

Create experiences for everyone.

It doesn't matter what you call the person on the end of the experiences you create — buyer or consumer — they're people. And people want a great experience everywhere they go.

Today's strategies should span teams.

B2B and B2C marketers traditionally use distinct strategies to create experiences for buyers and customers. But behaviors are converging across markets. Unifying strategies will help you create and deliver contextual, personalized, and meaningful experiences on every channel and in every interaction — whether users are at work, school, home, or on vacation.



52% of B2B and B2C marketers agree or strongly agree that they've seen more similarities than differences in the way their users behave over the past two years.

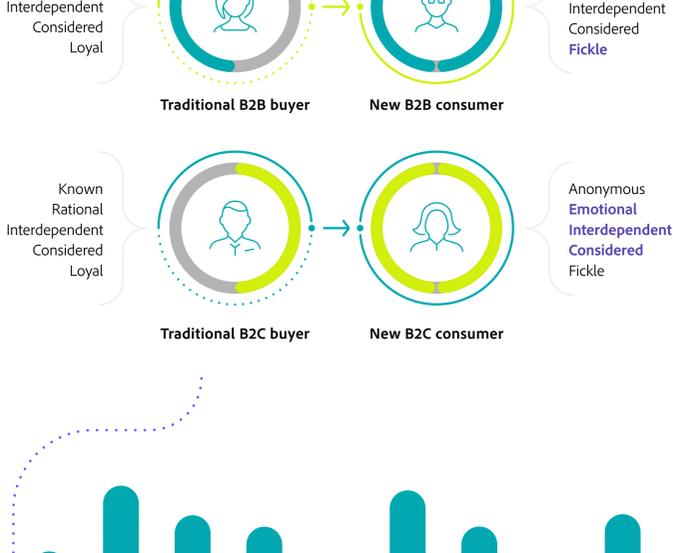
What you can do.

To meet evolving consumer behaviors, B2B and B2C marketers should lean on each other. Work together to find strategies and solutions that help you all drive personal, relevant user experiences for audiences in any market.

Behaviors are converging across markets.

These days, buyers and consumers are more alike than you might think.

The needs and behaviors of consumer and business buyers are converging.



Cross-channel marketing requires a cross-team approach.

It makes sense that as personal and professional lives blur in the digital age, so too do traditional customer and buyer definitions. Your internal team structure may be less clear, too, as you begin to work more collaboratively to tackle key challenges.



Key challenge: Tracking buyer and consumer journeys.

Just 17% of B2B and B2C marketers say they're able to accurately track marketing effectiveness across all channels.

Key challenge: Creating holistic experiences.

Only a very small percentage of teams currently create custom marketing journeys based on customer interactions.



B2B and B2C struggle with siloed data and cross-channel marketing.

Top 5 challenges for achieving marketing priorities (showing top 2 ratings on 1-5 scale):



Marketing priorities are converging, too.

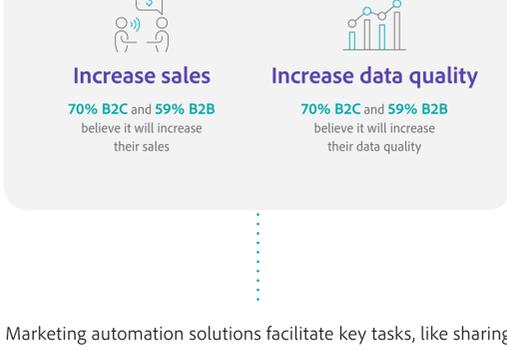
B2B and B2C share their top marketing initiatives for the next year:



Marketing automation software can help you achieve all these initiatives and more.

Facing similar challenges and working toward shared initiatives, B2B and B2C marketers can both benefit from full-scale tools that help them take strides.

They agree that marketing automation can help them do it all.



Marketing automation solutions facilitate key tasks, like sharing insights across silos, navigating complex nonlinear user journeys, and improving the way we partner data with marketing practices. That's why it's a great tool for B2B and B2C marketers alike.

Adobe offers B2B and B2C marketing automation solutions.

Adobe Campaign and Marketo Engage are designed to help you bridge the gap between your teams — and your markets — to gain a holistic view of every user.

To learn more about this research, watch guest speaker, Forrester principal analyst Steven Casey share and discuss the report's findings in our 2019 Summit session, [The Convergence of B2B and B2C Buying Journeys](#).

Or, read the [full study](#).



© 2019 Adobe Inc. All rights reserved. Adobe and the Adobe logo are either registered trademarks or trademarks of Adobe Inc. in the United States and/or other countries.