Hive Perform

State of Sales in 2025 – Market Report

THE STRATEGIC IMPERATIVE OF BUYER INTELLIGENCE IN B2B MARKETS

Why understanding buyers, not just tracking activity, will define the next era of revenue growth

May 2025

Executive Summary

Today's B2B sales environment isn't just complex, it's collapsing under the weight of outdated assumptions. Buyers operate anonymously, make decisions in cross-functional groups, and often reach conclusions before a sales rep is even looped in. The result? Pipeline stalls. Forecasts wobble. Engagement rates flatline.

Yet many revenue teams remain focused on activity visibility, calls made, emails sent, demos booked, as if those motions alone predict outcomes. They don't.

What's missing is **Buyer Intelligence**: the ability to understand not just what is happening in a deal, but why. Who's influencing it? Where is the buyer stuck? What motivates them and what makes them walk away?

This report explores how Buyer Intelligence is evolving from an emerging tactic to a strategic foundation. It defines the category, quantifies its impact, dissects the vendor landscape, and provides practical recommendations for leaders ready to **shift from seller-centric to buyer-led execution**.

Why This Report Now

Three reasons this moment matters today.

POV you're trying to play catch up with your buyer.

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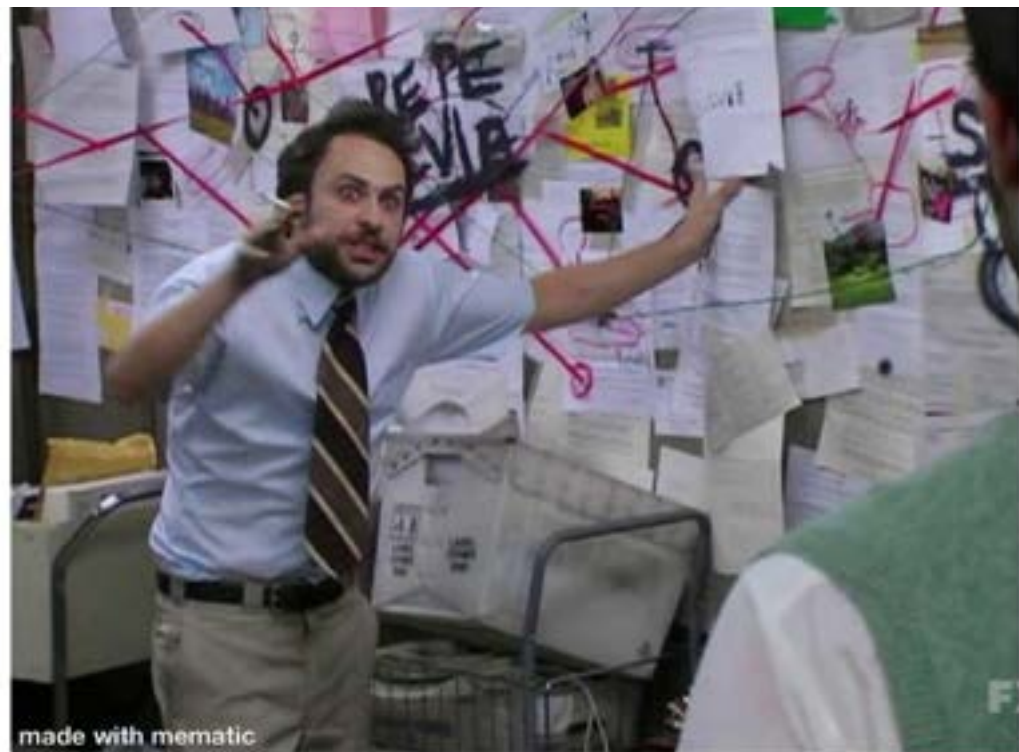
01 The buying journey has changed but most sales models haven't.

<u>95% of the buyer journey now happens anonymously.</u> Stakeholders act in parallel, not sequence. And yet many teams still expect buyers to raise their hand.

02 AI and data have matured but insight still sits on the sidelines.

While platforms collect more data than ever, reps remain overwhelmed or under-informed. The next frontier isn't more dashboards. It's buyer-aware action in real time.

## 03 Revenue growth is under pressure.

CAC is rising. Win rates are declining. Boardrooms are asking tougher questions. Teams that align with buyer psychology, timing, and context will outperform.

SECTION 01: WHAT IS BUYER INTELLIGENCE?

Most sales tools focus on what sellers are doing. Buyer Intelligence flips the lens putting buyer behavior, motivation, and context at the center of sales strategy. This section defines the core components of Buyer Intelligence, how it differs from traditional sales intelligence, and why it's becoming the critical edge in modern B2B markets.

Introduction
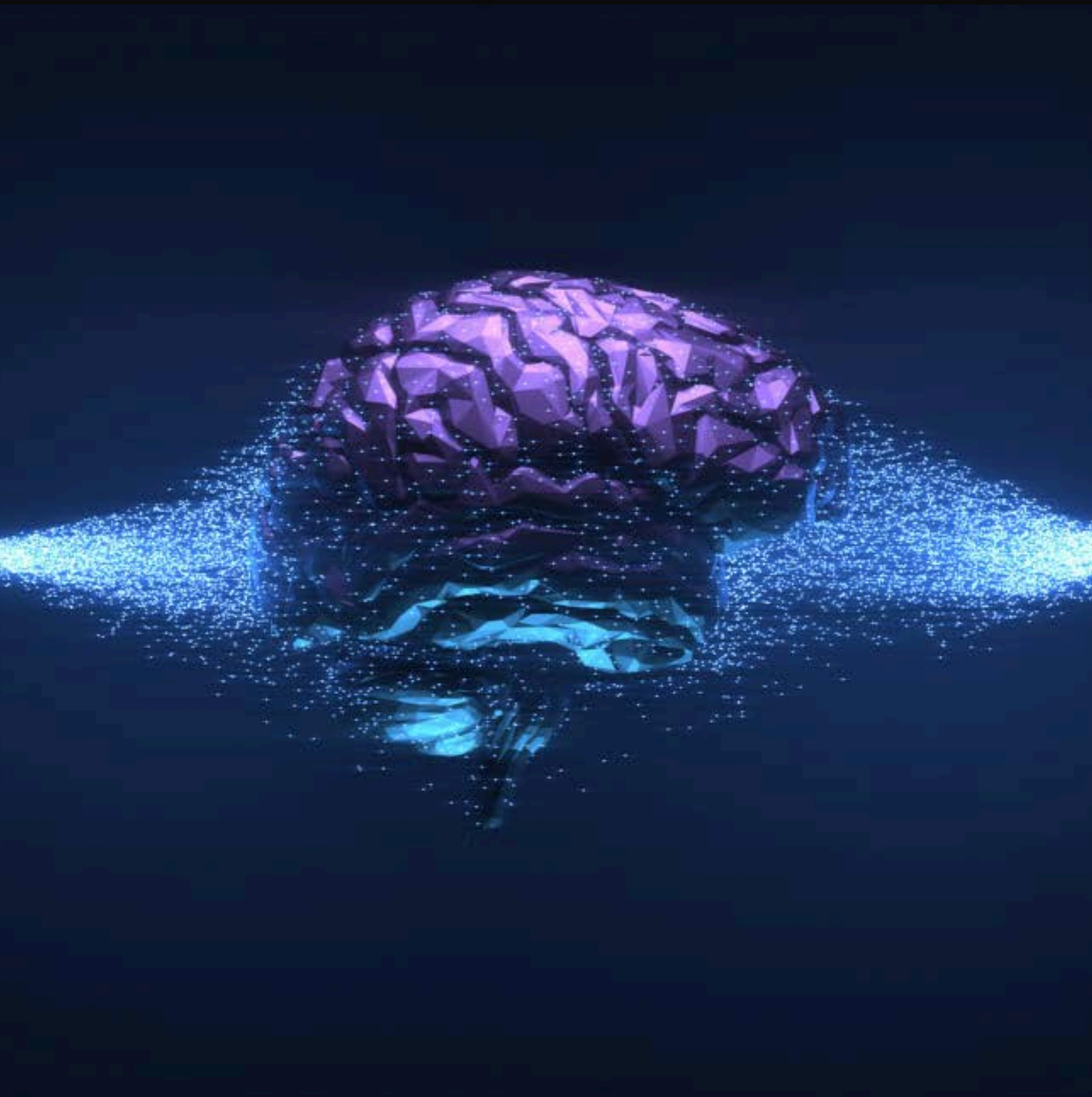
In today's sales environment, visibility into rep activity is no longer enough. Buyer Intelligence (BI) shifts the focus from what the seller is doing to what the buyer is experiencing and why it matters.

While traditional Sales Intelligence (SI) tools track activities (emails sent, meetings booked, contacts enriched), Buyer Intelligence is about meaning. It equips teams with the context, motivation, and decision-making signals behind every deal.

Unlike traditional Sales Intelligence, which equips sellers to act, **Buyer Intelligence equips sellers to respond based on what buyers actually need to decide.**

Key Components of a Modern Buyer Intelligence Stack

To truly understand and support buyer behavior, Buyer Intelligence must operate across three layers:

01

Data Collection

Buyer Intelligence starts with capturing high-signal inputs from every corner of the buyer journey. From website activity and email engagement to intent data, social signals, and meeting transcripts, every touchpoint offers context. The most advanced systems now tap into psychographic profiles and committee maps to decode what buyers value, how they decide, and who's really influencing the outcome.

02

Data Analysis & Enrichment

Raw data doesn't win deals, insights do. Buyer Intelligence tools use AI and machine learning to transform noisy data into patterns, predictions, and recommendations. Intent signals are ranked, gaps are filled through enrichment, and actionable next steps are generated. The goal? Equip reps to understand not just who's buying, but why and when.
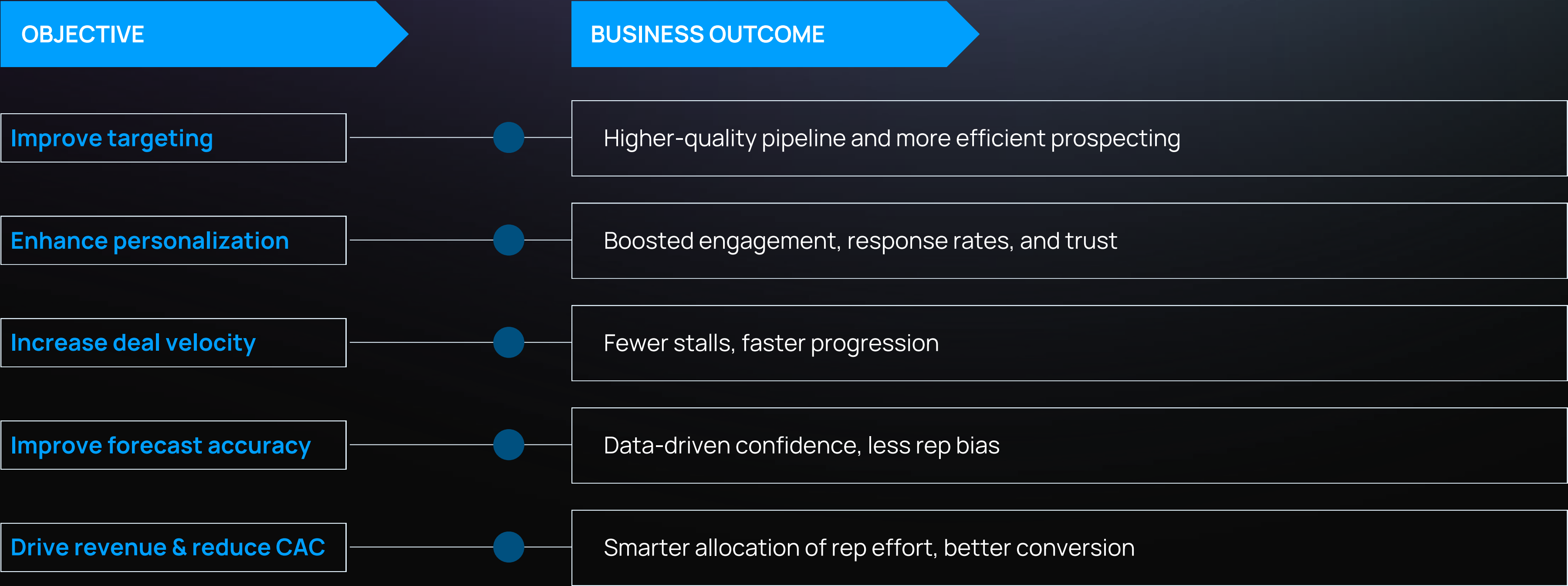
03

Application to Execution

The final and most critical layer is applying these insights directly into workflows. That means surfacing the right stakeholder map before a call, suggesting objection-handling moves based on buyer psychology, or prompting a rep when a deal goes cold. Execution is where Buyer Intelligence earns its keep: turning data into revenue-driving action in real time.

BI only creates value when it integrates directly into the sales motion. This is where sales performance platforms like Hive Perform turn intelligence into impact.

Why Buyer Intelligence Matters

Buyer Intelligence exists to fix the misalignment between how buyers buy and how sellers sell. Its impact is measurable across five areas:

OBJECTIVE	BUSINESS OUTCOME
Improve targeting	Higher-quality pipeline and more efficient prospecting
Enhance personalization	Boosted engagement, response rates, and trust
Increase deal velocity	Fewer stalls, faster progression
Improve forecast accuracy	Data-driven confidence, less rep bias
Drive revenue & reduce CAC	Smarter allocation of rep effort, better conversion

Buyer Intelligence vs. Sales Intelligence: Clarifying the Line

While often grouped together, Sales Intelligence and Buyer Intelligence serve fundamentally different purposes:

Dimension	Sales Intelligence	Buyer Intelligence
Primary focus	Seller activity, contact info	Buyer behavior, motivation, decision dynamics
Typical data	Firmographics, email open rates, CRM logging	Intent signals, psychographics, committee engagement
Primary use case	Prospecting, enrichment, pipeline hygiene	Execution guidance, follow-up prioritization, enablement
Output format	Dashboards, lists, reports	Real-time insights, personalized actions, in-flow nudges
Example tools	Apollo, LinkedIn Sales Nav, ZoomInfo	6sense, Hive Perform

Hive Perform

Sellers don't lose deals because they didn't log a call.
They lose because they **didn't understand the buyer**.
And in a world where buyers increasingly prefer not to talk to sales, the organizations that win are those that **learn to listen** without being in the room and **act decisively** once they are.

Hive Perform

SECTION 02: THE MODERN B2B BUYER AND EXECUTIVE AWARENESS

Buyers have changed but most sales orgs haven't. This section maps the reality of today's B2B purchasing journey and assesses whether executive leadership has kept pace.

The Complex Reality of the B2B Buying Journey

Modern buying is messy, digital, and buyer-controlled. The old funnel model no longer reflects how decisions are made or by whom.

01 Non-linear behavior is the norm

Buyers loop through jobs like problem identification, solution exploration, and internal alignment in unpredictable ways. Gartner calls this journey a "rat's nest," not a funnel.

02 Buying committees keep growing

The average B2B deal now involves 6–10 stakeholders, and sometimes as many as 20. Each brings different priorities, creating internal friction.

03 Buyers remain anonymous for most of the journey

95% of buyer activity occurs without vendor interaction. Even when a deal is in play, most site visitors are unknown contacts.

04 Digital is the first stop, not sales

Buyers complete 60–70% of their journey before speaking with a rep. They consult review sites (81%), vendor websites (97%), and peer communities long before outreach.

05 The risk of disengagement is real

77% of buyers describe the process as "very complex". Overexposure to content and tools leads to buyer fatigue and indecision, not momentum.

Executive and CRO Awareness: Bridging the Gap?

There's growing recognition among executive teams that the buying landscape has fundamentally changed but strategic adaptation hasn't fully caught up.

01 Leaders are aware of the shift to digital-first selling

60% of sales orgs are expected to adopt data-driven models by 2025. The rise of Revenue Operations (RevOps) reflects increasing awareness that sales, marketing, and service must align around the full buyer journey.

02 Executives are betting big on AI to drive sales performance

35% of CROs are projected to establish centralized AI teams by 2025. Top priorities include the automating logging, lead scoring, and surfacing next-best actions, all aimed at improving efficiency and scale.

03 But strategic understanding remains surface-level

Despite AI adoption, only half of B2B buyers say their experience feels modern. Many orgs still fail to grasp how complexity, non-linearity, and buyer anonymity demand a new operating model, not just new tools.

04 The anonymous buyer journey is still underserved

Traditional lead-focused systems miss the majority of upstream research and activity, most of which happens before a rep ever engages.

05 Buyer enablement remains an unrealized ideal

Analysts stress the need to help buyers buy, not just help sellers sell. This requires mapping real buyer jobs and designing support around their internal process, something most GTM strategies still overlook.

Buyer Intelligence isn't just about giving reps better data.
It's about **equipping leadership to reframe how they measure, guide, and invest in the sales experience** itself through the buyer's lens.

SECTION 03: BUYER INTELLIGENCE MARKET DYNAMICS

Buyer Intelligence is not yet a formally defined category but the signs of emergence are unmistakable. Accelerated by AI adoption, shifting B2B buyer behavior, and the growing imperative for data-informed execution, the market is coalescing around tools and platforms that promise a deeper understanding of how buyers actually make decisions.

Market Size, Growth, and Projections

To understand the size and growth of the Buyer Intelligence opportunity, we analyze three adjacent segments: Sales Intelligence (SI), Customer Intelligence Platforms (CIP), and enabling technologies such as Artificial Intelligence (AI). Together, they serve as strong indicators of where buyer-focused technologies are heading.

Market Segment	Source	Base Year	Forecast Year	CAGR	Market Size (USD Bn)
Sales Intelligence	MarketsandMarkets	2019	2024	11.40%	2.0 → 3.4
Sales Intelligence	Grand View Research	2022	2030	10.80%	2.95 → 6.68
Customer Intelligence	Grand View Research	2023	2030	28.30%	2.51 → 13.81
Artificial Intelligence	Grand View Research	2022	2030	37.30%	136.55 → 1,811.75
Artificial Intelligence	MarketsandMarkets	2025 (est)	2032	30.60%	371.71 → 2,407.02

The sharp contrast in growth between SI and CIP markets suggests a shift in investment toward more comprehensive, context-rich customer and buyer understanding, not just contact data or activity tracking. North America remains the dominant revenue region, due to early adoption and tech vendor density. But Asia-Pacific is forecasted to grow fastest signaling rising global demand for buyer-centric solutions.

Trends Defining the Buyer Intelligence Market (2025 and Beyond)

Across sales tech, eight trends are shaping the future of Buyer Intelligence. The common thread?
Buyer context is no longer optional, it's the critical currency of effective selling.

01 AI as the Core Engine:

Capabilities are evolving from descriptive dashboards to predictive lead scoring, buyer intent modeling, and agentic execution support. "Agentic AI", autonomous tools that can take actions like outreach or meeting prep is gaining momentum.

02 Data-Driven Decisioning:

Revenue teams are shifting from instinct to insight. Buyer Intelligence platforms are embedding intelligence across the funnel to inform strategy in real-time not just retrospectively.

03 Enrichment & Data Hygiene:

As data becomes the lifeblood of sales, tools that validate, clean, and enrich buyer data (firmographics, technographics, psychographics, etc.) are now mission-critical.

04 Hyper-Personalization at Scale:

AI-driven personalization based on who a buyer is, not just what they did is becoming table stakes. Personality and communication style data is emerging as a new differentiator.

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05 Support for Anonymous & Self-Directed Buying:

With most research happening before sales contact, tools must detect anonymous signals, map digital body language, and influence early-stage intent through content and channels.

06 Buying Committee Mapping:

Modern deals are complex. Buyer Intelligence tools must identify roles, influence levels, and dynamics within buying groups to enable tailored engagement strategies.

07 Integrated Sales Stack:

Seamless data flow into CRMs, MAPs, and engagement tools is non-negotiable. Interoperability unlocks downstream efficiency and adoption.

08 Rise of Buyer Psychographics:

Interest is growing in tools that help decode not just what a buyer does, but why. Gartner's Hype Cycle recognizes "Customer Psychographics" as an emerging area of strategic importance.

Platform Landscape: Capabilities Across the Ecosystem

While this category is still fluid, several key capability clusters are defining the ecosystem:

Capability	Description
Contact & Company Intelligence	Enriched data (phone, email, title, org charts) + firmographics
Intent & Behavior Signals	First- and third-party insights into research, page views, or tool usage
Conversational Intelligence	Meeting, email, and call analysis to identify deal signals
Predictive Forecasting & Lead Scoring	Using AI to anticipate buyer readiness or next best actions
Psychographic & Personality Mapping	Personality-based insights to tailor messaging
Committee Mapping & Relationship Intelligence	Tools that map stakeholders, influence, and buyer journeys
Enablement & Execution Nudges	Real-time guidance, often AI-powered, to support rep action

The future is moving toward convergence: unified platforms that blend buyer data, predictive analytics, and AI-guided execution into a single operating system for sales.

SECTION 04: MEASURING THE BUSINESS IMPACT OF BUYER INTELLIGENCE

Buyer Intelligence is more than a category shift, it's a measurable performance driver. Whether through higher conversion rates, larger deal sizes, or reduced go-to-market costs, the return on investing in buyer-centric tools is increasingly clear. This section explores how Buyer Intelligence translates into business impact across the revenue cycle, combining analyst research and vendor-reported outcomes.

Performance Improvements: Connecting Intelligence to Outcomes

Organizations adopting Buyer Intelligence are realizing step-change improvements in critical sales and financial metrics:

▶ **Sales Effectiveness & Productivity Gains:** Reps equipped with relevant buyer insights, who to engage, when, and how, spend more time selling and less time researching or logging data. Tools that automate research, follow-ups, and data capture free up bandwidth. <u>A BCG study found that companies with mature RevOps, often powered by such intelligence, saw sales productivity improve by 10–20%.</u>

▶ **Lead Conversion Rates Climb:** When targeting aligns with real intent and buyer context, conversion rates rise. Forrester reports that high-performing lead nurturing efforts, guided by intelligence, drive 50% more sales-ready leads. <u>Denave reported a 33% lift in conversions through data-led propensity modeling.</u>

▶ **Faster Sales Cycles:** A clear understanding of stakeholder needs, objections, and deal blockers enables reps to accelerate cycles. By anticipating buyer behavior, reps can preempt delays and move deals forward with less friction.

Performance Improvements: Connecting Intelligence to Outcomes

▶ **Revenue Growth and Bigger Deal Sizes:** Deeper insight unlocks more strategic account engagement. Humantic AI reported one client doubling average ticket size using psychographic buyer data. Demand Science, leveraging its own BI platform, scaled to $100M+ revenue and 50% CAGR since 2014.

▶ **Reduced CAC and Go-to-Market Waste:** BI helps teams focus effort where it counts shrinking acquisition costs. Forrester found 33% lower lead costs in organizations excelling at nurturing. BCG found RevOps alignment can cut GTM expenses by up to 30%.

▶ **Increased Rep Efficiency and Scalable Headcount:** Buyer Intelligence reduces the manual lift on reps by surfacing insights, prep, and next steps automatically. This means fewer reps can manage more deals without sacrificing personalization, freeing up headcount for strategic growth, not just coverage.

▶ **Improved CLTV Through Retention and Expansion:** Buyer Intelligence doesn't stop at acquisition. It supports stronger customer alignment post-sale, enhancing experiences and increasing loyalty, upsell potential, and lifetime value.

ROI Benchmarks: Case Studies & Reported Outcomes

While many vendor metrics reflect top-performing scenarios, the collective data provides strong evidence for the returns Buyer Intelligence can generate.

Platform / Source	Impact Area	Reported Result
Hive Perform	Ramp Time, Team Performance & Efficiency	+35% team-wide sales growth; rep ramp reduced to 36 days; 160 hrs leadership time saved per quarter
Humantic AI	Pipeline Generation	$60M in 6 weeks (Fortune 20, 10 sellers)
UserGems	ROI & Pipeline	40x ROI (Lattice); $1.7M pipeline (Cobalt)
Lead Onion	Revenue Impact	5:1 ROI; £70K uplift in pipeline
Denave	Lead Conversion	+33% via propensity-based modeling
Forrester Research	Lead Nurturing Effectiveness	+50% sales-ready leads; −33% cost per lead
BCG (RevOps Study)	Sales Efficiency & GTM Cost	+10–20% productivity; −30% go-to-market cost

While vendor results reflect reported outcomes and may represent optimal scenarios, inclusion of analyst sources offers additional objectivity for benchmarking impact.

SECTION 05: BUYER INTELLIGENCE AS A COMPETITIVE DIFFERENTIATOR

In today's noisy, nonlinear B2B landscape, execution speed and buyer insight often matter more than pitch decks or product features. Buyer Intelligence is becoming a key competitive lever moving companies from reactive to anticipatory engagement, and from generic outreach to highly personalized buying experiences.

Buyer Intelligence is not just a sales enablement layer: **it's a multiplier**. Organizations that embed it across GTM workflows unlock higher efficiency, stronger buyer alignment, and accelerated revenue performance. The gains aren't just conceptual, they're quantifiable.

From Guesswork to Strategic Precision

Buyer Intelligence helps organizations outperform through data-backed execution. Five core advantages stand out:

01. Systematic Selling

BI replaces instinct-led selling with scalable, repeatable motions. Teams that rely on stale or surface-level data struggle to compete against those armed with real-time buyer signals.

02. Faster Engagement

Predictive insights and behavioral triggers allow sellers to act before a competitor even knows an opportunity exists. BI shortens the window between buyer intent and seller action.

03. Personalization That Resonates

Going beyond firmographics, psychographic and intent-based intelligence enables messaging that matches how buyers think, not just who they are.

04. Operational Speed

Automation in BI platforms reduces manual work like data entry, research, or lead scoring freeing reps to focus on building momentum.

05. Deeper Understanding

Advanced tools uncover what buyers aren't saying explicitly underlying goals, objections, even internal friction. This insight is essential in high-stakes, multi-threaded deals.

Differentiator Today. Table Stakes Tomorrow.

Adoption of intelligence tools is rising fast but the competitive edge lies in how organizations use them.

Standard Tools Are Common

Contact databases, firmographic filters, and light intent tracking are now baseline. Simply having a tool no longer guarantees an edge.

Sophistication Sets Leaders Apart

Competitive advantage comes from integration not just access. Companies leading in buyer-centric growth use psychographics, multi-layered intent, and RevOps alignment to fuel strategy. Gartner's Hype Cycle suggests Customer Psychographics is still 2–5 years from mainstream meaning there's room to lead before others catch up.

Future-Proofing GTM

With buyer journeys becoming more complex and self-directed, the cost of inaction is rising. Basic data isn't enough and real advantage comes from mastery of how to apply it to move deals forward.

Competitive Advantage Today: A Snapshot

Organizations that embed Buyer Intelligence into their revenue strategy see

Competitive Area	Advantage Delivered
Targeting	Precision focus on in-market accounts and key personas
Engagement	Context-rich outreach that earns attention
Execution Speed	Faster cycles and reduced friction in complex sales
Outcomes	Higher conversions, larger deals, and lower CAC

The competitive battleground is shifting.
In 2025, it's not about if you have intelligence, it's about how well you use it.
Organizations that can act on buyer signals in real time, at scale, will
outperform.

Section 06: Strategic Recommendations for Leveraging Buyer Intelligence

Buyer Intelligence can't just be bought. To unlock its full value, companies must rethink how they operate shifting from siloed selling to buyer-centric execution. That means aligning teams, tools, and tactics around real insight into how buyers behave, decide, and engage.

01. Set Clear Goals and Align Your Strategy

- Define measurable objectives e.g., improve conversion rates, shorten sales cycles, grow cross-sell revenue.
- Align Sales, Marketing, and Success under shared ICPs and buyer journey insights.
- Use RevOps principles to drive consistency, collaboration, and accountability across teams.

Why it matters: Buyer Intelligence isn't just a data layer, it's a strategy enabler. Without alignment, insight goes unused.

02. Prioritize Data Quality and Seamless Integration

- Choose platforms with validated, complete data, accuracy fuels insight, especially for AI applications.
- Ensure tools integrate tightly with your CRM, SEP, and marketing stack to avoid workflow friction.
- Evaluate platforms holistically, look for unified capabilities across data, engagement, and insight.

Why it matters: The best insights are useless if they're trapped in disconnected tools.

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03. Deliver Actionable Insights That Guide Buyers

- Equip reps with usable outputs like prioritized leads, talking points, or next-best actions.
- Shift focus from product-push to buyer enablement: give buyers the tools and clarity to decide.
- Frame messaging around buyer JTBDs, not seller agendas using BI to personalize outreach across channels.

Why it matters: Relevance wins deals. BI should translate into smarter conversations, not just dashboards.

04. Enable and Upskill Your Sales Team

- Train reps to interpret and act on insights, not just use the tools.
- Build trust in BI by showing how it supports performance, not just oversight.
- Develop digital-first selling skills, including personalization and virtual engagement.

Why it matters: Insight adoption rises when reps see it as an advantage, not a task.

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05. Think Omnichannel and Digital-First

- Use BI to optimize early-stage digital touchpoints, where buyers now do most of their research.
- Surface insights across all channels: email, LinkedIn, your website, virtual meetings even direct mail.
- Treat your digital ecosystem as a primary sales asset not just a marketing property.

Why it matters: The buyer journey starts before a rep gets involved. You need to show up early and smart.

06. Monitor, Measure, and Improve

- Track KPIs like conversion rate, win rate, sales cycle, CAC, CLTV, and productivity.
- Gather rep and customer feedback (e.g., win/loss analysis) to refine your BI strategy.
- Adopt a test-and-learn mindset, adjust personas, messaging, and playbooks as you go.

Why it matters: BI isn't one-and-done. It's a loop: insight → action → improvement → insight.

Buyer Intelligence is a strategy, not just a stack.
Winning companies don't just collect data they act on it in ways that help buyers decide, not just move faster. Success requires investment in people, process, and ethics especially as AI raises the stakes on how insight is gathered and used.

Conclusion:

The B2B buyer journey has changed digital-first, non-linear, and increasingly buyer-led. Buyer Intelligence has emerged as a strategic necessity, helping companies move beyond intuition with actionable insights into buyer behavior, intent, and needs.

The market for BI is expanding rapidly, but the competitive edge lies not in access to data, but in how insight drives action. Organizations that embed these insights into their sales workflows personalizing outreach, guiding reps, and aligning teams see measurable gains across pipeline velocity, win rates, and cost efficiency.

At Hive Perform, we believe Buyer Intelligence is most powerful when it fuels execution, not just visibility. The companies winning today aren't just watching the buyer. They're meeting them with relevance, speed, and clarity at every step.

What We Do?
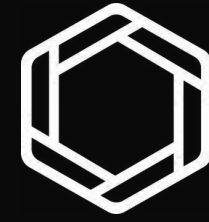
Hive Perform's Mission

Hive Perform is a **sales performance platform that brings together Buyer Intelligence and modern sales enablement** to help teams dramatically improve how performance is tracked and how deals are won.

At its core, Hive Perform gives sales teams a competitive edge by turning fragmented buyer signals into real-time, actionable guidance. Whether it's surfacing the right stakeholder insight, prompting the next best move, or helping leaders spot risk early, Hive Perform ensures reps aren't guessing, they're acting with buyer context in hand.

By aligning revenue teams around what buyers actually care about, Hive Perform helps reps move faster, engage smarter, and close more without adding more noise to their workflow.

The result? Buyer-centric selling that feels like an unfair advantage.

Hive Perform

Want to turn buyer insight into execution?
See how Hive Perform helps your team act on what buyers actually need at every stage of the deal.

[Explore Hive Perform]

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