

BASE
ONE

STAR INFLUENCERS

Who do B2B buyers really listen to?

Who creates the information that B2B buyers use during the buying process?
The Buyersphere Report maps it out for you...

EXTERNAL ANALYST

19% of B2B buyers rated external analyst information 10 out of 10 for influence during the buying process.

INTERVIEW WITH COMPANY EXPERT

The type of content most frequently used in the buying process, interviews with company (ie supplier) experts were used in 32% of purchases.

TECHNICAL SPEC

INDUSTRY COMPARISON

PRICING INFO

TESTIMONIAL

Although traditionally seen as powerful, customer testimonials were in fact seen to be less popular and less influential than content direct from the supplier.

PEER REVIEW

The published opinions of peers were seldom sought and had little influence on the buying process.

'HOW TO' GUIDE

Buyers need facts to make buying decisions. Pricing information and product details were therefore the most frequently sought information types according to the Buyersphere survey. But buyers also want other opinions to help form their own, and the report shows that those opinions are not equally influential or popular...

Want to know more?
Download the full 2015
Buyersphere Report

The Buyersphere Report asked 211 B2B buyers about what they do during the buying process - and why they do it.

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REPORT HERE

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