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Shortlist Insights Unlocked: The Secret Behind Brilliant B2B Campaign Results in 2026

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Introduction: Insights From Our 2026 Shortlist

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Without a doubt, B2B marketing is undergoing a profound transformation, moving decisively towards a future defined by AI-powered strategic enablement, deep psychological buyer understanding, and daring creative expression.

Don't believe us? The 2026 B2B Marketing Awards Shortlist is a testament of the latest trends we're currently seeing in the market and our data paints a pretty clear picture of where it's heading. For context, we analyzed the findings from our 2025 winners and cross-compared this data with the shortlisted 2026 entries. And just like that, we were able to get a clear and succinct view of what has changed and what new trends have unveiled.

This report serves as a critical benchmark for B2B marketing leaders, providing a detailed comparison between the prevailing practices observed across the entire 2026 B2B Marketing Awards shortlist and the highest standards of excellence exemplified by the 2025 B2B Marketing Awards winners.

The two datasets represent distinct perspectives: the 2026 shortlist offers a comprehensive view of the current state and emerging trends within the broader B2B marketing landscape, while the 2025 winners highlight established best practices and award-winning approaches from the previous year.

Our objective is to highlight the strategic shifts occurring, identify what truly differentiates outstanding work, and provide practical lessons for marketing leaders. By analyzing both the breadth of market activity and the pinnacle of recognized achievement, we aim to offer actionable insights into how B2B marketing is evolving, how leading organizations are innovating, and what strategic imperatives will define success in the coming years.

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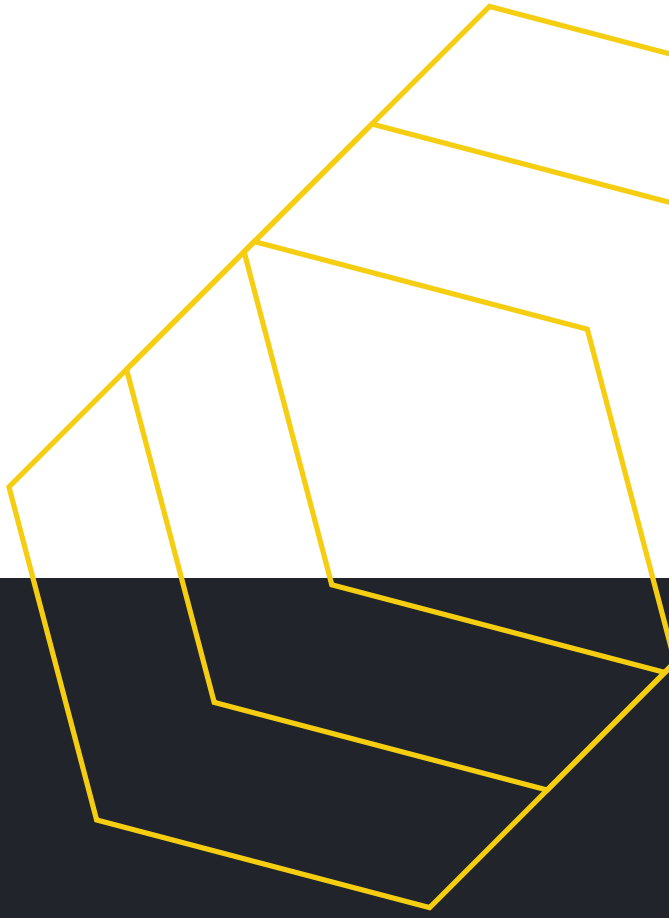
Setting the Benchmark for B2B Marketing Excellence

This year, our shortlist reveals an industry where marketing is no longer just a support function but a central commercial growth engine, meticulously aligned with sales and driven by a pursuit of measurable ROI. This shift is characterized by highly integrated operating models, a deepening of agency-client partnerships, and a significant uplift in the capabilities and strategic influence of in-house marketing teams. This narrative is a clear demonstration of strategic evolution, where technology, creativity, and commercial acumen converge to redefine the possibilities of B2B engagement.



This report identifies 10 pivotal strategic shifts that are reshaping the B2B marketing landscape:

1. AI is transforming the B2B marketing operating model
2. Deep and dynamic buyer insight is powering hyper-relevant strategies
3. Strategic repositioning through creative and experience is differentiating brands
4. Integrated go-to-market systems are unifying campaign orchestration
5. Agency-client partnerships are elevating to co-creative models
6. Internal marketing teams are in transformation, becoming commercial engines
7. Advanced data-driven optimization is maximizing commercial returns
8. Strategic budget allocation is prioritizing commercial impact
9. Proactive channel partner engagement is driving significant growth
10. Thought leadership is recognized as a commercial asset

Not only will we share insight into these 10 trends in our report, but we will also give readers an exclusive sneak peek at a few of the shortlisted campaigns featuring Enfuce, Hut 3 and Addleshaw Goddard. If that wasn't enough, we give a tangible list of next steps for marketers so they can take away a clear blueprint after reading this report.

10 Key Strategic Shifts in B2B Marketing

1. AI is transforming the B2B marketing operating model

In 2026, AI has fundamentally shifted from being a specialized tool to a core component of the B2B marketing operating model. This represents an evolution from the practices observed among 2025 award winners. Based on the analysis of previous award-winning work, 2025 winners primarily utilized AI as a tool for specific tasks like data analysis, campaign optimization, or content generation. Its application was often more localized or experimental.

The 2026 shortlist, however, shows a rapid acceleration and deepening of AI's role. It is now explicitly seen as a "transformation engine" and a "foundational operating model," enabling marketing outcomes that were previously resource-prohibitive. This includes the operationalization of proprietary agentic AI engines.

AI in action:

Shortlisted for four out of five nominations for 'Best AI-powered marketing transformation', Hut 3 clearly demonstrated excellence with its use of agentic AI this year. For example, global cloud contact center platform, Talkdesk had never run ABM prior to its partnership with Hut 3.

Talkdesk's sales team had identified 38 priority US enterprise accounts grouped into industry-specific use cases, but building credible campaigns for each would have cost $15–20K per campaign delivered traditionally, making the pilot unviable.

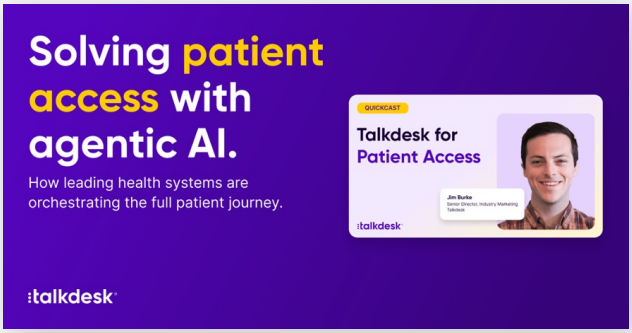
AI wasn't an enhancement to this program; it was the enabler.

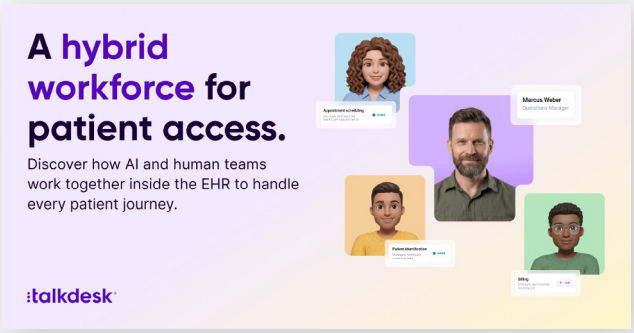
Hut 3 chained its proprietary Enigma Studio agentic AI workflows into a single end-to-end engine: Insight expanded thin one-page use cases into deep industry intelligence; agentic messaging workflows built persona-aligned playbooks; Remix transformed approved messaging into hero ebooks, landing pages, videos, emails, social and programmatic assets. On top of that, every output was human-validated before release.

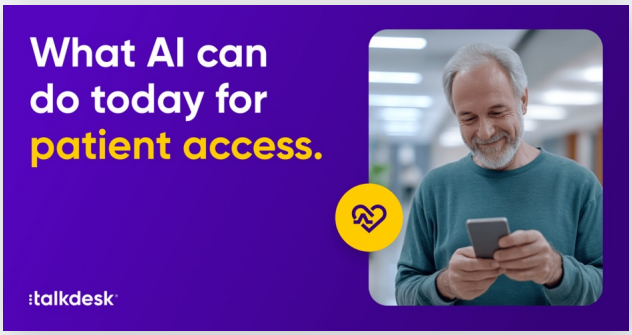
The results?

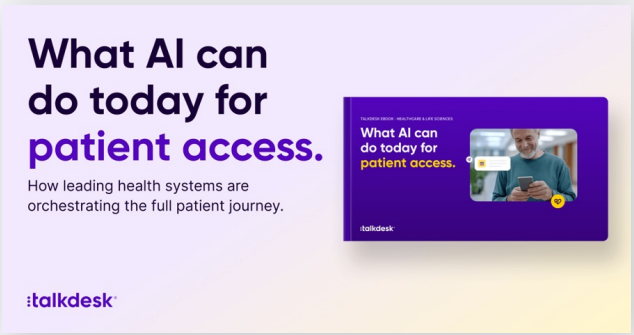
- 10 complete campaigns delivered in 12 weeks for a third of the traditional cost.
- Full buying groups targeted across the 38 enterprise accounts in nine sub-industries, with intent-driven activation now in the market.
- Talkdesk called the content "*some of the best they've ever seen".*
- Every sales team armed with an industry playbook is now in active use.

This is purposeful, governed AI transforming what marketing can deliver.









Andrew White, *CEO & Co-Founder*, **Sapio Research** commented on their success in a recent B2B Marketing podcast saying:

Hut 3 have got a nomination for running 10 industry campaigns with a level of personalization that you wouldn't expect to see without AI, so they've really created something that wouldn't have been there before, and I think that's where it becomes really meaningful."

Andy Johnson, *Founder*, **Hut 3** further commented and said:

We are delighted to be nominated across so many categories, and in particular for those which relate to the use of AI in marketing...I think the key to our success is our focus on embedding agentic AI workflows into all aspects of ABM and demand gen programs, from account scoring, to deep insights, value propositions, content, personalization and now reporting, which is a key area we are focusing on going into 2027."

What to do:

Senior marketing leaders must move beyond pilot projects and integrate AI strategically as a core operational paradigm. This requires investment in proprietary AI capabilities or close partnerships with agencies offering them, comprehensive training for teams on AI-enabled workflows, and establishing robust governance models for AI usage. The learning is that AI is now a critical competitive differentiator, enabling scale and precision previously unattainable, and leaders must strategically embrace it to remain at the forefront of B2B marketing.

2. Deep and dynamic buyer insight is powering hyper-relevant strategies

Our next trend? We saw that the pursuit of buyer insight in 2026 has reached a new level of depth and dynamism compared to the 2025 award winners. While previous award-winning campaigns relied on rigorous customer insight gained through traditional research and workshops to inform their strategies, marketers are now employing a more multi-faceted, adaptive, and often AI-powered approach.

This evolution allows marketers to delve into psychological needs, complex strategic decision-making processes, and operational realities, moving beyond a general understanding to a highly granular, almost predictive insight. This deeper understanding is crucial for crafting hyper-relevant strategies and emotionally resonant messaging that truly connects with target audiences, often revealing hidden opportunities and providing a significant competitive edge.

A campaign that truly 'flourished'

Nominated for five B2B Marketing Awards this year, Addleshaw Goddard's campaign 'Flourish in the City' is a testament to what powerful insights can do. The law firm wanted to celebrate how it helps businesses 'flourish' and they did exactly that by using flowers.

In an industry dominated by communications about AI, Addleshaw went in a different direction (and a greener one) turning to hydrangeas, dahlias and roses as their media of choice.

They sponsored the iconic Royal Horticultural Society Chelsea Flower Show and ran a floral B2B campaign unlike anything else seen in the legal industry. This included award-winning gardens, billboards planted with flowers, the creation of a children's book, personalized floral origami and much more. In the audience's words: "Absolutely incredible", "Exceptional!", "Gorgeous!", "Wow!" and "Absolute sodding perfection."

Addleshaw was able to realize people's affinity for unique experiences, the importance of personal connections in building trust, the value of distinctive inclusive approaches, and even the potential of gardening in an industry that is leaning heavily into AI. And as a result of understanding these simple business, human and psychological insights and needs, they were able to showcase their campaign at one of London's most sought-after events - they won 40 major new clients and projects and achieved an ROI of 347%.

What to do:

Marketing leaders must invest in robust, dynamic insight generation capabilities that integrate human-led qualitative research and data analysis. Fostering closer collaboration between marketing and sales, and even embedding with clients, will be critical to uncover these deeper insights. The learning is that truly understanding the buyer, beyond mere demographics, is the cornerstone of effective B2B strategy and allows for truly differentiated and impactful campaigns.

3. Strategic repositioning through creative and experience is differentiating brands

While distinctive creative has always been a hallmark of award-winning work, 2026 B2B marketers are pushing boundaries further by strategically repositioning brands through highly unconventional creative and immersive experiences. This marks a significant departure from 2025 award winners, who showcased strong B2B narratives but generally operated within more conventional B2B creative formats.

The 2026 entrants are increasingly leveraging cultural nuances and adapting B2C tactics (e.g., luxury brand principles, social-first influencer campaigns, children's books) to stand out. This aims to create deeper emotional resonance and differentiation in the B2B space, transforming how brands are perceived and valued within their ecosystems, moving beyond purely rational appeals to tap into broader human experiences and cultural understanding.

What to do:

Senior marketing leaders should foster a culture that encourages creative experimentation and the exploration of unconventional approaches. This means investing in diverse creative talent, being willing to take calculated risks to break through market noise, and understanding that emotional connection, often inspired by consumer marketing tactics, is a powerful differentiator in B2B. And some of our 2026 research shows why this is essential.

In our CEO Blind Spot research earlier this year, we saw that

81% of CEOs

would give marketers who prove commercial value more freedom to take creative risks.

And **78%**

would give "commercially credible" marketers more freedom to experiment.

In other words, commercial credibility earns you the right to be brave and take a risk. The lesson is that B2B brands can (and should) be bold and unexpected to create lasting impact and redefine market perception.

4. Integrated GTM systems are unifying campaign orchestration

B2B campaigns in 2026 are increasingly characterized by sophisticated, integrated strategies that seamlessly blend diverse channels to achieve objectives. This represents a significant maturation from 2025 award winners, who demonstrated effective multi-channel integration but perhaps less of a systemic, closed-loop approach. The 2026 marketers are employing highly sophisticated platforms and unified Go-to-Market (GTM) systems that coordinate global yet localized efforts with continuous integration. This ensures consistency and comprehensive attribution across all touchpoints, maximizing campaign effectiveness and providing a holistic view of performance. This shift also reflects a move towards greater operational maturity and a desire for seamless buyer journeys.

What to do:

Marketing leaders must prioritize the development of integrated GTM systems and platforms that enable seamless campaign orchestration across all channels. This requires investment in martech that supports closed-loop reporting and real-time adjustments, and fostering cross-functional collaboration to ensure consistent messaging and buyer experience. The lesson is that disjointed channel strategies are becoming ineffective; true impact comes from a unified, orchestrated approach that meets buyers where they are, with coherent and personalized experiences.

5. Agency-client partnerships are elevating to co-creative models

The nature of external partnerships in B2B marketing has evolved significantly, particularly when comparing 2026 shortlisted campaigns to the 2025 award winners. While 2025 winners certainly involved agencies for specialized expertise, the 2026 campaigns showcase a distinct shift towards deep, long-term, co-creative agency-client relationships.

These partnerships are characterized by explicit mutual investment, shared goals, and agencies acting as genuine, embedded extensions of client teams, often bringing proprietary technology and expertise directly into the client's operations. This moves beyond a traditional vendor-client dynamic to a strategic alliance, fostering greater innovation, strategic alignment, and a shared responsibility for commercial outcomes that surpasses previous, more transactional relationships.

This trend also speaks to our new awards category this year, 'Best agency-client partnership', which features some strong partnerships that go above and beyond to create that co-creative and deeper relationship.

In a podcast episode, Kavita Singh spoke to Omne, the foodservice marketing agency and 2025 B2B Marketing Gold winner for 'UK agency of the year', about key award trends, including the importance of strong client-agency relationships.

Emma Halewood, Regional Director, Omne explained that deep client-agency relationships came down to a few aspects. She said: "I think it's three things, but they're all very much interconnected. I think it's trust, it's access, and it's permission to challenge."

In short, she explained that strong client-agency relationships depend on mutual trust, openness about the business (including its challenges) and the freedom for the agency to question the brief. Together, these allow both sides to work toward the solution the business actually needs.

6. Internal marketing teams are in transformation, becoming commercial engines

A significant and notable shift in the 2026 population is the explicit recognition and transformation of internal marketing teams into core commercial growth engines. This represents an evolution from the focus in 2025 award-winning contexts, which, while valuing internal teams, often highlighted agency successes.

In 2026, these internal teams are moving beyond traditional support roles to actively drive significant business impact, achieving high performance, and seamlessly integrating new technologies like AI into their daily operations and strategic repositioning efforts. This trend signifies a growing maturity within organizations to cultivate robust in-house capabilities that directly contribute to revenue and strategic objectives, positioning marketing as an indispensable part of commercial strategy.

A snapshot from our shortlist:

- **Vertice's** internal marketing team achieved 35% YoY marketing-sourced revenue growth, 117% influenced growth, and grew US share of pipeline from 1/4 to nearly 1/2, demonstrating direct and substantial commercial impact.
- **Addleshaw Goddard's** internal team drove revenue growth above industry norms and achieved massive gains in brand visibility and boardroom contact, showcasing their strategic influence and commercial prowess.
- **Enfuce's** internal marketing team not only helped win and scale enterprise clients but also supported expansion into six new geographies, illustrating their role in strategic business development and global growth.

What to do:

Marketing leaders must proactively invest in developing the capabilities and strategic influence of their internal teams. This involves fostering a culture of continuous learning, providing access to advanced technologies like AI, and ensuring clear alignment with commercial goals.
The lesson here? That strong internal marketing capabilities are becoming indispensable for driving sustainable growth and strategic influence, requiring a shift in investment and focus towards talent development and operational transformation within organizations.

7. Advanced data-driven optimization is maximizing commercial returns

The use of data for optimization has reached unprecedented levels in 2026 B2B marketing, representing a significant advancement from the practices from our 2025 award winners. While 2025 winners certainly utilized data for performance tracking and optimization, the 2026 entrant population demonstrates a significantly higher level of sophistication through AI-powered analytics, full-funnel attribution across every channel, and the embedding of AI agents for daily performance analysis and continuous optimization loops.

This granular, real-time approach allows for more precise strategic decisions and iterative adjustments, driving maximum commercial returns and providing a transparent, robust method for proving marketing's financial contribution.

What to do:

Marketing leaders must invest in advanced martech stacks that support comprehensive data integration, full-funnel attribution, and AI-powered analytics. This also requires developing internal capabilities for data science and analysis to translate insights into actionable optimizations. The lesson is that precise, real-time data analysis is critical for maximizing campaign ROI, proving marketing's direct commercial value, and enabling agile decision-making in a rapidly changing market.

8. Strategic budget allocation is prioritizing commercial impact

The focus for 2026 B2B marketers on budget allocation is 100% driven by the pursuit of commercial impact, intensifying a practice already present among 2025 award winners. While previous winners demonstrated effective budget management and strong ROI, the 2026 entrant population exhibits a more explicit and pervasive emphasis on strategic allocation regardless of budget size. This shows that impact stems from intelligent resource deployment and innovative execution, often leveraging AI for efficiency, rather than merely the scale of spending.

The evidence clearly demonstrates that proving exceptional ROI, even from fractional budgets, is paramount, leading to smarter investments and sometimes incremental funding from partners. Need an example? Read about Enfuce Island on the next page (an example we referred to in trend #6).

Brilliance built on a budget:

Nominated for 'Best brand initiative (budget under £ 100,000)', Enfuce, a female-led issuer processor, created Enfuce Island. On a total budget of €95,000, with paid media spend of just €4,358, a private Nordic island was transformed into an invitation-only brand experience and ABM platform for strategic customers, partners and prospects, designed to make people feel what it means to be an Enfuce client: calm, confident and cared for.

Enfuce Island asks a simple but powerful question: what if your brand was not just something people saw or heard about, but something they could actually feel and experience?

The results outperformed the spend many times over: 700,000+ campaign impressions, Enfuce's highest-performing boosted post ever, six strategic customer and partner retreats with tier-one organizations, and €19 million of partner pipeline influenced through a single island retreat, 200 times the campaign's total investment.

As Enfuce puts it: Proof that impact comes from ideas, not budgets.

What to do:

Marketing leaders must champion a culture of rigorous budget accountability and strategic prioritization. This means focusing on initiatives with clear commercial impact, justifying investments through projected ROI, and embracing innovative technologies like AI to achieve disproportionate returns. The lesson is that smart spending, aligned with clear commercial objectives and leveraging modern capabilities, is far more impactful than simply increasing overall marketing expenditure.

9. Proactive channel partner engagement is driving significant growth

A strengthened strategic focus in 2026 B2B marketing is the engagement and empowerment of channel partners as primary drivers of commercial growth and market access. This represents a significant evolution from how channel partners were typically addressed by 2025 award winners.

While 2025 winners certainly recognized the importance of partners, the 2026 entrant population showcases campaigns explicitly designed not just to support, but to empower, motivate, and incentivize partner networks. This involves rebuilding partner confidence, equipping them with market-leading insights, fostering advocacy, and providing comprehensive enablement and incentive platforms, often leading to tangible outcomes like incremental funding and increased stockist adoption.

What to do:

Marketing leaders must elevate channel partner engagement to a strategic imperative, integrating it deeply into their commercial growth strategies. This involves investing in partner enablement platforms, providing market-leading insights, and designing incentive programs that foster mutual growth. The lesson is that a robust and motivated partner ecosystem is a powerful force for market expansion and revenue acceleration, requiring dedicated marketing attention and resources.

10. Thought leadership is recognized as a commercial asset

In 2026, thought leadership has evolved beyond mere brand building or awareness, becoming a direct catalyst for product development, and the strengthening of key commercial relationships. This represents a more active and commercially driven approach compared to the 2025 award winners, who largely used thought leadership for reputation building and content dissemination.

The 2026 shortlist, however, is deploying insights generated from thought leadership research to co-create new productized services, develop client engagement roadmaps, and reposition brands as authoritative partners. This effectively transforms intellectual property into tangible revenue streams and market categories, making intellectual capital a direct driver of business growth.

Andrew White echoed this saying: *"I think good thought leadership really has to say something your competitors couldn't say because they don't have that information, and also something that if a buyer missed, they'd be annoyed they missed it."*

The lesson is that well-executed thought leadership can directly create new market opportunities and solidify a brand's authority, translating intellectual capital into tangible commercial success.

What to do:

Marketing leaders should elevate thought leadership from a content strategy to a core commercial asset. This means investing in proprietary research, strategically packaging insights, and actively leveraging them to influence market perception, drive product development, and strengthen key client relationships.

Recommendations for Senior Marketing Leaders

What leaders should stop doing

- **Treating AI as a purely tactical efficiency tool:** The evidence unequivocally shows AI is now a transformative operating model enabling previously impossible marketing outcomes. Stop limiting its application to basic automation or content generation.
- **Underestimating the emotional and cultural dimensions of B2B marketing:** Cease relying solely on rational, feature-based messaging. The most impactful campaigns leverage cultural nuances and consumer-grade creative to build deeper, more memorable emotional connections, differentiating brands beyond mere product features.
- **Maintaining transactional agency relationships:** Move beyond project-based engagements. The benchmark for excellence demonstrates that deep, co-creative partnerships with mutual investment and embedded working models drive superior innovation and results.
- **Fragmented channel strategies without unified orchestration:** Disjointed marketing efforts across channels dilute impact. Stop managing channels in silos and instead aim for seamless integration.
- **Generic thought leadership for awareness only:** While awareness is important, thought leadership that does not directly contribute to commercial outcomes or strengthen relationships is a missed opportunity.

What leaders should start doing

- **Embedding agentic AI across the marketing function as a strategic operating model:** Begin exploring and implementing proprietary or deeply integrated AI engines to enable otherwise impossible marketing at scale, from insight generation to content personalization.
- **Investing in the commercial transformation and capability building of internal marketing teams:** Actively develop and empower in-house marketing capabilities to become direct drivers of revenue, pipeline, and strategic growth. Foster a culture of continuous learning and provide access to advanced tools.
- **Prioritizing deep, multi-faceted buyer and customer insight:** Go beyond surface-level demographics. Implement AI-powered research, ethnographic studies, and collaborative workshops to uncover psychological needs, operational realities, and strategic decision drivers.
- **Developing integrated Go-to-Market (GTM) systems for unified campaign orchestration:** Implement sophisticated platforms and processes that enable seamless, closed-loop integration across all channels for global yet localized campaigns.
- **Elevating thought leadership to a commercial asset:** Strategically deploy insights not just for brand building, but as a direct catalyst for product development, commercialization, and strengthening key strategic relationships.

What leaders should invest in

- **Proprietary AI capabilities and AI-enabled workflows:** Whether building in-house or partnering strategically, invest in AI solutions that deliver transformative scale, personalization, and significant operational efficiency. This is a competitive imperative.
- **Experiential and culturally differentiated creative:** Allocate resources towards bold, unconventional creative campaigns that leverage cultural insights and immersive experiences to differentiate the brand and create emotional resonance in the B2B space.
- **Advanced martech stack for full-funnel attribution and optimization:** Invest in platforms and capabilities that support comprehensive data integration, real-time analytics, full-funnel attribution, and AI-powered performance analysis for continuous optimization.
- **Partner enablement platforms and programs:** Allocate budget to develop robust programs and platforms that empower, motivate, and incentivize channel partners, recognizing their critical role in commercial growth.
- **Talent development in commercial acumen and AI fluency:** Invest in upskilling marketing teams in areas like financial acumen, data science, and AI prompting/governance to maximize their strategic and commercial impact.

What leaders should monitor

- **Evolution of agentic AI and its governance models:** The rapid development of AI necessitates continuous monitoring of new applications and, critically, the emerging best practices for ethical deployment and effective governance.
- **Metrics for "human" impact:** Beyond commercial metrics, monitor KPIs that capture emotional resonance, brand perception shifts, and the quality of customer experience, especially as creative becomes more experiential.
- **Competitive landscape for category repositioning:** Keep a close watch on how competitors and new entrants are attempting to redefine market categories or intellectual offerings, and be prepared to respond with your own strategic thought leadership.
- **Internal marketing team influence and structure:** Monitor the strategic influence of your internal marketing team and assess if its structure and capabilities align with its potential as a commercial growth engine.

What leaders can learn from award-winning organizations

- **Courage in creative risk-taking yields disproportionate returns:** Outstanding organizations are not afraid to be unexpected, using innovative and even consumer-inspired creativity to cut through the noise and forge deeper, more memorable connections.
- **Strategic allocation of resources, not just budget size, drives impact:** Exceptional commercial returns are achieved through highly focused, insight-led investments, often leveraging AI, rather than simply larger overall budgets.
- **Deep integration across the commercial ecosystem is paramount:** Success stems from seamless alignment between marketing, sales, product, and external partners, forming a unified front towards commercial objectives and maximizing efficiency.
- **AI is a game-changer for scale and personalization:** The best are using AI not just to do marketing faster, but to do marketing that was previously impossible, setting a new bar for what's achievable in B2B.

Conclusion: People, Technology, and Processes in 2026

Let's recap. When it comes to people, building deeper, more dynamic relationships is crucial. The days of simply adhering to a one-sheet brief are long gone. When it comes to technology, the organizations standing out are those using AI to transform their marketing campaigns, turning what once seemed impossible into reality. And when it comes to processes, anything that feels 'disjointed' whether that's your channels, communications or something else will inevitably create challenges further down the line.

Alongside these insights, the checklist above distills our findings into practical steps as you head into 2027.

So, now we know what the 2026 shortlist tells us. But that leaves one final question: what do the winners tell us about the industry? You'll have to wait until November 25th to find out who triumphs. In the meantime, nab your ticket to the big event here.

And if you enjoyed reading about some of the shortlisted campaigns, we highly recommend you check out Propolis, where we will be sharing all of the winning campaigns once the winners are announced. Propolis is the membership that helps B2B marketers make confident commercial decisions, prove their impact and drive stronger growth.

ABOUT B2B MARKETING

B2B Marketing is the world-renowned provider of insight, professional development, events and training for marketers and leaders in B2B.

Since our launch in 2004, we've amassed the largest global network of B2B marketers, giving us the unique ability to place your brand in the center of the B2B buzz.

At the core of our business are the 85,000+ members of our website worldwide and five of the biggest and most influential annual events in the B2B calendar, alongside a host of webinars, podcasts, roundtables and training.

What can we do for you?

Our dedicated marketing and media solutions team can help you:

Build powerful brand recognition at the heart of the B2B industry.

Deliver audience at the right time through our weekly content emails.

Create compelling stories around your brand with headline-grabbing research and analysis through our reports.

Get face to face and engage with some of the industry's most influential decision-makers and buyers at our events.

Share your brand stories and content with our 160k+ subscribers, 80k+ monthly website users and 260k+ social media following.

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