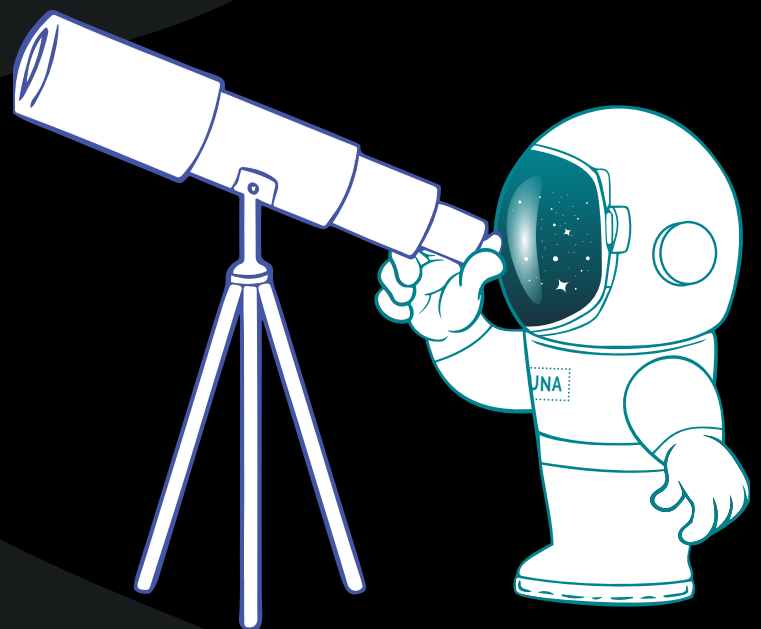


5 Buyer Trends that Every B2B Marketer Needs to Know in 2022

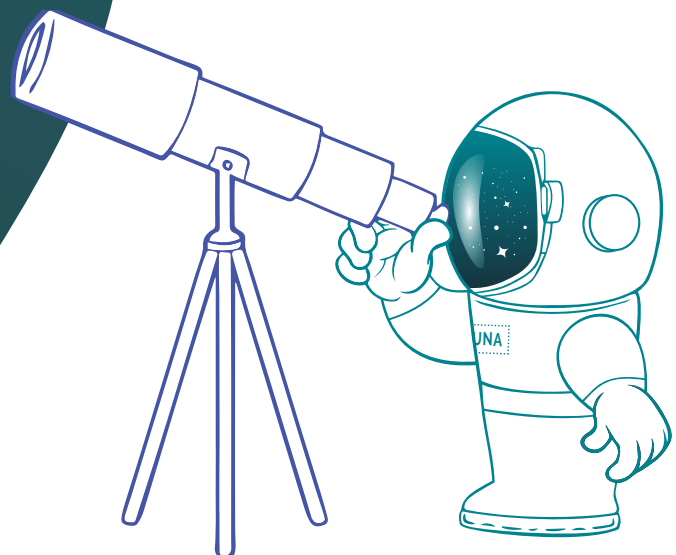


Each year, we publish the most comprehensive study on B2B buyer behaviors through first-party content consumption data. The result is a complete view into the current trends in the market, how needs and appetites are evolving, and what marketers can do to adapt.

If you're looking to optimize your marketing strategy with top trends from 4.6 million content registrations, you have come to the right place. Here are some of the biggest takeaways and most impactful insights from NetLine's [2022 State of B2B Content Consumption and Demand Report for Marketers](#).

Luna will be your personal guide through the 5 brightest constellations in our report.

Alright Explorers, let's dig in!



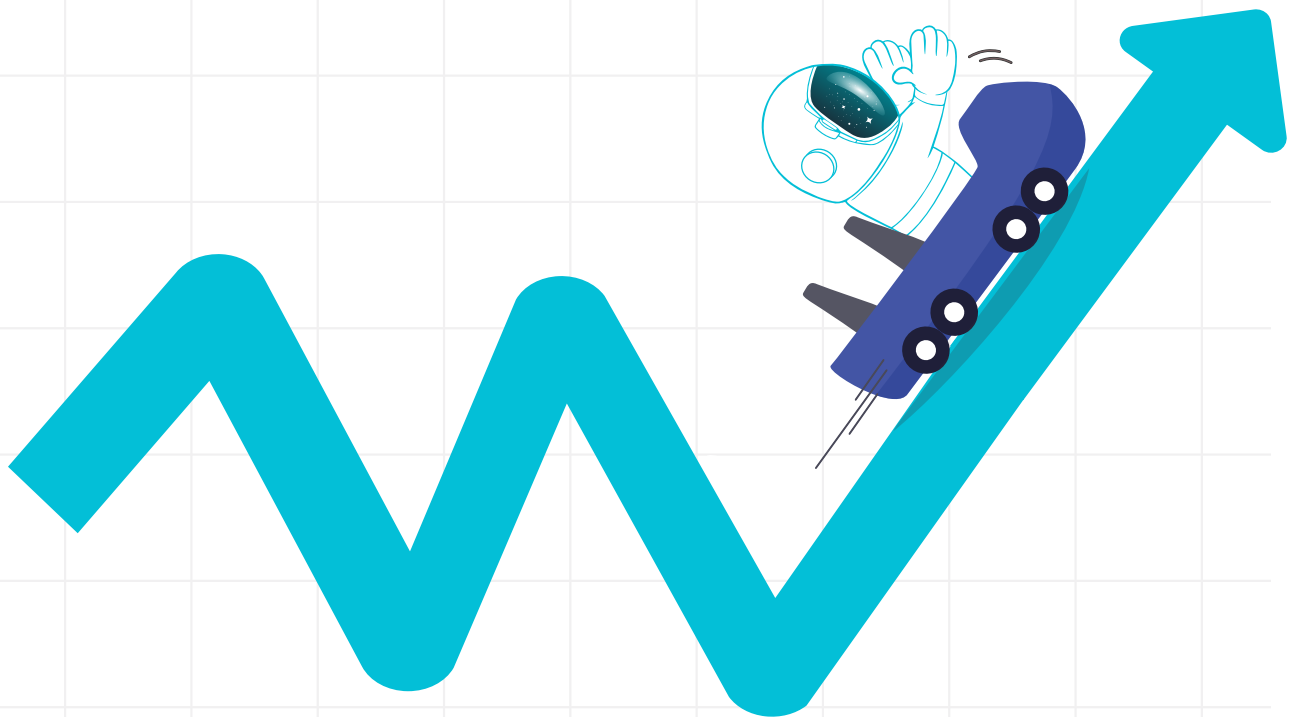
B2B Content Demand Increased 9% YOY

Anecdotally, we've known that content demand and consumption have been rising for years. But how often is that story quantified?

In each of our six annual reports, we've only seen growth YOY—especially over the previous 24 months. Thanks in large part to the pandemic, B2B audiences requested a whopping 33% more content combined compared to 2019. Content marketing has never been more crucial.

33%

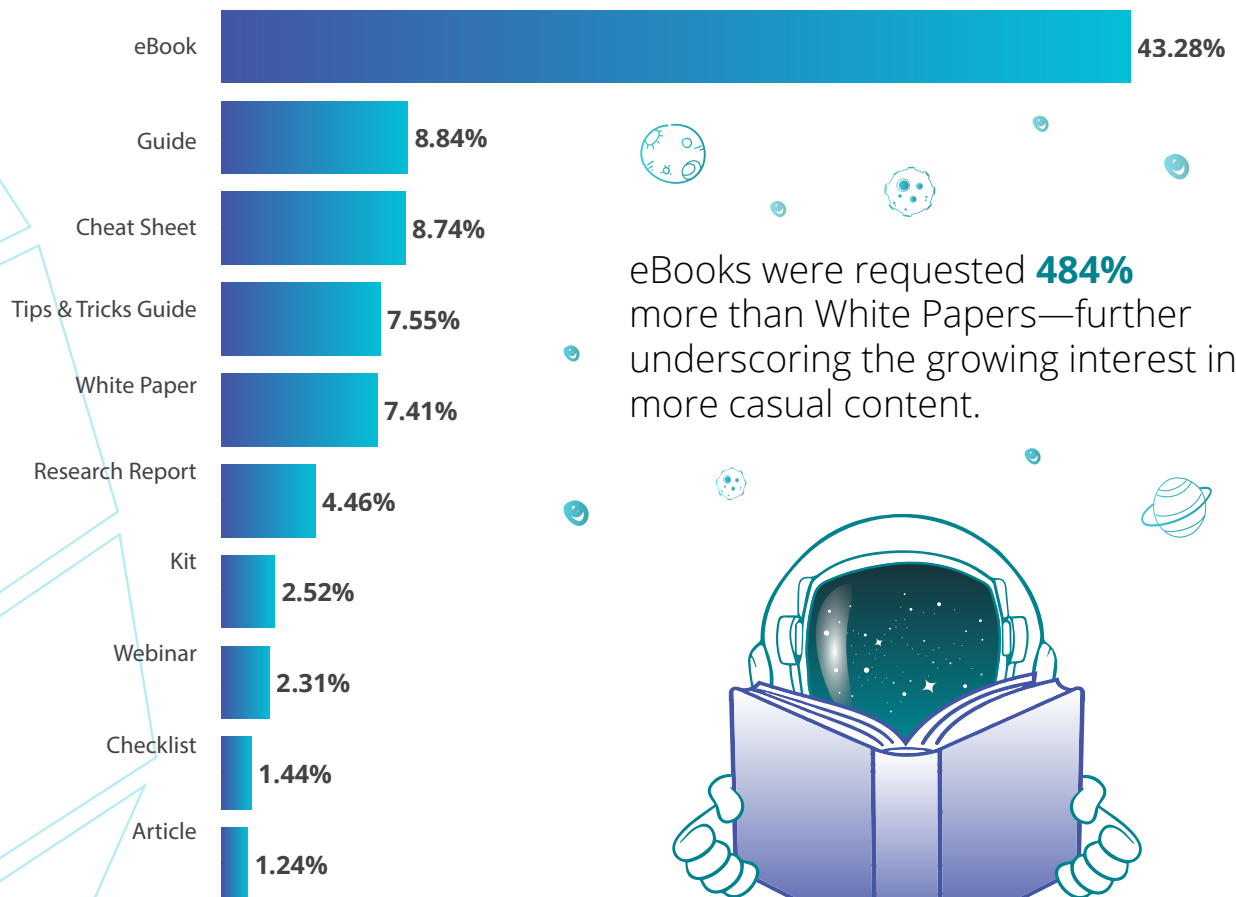
**INCREASE IN CONSUMPTION
IN THE PAST 24 MONTHS**



eBooks Accounted for Nearly Half of All Registrations

eBooks are hands down the most popular format, representing 43.3% of all registrations. If we combined the registration volume between the next eight most popular content formats, it would still represent a smaller number than eBooks.

The larger trend here is that shorter, simpler, and more casual content is the real winner here. Guides were the second most popular content format and consumption of Cheat Sheets increased 56.5% YOY.



eBooks were requested **484%** more than White Papers—further underscoring the growing interest in more casual content.

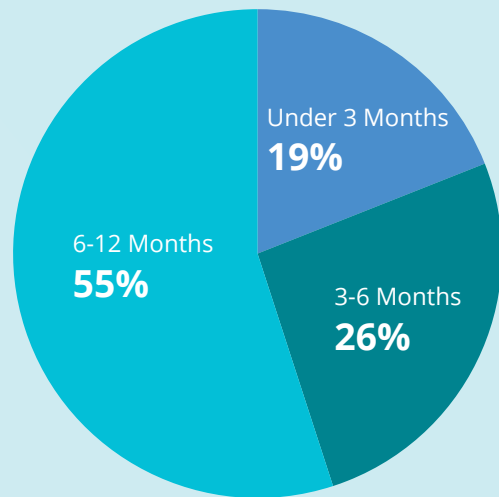


Content Consumption is Directly Correlated with Investment

As we analyzed all of the data generated on our platform from the previous 12 months, we also investigated 72K first-party buyer-level intent insights we captured over the same period. What these insights revealed led to the most impactful study NetLine's ever published.

We found that content consumption relates directly with investment within the next 12 months. This is something we've long theorized at an aggregate level, but now we have tangible evidence.

EXPECTED INVESTMENT TIMELINE WITHIN 12 MONTHS



~**31%** of B2B buyers expect to make purchases within the next 12 months, with **15%** expecting to make additional investments within the next six months. Digging into this data reveals a buyer's true intentions.



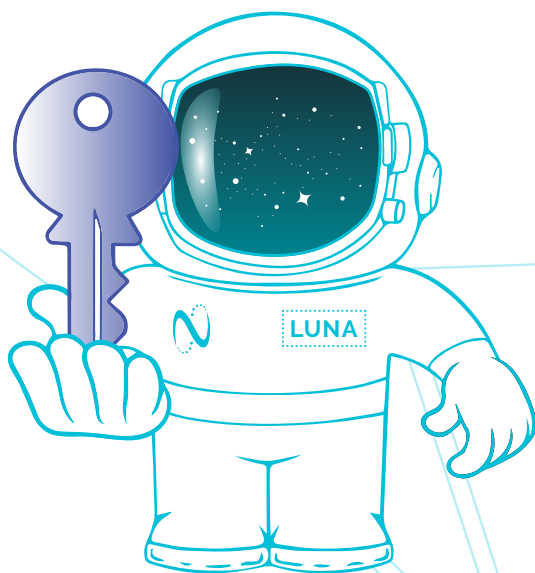
Hybrid Events Are Here to Stay

In 2020, Webinars were thrust into the spotlight across every industry, resulting in a 103% increase in uploads to our platform. 2021 saw a 63% increase in total Webinar registrations.

On-Demand Webinars increased by 45%, generating 41% more registrations than Live Webinars. Virtual Events were the big winner of the group, as the format saw registrations increase 139% YOY—an indication that both virtual and hybrid events have a booming market. Yes, pandemic paranoia plays a part in this market growth, but the real reason hybrid is here to stay? Return on investment.

63%
INCREASE IN
WEBINAR
REGISTRATIONS

139%
INCREASE IN
VIRTUAL EVENT
REGISTRATIONS



Events will forever remain a significant place in the Marketing landscape. But when we're looking at the return on time, quality of data and pipeline generation, Webinars and other virtual sessions are the key to success.

Content Consumption is Up... and So is the Time to Consume It

Secondary content demand (aka any content requests that occur beyond the first request) accelerated by 19% YOY. Said a different way, users are not only consuming more content, but the same users are also coming back again. But here's the other side of that coin: It's taking them longer to consume this content.

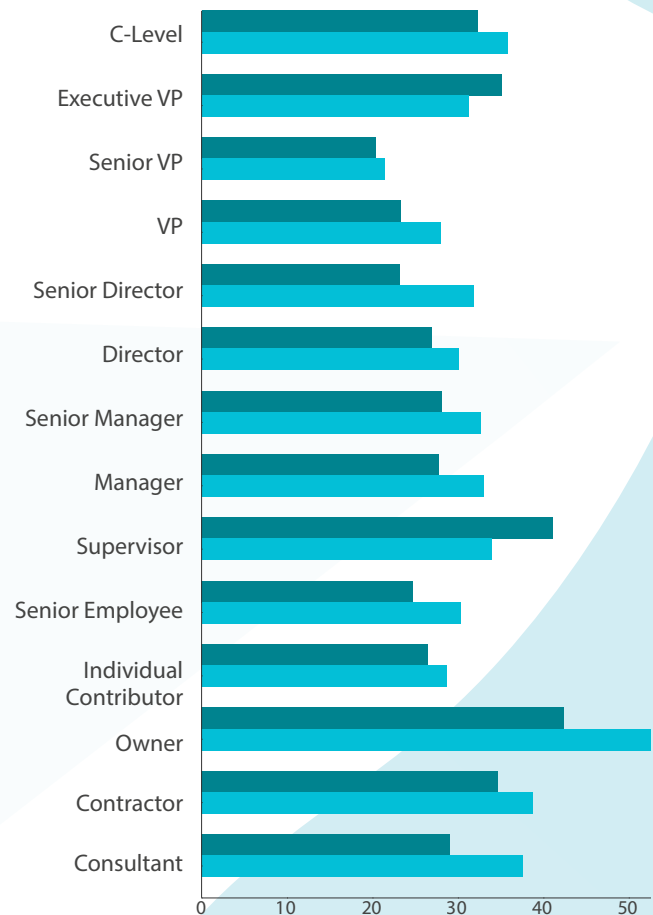
This time from registration to consumption is something that NetLine calls the Consumption Gap. For the third year in a row, the Consumption Gap widened.



On average, it takes B2B professionals **33.3 hours** to consume requested content. Marketers need to be on top of their nurture programs more than ever before.

HOURS BETWEEN REQUEST & DOWNLOAD

■ 2020 ■ 2021

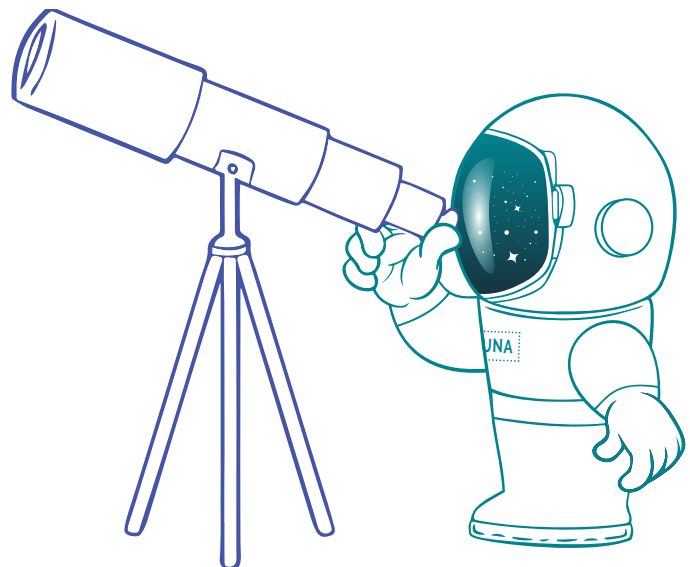




Ready to go deeper into the first-party insights?

Explore B2B buyer behavior from 4.6 million content registrations in our **2022 State of B2B Content Consumption and Demand Report**.

[READ NOW](#)



ABOUT

NETLINE CORPORATION

NetLine Corporation empowers B2B Marketers with the reach, technology, and expertise required to drive scalable lead generation results and accelerate the sales funnel. Operating the largest B2B content syndication lead generation network, NetLine reaches 125 million unique visitors and processes more than 700 thousand leads monthly across 300 industry sectors. NetLine's AudienceTarget™ technology drives prospect discovery, quality customer lead acquisition, and buyer engagement from real prospect intent as professionals consume content directly across the network. Superior quality, on demand access, and advanced campaign reports enable all clients to achieve lead generation success. Founded in 1994, NetLine is a part of Informa Tech, a FTSE100 leading provider of market insight and market access to the global technology industry. Successful B2B Marketers Start with NetLine, visit www.netline.com.

OUR COMMITMENT TO YOU

As the #1 B2B Buyer Engagement Platform, we feel that it is important to share with you how we do business. NetLine operates according to five core values: innovation, teamwork, integrity, customer satisfaction and accountability. Our advanced technology and massive scale are uniquely positioned to achieve the results Marketers are looking for. NetLine's performance-based Portal and our dedicated team of experienced lead generation experts ensure that you will only pay for leads that meet your assigned campaign criteria—nothing less. Expand your footprint and competitive market share. Read more about our commitment to you.