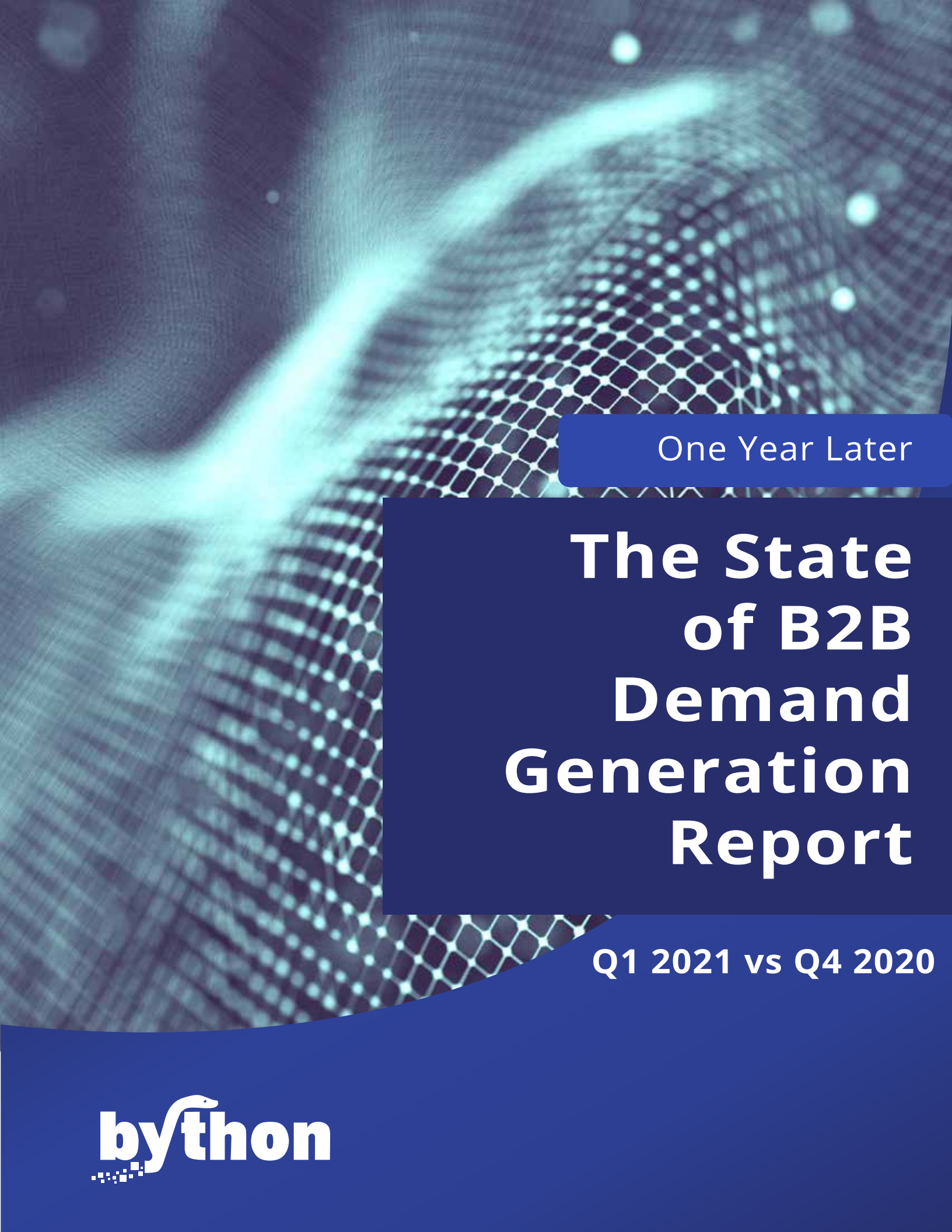




One Year Later

The State of B2B Demand Generation Report

Q1 2021 vs Q4 2020



INTRODUCTION

2020 was by far one of most disruptive years ever. It pushed marketers and demand generation managers into tough, new territory. If we thought digital marketing methods and execution was changing at the speed of light, the increased pressure to create more consistent, meaningful and connected content experiences has heightened as well. Technology professionals' interest in specific topics has narrowed to the things that will drive their business forward - cloud, emerging technology, and security.

over
209,563 leads
delivered

Bython's research is highlighted in this report and is based on six months of demand generation first-party data from **over 209,563 leads delivered** to companies who use Bython's services. The results from October to December 2020 compared to January to March 2021 show the content topics that professionals were most interested. We gathered this information from **real engagements** (downloads, opens, and clicks) from professionals who work across various B2B industries.

Following our **2021 State of B2B Demand Generation & Content Trends Report** published earlier this year, we hope you find results that aid in your decision to position your company for client growth and digital transformation.

BREAKING DOWN THE DATA

The data contained in this report consists of first-party data sources who have agreed to share their contact information in exchange for content from clients that can impact their business goals and outcomes.

Our analysis of this data represents **over 209,563 first-party buyers** across **500+ industries globally** with various job roles, job levels, company sizes, and revenue ranges. These individuals fit the profile of those who fit the target of our clients.



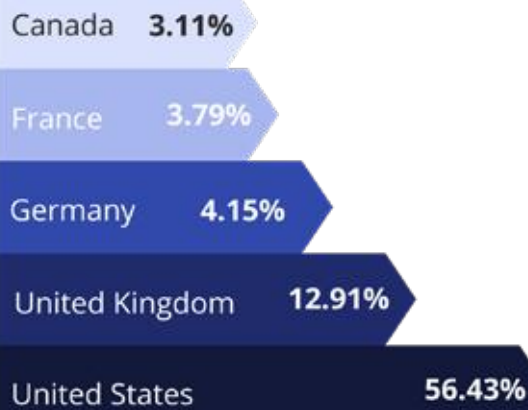
Our study indicates that the COVID-related trend of digital transformation and content consumption is continuing therefore it is important to focus on the quality of content to ensure continuing engagement. Remaining cognizant of the trends reflected in this report can help future initiatives.

Tom Buckley, Senior Director of Sales

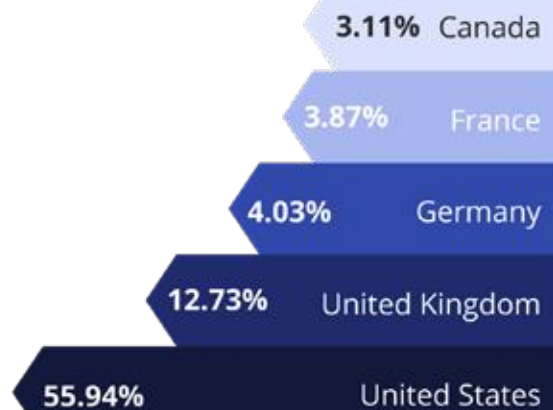
BY COUNTRY

The United States led content consumption channels by 56% in Q1 of 2021 and 55% in Q4 of 2020. The United Kingdom followed far behind with 12% in Q1 of 2021 but remained flat when compared to Q4 2020. Germany, France, and Canada rounded out the top five.

Q1 2021



Q4 2020



BY JOB LEVEL

Q1 2021

V-Level **5.80%**

Staff **10.38%**

C-Level **20.30%**

Director **31.22%**

Manager **32.13%**

When it comes to job level, 32% of managers consumed content in Q1 of 2021 with directors coming in second at 31%.

Compared to Q4 2020, job levels switched and dipped slightly with 28% of managers and 27% of directors consuming content from demand generation efforts. C-level executives, staff members, and VP-level executives rounded out the top five.

Q4 2020

V-Level **5.76%**

Staff **12.30%**

C-Level **25.05%**

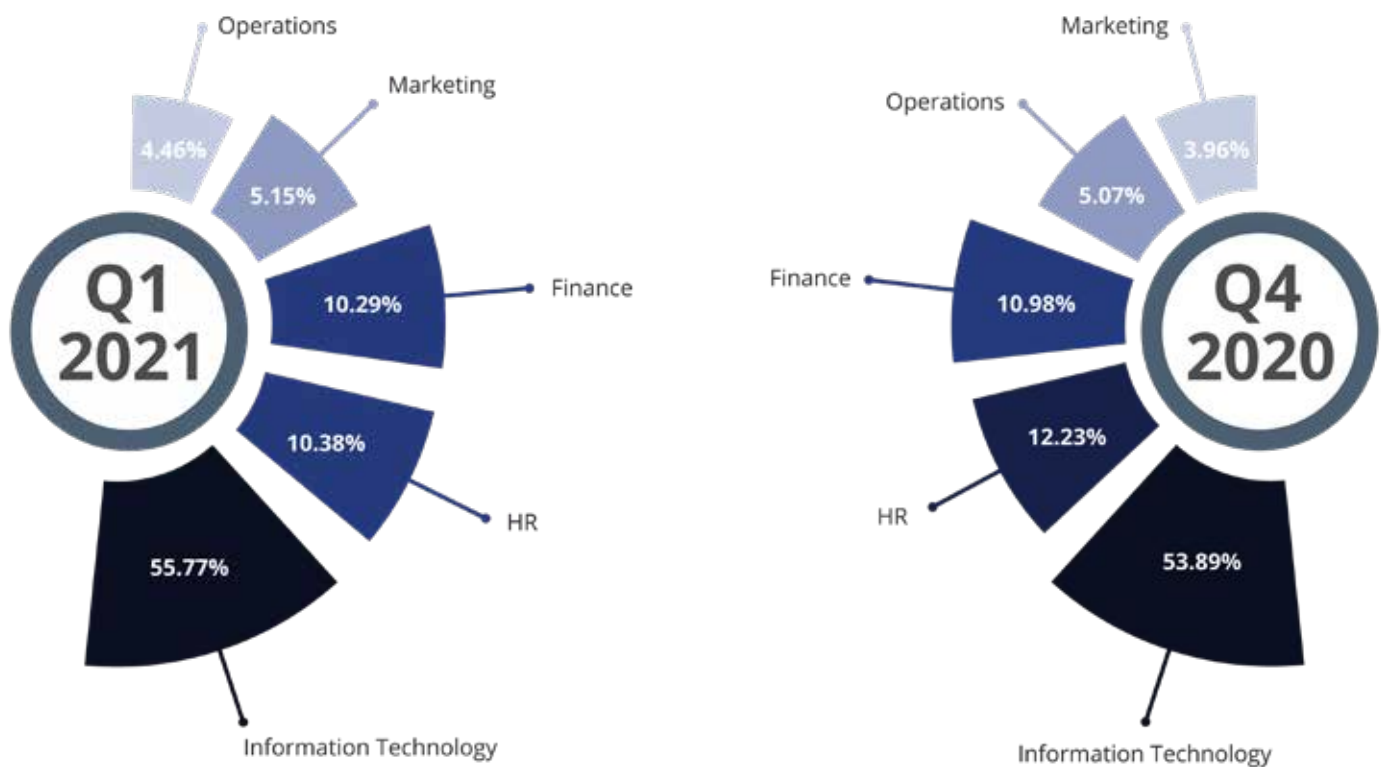
Director **27.93%**

Manager **28.74%**

BY JOB ROLE

In Q1 of 2021, 55% of demand generation content consumers held a position within information technology. HR and Finance job roles tied for 10% while those in Marketing and Operations came in much lower. In Q4, information technology roles held the top position as finance remained flat at 10% while those in Marketing and Operations came in much lower. In Q4, information technology roles held the top position as finance remained flat at 10%.

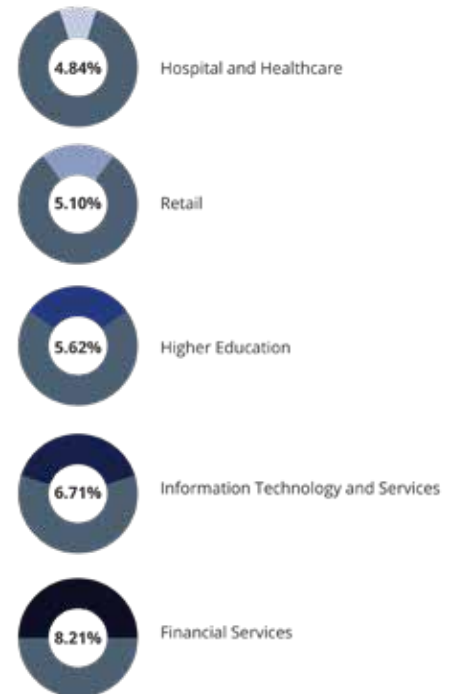
When job roles and job levels were compared, information technology roles took most of the top five positions for content consumers with **IT managers** and **directors** first and second respectively.



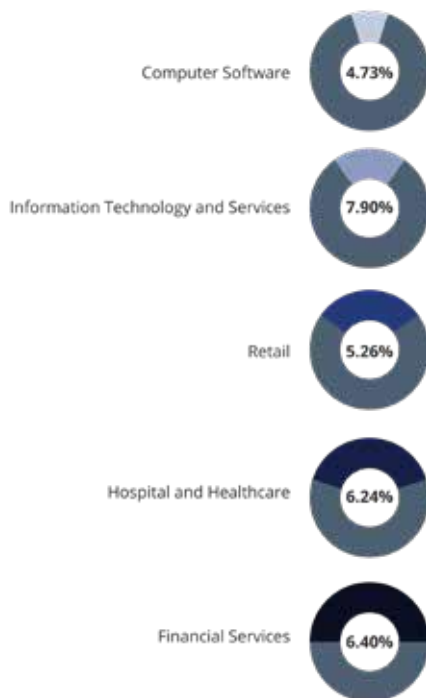
BY INDUSTRY

While job roles and job levels were consistent with information technology related content, when it comes to industry in Q1 2021, **financial services took the top position with 8% of financial services professionals viewing finance topics and themes.** The information technology came in second with 6%.

Q1 2021



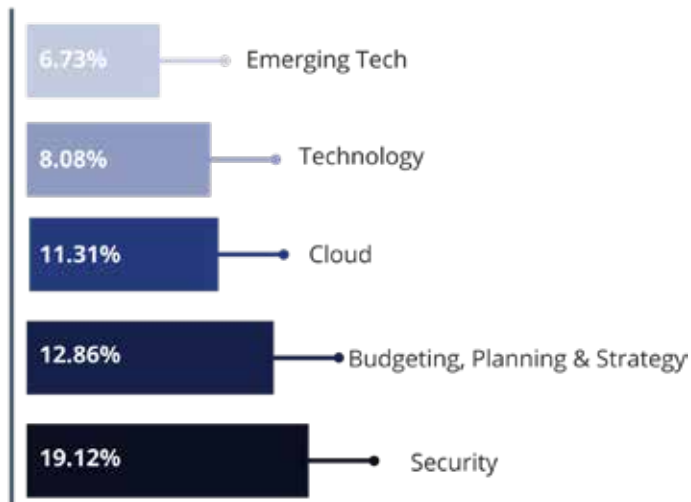
Q4 2020



Education and retail tied for 5% and health care rounded out the top five. Q4 2020 was similar in that financial services professionals consumed the most content. Retail remained flat in third place with healthcare taking a slight dip.

Q1 2021 Category

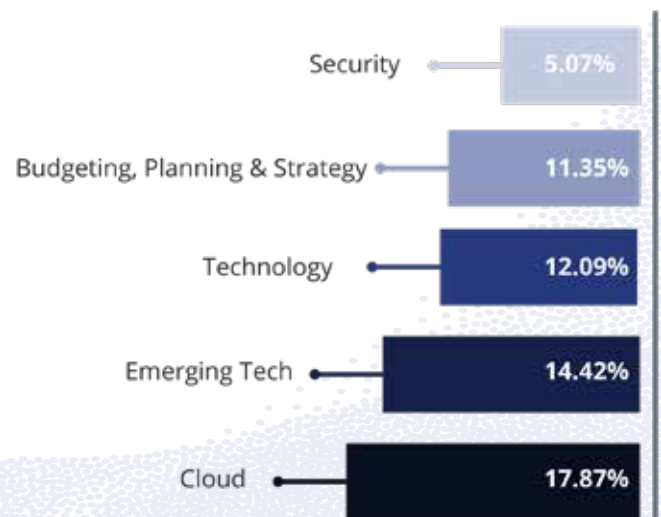
CONTENT CATEGORIES



Between January and March 2021, topics around security were the major focus as 19% of professionals viewed security-related content.

Budget, planning, and strategy topics continued to be a strong topic with **12% of professionals searching** for this type of content and 11% viewing **cloud topics**.

Q4 2020 Category



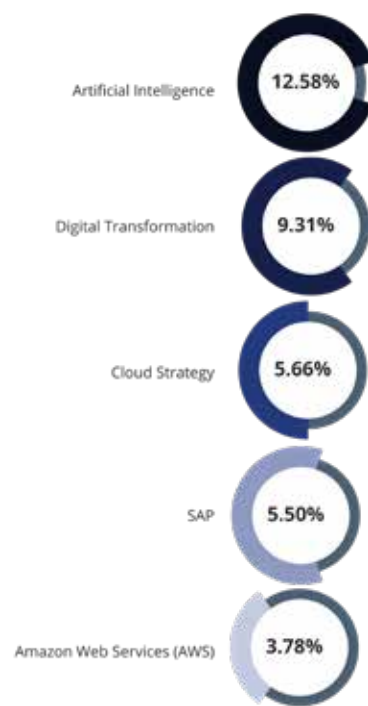
CONTENT TOPICS

Compared to Q4 2020, artificial intelligence led the pack of topics with 12% of professionals consuming AI-related content as well as cloud topics.

Q1 2021 Topics

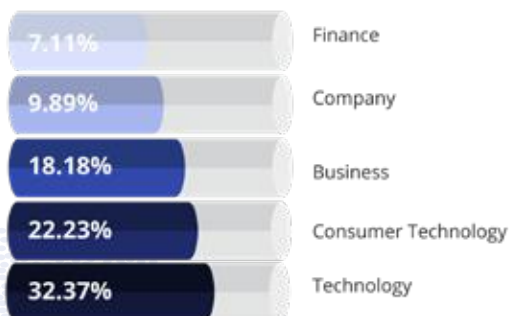


Q4 2020 Topics



CONTENT THEMES

Q1 2021 Themes



Q4 2020 Themes



METHODOLOGY

We developed this report according to results from **six months of lead generation activities for clients** targeting select audiences within Bython's database of **48 million contacts**. Data collected such as intent and interest, opens, click through rates, and verified downloads are recorded and used in this study.

Exploring the practices of users digitally helps us to understand what clients are interested in most and least, what industries are seeing the most improvement and those requiring room for improvement, and the themes, topics and categories that are most consumed.

ABOUT BYTHON MEDIA

Ready to position your company for greater success in demand generation in 2021?

Bython Media provides a range of demand generation, content syndication, and technology services, allowing them to deliver value, insights, and results to clients. With the right mix of data, technology, and marketing, we help you to build strong relationships with prospects, build scalable lead generation programs, and improve engagement among increasingly digital B2B audiences. **Contact us today to see how.**

www.Bython.com
Sales@bython.com

Thank You!

