

What Marketers in the Technology Sector Need to Know to Win in 2025

A deep dive into the 2024 Superpowers Index reveals what's important to tech buyers, the top priorities for tech marketers, and the key trends impacting the tech sector in 2025.



Introduction

In the rapidly evolving landscape of the technology sector, staying ahead of the curve is crucial for marketers aiming to make a significant impact.

This report delves into the findings of the **2024 Superpowers Index**, offering invaluable insights into the preferences and priorities of tech buyers. This comprehensive analysis highlights the top priorities for tech marketers and identifies the key trends that will shape the industry in 2025.

What's important to technology buyers in 2025?

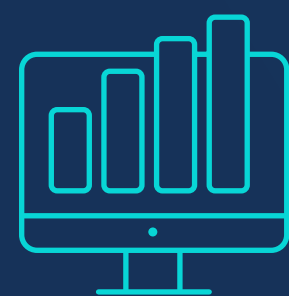
In 2025, buyers are primarily driven to seek new technology products and solutions to support their organization growth. As companies expand, they require advanced technologies to manage increased operations, streamline processes, and maintain competitive advantage. This growth often necessitates scalable solutions that can adapt to evolving business landscapes and ensure sustained progress.

New business requirements also play a significant role in driving technological adoption. As market dynamics shift and industries evolve, businesses must adapt to new demands and opportunities. This includes integrating innovative technologies to meet specific operational needs, enhance productivity, and capitalize on emerging trends.

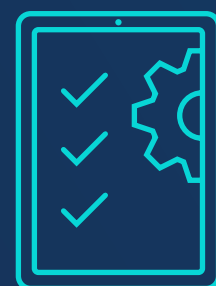
Additionally, cost reduction exercises and increasing customer expectations are critical triggers. Companies continuously seek ways to optimize expenses and improve efficiency through technology. Simultaneously, the rise in customer expectations for faster, more personalized services compels businesses to adopt cutting-edge solutions.

Furthermore, regulation and compliance requirements necessitate the implementation of technologies that ensure adherence to governance, environmental, and other regulatory standards, thereby mitigating risks and enhancing operational integrity.

What are the top triggers driving technology buyers to look for new products and services in 2025?



#1 Organization growth



#2 New business requirements



#3 Cost reduction exercise



#4 Increase in customer expectations



#5 Regulation / compliance requirements
(e.g. governance, environmental regulation, etc.)

TOP DECISION-DRIVERS FOR TECHNOLOGY BUYERS

Prioritizing compliance with regulations and ethical practices and feeling safe when signing contracts remain top drivers for technology buyers, highlighting the fundamental need for trust and reliability in supplier relationships and the increasing emphasis on legal and ethical considerations in business.

Being known as a good employer and taking care of suppliers, partners and communities have also seen significant rises, reflecting a broader societal trend towards corporate social responsibility and DEI initiatives.

Active thought leaders and being a leader in innovative products and services are the drivers which have seen the biggest increase in importance, highlighting a growing demand for suppliers who can help buyers make sense and stay ahead of emerging tech trends and technological advancements.

What matters most to buyers when choosing suppliers of technology products and services?

2024 RANK		2023 RANK	
#1	Comply with regulations, law, industry standards & ethnical practices	2 nd	Comply with regulations, law, industry standards & ethnical practices
#2	I feel safe signing a contract with them	1 st	I feel safe signing a contract with them
#3	Is known as being a good employer	8 th	Is known as being a good employer
#4	Active thought leaders in their category / sector	18 th	Active thought leaders in their category / sector
#5	Improve our productivity, saving us time/resources	9 th	Improve our productivity, saving us time/resources
#6	Provides the support, information and expertise we need	3 rd	Provides the support, information and expertise we need
#7	Leader in innovative products & services	24 th	Leader in innovative products & services
#8	Takes care of its suppliers, business partners and communities	12 th	Takes care of its suppliers, business partners and communities
#9	Supports us with expertise	16 th	Supports us with expertise
#10	Meet my company's minimum quality / functional needs	5 th	Meet my company's minimum quality / functional needs

INFORMATION NEEDS & SOURCES USED ACROSS THE BUYER JOURNEY

What information are buyers of technology products & services looking for and which sources are they using at each stage of the buying journey?

At the start of the purchase journey when deciding which brands to consider, buyers are initially focused on identifying products and services that meet their requirements and assessing affordability against budgets.

To gather this information, buyers seek recommendations and first-hand experiences from peers and community groups, as well as looking at supplier websites and reading short-form content from suppliers.

During the initial research process, buyers are deepening their research and starting to compare different solutions offered by suppliers, while also seeking information from industry experts and analysts.



DECIDING WHICH BRANDS TO CONSIDER



DURING THE INITIAL RESEARCH PROCESS

INFORMATION NEEDS

- Researching appropriate products and services (38%)
- To understand pricing of the solution (36%)
- Building my awareness of which suppliers offer appropriate solutions (32%)

- Researching appropriate products and services (35%)
- To understand pricing of the solution (34%)
- Building my awareness of which suppliers offer appropriate solutions (34%)

INFORMATION SOURCES

- Supplier websites (41%)
- Industry-specific communities / forums (37%)
- Short-form content from suppliers (34%)

- Industry analyst firms and consultants (39%)
- Short-form content from suppliers (37%)
- Supplier websites (35%)

INFORMATION NEEDS & SOURCES USED ACROSS THE BUYER JOURNEY

What information are buyers of technology products & services looking for and which sources are they using at each stage of the buying journey?

After initial research has been conducted but before requesting a formal quote / proposal, buyers are looking to experience the solution for themselves by seeking a trial or demo, alongside further evaluation of different solutions and pricing. At this stage, buyers are also seeking more detailed and specific information from suppliers via in-depth, long-form content, in addition to industry analyst views and short-form content from suppliers.

When comparing quotes/proposals and making a final decision, buyers are also looking to understand the specifics around where and how to purchase the tech solution for their business. To gather this information, buyers are consuming both short-form and in-depth content from suppliers, as well as seeking opinions from credible, independent third parties.



AFTER INITIAL RESEARCH BUT BEFORE A FORMAL QUOTE / PROPOSAL / TENDER



COMPARING QUOTES / PROPOSALS / TENDERS AND MAKING A FINAL DECISION

INFORMATION NEEDS

- To understand pricing of the solution (34%)
- Researching appropriate products and services (29%)
- To organize a trial / demo / sample of the solution (28%)

- To understand the pricing of the solution (38%)
- Where and how the solution could be purchased (28%)
- Researching appropriate products and services (27%)

INFORMATION SOURCES

- Industry analyst firms and consultants (36%)
- Short-form content from suppliers (34%)
- In-depth content from suppliers (31%)

- Short-form content from suppliers (33%)
- Industry analyst firms and consultants (32%)
- In-depth content from suppliers (29%)

Considerations for marketers

The 2024 Superpowers Index highlights the evolving priorities and decision-making processes of technology buyers. Understanding these shifts is crucial for marketers aiming to effectively engage with their target audience and drive successful outcomes.

The top triggers for seeking new products and services, such as cost reduction, new business requirements, and increasing customer expectations, underscore the need for efficiency, adaptability, and responsiveness to market changes.

Additionally, the significant rise in the importance of thought leadership and DEI reflects a broader trend towards valuing expertise, ethical practices, and alignment with personal values.



CONSIDERATIONS
FOR
MARKETERS:

#1

Address Growth and Scalability

Tech buyers in 2025 are primarily driven by the need to support organizational growth and scalability. As companies expand, they require advanced technologies to manage increased operations and streamline processes. Emphasize how your products can scale with the business and help adapt to evolving needs. Highlighting case studies or testimonials from similar-sized companies that successfully scaled using your technology can be particularly persuasive.



CONSIDERATIONS
FOR
MARKETERS:

#2

Emphasize CX Benefits

With rising customer expectations for faster, more personalized services, tech buyers are keen on solutions that enhance customer experience. Focus on how your products can improve service delivery, personalization, and customer satisfaction. Demonstrating features that enable real-time responses, customized interactions, and efficient service management will resonate with buyers looking to meet and exceed customer expectations.



CONSIDERATIONS
FOR
MARKETERS:

#3

Build Trust and Confidence

Regulation and compliance are critical triggers for technology adoption. Buyers need assurance that the technologies they invest in will help them adhere to governance, environmental, and other regulatory standards. Clearly communicate how your solutions ensure compliance, reduce risks, and enhance operational integrity. Providing detailed information on certifications and compliance with industry standards can build trust and confidence among potential buyers.

What are the top priorities for marketers in the technology sector?

HIGHEST PRIORITY MARKETING STRATEGIES

Encouragingly, the top priorities of marketers in the technology sector reflect the needs and decision-drivers of today's buyers.

With 'I feel safe signing a contract with them' and 'provides the support, information and expertise we need' in the top 6 decision drivers for tech buyers, tech marketers appear to be focused on the right things with 'improving the customer experience & driving loyalty' at the top of their priorities.

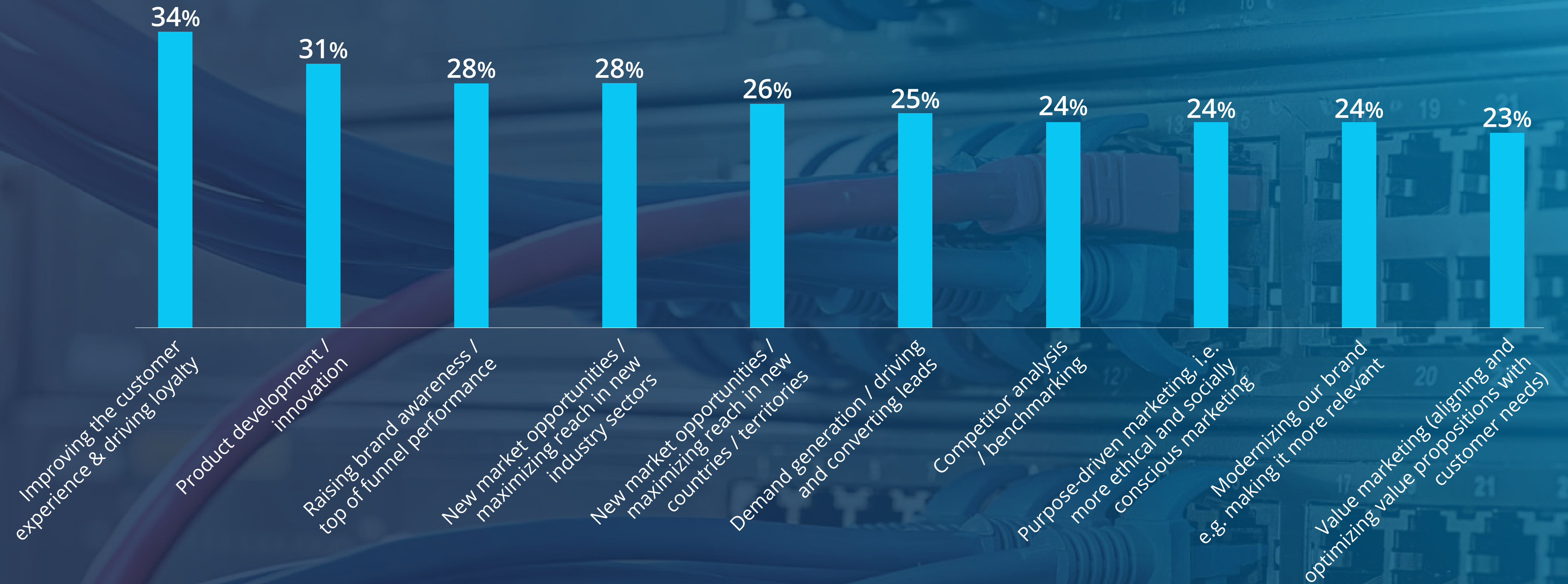
'Improve our productivity' and 'being a leader in innovative products and services' both featured in the top 10 decision drivers for manufacturing buyers (5th and 7th respectively), so it's also encouraging to see 'product development / innovation' in 2nd place and 'value marketing' in 10th.

The growing influence of DEI and alignment with personal values and ethics is also reflected in the top priorities of marketers, with 'purpose-driven marketing' and 'modernizing our brand by making it more relevant' taking the 8th and 9th spot respectively.

The one notable absence in the top 10 priorities for tech marketers is 'building our brand position e.g. through thought leadership'. With 'active thought leaders in their category / sector' rising to 4th in the list of top decision drivers for tech buyers, it's perhaps worrying that tech marketers are not placing greater importance on thought leadership in 2025.



Which marketing strategies are top priority for marketers in the tech sector in 2025?

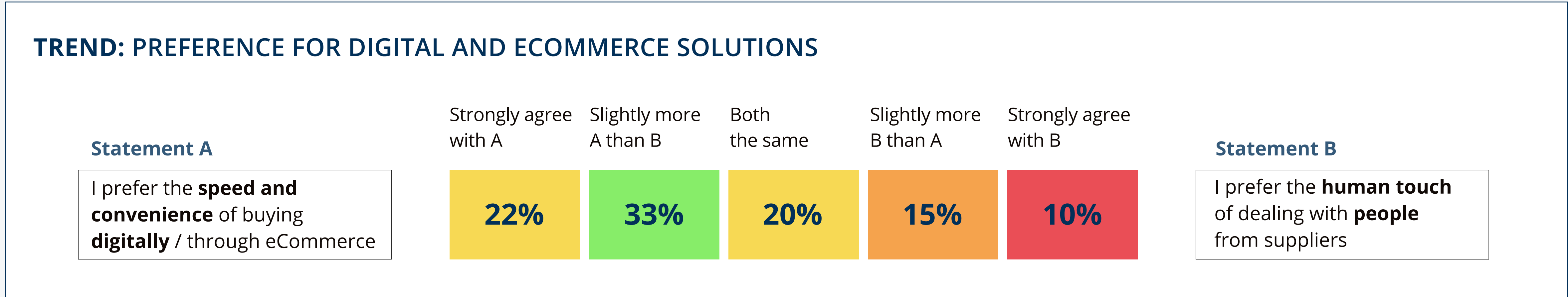


What are the key trends impacting the technology sector?

The 2024 Superpowers Index reveals several key trends that are shaping the technology sector, particularly in relation to digital transformation and the adoption of artificial intelligence (AI). These trends highlight the evolving preferences and expectations of buyers, as well as the opportunities and challenges presented by new technologies.

CURRENT BUSINESS TRENDS

55% of decision-makers in the technology sector prefer the speed and convenience of buying digitally / through eCommerce, compared to **25%** who prefer the human touch of dealing with people from suppliers, reflecting the growing importance of digital channels in the purchasing process. Buyers are increasingly looking for efficient and convenient ways to procure products and services.



55% of decision-makers in the technology sector expect to be able to purchase all products and services for their business through eCommerce platforms, compared to 21% who agreed that it is not appropriate to buy any products and services for my business through eCommerce platforms, further emphasizing the shift towards digital-first procurement.

TREND: EXPECTATIONS FOR ECOMMERCE PLATFORMS

Statement A

I expect to be able to **purchase all products** and **services** for my business through eCommerce platforms

Strongly agree with A

Slightly more A than B

Both the same

Slightly more B than A

Strongly agree with B

Statement B

It is **not** appropriate to buy any **products** and **services** for my business through eCommerce platforms

23%

32%

24%

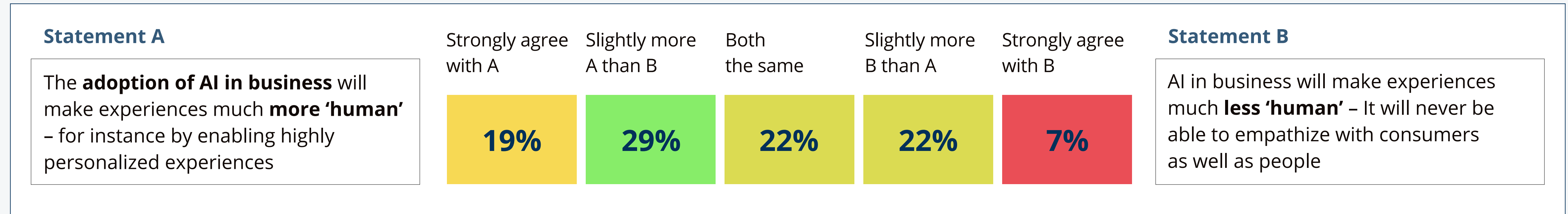
16%

5%



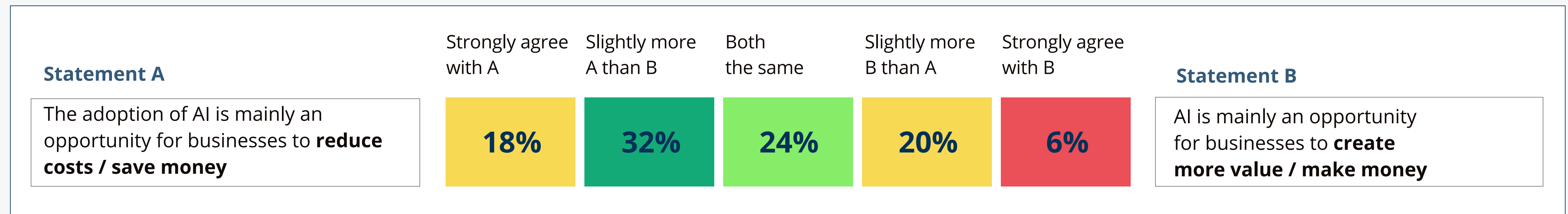
TREND: ADOPTION OF AI IN BUSINESS

48% of decision-makers in the technology sector agree that the adoption of AI in business will make experiences much more 'human', for example by enabling highly personalized experiences, compared to **29%** who agreed that AI in business will make experiences much less 'human', for example AI will never be able to empathize with consumers as well as people can.



50% of decision-makers in the technology sector agree that the adoption of AI is mainly an opportunity for businesses to reduce costs / save money, compared to **26%** who agree that AI is mainly an opportunity for businesses to create more value / make money.

While AI is recognized for its potential to personalize experiences and improve efficiency, there are also concerns about it's ability to empathize with consumers and create value for the business.



ATTITUDES TOWARDS SUPPLIERS

Similarity of marketing and communications messages

Decision-makers perceive that many brands have very similar marketing and messaging, suggesting that brands need to focus on creating unique and differentiated propositions and messaging that sets them apart from competitors.

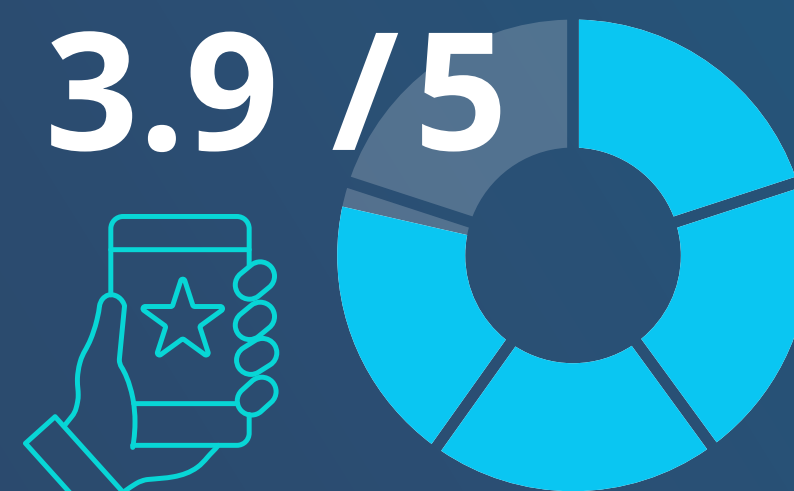
“Many of the brands I see at work have very similar marketing and communications messages – they all sound and act the same.”



Desire to be better understood

Decision-makers want suppliers to spend more time understanding their specific needs and providing solutions to their day-to-day problems, suggesting that brands should prioritize building deeper relationships with customers by actively listening to their needs and challenges and providing tailored solutions.

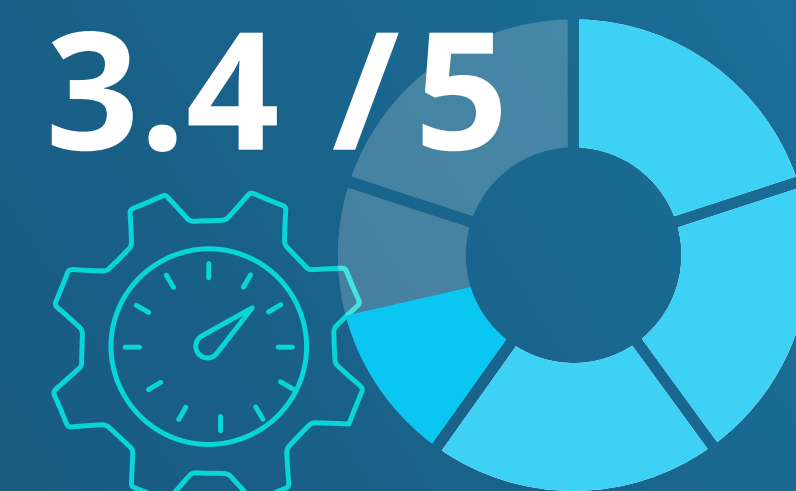
“I would like business suppliers to spend more time seeking to understand me and how it can solve day-to-day problems I face at work.”



Lengthy purchasing processes

Decision-makers feel that purchasing journeys with most B2B suppliers takes too long, indicating inefficiencies and potential frustrations, suggesting that brands should focus on identifying and eliminating friction and bottlenecks in the sales process.

“It takes far too long to make a purchase from most of our B2B suppliers.”



Agreement scale - average (out of 5)

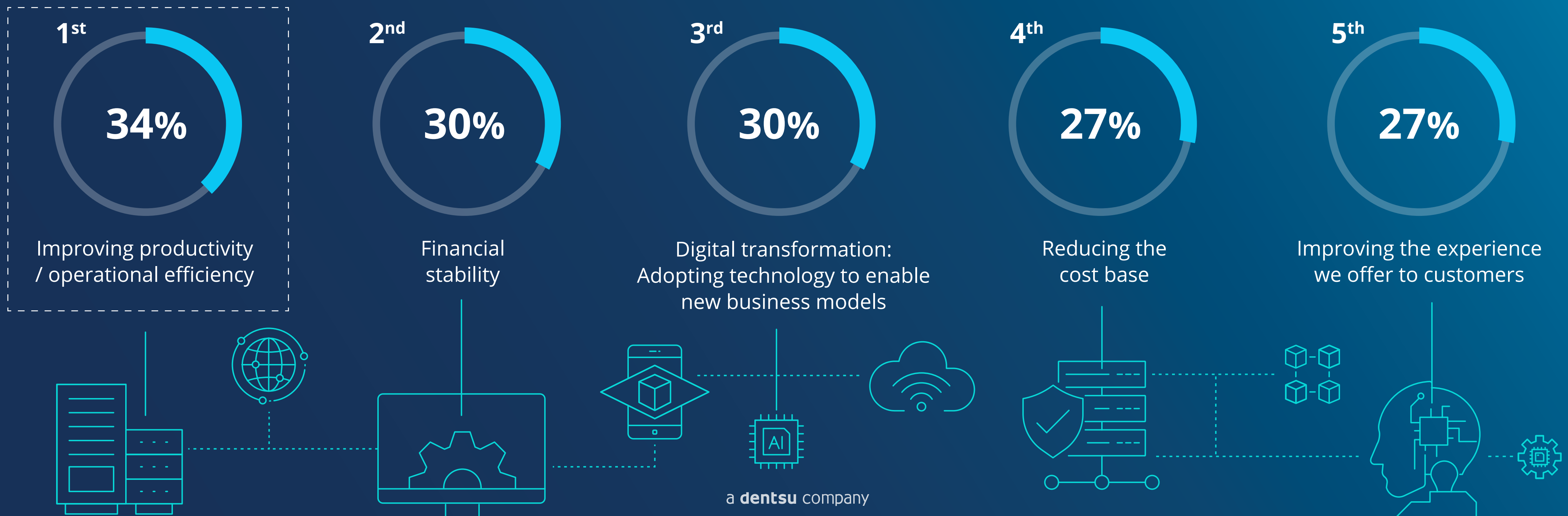
TOP BUSINESS PRIORITIES

The top priority for technology brands over the next two years is 'improving productivity and operational efficiency' and combined with 'financial stability' in second place and 'reducing the cost base' in fourth place, underscores the need to optimize processes, reduce waste, and enhance overall performance to remain competitive.

The importance of understanding and meeting the evolving needs of tech buyers has been highlighted throughout this report and it's therefore encouraging to see brands also prioritizing 'improving the experience we offer to customers' in their business strategies over the next two years.

Digital transformation is also a critical priority as brands look to adopt new technologies to innovate and develop new business models.

Which business strategies are technology brands prioritizing over the next 2 years?





For a unique perspective on many of the big trends in B2B, including the importance of trust and brand building, the ever-narrowing gap between winning and losing, the growing influence of thought leadership, and the challenges of scaling ABM, check out the full [2024 Superpowers Index](#)



International

a dentsu company