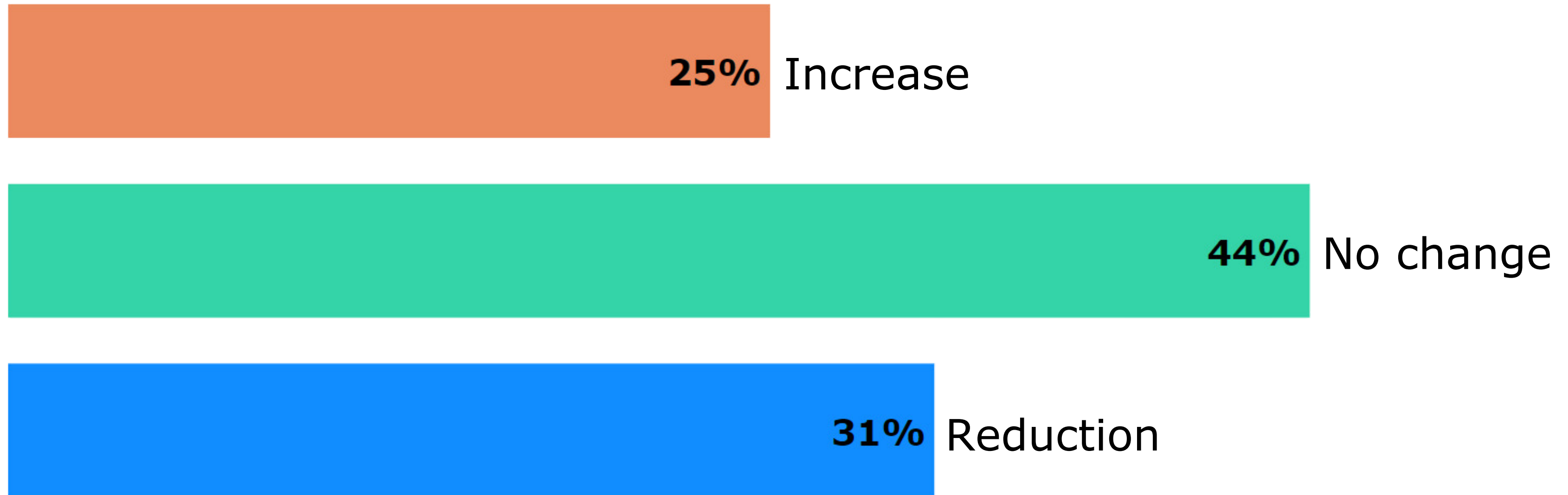


Revenue



Future of Event Participation: Status Quo

Views on future event participation display a spectrum of expectations. A notable segment of companies anticipates maintaining the status quo, while the remainder is nearly split between planning for an uptick and foreseeing a decline.

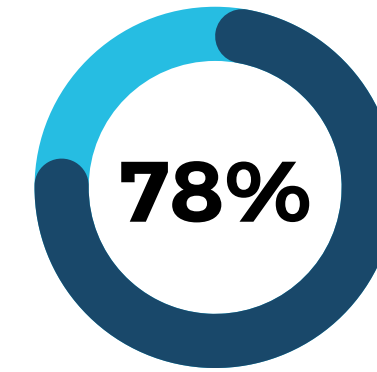


Conclusion

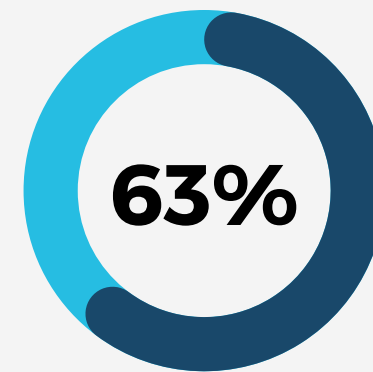
As we conclude, the B2B RevOps roadmap for 2023 emerges with clarity: It's about driving growth through precision and data-driven agility. The imperative shift to precise orchestration is underscored in the data.

RevOps Pros are looking at a strategic alignment of practices, tools, and methodologies, aiming to capitalize on every opportunity. Strategic agility is no longer optional; it's foundational.

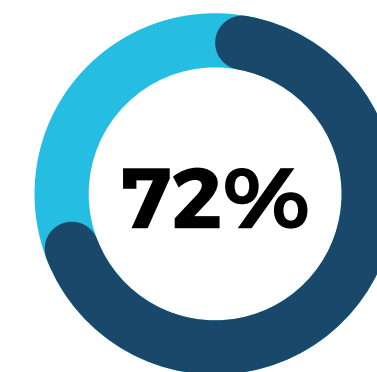
Highlights



Prioritize Outbound Demand Generation for Growth



Highlight Inbound Marketing's Continued Importance



Firms Either Maintain or Increase Their Investment in Pay-Per-Performance Leads



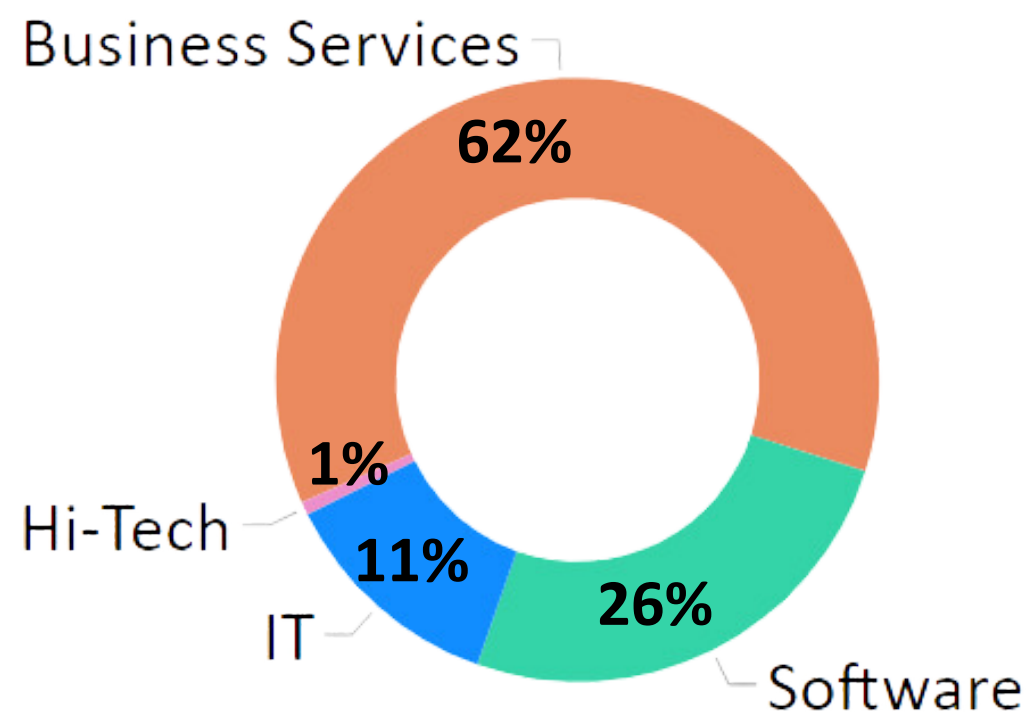
Research Methodology

For our study, we conducted a quantitative survey to gather insights and trends in RevOps from 294 B2B practicing sales and marketing leaders in the US. The data was collected through a 3-minute online survey distributed to a handpicked list of industry professionals, ensuring a comprehensive reflection of the diversity and depth of the B2B landscape. Our primary objective was to present an encompassing view of the B2B RevOps environment as shaped by its leading experts.

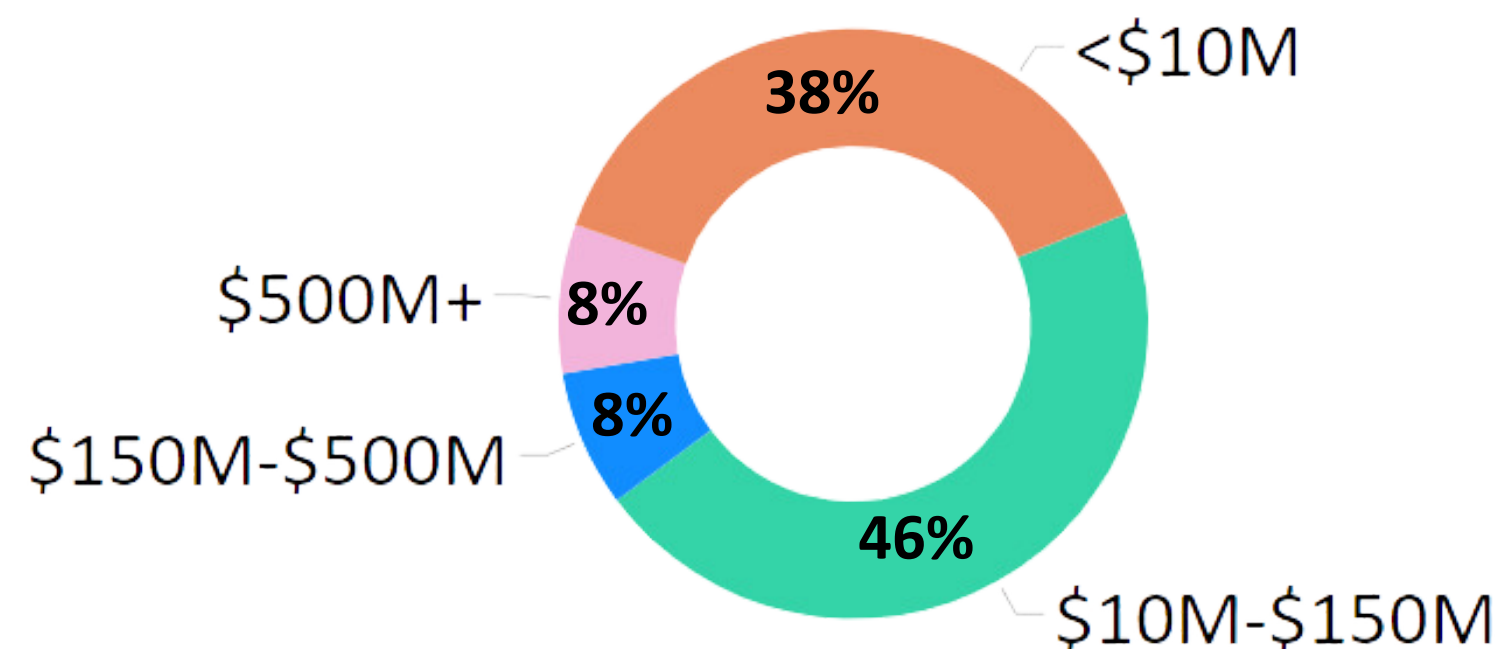


Respondent Profile

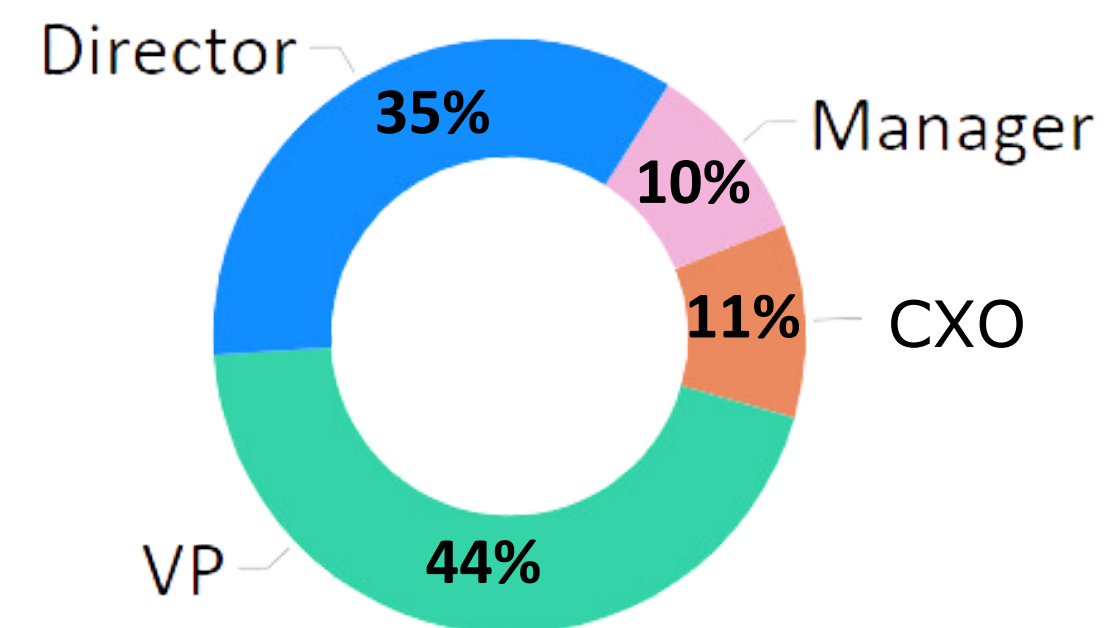
Industry



Revenue Size



Decision Makers



An intelligent B2B demand generation platform and services designed to grow your company. With a legacy of delivering demand gen solutions for fast-growth organizations, we leverage high-velocity omnichannel outreach to pinpoint your Ideal Customer Profile (ICP). Our AI-driven techniques, coupled with the expertise of our US-based BDRs, ensure that every prospect is deeply qualified before they are set up as an appointment.

Interested in optimizing your demand generation journey?

Dive deeper with us and discover how to harness the power of precise targeting and engagement.

Let's Connect!

Contact Us

Nexsales Corp
20660 Stevens Creek Blvd. #129,
Cupertino, CA 95014

✉ sales@nexsales.com

📞 (408) 831 3800

Website: www.nexsales.com