Personalizing B2B Solutions

Geo: U.S.
Time Frame: March 2020 - January 2022
Personalized Solutions Are the Future of B2B

In a time when entrepreneurship is booming (online behavior suggesting high interest in entrepreneurship is still 42% higher than pre-pandemic), the market is ripe for specific verticalized solutions embracing the resources available to businesses today.

This report will illustrate that businesses want to discover and independently build safe, internationally accessible systems of business that target highly specialized problems, can predict industry demand, and improve global resources for the future.
**Trend: Account Based Marketing**

Online Behavior of a B2B Marketing Audience

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**Featured B2B Company: 6Sense**

Percent Share of Signals by Month (%):

- 0%
- 5%
- 10%
- 15%
- 20%
- 25%
- 30%

Mar-21  Apr-21  May-21  Jun-21  Jul-21  Aug-21  Sep-21

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**High Indexing Categories & Most Expressed Keywords By Users Interested in ABM:**

- 5.9x Customer Relationship Management (CRM)
- 3.4x Web Design & Development
- 1.6x Enterprise Resource Planning (ERP)
- 1.3x Search Engine Optimization
- 1.2x Open-Source Software

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**Between September of 2021 and January of 2022, signals around Account Based Marketing increased an average of 34% month-over-month.**

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6Sense expands its partnerships and is named a top AI-driven B2B solution.
Trend: No-Code Development Platforms (NCDPs)
Online Behavior of a B2B Technology Audience

Featured B2B Company: Microsoft PowerApps
Percent Share of Signals by Month (%):

High Indexing Categories & Most Expressed Keywords By Users Interested in Development Platforms:

- 9.5x Enterprise Resource Planning (ERP)
- 7.5x Mobile Apps & Add-Ons
- 3.2x Robotics
- 3.0x Customer Relationship Management (CRM)
- 2.7x Productivity Software

New business creation started to peak around the second COVID wave, when we realized society was changing permanently. In conjunction, tools like NCDPs to get startups off the ground fast started to take off.

Between September of 2021 and January of 2022, signals around No-Code Development Platforms (NCDPs) increased an average of 201% month-over-month.

Online behavior is measured by page views originating from searches, clicks, & shares of content | Geo: U.S. | Time Frame: March 2020 - January 2022
Trend: Cloud-Based Cybersecurity Apps
Online Behavior of a B2B Cybersecurity Audience

Featured B2B Company: Acunetix
Percent Share of Signals by Month (%):

When fall 2020 plans to return to the office fell through, businesses sought out effective remote cybersecurity

High Indexing Categories & Most Expressed Keywords By Users Interested in Cybersecurity Apps:

- 7.6x Counterterrorism
- 4.8x Network Security
- 4.7x Computer Science
- 3.4x Machine Learning & Artificial Intelligence
- 2.5x Antivirus & Malware

Between September of 2021 and January of 2022, signals around Cloud-Based Cybersecurity Apps increased an average of 22% month-over-month.

Online behavior is measured by page views originating from searches, clicks, & shares of content | Geo: U.S. | Time Frame: March 2020 - January 2022
Trend: EdTech SaaS
Online Behavior of a B2B Education Audience

Between September of 2021 and January of 2022, signals around EdTech SaaS increased an average of 49% month-over-month.

Online behavior is measured by page views originating from searches, clicks, & shares of content | Geo: U.S. | Time Frame: March 2020 - January 2022
Trend: Healthcare Vertical SaaS
Online Behavior of a B2B Healthcare Audience

As the second wave of COVID hit in 2020, hospitals realized they needed better systems to stay afloat.

Between September of 2021 and January of 2022, signals around Healthcare Vertical SaaS increased an average of **12%** month-over-month.

**Featured B2B Company:** Greenway Medical

**Percent Share of Signals by Month (%):**

- Jul-20: 2%
- Aug-20: 2%
- Sep-20: 4%
- Oct-20: 4%
- Nov-20: 6%
- Dec-20: 8%

**High Indexing Categories & Most Expressed Keywords By Users Interested in Healthcare SaaS:**

- Health Education & Medical Training: 4.9x
- Hospitals & Treatment Centers: 3.5x
- Venture Capital: 2.0x
- Enterprise Resource Planning (ERP): 1.3x
- Doctors' Offices: 1.1x

**Healthcare Analytics SaaS Solution**
**Vertical SaaS Platform**
**Leading Healthcare SaaS Platform**
**Advantages of Vertical SaaS**
**Healthcare SaaS Solution**
**Efficient Patient System**
**Telemedicine Software**

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Trend: Virtual Currency
Online Behavior of a B2B Finance Audience

Featured B2B Company: Tribal Credit

Percent Share of Signals by Month (%):

Online interest peaks with each funding round for the crypto-focused enterprise platform.

Tribal Credit provides virtual credit cards to startups.

Between September of 2021 and January of 2022, signals around Digital Currency increased an average of 19% month-over-month.

High Indexing Categories & Most Expressed Keywords By Users Interested in Virtual Currency:

15.7x Investing > Currencies & Foreign Exchange
12.6x Investing > Derivatives
7.2x Industrial Energy, Oil, & Gas
6.8x Brokerages & Day Trading
3.9x E-Commerce Services

Virtual Currency
Cross Border Business Transactions
Cryptocurrency Exchanges
Complex Business Transactions
Digital Currency
Cryptocurrency Transactions
Virtual Currency Business Activity
Trade Cryptocurrency
Cross Border Monetary Transactions
Business Purchase Transaction

Online behavior is measured by page views originating from searches, clicks, & shares of content | Geo: U.S. | Time Frame: March 2020 - January 2022
Between September of 2021 and January of 2022, signals around Artificial Intelligence Enabled Sales increased an average of **27%** month-over-month.

BluePallet uses AI to help manufacturers buy & sell.
Key Takeaways & Predictions
The Future of B2B Will:

- Allow for more comprehensive and specific business connections
- Speed up the process of creating and building business solutions
- Guarantee easily adopted safety measures to secure communications globally
- Create environments where learning can progress in any topic, from anywhere
- Target highly specialized problems with industry-specific, customizable solutions
- Promote international business transactions with fewer hurdles than ever before
- Automate the processes of pivoting to changing trends in industries and markets
Thank You