

B2B

International

a gyro: company

On The Pulse: Understanding Market Shifts During COVID-19

North America Webinar
16th June 2020



Welcome to today's webinar!

Panelists:



Oliver Truman
Head of Research
& Analytics



Taylor Wray
US Research Manager



Nick Hague
Co-Founder &
Head of Growth

Webinar Duration: 45 minutes

Q&A: 15 minutes

What we'll be covering today

Impacts so far...



Economic Effects

Moving into 2021 and beyond...



Growth Expectations



Emotional Effects



Future Approaches to Business



Practical Problems



Changes to Marketing Strategy

Research Background



2030
interviews



Respondent Profile

North America
n=611

Europe
n=878

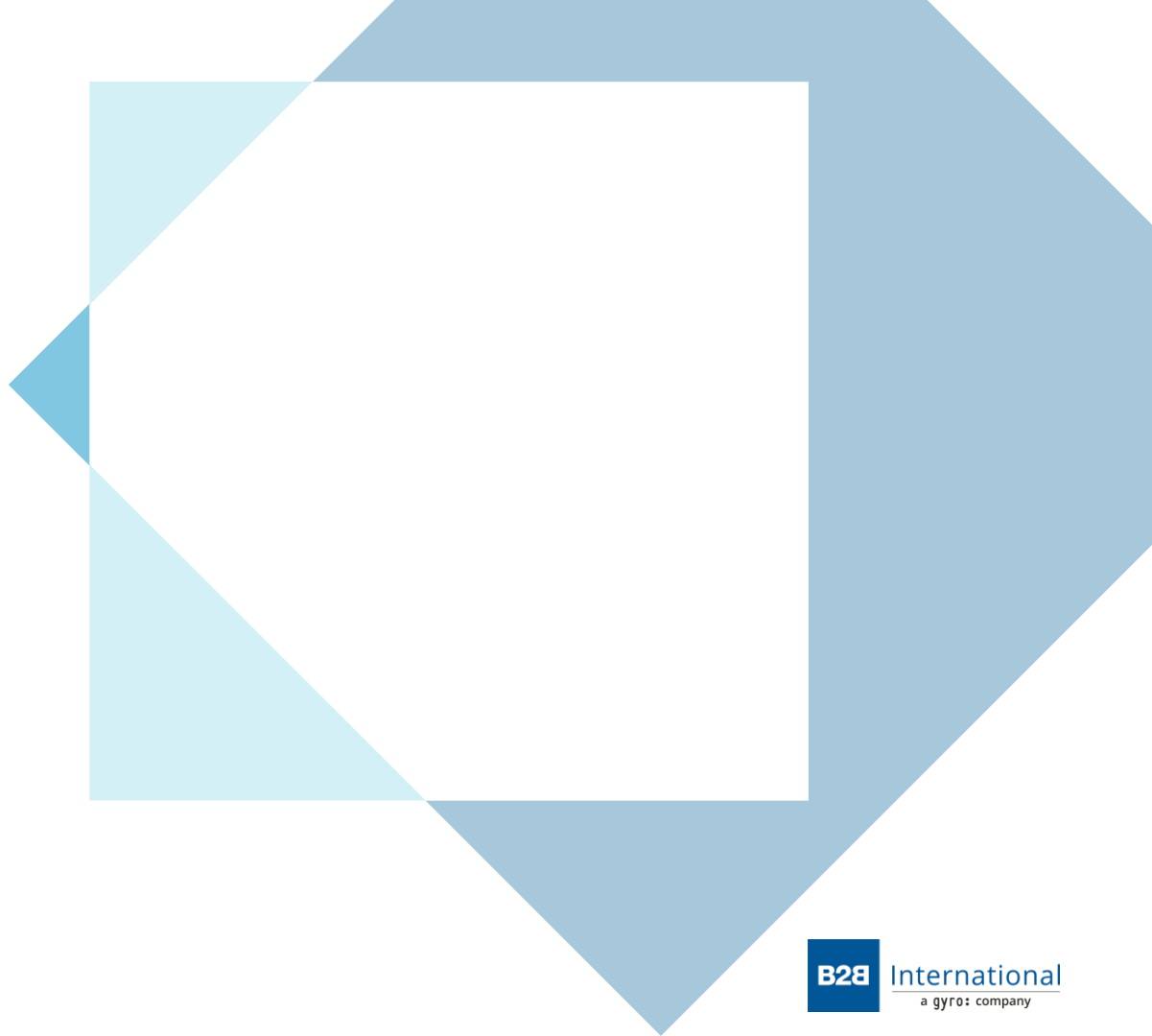
APAC
n=541



- Business professionals
- All company sizes (SMBs & Enterprise)
- Broad range of verticals
- Weekly fieldwork conducted throughout April and May 2020

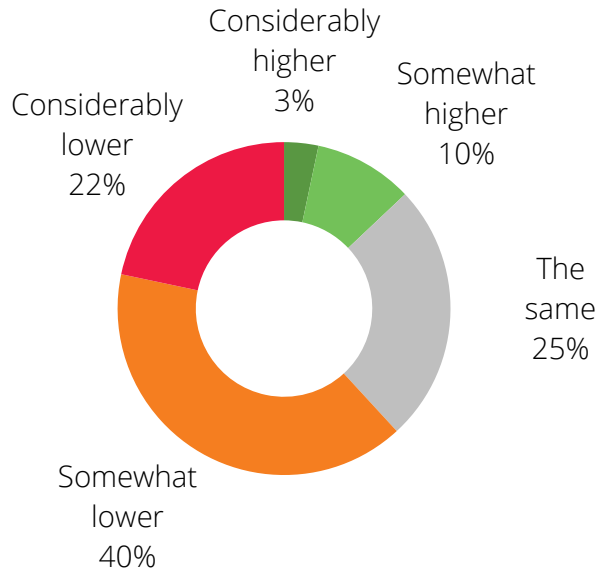


Impacts so far...

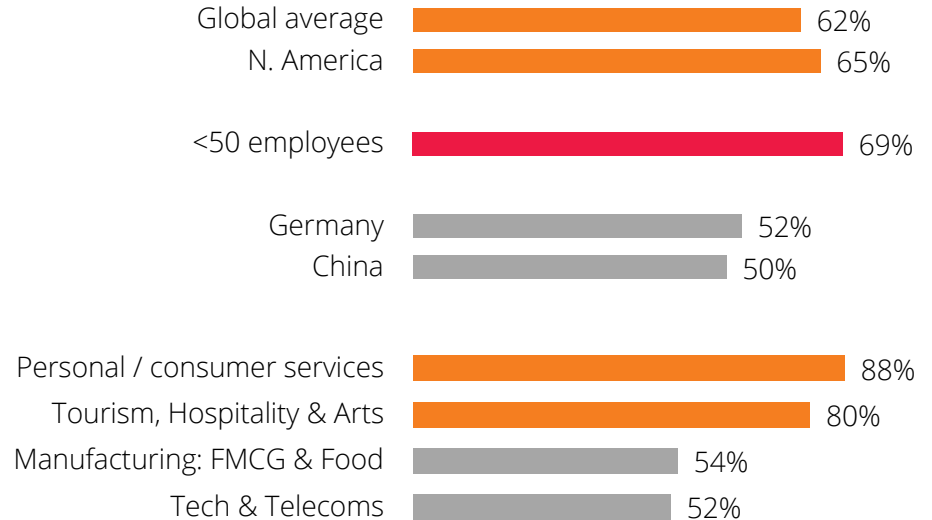


Economic Effects: Many have been impacted, but smaller businesses have borne the brunt.










Revenue now vs. a year ago (Global)



% reporting lower revenues vs. a year ago
(global data, unless indicated)

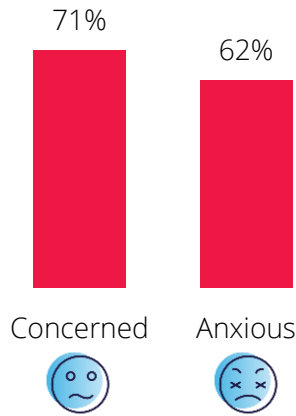


Economic Effects: International comparisons of business sentiment – Highly varied and linked with government action to date.

Balance of opinion among business		Funding, employee retention programs	Govt. handling of pandemic	Prospects for economy	Ability of our business to recover
N. America		Negative	Negative	Mixed	Mixed
		Mixed	Positive	Mixed	Positive
Europe		V. Negative	V. Negative	V. Negative	Mixed
		Mixed	Mixed	Mixed	Positive
		Mixed	Negative	V. Negative	Mixed
APAC		Mixed	Positive	Mixed	Positive
		Positive	V. Positive	Positive	Positive
		V. Negative	V. Negative	Negative	Negative
		Mixed	Mixed	Mixed	Mixed

Emotional Effects: Varying patterns across the business community

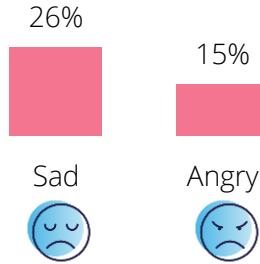
Top 3 emotions felt during pandemic so far



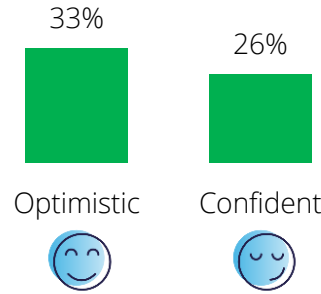
SMBs (<50 emps)



SMB biz. owners



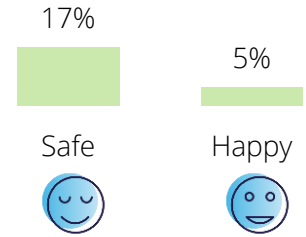
However, in our most recent wave, **51%** expressed at least one positive emotion...



Mid-market (100-999)



↑ During May

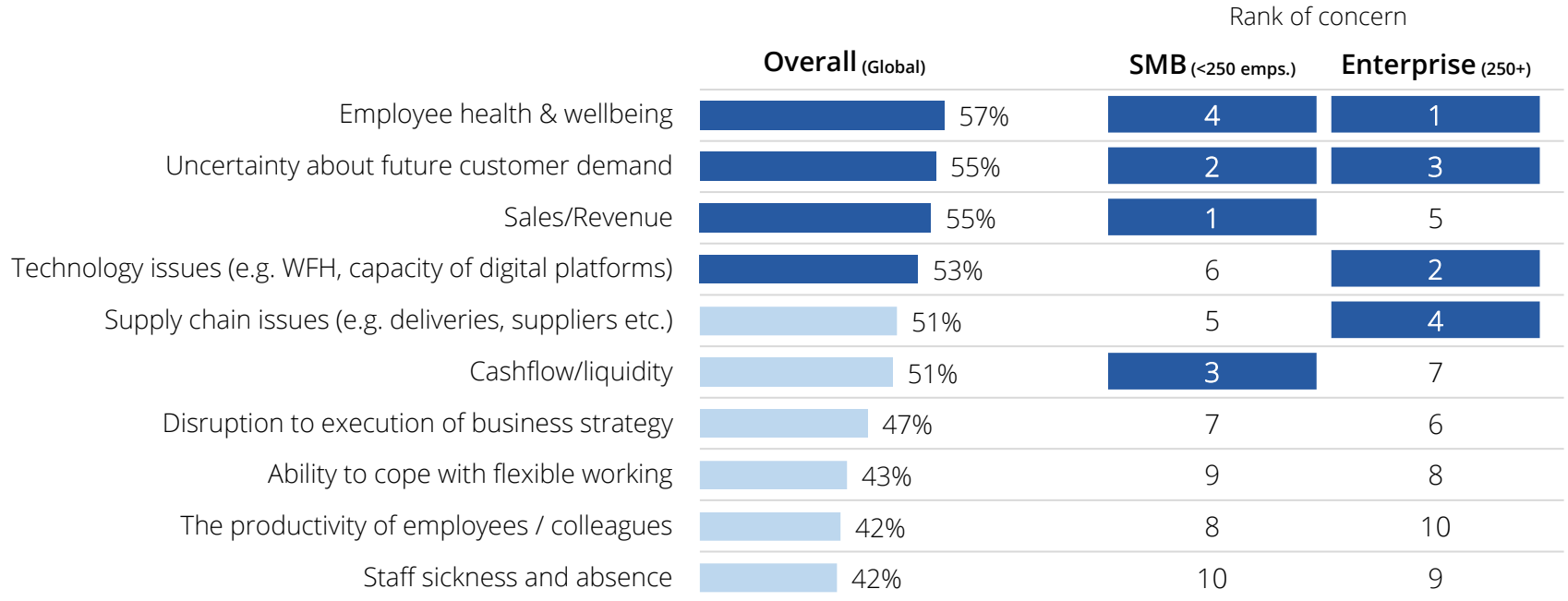


Especially among...

Practical Problems: By company size

% of businesses “very” or “extremely” concerned by each issue

Top 4 rank



Practical Problems: A deeper dive into problems faced



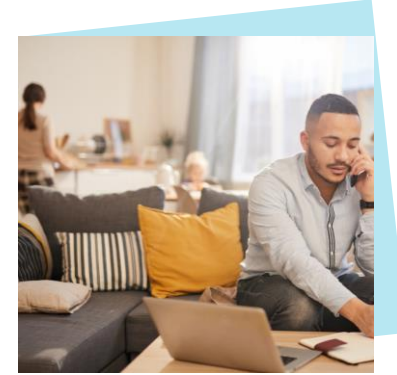
Supply chain

- Border closures
- Complex and fragmented deliveries
- Competition for limited freight capacity



Technology

- Networking & connectivity
- Tools to monitor / supervise staff
- Poor collaboration tools
- Concern rose steadily + still rising!

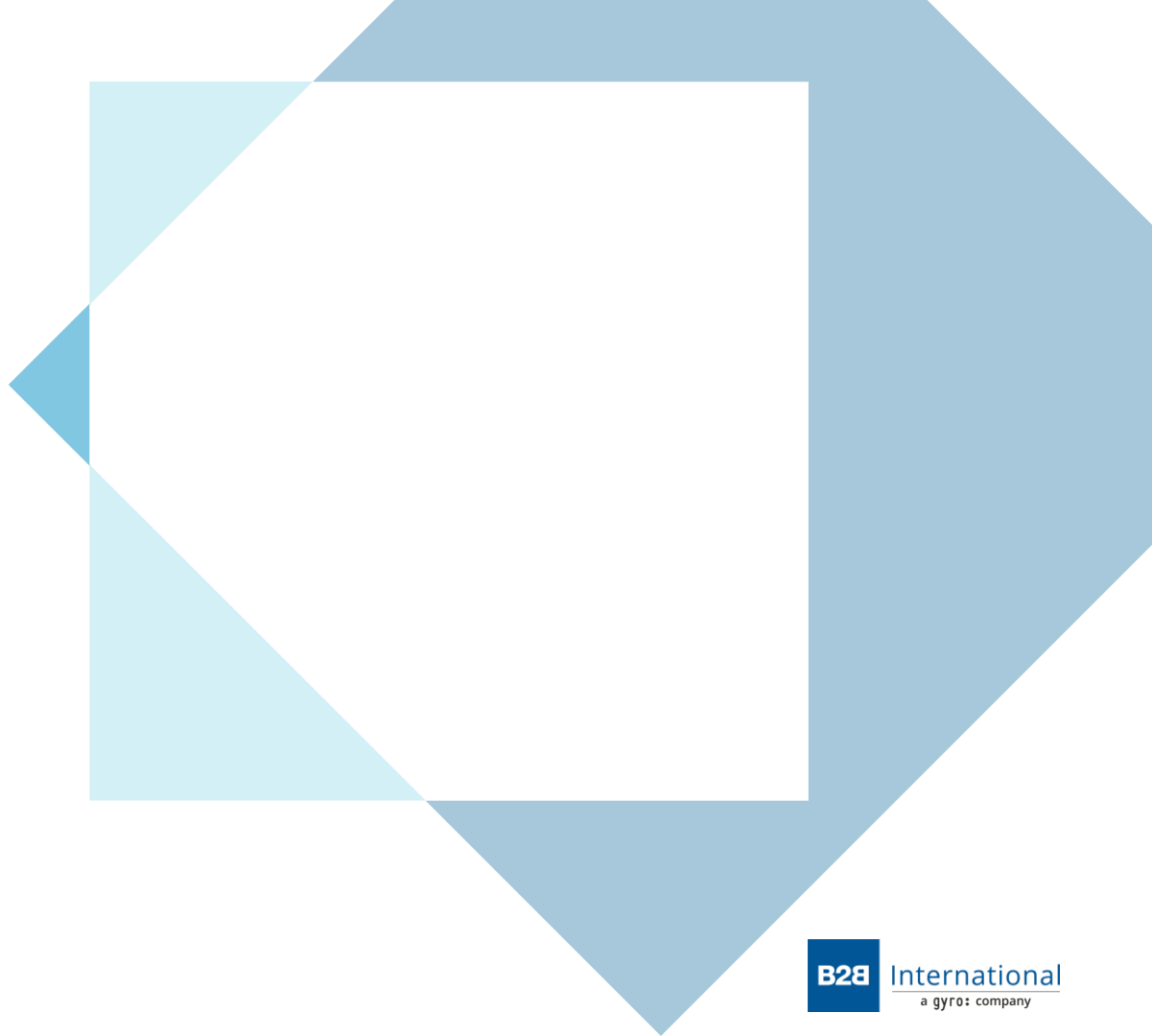


Productivity

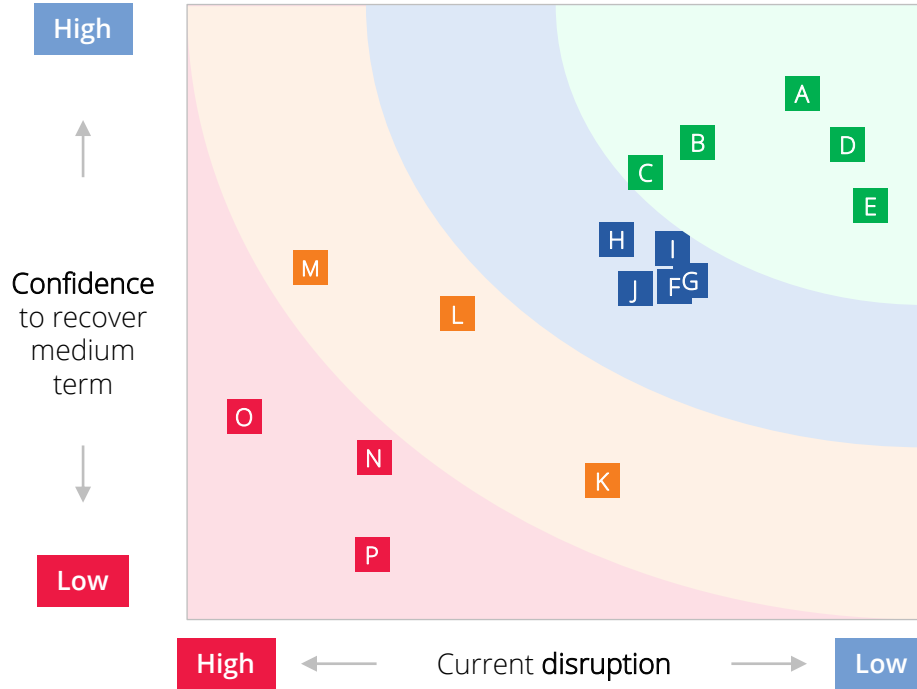
- Employee motivation
- Staff utilization
- Work/life balance (but less commuting)
- Positives: More time for reflection, creativity and complex tasks



Moving into 2021
and beyond...



Where will growth be concentrated? By sector

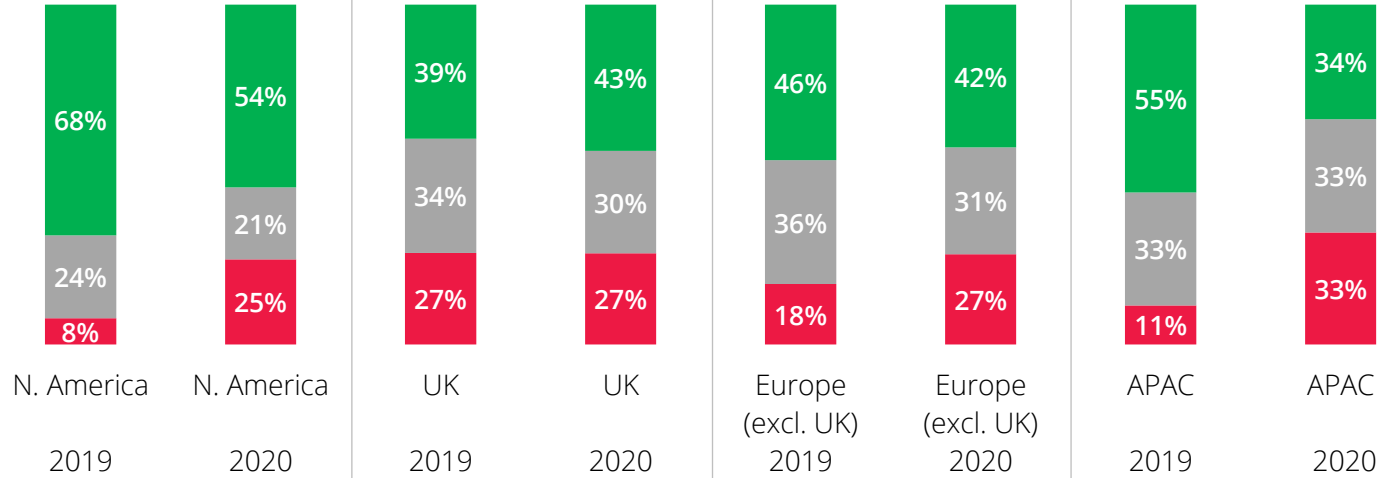


Most Ready Now	A	Financial Services
	B	Government & Non-Profit
	C	Manufacturing
	D	Real Estate
	E	Tech & Telecoms
Potentially Pivoting	F	Construction & Engineering
	G	Energy, Utilities, Oil & Gas
	H	Healthcare
	I	Professional Services
Uncertain Futures	J	Retail / Wholesale
	K	Business services
	L	Education
Existential Challenges	M	Personal / consumer services
	N	Media, Advertising & Publishing
	O	Tourism, Hospitality & Arts
	P	Transport / Travel

Where will growth be concentrated? International markets

Inside-out: Business optimism in economic outlook for international markets ([N.American](#) companies only)

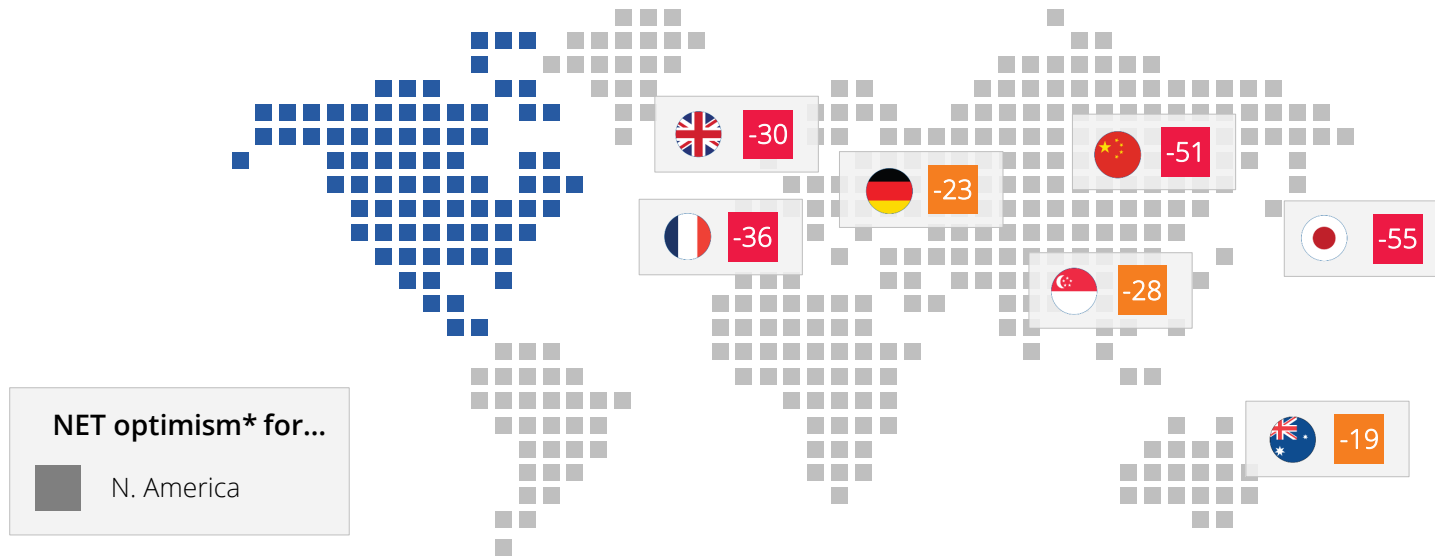
- Optimistic
- Neither / nor
- Pessimistic



NET Optimism	2019	2020	2019	2020	2019	2020	2019	2020
	60%	29%	12%	16%	28%	15%	44%	1%

Where will growth be concentrated? International markets

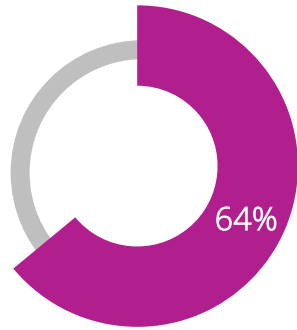
Outside-in: Optimism in outlook for North America within countries shown



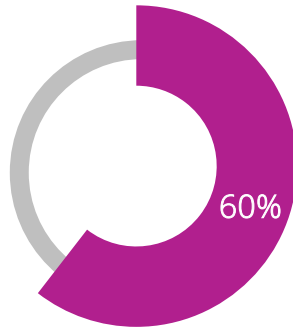
* NET optimism calculated by subtracting % with negative outlook from % with positive outlook

Future Approaches to Business: More digital, more resilience but perhaps not green for all.

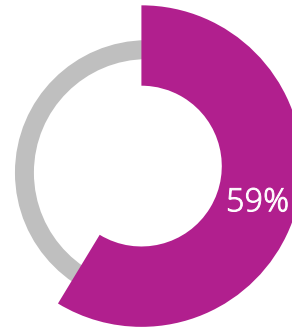
% Agreeing there will be a focus on the following post-COVID-19 (Global data)



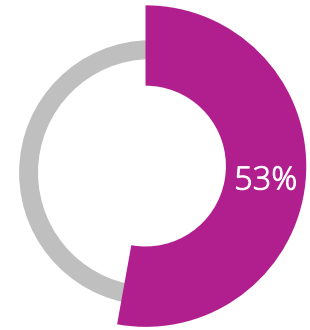
Building capabilities around more **digital business models**



Business model sustainability / diversification



More collaboration between **governments and enterprises**



Other major global challenges (e.g. **environment / carbon reduction**)



Significantly higher agreement among **"boomerang" firms** – i.e. those **extremely confident** in ability to recover & expecting **increased profits** in 5 years



Post-COVID
changes to
business



1. Insight and understanding



2. Acting Responsibly



3. Developing Direct Channels



4. A Less Human Touch?

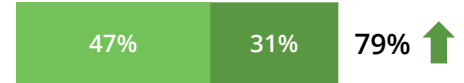
Post-COVID changes to business



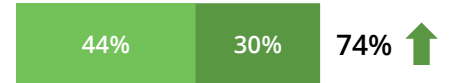
1. Insight and understanding

Top changes anticipated (N. America data, b2b firms only)

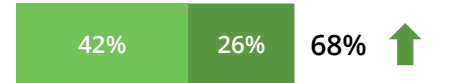
Conducting research with our customers to better understand what they need



Improving the data and insight we have on our customers / markets to anticipate future needs



Investing in new systems to help serve customers better (e.g. CRM, ERP etc.)



■ Quite likely to do this ■ Very likely to do this

↑ Higher likelihood among “boomerang” firms



2. Acting Responsibly

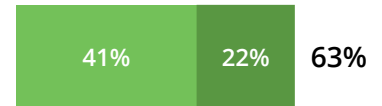
Post-COVID
changes to
business

Top changes anticipated (N. America data, b2b firms only)

More flexibility with customers to help them through the crisis (e.g. on payment terms etc.)



Taking a much more active role in community projects / social initiatives

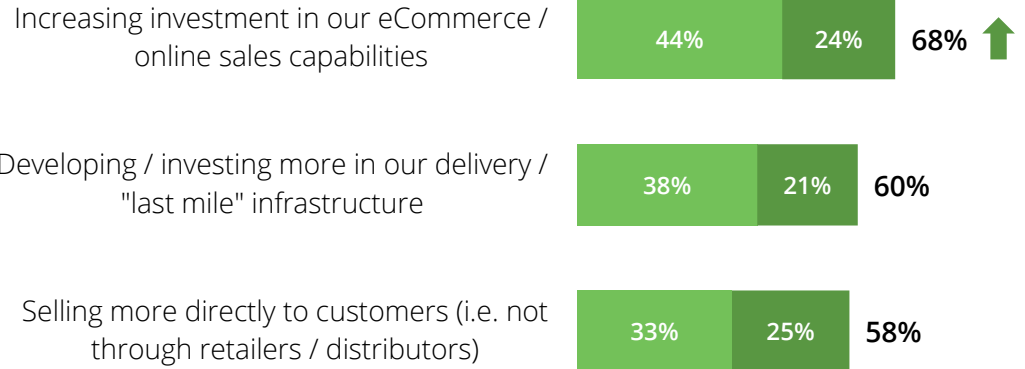


■ Quite likely to do this ■ Very likely to do this

3. Developing Direct Channels

Post-COVID
changes to
business

Top changes anticipated (N. America data, b2b firms only)



■ Quite likely to do this ■ Very likely to do this



Higher likelihood among "boomerang" firms

B2B

International

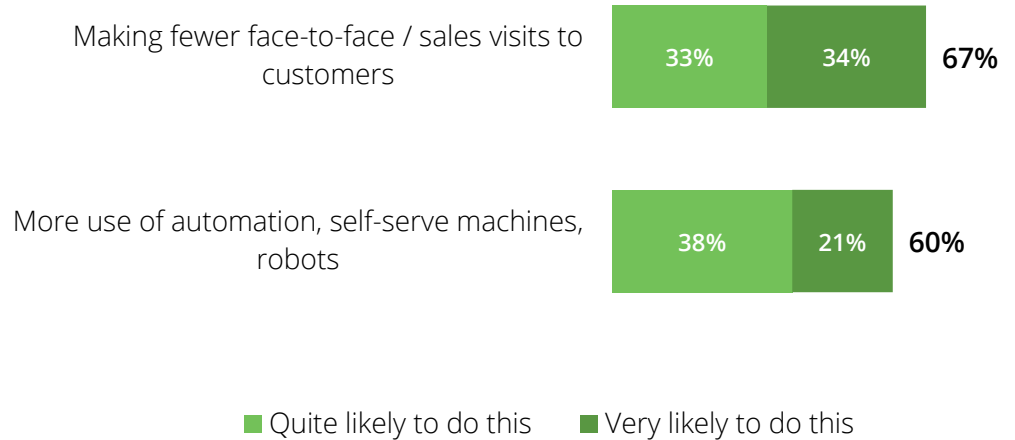
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Post-COVID changes to business

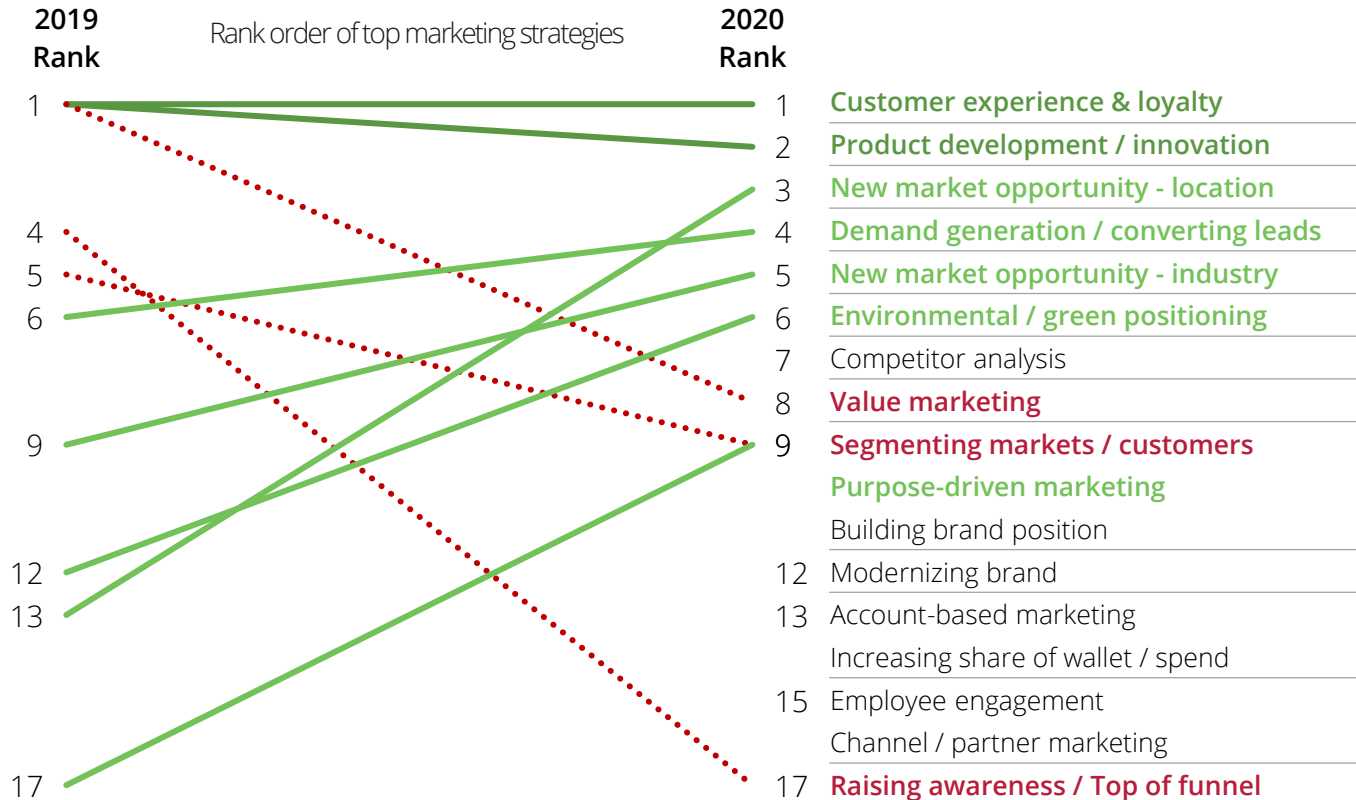


4. A Less Human Touch?

Top changes anticipated (N. America data, b2b firms only)



Changes to Marketing Strategies: CX stays the top priority



CX & Innovation maintain their top priority positions.

New markets, demand gen and environmental / purpose-driven marketing jump.

Value marketing, segmentation and top-of-funnel activity decline significantly.

Base: Enterprise firms (250+ employees) with b2b customer bases in Europe & N. America

Top Marketing Strategies in Selected Verticals

					
Tech	Financial Services	Biz & Prof. Services	Construction & Engineering	Manufacturing	Energy & Utilities
Driving greater share of wallet		Brand positioning / thought leadership	Modernizing the brand / making more relevant		Raising brand awareness
Demand generation / converting leads	Segmenting markets / customers	New opportunities in new sectors	Brand positioning / thought leadership	Product development / innovation	Environmental / green positioning
Competitor analysis / benchmarking	New opportunities in new countries	Value marketing (aligning value props with customer needs)	Employer brand	Raising brand awareness	Competitor analysis / benchmarking

What we've seen today and what it means for b2b brands...

It's tough out there



Market is looking for responses from brands that are grounded in realism and practicality

Impacts are highly varied by size, industry, country



Assess the impacts on your customer base specifically - Have you checked in with them recently?

B2B brands are broadening their horizons when seeking opportunities



Consider growth opportunities in new markets and with new target audiences.

Acceleration in long-overdue digital trends for many B2B firms



Gauge relevance of your solutions in a more digital, more direct, more resilience-first business environment.

CX remains vital as firms hold onto what they've got



Understand CX in view of changes to how b2b customers expect to transact with brands in future



Any Questions?



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