



2025

The State of B2B

Pipeline Generation

Benchmark Report

Strategizing Growth in a
Dynamic Landscape



In 2025, 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

2025 is seeing 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

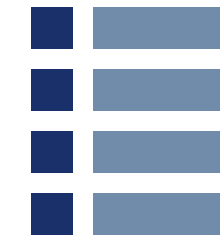
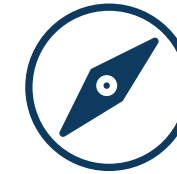
Strategic Agility

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 Lead Generation
- 6 Inbound Marketing
- 7 Account-Based Marketing
- 8 Sales Development Practices
- 9 Conclusion
- 10 Research Methodology and Respondent Profile





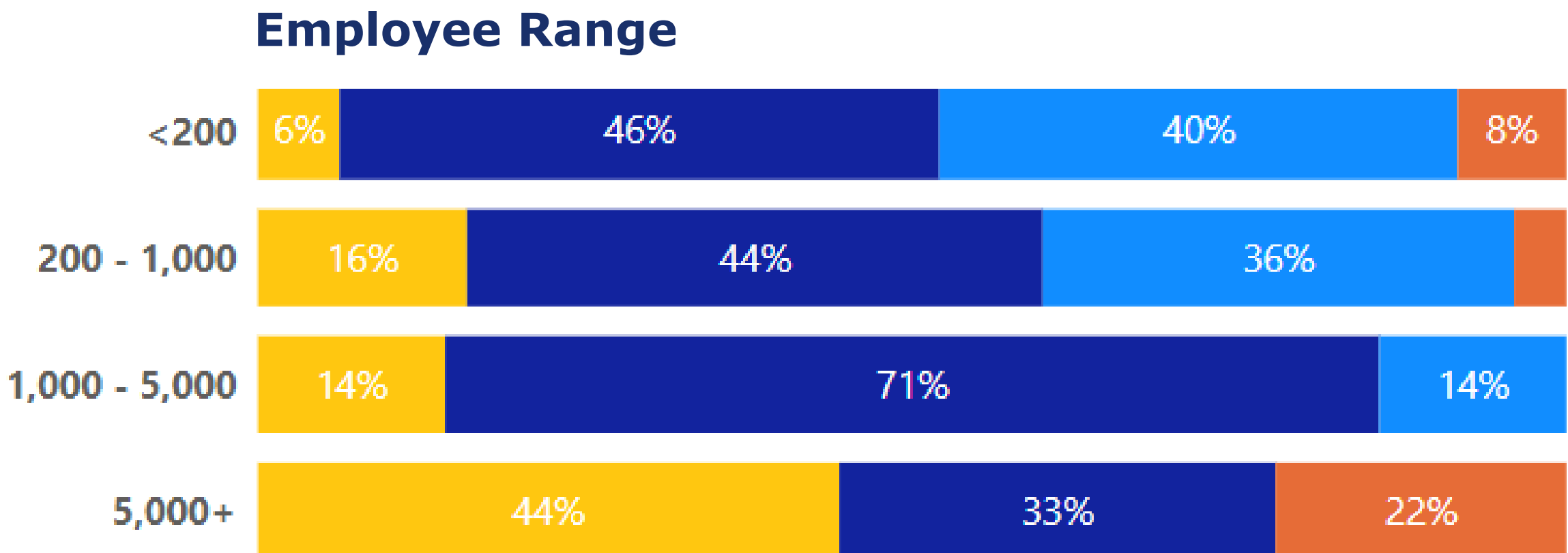
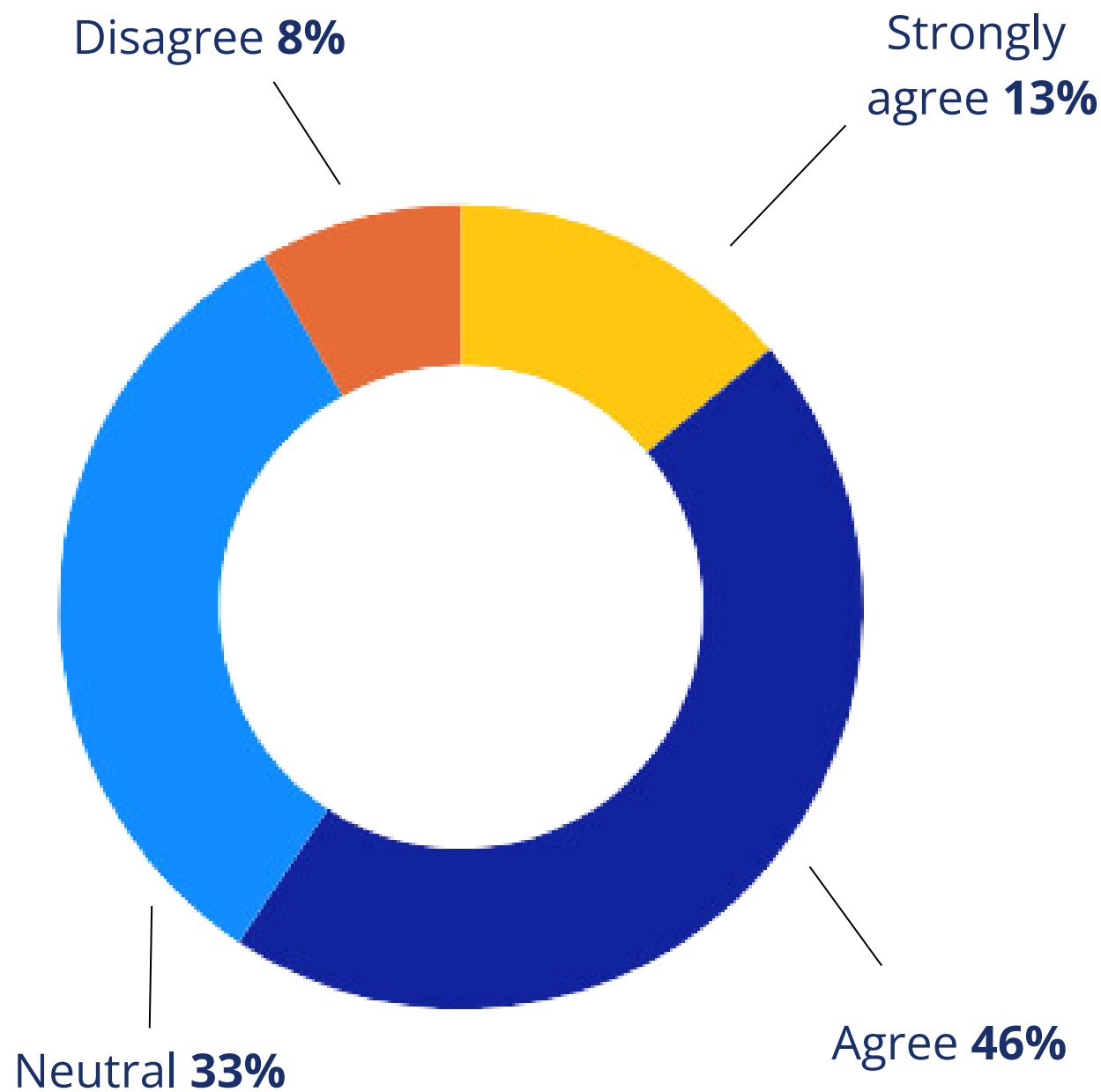
Navigating the Future of B2B Lead Generation

As the B2B landscape evolves, businesses face a blend of challenges and opportunities, driven by technological advances and shifting economic conditions. The 2025 B2B LeadGen Benchmark Report captures these dynamics, offering a clear view of how companies strategically position themselves for success.

Through this report, we aim to provide a comprehensive guide for RevOps leaders, detailing strategies to navigate the complexities of modern LeadGen. From the continued reliance on MQLs to the growing role of analytics, this report sheds light on the innovations and best practices that are propelling companies forward in 2024 and beyond.

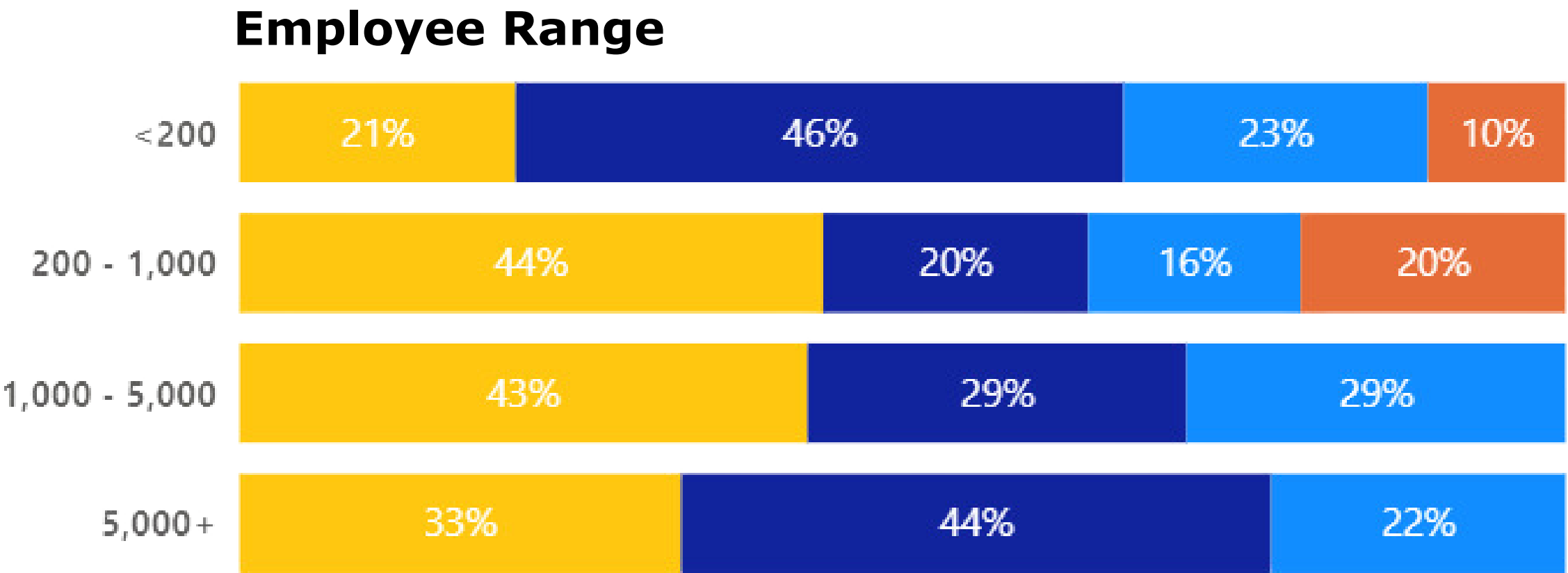
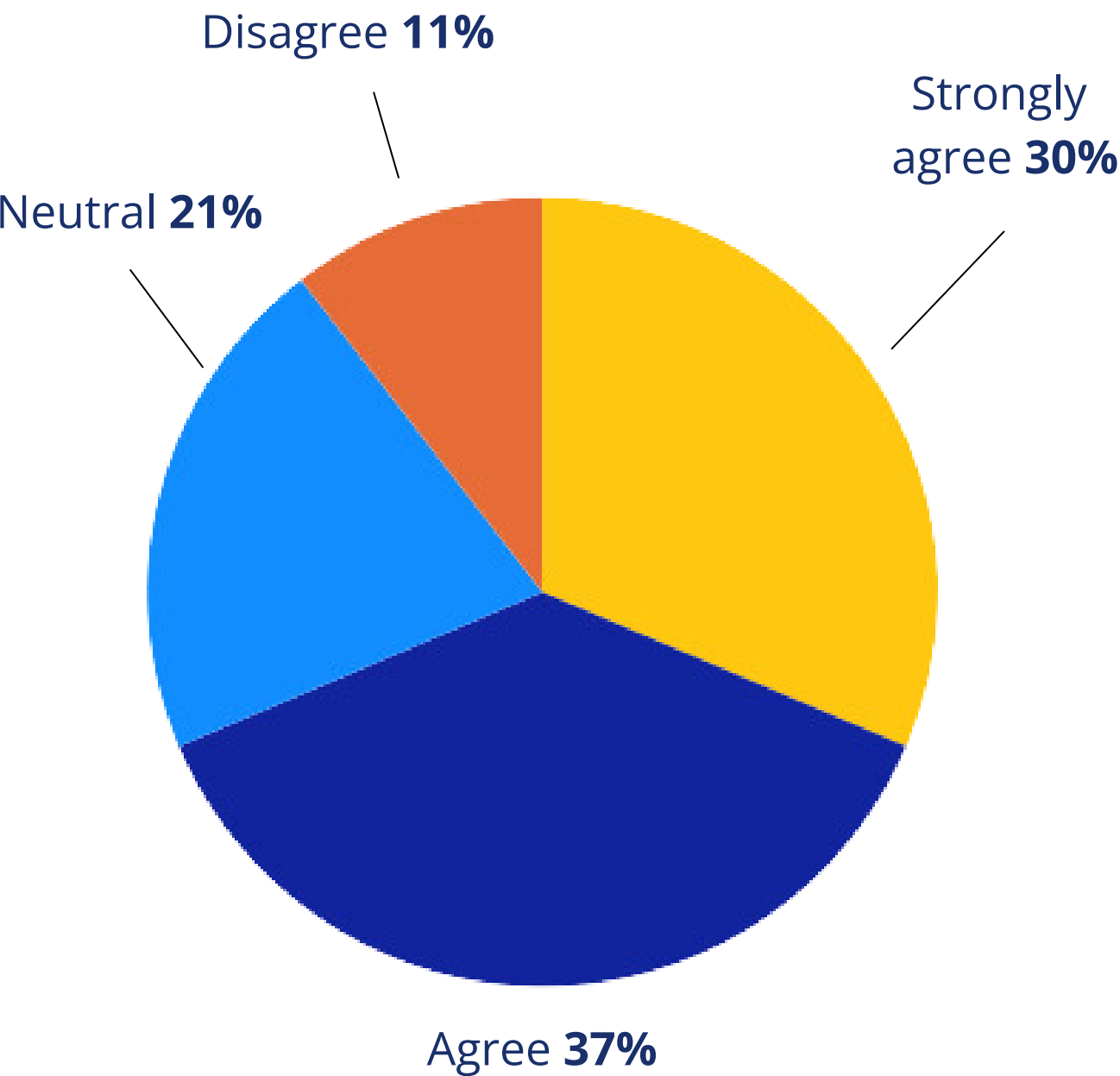
2025 MarTech Mastery: Turning Challenges into Opportunities

Looking ahead to 2025, CMOs are expected to continue facing difficulties in maximizing MarTech capabilities. With nearly half of industry leaders acknowledging this challenge, it's clear that strategic alignment and scalability will be key to overcoming these hurdles in the coming year.



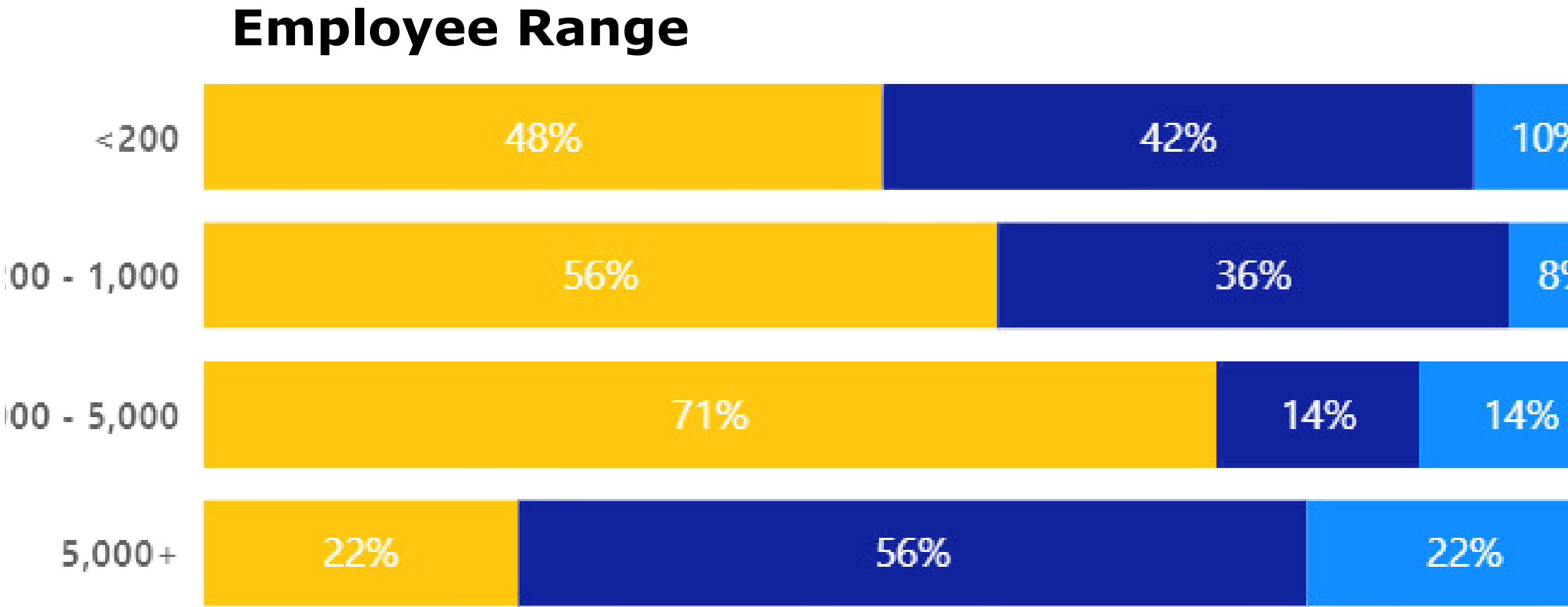
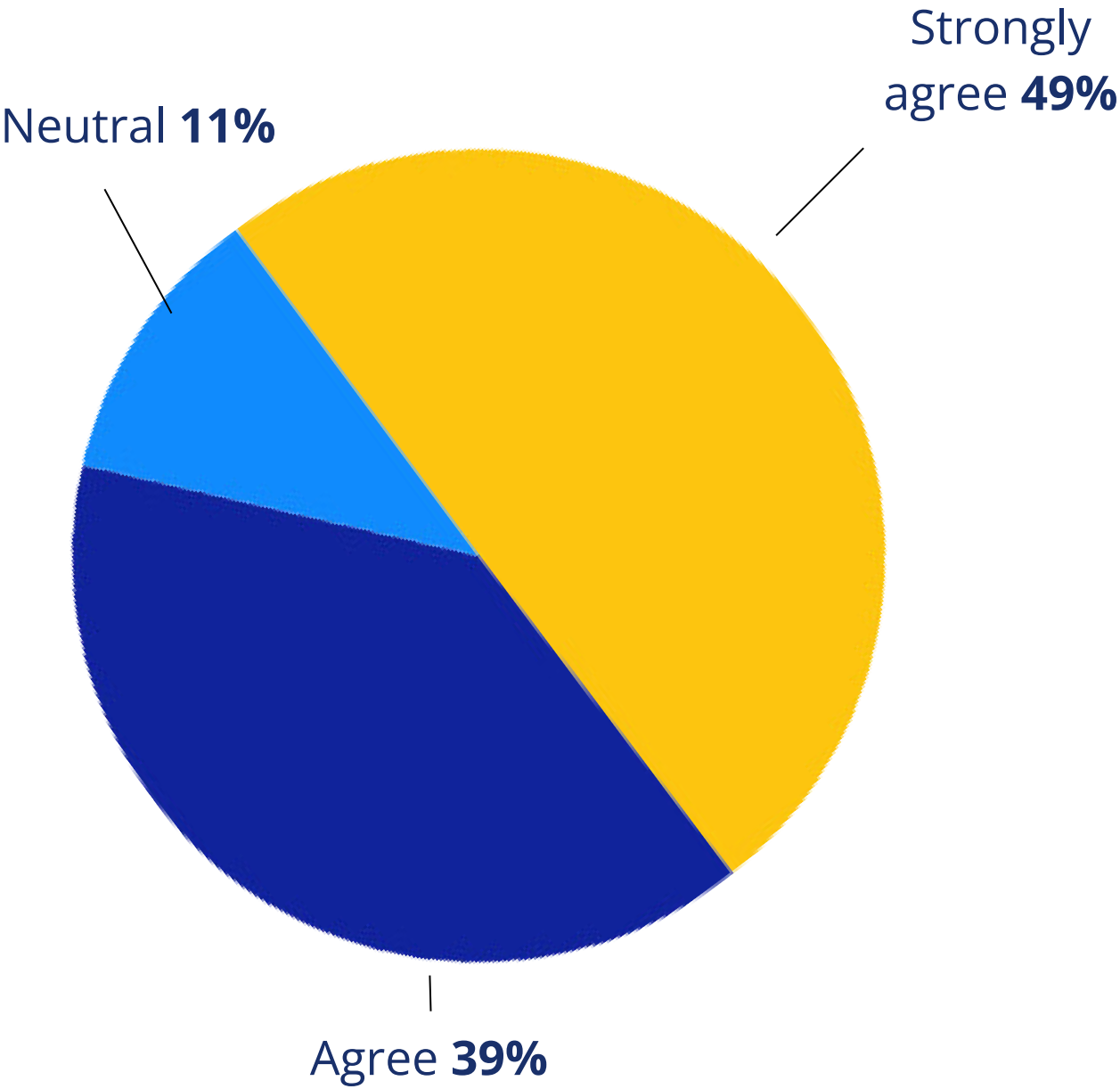
Tackling Complexity in the B2B Buyer's Journey

As the B2B landscape continues to evolve, CSOs are increasingly challenged by the complexities of the buyer's journey. With a majority of leaders agreeing that this is a primary hurdle in closing deals, it is crucial for 2025 strategies to focus on simplifying and streamlining the decision-making process to enhance deal closure rates. This guide provides insights to navigate these challenges effectively.



Navigating the Pipeline Puzzle: CROs Search for Scalability

Outbound Lead Generation has emerged as the primary driver in the pipeline development strategy for 2024. Among high-revenue entities, Outbound Lead Generation is uniformly valued, either as a primary or secondary priority, with none dismissing its importance.



B2B Marketers in the US Struggle to Achieve High Performance Pipeline Generation

B2B marketers in the US are finding it challenging to move beyond steady MQL generation. While nearly half (47%) are seeing steady MQL generation, only a few (22%) have advanced to consistently generating well-qualified SQLs. This gap highlights the need for enhanced strategies to accelerate pipeline performance.

Performance Sedan: Our Demand Gen Engine creates a steady stream of MQLs

47%

Basic Sedan: We've built out a foundation of TAM

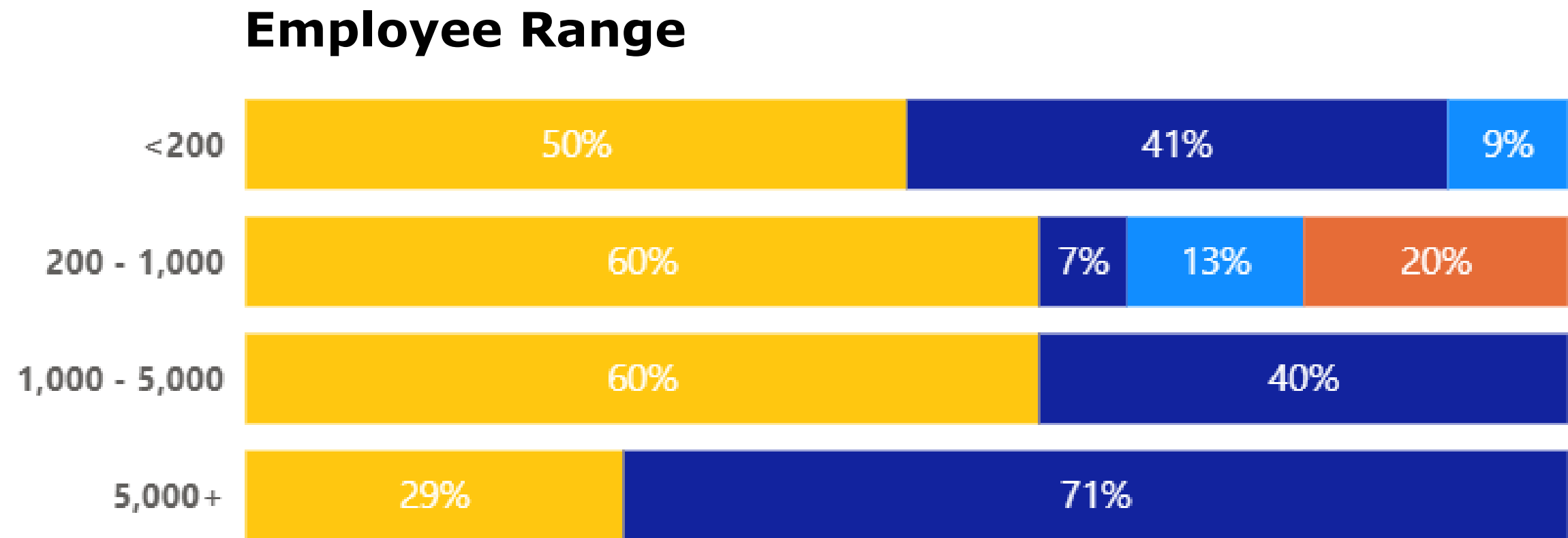
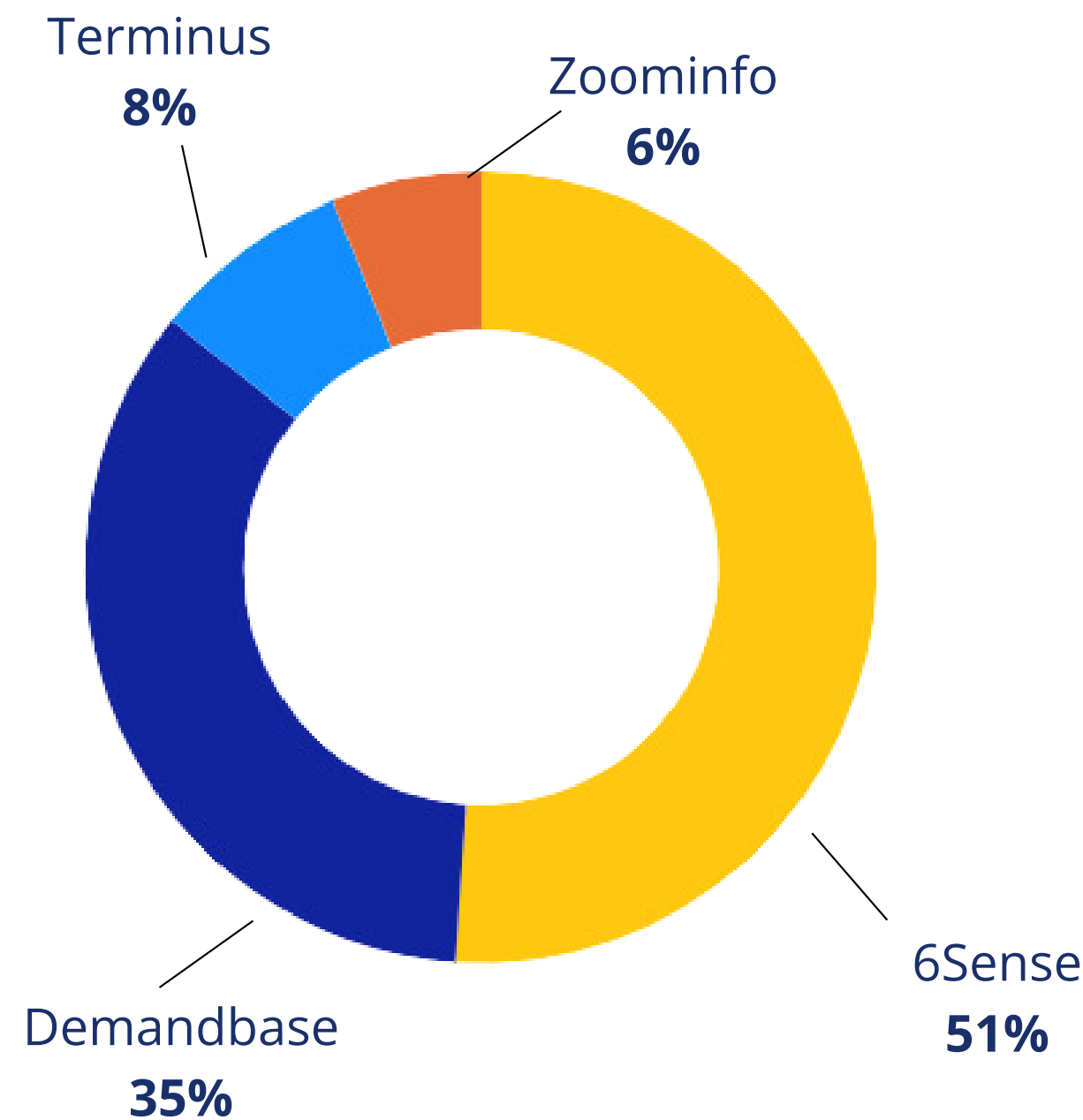
30%

Sports Car: We consistently generated well-qualified SQLs with a combination of outbound

22%

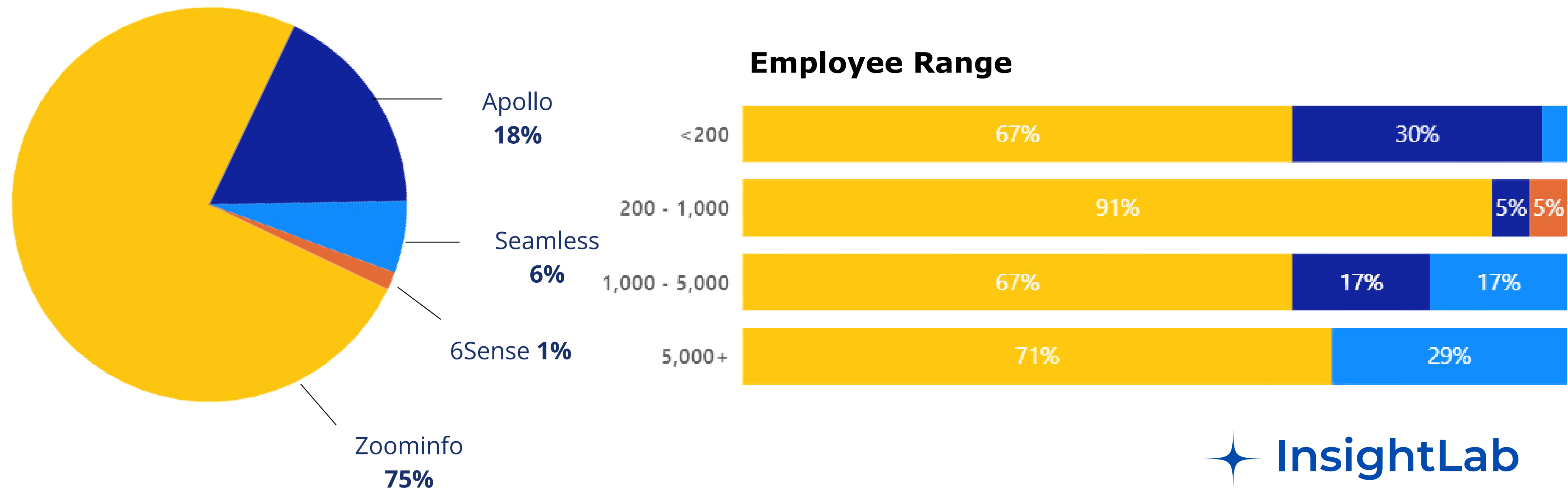
6sense Dominates ABM Platform Usage Among B2B Marketers

According to recent responses, 6sense leads the ABM platform landscape, with 51% of B2B marketers utilizing it for their MarTech needs. Demandbase follows with 35%, while Terminus and ZoomInfo trail at 8% and 6%, respectively. As organizations scale, larger enterprises (5,000+ employees) tend to favor Demandbase, with 71% adoption. The data underscores the importance of choosing the right ABM platform based on company size and specific marketing goals.



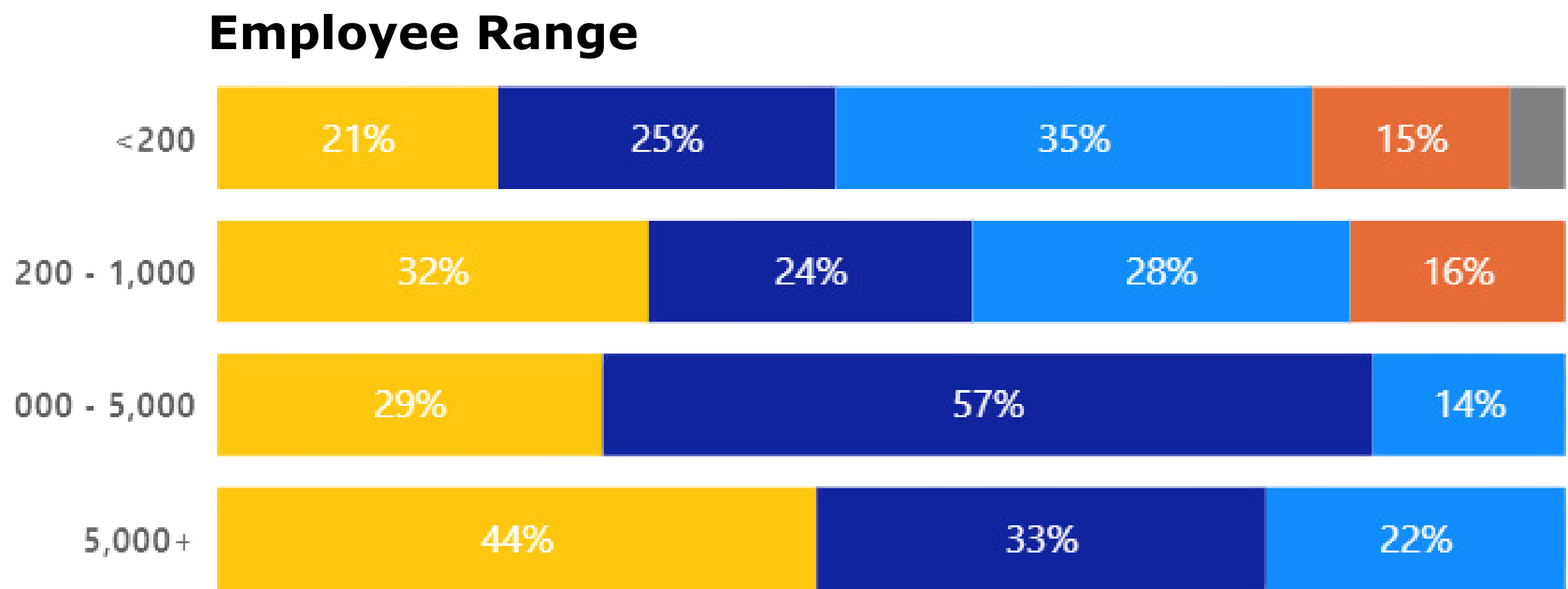
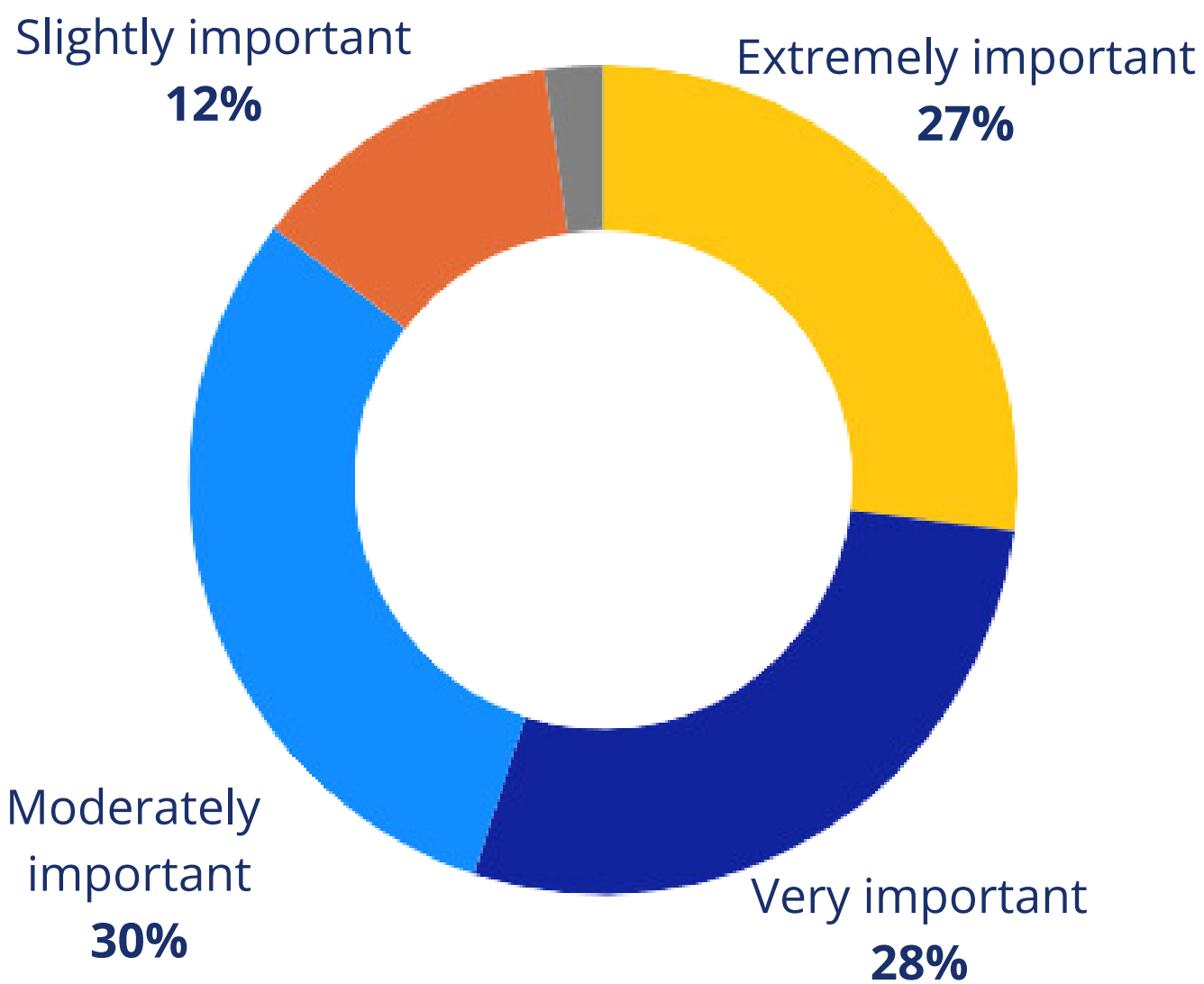
ZoomInfo – The Preferred Data Source Across Revenue Segments

ZoomInfo emerged as the most widely used third-party data source, favored by 75% of respondents, especially among companies with revenue between \$50M and \$500M (90% usage). Apollo follows with 17%, while Seamless and 6sense are used by 6% and 2%, respectively. The data highlights ZoomInfo's dominant position across all revenue ranges, particularly among mid-sized businesses, solidifying its role as a critical tool for sales intelligence.



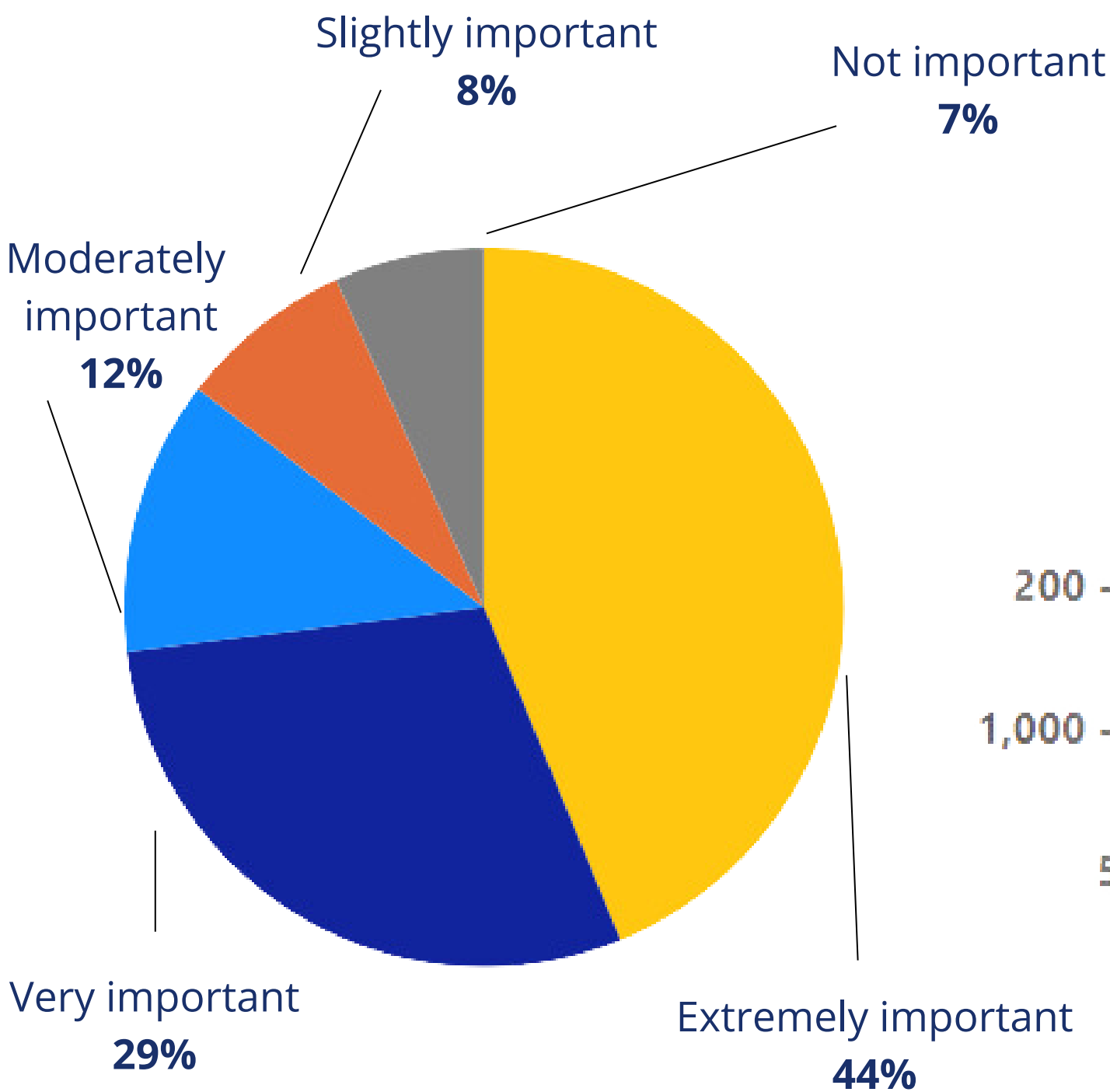
MQLs Continue to Drive Pipeline Growth

Marketing Qualified Leads (MQLs) are still a key component of pipeline generation strategies. Larger organizations (5,000+ employees) prioritize MQLs more. This underscores the ongoing reliance on MQLs to fuel pipeline growth.

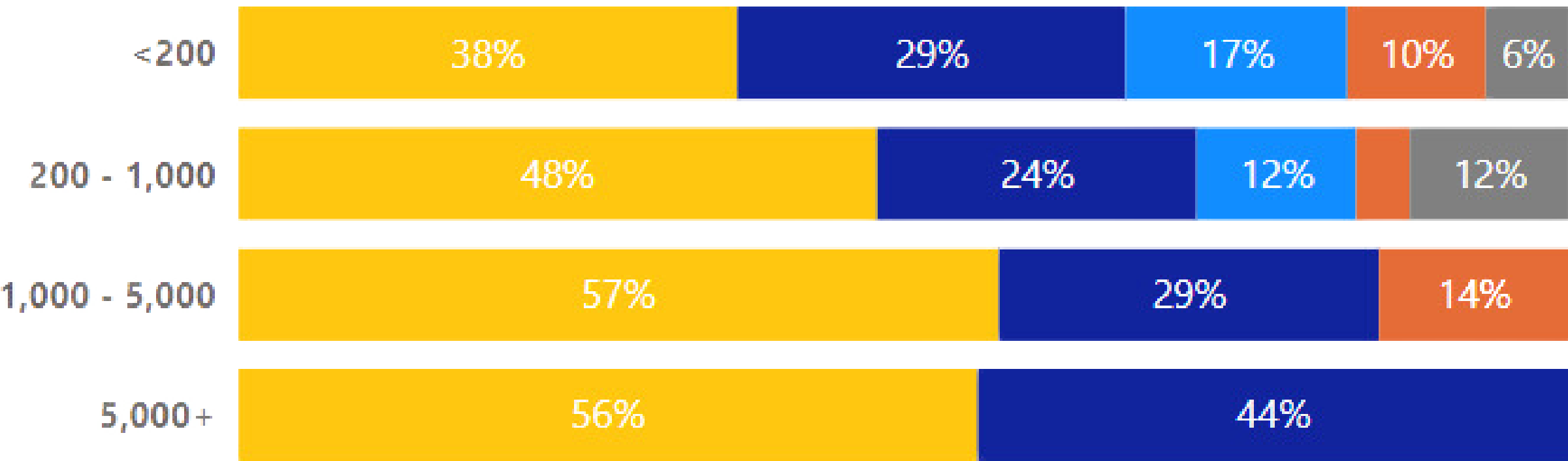


HQLs Critical for Pipeline Success in 2025

For RevOps leaders, Highly Qualified Leads (HQLs) are essential in shaping effective pipeline generation strategies. While 44% of respondents rate HQLs as extremely important, perspectives vary across company sizes.

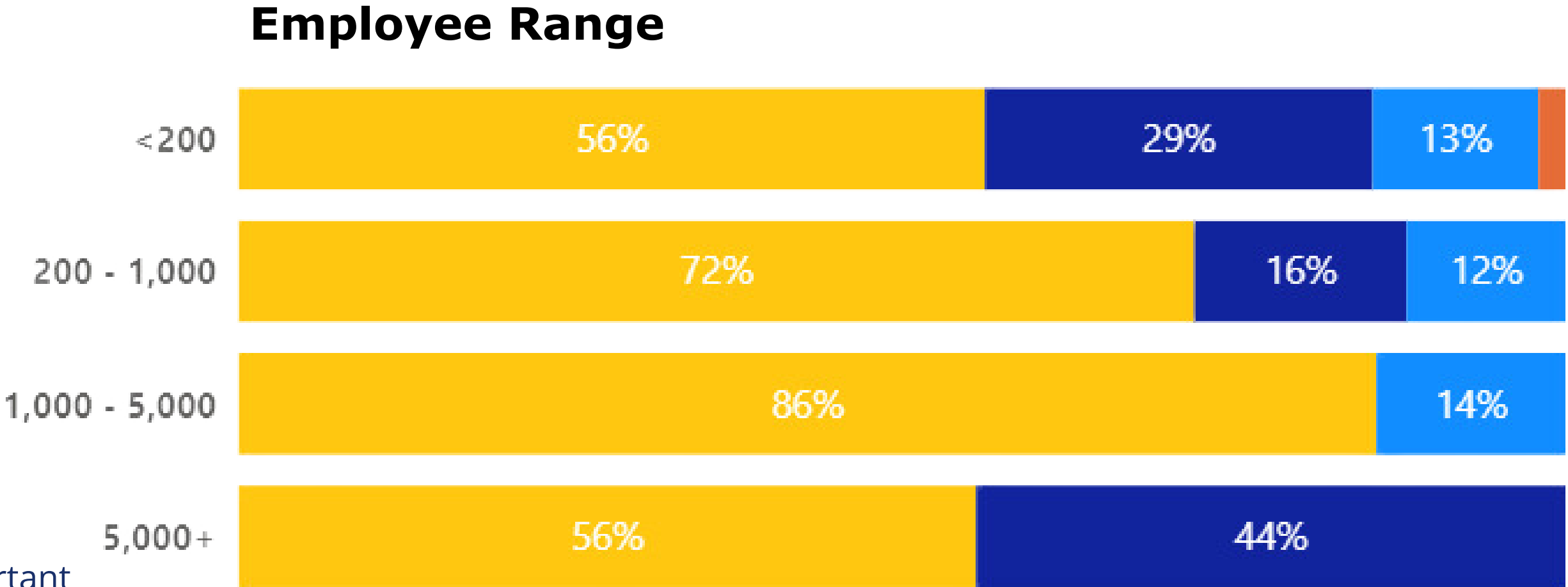
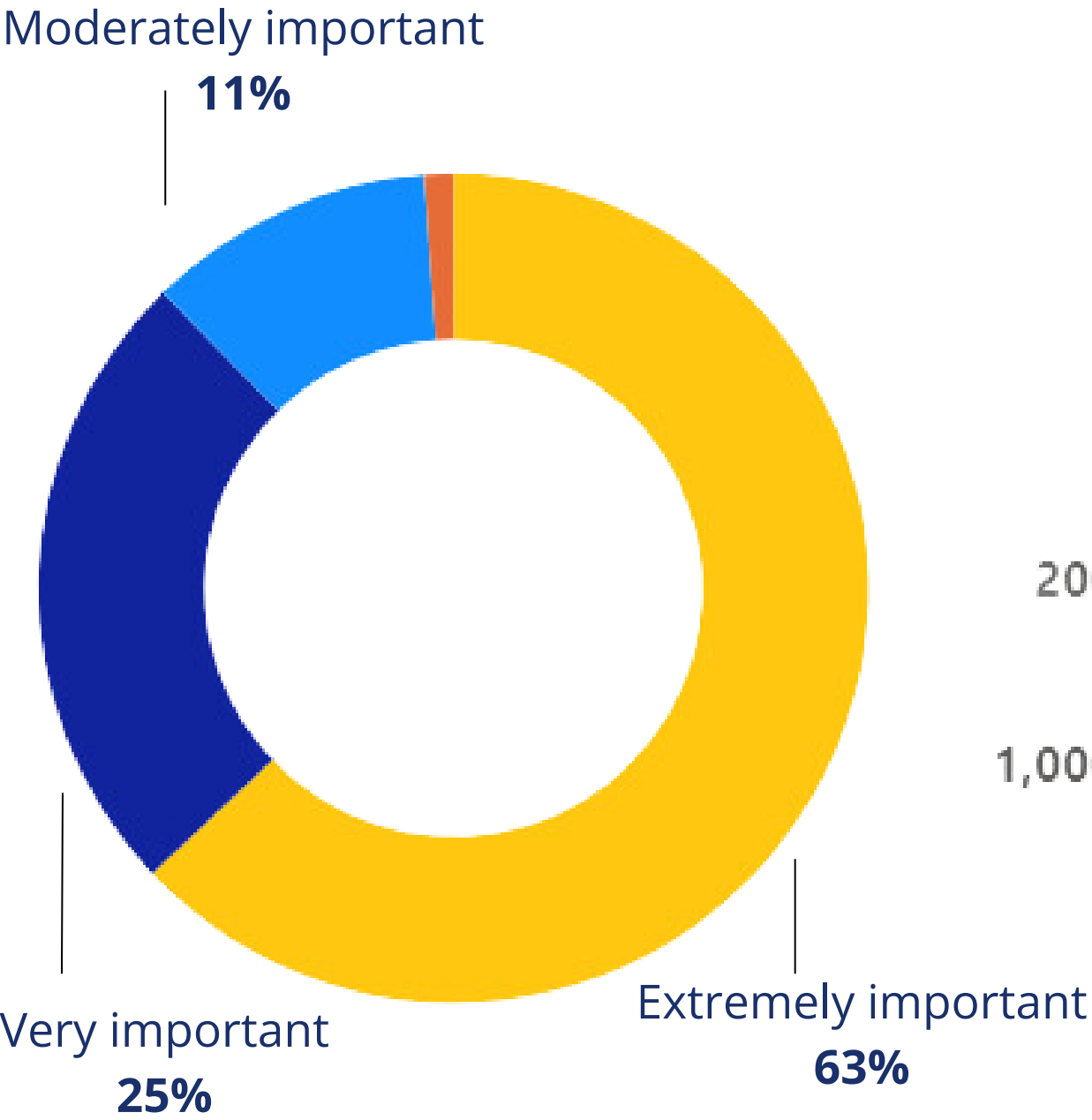


Employee Range



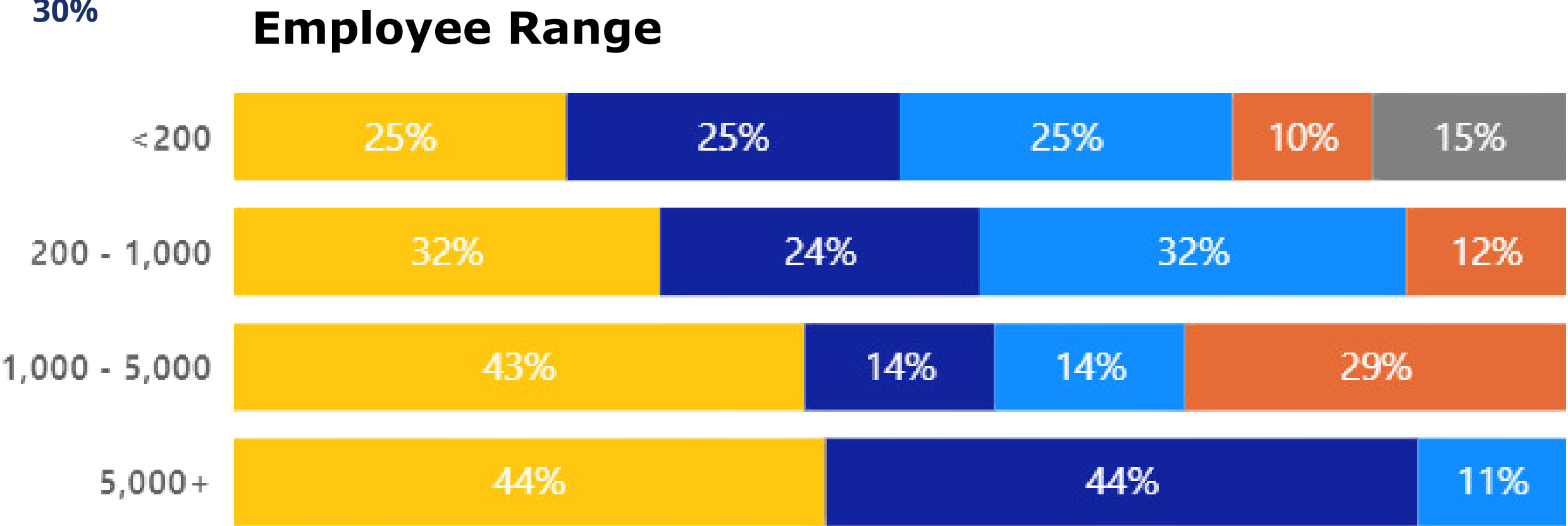
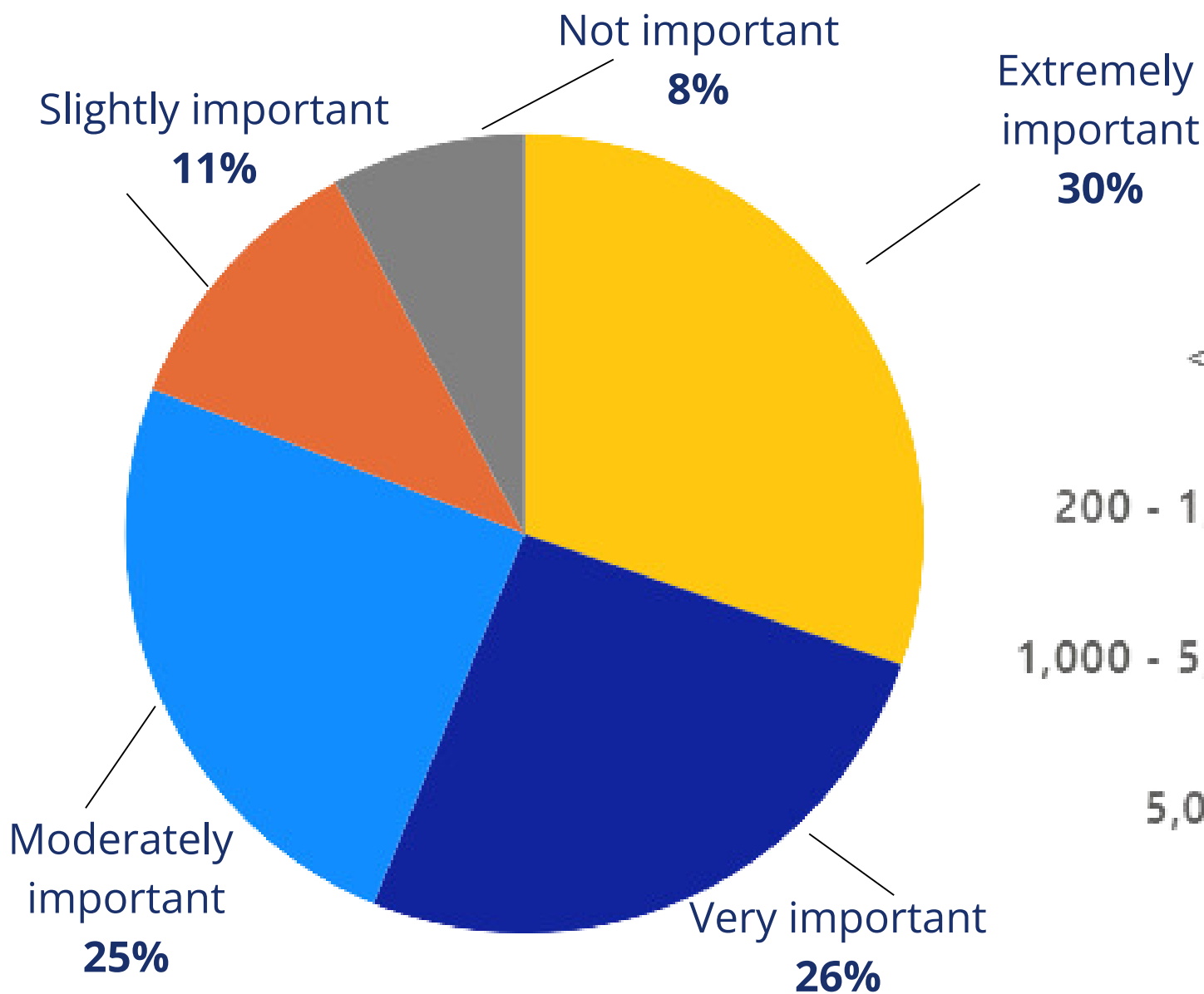
SQLs Take Center Stage in 2025 Revenue Growth Strategies

Across the board, 63% of respondents recognize Sales Qualified Leads (SQLs) as extremely important to their revenue growth strategies. 86% of organizations in the 1,000 to 5,000 employee range prioritize them above all. The data highlights a clear shift toward targeting sales-ready leads for maximum impact.



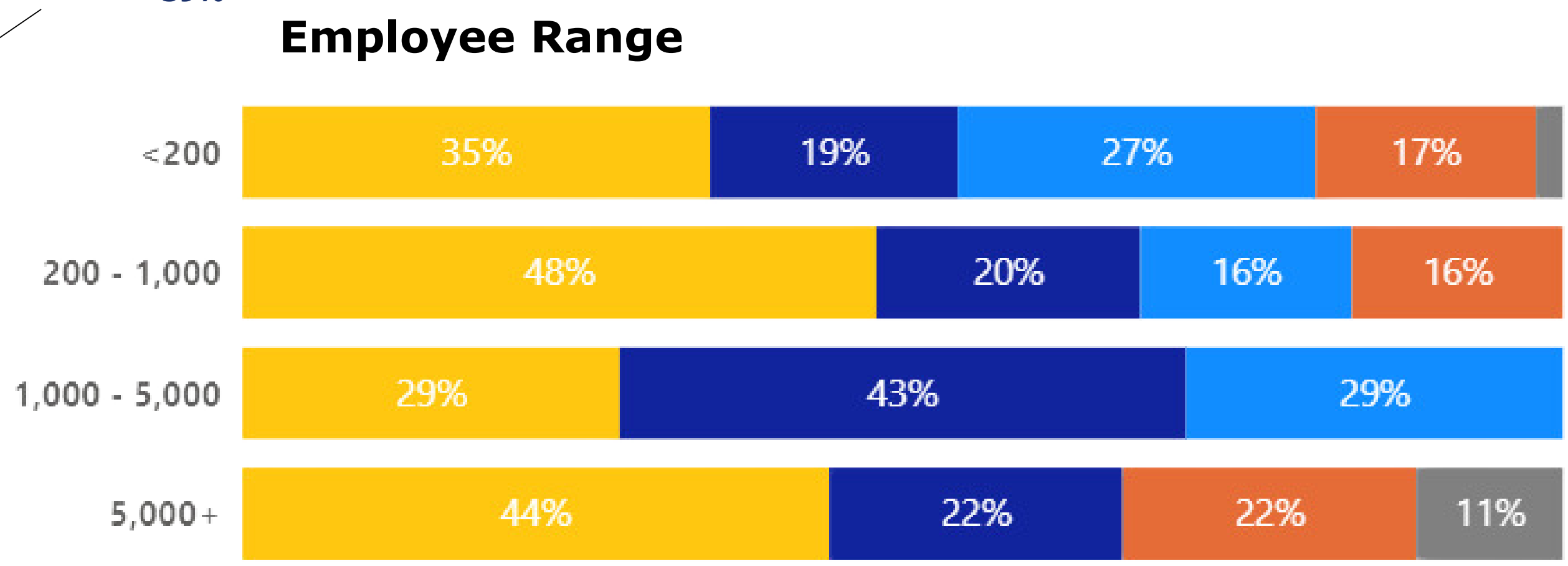
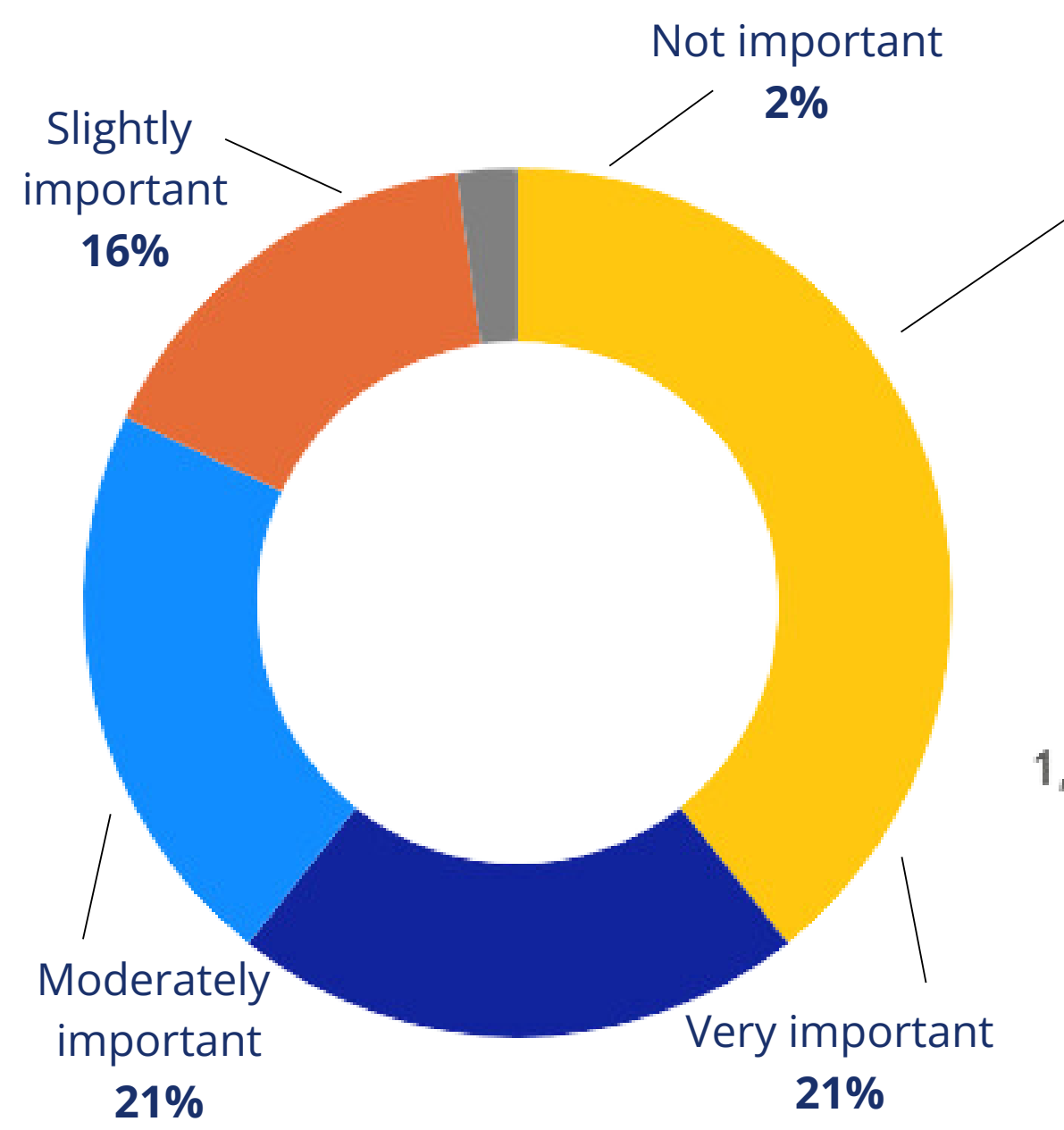
ABM's Growing Significance in Pipeline Development

Account-Based Marketing continues to gain traction as a strategic pillar in pipeline generation, with 30% of participants highlighting it as extremely important. While its significance is widely acknowledged, the approach varies across company sizes, with larger organizations showing a stronger preference.



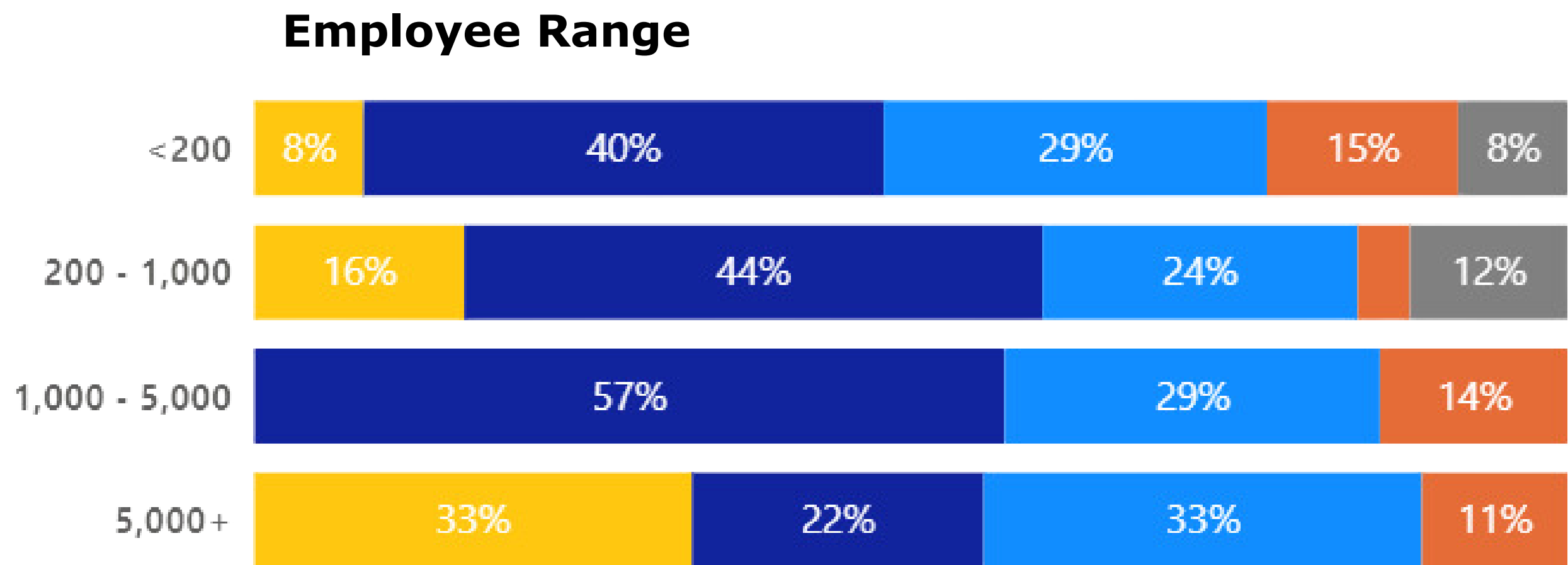
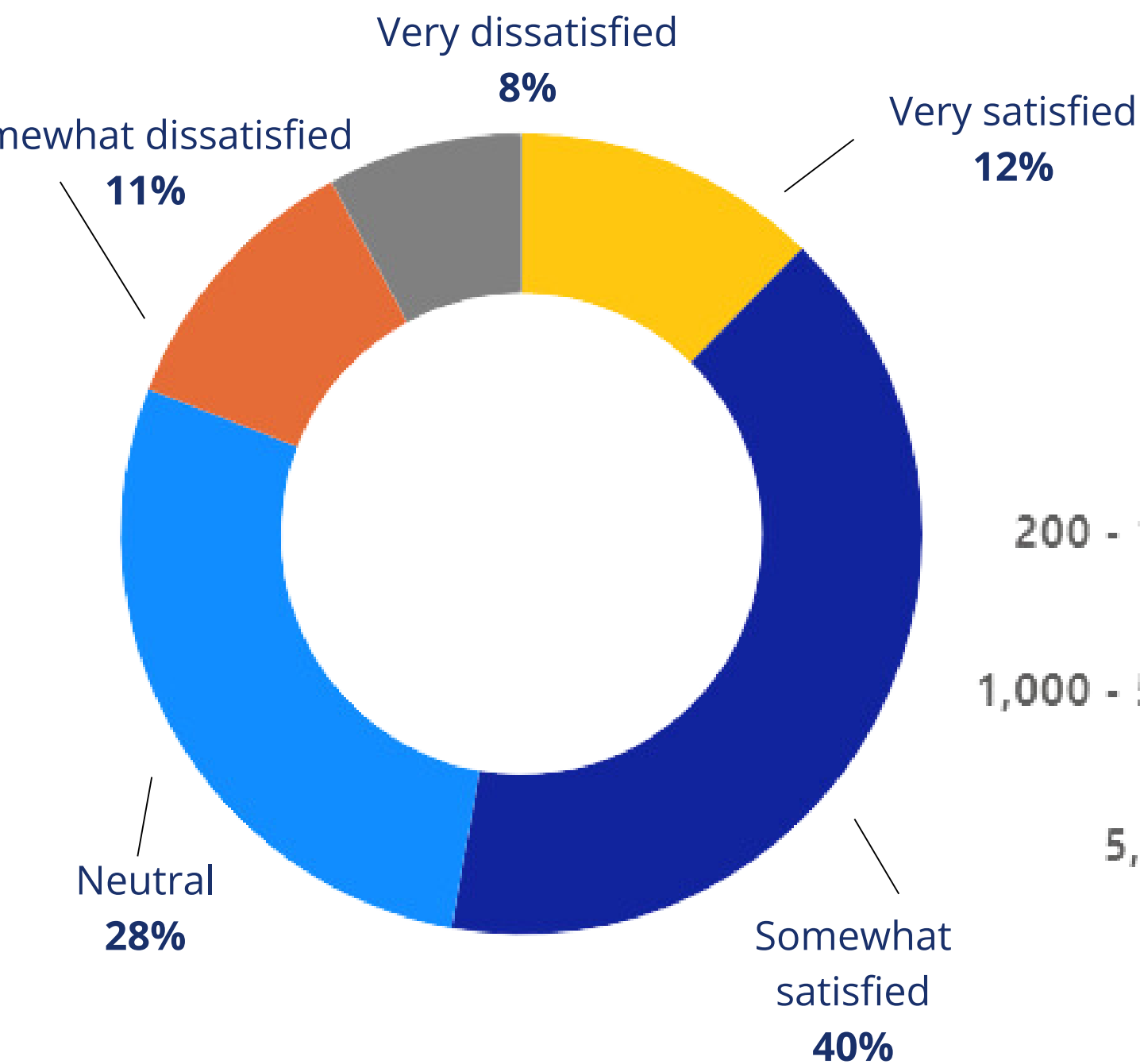
Maximizing Pipeline Efficiency with Inbound Lead Qualification

Inbound lead response and qualification remain crucial for effective pipeline generation, with 39% of RevOps leaders rating it as extremely important. This process is widely recognized as essential for maintaining efficiency and boosting sales conversions.



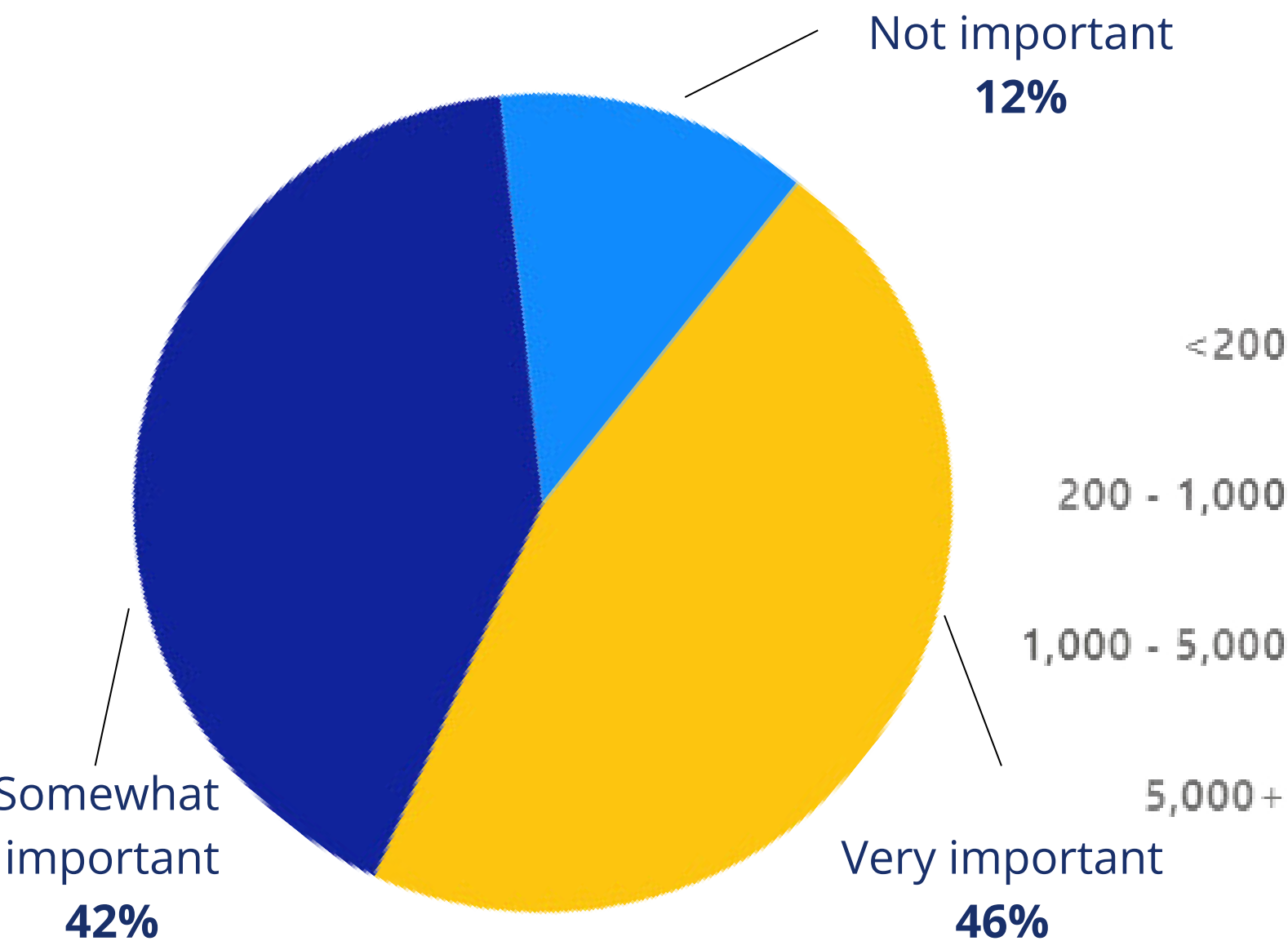
RevOps Leaders Seek Better Analytics Dashboards

Satisfaction with current dashboards and analytics remains a challenge for RevOps leaders. The data suggests a need for more robust analytics dashboards to drive better data-driven decisions.

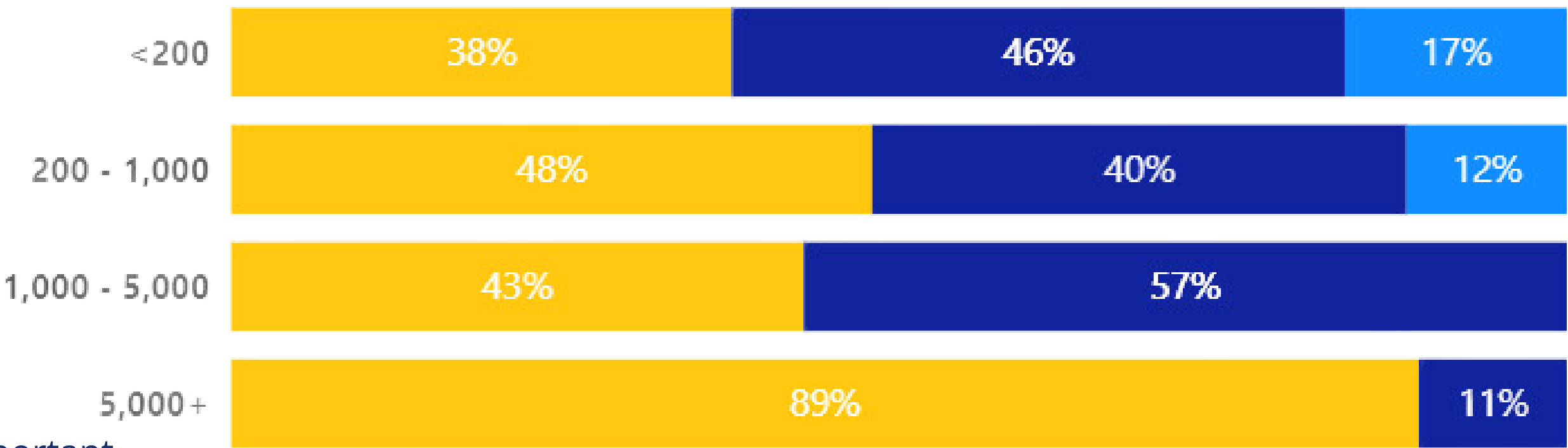


Trade Shows and Webinars: A Valuable Lead Source in 2025

Events such as trade shows and webinars remain a significant lead source for RevOps leaders in 2024. The emphasis is even more pronounced among larger organizations, with 89% of companies with over 5,000 employees prioritizing events in their strategies. This data highlights the enduring role of events in nurturing prospects and driving meaningful engagements across different company sizes.

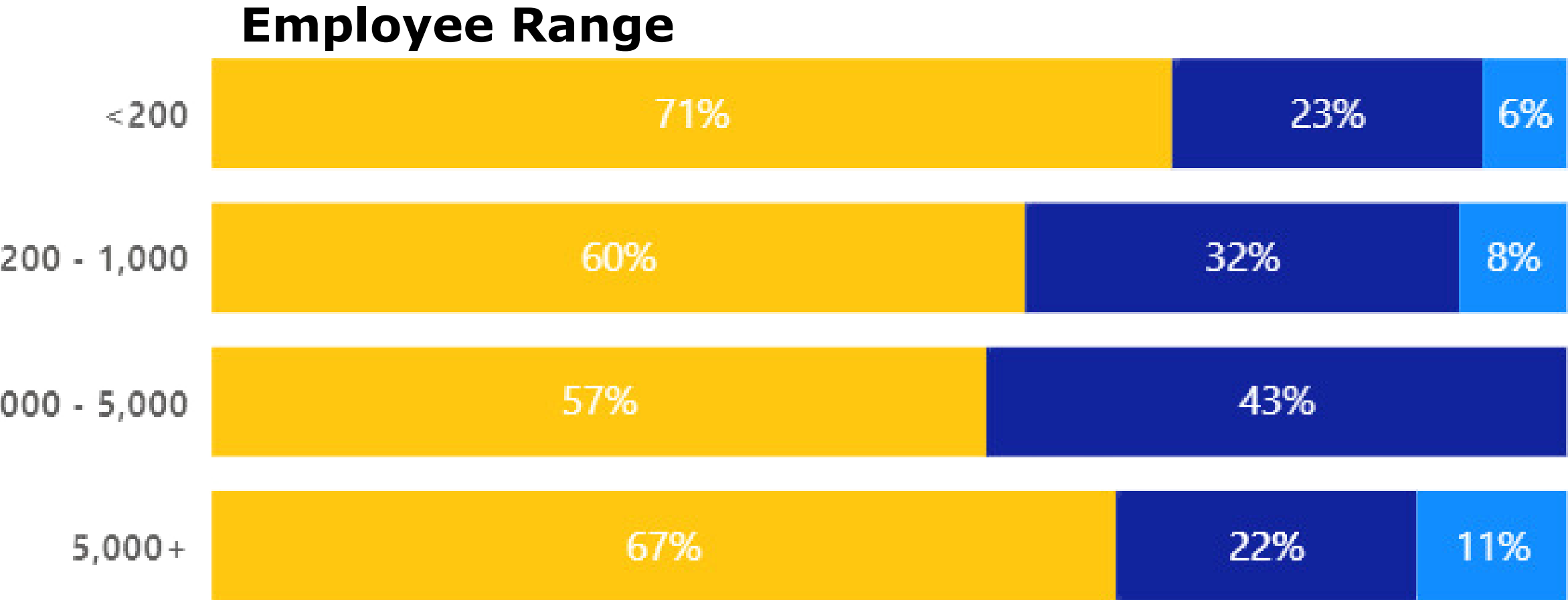
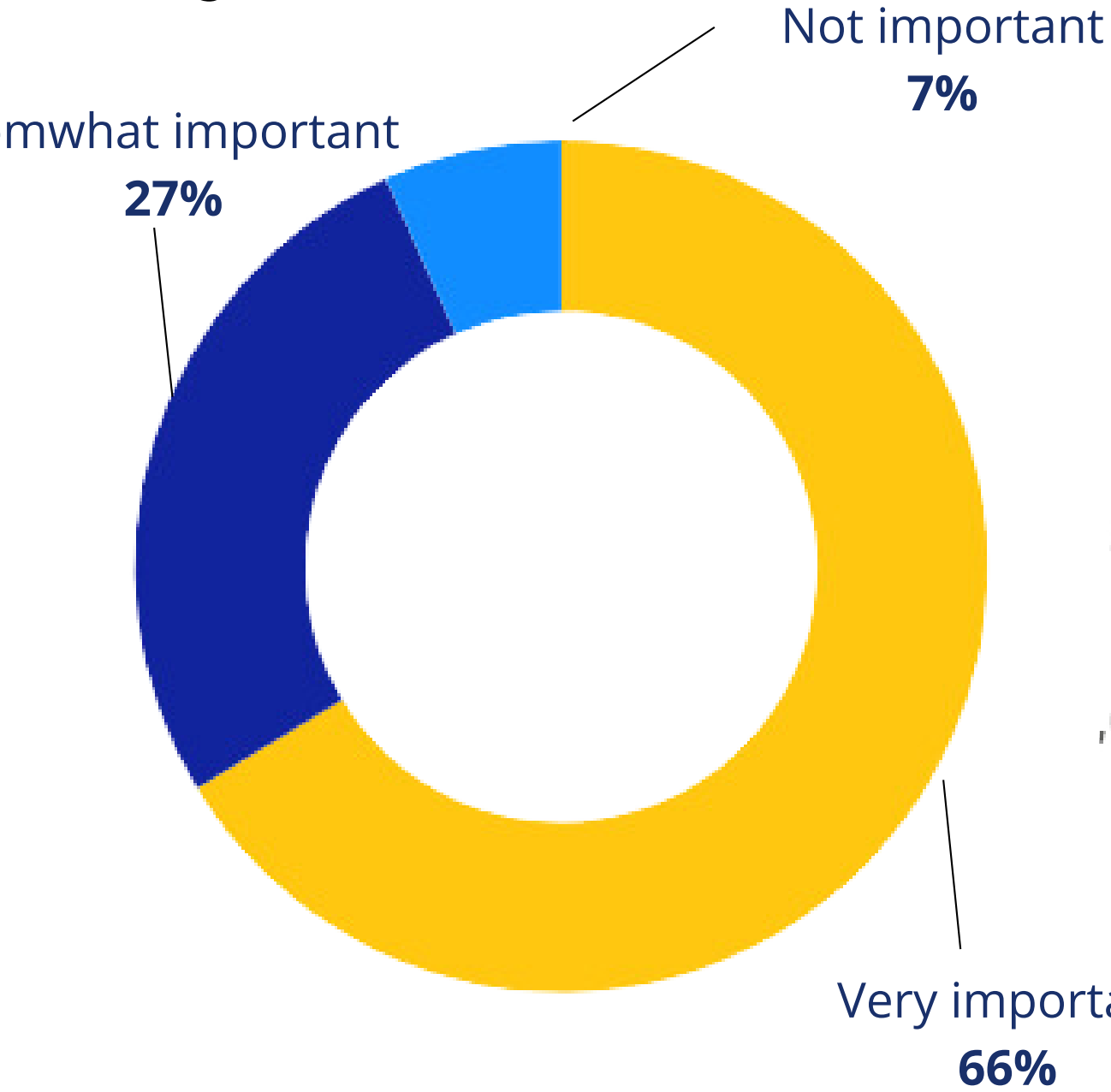


Employee Range



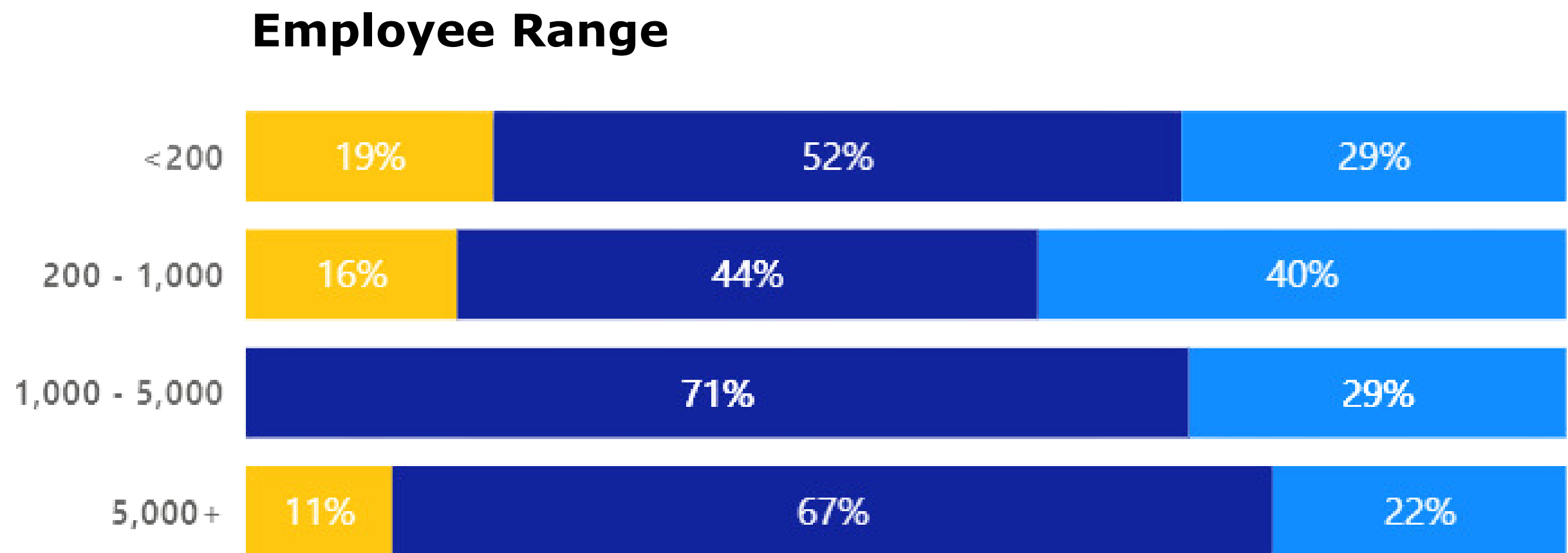
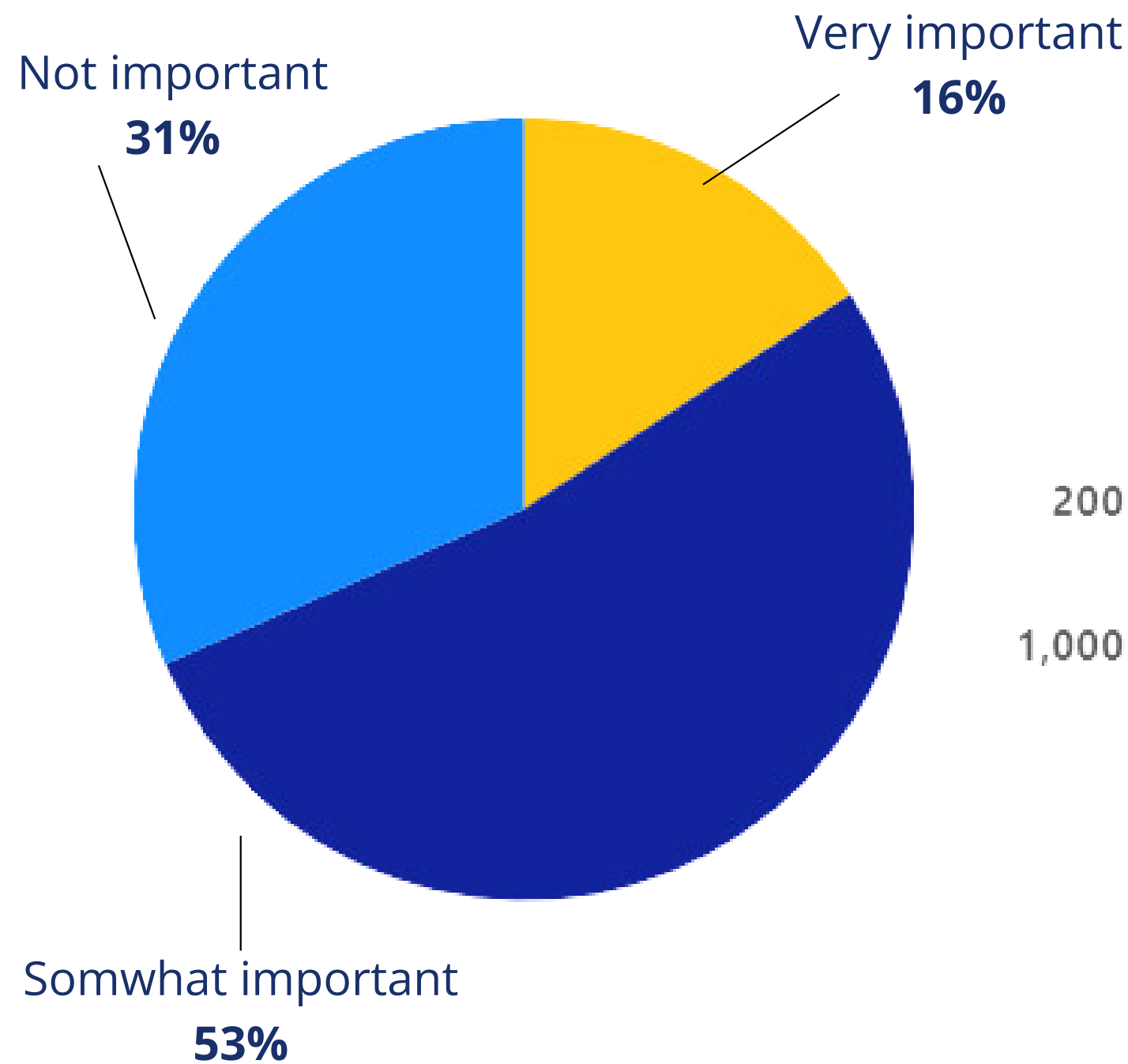
Content Marketing: A Crucial Element for 2024 Pipeline Development

Content marketing remains a highly valued lead source for pipeline development in 2024. Across all employee ranges, particularly in companies with fewer than 200 employees, 70% view it as a key driver for pipeline development. This underscores the growing reliance on content marketing strategies to fuel pipeline growth and engagement across organizations of all sizes in 2024.



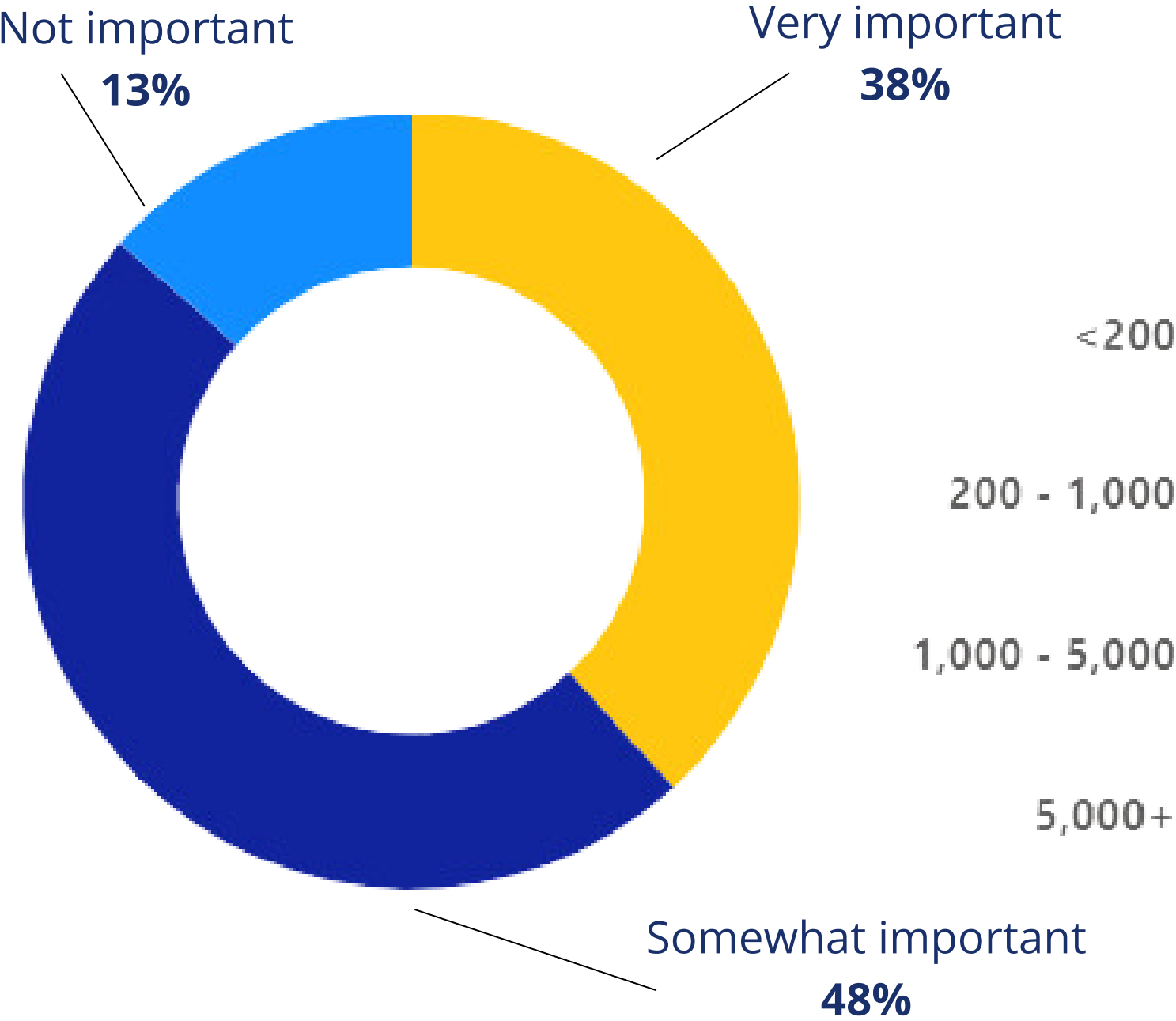
Review Websites: An Emerging Lead Source for 2024 Pipeline Development

According to the latest survey results, 69% of respondents consider review websites like G2, Capterra, and Clutch as somewhat or very important to their pipeline development. While 31% find them not important, companies with 1,000-5,000 employees place the highest value on these platforms, with 71% rating them as very important. This highlights the growing role of customer reviews in influencing pipeline growth, particularly for mid-sized organizations.

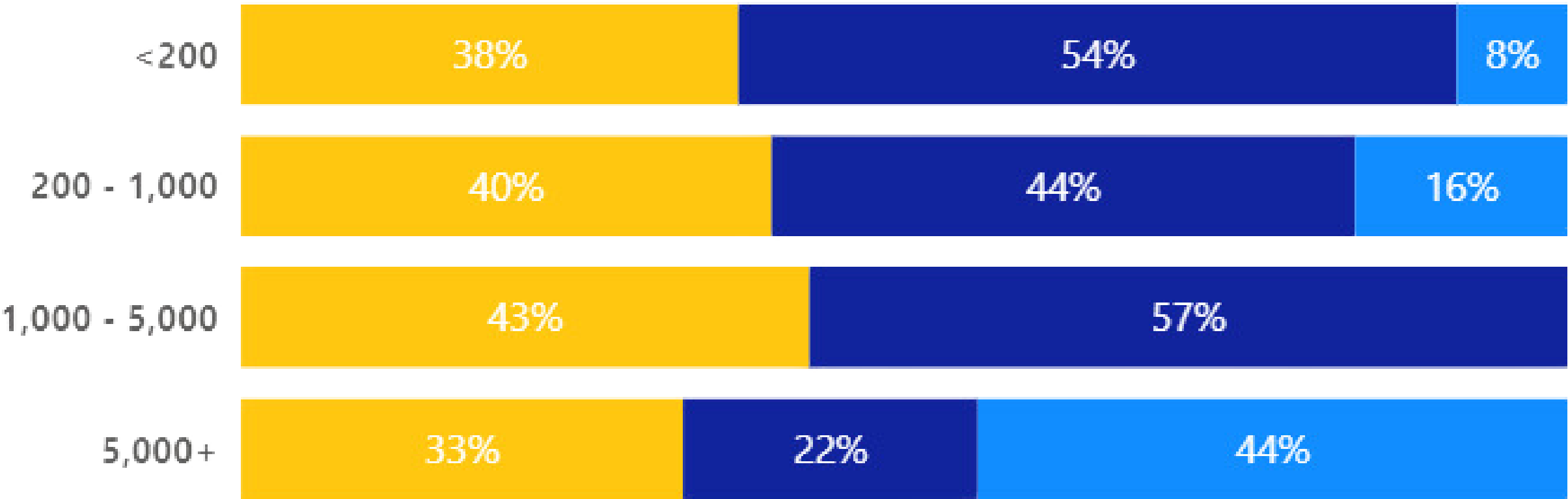


Leadgen Channel Partners: Fueling Pipeline Development in 2024

Sources like lead generation channel partners are expected to play a pivotal role in pipeline development across the U.S. in 2024. These partnerships are viewed as a crucial component for driving consistent growth, particularly for mid-sized and large organizations. their role in driving growth strategies, making them an essential focus for companies aiming to expand their pipelines effectively.



Employee Range

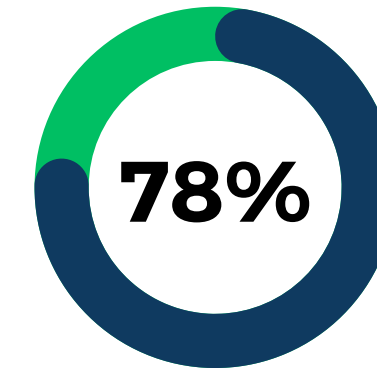


Conclusion

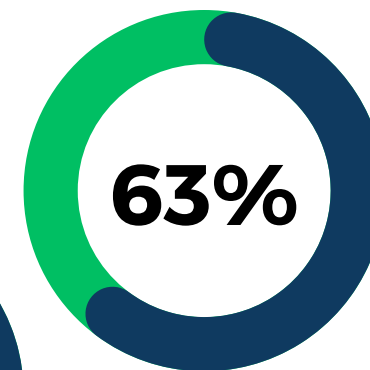
As we conclude, the B2B Lead Generation roadmap for 2024 emerges with clarity: It's about driving growth through precision and data-driven agility. The imperative shift to precise orchestration is underscored in the data.

Marketing leaders 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.

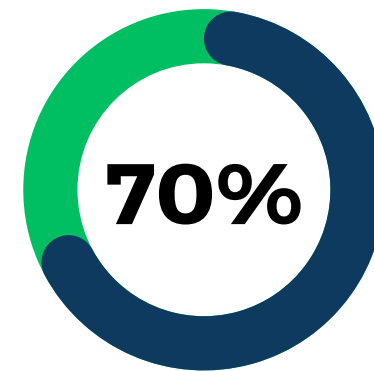
Highlights



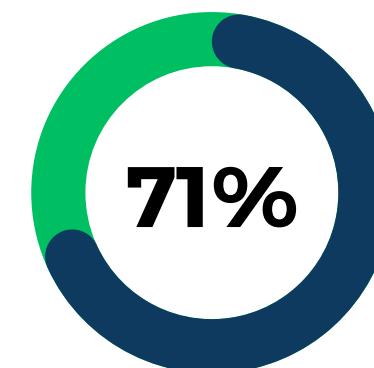
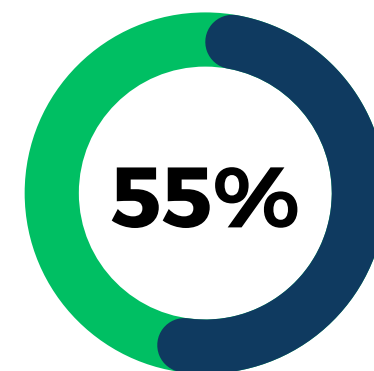
Prioritize Outbound Lead Generation for Growth



Highlight Inbound Marketing's Continued Importance



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



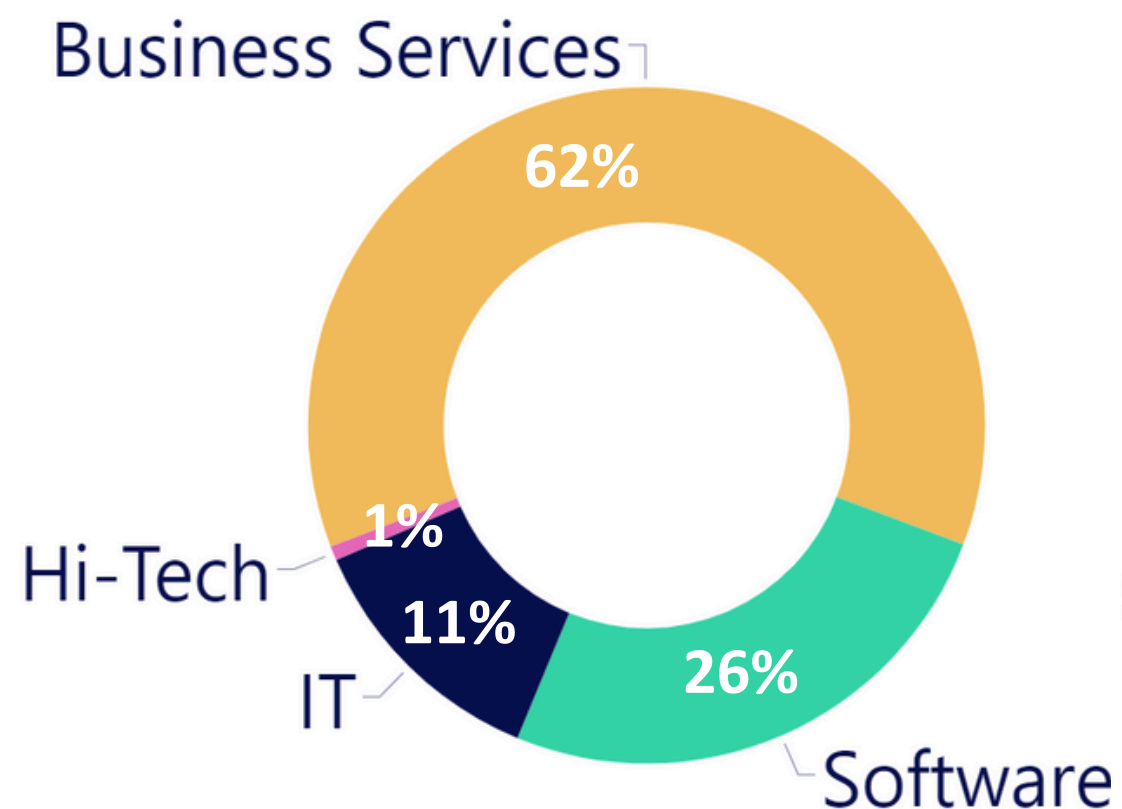


Research Methodology

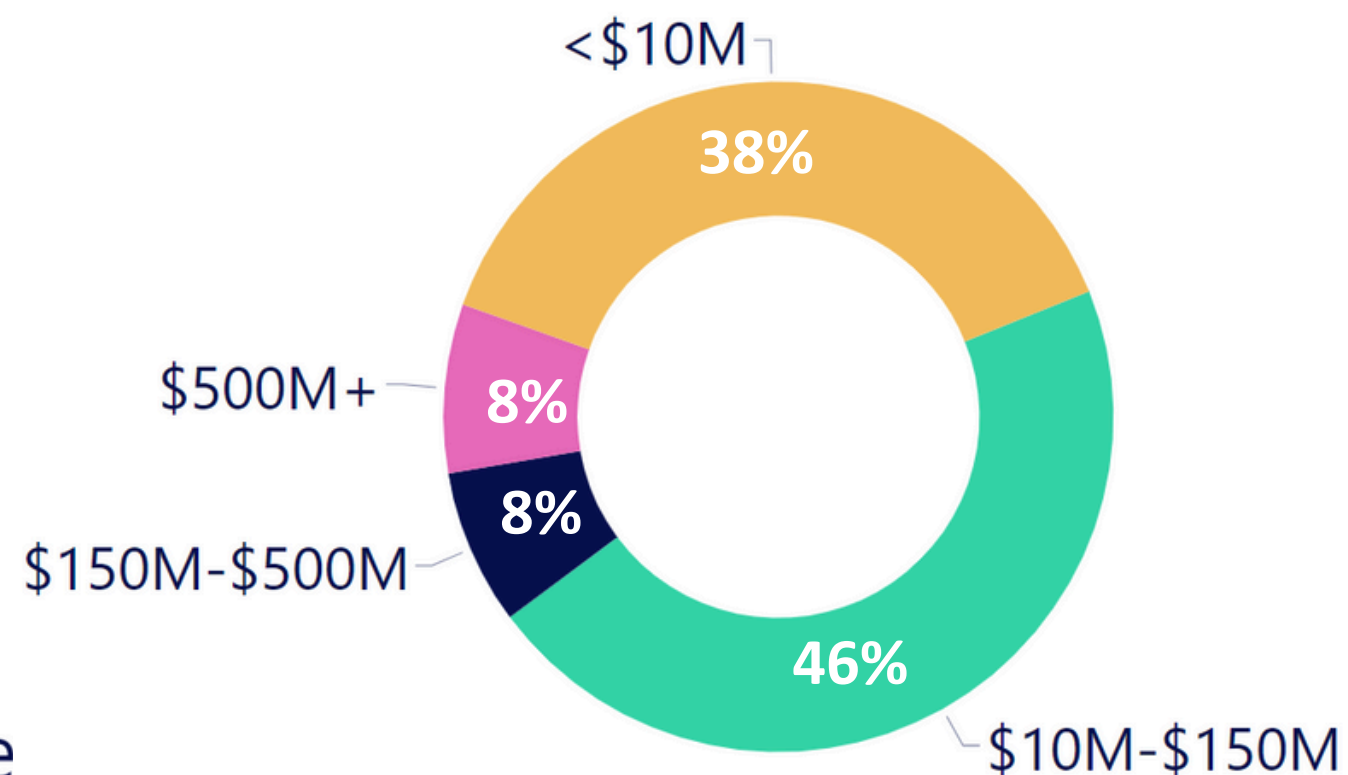
For our study, we conducted a quantitative survey to gather insights and trends in Lead Generation from 294 B2B practicing sales and marketing leaders in the US. The data was collected through a 3-minute online survey distributed to a handpicked list of industry professionals, ensuring a comprehensive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

Respondent Profile

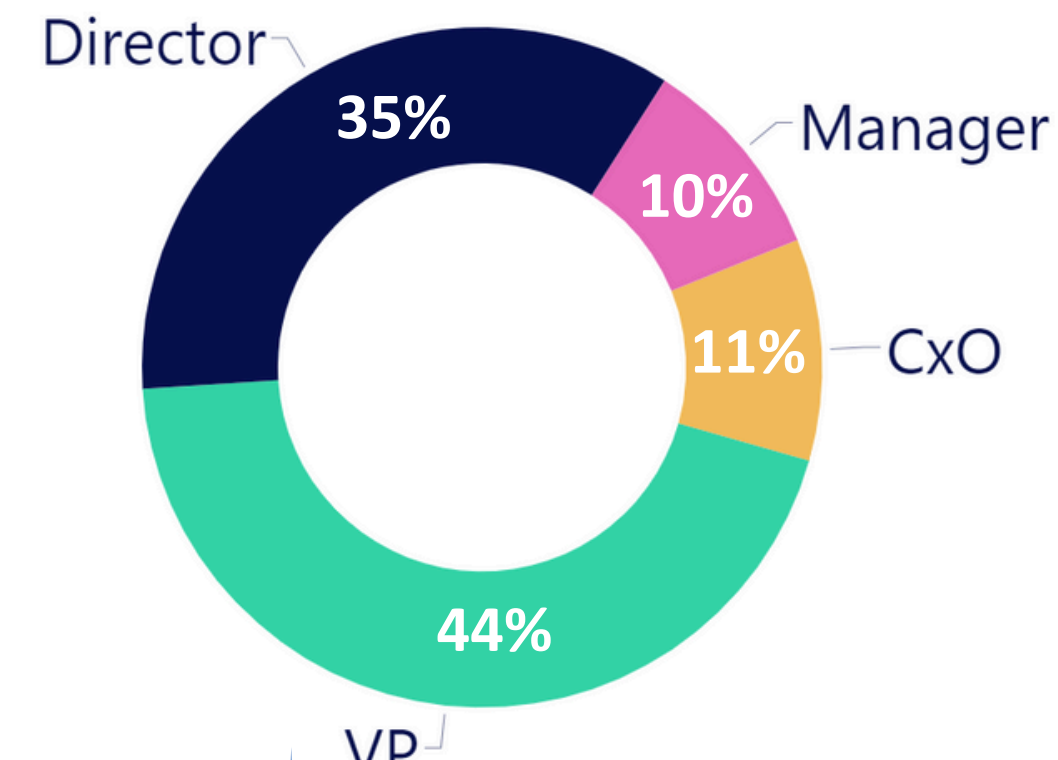
Industry



Revenue Size



Decision Makers





Insight Lab, an independent research firm based in Cary, NC, is committed to providing cutting-edge insights to business leaders across diverse industries. Through our extensive Survey Program, we engage with key industry executives to uncover and analyze the latest market trends. Our research spans multiple sectors, enabling solution providers to better understand and address their most pressing challenges. Leveraging our deep industry expertise, we offer data-driven strategies that keep businesses competitive. At Insight Lab, we uphold the highest standards of data integrity and confidentiality, ensuring our research is both accurate and secure.

Contact

Insight Lab
121 Edinburgh South Drive
Suite 207, Cary, NC 27511



408.826.8358
info@insightlab.co
[Website: surveys.insightlab.co](http://surveys.insightlab.co)