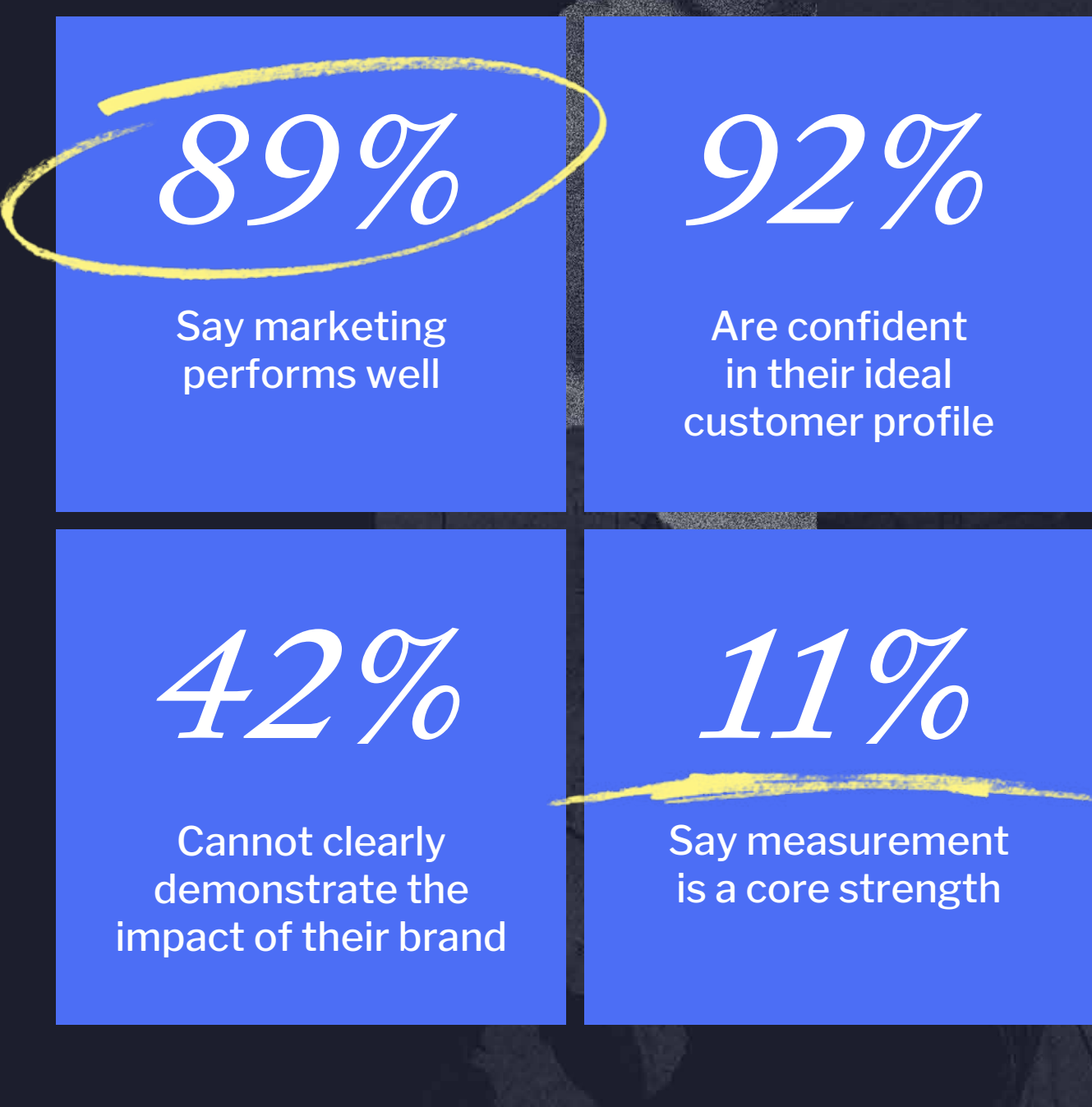


THE CONFIDENCE PARADOX

B2B marketers *feel* effective. Many struggle to *prove* it.

B2B marketers rate their own effectiveness highly. But when asked to demonstrate it, the picture is more complicated – and in a market where leadership demands commercial proof, that gap has real consequences.



WHY THE GAP EXISTS

Most B2B marketing teams are built for strategy. Not for proof.

Ask marketers to name their greatest strengths and the answers cluster around planning, creative, and positioning – yet measurement and attribution, the capability most directly responsible for demonstrating that all of it is actually working, ranks last.



The 40-point gap between strategy and measurement reflects how marketing has historically been recognized and rewarded for its strategy, creative, and positioning. Today's boardroom asks a different question: can you prove it worked? It's clear from our research that most teams aren't equipped to answer it.

CONFIDENCE VS EVIDENCE

How wide is the gap? Across every dimension, it's significant.

Each row pairs a confidence question with an evidence question on the same topic. In a market where leadership demands commercial proof, the distance between them is where marketing's budget position gets decided.

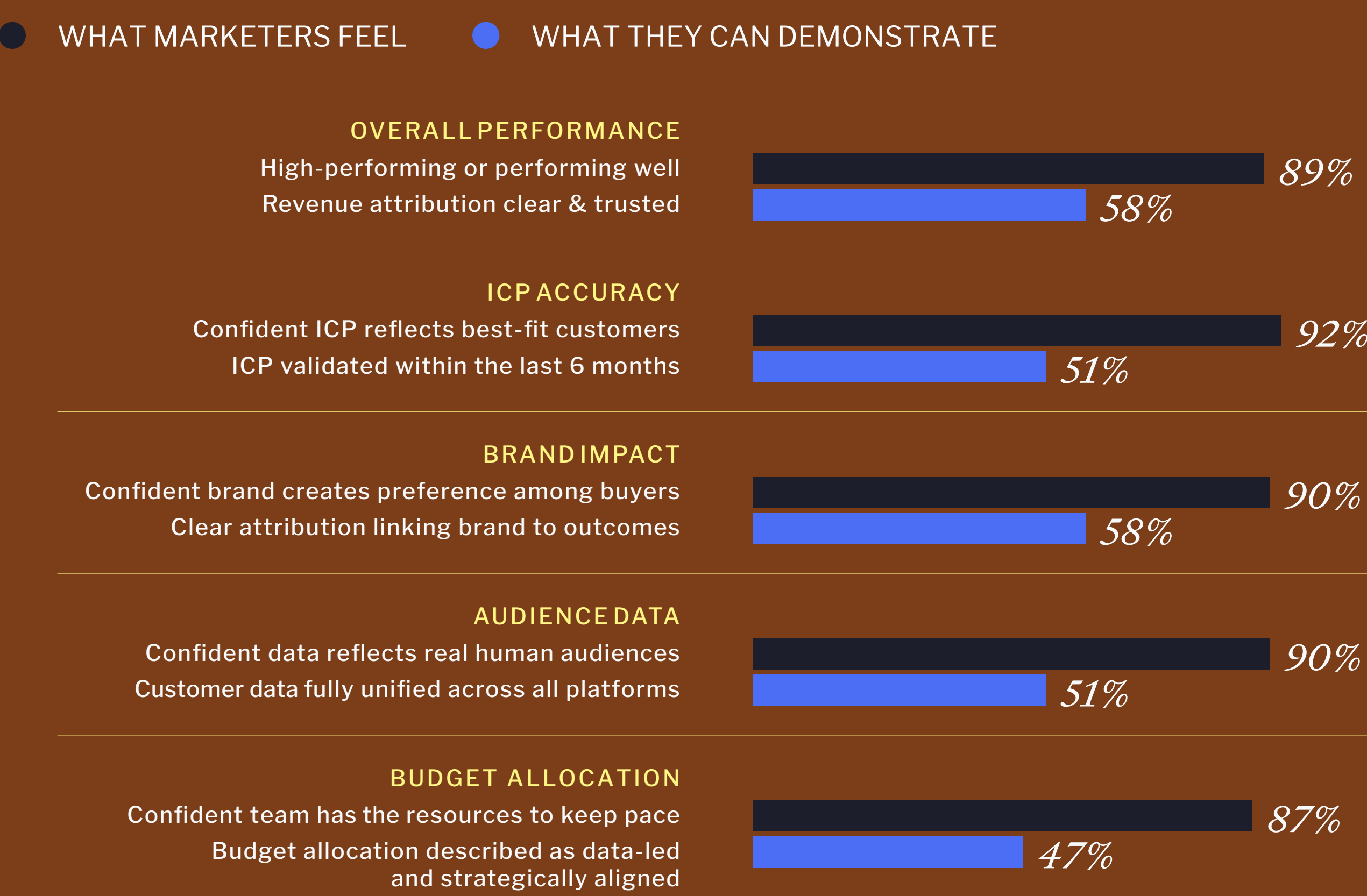


FIGURE 7 - N=269 - EACH DIMENSION DRAWS ON TWO SEPARATE SURVEY QUESTIONS

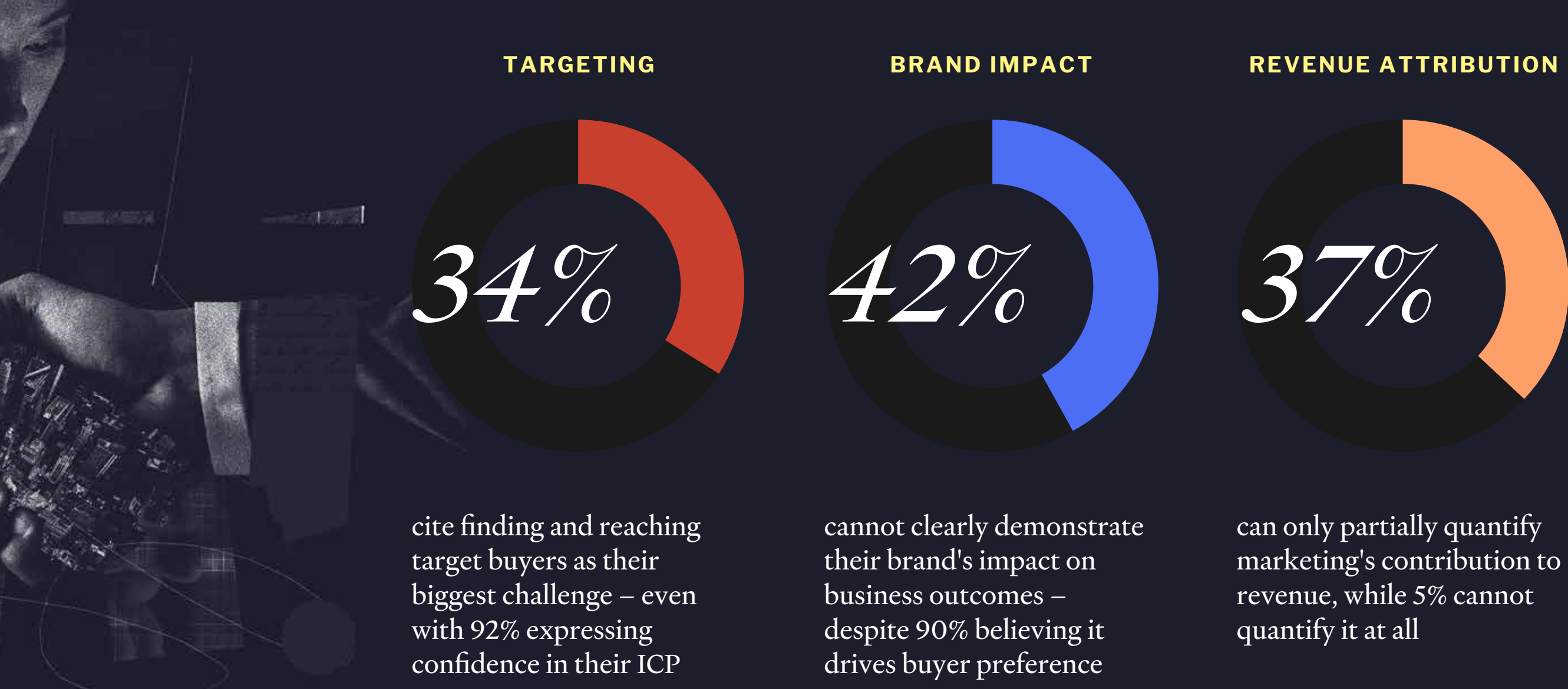
“Confidence across B2B marketing is high, but the standard of proof is inconsistent. That gap matters. Confidence without validation is fragile – it doesn’t survive a serious budget conversation.”

— Jamie Hendrie, CEO, The Insight Collective

WHERE IT SHOWS UP IN PRACTICE

Confidence doesn't convert to results on its own.

The gaps above aren't just about what teams believe – they show up in the buyers they can reach, the brand impact they can prove, and the revenue they can attribute. Each is a vulnerability when leadership asks marketing to justify its budget.



THE GAP IS CLOSEABLE

High performers aren't just more confident. They're more validated.

Only 36% of B2B marketers rate their effectiveness at 9 or 10 out of 10 – the rest are performing, but not pulling ahead. What separates that top group isn't ambition or strategy, but how rigorously they test what they believe to be true.



“What stands out among self-reported high performers is a more evidence-based approach to decision-making – clearer ICP definition, stronger attribution, and tighter alignment between marketing and commercial outcomes. That's where we help clients close the gap and make the biggest gains in marketing effectiveness.”

— Jennifer Brennand, VP, Marketing & Customer Experience
The Insight Collective

CLOSE THE GAP

Better B2B marketing starts with *better insight*.

The Insight Collective is a specialist lead generation partner for B2B technology companies – applying marketing science to help you find, reach, and convert the right opportunities.

Interested in learning more?

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