



**PUBLITEK**

# B2B Buyer Essentials Europe 2024

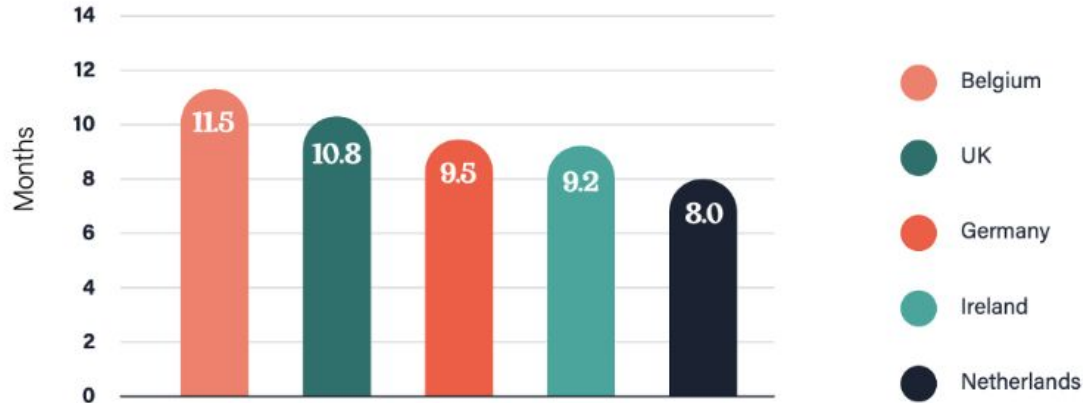
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Highlights from 6sense Buyer Experience Report 2024

# Length of B2B Buying Cycle



## Buying Cycles (in Months) Tend to Be Shorter in the Netherlands



*Buyers in Belgium and the UK have statistically longer cycles than buyers in the Netherlands.*



# How much of a journey is completed before buyers are getting in touch with a provider?



# How big is the buying center?



Average Buying Group Sizes Across Europe

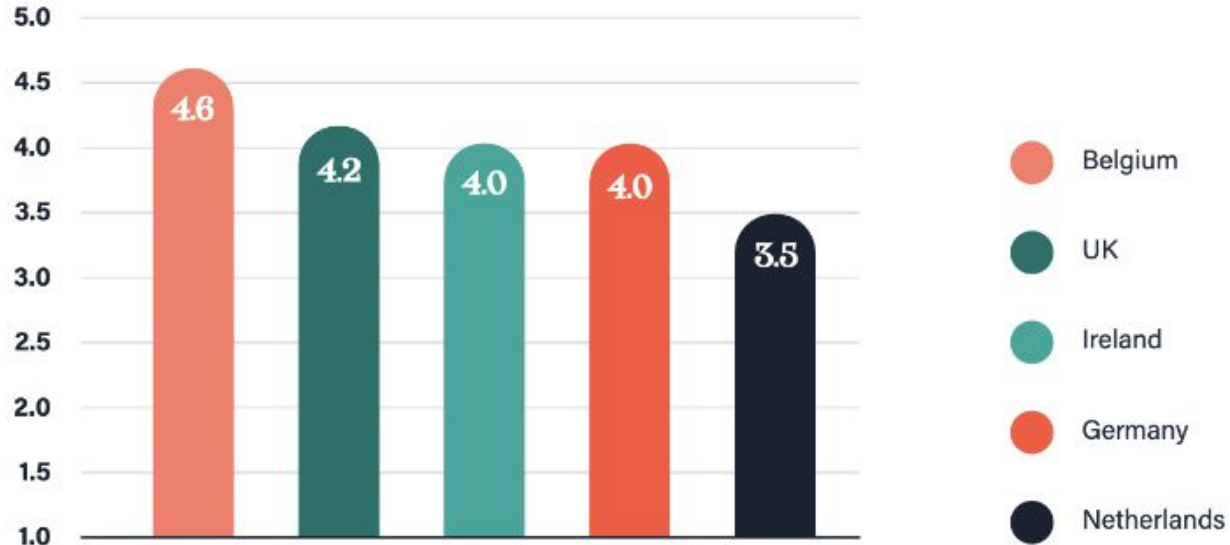


*In the chart above, buying groups in the Netherlands are reliably smaller than those in Belgium and Ireland.*

# How many suppliers make it into the relevant set?



## Average Number of Vendors Evaluated:



# Who is driving the buyer journey, seller or buyer?



## Buyers Contact Sellers When They're Ready Instead of Responding to Seller Overtures

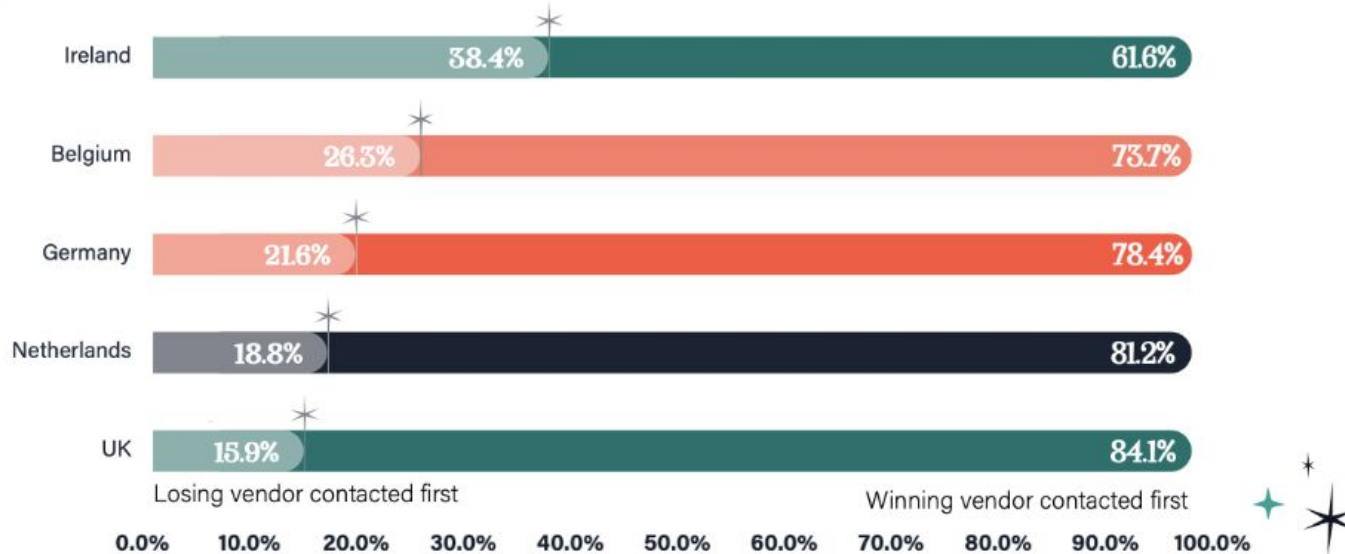


*In the chart above, buyers in Belgium and the UK are statistically more responsive to seller contact compared to the average buyer. All European countries we measured are within the margin of error of the global average, or higher.*

# Buyers enter supplier selection with a clear favorite

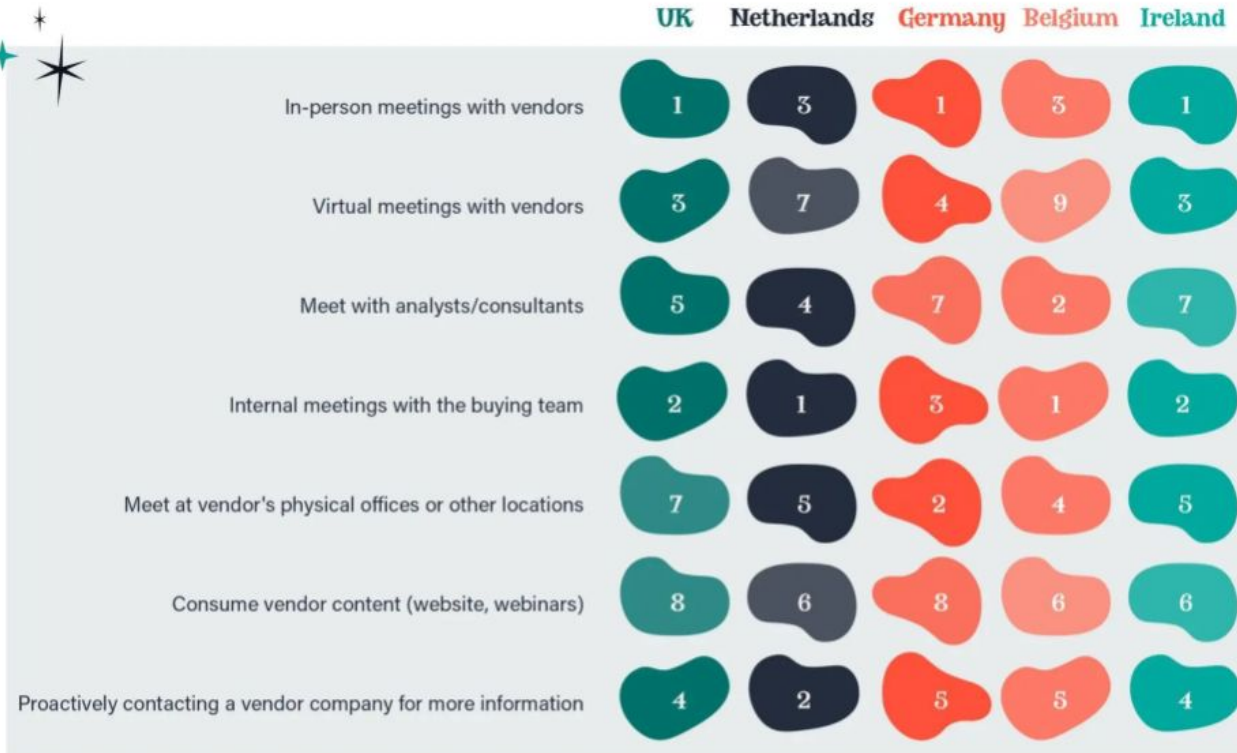


## Buyers Largely Contact Their Preferred Vendor First and Then Purchase From Them



*In the chart above, buyers in Belgium and Ireland are statistically less likely than those in other countries to purchase from the vendor at the top of their shortlist at first contact. However, they are still likely to have a preferred vendor before engaging directly.*

# Journey interaction types ranked (top selection)





# Selection criteria ranked (top selection)



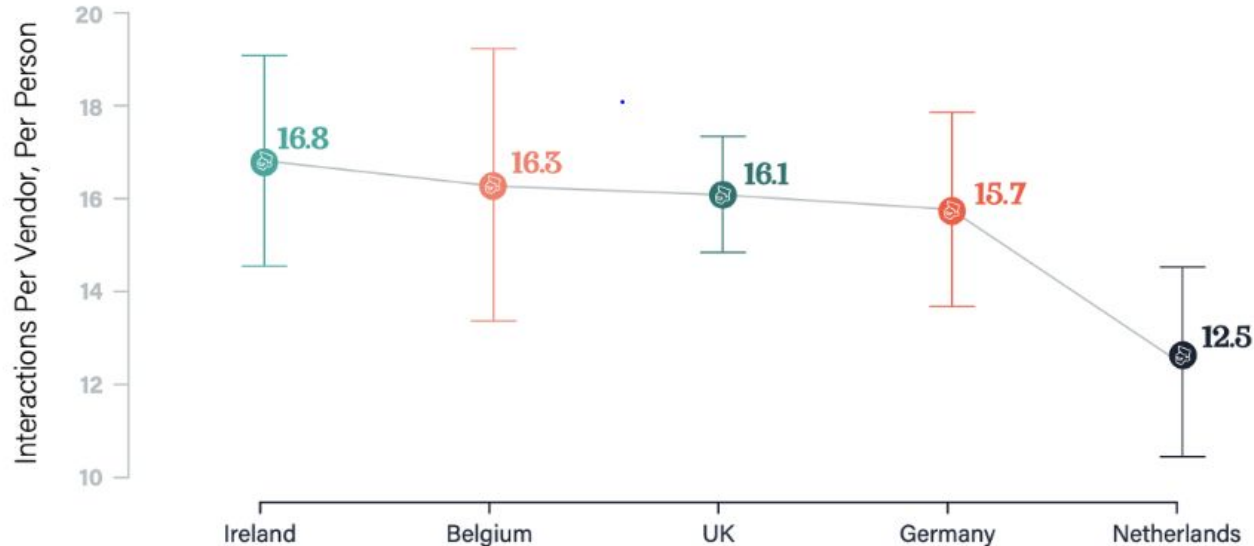
	UK	Netherlands	Germany	Belgium	Ireland
Price	2	1	4	1	2
Product/solution features	1	4	3	5	1
Vendor reputation/brand	4	2	7	2	5
Previous experience with the vendor	7	5	2	3	8
Ease of implementation and use	3	3	6	6	3



# Average number of interactions (per vendor/person)



## Interactions Per Vendor, Per Person

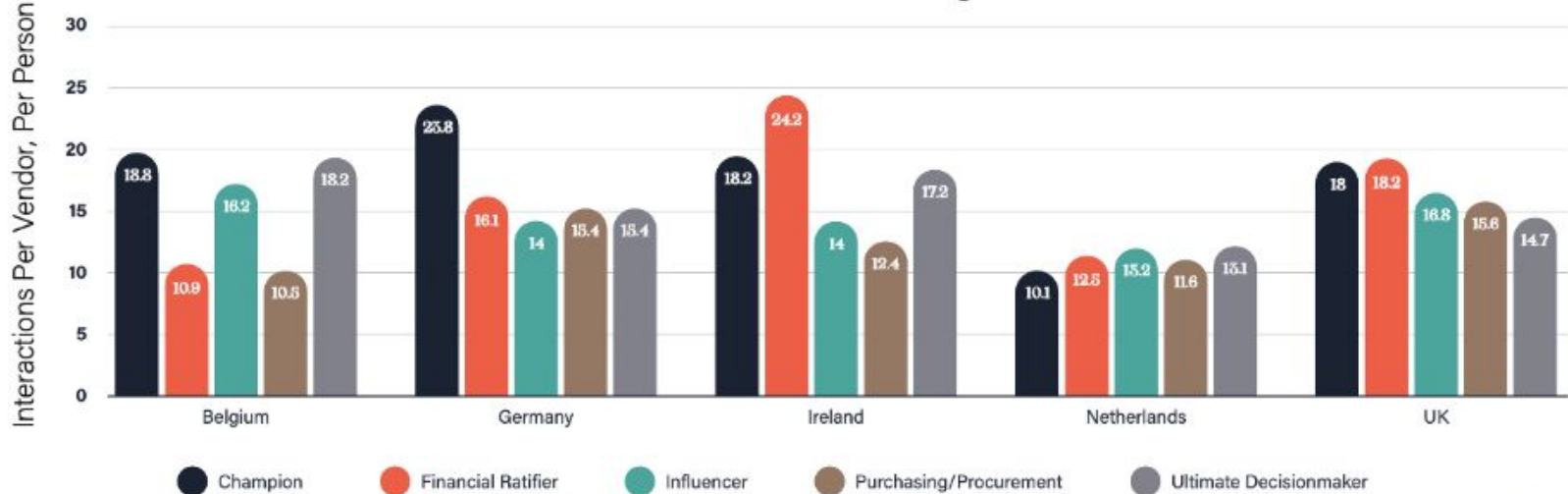


*None of the differences shown in the chart above are statistically reliable. The vertical bars represent the expected range of interactions in each region.*

# With which roles people interact the most



## Interactions Per Vendor, Per Buying Group Member Role



*In the chart above, buying group roles do not consistently influence how many interactions an individual has over the course of their buying journey.*



# Thank you!

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**Please get in touch if you would like to discuss the changing B2B buyer behavior and its impact on B2B marketing.**

**Data Source: 6sense. 2024 European B2B Buyer Experience Report.**

**Link: <https://6sense.com/resources/buyer-experience-report/2024-european-b2b-buyer-experience-report>**



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