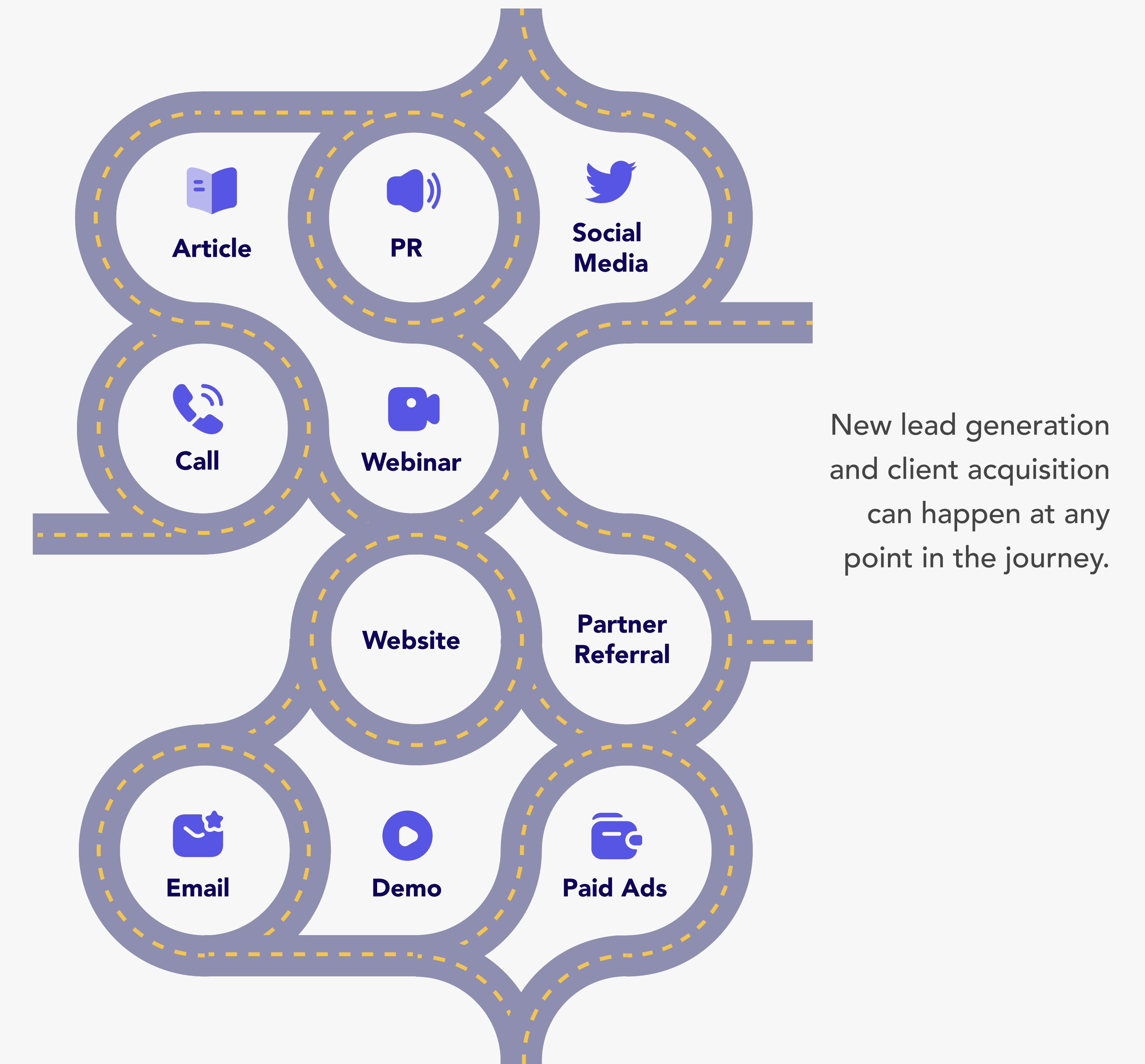
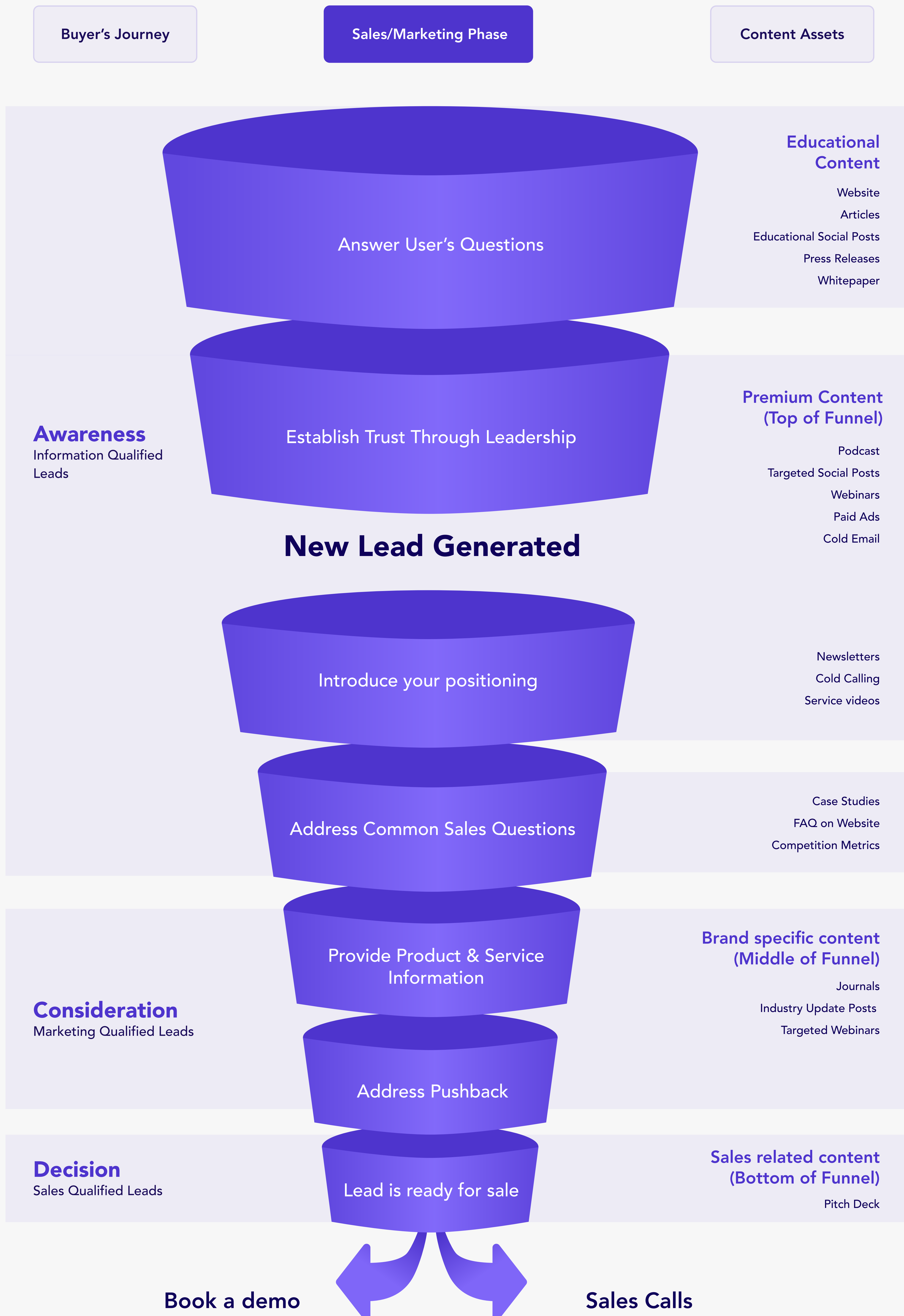


## Traditional Buyer Journey

## New Buyer Journey



90% of B2B buyers now twist and turn through the sales funnel, looping back and repeating at least one or more tasks in the buyer's journey. (Forrester)

80% of business decision-makers favor getting brand information via an article series more than ads. (B2B PR Sense Blog)

On average, B2B researchers do 12 searches prior to engaging on a specific brand's site. (Think with Google)