

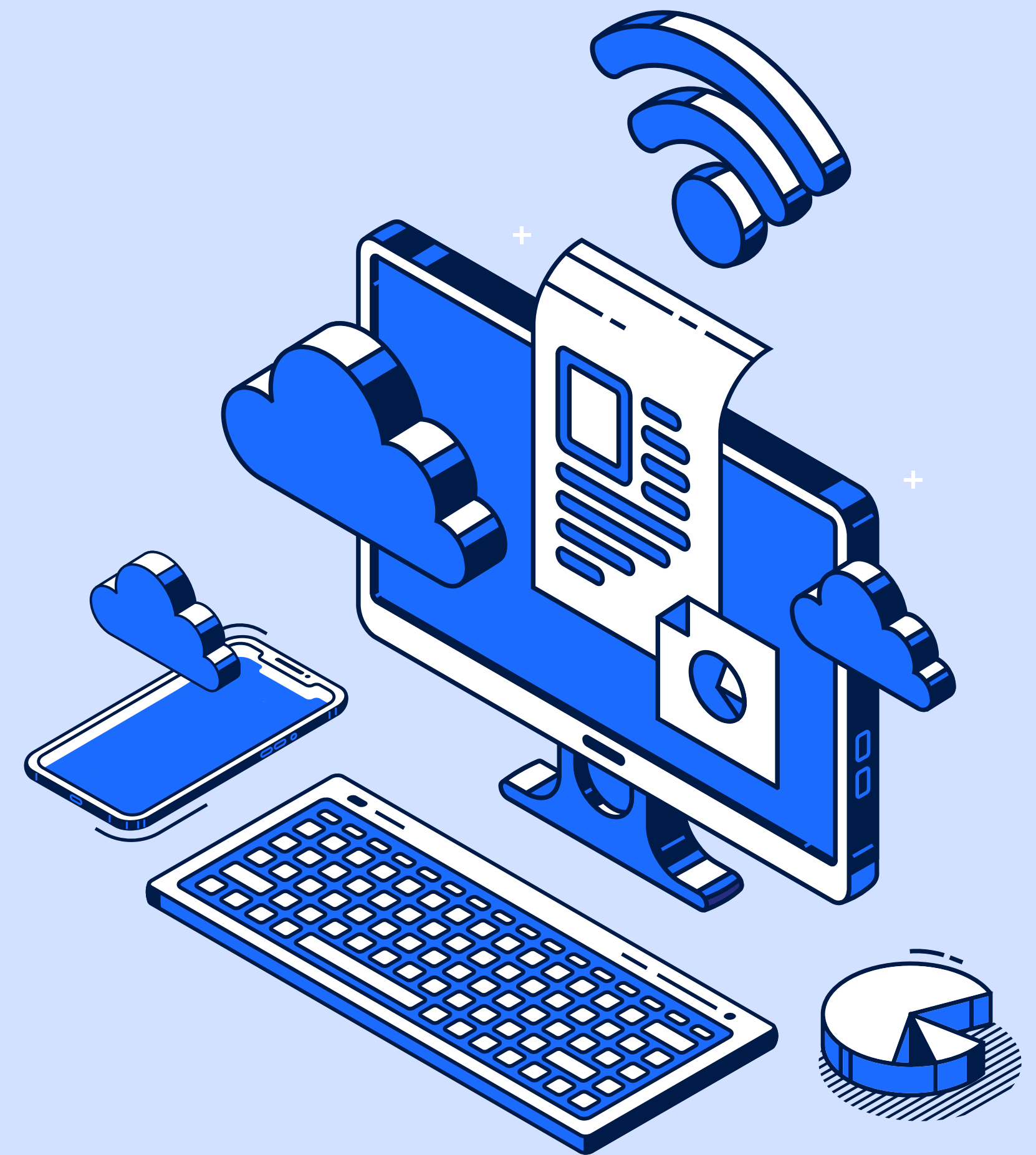
Are You Targeting the Right Buyers for ERP Solutions?

Interest in enterprise resource planning (ERP) solutions is rising as companies increasingly see its value in streamlining workflows, lowering costs, and boosting productivity. At a time when data has become the driving force behind every modern company, ERP systems make it easier to collect, organize, analyze, and distribute this information to every individual and system that needs it in one spot.

While organizations often struggle to balance the need for ERP solutions against their complex implementation, software improvements through the addition of AI technology and increased cloud-based options are driving buyer interest. According to [HG Insights data](#), the global ERP market has grown 8% since 2022, with 1.4 million companies expected to spend \$183 billion on ERP software in 2024.

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 ERP solutions, the buying committee personas making those purchase decisions within these organizations, and the content that's likely to resonate with them the most.

96% of businesses say they will transition to a cloud ERP in the next five years.



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

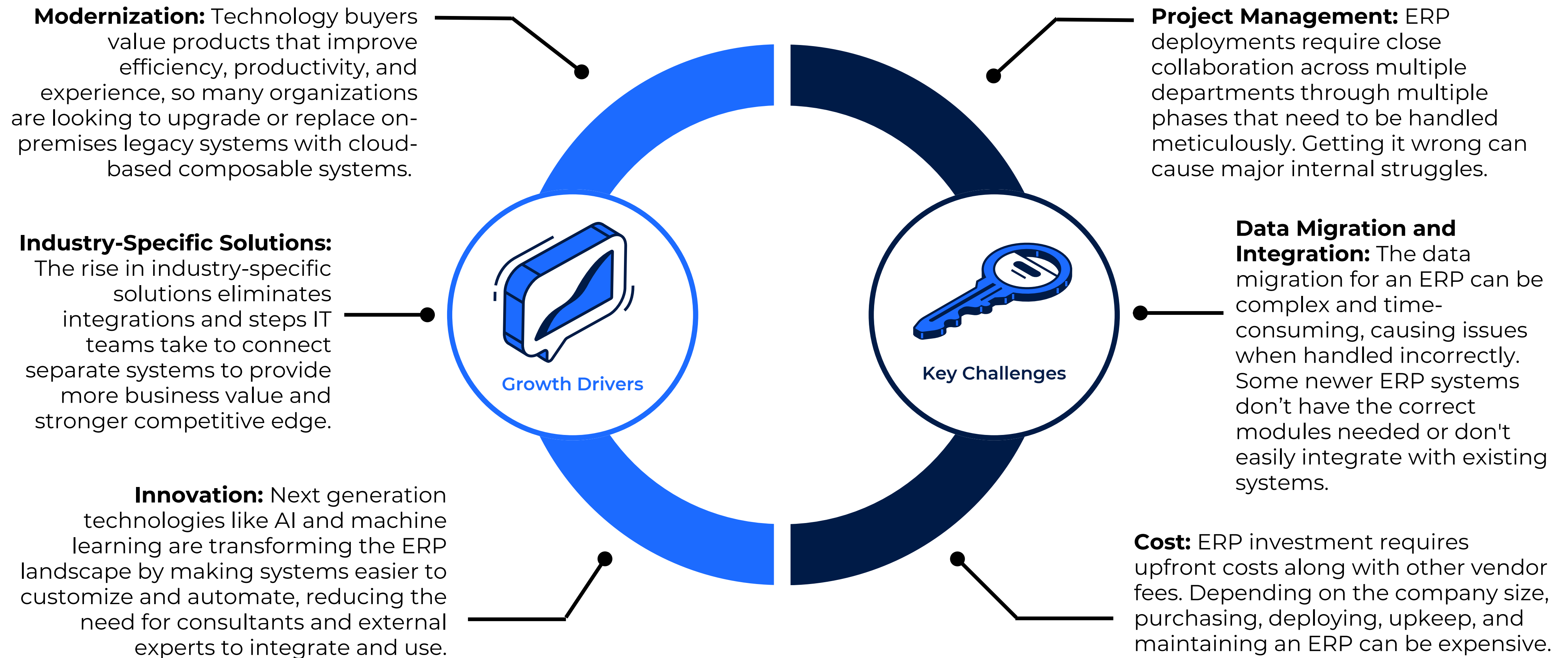


In-depth content consumption

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



Key Market Growth Drivers and Challenges

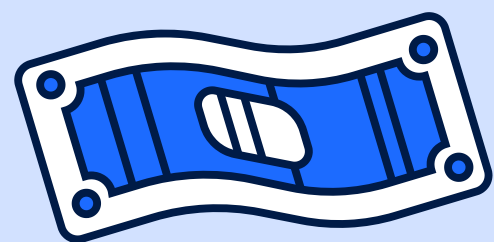


ERP Buyer Trends

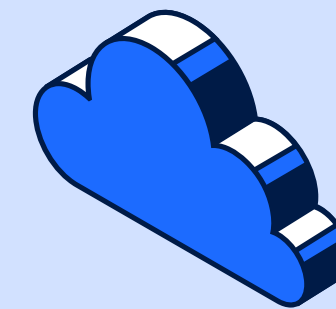


46% of businesses believe that business cost savings is one of the most important goals for ERP.

ERP systems are a significant business investment, and buyers will go through an extensive buying journey to select their solution, ranging from a few months to a year depending on the deployment's scale. For example, in a survey of ERP implementation, midsize companies with \$100 million to \$250 million in revenue had the fastest implementations, taking around 6.6 months. On the other hand, very large companies with over \$25 billion in revenue took the longest at an average of 12.35 months.



1.4 million companies are expected to spend \$183 billion on ERP software in 2024. The average ERP investment budget for organizations of all sizes is around \$9,000 per user.



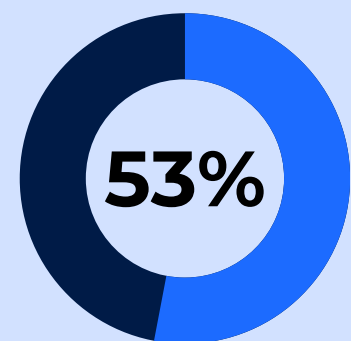
51% of organizations chose a SaaS deployment model for their ERP as opposed to a hosted or managed services model.



Typical ERP purchases involve a buying committee made up of IT, Operations, and Finance roles. 89% of organizations said that accounting is the most crucial ERP function.



22% of businesses believe data migration and validation is the biggest challenge they face in ERP testing.



According to a survey of IT decision-makers, 53% of respondents consider ERP as a priority investment, alongside customer relationship management (CRM) system.



The top two reasons for lack of success in an ERP implementation are inadequate quality of testing and inadequate business process re-engineering.

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

- **NA** maintains the highest research and engagement with ERP-related content
- **EMEA** interest in ERP solutions grew 3% YoY
- Research and engagement remains low in **APAC**

Company Size

- **Large** and **XXLarge** companies dominate the ERP market
- We've seen a 111% YoY increase in **Medium-Small** organizations researching ERP software
- Targeting of **Small** organizations increased 124% despite low research and engagement

Vertical

- The **Manufacturing** and **Finance** sectors seek ERP solutions the most
- **Government** targeting increased 35% despite decreased research and engagement
- The **Healthcare** industry shows sustained interest in ERP-related content but lower targeting for it

Activation Strategy

- Continue targeting businesses in **NA**
- Gain a competitive edge in an emerging market with outreach to organizations in **EMEA**
- Reduce engagement with **APAC** market

- Continue targeting **Large** (1,000-4,999 employees) and **XXLarge** (10,000+ employees) companies
- The increase in **Medium-Small** (50-199 employees) business research despite relatively low targeting for it signals a likely spike in purchase and implementation later this year
- Reduce outreach to **Small** (10-49 employees) organizations

- Continue to engage companies in **Manufacturing** and **Finance**
- Reduce spending with the **Government** vertical and adjust your strategy to target underserved areas like **Healthcare** and **Business Services**, which increased engagement by 14%

Which Buying Committee Personas Should You Target?

The typical buying committee for a complex software solution—like ERP systems—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

- Roles in the **Finance** department have increased their buyer research behavior by 9%
- There's been a 48% increase in **Product**-based roles researching ERP solutions and a 34% rise in research by **Engineering** roles
- **IT** roles maintain high research and engagement

Seniority

- **Directors** maintain a leading role in the decision-making process for ERP solution purchases
- We've seen a 27% increase in **Manager** role engagement with ERP-related content
- **C-Suite** interest declined 21%

Activation Strategy

- Maintain outreach to individuals in **Operations, IT, and Finance** who play the largest roles in ERP buying committees
- Increase engagement with those in **Product** and **Engineering** playing a role in the decision-making process
- Adjust your strategy to include **Data** roles, which display increased research for ERP solutions despite decreased targeting for it

- Continue targeting **Director** roles with ERP-related content
- Consider engaging **Managers**
- Reduce your outreach to **C-Suite** and **Vice President** roles, which maintain low participation in researching for solutions

What Content Should You Use to Engage Them?

To increase buyer engagement, marketers of ERP software systems 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. It's important to understand that the purchase process for ERP solutions involves extensive research and time depending on the deployment scale. 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 ERP solutions by integrating topics such as enterprise collaboration, hybrid IT, and enterprise information integration/metadata management into your content and promotion strategy. This will attract buyers interested in ERP software and increase urgency among those who might not yet realize they have a problem to solve.	<ul style="list-style-type: none">• Analyst reports• White papers• Ebooks
Consideration	Address interest in ERP and enterprise performance management/balanced scorecard to speak to buyers who want to combine both tools for their business. Engage middle-of-funnel buyers with topics around enterprise mobility, enterprise applications, and industrial high-performance computing.	<ul style="list-style-type: none">• 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 provides tangible evidence of your value. Address buyer questions around security and data protection/migration protocols to remove last-mile concerns.	<ul style="list-style-type: none">• Comparison guides• Case studies• Native ads• How-to guides

Achieve More Success from Your Campaigns

Adopting an ERP solution is one of the most significant investments an organization will make. While streamlining workflows, lowering business costs, and boosting productivity provide enormous benefits, the risk and uncertainty associated with deploying such a complex system give many buyers pause. Still, businesses must ensure their infrastructure is future fit, so it's up to marketers to provide the information and resources necessary for key decision-makers to make a strong formal business case for their ERP purchase.

Stop Wasting Time Chasing the Wrong Accounts

Businesses want to find an ERP 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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