

MADISON
LOGIC.

How To Target and Engage Cloud Buyers

GUIDE



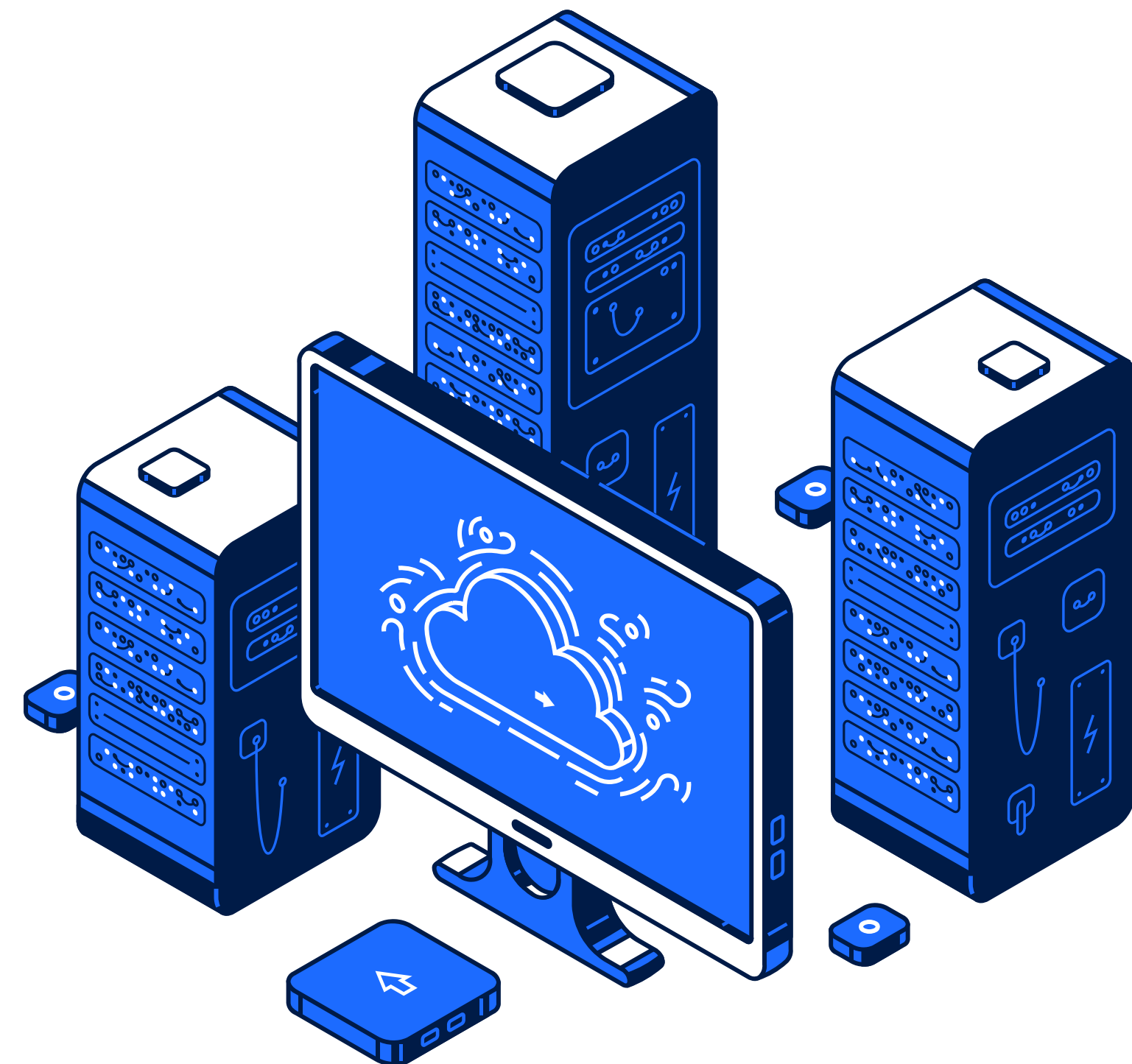
Are You Targeting the Right Buyers for Cloud Solutions?

Cloud infrastructure provides flexibility and scalable IT environments for B2B organizations of all sizes. Gartner predicts that more than 50% of enterprises will use industry cloud platforms by 2028 as a business necessity. COVID-19 accelerated cloud adoption and usage to ensure business continuity as employees worked remotely. Hybrid and multi-cloud deployments are expected to remain the new normal as organizations continue to look to combine both on-premise tools they're familiar with and the flexibility of the cloud. Secure systems in the cloud continue to be a top concern for buying teams—59% of professionals are deterred from multi-cloud environments because of security and compliance issues.

Cloud platforms now frequently include AI and machine learning services, empowering businesses to leverage advanced analytics, automate processes, and gain valuable insights from large datasets, thereby driving innovation and competitive advantage. Additionally, quantum computing, while still in its early stages, is becoming an attractive option for forward-thinking businesses. Major cloud providers are heavily investing in quantum computing research and providing access to quantum processors, enabling companies to experiment with and explore the transformative potential of this cutting-edge technology.

Marketers looking to reach the buying centers responsible for making these purchasing decisions and move them through the buying journey faster need intent data to deliver more relevant and personalized experiences through a unified, multi-channel account-based approach. Here's what our data tells us about the accounts demonstrating the highest propensity to purchase cloud solutions, the buying committee personas making those purchase decisions within these organizations, and the content that's likely to resonate with them the most.

Public cloud spend is forecasted to grow at 20.4% to total \$678.8 billion in 2024.



What Is ML Insights?

Madison Logic's market-leading intent data that drives conversion.

Proprietary Engagement Data

245M Monthly Engagement Signals



Media targeting investments



Buyer engagement with activation channels

Technographics

120M Technology Installations



Complementary technology installs



Competitive technology installs

B2B Research

16B Monthly Content Consumption Events

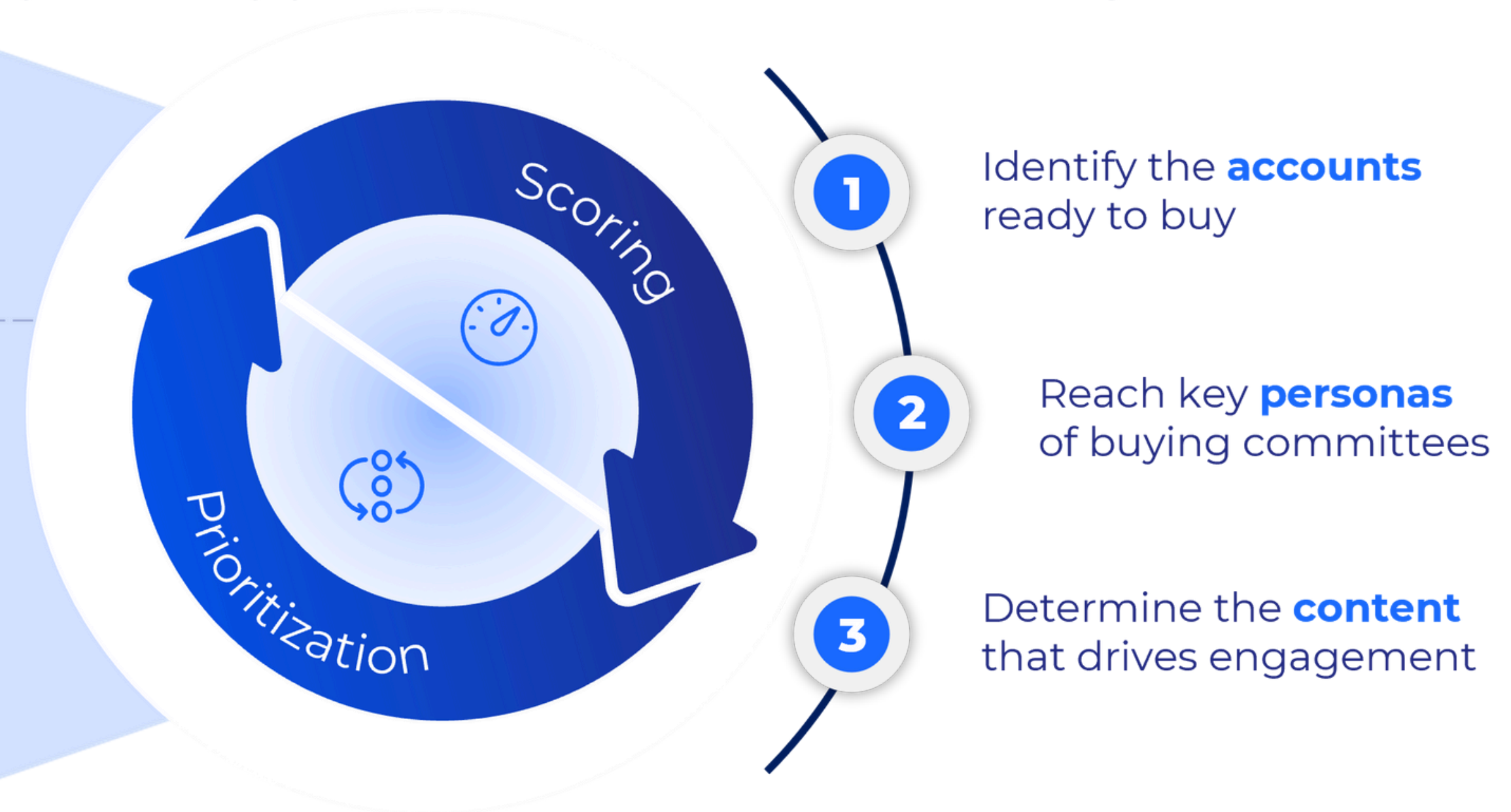


Product research across B2B websites

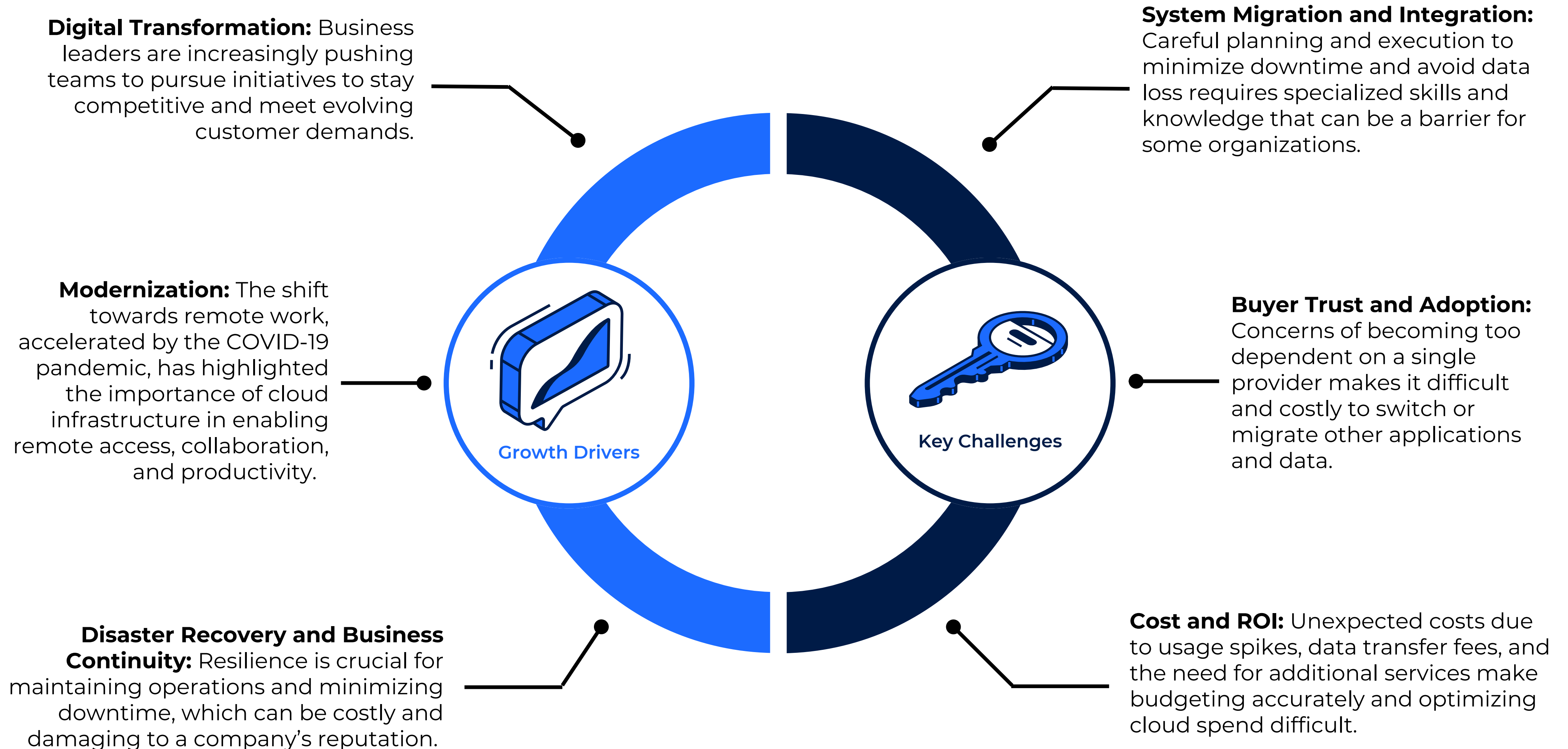


In-depth content consumption

Three data sources including millions of proprietary signals dynamically predict when an account is moving in-market.



Key Market Growth Drivers and Challenges



Cloud Buyer Trends



79% of enterprise cloud decision-makers say that their firm is implementing internal private cloud in their infrastructure.

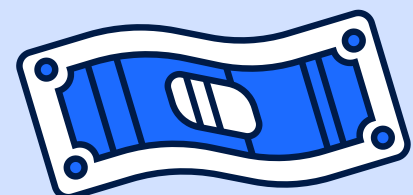
While cloud adoption has significant benefits for most B2B organizations, LinkedIn finds that most companies are cautious about adopting new cloud solutions with over 90% of investments going towards renewal technology instead of new purchases. However, the appetite for AI-based features is high as organizations look for ways to automate and streamline tasks. Anchoring AI-based messaging to use cases and experiences with measurable results will appeal to buyers the most.



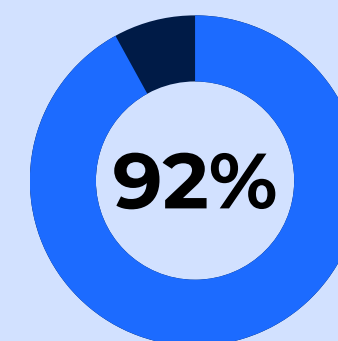
72% of organizations use a mix of private and public cloud systems.



Reading reviews before making a purchase decision is important for 98% of buyers.



Cost efficiency and savings are the top metrics 60% of organizations use to measure their progress in adopting cloud technology.



92% of businesses are considering investing in AI-powered software in 2024.



95% of organizations say they're "moderately concerned" to "very concerned" about cloud security.



63% of enterprises use multiple cloud providers, but only designate one as their primary cloud environment.

What Accounts Should You Prioritize?

Wide-approach marketing tactics revolve around aiming for the accounts your company thinks are the best fit. But tight budgets and limited resources require you to work more efficiently. Intent data like ML Insights is essential to ABM because it helps you identify and prioritize accounts that are in-market and ready to engage or buy based on their online research and content consumption behavior. With ML Insights and the MLI Score, a holistic signal made up of the combined data set, we identify the areas of greatest opportunity with less noise, higher buyer research activity, and content engagement.

Key Findings

Region

- The **NA** and **EMEA** regions maintain high buyer research and engagement
- Targeting for the **APAC** region has increased 4% despite decreased buyer research

Company Size

- **Large** companies show increasingly high research and engagement with cloud-related content.
- We've seen a 124% YoY increase in buyer research among **XLarge** businesses
- **Small** companies decreased research for cloud solutions despite an increase in targeting for it

Vertical

- The **Finance** and **Business Services** verticals show increased engagement with cloud-related content, while **Education** increased buyer research for it
- We see decreased buyer research and engagement from the **Technology** vertical
- The **Insurance** industry is over-targeted with cloud-related content

Activation Strategy

- Continue targeting the **NA** and **EMEA** regions with cloud-related content
- Refocus **APAC** targeting efforts to include use cases and specific pain points solved by cloud solutions

- Continue targeting **Large** (1,000-4,999 employees) companies
- The increase in **XLarge** (5,000-9,999 employees) business research signals a likely spike in purchase and implementation later this year
- Reduce outreach to **Small** (10-49 employees) organizations

- Continue to engage companies in **Business Services, Education, and Finance**
- Limit outreach to companies in the **Technology** vertical and instead focus on **Manufacturers** that show sustained high buyer research
- Ensure your messaging highlights competitive differentiation when targeting those in **Insurance**

Which Buying Committee Personas Should You Target?

The typical buying committee for a complex software purchase—like cloud solutions—consists of four to six members on average and can grow to 12 to 14 participants. These individuals each come to the purchase decision with their own perspectives, concerns, and pain points. They also hold different roles across different departments and range in other demographics across genders and age groups—all of which impact their decision-making process. Data-driven insights around these different personas allow you to create content and messaging that creates a sense of urgency around solving their problem, identifies you as the ideal solution to help them solve their problem, and motivates them through the buyer's journey into selecting you to help them reach their goals.

Key Findings

Departments

- **Operations** roles display the highest research and engagement with cloud-related content
- We've seen a 3% decline in the role **IT** plays in the decision-making process.
- There was a 22% YoY increase in buyer research by **Data** roles

Seniority

- **Directors** maintain a leading role in the decision-making process for cloud solution purchases
- **Managers** show decreased research and engagement despite a 13% increase in targeting
- We've seen a 42% YoY increase in **C-Suite** engagement with cloud-related content

Activation Strategy

- Maintain outreach to individuals in **Operations** who play a significant role on the buying committee
- Increase engagement with those in **Data** roles who are growing more involved the decision-making process
- Ensure your outreach strategy engages buying committee members outside of **IT** roles

- Continue targeting **Director** roles with with cloud-related content
- Reduce outreach to **Managers**
- Gain a competitive edge by engaging **C-Suite** roles

What Content Should You Use to Engage Them?

To increase buyer engagement, marketers of cloud solutions need to convey a unique value proposition that sets them apart from competitors and speaks to specific pain points and concerns. This content and messaging must be mapped to each stage of the buyer's journey to surround all buying committee members with the information they need throughout the decision-making process. While pricing narratives and feature differentiation help narrow down solutions, these buyers want more focus on user experience and the innovation roadmap using next generation technology to automate and streamline tasks within the cloud. Using data to understand where buyers are in the decision-making process and to map content and messaging to their concerns at each stage is paramount for success.

Tactics

Content to Use

Awareness

Capitalize on the growing interest in cloud solutions by integrating topics such as **cloud data**, **cloud services**, and **cloud computing** in your content promotion strategy. This will attract buyers interested in how the cloud will benefit business operations and increase urgency among those who might not yet realize they have a problem to solve.

- Analyst reports
- White papers
- Ebooks

Consideration

Address interest in next-gen cloud solutions by speaking to buyers about SaaS offerings and cloud-based use cases. Engage middle-of-funnel buyers with topics like **desktop as a service** and **IT as a service** to highlight how your solution ensures business operations are productive and effective while maintaining technological security and availability.

- Buying guides
- Blog posts
- Demo videos
- Email
- Webinars / Events

Decision

Seize the opportunity to highlight your unique features and functionalities with content and messaging that underscore your solution's differentiators from competitors and provide tangible evidence of your value. Address buyer questions around **cloud services** and **cloud-native security capabilities** to remove last-mile concerns.

- Comparison guides
- Case studies
- Native ads
- How-to guides

Achieve More Success from Your Campaigns

Marketers should recognize that cloud buyers are sophisticated and seek partners for long-term IT strategy, not just immediate solutions. They value transparency in costs, seamless integration with existing systems, robust security, and compliance. Additionally, they prioritize innovation in emerging technologies like AI and quantum computing and have a strong preference for providers committed to sustainability. Emphasizing these forward-thinking priorities can effectively engage this discerning audience.

Stop Wasting Time Chasing the Wrong Accounts

Businesses want to find a cloud solution they can commit to for a long time. With so much independent research and investment from your buyers, you need to be equally invested in ensuring you position your company as their partner of choice. The faster you identify your audience's intent and pain points, the faster you can reach them to begin the very important conversations that set their businesses up for success.

Madison Logic is the only ABM activation solution that combines three sources of intent signals, four leading media channels, and real-time measurement to accelerate the buyer's journey and drive pipeline. With the MLI Score, a holistic signal that unifies three key data sources, we help you target in-market accounts with more precision. And when combined with first-party customer data from your customer relationship management (CRM) software and marketing automation platform (MAP), you gain deeper insights that allow you to engage your target audience, increase conversion rates, and maximize your marketing spend.

Start converting your best accounts faster. Get in touch to find out how Madison Logic can help you activate a more effective, data-driven ABM strategy today.



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