Redpoint INSIGHTS

Content That Converts:
2025 B2B Buyer Insights

What content 250 decision-makers say earns their trust, drives consensus, and closes deals

The New Rules of **B2B Content Conversion**

It's never been harder to figure out what content actually works.

Organic traffic is falling. Fewer buyers are turning to Google. More are turning to LLMs, closed communities, Slack channels, and peer referrals to get the answers they trust. The traditional content playbook isn't broken, but it is outdated. What used to drive leads and move buyers through the funnel no longer performs the way it did even 12 months ago.

Despite all the change, marketers are still on the hook to:

01 Find and reach the right audience

02 Build trust and brand affinity

03 Create demand and drive conversions

That job now happens in a more skeptical, fragmented, and AI-influenced environment. One where buyers are actively filtering out content that feels too promotional, too generic, or too biased.

To understand what's still working (and what's not), Redpoint Insights surveyed 250 U.S.-based B2B buyers involved in researching or recommending vendors in the past 12 months.

This report shares what we learned:

- Which content types and formats move buyers through the journey—and close deals
- What builds trust and where it breaks down
- Which channels are most effective at each stage of the buying process
- How AI is changing the way content drives B2B conversions
- How to structure content that builds confidence, shortens internal alignment cycles, and supports AI-assisted evaluation

If you want to create/develop content that builds consensus, earns attention, and closes deals, this report will give you the data on what works best.

Why Trust Drives **B2B Decisions**

Trust sits at the center of every B2B buying decision, especially when multiple stakeholders, big budgets, and long-term commitments are involved. Without trust, buyers won't move forward. And when content feels biased, vague, or self-serving, buyers don't just ignore it—they actively discount the brand behind it.

According to LinkedIn's 2025 B2B Influence Report, **94% of marketers agree that trust is the most important element in building a successful brand.** And Edelman's 2025 Trust Barometer confirms the stakes: for more than 50% of buyers, trust now carries equal weight to cost and quality in making a purchase decision.

50%

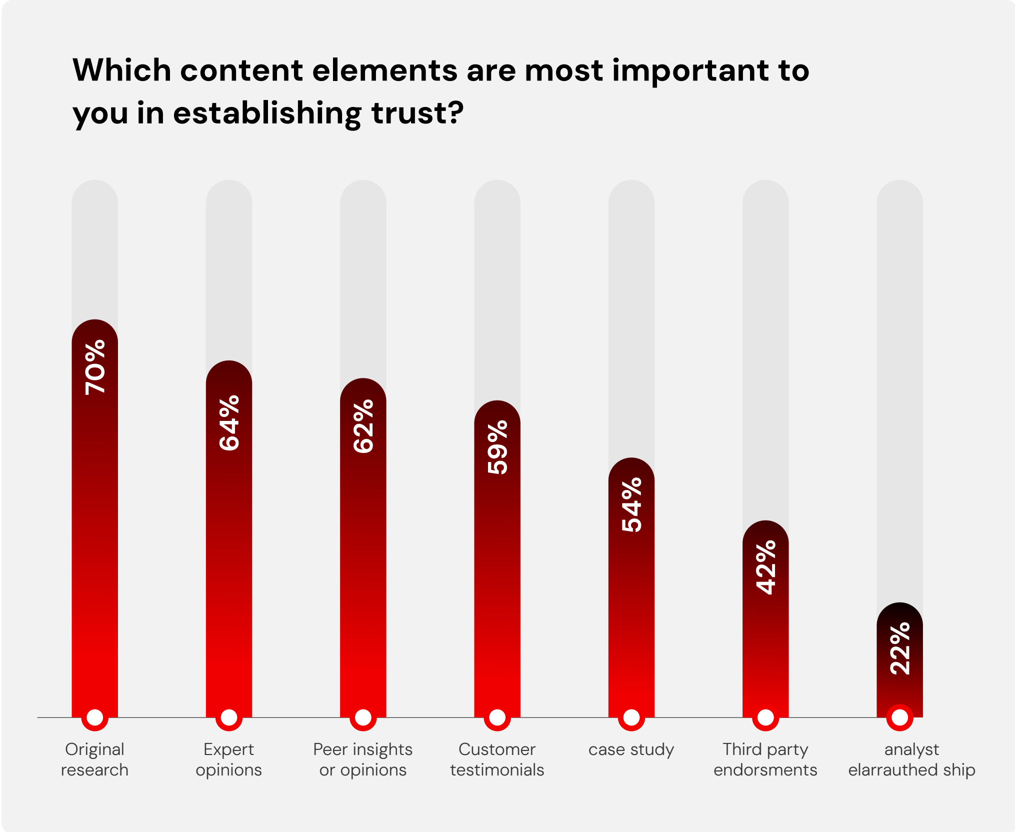
of buyers say brand trust carries equal weight to cost and quality in a purchase decision

Proof **Builds Trust**

When we asked buyers what elements in a piece of content were most important in establishing trust, they consistently favored external proof and perspective:

1. Original research (70%)
2. Expert opinions (64%)
3. Peer insights or opinions (62%)
4. Customer testimonials (55%)
5. Case studies (54%)

What generated trust less than half the time for buyers, though, were things like third-party endorsements (42%) and authorship or byline (22%).

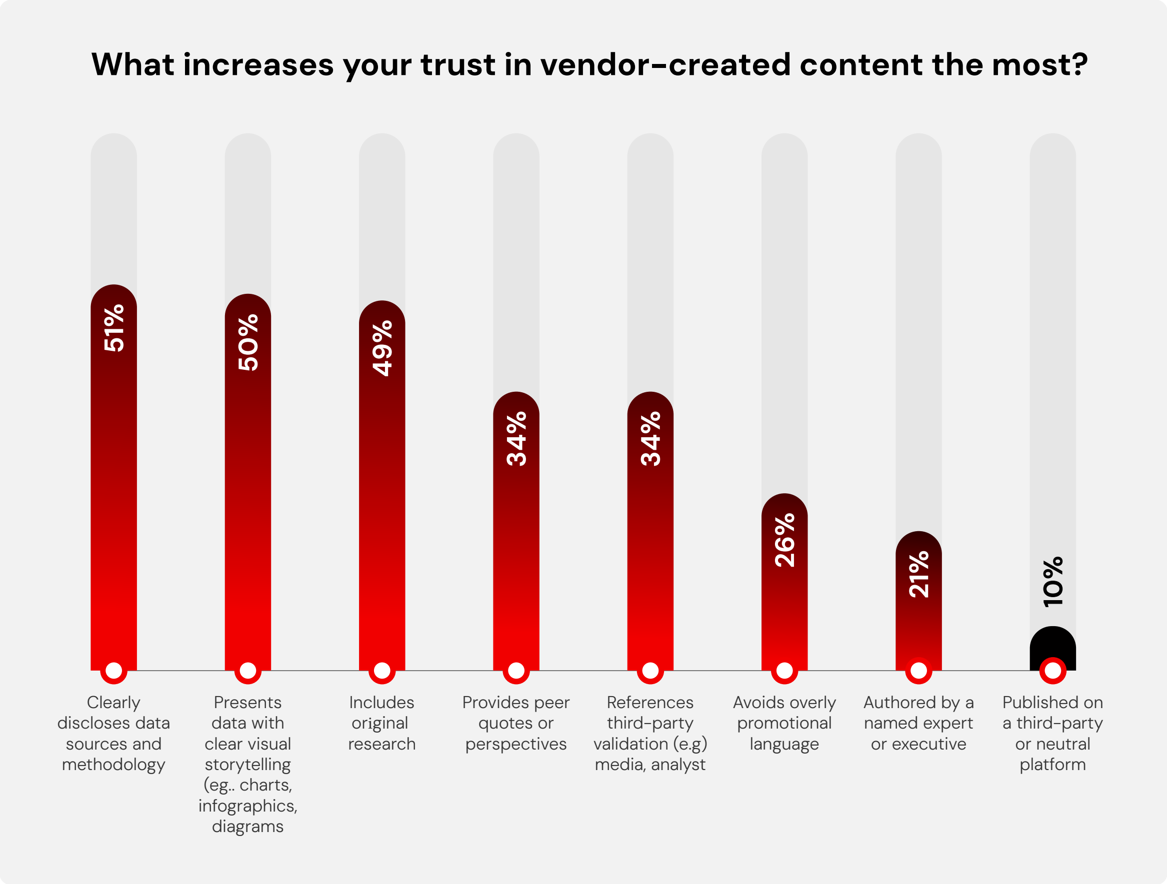


Data **Drives Credibility**

Not surprisingly, elements like avoiding overly promotional language, naming an author or executive, or publishing on a neutral third-party platform had relatively little impact on trust. What buyers said made them trust content the most, centered around how data is used.

Trust is earned when:

- The author clearly discloses data sources and methodology
- The data is presented through clear visual storytelling (e.g., charts, infographics)
- The content includes original research.



🔥 **Hot take:** The more transparent, visual, and proprietary the data, the more trustworthy the content becomes.

Brand-Owned Content Is **Earning Buyer Trust** MORE than Third-Party Content When It's Done Right

There's long been a belief in B2B marketing that attaching a third-party name, especially a well-known analyst or consultancy, automatically makes content more credible. But for the second year in a row, our data challenges that assumption.

When asked who they consider more credible when consuming B2B content such as research, insights, or trend pieces:

44%

44% said they trust brand-created content and third-party-sponsored content equally

34%

Among those with a preference, **34%** said they trust brands that publish their own content more

18%

Just **18%** said they prefer third-party-sponsored content

And that confidence in brand-created content is growing. [Compared to last year]:

The share of buyers who trust brand-created content more rose from 34% TO 29%

The share who trust both equally fell from 54% TO 44%

That's a **5-point increase in preference for brand-owned content**—and a **10-point drop** in those deferring to third parties

Buyers Are **Rewarding Brands** That Lead With Transparency and Proof

That shift is echoed elsewhere in the data: **42% of buyers say they "highly trust" content from vendor websites.** While still behind peer reviews (65%) and independent analysts (58%), that's a strong signal that brands can earn real credibility—and close the gap—by publishing content that's helpful, transparent, and grounded in proof.

When we asked buyers why they trust brand-created content more, their answers point to the same theme:

They value content that shows its work through clear sourcing, original data, and honest presentation, not just where it's published.

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

"Brands care about their reputation in the market, which is why I trust research conducted by the brand more."

"Paid third parties will include extraneous content, and I sense they're saying what they need to get paid."

"Because their reputation is attached to their brand."

"Because the brand knows it's their name on the product."

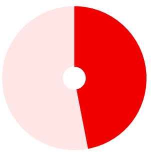
"I think sometimes third parties are more likely to be biased based on if they are being paid by a brand."

How AI Affects **Content Trust**

AI is already part of the evaluation process for many B2B buyers. In our research, 58% said they're currently using or experimenting with AI tools like ChatGPT to summarize or compare vendor content.

When asked how their trust would be affected if content was created using AI to compile information from multiple sources (rather than conducting original analysis), responses were mixed:

26% said it would increase trust

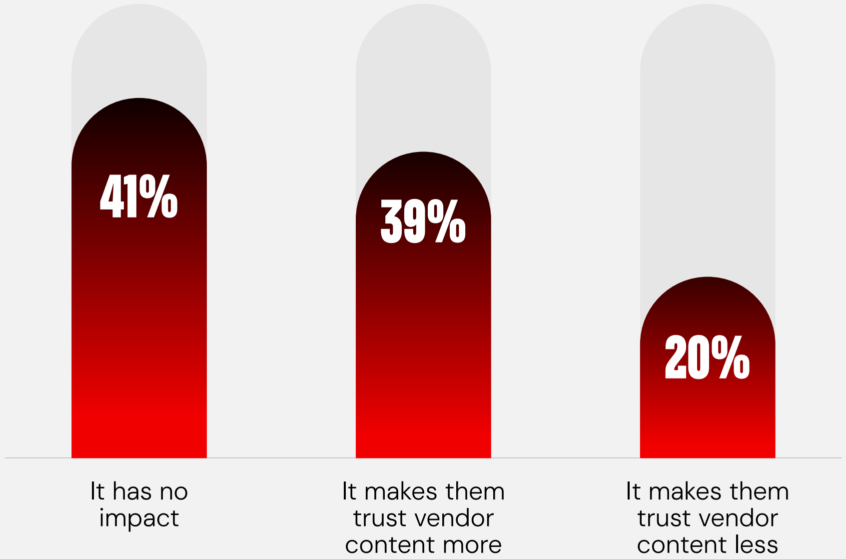


47% said it would result in no change

27% said it would decrease trust

There's also no strong consensus on how AI affects trust in vendor content overall:

If a vendor disclosed that AI was used to help create a specific type of content, how would that impact your trust in the content?

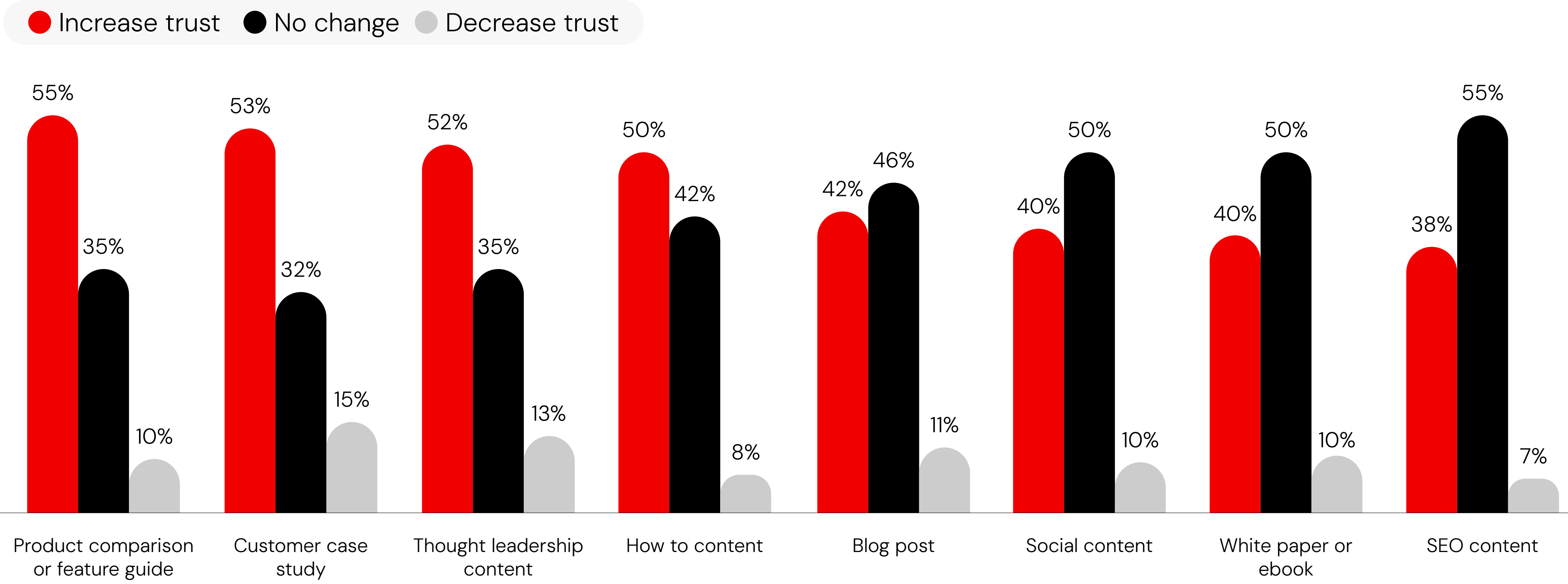


The Power **of Original Insights**

However, there is some variation in how much buyers trust AI-assisted content, depending on the type of content being created. Interestingly, the formats that require the most human input, such as customer interviews, SME interviews, or other forms of deep expertise, tend to earn the highest trust when AI is involved in the process.

Our hypothesis is that these pieces are harder for AI to dilute. The original inputs are strong enough—grounded in real insights, not just general knowledge—that the final output avoids sounding generic or surface-level. In contrast, content that leans primarily on third-party research or broad topic familiarity is more likely to miss the quality mark when AI takes the lead.

If a vendor disclosed that AI was used to help create a specific type of content, how would that impact your trust in the content?



The Human or **AI Content Creation Debate** Isn't As Important to Buyers As Incorporating External Insights or Proof

In short, most buyers aren't deterred by the use of AI, but trust depends on *how it's used and what kind* of content it touches. This aligns with last year's findings: **58% of B2B buyers said AI-generated content had no impact on their trust in a brand,** while only **29% said it reduced their trust.**

What matters more is substance.

In last year's survey, an overwhelming **93% of buyers said brands that invest in original research earn more of their trust**.

This is a clear signal that how content is created matters less than *whether it delivers original insights, evidence, or expertise.*

B2B **Conversion** Moments

What Content Drives Engagement, Sharing, and Sales?

Conversion in B2B doesn't just mean a closed deal. The most effective content supports conversion across every stage of the journey—building confidence, creating internal momentum, and ultimately sealing the decision.

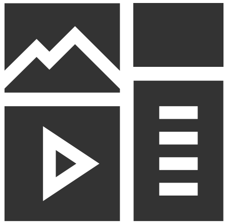
Our research identified three key conversion moments, each with distinct content triggers:

01

CONFIDENCE

Building initial engagement and trust

02



CIRCULATION

Getting content shared across the buying committee

03

COMMITMENT

Influencing the final vendor decision

01 Building **Confidence** and Engagement

Before buyers ever speak to sales, they rely on content that gives them enough clarity and confidence to take the next step, whether that's shortlisting a vendor, looping in their team, or preparing for deeper evaluation.

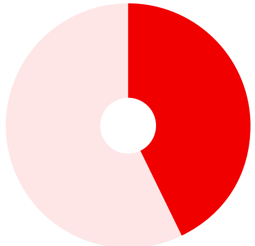
When asked what types of content most influenced their purchase decisions, buyers' top three choices were:

45%

Customer case studies

44%

Survey-based research or benchmark reports

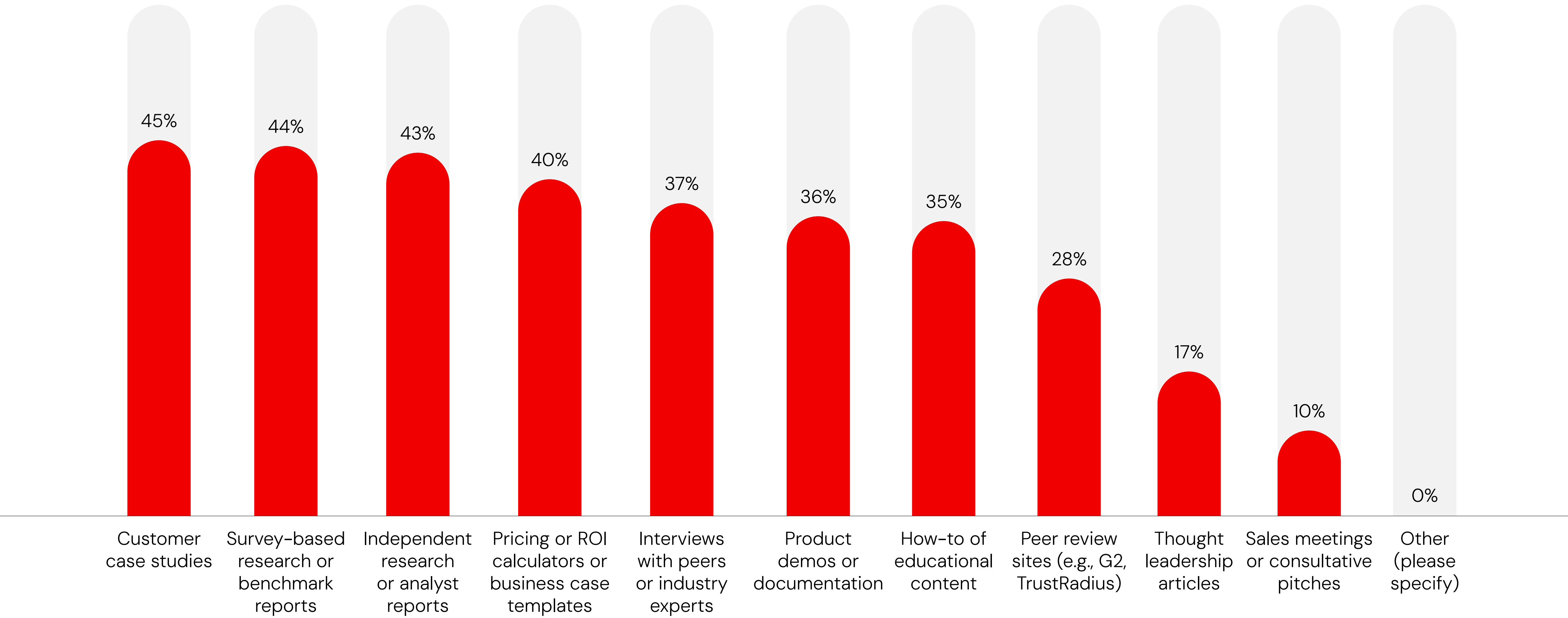


43%

Independent research or analyst reports

Meanwhile, sales meetings or consultative pitches played the least significant role. A clear sign that today's B2B buyers prefer to self-educate before engaging with reps.

Thinking about the most recent B2B solution you purchased, which types of content played a significant role in your decision to move forward?

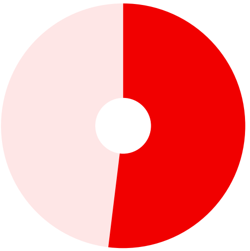


Hot take: Buyers move forward when content delivers real-world outcomes, external validation, and decision-ready data.

02 Getting Content **Shared Across** the Buying Committee

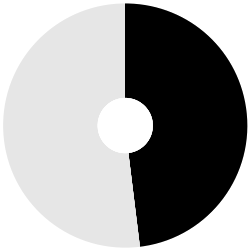
Confidence gets you in the door, but consensus gets you the deal. After engaging with content, buyers need to bring others into the process: procurement, technical leads, and the executive team.

Here are the top three content types buyers are likely to share:



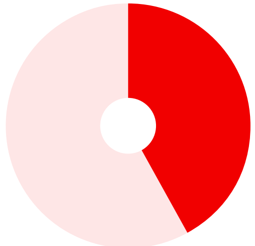
52%

Customer case studie



48%

Product demos or technical documentation

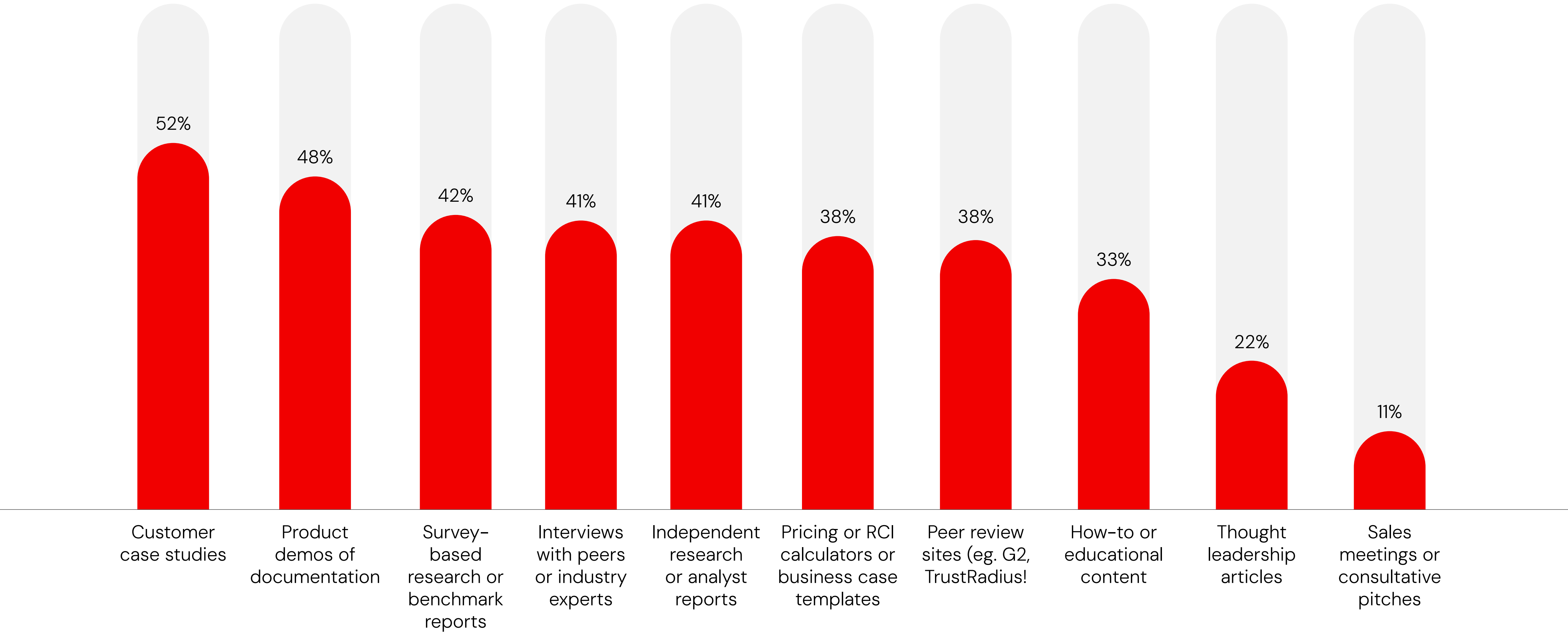


42%

Survey-based research or benchmark reports

These formats serve as proof points buyers can share to persuade others on their team. They're especially valuable for buyers navigating long sales cycles or complex committees. Sales meetings, thought leadership articles, and how-to or educational content were at the bottom of the list when it comes to sharing content.

Thinking about the most recent B2B solution you purchased, which types of content played a significant role in your decision to move forward?



03 Sealing **the Deal**

At the bottom of the funnel, buyers become more selective and content must do more than inform. It must remove doubt, validate ROI, and build consensus.

When asked which content formats had the most influence on their final decision, buyers ranked these types of content as the top three:

01 Survey-based research or benchmark reports

02 Customer case studies

03 Interviews with peers or industry experts

At the bottom of the list?

01 Sales meetings or pitches

02 Thought leadership articles

03 Peer review sites like G2 or TrustRadius

Hot take: When the stakes are highest, buyers trust independent data, peer validation, and proof of outcomes—not pitches or positioning.

Converting the **C-Suite**

Original Research Plays Outsized Role

While high-performing content matters at every level, it's especially impactful with senior decision-makers.

56%

56% of C-suite buyers said original research played a significant role in helping them move forward, compared to **44%** of all buyers

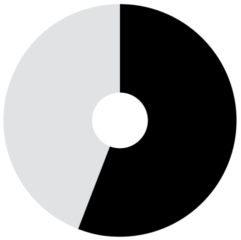
1.6x

C-suite buyers are **1.6x** more likely than other stakeholders to say original research was the single biggest factor in their final decision.

And that influence compounds over time:

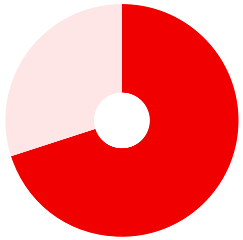
97%

of all buyers say original research has some influence on their vendor decision



56%

overall call that influence "very significant"



70%

Among C-level buyers, **70%** say the influence is "very significant"

🔥 **Hot take:** Survey-based research doesn't just build confidence—it converts budget holders.

What **Content Works** When

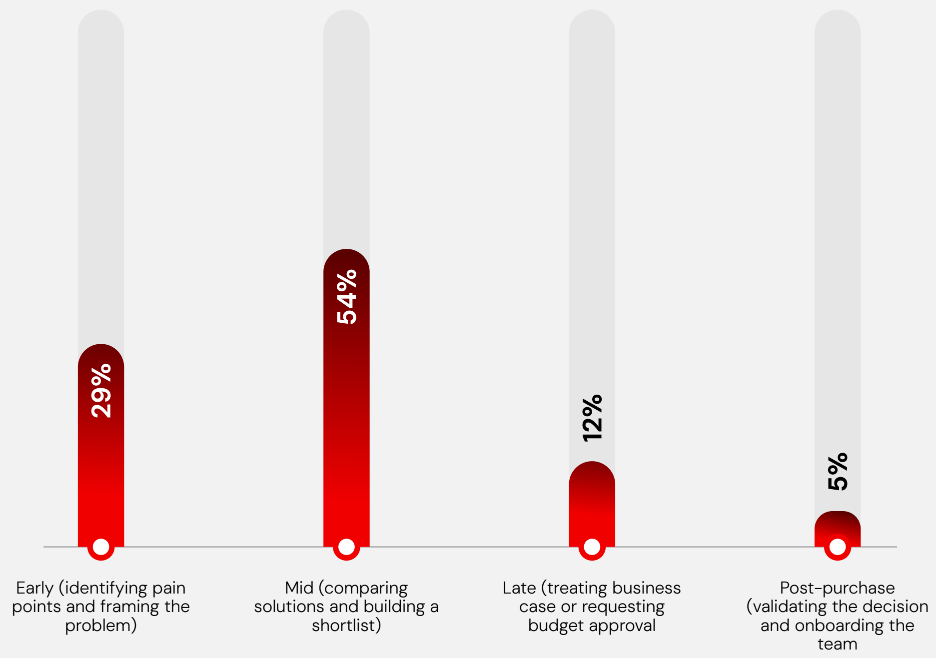
Aligning Content to Buyer Decision Moments

As B2B buyers move through the purchase process, their priorities shift and so do their content needs. From framing the problem to justifying a decision internally, the right content at the right moment can be the difference between staying on the shortlist or getting cut from it.

The Most Critical Moment: The Middle of the Journey

Buyers say their biggest need for content comes during the middle stage, when they're comparing solutions, evaluating tradeoffs, and building a shortlist. Top-of-funnel content is also important, helping buyers identify pain points and frame their approach. But by far, it's the middle where content can be of the most value and help champions bring stakeholders along.

At what point in the buying process do you typically need content to help you justify the decision internally (e.g., to your CFO or executive team)?

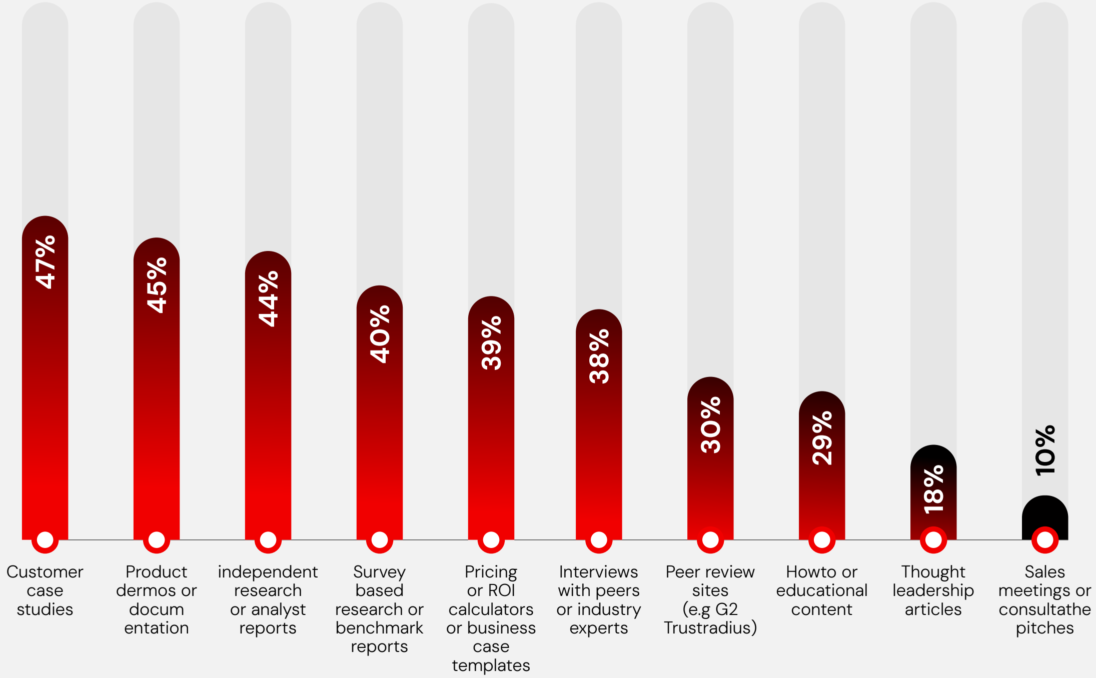


When asked which types of content are most useful in justifying a purchase internally, buyers named:

1. Customer case studies
2. Product demos or documentation
3. Independent research or analyst reports
4. Survey-based research or benchmark reports
5. Pricing, ROI calculators, or business case templates

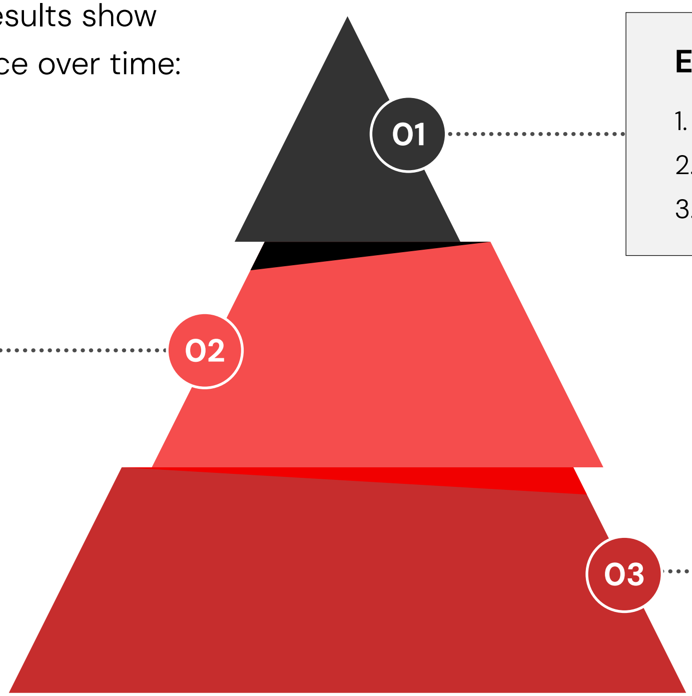
These formats offer proof, clarity, and comparison points, helping buyers align stakeholders and secure internal buy-in before final decisions are made.

Which of the following types of content are most useful in helping you justify a purchase to internal stakeholders?



What Content Influences the **Final Vendor Selection**—By Funnel Stage

We also asked buyers to reflect on which content types had the most influence in their final decision, broken down by stage of the buying journey. The results show clear patterns in how content earns influence over time:



EARLY STAGE

1. Survey-based research or benchmark reports
2. Customer case studies
3. Interviews with peers

MIDDLE STAGE

1. Customer case studies
2. Interviews with peers or industry experts
3. Survey-based research or benchmark reports

LATE STAGE

1. Independent research or analyst reports
2. Pricing, ROI calculators, or business case templates
3. Product demos or technical documentation
4. How-to or educational content

**Buyers reported equal influence across four key formats at the late stage.*

Post-Purchase

01 Survey-based research

02 Interviews with peers

03 Customer case studies / peer review sites

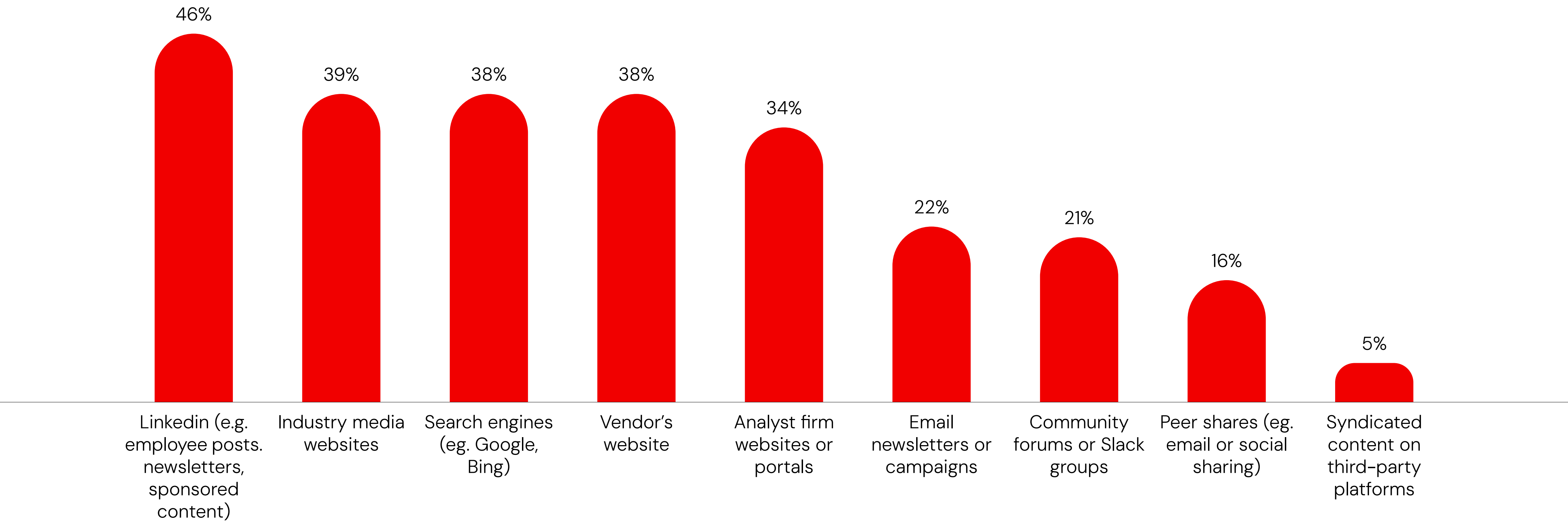
Content **Conversion** Channels

Where Buyers Are Actually Finding Vendor Content

Even the best content won't convert if no one sees it. And increasingly, B2B buyers aren't just Googling, they're discovering content in more fragmented, fast-moving ways.

We asked buyers where they're most often encountering vendor content today. Here's where they're paying attention:

Where do you most often discover or engage with thought leadership or vendor-created content?

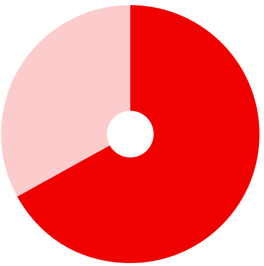


AI Tools Are Becoming **Content Conversion** Gateways

Traditional search isn't the only way buyers are navigating content. More than half of B2B buyers (50%) say they now regularly use AI tools like ChatGPT, Perplexity, or Gemini to research B2B solutions. That number jumps to 67% among the C-suite. Another 38% say they use these tools occasionally.

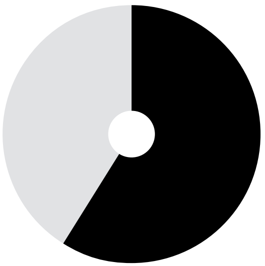
Among those using AI, buyers report finding it especially helpful for:

Summarizing vendor content



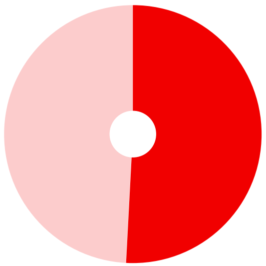
67%

Comparing vendor offerings



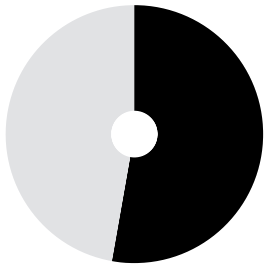
59%

Evaluating credibility of a vendor



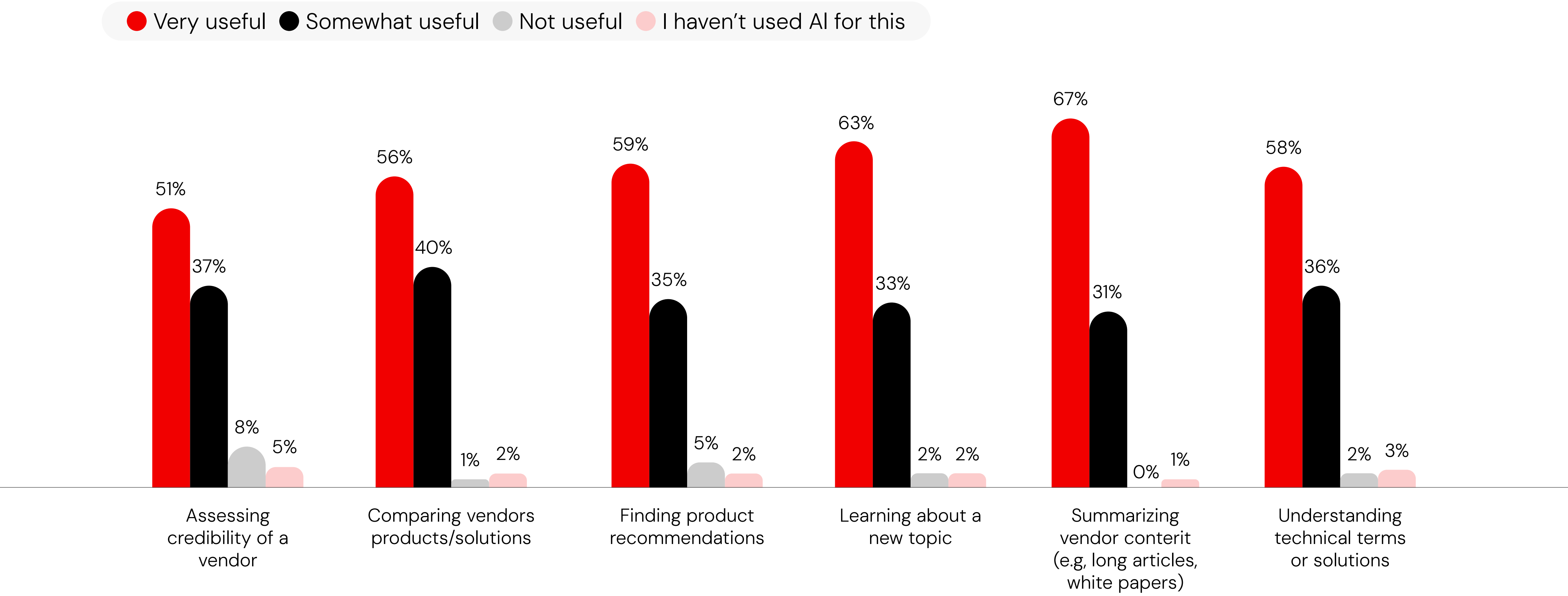
51%

Learning about a new topic or space



53%

How useful do you find AI for each of the following tasks during the buying process?



Hot take: If your content is buried in outdated navigation, hidden behind vague CTAs, or not optimized for AI summarization, it won't get seen—let alone shared. Buyers don't just scroll anymore. They search, filter, compare, and skim with machine help. Your job is to make sure the signal cuts through the noise.

How to **Create Content** That Converts

Buyers are navigating decisions in a more independent, AI-influenced, and committee-driven environment than ever before. They're skeptical of anything that feels biased. They skip past vendor hype. And they don't want generic guidance.

So what does it take to create content that converts today?

Here's what the data tells us:

01

Build trust with proof

Trust is a filter buyers apply before they even begin reading. To earn it:

1. Lead with original research, benchmarks, and external validation
2. Show your work—disclose methodology and cite credible sources
3. Use charts and visual storytelling to make data clear and verifiable

02

Match content to the moments that matter

Conversion isn't a single moment; it's a journey. Focus content where it makes the biggest impact:

1. Use research, case studies, and peer insights to build early momentum
2. Give champions ROI tools, pricing calculators, and documentation to justify decisions internally
3. Reinforce choices with proof-driven, non-salesy content at the close

03

Treat the middle of the journey as critical for conversion

The middle stage—when buyers are comparing options and aligning stakeholders—is where most deals are won or lost. Stack this stage with your strongest, most credible content:

1. Provide comparison guides and competitor benchmarks to shape the shortlist
2. Create role-specific content that answers finance, IT, and executive questions
3. Deliver interactive tools (ROI calculators, demos, templates) that reduce uncertainty

04

Go where buyers already are

Buyers don't just Google—they discover content across LinkedIn, peer networks, Slack channels, and industry media. Meet them where they're already engaging:

1. Repurpose flagship content into social posts, infographics, and short videos
2. Syndicate insights in trusted media outlets, newsletters, and analyst reports
3. Activate employee and customer advocates to share content across peer networks

05

Optimize for human and AI readers alike

With over half of buyers—and two-thirds of the C-suite—using AI tools to summarize or compare vendor content, clarity and structure matter more than ever. Make your content machine-ready:

1. Write with skimmable structure (clear headings, bullets, executive summaries)
2. Enrich with citations, data points, and links so AI outputs retain credibility
3. Use concise, transparent language to ensure both humans and machines capture the right message verifiable

Hot take: Content that builds trust early, earns internal traction mid-journey, and is distributed in the formats and channels buyers prefer is most likely to convert.

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 250 U.S.-based professionals who participated in the survey in July 2025. These buyers influence, authorize, or oversee the purchase of software and services at their organization. The survey was conducted at 95% confidence, +/- 5% margin of error.

Who they are

- **26%** C-suite
- **30%** Directors
- **45%** Managers

Departments they work in

- **40%** IT
- **19%** Operations
- **17%** Finance
- **12%** HR
- **9%** Founders/CEOs
- **3%** Marketing

Number of employees in their organizations

- **11%** <50
- **17%** 51-200
- **38%** 201 - 1000
- **21%** 1000 - 5,000
- **13%** 5,001+

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

- **78%** Services
- **77%** Software
- **64%** AI initiatives
- **43%** RFP and procurement

We Build Research **Driven Content Programs That Convert.**

Redpoint Insights helps B2B technology companies stand out with original research, thought leadership, and data storytelling. We specialize in creating survey-based research reports, buyer and market insights, and content campaigns that establish authority, generate leads, and drive measurable pipeline impact.

Redpoint has partnered with some of the world's most recognized technology brands to craft industry-defining content assets. By blending rigorous research with narrative storytelling and extending that into thought leadership, product-led, and peer-driven content, we deliver programs that don't just build awareness, they fuel revenue growth.