



The 2024–2025 Blueprint for High-Impact Content

250+ B2B buyers reveal what
content converts the most



Existing isn't enough – your content needs to **convert** – and B2B buyers have **very clear preferences** for what content drives action.

Grabbing and holding your audience's attention can feel like pushing a boulder up a hill. Despite significant investments in content marketing, many marketers struggle to hit content marketing KPIs for engagement, lead generation, and SEO rankings. Achieving marketing metrics such as increasing brand awareness, trust, and authority can be even more difficult.

One reason for this challenge is today's buyers are drowning in content – and AI-generated content is only adding to the overwhelm. At the same time, SEO algorithms are in flux, and many marketers are watching their hard-earned traffic to their websites and blogs take a nosedive. [Gartner is predicting by 2028](#), brands will see their site traffic from organic search decrease by 50% or more due to generative AI-powered search.

The old content marketing playbooks no longer seem to be working. So what will?

This report shares insights from over 250 U.S.-based B2B buyers with influence, authority, or oversight of software and services purchases. Respondents revealed the types of content they:

- **Share with others involved in purchasing decisions**
- **Provide personal data to access**
- **Use to influence their actual purchase decisions**

Additionally, the report explores which content B2B buyers say is most likely to build trust, enhance brand awareness, and establish a brand's authority.

With the right approach to your content marketing strategy, you can create content that cuts through the noise and gets your buyers' attention. This report gives you the insights to do so.

Short on time? Skip to page **51** for a cheat sheet of our biggest findings and key takeaways.



Table of **CONTENTS**

▶ Meet Your B2B Buyers	05
▶ Top Content For More Shares and Sales	08
▶ Top Content For Boosting Brand Awareness and Trust	19
▶ Content Most Likely to Stand Out	29
▶ Preferred Content Formats, Channels, Topics, and Timing	35
▶ Perceptions of AI-Generated Content	43
▶ Key Takeaways	47
▶ Cheat Sheet	51
▶ About Redpoint	53



Meet Your
B2B BUYERS

Meet Your **B2B Buyers**

To truly understand the preferences and behaviors of buyers, it's essential to know who they are. Here is a snapshot of the diverse group of 255 U.S.-based professionals who participated in the survey and influence, authorize, or oversee the purchase of software and services at their organization.

Who they are:



22%
C-suite

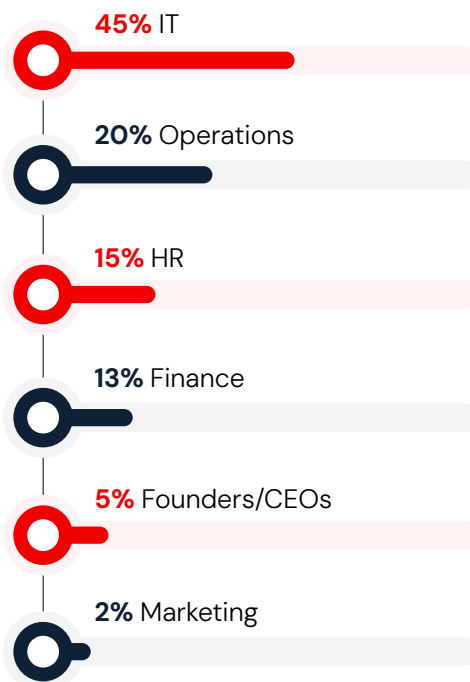


43%
Directors

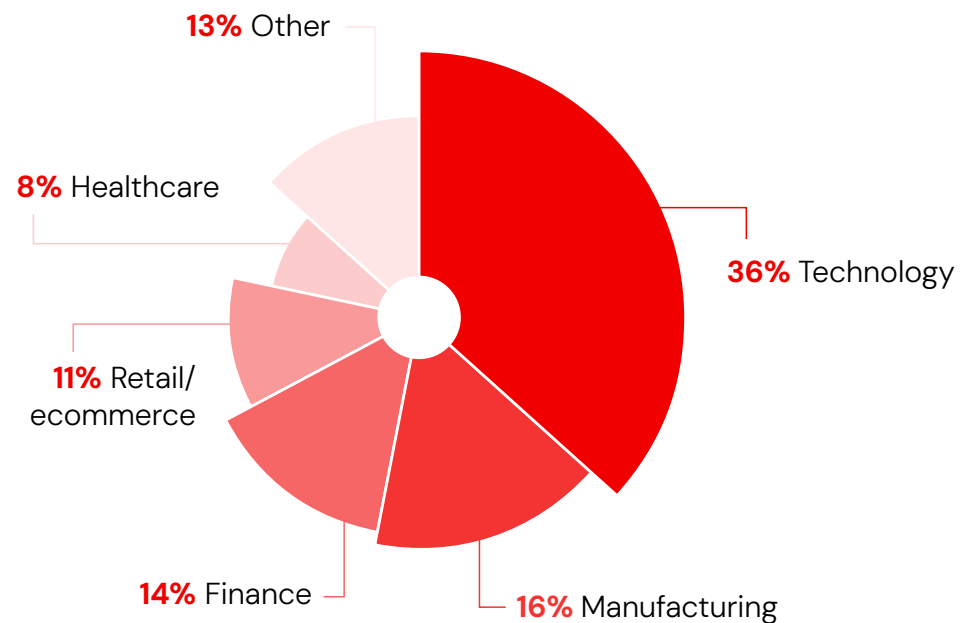


35%
Managers

Departments they work in:

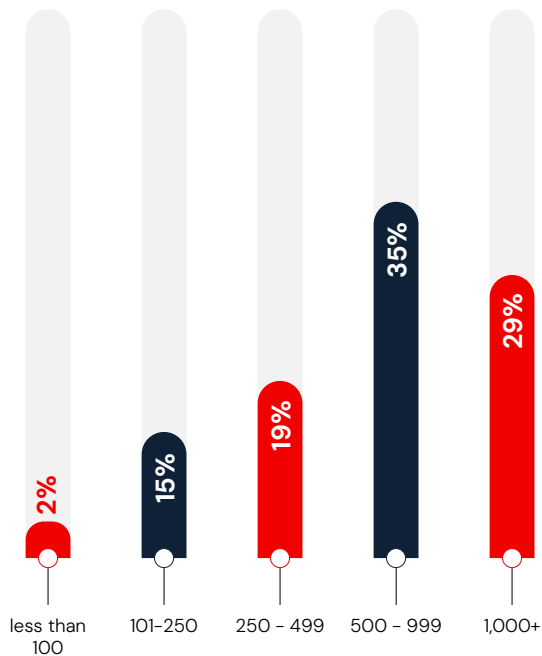


Industry they work in:

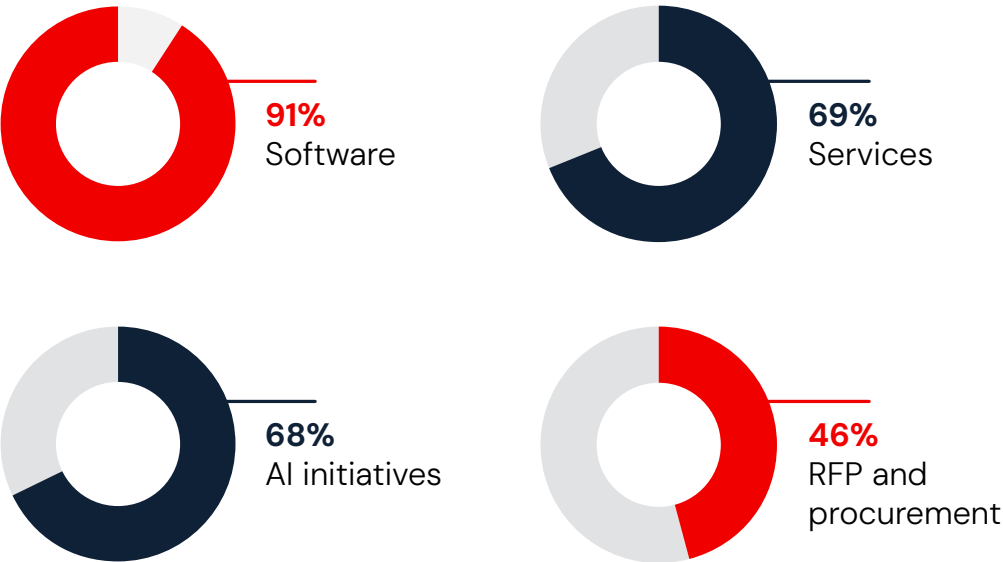


Meet Your **B2B Buyers**

Number of employees in their organizations



Types of services/solutions they influence, authorize, or oversee:





Top Content For More
SHARES AND SALES

Whether you want to close deals, influence brand perception, or increase shareability...

B2B buyers were loud and clear:

Original research has the biggest influence.

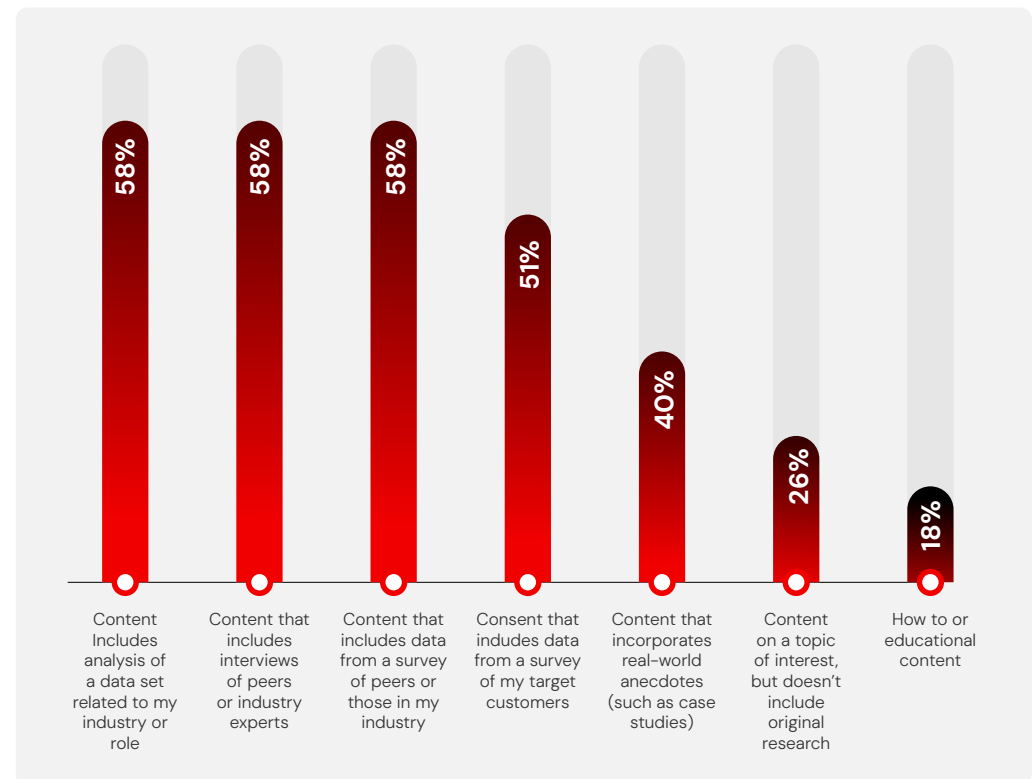
What IS original research?

Original research is research done by the person or brand/vendor publishing it, including data collection from surveys, interviews, or collating and analyzing data from existing sources.

Content with unique **peer or industry insights** holds the greatest sway on buyer purchasing decisions.

According to the survey, B2B buyers indicated that content that includes original research, such as analysis of a data set, interviews from peers, or survey data, is most likely to influence their decision to move forward with a purchase.

What specific pieces of content have influenced your decision to move forward with a purchase?



Predictive Index ROI on original research

\$680,000+ in won opportunities

During her time as Director of Marketing for Predictive Index, Erin Balsa, began creating survey-based research reports. She reported that its “2020 Remote Work Report” drove \$680K in revenue. And that’s just one of several reports the company has produced.



Responses in Campaign

3,677



Leads in Campaign

7,250



Converted Leads in Campaign

536



Contacts in Campaign

536



Opportunities in Campaign

209



Won Opportunities in Campaign

114



Value Opportunities in Campaign

1,000,973.48

USD



Value Won Opportunities in Campaign

680,362.32

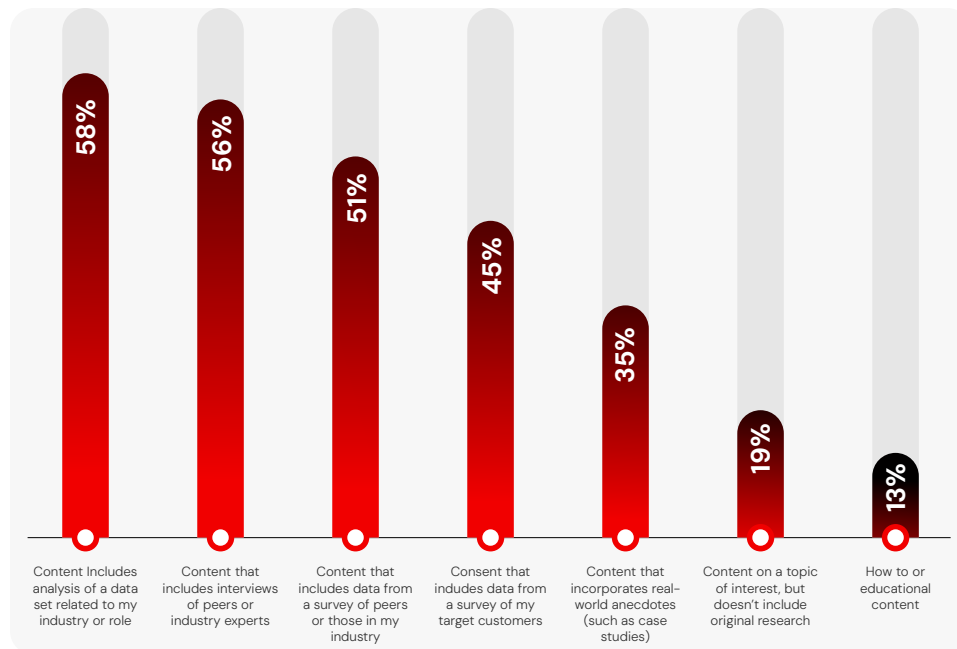
USD

95% of B2B buyers say **thought leadership content** that presents original research or ideas is important to their perception of a brand's authority and expertise.



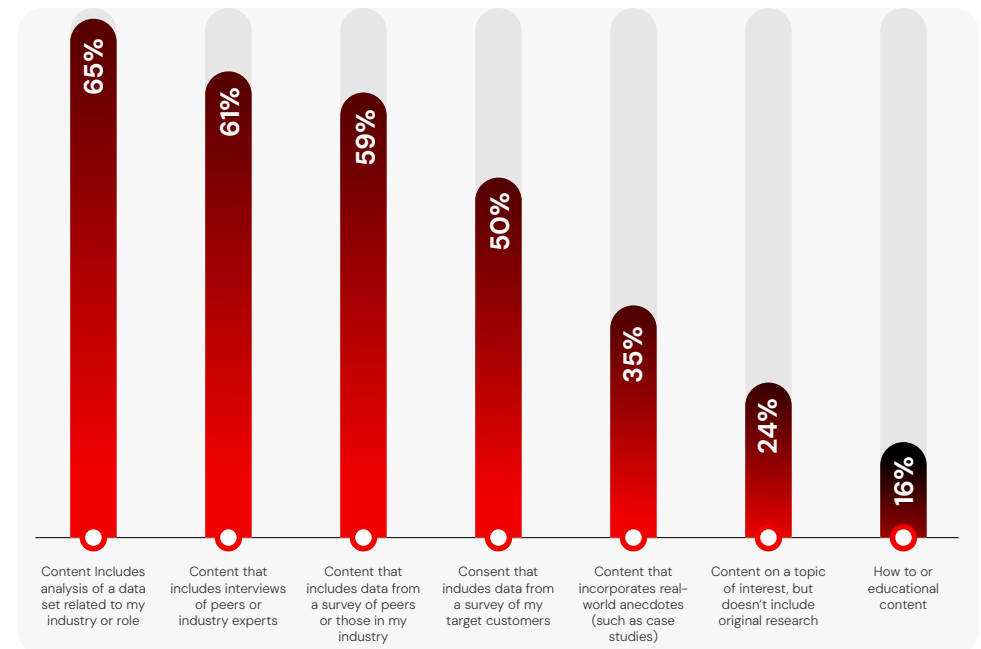
Brands can **boost perception of their authority and expertise** with content that includes industry data and peer interviews.

Which types of content most influence your perception of a brand as an industry authority?



82% vs. 59% overall

What type of content from a brand has significantly boosted your perception of their expertise?



C-suite considerations: For the C-suite, content with data from a survey of peers or those in the industry is even more important in influencing their perception of a brand as an industry authority (82% vs. 59% overall).

Data-driven tech trends report positions Telarus as an industry thought leader

Telarus wanted to create a research-backed tech trends report that would provide unique and high-value insights to their partners. This initiative also sought to position their Vice Presidents of Advanced Solutions as industry thought leaders.

The published report resulted in:



1K+ downloads
of the report



1/3 of Telarus
selling partners
engaging with
the report



Elevating
Telarus' thought
leadership
within the
industry

Jennifer Dimas
CMO, Telarus

We've gotten feedback saying that we're head and shoulders above our competition because we provided our selling partners with something really useful that they can use with their customers to display their expertise.

[Read the full case study here](#)



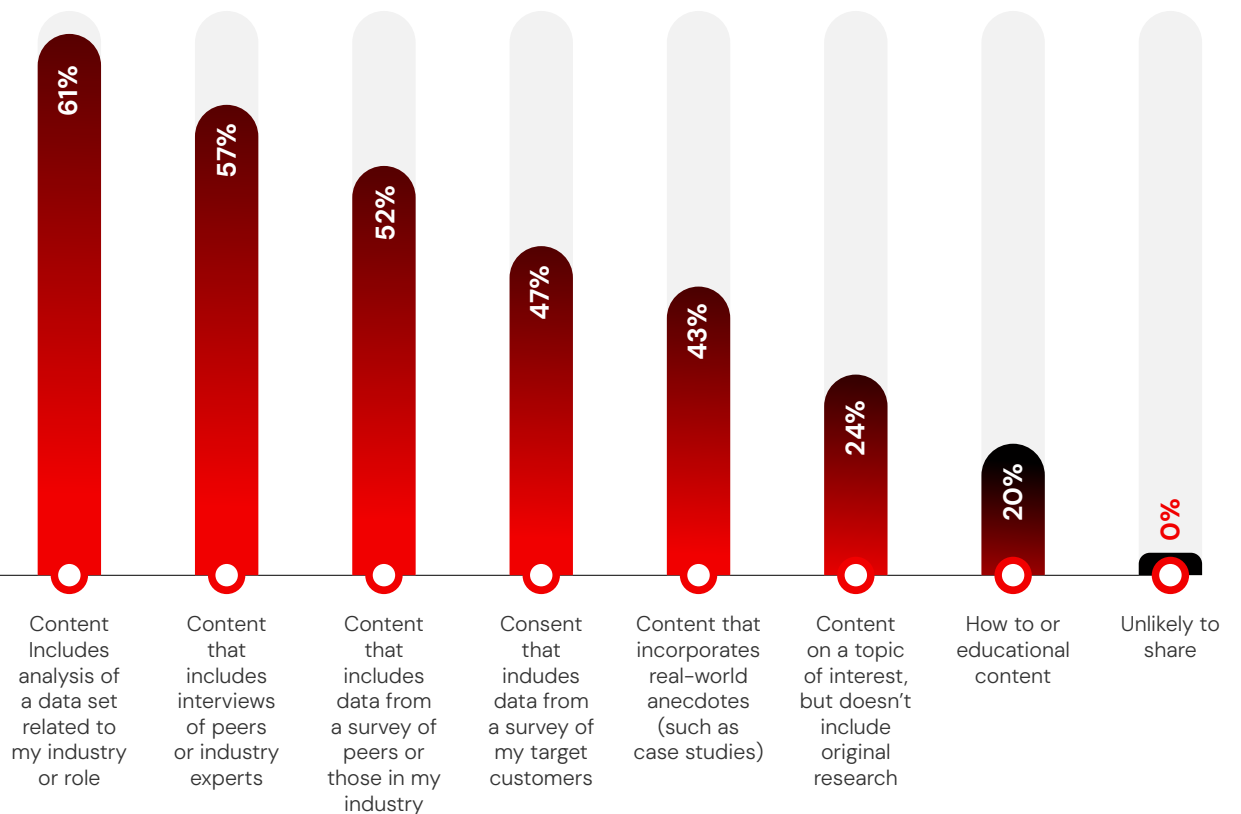
The **most shareable** content
includes original research.



B2B buyers
are 2.5X more
likely to **share**
content
with new
data-driven
insights.

When it comes to sharing content with colleagues involved in purchasing decisions, content featuring data analysis relevant to a buyer's industry tops the list, with 61% of buyers likely to share it. Notably, no respondents indicated they were unlikely to share content, emphasizing the importance of quality and relevance in driving greater engagement and shares.

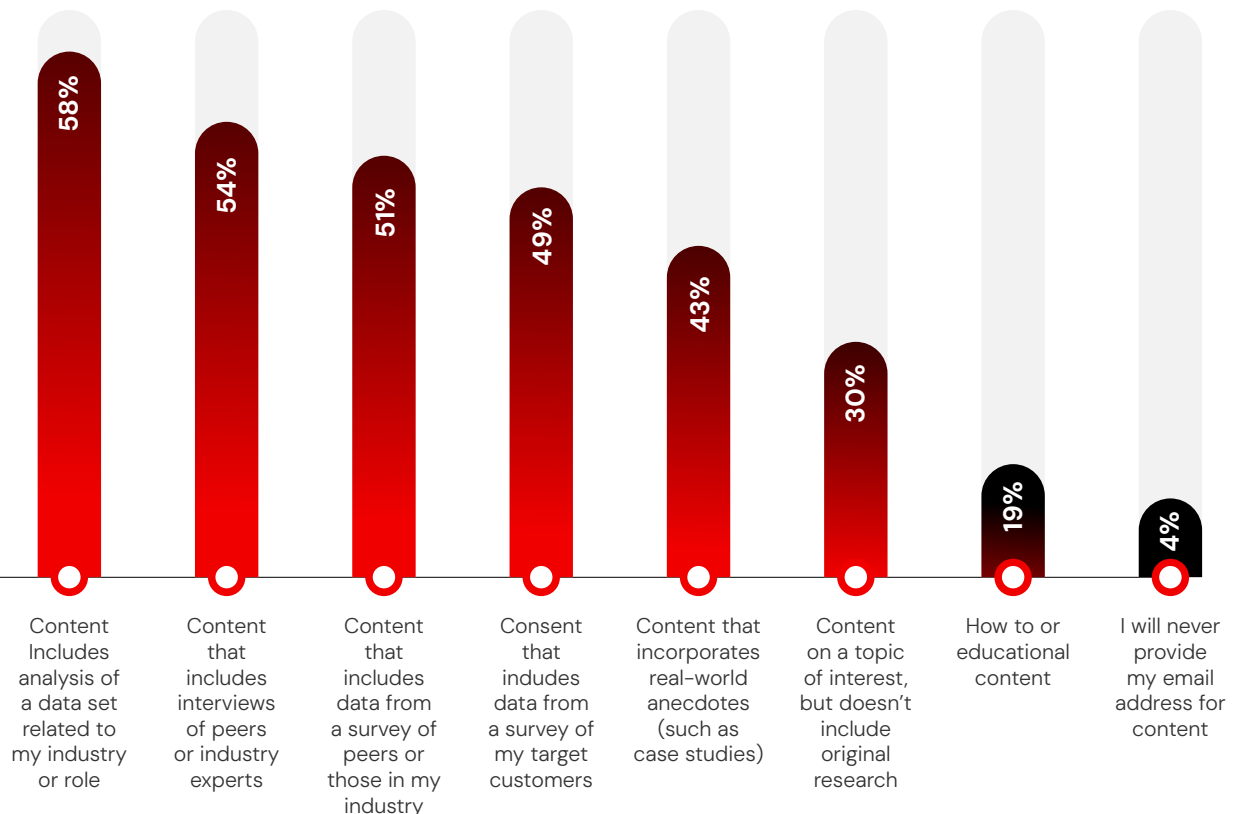
Which types of content are you most likely to share with others who have a role in the purchasing decision?



B2B Buyers are 2x more likely to share their **personal data** if the content has original research.

Understanding which types of content buyers are willing to exchange their personal data for can help marketers design more effective lead-generation strategies and campaigns. According to buyers, they are most willing to provide their email address or other personal data for content featuring data from industry or peer surveys or content that includes interviews of peers or industry experts.

For which types of content are you most willing to provide personal data like your email address?



68% vs. 58% overall

C-suite considerations: C-suite buyers are especially likely to share their personal information if the content includes data from a survey of peers or those in their industry (68% vs. 58% overall).

Automox's annual State of IT Operations Report drives more potential buyers to share their data

This annual gated report helped Automox achieve:



3X the leads
in one month
compared to
an entire year



5.7X YOY
increase in
leads

Jon Levenson

Manager of Content and Community at Automox

The State of ITOps report enables us to engage with our target audience and positions us as a thought leader. It provides IT teams with a snapshot of the state of the industry and helps them benchmark their organization against their peers.

[Read the full case study here](#)



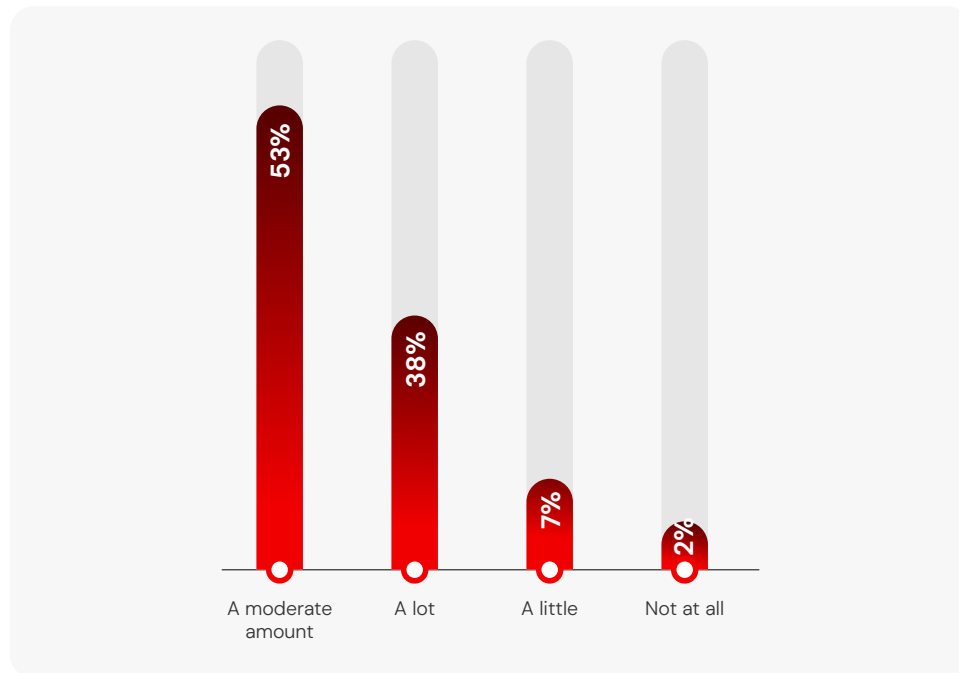
Top Content For Boosting Brand
AWARENESS AND TRUST

91% of B2B buyers say original research reports published by a brand **increase their awareness** of a brand.

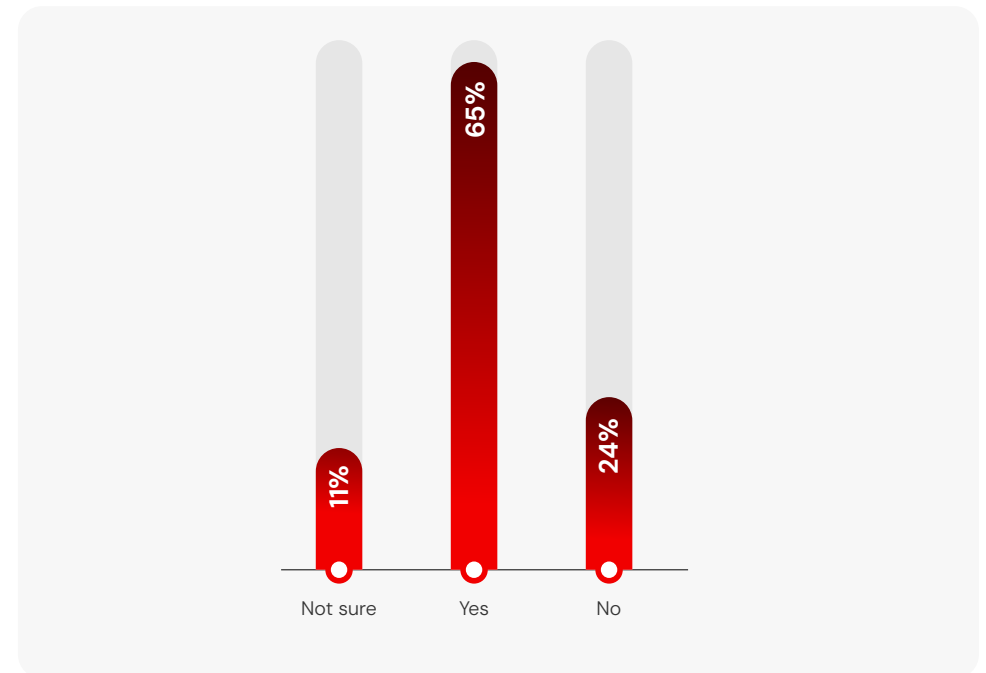


Original research in content has also helped 65% of buyers become **MORE** aware of a brand.

How much do original research reports published by a brand increase your awareness of their brand?



Can you recall a brand that you became more aware of as a result of their published original research reports?



77% of C-suite have become more aware of a brand

C-suite consideration: For the C-suite buyer, content with original research is even more critical, as 57% of C-suite respondents said it increased their awareness of a brand compared to 38% overall. What's more, 77% of C-suite respondents said they became more aware of a brand as a result of their published original research reports compared to 65% overall.

How Industrial Physics used original research to boost their brand awareness and authority

Industrial Physics wanted to create a piece of content that would boost their credibility and thought leadership, attract media attention, and provide the most valuable insights within their testing and inspection industry. They decided to invest in doing a survey that would be relevant to their industry on manufacturing sustainable packaging.

They saw the following results:



2.5 million
readers
reached



80+ media
mentions



2-3X more
leads than
previous
campaigns

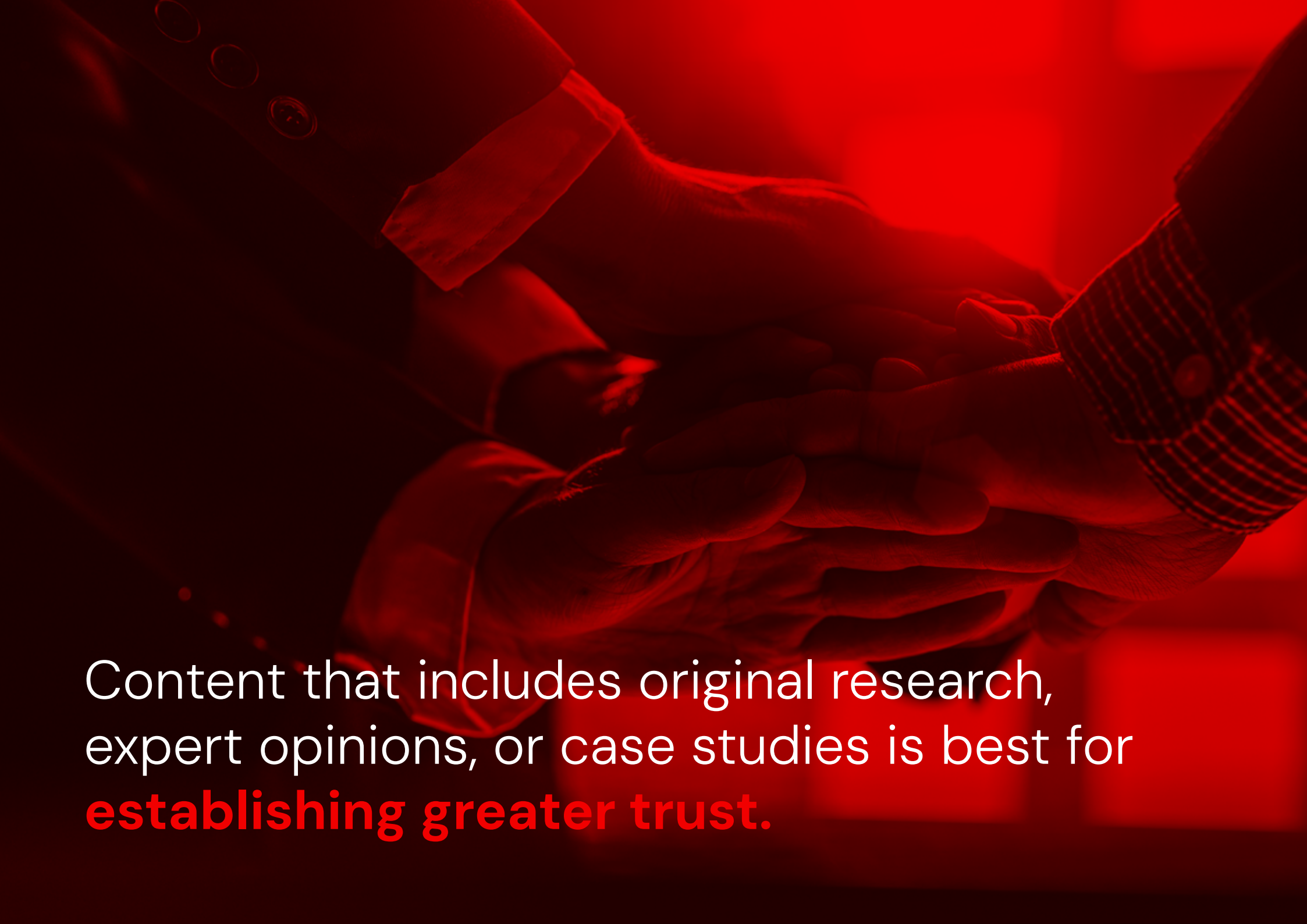
[Read the full case study here](#)

Dominic Spencer-Hendren

Content Marketing Manager at
Industrial Physics

A massive thing this report has helped us do is get our foot in the door and be recognized as a brand. We're still in the very early stages of our brand recognition process but it has allowed us to gain more respect within the industries we want to be known in as well as helped us against our commercial objectives.

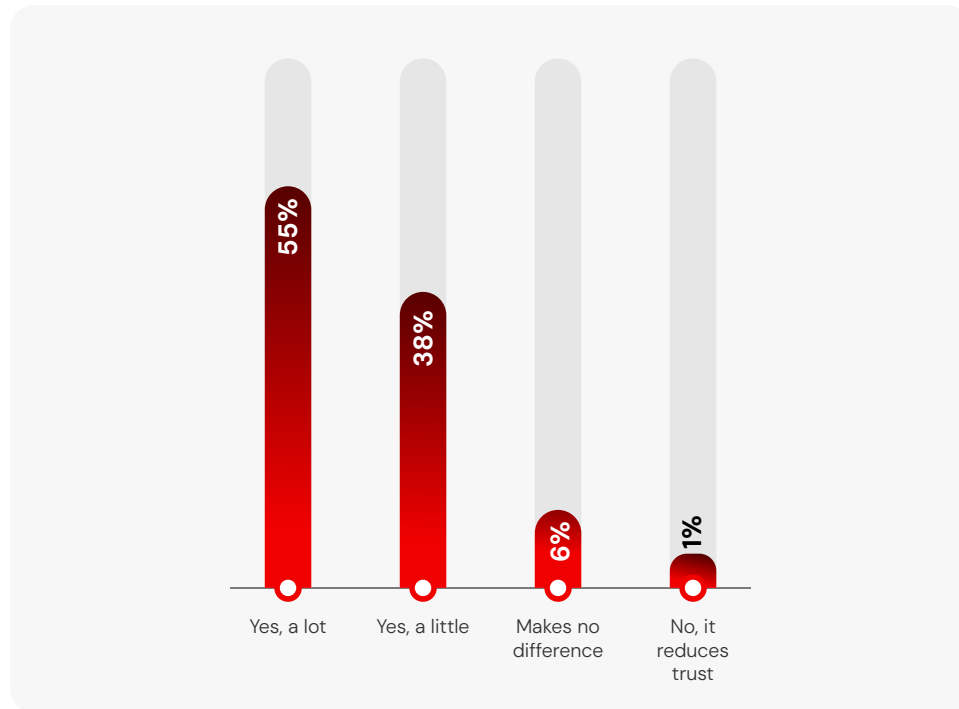




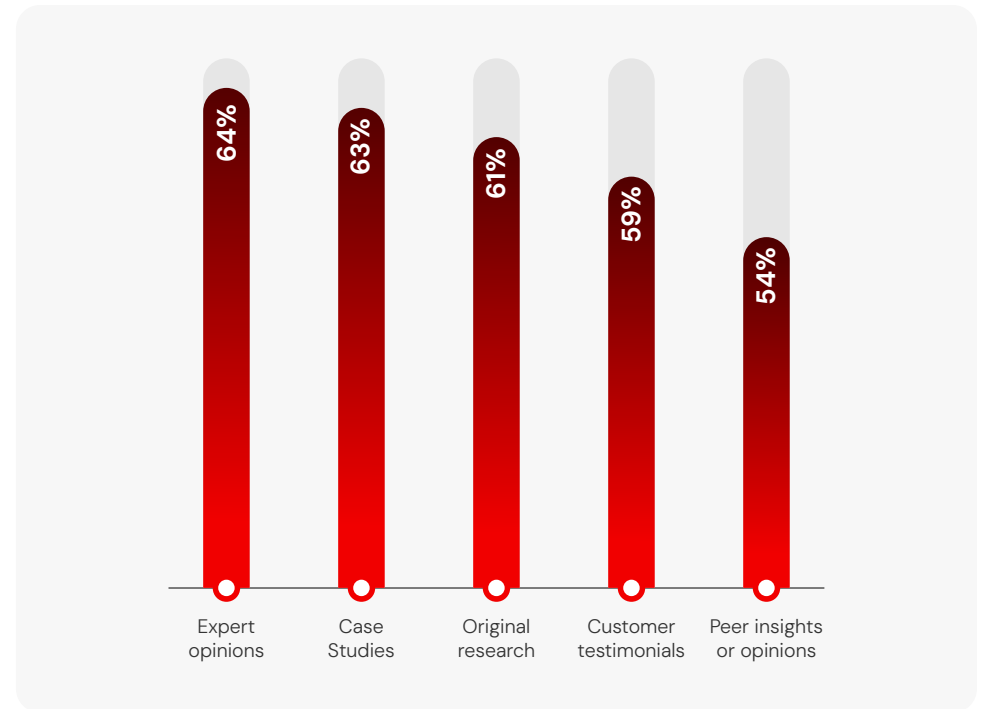
Content that includes original research,
expert opinions, or case studies is best for
establishing greater trust.

93% of buyers say that brands investing in **original research** earn more of their trust.

Does a brand that invests in original research for your industry make you trust the brand more?



Which content elements are most important to you in establishing trust?



75% of C-suite say original research builds a lot of trust

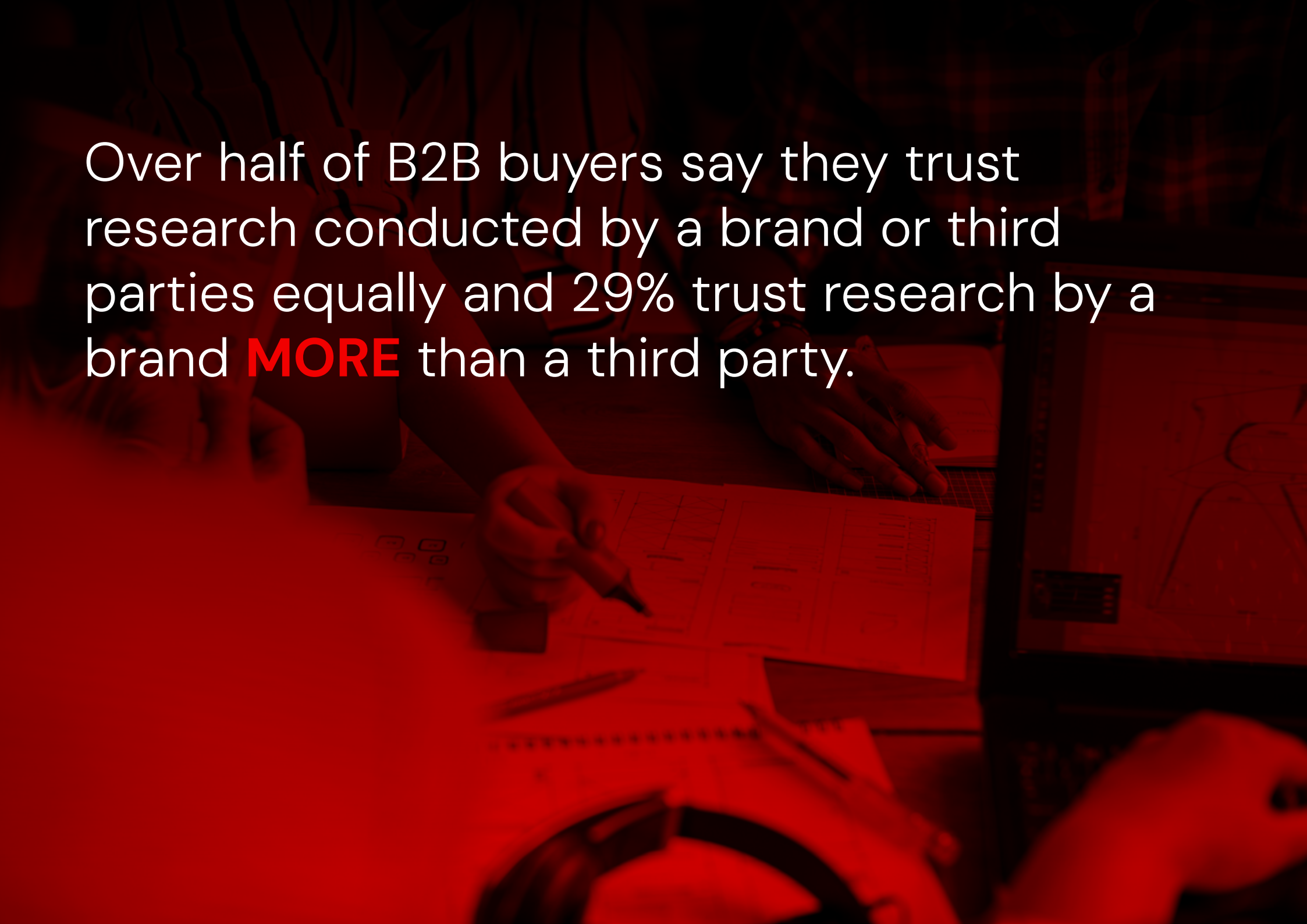
C-suite considerations: C-suite buyers are even more likely to say that investments in original research build trust (75% said it builds a lot of trust compared to 55% overall).



Jon Levenson,
Manager of Content and
Community at Automox

Brand-owned
research can
build **more trust**
than third-party
research.

It's a no-brainer to brand
the piece exclusively under
Automox. The data is
trustworthy, well-phrased,
accessible, and compelling.
Why wouldn't we want to
put our name on something
so impactful?

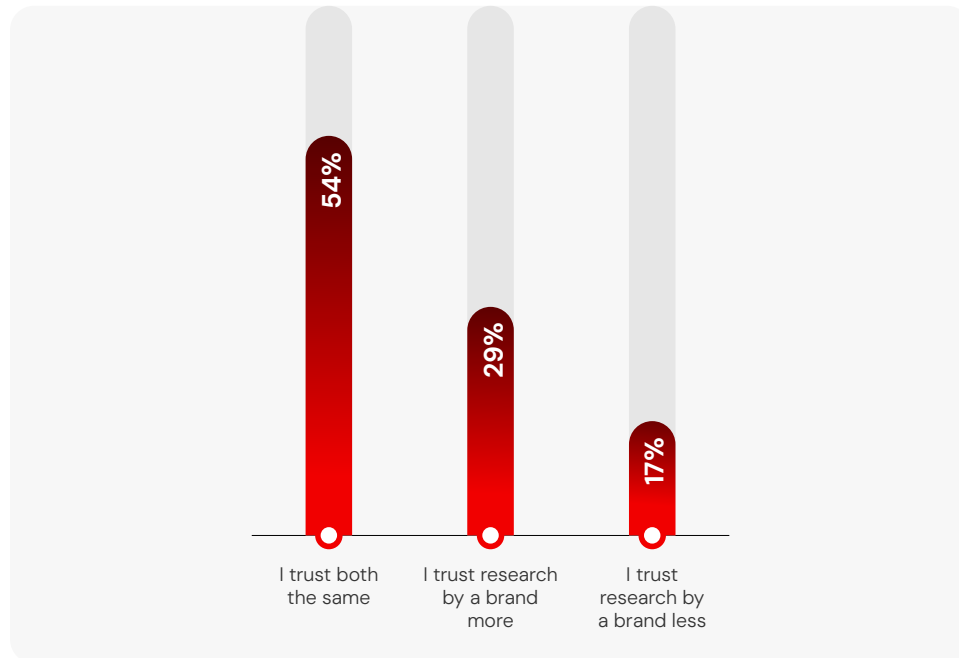


Over half of B2B buyers say they trust research conducted by a brand or third parties equally and 29% trust research by a brand **MORE** than a third party.

Buyers trust research based on the **quality of data** and analysis.

Many brands believe they need to partner with a big-name consultancy, academic institution, or well-known PR firm to ensure their research is seen as credible. In fact, a significant portion of buyers express equal or even greater trust in brand-conducted research compared to third-party studies. This underscores the importance of focusing on robust data and thorough analysis to establish credibility.

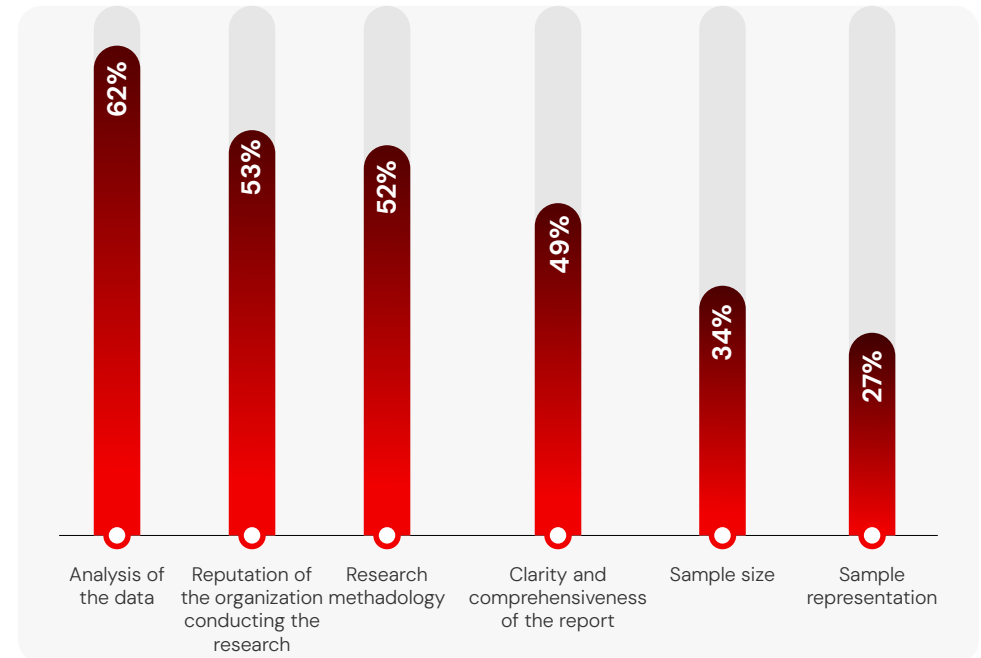
How much do you trust research conducted by a brand compared to research paid for by a brand but conducted by a third party?



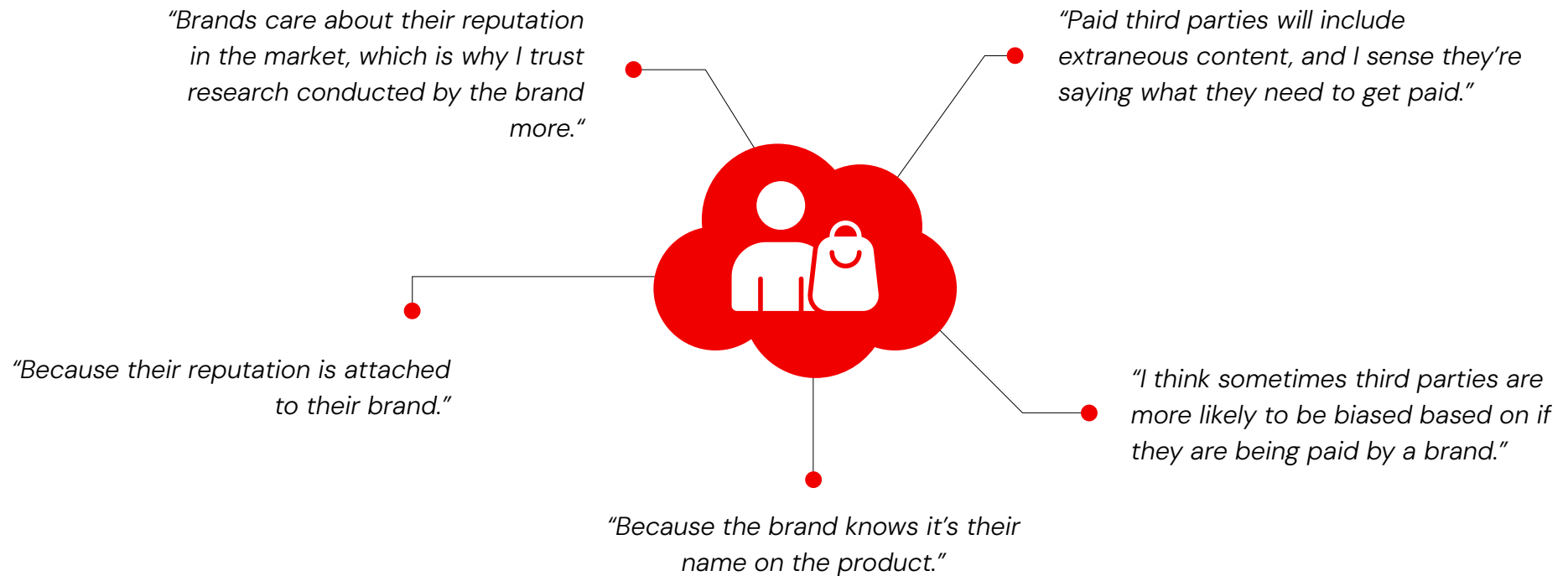
41% of C-suite say they trust a brand more

C-suite considerations: 41% of C-suite buyers compared to 29% overall said they trust a brand more than a third-party.

In your opinion, what contributes most to the credibility of a research report?



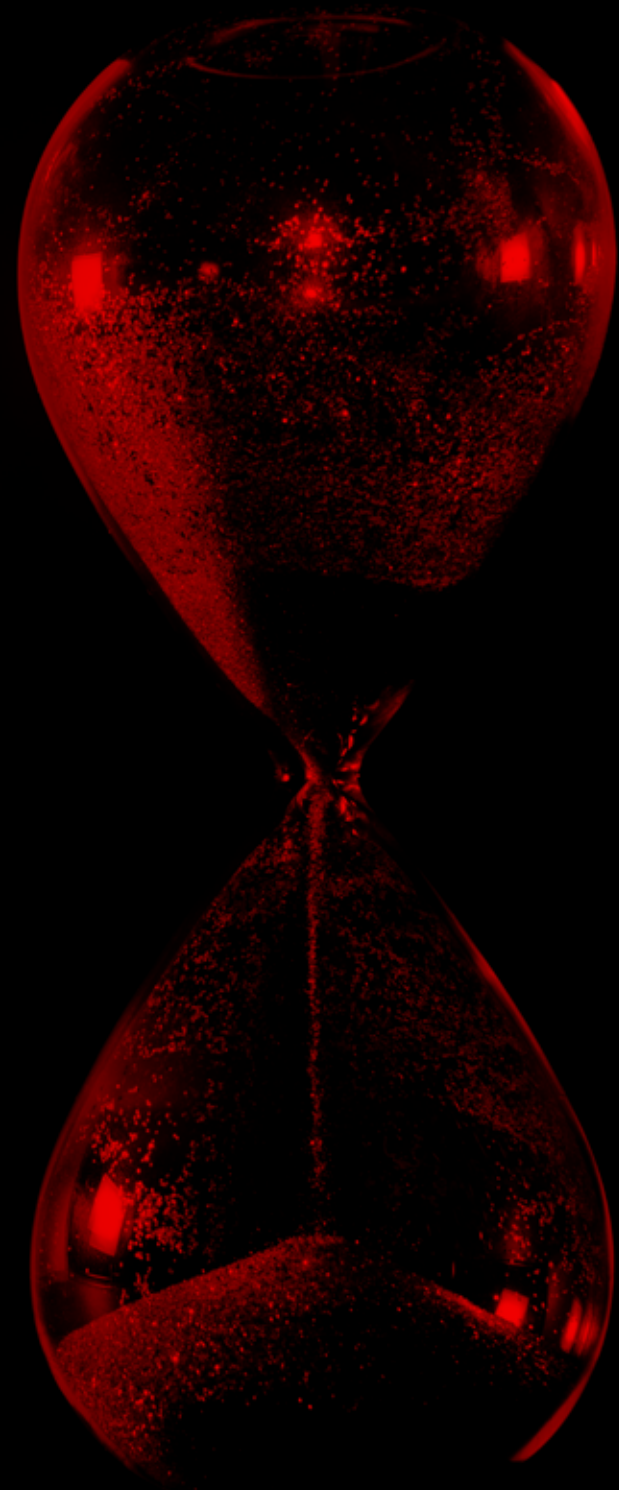
Why B2B buyers think brands are more trustworthy when doing the research:



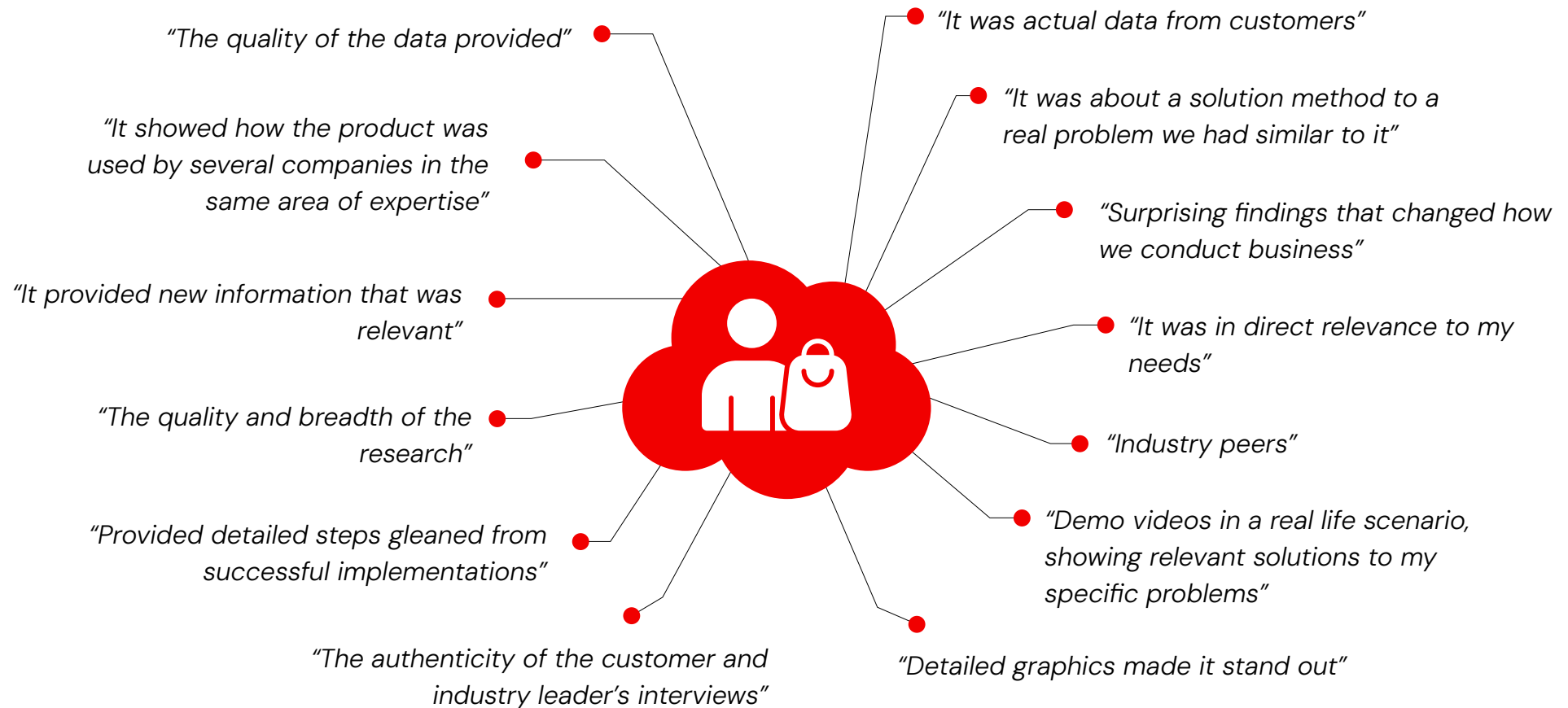


Content Most
LIKELY TO STAND OUT

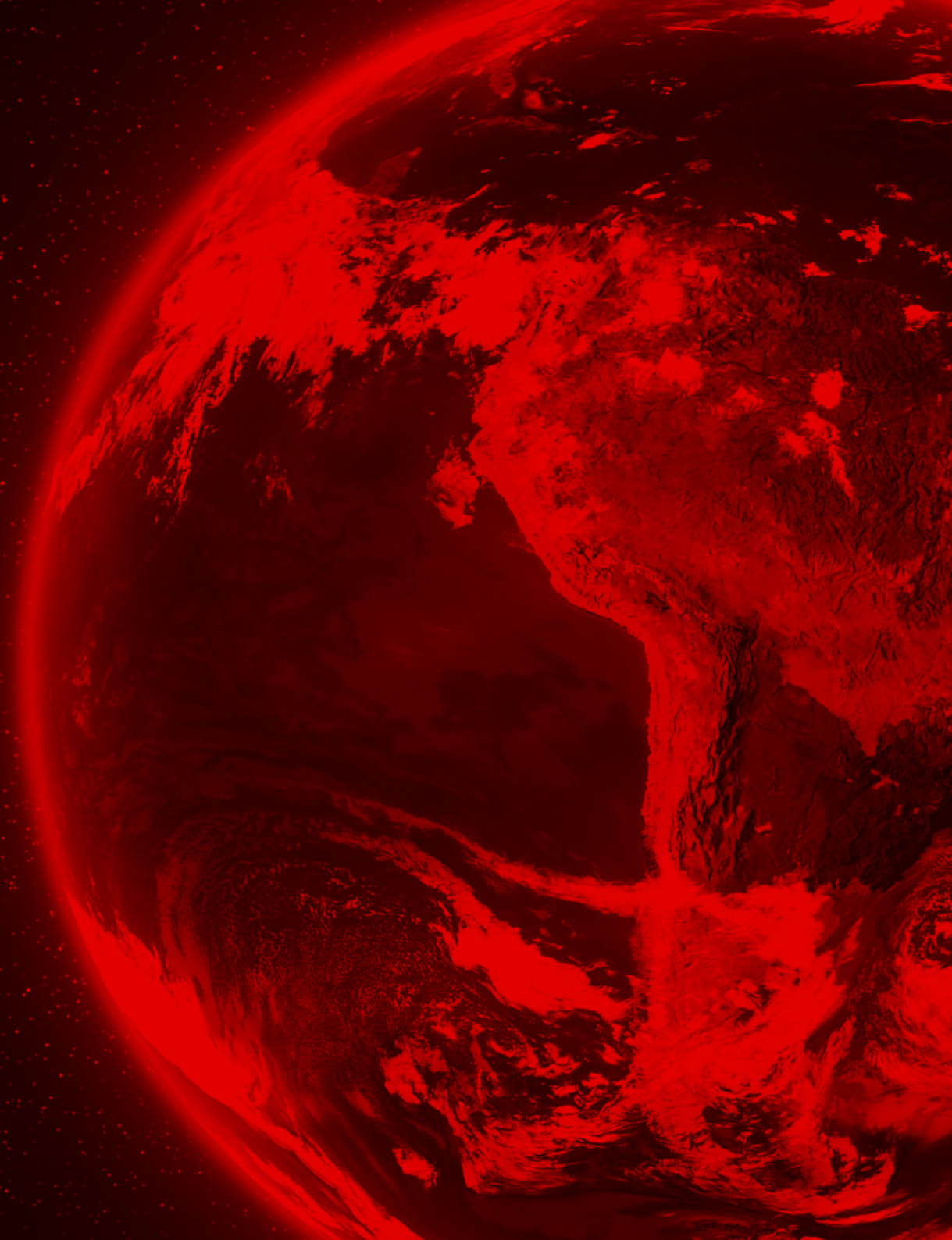
Glass half full or
glass half empty...
50% of B2B
buyers say they
have encountered
**content that
stood out.**



For those who have encountered content that was particularly useful or compelling, here's what made it exceptional:



Real-world
examples, deeper
analysis, and
visually appealing
design can **help
your content
stand out.**

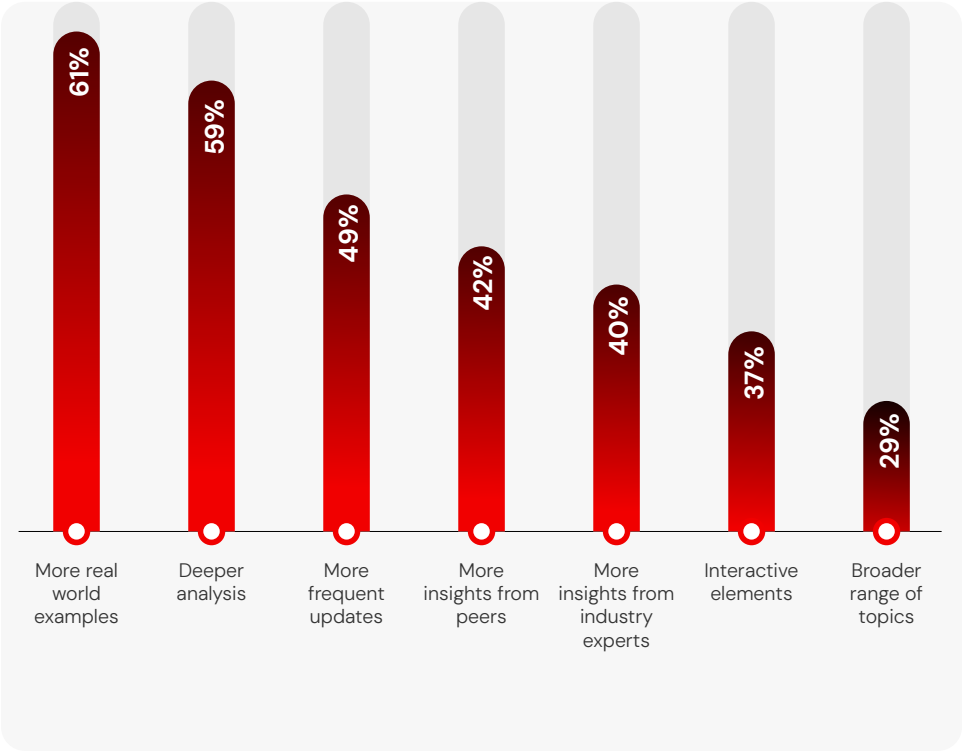


According to the survey, 61% of buyers want to see more real-world examples, while 59% seek deeper analysis, such as a thorough examination of underlying data, trends, and implications. This could include incorporating expert commentary, detailed comparisons, and other insights that go beyond surface-level information.

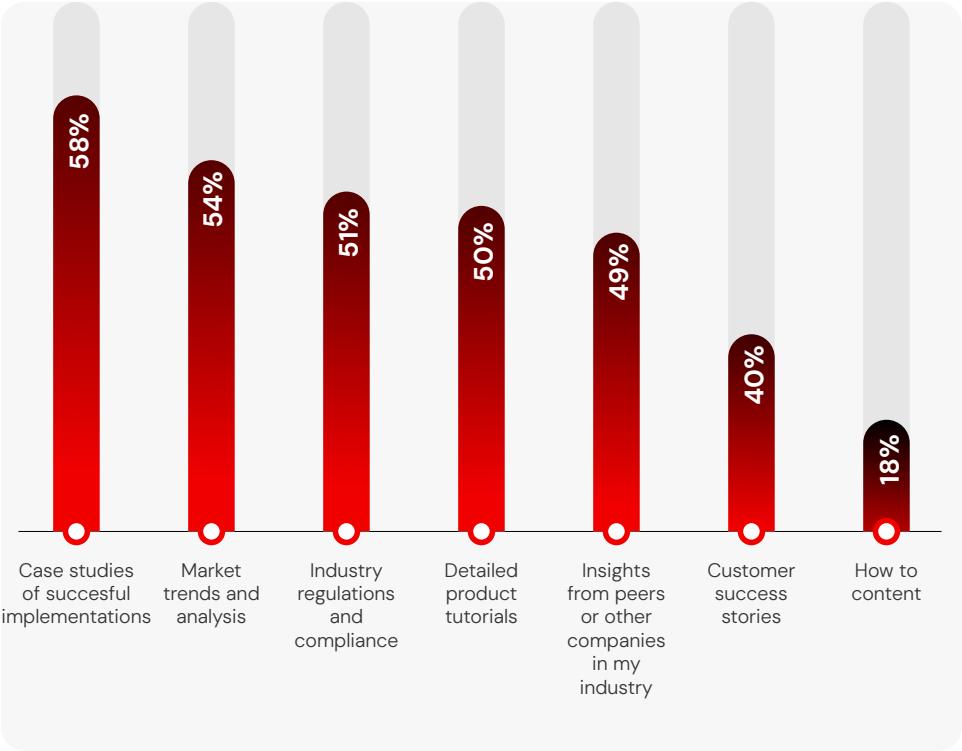
When it comes to specific topics, 58% of buyers wish for more case studies of successful implementations, 51% desire comprehensive coverage of industry regulations and compliance, and 54% are interested in market trends and analysis. These preferences highlight the importance of providing detailed, practical, and peer-influenced content to meet the evolving needs of buyers.



How can brands improve the overall quality and relevance of their content to better meet your needs and expectations?



What topics or questions do you wish more brands' content would cover more comprehensively? Select all that apply



100% of marketers value real-world examples

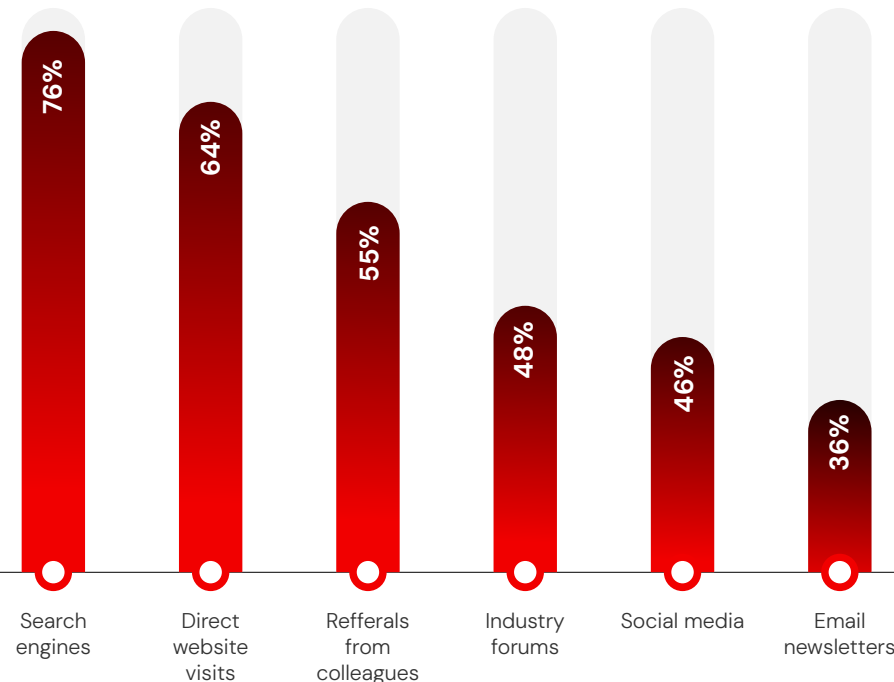
Industry insight: Real-world examples are particularly valued by those who work in Marketing (100%) and Finance (79%). Interactive elements were also important to Marketing (80%), but for IT (66%), deeper analysis topped the list.

Preferred Content Formats,
CHANNELS, TOPICS, AND TIMING

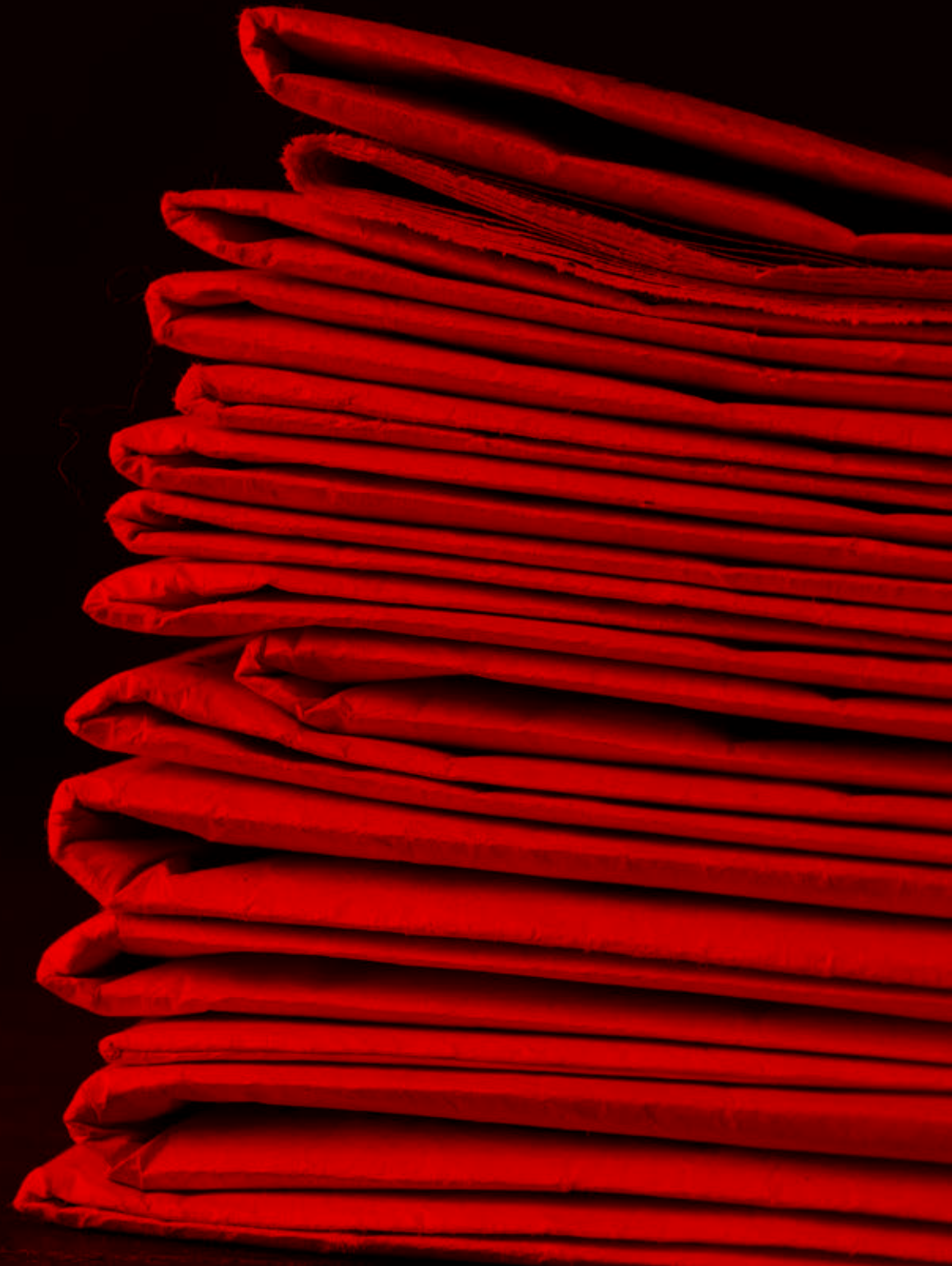
The most common **channels** where buyers find content are search engines and websites.

SEO and direct website visits play the biggest roles in helping content get discovered. But the shareability of content matters as well, with referrals, social media, and industry forums all playing strong roles in how buyers discover a brand's content.

How do you typically find or come across a brand's content when considering a software or services purchase?



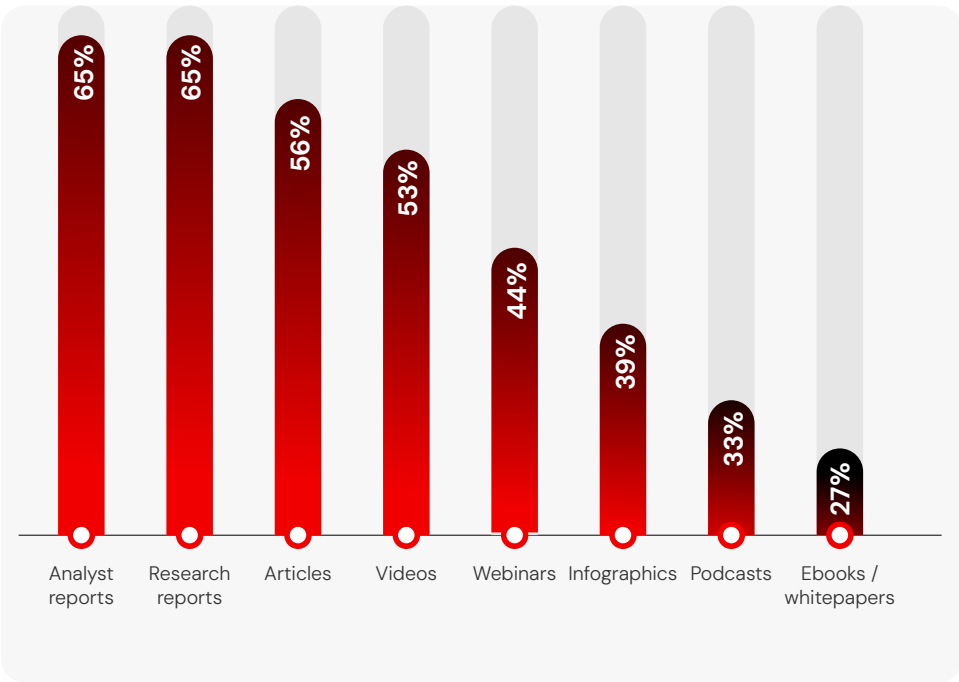
Buyers' **preferred
content formats:**
research reports,
analyst reports,
and articles.



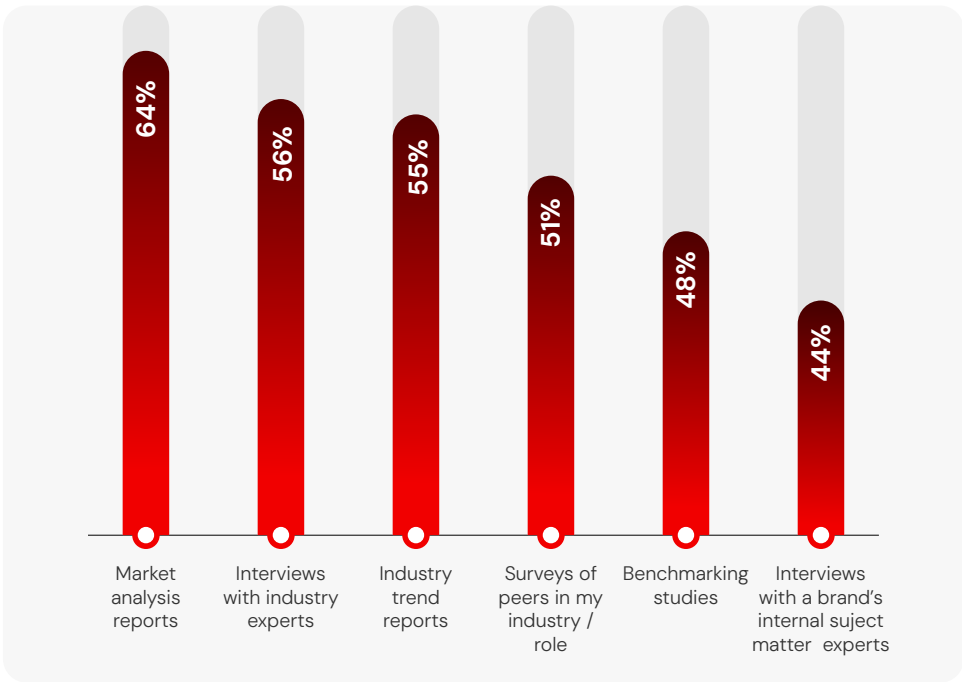
65% of buyers prefer analyst reports and **original research** when researching software or services purchases.

As for what buyers say they'd like included in these types of research reports, buyers say they are most interested in original research that includes market analysis, interviews with industry experts, or industry trends reports.

What formats of content do you prefer when researching potential software or services for purchase?



What types of original research reports are you most interested in?



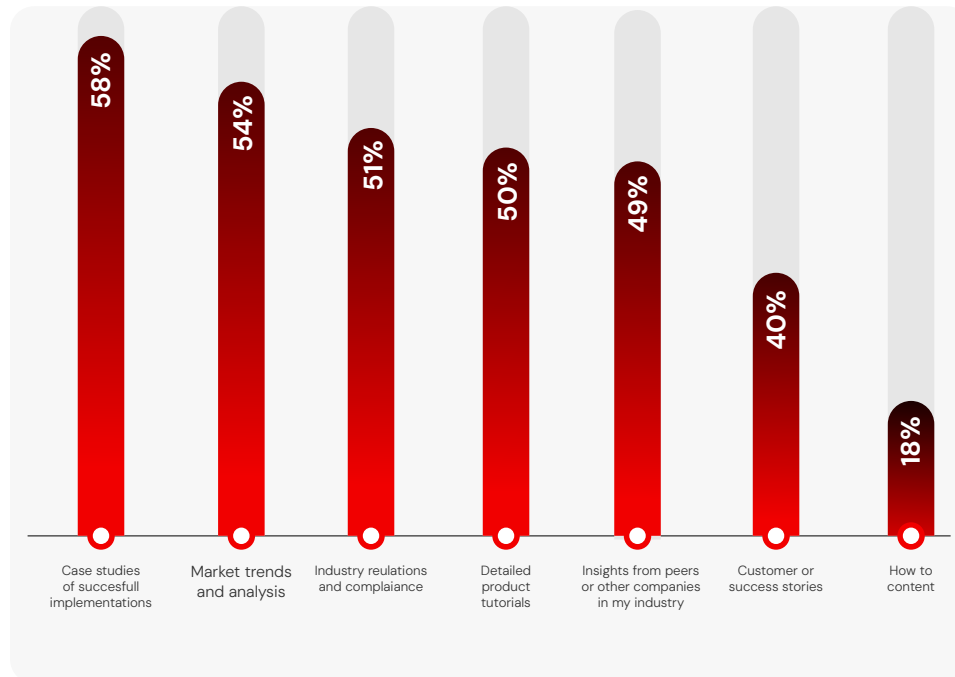
Top topics and
design tips from
B2B buyers...
Include more case
studies, make it
visual, and provide
in-depth analysis.



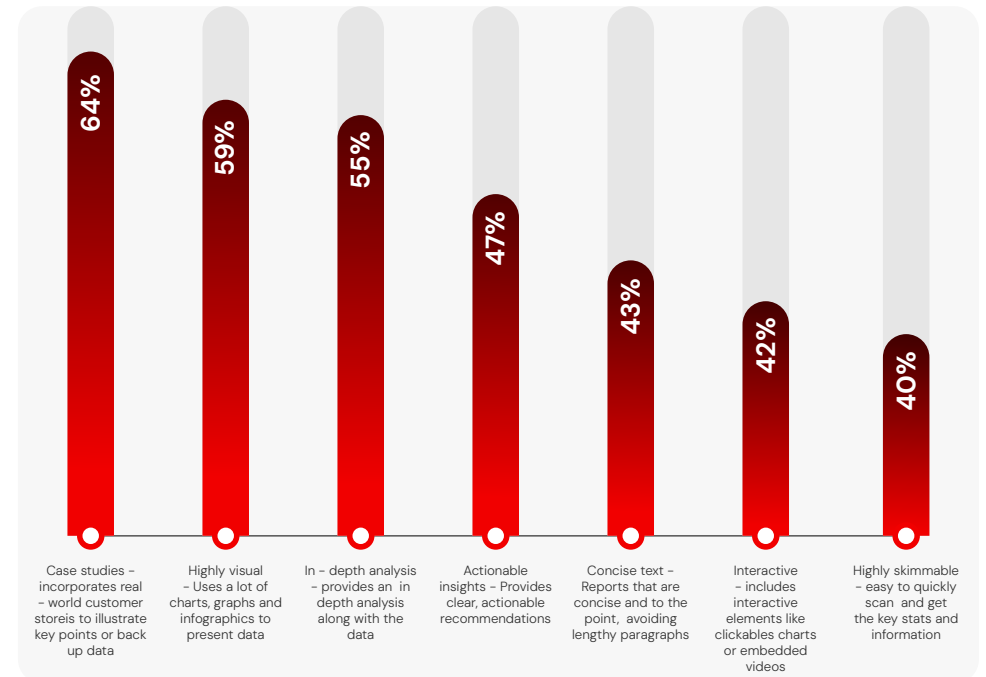
Add more **case studies** to your content.

When it comes to consuming research reports, buyers have clear preferences for highly visual reports, featuring charts, graphs, and infographics as well as case studies that incorporate real-world customer stories. Reports offering in-depth analysis (55%), actionable insights (47%), and interactive elements like clickable charts or embedded videos (42%) also rank high.

What topics or questions do you wish more brands' content would cover more comprehensively? Select all that apply:



What type of design makes you most likely to consume a research report?

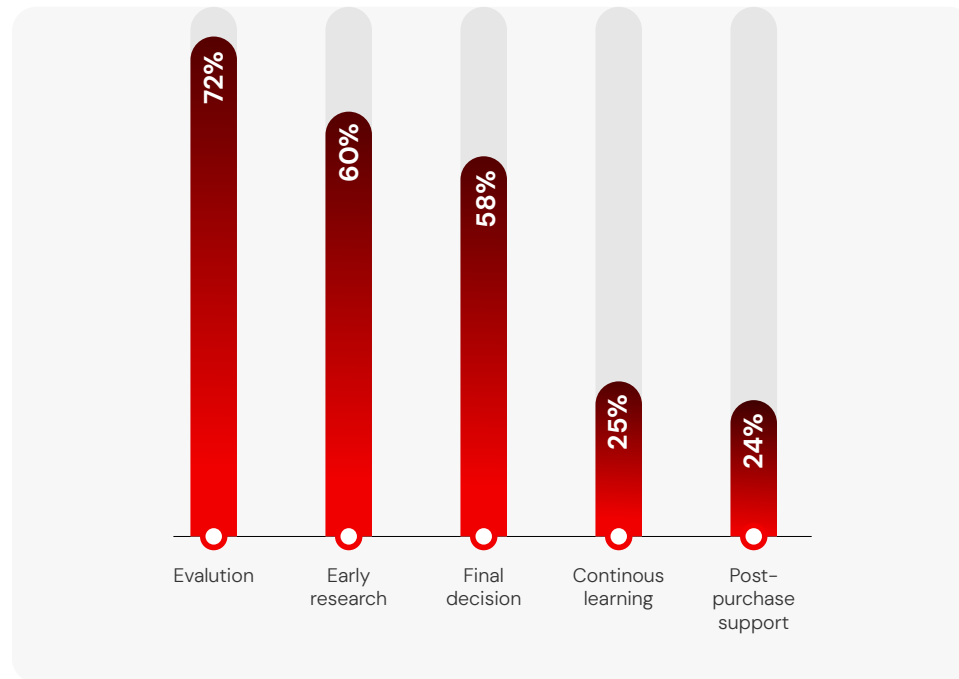


A photograph of a person's hands writing in a notebook, overlaid with a strong red color. The person is holding a pen in their right hand and turning a page with their left hand. A laptop keyboard is visible in the background. The text is overlaid in the bottom left corner.

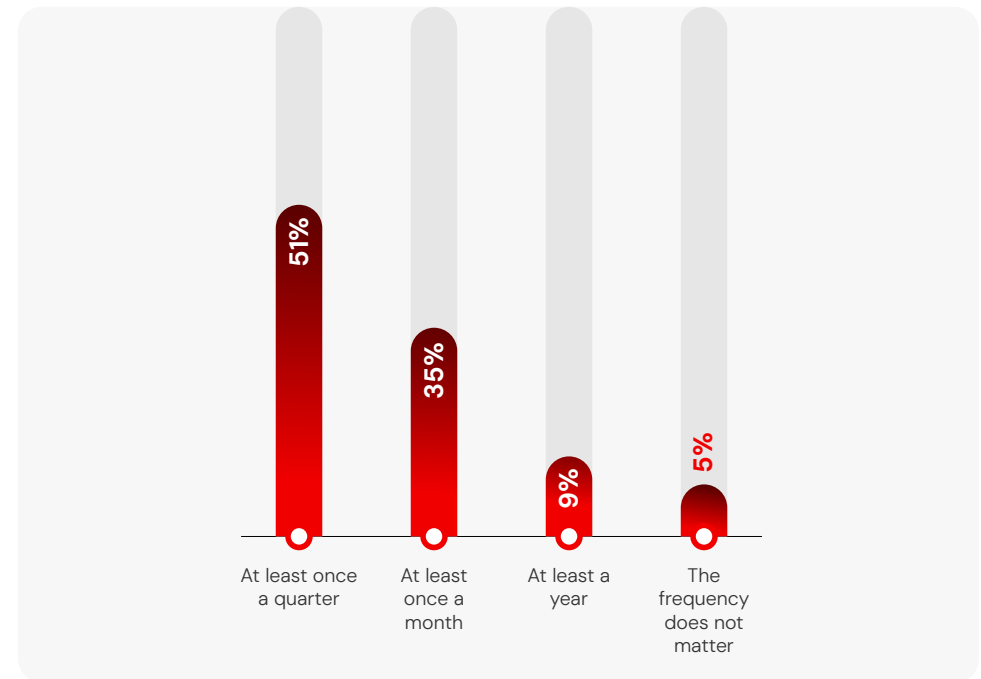
B2B buyers want brands to publish
original research frequently.

86% of buyers would like to see brands publish research once a quarter or **more frequently**.

When, during your decision-making process, is content most impactful?
Select up to three:



How often would you like to see brands publish original research?



50% of C-suite want brands to publish research monthly

C-suite consideration: For the C-suite, content during the early research stage is especially important, as 70% say this is when content is most impactful. They would also prefer to see brands publish research more often than most buyers (50% of C-suite said once a month versus 35% overall).



Perceptions of **AI-GENERATED CONTENT**

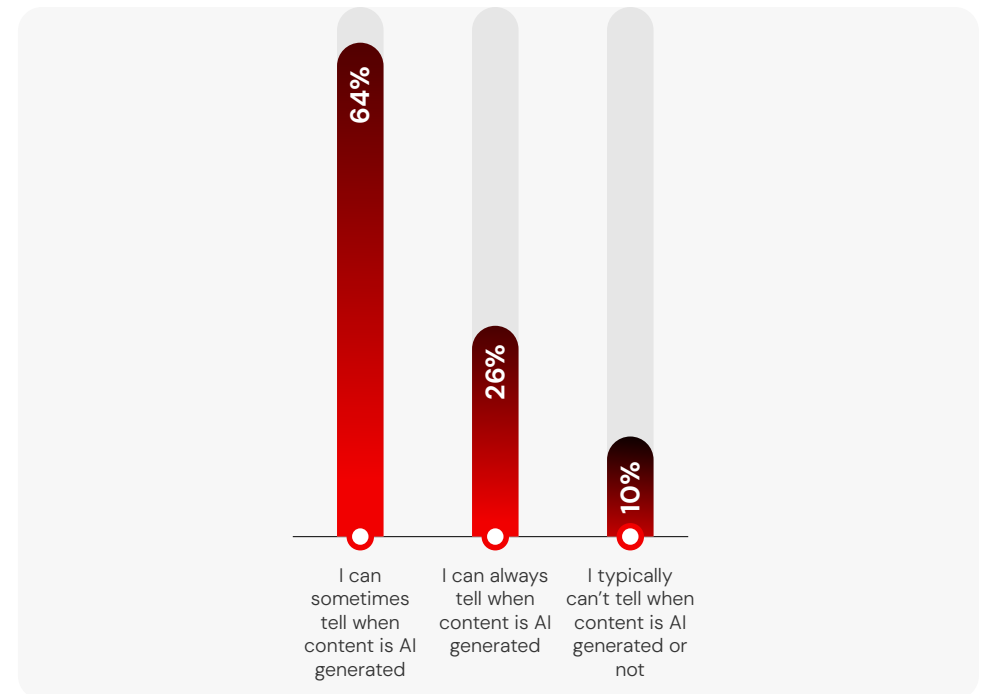
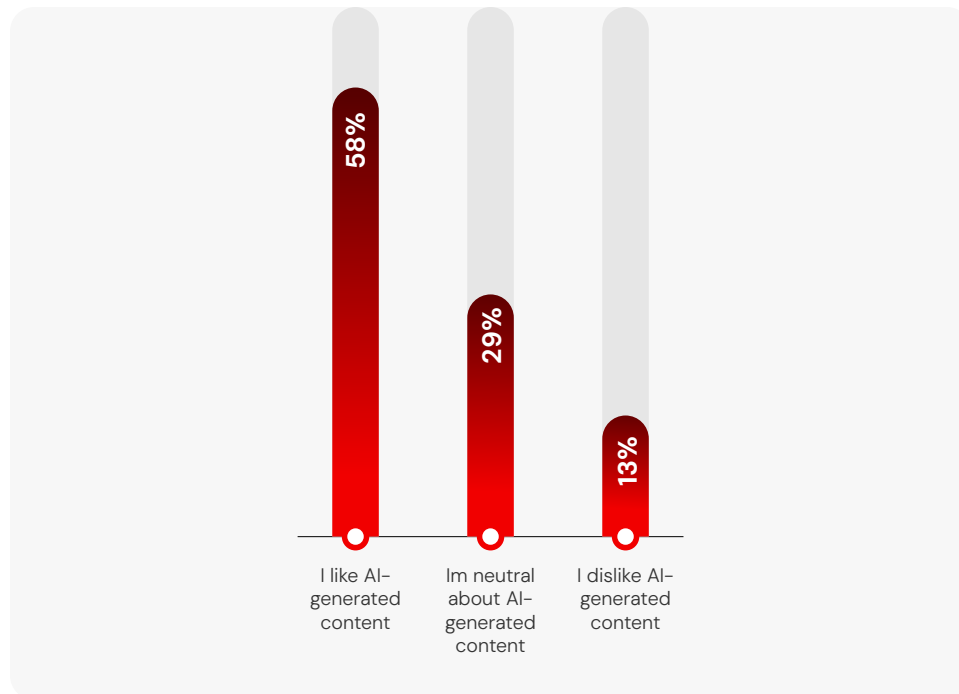


B2B Buyers **don't
hate AI-generated
content**, in fact
the majority say
they like it.

58% of B2B buyers say they like **AI-generated** content.

While AI-generated content sparks mixed feelings from buyers and marketers alike, most buyers are embracing it. Only, 13% say they dislike it and 29% say they are neutral. However, 64% of buyers admit that it's challenging to distinguish between AI and human-created content.

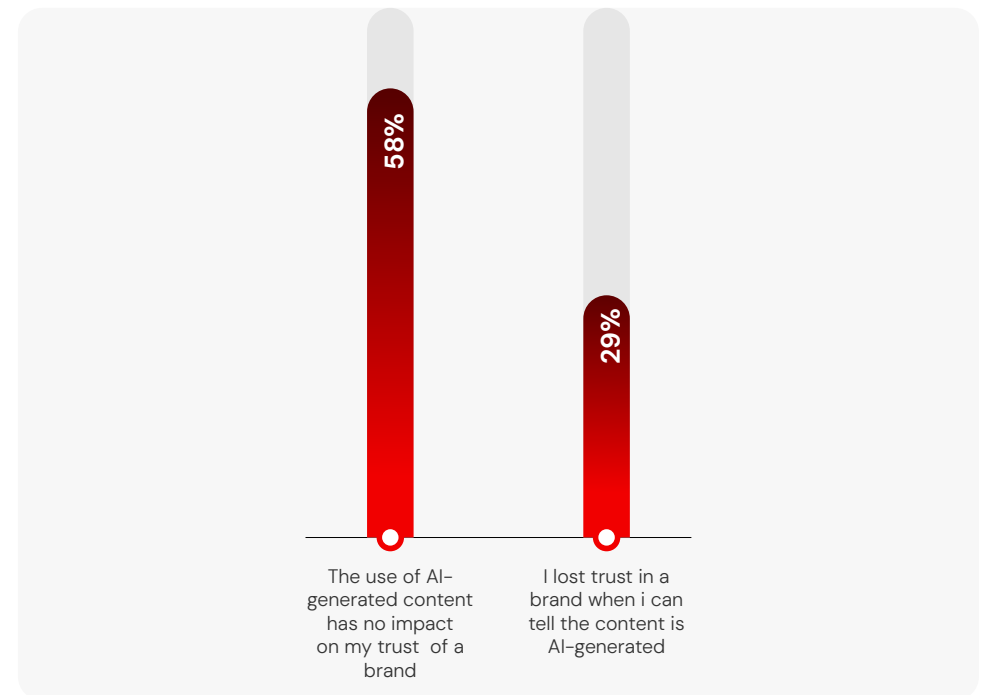
How do you feel about AI-generated content?



Using AI-generated content likely **won't impact your brands' reputation.**

Trust is a critical factor in the perception of AI-generated content. While 38% of respondents lose trust in a brand when they can tell the content is AI-generated, a significant number of B2B buyers (62%) state that the use of AI-generated content has no impact on their trust in the brand.

How do you feel about AI-generated content?





Key
TAKEAWAYS

B2B buyers buy from authorities.

Publishing thought leadership content that includes original research – whether surveys, interviews, or other original analysis of data – is essential to boosting buyer's awareness and trust of your brand as well as to see you as an authority in the industry.

Original research is also the most likely to convert – whether that's getting buyers to share the content with others involved in the purchasing decision, share their own personal data with your company, or make an actual purchase.

Sending out press releases that are merely packaged quotes from your executives will not drive media coverage. But a well-researched report will. As a former news editor, I relied on stats from such reports to punch up stories. As head of content, I use reports to dominate share of voice (SOV) – in addition to lead generation. In asset attribution analysis, reports are staples in influencing WINs.

Diane Burley

Fractional Chief Content
Officer, Burley Associates



To boost the
quality and
appeal of your
content, include
original research,
visuals, and **in-
depth analysis.**



AI-generated content won't **damage your brand**, as long as it has a human touch.

Not to beat the original research drum too much, but if you want to improve the quality of your content and make it more appealing to B2B buyers, focus on incorporating original research. The best way to make your content stand out is to add case studies and other real-world examples, and provide an in-depth analysis of the data or topic.

Because buyers trust brand research equally or more than third-party research, marketers can confidently opt to do research in-house or use lesser known, but reputable (and often less expensive) third-party services.

Integrating AI-generated content into your workflow can enhance efficiency without compromising your brand's reputation, but it's crucial to maintain high-quality standards. To achieve thought leadership and include original research, blend AI with human expertise. Use AI where it adds value, such as drafting or generating ideas, but ensure human inputs like survey data, interviews, and expert analysis are incorporated. Additionally, have a real human edit and finalize the content to add a nuanced touch and avoid a robotic tone. This holistic approach ensures your content remains authoritative and engaging.



Cheat **SHEET**

10 Key Findings on B2B Buyers Content Preferences

1. **Original research**, including data analysis and peer interviews, **has the biggest influence on buyer purchasing decisions and brand authority**.
2. B2B buyers are 2.5X as likely to **share content with original research** and 2X as likely to **provide their personal data** to access it than content without original research.
3. **91%** of B2B buyers say **original research reports increase brand awareness**, and **93% trust brands more** that invest in it.
4. 54% of B2B buyers **equally trust brand-conducted and third-party research**, with 29% trusting brand-conducted research more.
5. B2B buyers **favor content** with real-world customer stories, lots of visuals, and in-depth analysis.
6. Brands can **improve content quality by adding real-world examples and deeper analysis**.
7. 72% of B2B buyers find **content most impactful** during the evaluation stage.
8. 58% of B2B buyers **like AI-generated content**, and 62% say it doesn't impact their trust in the brand.
9. **Preferred content formats** are research reports, analyst reports, and articles.
10. Over half of B2B buyers want **brands to publish original research quarterly**, and 35% would prefer monthly.

Top Takeaways

1. **Publishing thought leadership with original research** boosts B2B buyers' awareness, trust, and perception of your brand as an industry authority.
2. **Original research content is most likely to convert buyers**—whether through sharing it, providing personal data, or making a purchase.
3. **To enhance your content's appeal to B2B buyers**, focus on original research, case studies, real-world examples, and in-depth analysis.
4. **B2B buyers often trust brand-led research as much as third-party studies**, so marketers can confidently conduct research in-house or use reputable, cost-effective third parties.
5. **Brands should aim to conduct and publish research quarterly**, targeting content for the early research or evaluation stages of the buyer's journey.
6. **AI-generated content likely won't harm your brand's reputation**, but it's essential to maintain quality, ensuring your content includes original ideas and data that position your brand as a thought leader.



About
REDPOINT



Redpoint is an original research and content marketing agency for B2B SaaS and tech brands. We have special expertise in creating thought leadership content that includes original research – whether that’s helping our clients conduct surveys, interview industry or subject matter experts, or analyzing an existing data set for new insights. We take pride in our strong client results and satisfaction with working with us. Visit us at www.redpointcontent.com