

[FOUNDATION]

# The B2B Tech and Cloud Software Marketing Benchmark Report

**VOLUME 1:** Measuring Digital Marketing Excellence

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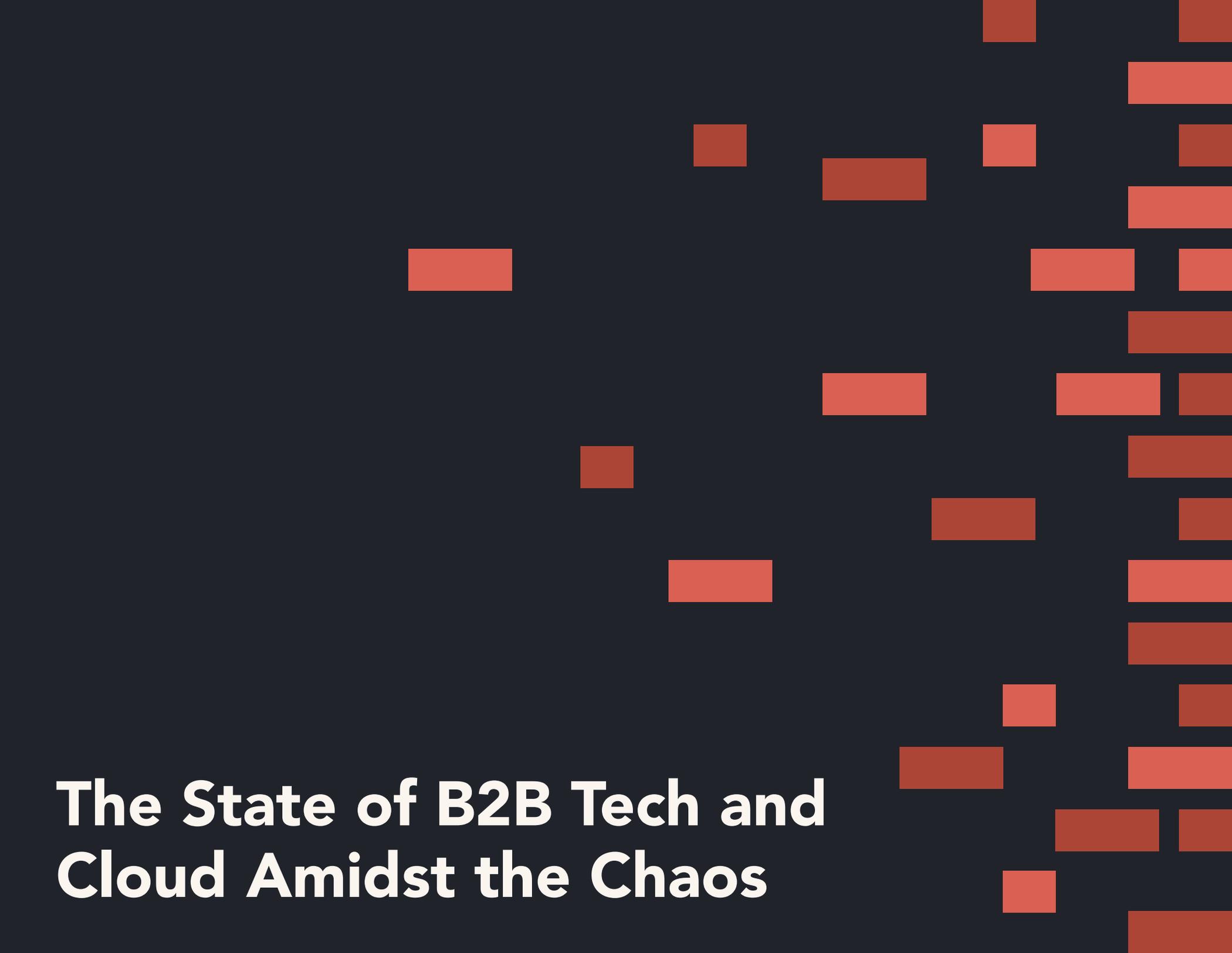
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# The State of B2B Tech and Cloud Amidst the Chaos

## THE STATE OF B2B TECH AND CLOUD AMIDST THE CHAOS

Heading into 2022, Cloud hybrid businesses operating on the back of the B2B tech model had been riding a wave of demand generated by the rise of remote work and perfect market conditions. Millions of dollars were being invested into the B2B tech market every single day, and the fundraising announcements felt as if they were happening almost hourly.

In a matter of a few months, the entire B2B tech market was shaken up amidst a looming downturn, companies heading back to the office, and inflation on the rise. The result?

**Market caps plummeted. Investor capital vanished. Layoffs across the industry.**

To suggest it's been a wild ride for the cloud and B2B tech companies would be an understatement. It has been a shaky few months for B2B tech but here at Foundation, we continue to be bullish in our belief that B2B tech will continue to thrive and unlock new opportunities through innovation and improved efficiencies.

The team at Bessemer Venture Partners shared this slide in their [2022 State Of Cloud](#) report outlining how the labor market is on the brink of a massive transformation. One where cloud software closes the productivity gap between companies across industries and continents:

Even in the current market, we predict that cloud companies will continue to enjoy success and that this success will fall into two categories:

- **More micro B2B tech** companies will be launched as businesses that operate the same way small and medium-sized companies have operated for decades.
- **More macro B2B tech** companies will strive for massive valuations and massive outcomes.



Bessemer Venture Partners, 2022 State of the Cloud

The B2B tech industry is now inseparable from any other modern-day business, ingraining itself in all aspects of operations and growth cycles. SaaS, in particular, has experienced unprecedented growth for such a young industry—with Salesforce marking the unofficial kick-off over 2 decades ago.

In the time since factors such as low start-up costs, ubiquitous access to technology, the emergence of cloud infrastructure, and intense interest from venture capital firms have the market on track to hit [720-billion USD by 2028](#).

It's worth noting that companies were in a similar position to 2022 during the 08' recession. Two years into the recovery, and exactly ten years before the pandemic's start, the Harvard Business Review ran a piece titled [Roaring Out of Recession](#). It outlines the approaches used by successful companies to emerge from market devastation at the top of their industry.

They found that companies who took a progressive approach by **making strategic reductions for operational efficiency while investing in marketing, R&D, and other assets** were **37% more likely** to lead their industry after the recession.

A similar approach is essential for any B2B tech brand that wants to emerge from this recession in a competitive state. But lots has changed in the 12 years between that HBR article and this report.

Marketing, R&D, and assets have taken on new meaning in the digital world, thanks primarily to the power of search engines.

B2B tech brands that take a progressive, measured approach to digital marketing investments in the coming months are poised to snatch up coveted online real estate from stagnant competitors.

## HOW GOOGLE PLAYS A ROLE IN RECESSION-PROOFING B2B TECH

In many ways, Google has elevated from a tech leader into the realm of public utility.

The search engine simultaneously provides a map for navigating the internet, a ranking system for credibility, and the tools necessary to thrive as a business in the digital era.

Google is dominating the internet with:

**80%** of all US desktop search traffic

**\$256.7  
BILLION**

USD of global  
revenue in 2021

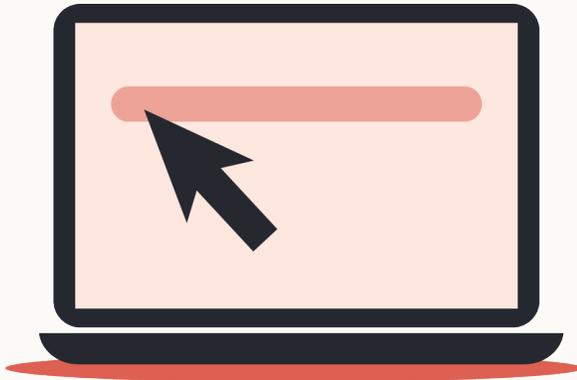
**\$209.4  
BILLION**

USD of advertising  
revenue in 2021

In B2B tech, embracing search and understanding the power of Google is key to unlocking success. When we analyzed over 442 different B2B tech companies to develop this report, we were amazed by the impact Google has on the entire industry, and B2B tech companies in particular.



B2B tech companies generated **\$227,000,000** worth of traffic captured via organic search



More than **180,000,000** organic total visits go to B2B tech companies each quarter

## THE POWER OF SEARCH IN THE WORLD OF B2B TECH

The amount of money saved using search is staggering.

These companies would have had to spend a total of \$227B via Google Ads to capture the amount of traffic they generated through organic marketing efforts.

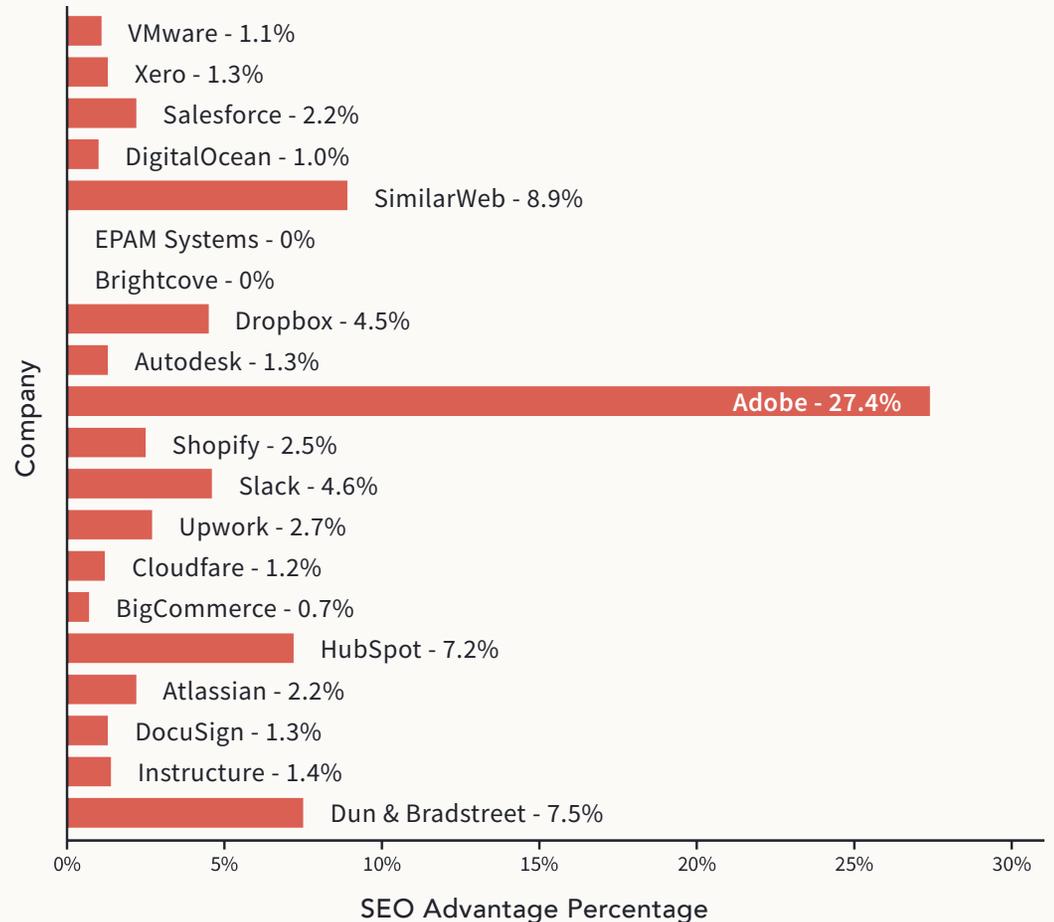
This is why SEO has played an important role in the success of B2B tech companies today and continues to be a key part of most the top marketing engines in the industry.

When we analyzed the brands capturing the vast majority of organic traffic amongst all other B2B tech companies, it became clear as shown by the graph on the right that the most successful companies are creating an SEO advantage.

We believe that companies within B2B tech—like Adobe, Similarweb, HubSpot, Dropbox, and Dun & Bradstreet—are set up for long term success because their content marketing engines have helped them develop what we call an SEO moat using valuable keywords as the first line of defense against competitors.

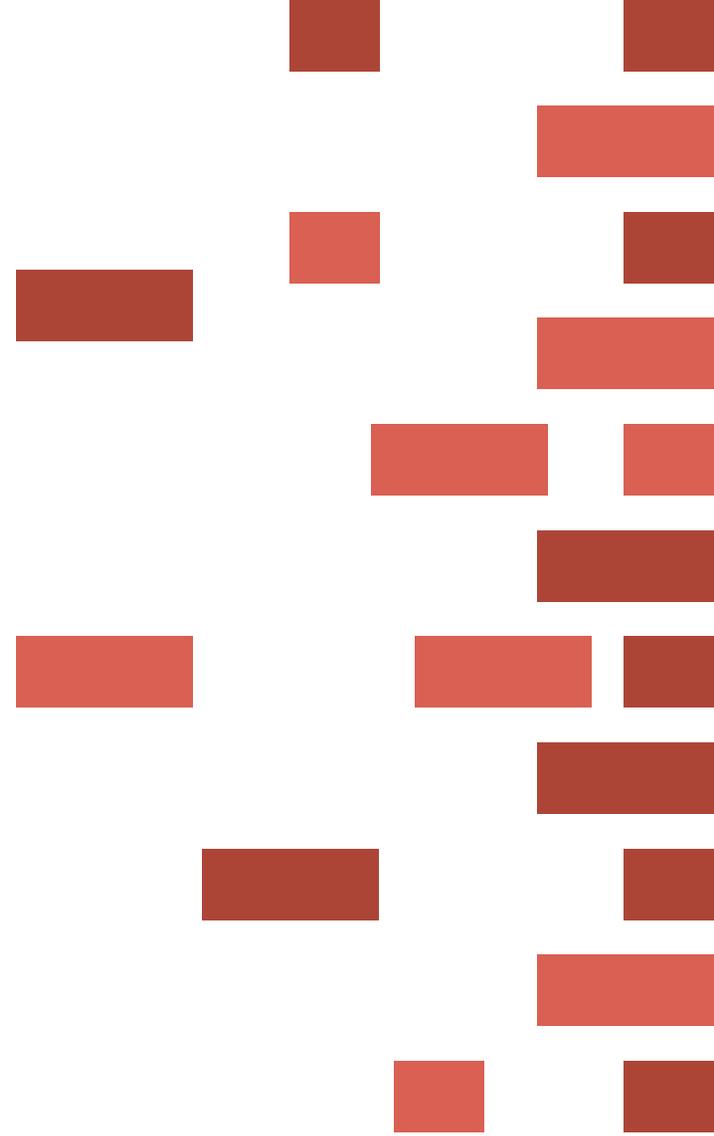
We also believe that SEO is something more brands will be investing in over the next few years as they see the power of search.

## Companies Creating an SEO Advantage



As marketing budgets are scrutinized more closely and CPC costs rise, marketing teams are beginning to reconsider how they invest their marketing dollars. Not every brand is happy to pay consistent invoices from Google for PPC when they see competitors generating traffic through more organic channels. This is why more brands are investing in content marketing and operating marketing engines that generate organic results.

These companies want to tap into the \$227B opportunity that Google presents. And in this report we're going to help you understand how to do exactly that.



## WHAT IS BRICK AND HOW DO YOU MEASURE MARKETING EXCELLENCE?

We've collected data from hundreds of companies to better understand what marketing excellence means to the top B2B tech and unicorns.

We ran this data through our proprietary analysis methodology to quantify one of the industry's most misunderstood, contentious, and crucial aspects of success. We call this methodology BRICK.

Through our analysis, we've identified the top marketers in the B2B tech space and isolated the subcomponents of marketing approaches that set brands like Slack, DocuSign, HubSpot, and Adobe apart from the rest of the competition.

Along the way, we uncovered marketing strategy trends that C-suite executives and marketers need to be aware of.

- Is product a more powerful growth driver than brand at the enterprise level?
- What powerful content format is 62% of the industry missing out on?
- Which social media channels have the strongest impact on revenue?
- Are SEO-driven landing pages the true key to driving ROI?
- Do more blog posts result in more traffic?

Before we get into these insights, let us introduce you to the BRICK concept and the rationale behind this report.

## BRICK METHODOLOGY AND GRADING RUBRIC

The BRICK benchmarking methodology is a quantitative tool for identifying which channels and practices are most crucial to a successful marketing engine. We set out to discover the relationship between marketing outputs and marketing results using private and publicly available data.

We developed this methodology after working and speaking with executives at hundreds of the most successful B2B tech companies to learn what factors contributed to their marketing success. Through this exploratory process, we determined the type of research required, and we then adapted our data collection strategy accordingly.

For years we've hypothesized that distinct elements within the B2B tech marketing engine can be measured to reveal novel insights about the overall industry. BRICK attempts to express this data in a way that showcases which marketing factors contribute most to unlocking and driving commercial success.

BRICK is a vast study of the tech industry built on over 50 data points for each of the 442 companies studied. We used a quantitative methodology to ensure that this data is valid and representative of the broader B2B tech industry. To achieve this broad sample, we included SaaS brands, consulting firms, and large tech-enabled companies.

We have formed a rating system from the 50+ data points collected from these B2B tech companies. This rating system helps rank companies by what we at Foundation believe are key aspects of marketing.

BRICK is short for Branding, Rich Content, Interactions, Commerce, and Karma.

We believe a marketing strategy built on these five pillars is crucial for any tech or tech-adjacent company looking to succeed over the next decade. Let's take a closer look at how these five pillars fit into our benchmarking system.

# BRICK GRADING RUBRIC

BRAND	RICH CONTENT	INTERACTIONS	COMMERCE	KARMA
<p><b>Search</b></p> <p>Branded Search Volume            Branded Search Value            Organic Search Traffic            Product Demand            SERP Visibility            Landing Page Intent            Sales driven pages</p> <p><b>Website Experience</b></p> <p>Quality, Design, Speed,            Innovation, Videos, Tools</p> <p><b>Digital Authority</b></p> <p>Backlinks, Media,            Sentiment</p> <p><b>Traffic Value</b></p> <p>PPC Value, Efficiency,            Impressions, Traffic            Value</p>	<p><b>Social Media Channels</b></p> <p>Facebook, Twitter,            LinkedIn</p> <p><b>Blog Content</b></p> <p>Self Hosted Blog            Post Volume            3rd Party Publishing            Interlinking Strategy</p> <p><b>Social Media Assets</b></p> <p>Posts, Videos, Stories,            Reels, Threads, Photos,            Articles, Files</p> <p><b>Multimedia Content</b></p> <p>Interactive Content            Mobile Experience            How To Content            Tutorial Content            Video Usage            Podcasts</p>	<p><b>Twitter Interaction</b></p> <p>Followers, Engagement,            Likes, Retweets</p> <p><b>YouTube</b></p> <p>Subscribers, Channel            Experience, Optimization,            Growth, Comments,            Rapport</p> <p><b>Community</b></p> <p>Engagement Ratio            User Generated Content</p> <p><b>LinkedIn Interactions</b></p> <p>Followers, Comments,            Shares</p> <p><b>Facebook Interactions</b></p> <p>Followers, Comments,            Shares</p> <p><b>Twitter Interactions</b></p> <p>Followers, Posts, Replies,            Retweets</p>	<p><b>Sales Assets</b></p> <p>Case Studies, Product            Pages, Sales Pages,            On-Site Chat</p> <p><b>Comparison Pages</b></p> <p><b>CRM Usage</b></p> <p><b>Pricing Strategy</b></p> <p>Public Pricing            Phone Numbers</p> <p><b>Revenue</b></p>	<p><b>Glassdoor Reviews</b></p> <p><b>Capterra Reviews</b></p> <p><b>G2 Reviews</b></p> <p><b>Trustradius Reviews</b></p> <p><b>CEO Reviews</b></p>

This system allows tech companies to better understand the current landscape and how their marketing budgets can be applied most effectively within it.

We're now left with the questions:

**Which tech companies have created legendary content marketing engines?**

**Which tech companies are struggling with ineffective strategies?**

**And, most importantly, which factors contribute to the discrepancy in marketing excellence between them?**

All of this information is shared in this report, along with some key insights that can elevate your content marketing engine to the same level as the top B2B tech brands in the industry.

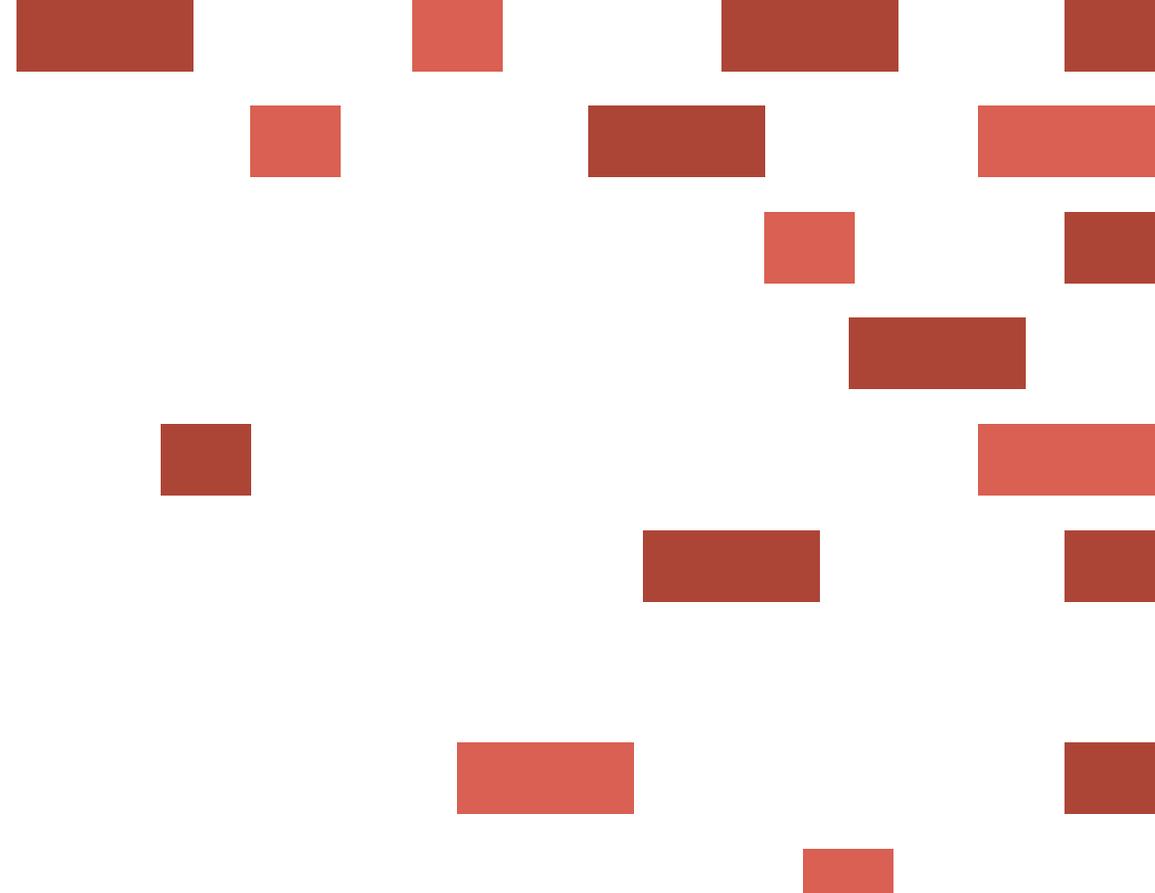
## BRAND RATING CLASSIFICATION

<b>96%–100%</b>	<b>Legendary</b>	<b>26%–60%</b>	<b>Good</b>
<b>91%–95%</b>	<b>Undeniable</b>	<b>11%–25%</b>	<b>Laggard</b>
<b>81%–90%</b>	<b>Thriving</b>	<b>Below 10%</b>	<b>Poor</b>
<b>61%–80%</b>	<b>Great</b>		



# The Results of Our Analysis and Research

The Top Marketing Engines In B2B Tech



## THE TOP MARKETING ENGINES IN B2B TECH

Let's dive into some of the most successful marketing engines in B2B tech. We've used our BRICK methodology to truly understand what best-in-class marketing engines look like. The results reveal industry leaders who have established massive content moats that appear to be undeniable. However, it is important to note that most B2B tech brands struggled to perform when it came to the 'brand' element of BRICK.

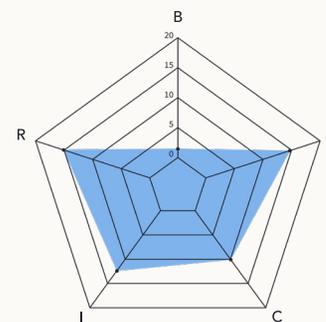
## BRAND IS MASSIVELY UNDERESTIMATED IN B2B TECH

The chart to the right displays the average scores for each part of the BRICK algorithm for over 442 businesses. It summarizes our analysis of their:

- **B**randing efforts
- **R**ich Content assets
- **I**nteraction with customers
- **C**ommerce-driven outputs
- **K**arma—the way people (customers and employees) perceive these organizations’ products and cultures.

The branding score is the most staggering point to note. Most of the tech companies studied don’t come close to the success of the BRICK top 20 regarding brand development and brand success. The lower than average branding score indicates that the majority of these tech companies neglect or struggle to develop marketing assets that resonate with audiences. These brands fall victim to the misconception that tech is a boring industry.

This is surprising because we live in the **Era of Brand**. It’s one of the most important factors for demand generation and establishing a B2B tech company within its niche. Within commoditized industries and niches, brand is one of the most important methods of establishing a competitive advantage. As more and more tech niches become commoditized, the importance of brand differentiation will only increase in the years to come.



### What the Average B2B Tech Company Score Looks Like

**Brand:** Search, Authority, Traffic

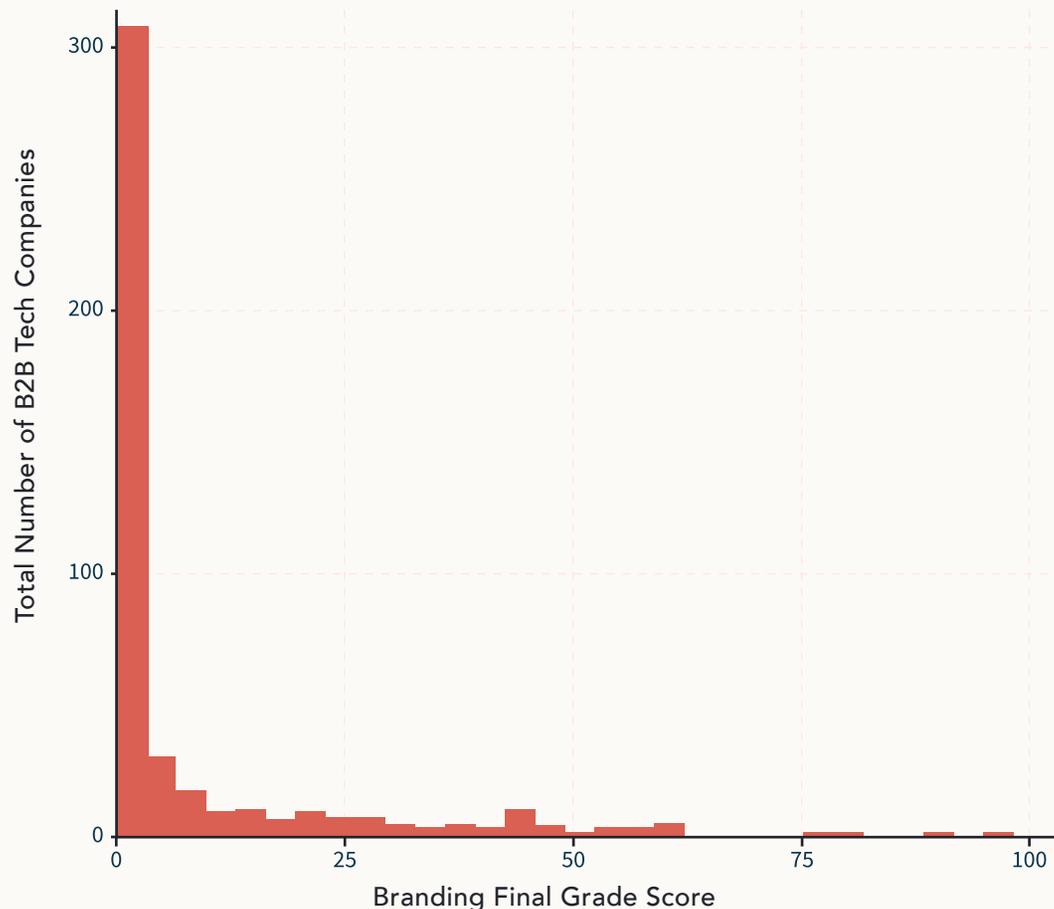
**Rich Content:** Video, Social Media, Blog

**Interaction:** Social Media, Community

**Commerce:** Sales, Pricing Strategy

**Karma:** Product Reviews, Culture Reviews

## The Majority of B2B Tech Companies Do Poorly at Branding



The graph to the left illustrates how few B2B tech companies achieve the Undeniable and Legendary brand status and how many fall into the Poor category, as determined by our scoring system.

The BRICK algorithm scores Branding as low across the entire pool of 442 B2B tech companies because only a select few demonstrate brand excellence relative to the sizable majority that struggles with it.

Semrush and HubSpot are two excellent examples of how branding can propel a tech company to success in a competitive niche. Despite facing stiff competition in the digital marketing and CRM spaces, these two companies use branding to carve out a large segment of the market.

Let's take a closer look at the results and analytics of our research.

# THE TOP 25 B2B TECH CONTENT MARKETING ENGINES OF 2022

	Company Name	Branding Grade	Rich Content Grade	Interactions Grade	Commerce Grade	Karma Grade	Overall Final Score
1	Slack	Great	Great	Great	Great	Great	83.27
2	ZoomInfo	Great	Poor	Laggard	Undeniable	Undeniable	80.70
3	Smartsheet	Legendary	Great	Laggard	Great	Undeniable	77.61
4	Semrush	Legendary	Undeniable	Legendary	Great	Legendary	77.26
5	DocuSign	Legendary	Great	Undeniable	Undeniable	Legendary	76.65
6	Cloudflare	Great	Great	Legendary	Laggard	Poor	75.83
7	Sprout Social	Great	Undeniable	Laggard	Great	Great	75.46
8	MongoDB	Legendary	Undeniable	Legendary	Great	Great	75.43
9	Atlassian	Great	Poor	Great	Laggard	Great	75.41
10	Adobe	Great	Laggard	Great	Great	Legendary	75.29
11	HubSpot	Great	Legendary	Legendary	Poor	Great	75.06
12	Okta	Legendary	Laggard	Great	Undeniable	Laggard	75.04
13	SurveyMonkey	Great	Laggard	Legendary	Laggard	Laggard	73.72
14	Dropbox	Great	Poor	Great	Poor	Legendary	73.57
15	Salesforce	Great	Poor	Great	Poor	Legendary	73.57
16	Toast	Legendary	Legendary	Poor	Undeniable	Undeniable	72.83
17	GitLab	Legendary	Great	Poor	Undeniable	Great	72.39
18	Paycor	Undeniable	Laggard	Laggard	Great	Laggard	71.08
19	Upwork	Great	Poor	Great	Poor	Laggard	71.03
20	RingCentral	Legendary	Laggard	Undeniable	Laggard	Undeniable	70.67
21	BigCommerce	Great	Poor	Laggard	Laggard	Laggard	70.60
22	Citrix	Legendary	Great	Legendary	Poor	Laggard	70.36
23	Elastic	Legendary	Undeniable	Undeniable	Laggard	Undeniable	70.02
24	UserTesting	Undeniable	Great	Laggard	Undeniable	Undeniable	69.96
25	New Relic	Undeniable	Legendary	Undeniable	Laggard	Undeniable	69.69

# Ranking The Top 25 B2B Tech Brands By Marketing Prowess

## GRADING CRITERIA

**Brand:** Search, Authority, Traffic

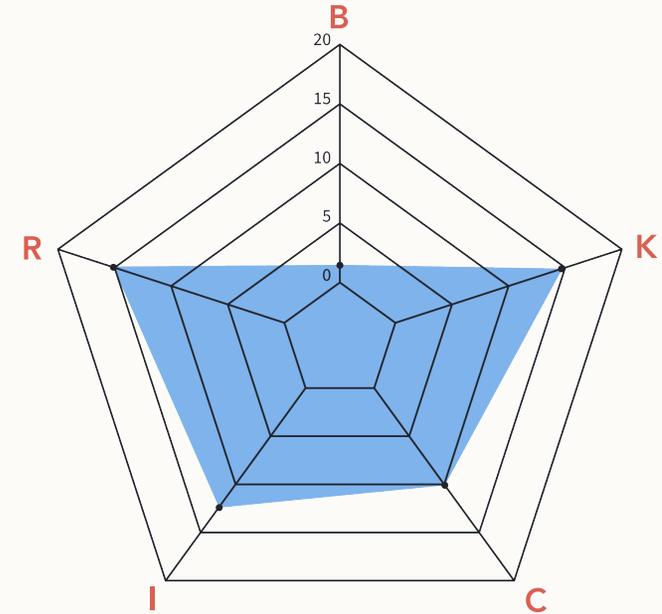
**Rich Content:** Video, Social Media, Blog

**Interaction:** Social Media, Community

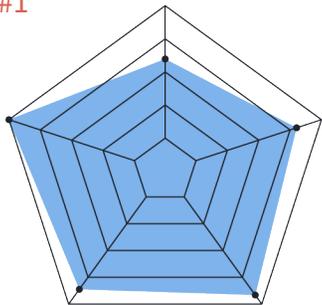
**Commerce:** Sales, Pricing Strategy

**Karma:** Product Reviews, Culture Reviews

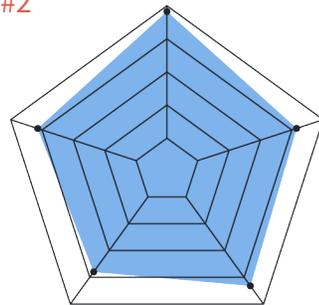
## Average B2B Tech Company Score



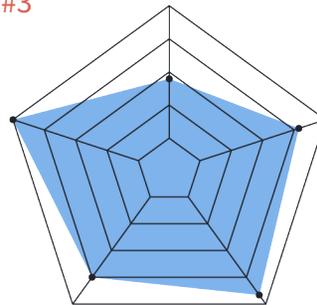
#1



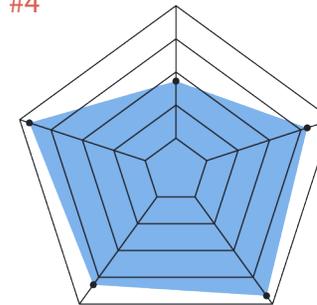
#2



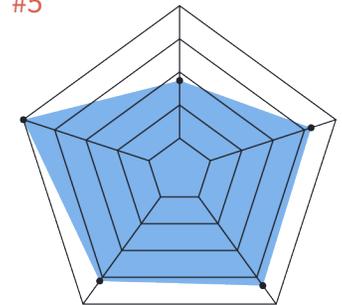
#3



#4



#5



Slack	
Tier	Legendary
Score	83.3

ZoomInfo	
Tier	Legendary
Score	80.7

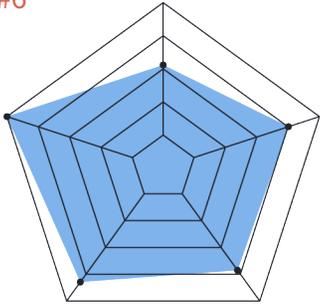
Smartsheet	
Tier	Legendary
Score	77.6

Semrush	
Tier	Legendary
Score	77.3

DocuSign	
Tier	Legendary
Score	76.6

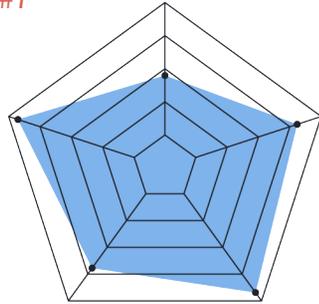
# THE TOP 25 B2B TECH BRANDS AT MARKETING

#6



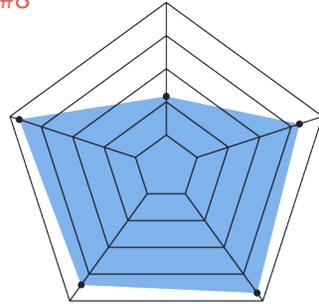
Cloudflare	
Tier	Legendary
Score	75.8

#7



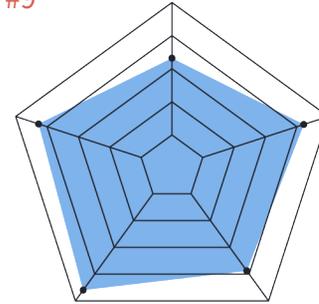
Sprout Social	
Tier	Legendary
Score	75.5

#8



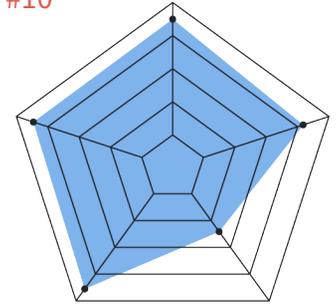
MongoDB	
Tier	Legendary
Score	75.4

#9



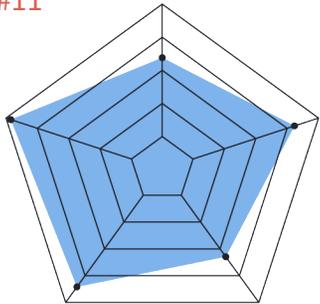
Atlassian	
Tier	Legendary
Score	75.4

#10



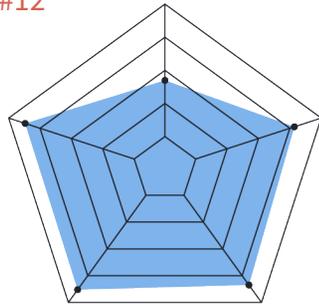
Adobe	
Tier	Legendary
Score	75.3

#11



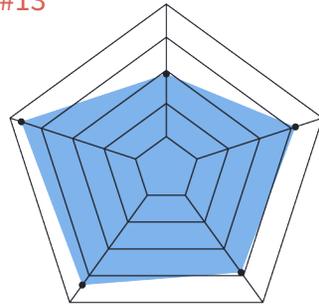
HubSpot	
Tier	Legendary
Score	75.1

#12



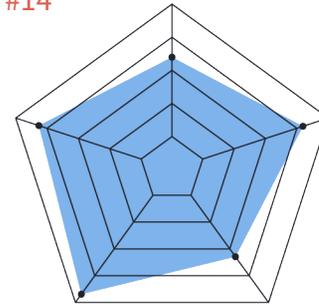
Okta	
Tier	Legendary
Score	75.0

#13



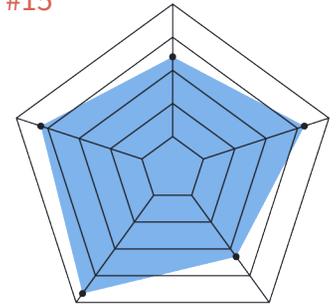
SurveyMonkey	
Tier	Legendary
Score	73.7

#14



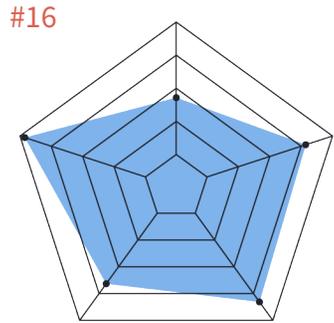
Dropbox	
Tier	Legendary
Score	73.6

#15

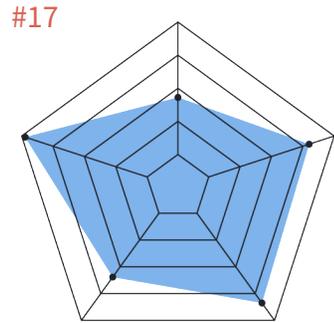


Salesforce	
Tier	Legendary
Score	73.6

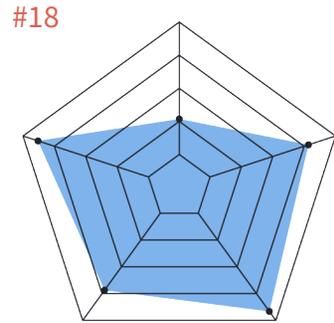
# THE TOP 25 B2B TECH BRANDS AT MARKETING



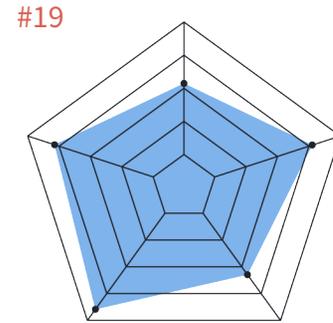
Toast	
Tier	Legendary
Score	72.8



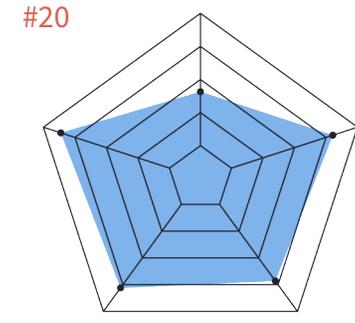
GitLab	
Tier	Legendary
Score	72.4



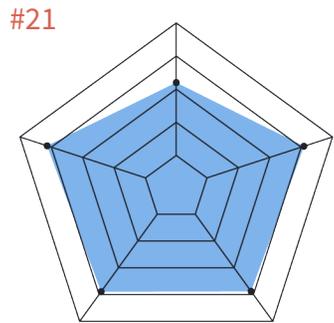
Paycor	
Tier	Legendary
Score	71.1



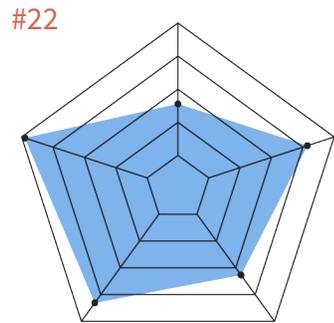
Upwork	
Tier	Legendary
Score	71.0



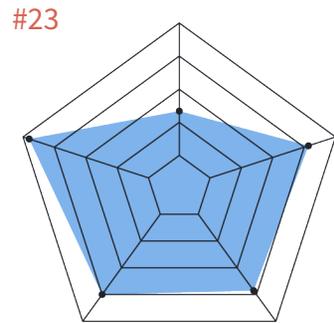
RingCentral	
Tier	Undeniable
Score	70.7



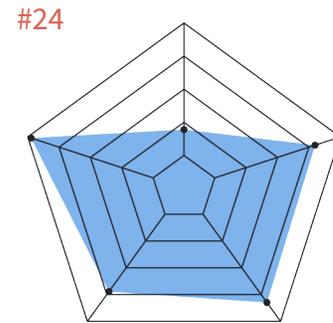
BigCommerce	
Tier	Undeniable
Score	70.6



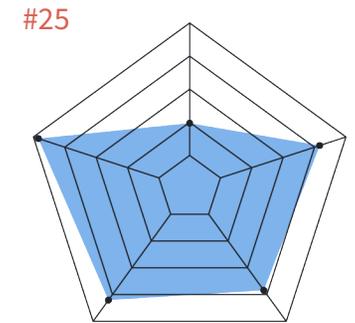
Citrix	
Tier	Undeniable
Score	70.4



Elastic	
Tier	Undeniable
Score	70.0



UserTesting	
Tier	Undeniable
Score	70.0



New Relic	
Tier	Undeniable
Score	69.7



A METHODOLOGY FOR

# Understanding Brand Excellence

How **Branding** Plays a Role in B2B Tech Marketing Today

## HOW BRANDING PLAYS A ROLE IN B2B TECH MARKETING TODAY

In the following section, we use the BRICK algorithm and regression analyses to dissect overall B2B tech brand performance as a function of multiple relationships between component factors. These include:

- Ranking keywords and web traffic
- Company size and average SERP position
- Company size and organic traffic
- Frequency of blog publishing and organic traffic
- Frequency of blog publishing and keyword ran
- Mobile load time and organic traffic

“**33% of all B2B tech companies still blog on Medium**”

Medium.com is a free, simple and quick way to publish your thoughts and ideas but it's not the best place for businesses to host their blog. Yet, even today, we found that 33% of the tech companies we studied use Medium as their primary place to source their blog posts and content. The brands still publishing their content on Medium are embracing this channel intending to capture distribution through the Medium platform.

### Here's why it's a mistake.

Medium isn't a channel that these brands own. It's not a channel where they can easily control:

- On-site optimization efforts
- Remarketing efforts
- Direct integration of blog content into their site.

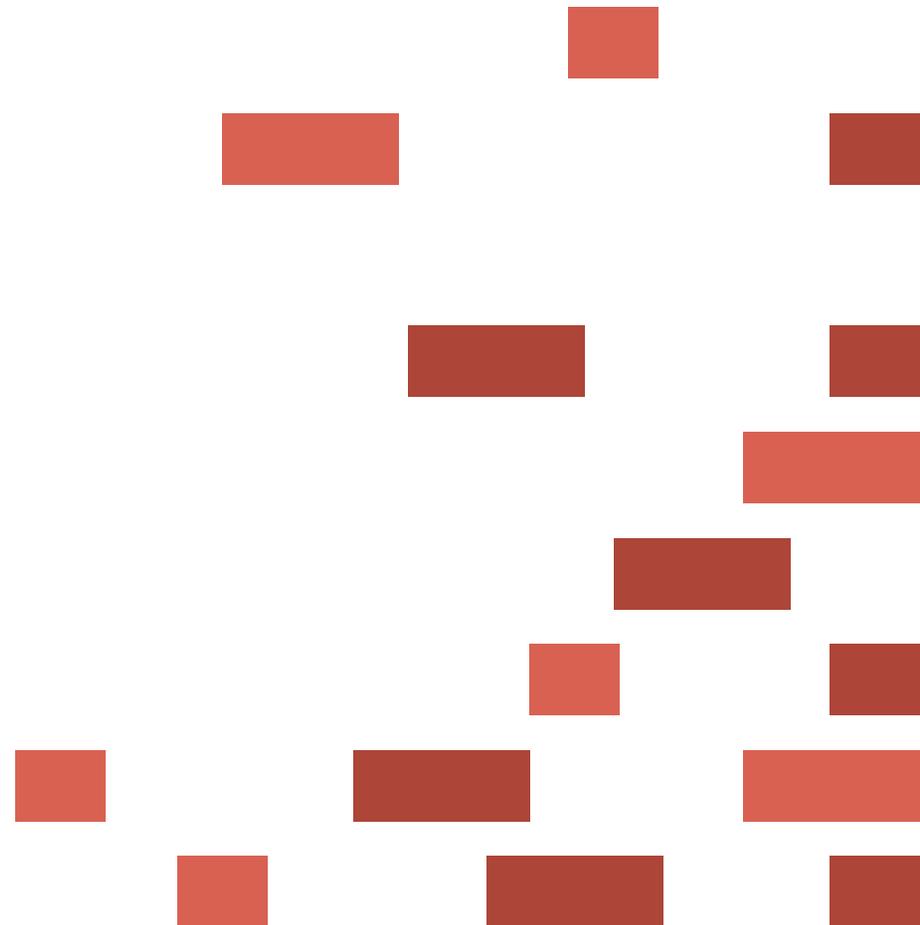
The most important reason this is a challenge is the lack of SEO benefits for the overarching site.

The content these brands publish on Medium is likely (hopefully) high value and incorporates pieces meant to rank in Google. The development of these pieces will likely rank in Medium, but the traffic isn't to the brand's actual site.

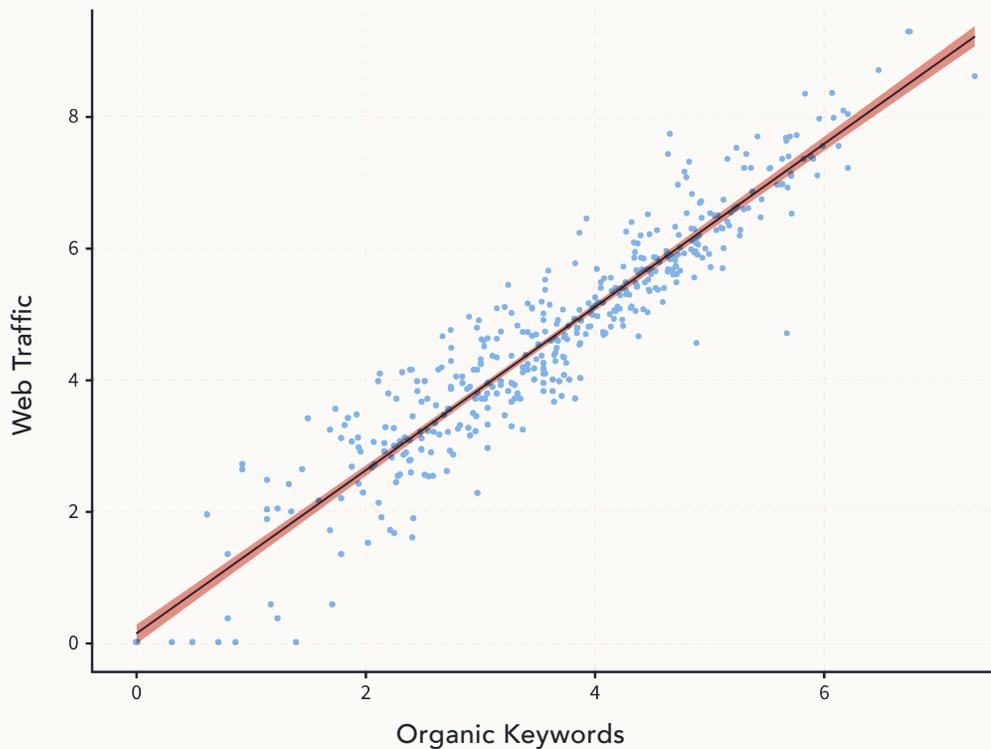
This means the reader could easily get lost going down a rabbit hole of other publishers on Medium instead of reading other blog posts from the brand.

Medium also doesn't give Google the ability to associate the value of these posts with their brand domain, which limits a brand's ability to improve its position in the SERP overall. Each blog post presents a chance for the brand to appear in Google for a priority keyword, but this traffic is going to Medium rather than their site.

Let's look at some data breaking down why this is such a major issue.



## Organic Traffic Compared to the Number of Keywords a B2B Tech Brand Ranks For



## MORE KEYWORDS DRIVE MORE WEB TRAFFIC

The graph below shows a strong relationship between the number of organic keywords a site ranks for and the amount of web traffic it receives. While it's only a correlation, this data from 442 top B2B tech companies indicates the power of a marketing approach that combines organic, text-based content and search engine optimization.

A major reason why companies like Adobe, HubSpot, and SimilarWeb are dominating their B2B tech niches is that they consistently invest in their content moat to capture both high-volume and high-intent keywords.

**Linear Model Goodness of Fit:  $R^2 = 0.904$** **Sample size: n = 442**

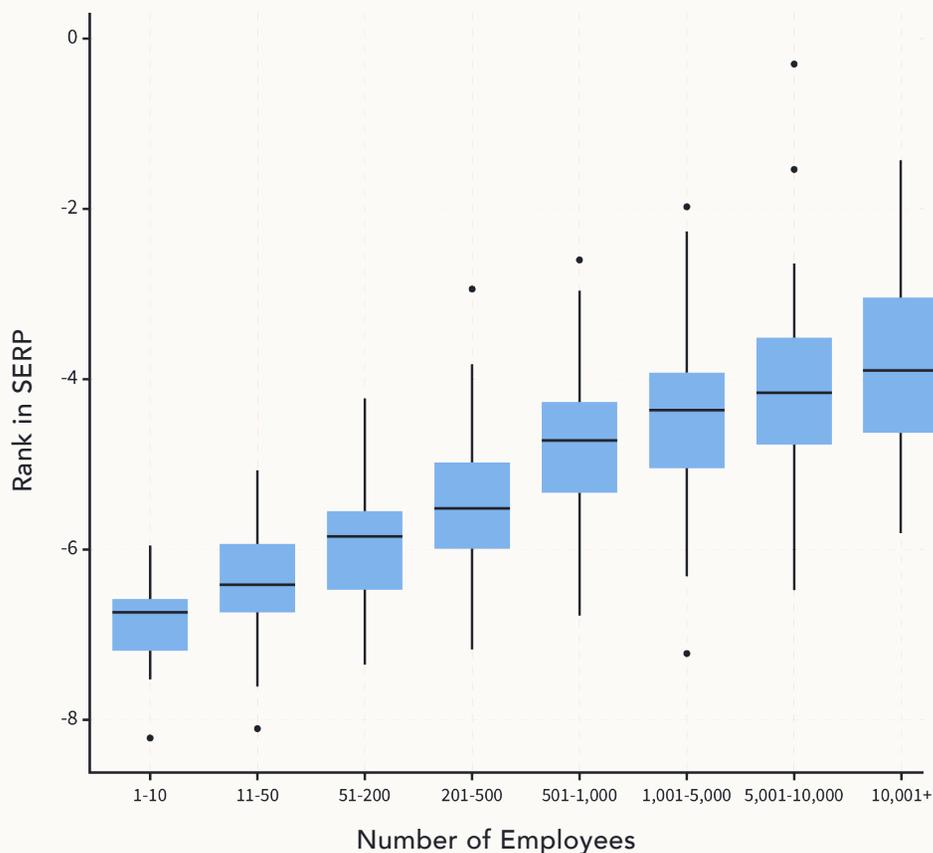
Organic Keywords	50	100	1,000	5,000	10,000	100,000
LM-Predicted Web Traffic	77.6	161.7	1,846.9	10,135.8	21,100.9	241,072.8
RF-Predicted Web Traffic	170.9	121.8	1,246.6	3,743.4	21,400.8	165,884.4

The  $R^2$  of 0.904 tells us that the positive relationship between organic keywords and web traffic is quite strong. In other words, keywords and web traffic are related. Based on this finding, you can expect sites that command a great deal of organic traffic to attract rankings for a higher volume of keywords than their competitors. The diversity in keywords does not necessarily mean that the sites rank highly for all keywords that they rank for. Instead, the

important part is the bulk found in keyword rankings. Sites that command a great deal of web traffic have a high search vocabulary.

The chart above shows estimates from two predictive models outlining how much web traffic a website can expect to generate based on the number of organic keywords for which they currently rank.

## Companies With More Employees Have Higher SERP Positions Overall



## COMPANY SIZE TRANSLATES TO GOOGLE SERP AUTHORITY

The chart to the left compares the size of a B2B tech company against its average rank on Google SERPs. As these companies get bigger in terms of their total employee count, their position within the SERPs increases steadily and consistently.

This tells us that Google is more likely to defer to large companies as an authority within a certain topic cluster.

This aligns with the idea of EAT—Expertise, Authority, and Trust—a major factor in the algorithm Google uses to rank sites and the content they produce. B2B tech companies that successfully expand to surpass 1,000 employees demonstrate the following:

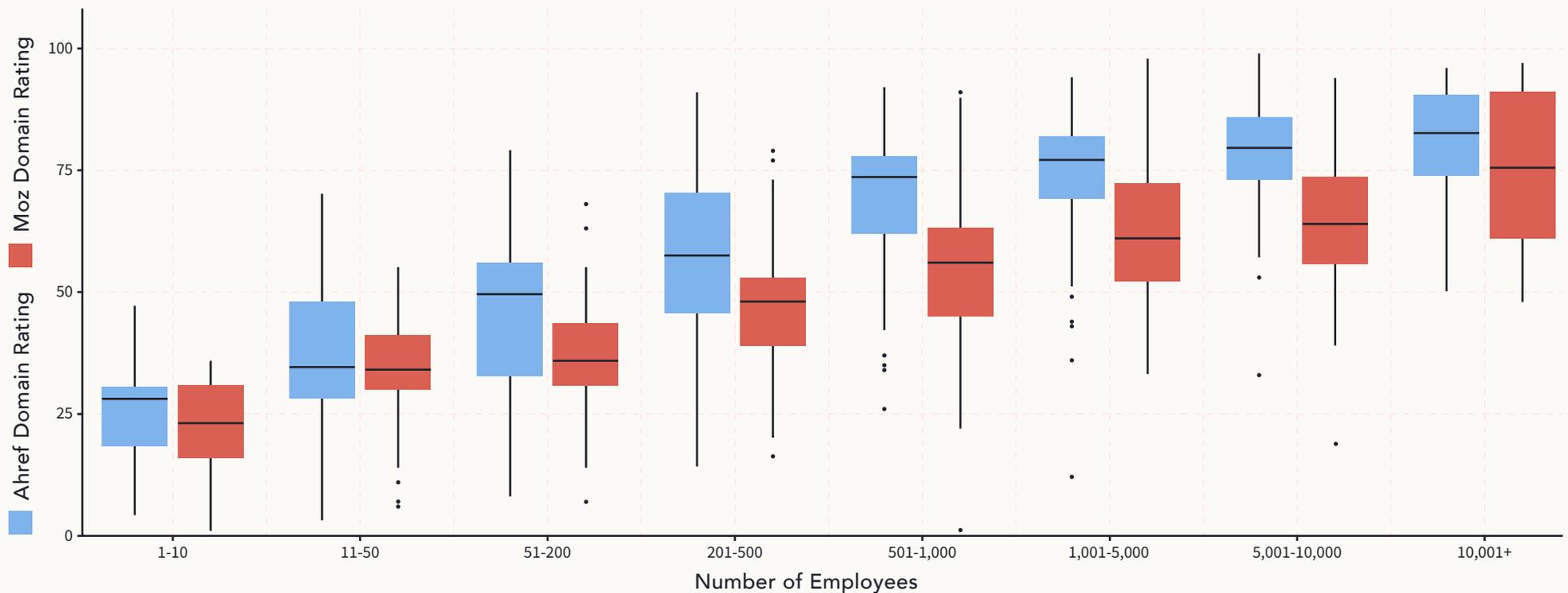
- They have the niche expertise required to build and consistently provide a successful software service
- They are a healthy company that can sustain both success and growth over an extended period of time
- They are a reputable brand that has built up a pipeline of customers large enough to support an entire enterprise

We also see this trend play out across EAT-analogues like Domain Authority from Moz and Domain Rating from Ahrefs. The boxplots below show that companies tend to experience a similar increase in Domain Rating/Authority as they increase in size.

Once again, we see the influence that company size can have on its perceived authority. This is likely the result of how these large companies deploy their workforce.

We hypothesize that large companies have more robust marketing departments, allowing them to operate like media companies in terms of content output. This output translates to more web pages for search engines to index. As the number of web pages created and indexed by Google increases, the average domain authority and domain rank values tend to increase as a whole.

### Company Size is Related to Both Moz and Ahrefs' Domain Scores



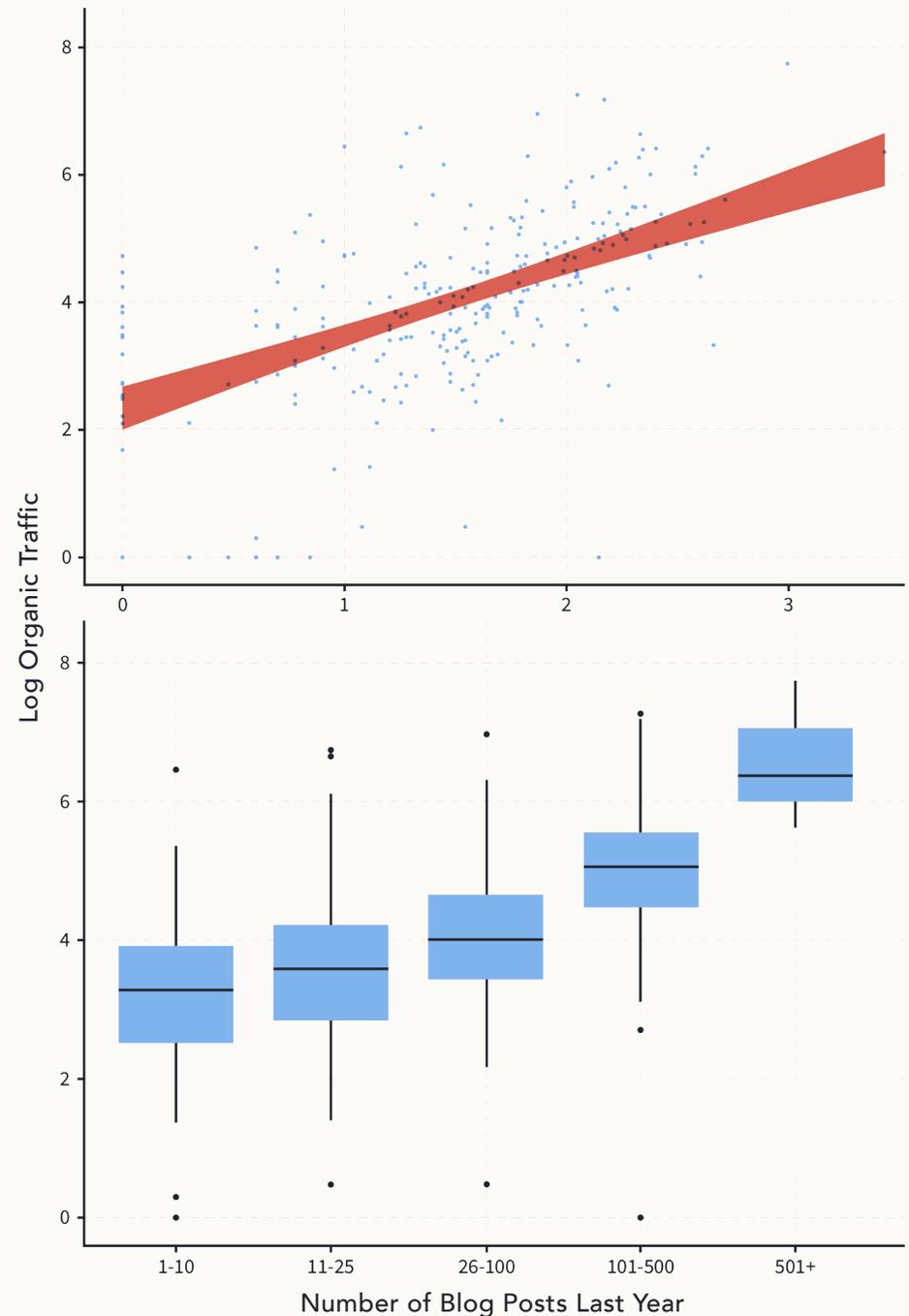
## WHAT IS THE RELATIONSHIP BETWEEN BLOG PUBLISHING AND ORGANIC TRAFFIC?

It logically follows that an increased output of organic web content is correlated to an increase in the number of people who visit a site. Blog posts help build out SEO moats and also provide snippets of content that can be leveraged on social media. Generally, if a company writes more blog posts they tend to generate more traffic.

**And the sweet spot is over 25 per year.**

This may seem obvious, but it's a groundbreaking insight. The findings for the impact of blog publishing frequency on organic traffic are visualized in these charts.

### More Blog Posts Tend to Generate More Traffic in B2B Tech



Company size subgroup	25+ blog posts web traffic multiplier odds
11-50	2.07
51-200	2.57
201-500	2.18
501-1,000	2.27
1,001-5,000	1.86
5,001-10,000	42.96
10,001+	3.19

The data analysis shows a moderate relationship between organic traffic and blog post frequency over the last year. The effect size increases quickly as the number of blog posts scales into the high volume territory. Noteworthy results include:

**5x**

increase in web traffic across all company sizes that publish **at least 25** blog posts

**2.2x**

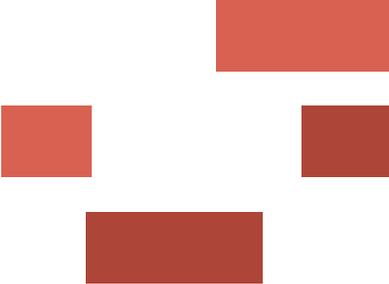
increase in web traffic across all company sizes that publish **over 25** blog posts

**3.4x**

increase in web traffic across all company sizes that publish **at least 100** blog posts

**10x**

increase in web traffic across all company sizes that publish **over 100** blog posts



In other words, we are confident that posting quality blog content frequently is uniformly beneficial across companies of any size. To confirm this and remove the risk of confounding by company size, we ran multiple negative binomial regression models within subgroups of our BRICK dataset. We consistently see estimates suggesting that having over 25 blog posts increases web traffic by at least 2x.

This trend supports the SEO moat theory of building out a portfolio of organic long-form assets to capture valuable keywords. B2B tech brands need to view content creation as an investment that will pay off in the future for big gains.

Companies looking to rank for high-value, high-demand keywords that seem unattainable can improve their chances by building out blog posts that rank for relevant keywords. Similarly, top-of-the-SERP companies can protect their position by continuing to post on their blogs.

“**We consistently see estimates suggesting that having over 25 blog posts increases web traffic by at least 2x**”

## WHAT IS THE RELATIONSHIP BETWEEN MOBILE SPEED AND ORGANIC TRAFFIC?

The percentage of visitors who reach websites from a mobile device is steadily increasing which prompts significant changes to search engine algorithms. This includes Google's [Mobile-First update](#) that prioritizes web pages with a good mobile experience.

Mobile load time, how long it takes a web page to load on a mobile device, is a major factor in this change and is often cited as critical for maintaining organic traffic levels.

Our question: does the relationship between mobile load time and organic traffic hold true in the B2B tech space?

Finding the volume of organic traffic for each company site is relatively easy thanks to SEO tools, but mobile load times are prone to change and difficult to measure.

To procure a singular mobile speed metric for each company, we used Google's [PageSpeed Performance score](#). This score combines numerous metrics to determine how mobile load time impacts user experience. PageSpeed Insights weighs these different metrics and provides mobile and desktop sites with a score out of 100 that corresponds to an approximate mobile load time:

PSI Score Category	Numerical Range	Approximate Mobile Load Time (ms)
Good	90-100	<2,500
Needs Improvement	50-99	2,500-4,000
Poor	0-49	>4,000

Our initial test of this relationship between mobile load time and organic traffic involved plotting organic traffic (in logarithmic form) as a function of PageSpeed Score. As the adjacent graph shows, there is a weak-to-null relationship between mobile speed and organic traffic.

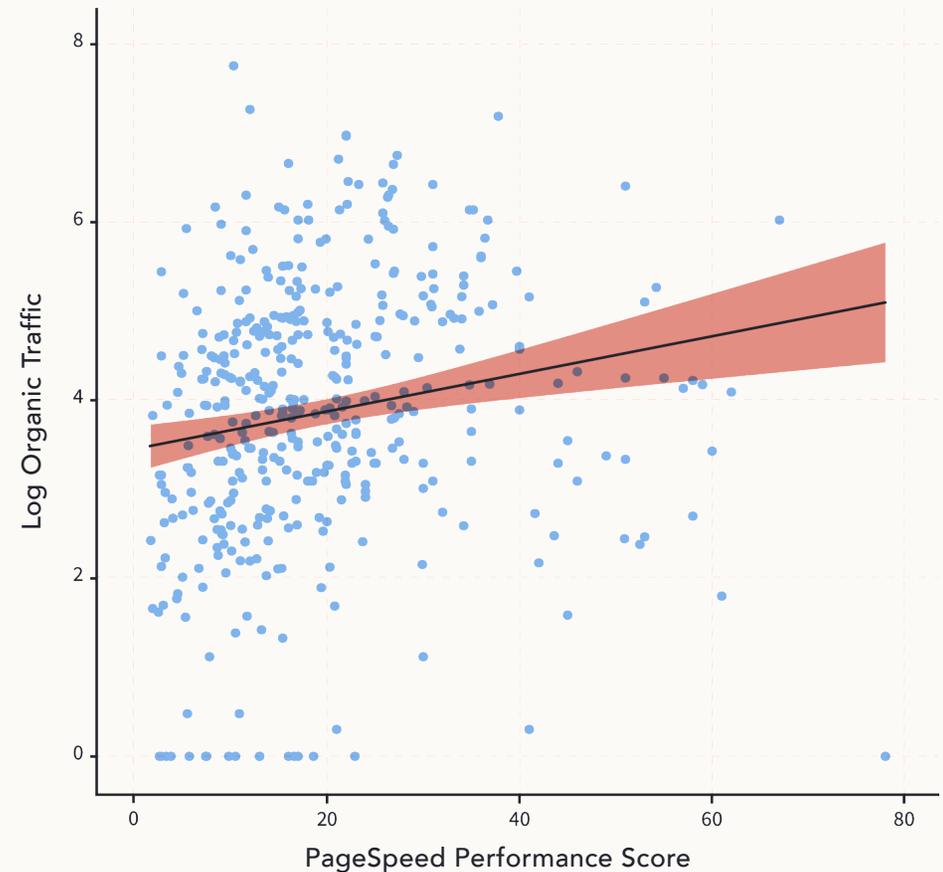
To further test this relationship, two additional regression models were used as a comparison—one including company size as a confounding variable and the other using both company size and blog post frequency over the past year.

In both cases, we found a close to no relationship between mobile speed and a tech company's ability to rank in the SERP.

What's more, we found that only 18 of the B2B tech brands we studied fell into the "Needs Improvement" category in Q1 of 2022. Only one of these brands, Cloudflare, is represented in the BRICK Top 25.

The rest of the 400+ brands fall into the "Poor" category, suggesting that mobile load time may not be as important to tech marketing success as is often purported in the industry.

### Faster Mobile Sites Don't Generate More Traffic on Average





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# Understanding Content Excellence

How **Rich** Content Plays a Role In B2B Tech Marketing Today



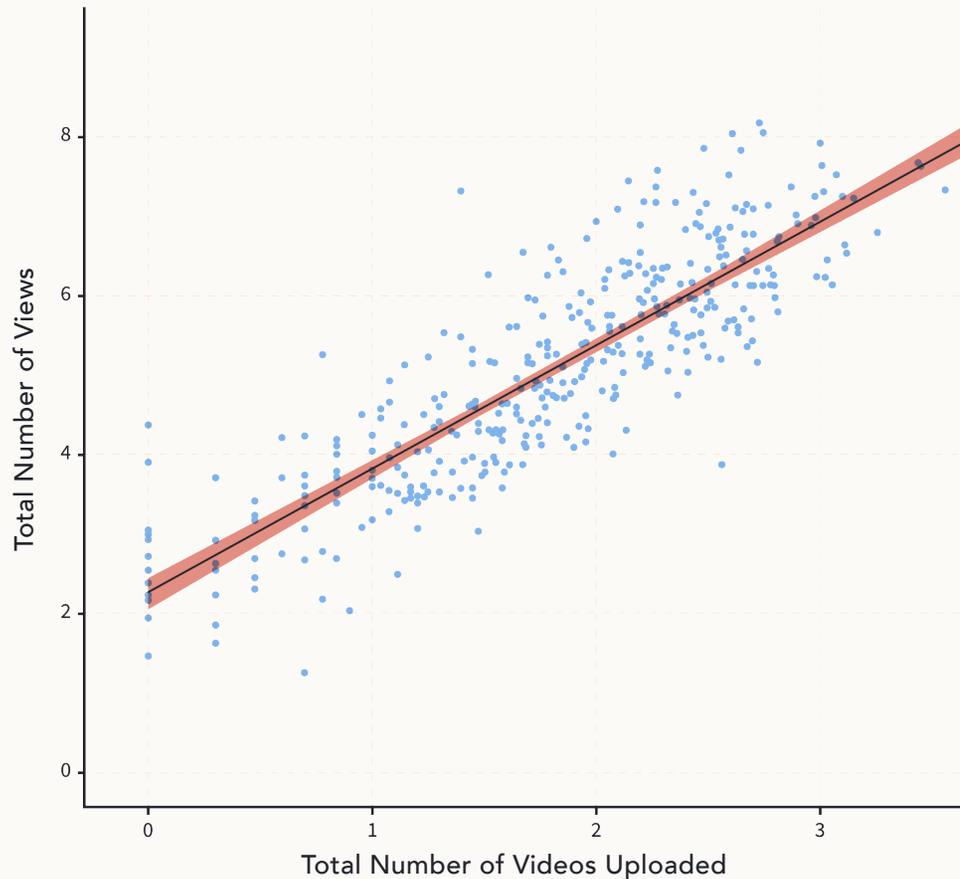
## MORE VIDEOS ON YOUTUBE TENDS TO TRANSLATE INTO MORE VIEWS

Some companies worry about oversaturating marketing channels with content and negatively impacting their audience connection. While this is true for many social media platforms, YouTube is a different story.

As a Google site, YouTube is one of the most powerful search engines for video content. One that we presume operates on a similar Expertise, Authority, Trustworthiness-based algorithm as the Google SERPs. This means more videos, especially those optimized with keywords, have a great chance of getting in front of a target audience and generating views. This is especially true considering video is a less competitive medium than organic and paid search.

We tested this theory with the BRICK algorithm to determine whether there's any relationship between the number of YouTube videos on a company's channel and the total number of views they receive.

## The Relationship Between Views on YouTube and Videos on a Channel



As the graph to the left demonstrates, the number of views tends to increase with the number of videos uploaded to the channel.

While this may seem intuitive, it's validation for companies debating around the best YouTube growth strategy. High value, low volume may be beneficial in some cases, but this trend suggests that there is benefit to shipping video content regularly. There is also the possibility of moving too far in the other direction and creating low-quality or uninspiring videos that drive away viewers and subscribers.

## WHO ARE THE TOP 10 YOUTUBE ACCOUNTS IN B2B TECH?

YouTube is an indispensable tool for B2B tech companies, with video emerging as the preferred media format for many consumers. It's the most popular Google Site in the United States, [reaching over 81% of the population](#) in 2021. On a global scale, YouTube's potential reach is an estimated 2.1-billion.

B2B tech companies can use the platform for various marketing purposes that engage, entertain, and educate potential and existing customers. For instance:

- Providing users with an in-depth view of product functions
- Delivering comprehensive troubleshooting guides
- Curating playlists of their best performing ads
- Distributing footage from live events and webinars

The companies listed to the right clearly demonstrate YouTube's marketing excellence.

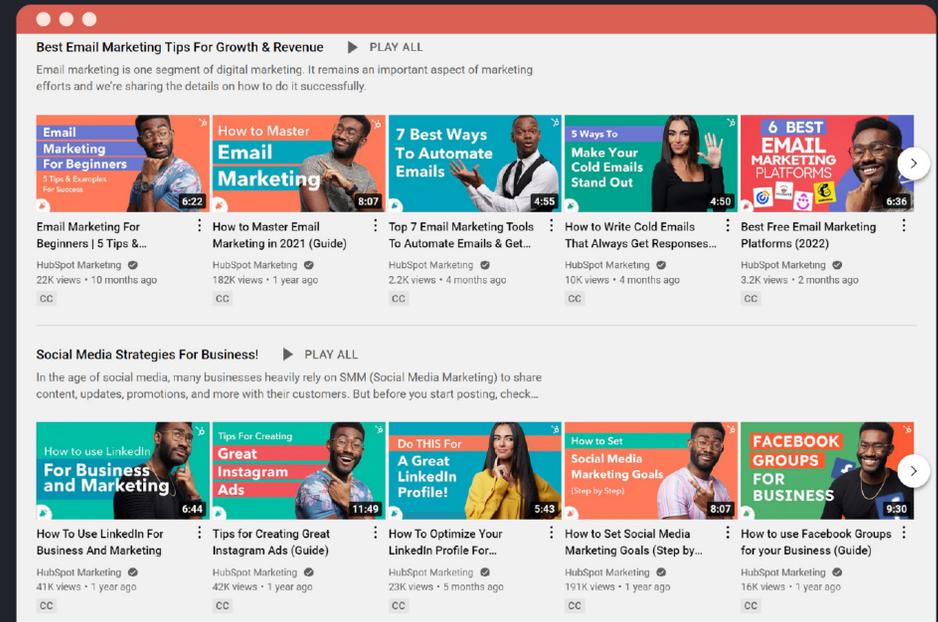
Rank	Company	Number of Subscribers	Number of Views
1	HubSpot	713,218	20,632,499
2	Autodesk	397,000	92,919,323
3	Shopify	284,000	28,174,710
4	Salesforce	218,000	87,073,261
5	WM Technology	205,000	3,485,761
6	Atlassian	127,000	46,770,876
7	PayPal	111,000	66,935,472
8	SEMRush	104,000	12,735,597
9	Oracle	97,200	20,980,038
10	VMWare	94,100	42,471,945

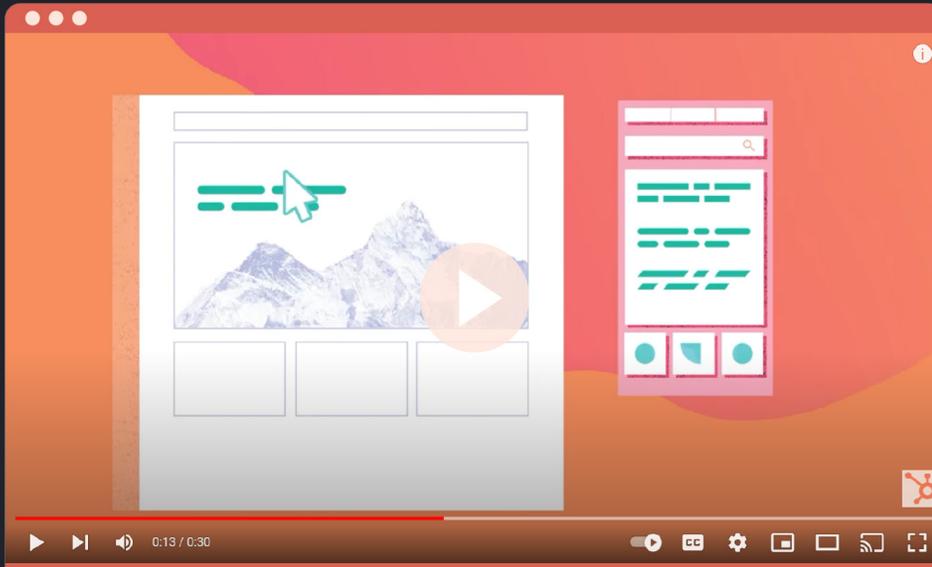
## YOUTUBE EXCELLENCE PROFILE: HUBSPOT

With over 700k YouTube subscribers and well over 20m total views, CRM software provider [HubSpot](#) is a perfect template for aspiring tech brands looking to achieve YouTube marketing excellence.

First, HubSpot has expanded its YouTube presence beyond its initial channel by creating distinct hubs for Marketing, Developers, Life, and more. They consistently change length, visual components, and tone within each channel to provide their audience segments with relevant video content.

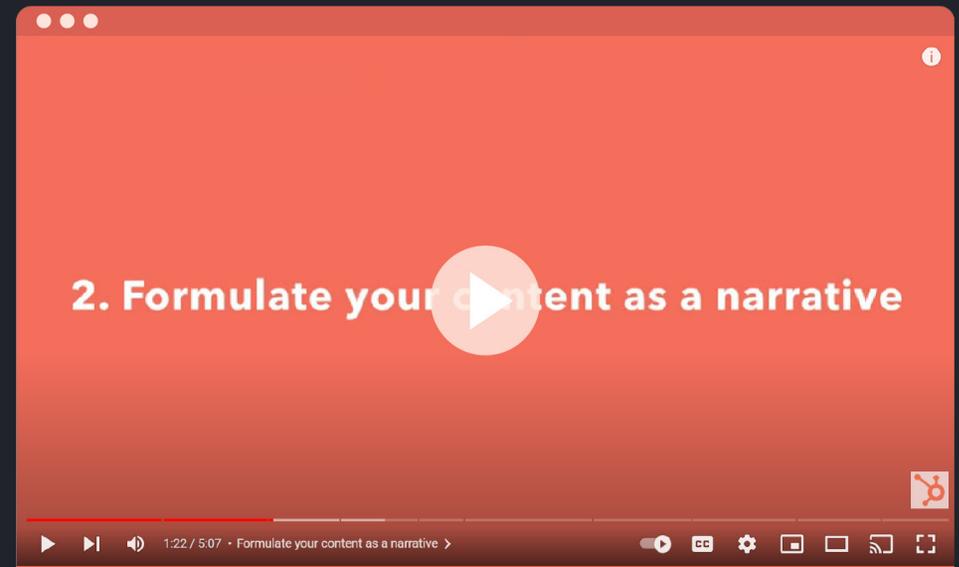
For example, the most viewed video on HubSpot's marketing channel is a well designed 30-second ad that outlines a few features of their CMS. The video has nearly **2.7-million views**.





Another highly-viewed video on their channel is a 5-minute guide on making a good PowerPoint presentation. The video contains a mixture of live footage and simple slides that discuss tips marketers can use to improve their PowerPoint. It also features a link to free templates that brings potential users into the HubSpot acquisition funnel.

Another reason HubSpot is so successful on YouTube is they prioritize user experience before users even begin a video. For example, they curate playlists for users interested in a specific subset of marketing like email or SEO.



YouTube marketing excellence is more than optimizing the videos themselves. It's also about ensuring the entire experience on the platform is beneficial to users and helps connect them to engaging, entertaining, or educational content.

Social media, streaming platforms, and remote work are exposing an increasing percentage of the global population to rich content. While traditional long-form content like blog posts are beneficial for SERP ranking and in-depth analysis, video is taking over as the preferred content medium for the latest generation of professionals. We now live in a video-first era.

The Rich Content metric of BRICK assesses which B2B tech companies display marketing prowess when leveraging engaging media formats like video.

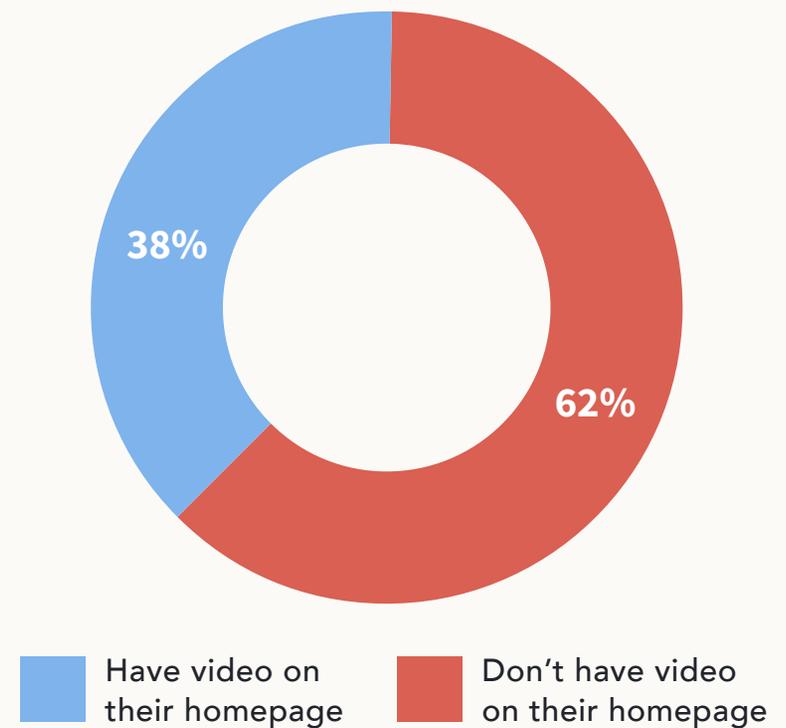
“**Although video is the preferred media format for a growing consumer segment, many B2B Tech brands still have not embraced it as a marketing tool**”

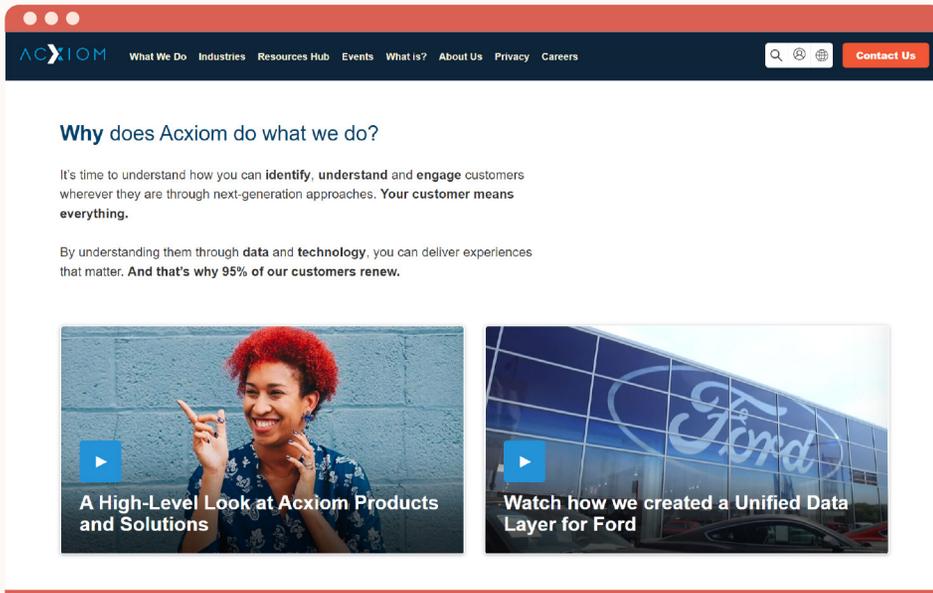
Marketers have told B2B tech companies for the last decade that they should operate like media companies, and 70% of them are trying to listen. The benefits of blogging are quite significant for those who can crack the code. Essentially, frequent blog posting gives brands a better chance of ranking for high-value keywords that their audience cares about and are likely to search on Google.

The 38% of B2B tech brands with video content on their website are well positioned to expand their market penetration across the rest of the web, social media, and even traditional marketing channels. There are a couple of reasons for this:

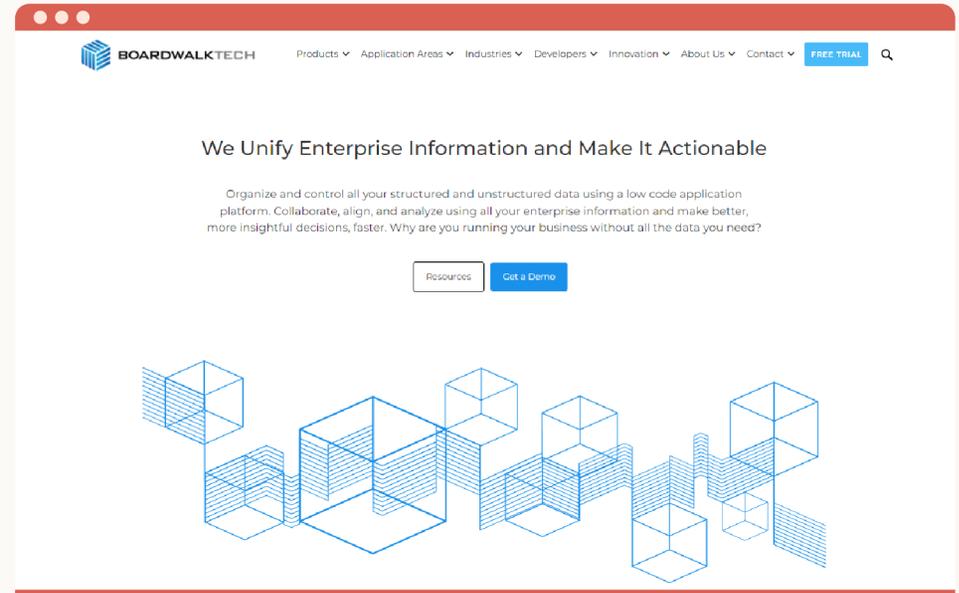
- Embedded website videos allow companies to rank on less crowded Google real estate like Videos, SERP Features, and YouTube.
- Website videos can easily be repurposed across different social media platforms.
- Video content is more engaging than traditional web copy, provides a better user experience, and helps keep visitors on web pages for longer.

**Percentage of B2B Tech Companies That Include Video on Their Homepage**





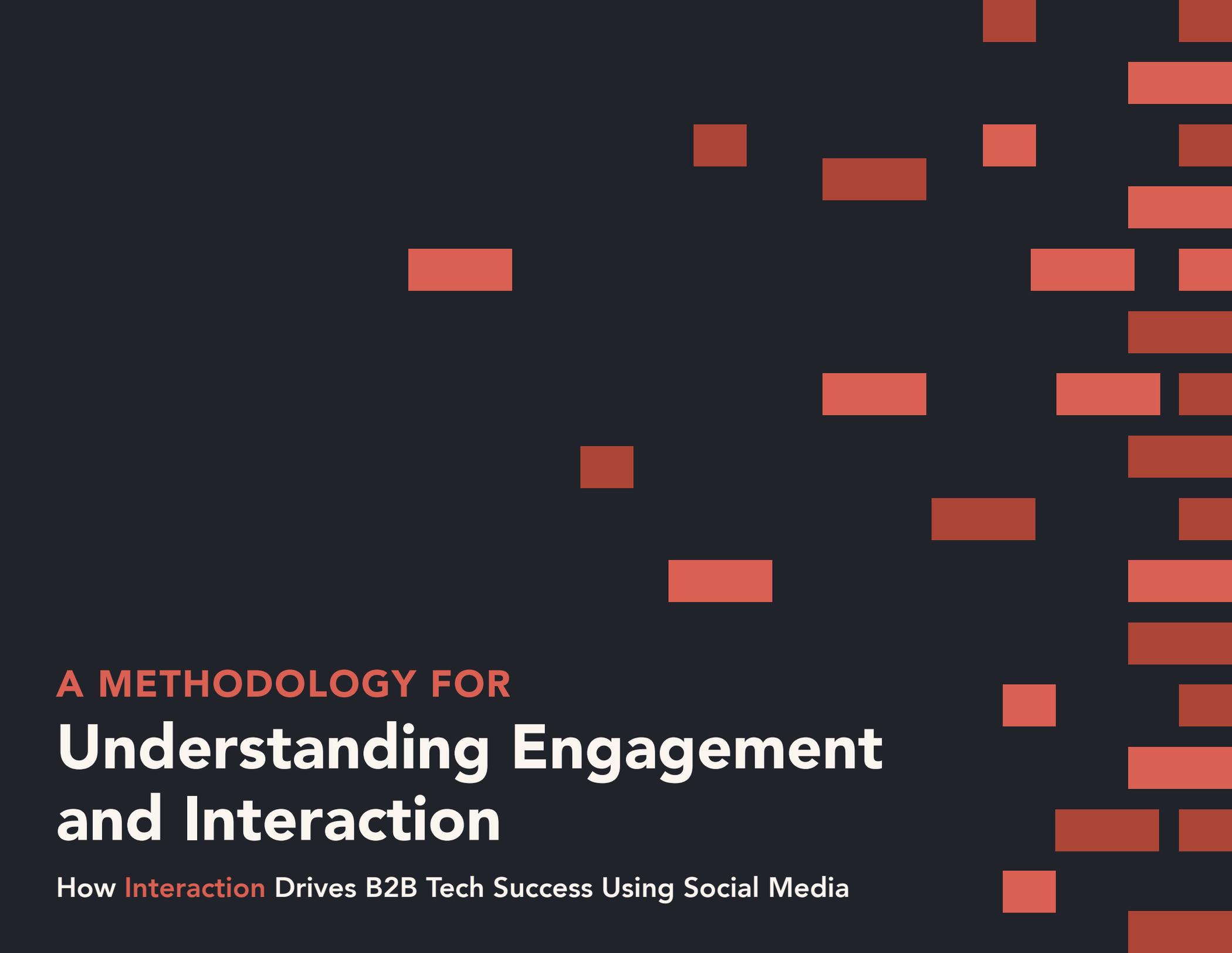
**Acxiom** features videos on its homepage, which requires a scroll to reach. Currently, Acxiom drives almost **10,000 unique organic visitors per month** and ranks for over **1,000 organic keywords**.



**Boardwalktech** does not feature video on its home page, and Boardwalktech drives about **9 organic visitors per month** and ranks for **21 keywords**.



For the 62% of companies that choose not to use video on their sites, incorporating video content is highly recommended. That said, there are other options for keeping visitors engaged. For example, dynamic features like drop-down menus, custom graphics, and well-placed surveys and quizzes can improve the visitor's experience while allowing companies to collect important information.



A METHODOLOGY FOR  
**Understanding Engagement  
and Interaction**

How **Interaction** Drives B2B Tech Success Using Social Media

## HOW INTERACTION DRIVES B2B TECH SUCCESS USING SOCIAL MEDIA

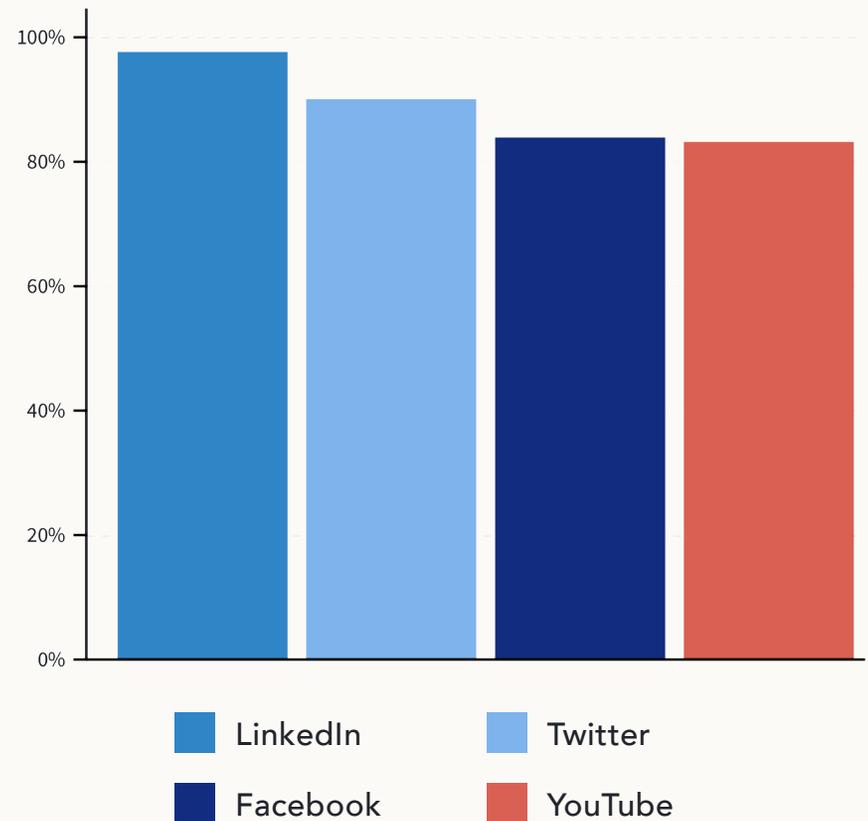
Social media channels are a staple across marketing departments in various sectors. As our data shows, they are also a staple of B2B tech marketing.

Most companies have a presence across the Big 4 platforms: LinkedIn, Twitter, Facebook, and YouTube. But the BRICK algorithm shows that most of these companies have middling Interaction scores, signaling that many aren't using these channels to their full potential.

Social platforms aren't just channels for companies to push branded material and content marketing assets to customers. They are a space that allows companies to build and maintain a strong community.

Community development is a growing section within the tech industry. It allows brands to communicate back and forth with their users—from novices to evangelists—gathering important information that can help improve user experience, develop new features, and identify areas for further monetization.

What Percentage of B2B Tech Companies Are Using Various Channels

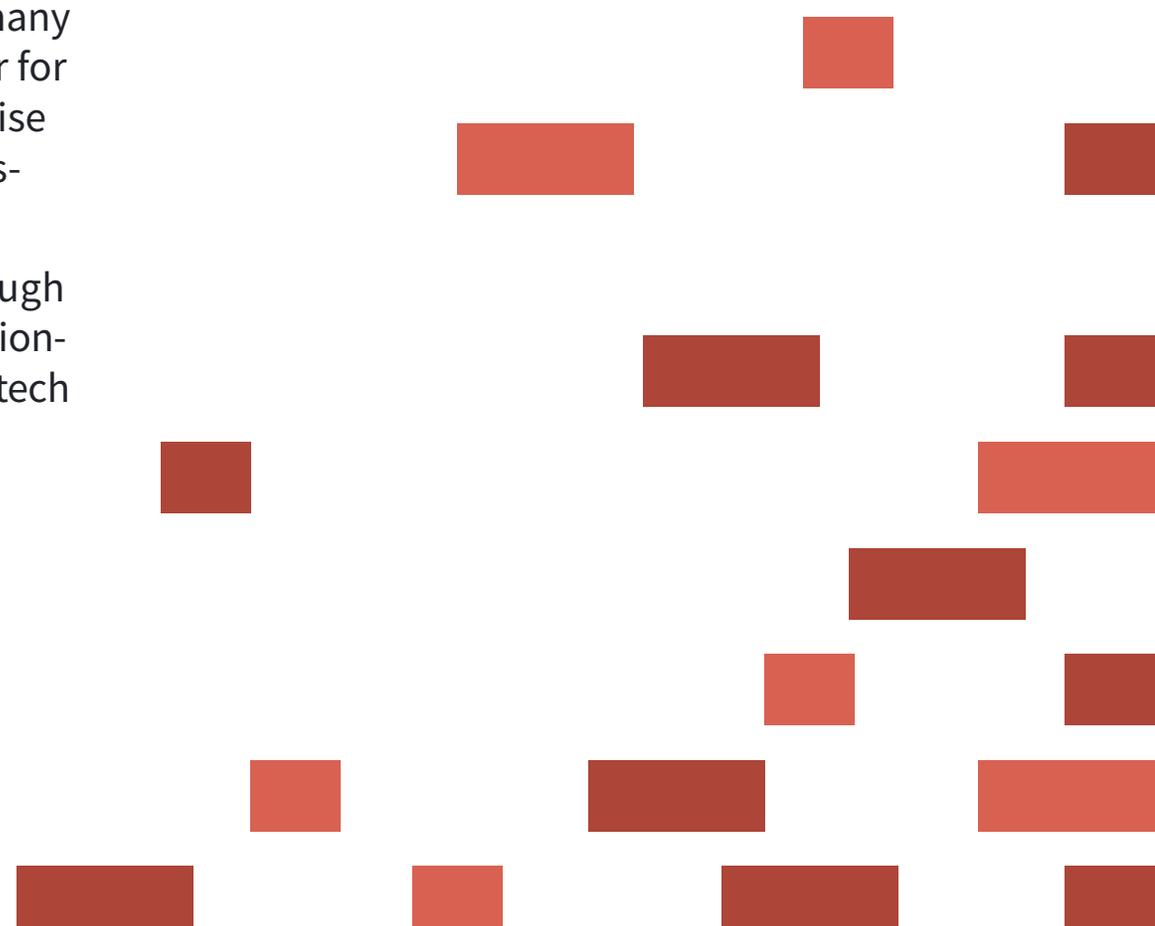


## TRAFFIC IS MORE CONNECTED TO LINKEDIN THAN FACEBOOK

Facebook's dominance as a marketing platform is well established.

Its massive global user base and powerful advertising capabilities make it a powerful channel for many different industries. However, the ideal customer for companies in the B2B tech market is the enterprise executive, who is more likely to leverage a professional networking platform like LinkedIn.

Running social and web performance data through the BRICK algorithm shows a strong positive relationship between the amount of organic traffic these tech brands receive and their LinkedIn followers.

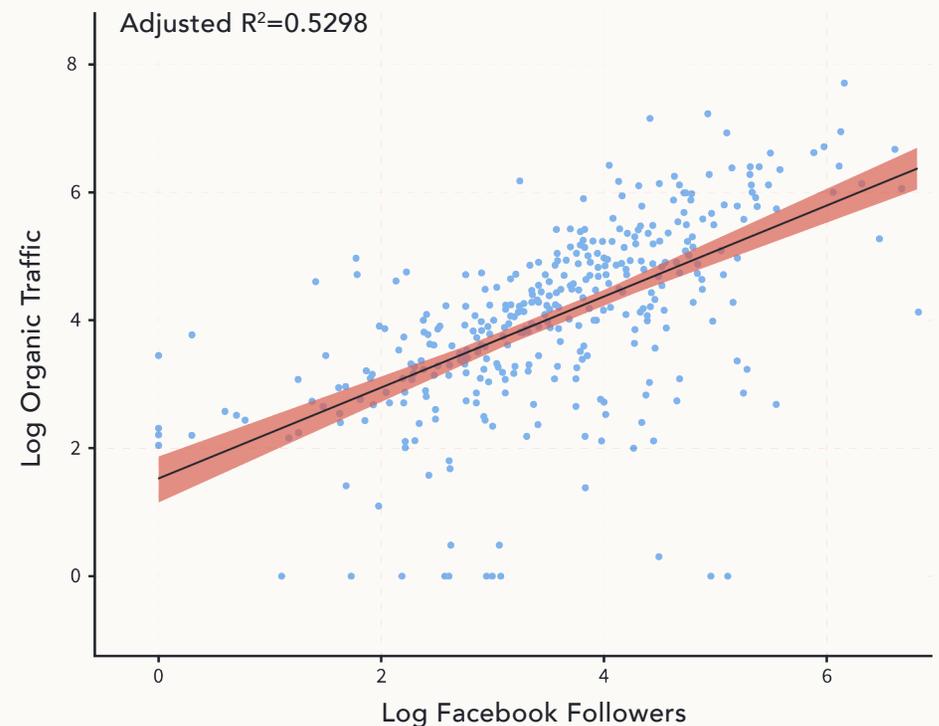
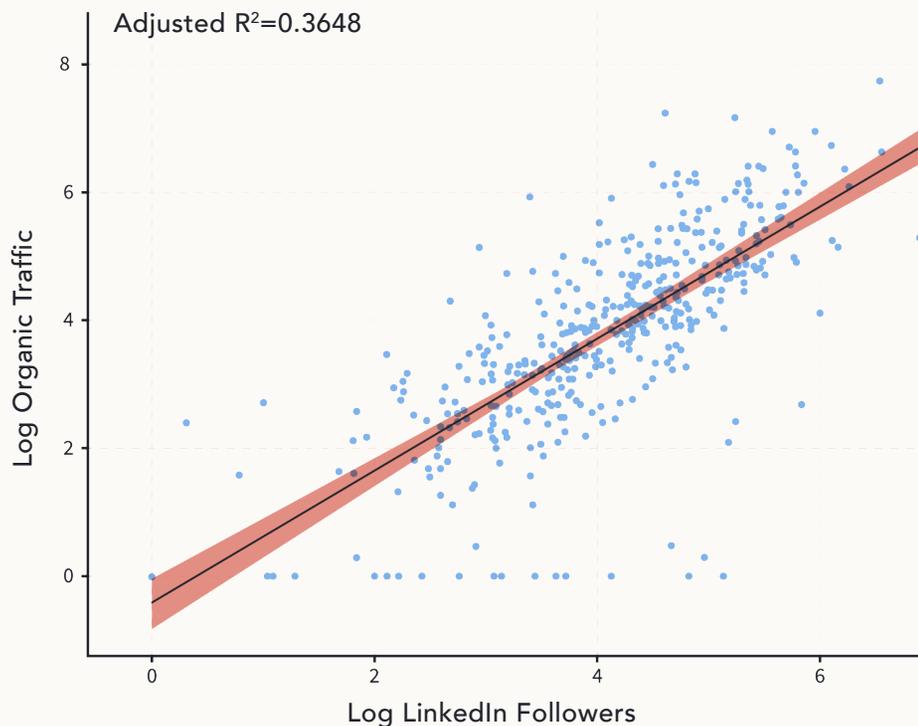


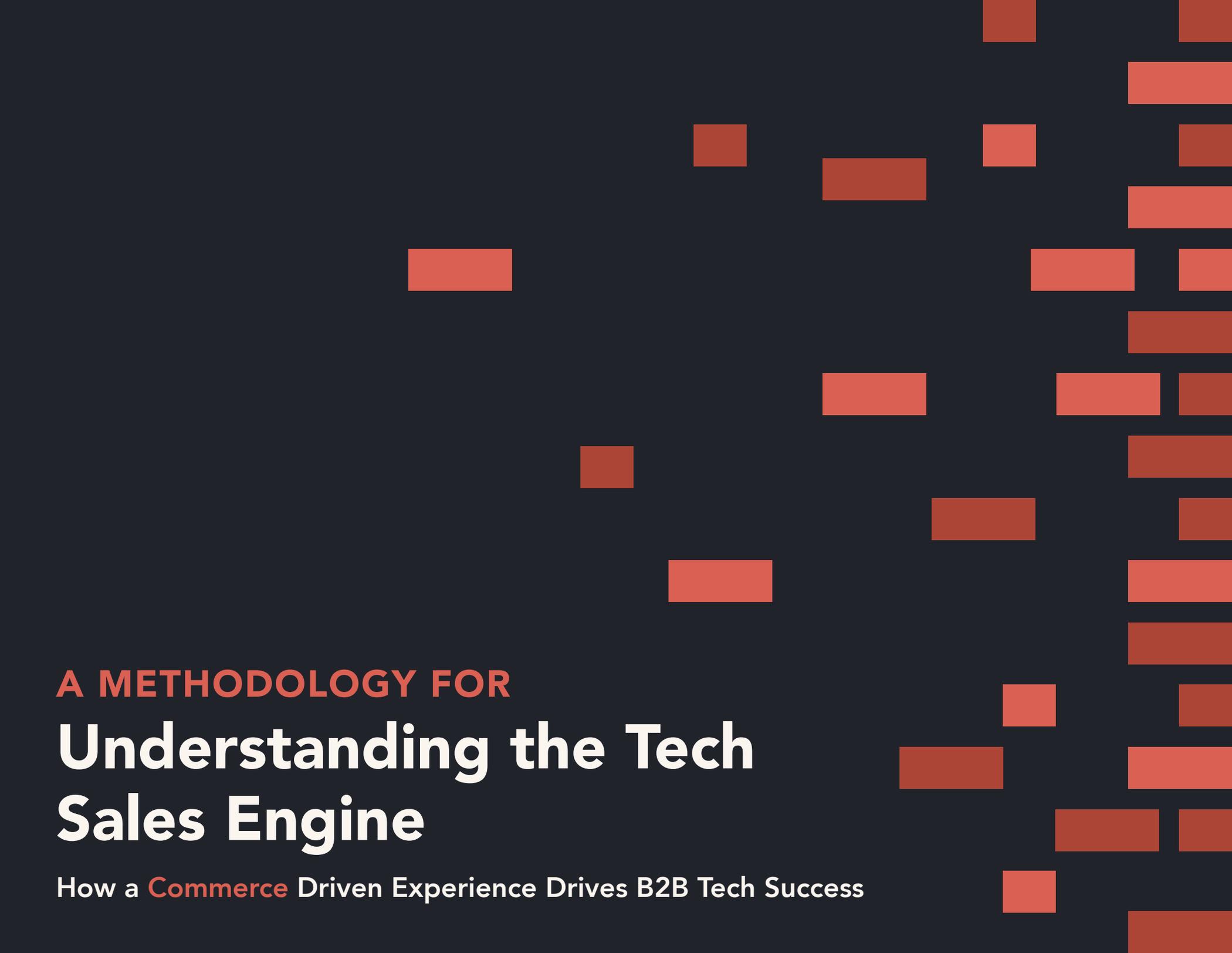
The two lines of best fit below reveal an important difference in the impact that LinkedIn and Facebook followings can have on a brand's web traffic. LinkedIn followers are a stronger indicator of how well a brand does in search than YouTube followers in the B2B tech context.

We note that this relationship is a general trend across the entire industry.

It's possible that the relationship between organic traffic and LinkedIn followers may be connected to the number of employees in the company. Our data showed that organic traffic increases with the size of an organization's workforce, and most LinkedIn pages will have their employees following them.

### Is LinkedIn Better Than Facebook for B2B Tech?

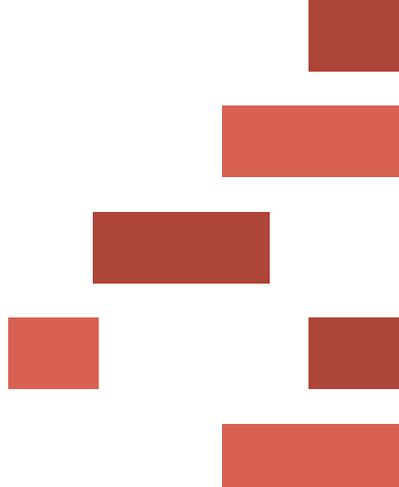




A METHODOLOGY FOR

# Understanding the Tech Sales Engine

How a **Commerce** Driven Experience Drives B2B Tech Success



## HOW A COMMERCE DRIVEN EXPERIENCE DRIVES B2B TECH SUCCESS

In our current digital climate, “commerce” is most often associated with B2C industries, thanks to the eCommerce boom. Industries like B2B tech have longer sales cycles, with companies relying on BDRs to drive commerce. While the importance of a skilled sales team is obvious, many companies forget that web pages are an important component of the B2B tech sales engine.

While it’s difficult for companies to update web pages at the speed of CMS improvements, regular updates are imperative. Engagement and visual appeal are particularly important in the tech industry because the products are used on the same platform where they are marketed.

In this case, homepages are the business’s storefront, and case studies, testimonials, and comparison

pages are the menu trying to sell. Homepages greet potential customers by describing how the company will meet customer needs and move them deeper into the sales funnel through content.

## UNDERSTANDING THE AVERAGE B2B TECH WEBSITE TODAY

Despite the prevalence of web-building tools and design specialists, many tech companies still present out-dated websites that lack crucial commerce-related features. So what does the average B2B tech website look like today?

Most companies follow the same blueprint as they did back in 2019:

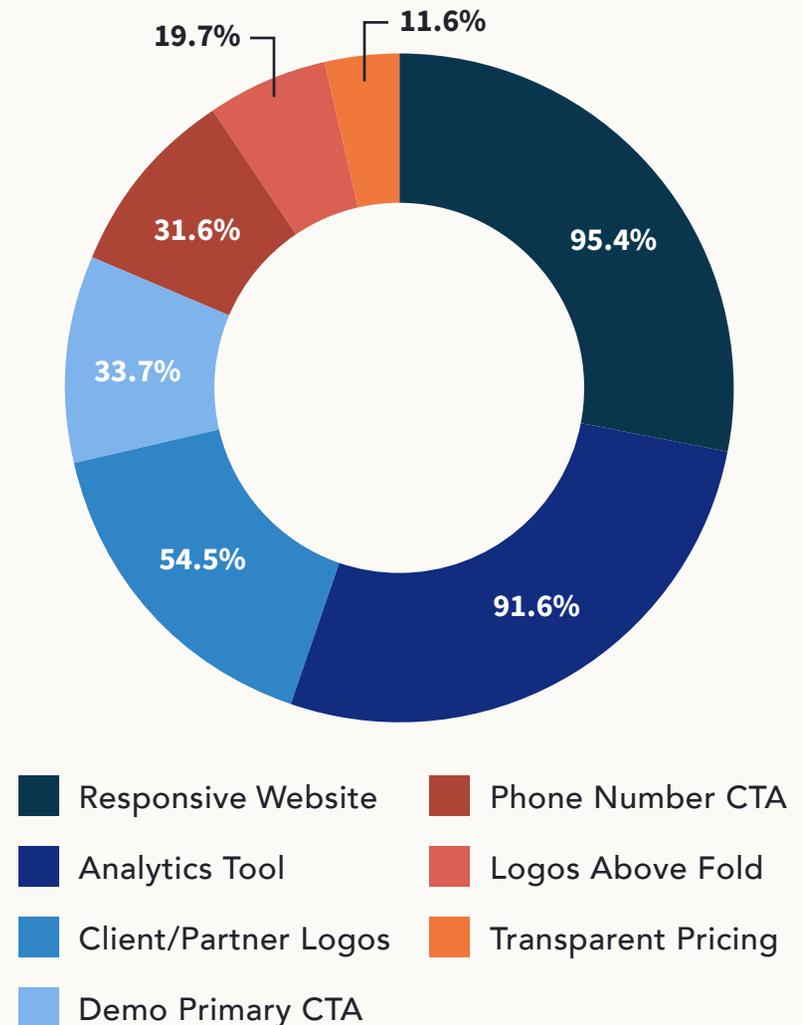
- Logo on the left
- CTA slightly on the right
- Green or Orange CTA buttons
- “Get Started” or “Request a Demo”
- Blend of illustrations and real photos

The innovation in tech website design has been pretty flat.

This chart provides a snapshot into the ways companies are providing a commerce-driven experience, or not. These traits represent the bare-minimum for companies who want to dominate their niche.

But that still leaves us with the question: how do these website traits impact the amount of traffic coming to a B2B tech home or landing page?

**Attributes That Make Up The Average B2B Tech Website and the Percentage of Companies Utilizing Them**



Website Traits	Estimated Web Traffic Multiplier	Evidence that Factor Improves Web Traffic?	Percent of Companies with Trait
Responsive Website	0.03	No	95.4%
Analytics Tool	12.9	Yes	91.6%
Client / Partner Logos	0.61	No	54.5%
Demo Primary CTA	1.00	No	33.7%
Phone Number CTA	2.05	Yes	31.6%
Logos Above Fold	1.42	Yes	19.7%
Transparent Pricing	4.28	Yes	11.6%

- Values below and including 1.0 indicate limited evidence suggesting website traits improve web traffic.
- Values above 1.0 indicate that a website trait produces a positive improvement in web traffic, with the strength of the relationship increasing with the numerical value.

We used a multivariable negative binomial regression analysis to measure the relationships between each trait and organic traffic. The results are above.

Despite evidence that logos above the fold, phone number CTA, and transparent pricing positively impact web traffic, they are present in just 31.6%, 19.7%, and 11.6% of the B2B tech websites, respectively.

On the other hand, even though 95.4% of websites are responsive, there is limited evidence to suggest that this helps to improve web traffic. However, it's

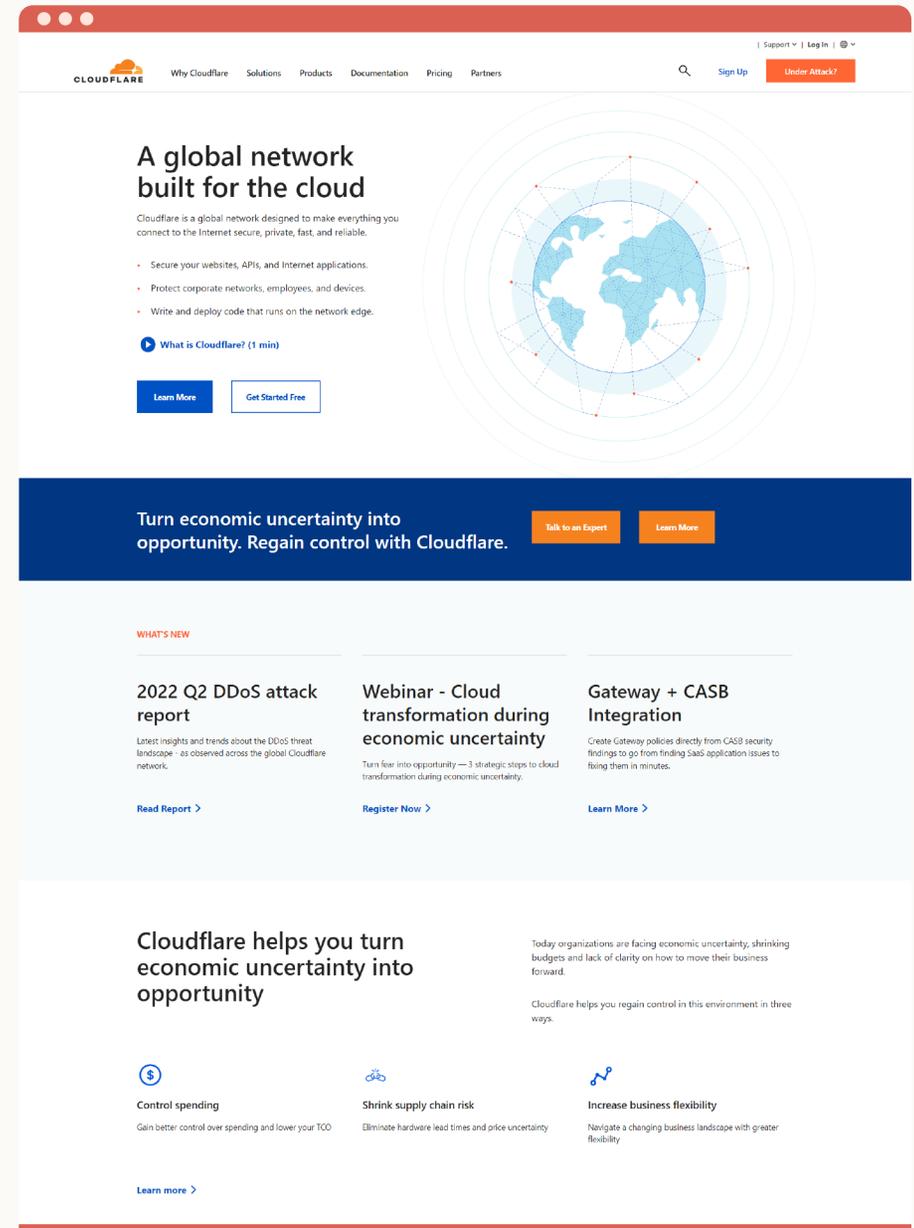
important to note that an unresponsive website may still negatively impact web traffic.

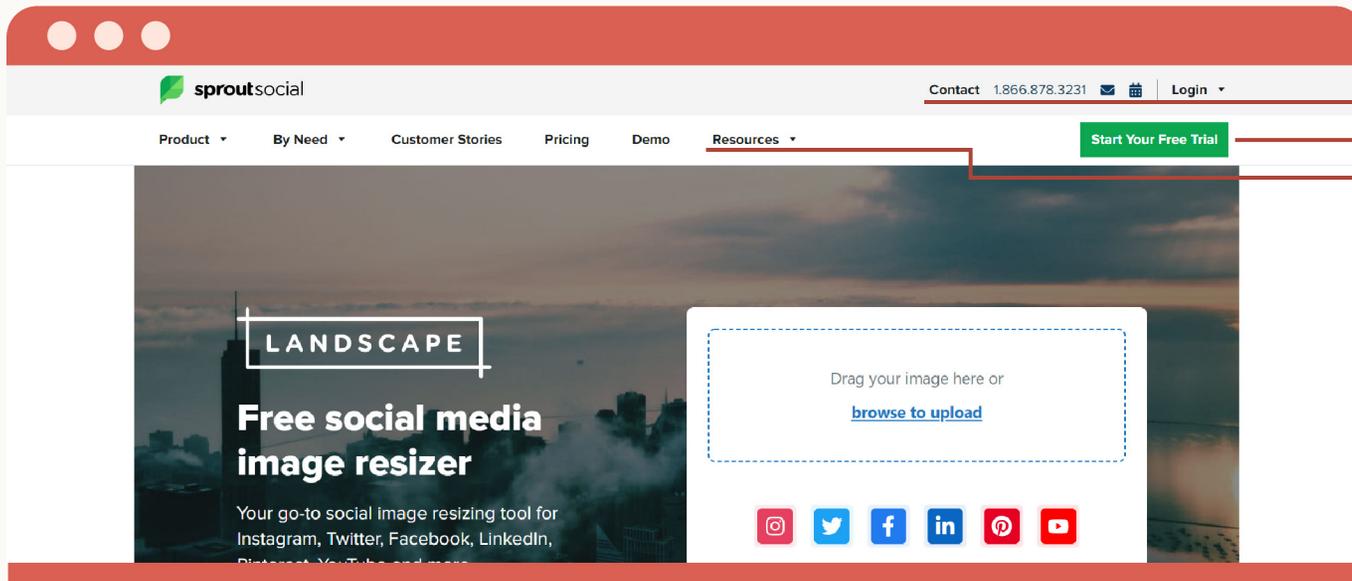
Overall, this analysis of the “average B2B tech website” shows that applying industry-standard web design practices does not always translate to increases in web traffic. By auditing their sites and incorporating less common components like **transparent pricing, phone number CTAs, and above-the-fold logos**, companies can identify low-cost design changes with a higher chance of increasing web traffic.

**Cloudflare**, a cloud-based DDoS mitigation provider, offers a complex product but has leveraged a quality user experience to drive results. Cloudflare’s homepage ranks for over 9,000 keywords, has backlinks from nearly 41k referring domains, and generates over 17% of their total search traffic—it’s a powerful example of how SEO-driven landing pages drive commerce for tech brands.

Diving into the page formatting and content reveals another important insight for B2B tech brands looking to improve commerce: **SEO is only half the battle.**

Their homepage is incredibly simplified to ensure that even the most novice user can understand what they offer: “a global network built for the cloud” that offers protection and improved performance for websites and applications. They have CTA’s for resource pages, explanatory videos, free trials, enterprise sales contacts, and even an “under attack?” button. Each of these components create a simplified UX that funnels site visitors towards conversion pages.





A Phone Number For Direct Contact

A CTA to “Start Your Free Trial”

Link to relevant Pricing, Demo, and Resource Pages

Sprout Social Landscape landing page

[Sprout Social](#), another B2B tech brand in BRICK’s top 20, also leverages SEO-driven landing pages to improve commerce. The social media management platform ranks for over X organic keywords that bring in Y organic visits every month. Each of their paid product pages are optimized to attract and convert a specific segment of social media marketers. They even apply this commerce-driving strategy to their freemium products, like their image resizing app, Landscape.

The [Sprout Social Landscape landing page](#) ranks for 6.15k keywords, nearly 300 of which are in a top ten SERP position. These keywords bring in 11k organic

visitors each month and provide a great initial user experience through the offering of a free product tailored specifically for their target audience.

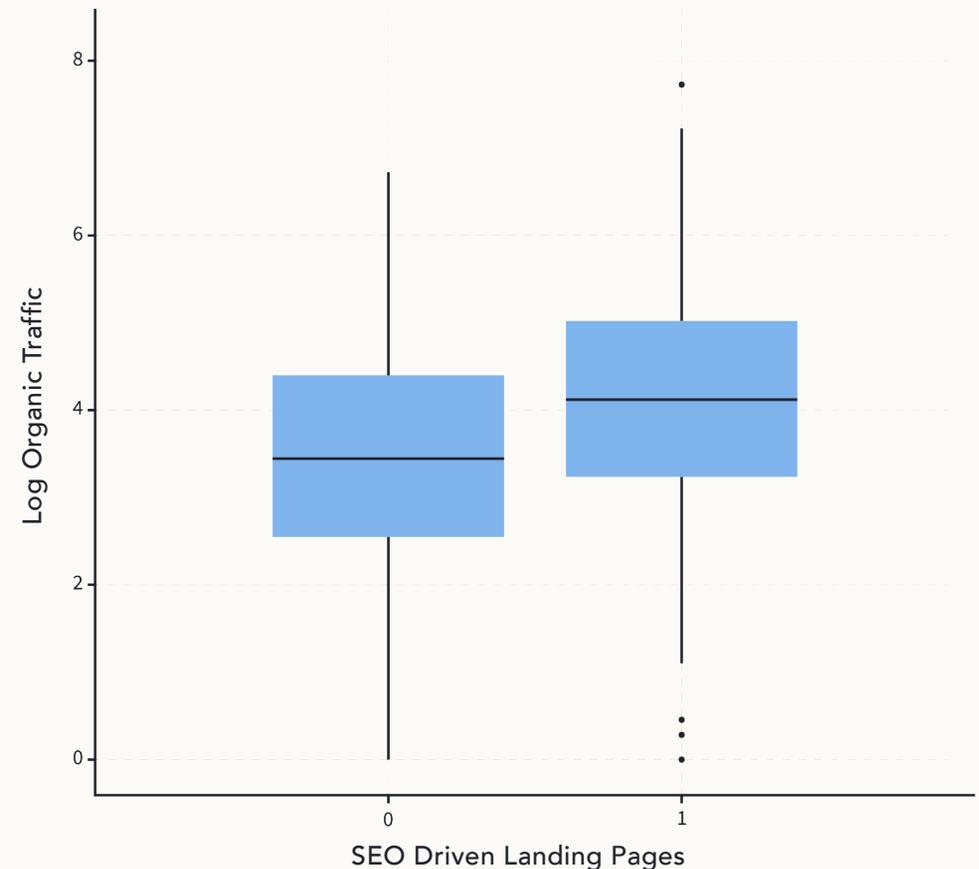
As you can see above, this landing page is full of above the fold CTA’s. While top B2B tech brands like Cloudflare and Sprout Social may operate in very different niches, they both exemplify the principle of optimizing web pages for commerce. Brand recognition and social interactions are important for generating traffic, but it’s site traits like transparent pricing, multiple contact CTAs, and freemium offers that help convert users.

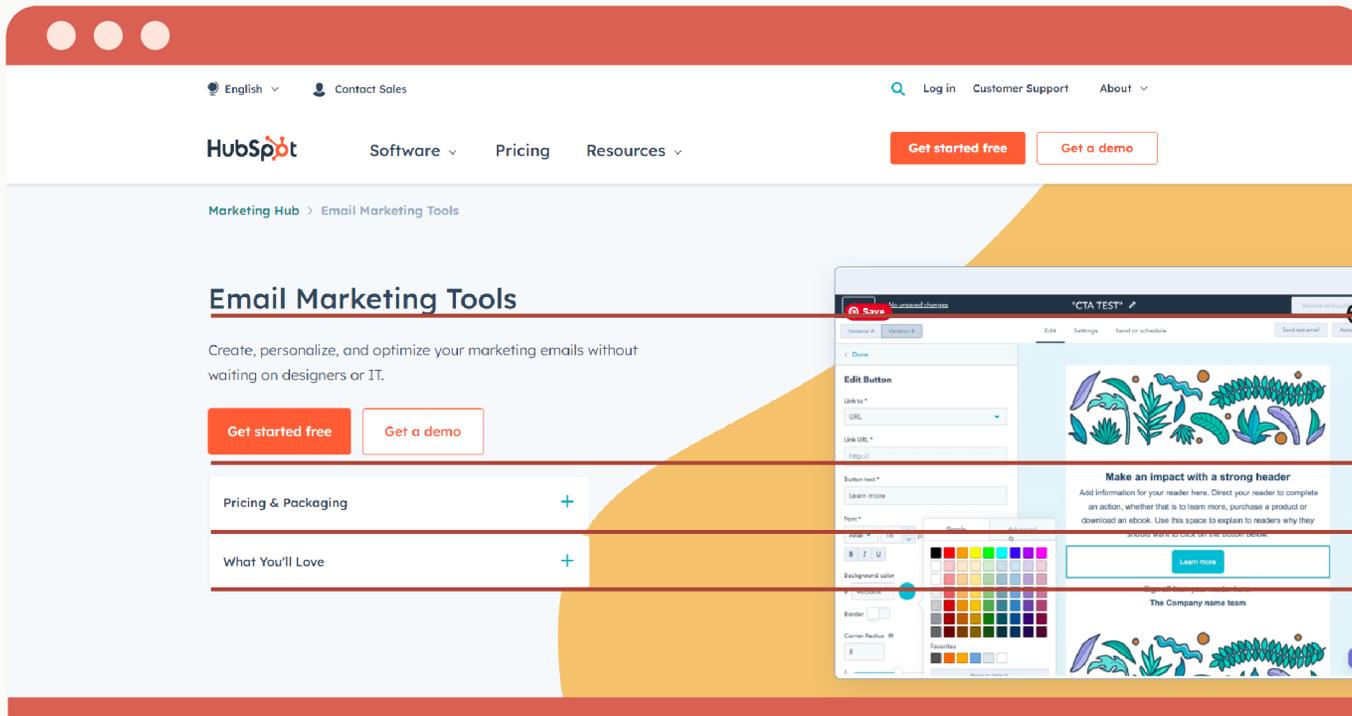
## HOW DO SEO-DRIVEN LANDING PAGES IMPACT B2B TECH?

Tech landing pages bring users closer to the final product than those in other industries. That's why these companies must populate landing pages with keywords that align with the user's intent. When done right, the results are impressive.

SEO-driven landing pages are a crucial component of a sales funnel where businesses convert site visitors into marketing-qualified leads (MQLs) and, ideally, users. This chart suggests that, on average, organic traffic is higher with webpages that have SEO-driven landing pages. A negative binomial model confirms this is the case for non-logarithmic web traffic, with content that includes an SEO-driven landing page accounting for 3.49x more organic traffic than non-SEO-driven landing pages.

### SEO-driven Landing Pages Generate 3.4X More Traffic Than Competitors





High volume keyword for an 'intent based' keyword.

Two options for the CTA

Price transparency

Benefits clearly conveyed

HubSpot does a great job creating SEO-driven landing pages rooted in search intent.

This page alone generates 92,400 organic visits per year with a total value of over \$1.1M in paid media traffic. Assuming that the page converted 1% of all web traffic into customers, they would generate 924 subscribers from this page alone. Based on the volume and the search intent—we would estimate the conversion rate is higher.

Investment in landing pages has a meaningful impact on the bottom line. It's a strategy that top B2B Tech companies are executing right now—and they're winning because of it.



A METHODOLOGY FOR  
**Measuring Customer  
and Employee Impact**

How Reviews and **Karma** Influence B2B Tech Brands

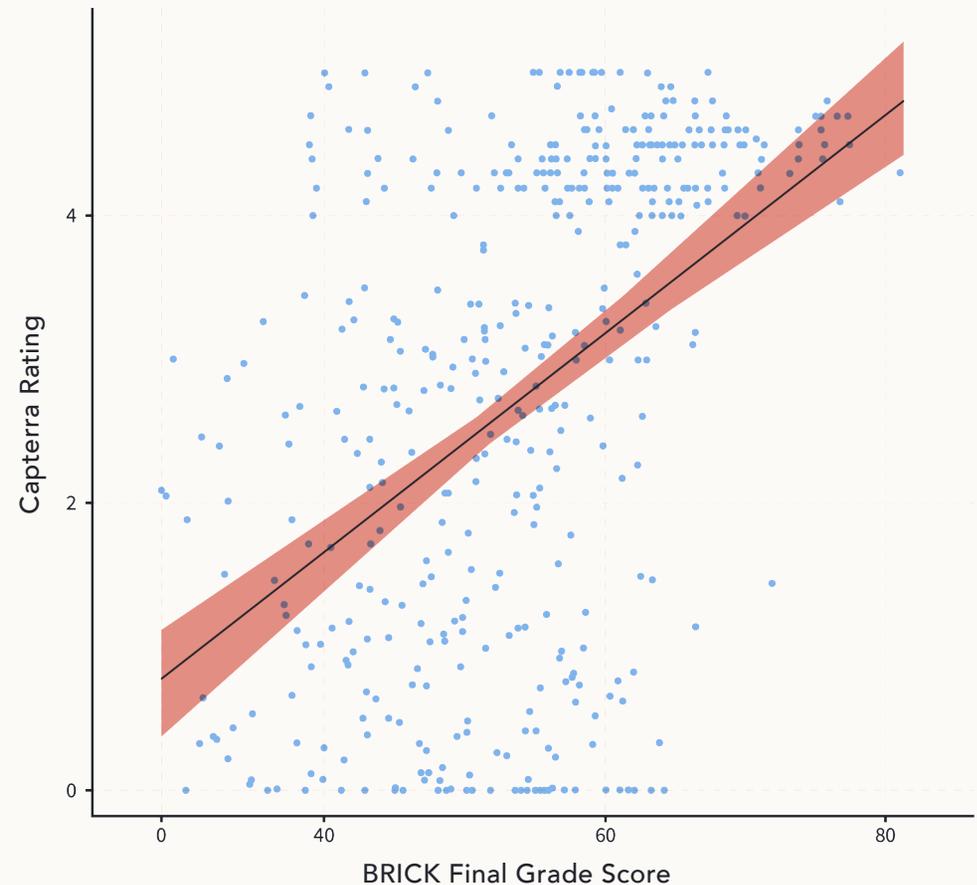
## ARE THE BRANDS DOING THE BEST AT THESE THINGS ALSO RUNNING BETTER PRODUCTS?

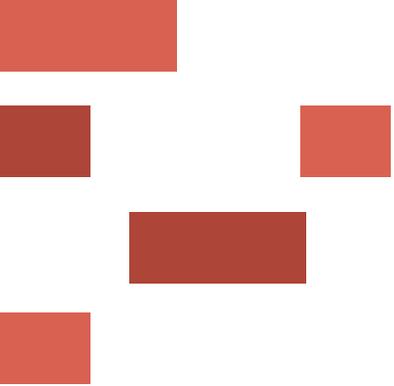
G2 and Capterra offer a way of measuring the quality of the product, in the same way that Consumer Reports shows the quality of automobiles and home appliances. G2 and Capterra consider factors such as user experience, brand, price, and functionality. Generally, these scores are taken as representative of a B2B tech product's performance.

There is a strong body of evidence that trust and consistency in a brand can positively affect the product's perceived quality. Therefore it appears that what helps a product win an award may not be the same as what helps make it a better product for consumers in their day-to-day activities.

The graph depicts a company's Capterra rating as a function of their BRICK score, showing that these variables have a weak to null relationship.

### How Product Ratings Compare With Marketing Efforts





Essentially—the best products don't always have the best marketing and vice versa.

The takeaway is that great marketing engines and products are not closely attached.

In some niches, product performance may outweigh the influence of market positioning and branding. This is the driving force behind the product-led movement. But there are other niches, especially those where product performance is tightly contested between companies, where branding is a major competitive advantage.

G2 and Capterra scores are undoubtedly important for both customers and B2B tech brands, providing valuable insights about product features and user experience. However, they neglect the qualitative aspect of brand performance, a factor that flies under the radar in many niches. In a time when many companies are scaling back their marketing efforts for fear of recession, BRICK helps companies position their brand for future growth.



## FINAL THOUGHTS

The opportunity to create a content moat in SaaS is still just as possible today as it was 10 years ago. The key is to recognize that some new considerations need to be considered before you make an investment. Smart SaaS brands are investing in SEO and recognizing the value of a great social media presence and employer branding. It's a confluence of factors that work together to help organizations today truly unlock brand excellence.

We hope that this BRICK report provides you with perspective and insight into what you can do to improve your market position. We believe that SaaS will continue to change and that while this covers the 'market'

at large, every niche will be different. How a waste management software company manages its social media and marketing mix will be very different from a software selling to Instagram influencers. If you're looking for more tailored insights and custom reports don't hesitate to reach out to Foundation and speak with one of our colleagues.

We strive to create content that shapes culture and hope this report will be able to help shape your approach to content moving forward.

# About Foundation

## FOUNDATION LABS INSIDER + INNER CIRCLE

Foundation subscribers get full access to exclusive research and fireside chats with executives operating some of the most successful content marketing engines.

- Access 30+ B2B tech breakdowns and analysis
- All recorded webinars and fireside chats with executives
- Access to the raw data to benchmark your own strengths and weaknesses against sector peers and competitors
- Understand the nuances of running a content marketing engine in a world that is more competitive than ever before

## FOUNDATION SERVICE CLIENTS + PARTNERS

Foundation clients get access to tailored reporting and research for their brand and team. Clients get unlimited access to Foundation Insider and exclusive tickets to webinars and sessions with industry experts who are leaders in B2B tech.

In addition, Foundation clients have access to a team delivering:

- Tailored research and benchmarking
- Content marketing strategy development
- Search engine marketing strategy and execution
- Social media marketing management and planning efforts
- And the development and distribution of high value content

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