Head of Marketing

At a Swedish B2B company

Weighs reach against business impact, and whether the salespeople want to follow up what comes in.

54 source-backed observations | **19** sources

Buyer surveys, trade associations, research and analyst firms. All traceable to source, population, year and method.

✦ THE PROFILE'S PRIORITIES

1. Business impact, not just reach
2. A clear audience and buying situation
3. Credible customer proof
4. Qualified leads that the salespeople want to follow up

✦ ASK THE PROFILE

"What would make you believe this delivers qualified leads and not just clicks?"

✦ THE SOURCE MATERIAL, AREA BY AREA

Number of observations and one example from the material

Information sources	24	67 per cent said they had used the web to find information during the buying process. Apsis and Novus · 138 Swedish buyers · 2014
Buying criteria	11	A strong offer goes a long way, but understanding the customer's needs weighs most when choosing a supplier. Apsis and Novus · 138 Swedish buyers · 2014
Mandate and decision path	9	For investments up to SEK 1 million, two to three people usually take part in the decision, and above that four to five. Apsis and Novus · 138 Swedish buyers · 2014
Objections and obstacles	8	Five interviewees said that poor data can make AI in CRM produce analyses that cannot be trusted. Halmstad University · ten people at nine Swedish companies · 2024
Budget and cost	1	53.9 per cent are described as uncertain or finding it hard to justify their budget. SveMa · member survey · 2025
What leads to the next meeting	1	A relatively large share of buying processes start with a tip from the personal network. Apsis and Novus · 138 Swedish buyers · 2014

✦ SOURCES

Apsis and Novus · SveMa · Halmstad University · Forrester · Salesforce · Linnaeus University