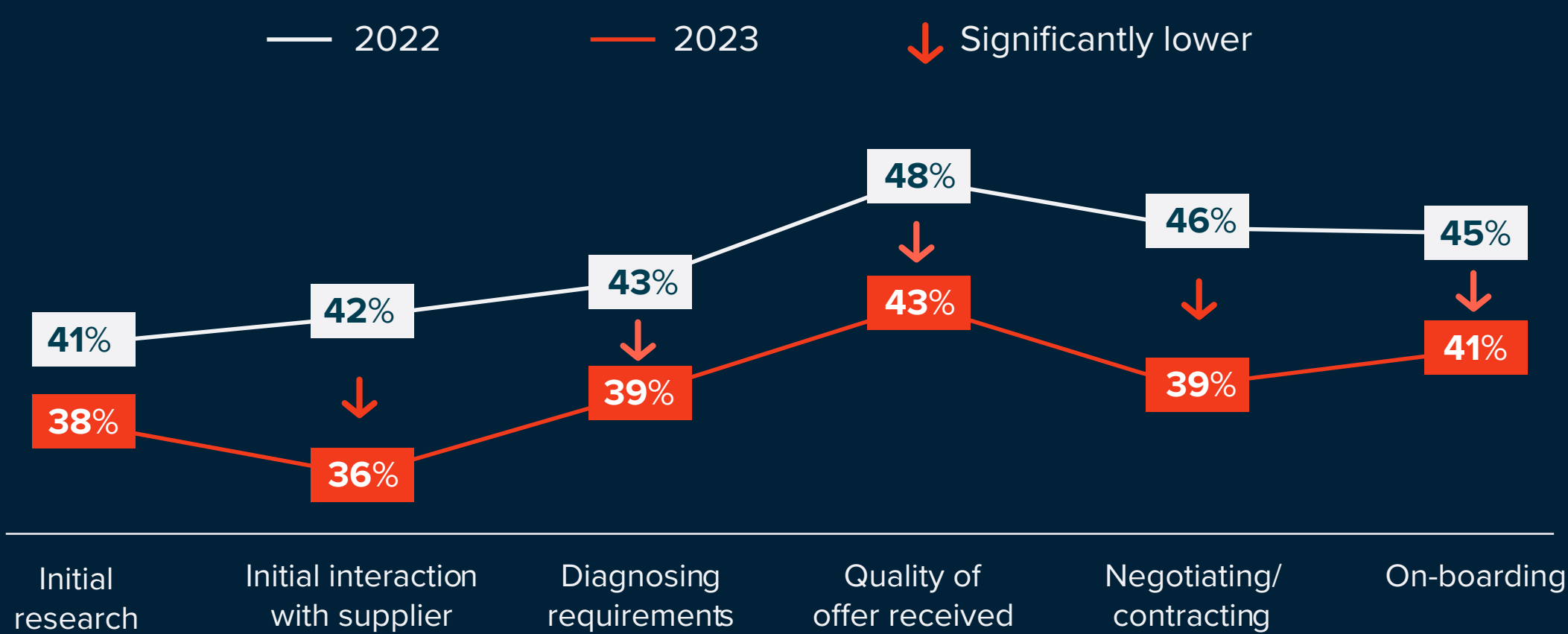


# Finding the Right Customer Data Platform (CDP) to Deliver Great B2B Experiences

The results are in — and decision makers don't feel great about their buying journeys.

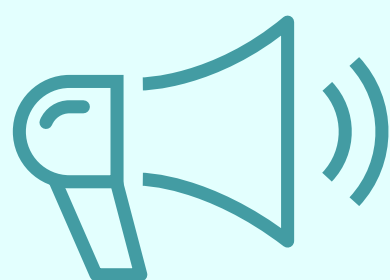


Percent having positive experiences across different aspects of the purchase journey (9-10 scores)

Source: 2023 B2B Superpowers Index. [www.merkle.com/en/merkle-now/ebooks/the-2023-b2b-superpowers-index.html](http://www.merkle.com/en/merkle-now/ebooks/the-2023-b2b-superpowers-index.html)

B2B buyers are less satisfied with their purchasing experiences. The right CDP can help with that – but you must find one that works for B2B, not just B2C.

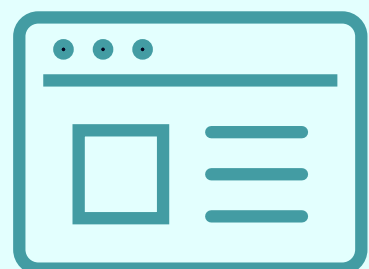
## 4 Things to Look for in B2B vs. B2C



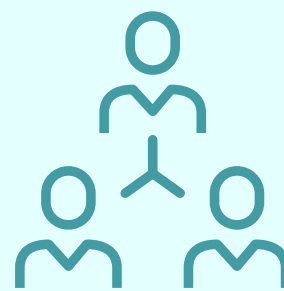
B2B focuses on building relationships through lead generation, qualification, and nurturing. That requires a focus on different activation channels.



B2B has long sales life cycles, which makes channel marketing automation critical for lead nurture.



B2B marketing targets organizations and needs robust profiles for both the account and its individual decision makers.



B2B involves close alignment between sales and marketing teams. Collaboration and communication tools are non-negotiable.

▶ **Wondering how to choose the right CDP for your needs? Read our ebook for 5 key considerations.**