

## Key takeaways

1. **IBM** and **Salesforce** are the most respected brands among B2B leaders.
2. Over **half** of B2B leaders think their **brand** is **not** well **understood** by those **outside** their company.
3. **Seventy-five per cent** of B2B leaders feel their marketing **budget** is **less** than they **need**.
4. **Thirty-one per cent** of B2B leaders **would like** to see their marketing **budget** at least **double** in size.
5. Just over a **third** of B2B leaders believe they can **measure ROI** on their activity all or **most of the time**.
6. Only **49 per cent** of B2B leaders feel they have a **clear idea** of the **impact** that their marketing activities have.
7. The **majority** of B2B leaders say their **team** has **skills gaps**.
8. **Fifty-nine per cent** of B2B leaders think their marketing **team** has skills **gaps** in **data analytics**.
9. Most **B2B leaders admit** they see **room for personal improvement**.
10. **Eighty-seven per cent** of B2B marketing leaders believe they only need **three years** or fewer in their role to **make an impact**.