



Google conducted two studies to analyze Tech B2B customer engagement, revealing that most Tech B2B customers do their homework before making important purchases for their businesses. Today's typical Tech B2B customers frequently rely on search engines, content sites and videos for research, whether they want to narrow down the brands they're choosing from, or get a peer-perspective from product reviews on Youtube.



The **B2B Tech Customer's** Path to Purchasing



93%

of tech B2B customers conduct their research on the internet -- and mostly via **search engines**.

What are they searching for?



73%

Product pricing



60%

Reviews from their peers



56%

Peer company & brand reviews



Paid search referrals drive **one-fourth** of online conversions



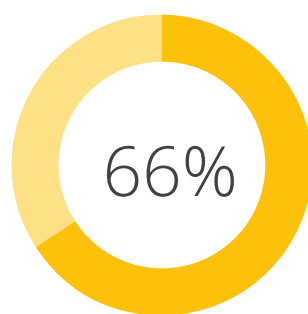
91%

search for tech products on **mobile devices**

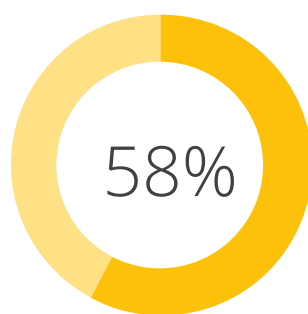
1 in 4

B2B customers reported **purchasing products** or services for their business on **mobile phones**.

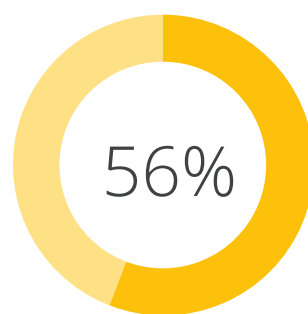
Where do customers get their tech product info?



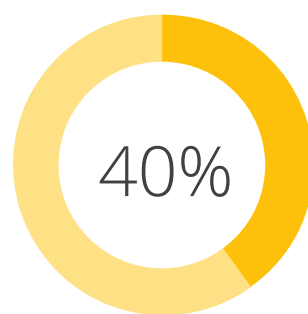
Tech-focused community sites



Tech media sites



Peer-generated online review sites



Trade magazine sites

1 in 3 Tech B2B customers **turn to videos** for information. What are they using videos for?



To understand specific features of a product or service



To understand how a product or service works



To obtain general info



To get info on brands they are interested in

71% of Tech B2B customers research the tech product advertised after seeing a **display ad**

After viewing display ads, Tech B2B customers went on to...



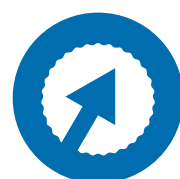
46%

to search for more information



45%

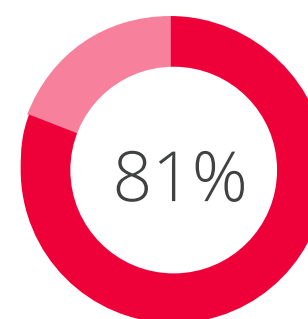
to consider the brand advertised



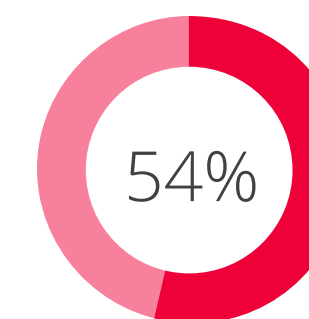
42%

to visit the advertiser's website

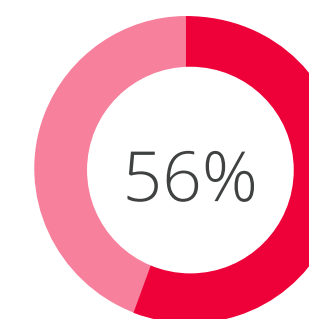
Reliance on videos is **here to stay**.



Say they will probably watch videos again when they shop



Watch videos on Youtube



Watch videos on brand or company websites

Visitors to the **Google Display Network** are **twice as likely** to convert.

One-third of tech B2B customers purchased the product online after watching videos.

