



Report

The State of B2B Marketing Spend in 2025

Cut the Hype: AI for Smarter Spending, Customer
Experience for Growth

While AI has sparked a tech revolution, marketing leaders are keeping their feet on the ground. Call it pragmatism—or even maturity.

Looking ahead to 2025, CMOs won't just maintain their budgets—many will see them grow. Their focus? Doubling down on what works, now with an AI boost

AI isn't here to turn marketing on its head. The focus is laser-sharp: quick wins and solid returns, especially in content production and campaign insights.

When it comes to B2B buying, forget sales decks—it's all about network effects. Decision-makers lean heavily **on peer endorsements and expert backing.**

Professional networks and events back up this trust-based approach, serving both to showcase expertise and build insider circles. Heavy-hitting content—from videos to trade press coverage and whitepapers—**helps cement decisions that start with word of mouth.**

While Social Media remains essential for content distribution and network activation, its post format is too lightweight for deep expertise. This explains the growing appetite for trade media platforms, which offer editorial credibility and a more intent-driven, qualified audience. In fact, agencies now prioritize media platforms over Social Media as their go-to distribution channel.

Meanwhile, sales teams want more muscle from marketing. Qualified leads? That's table stakes now. The real push is toward full-cycle Sales Enablement: targeted content drops at every stage, robust playbooks, smart customer data mining, and conversion-focused metrics.

In short: B2B marketing is going all-in on driving sales performance.

Mohamed KHODJA
Media Marketing Director



Methodology

"The State of B2B Marketing Spend in 2025" study is based on a quantitative survey conducted by Infopro Digital Études among 355 decision-makers. The online survey (CAWI method) ran from October 3 to November 7, 2024. The sample includes decision-makers from executive management, marketing/communications, and sales across companies of all sizes—from independent businesses to enterprises with over 5,000 employees. Surveyed organizations operate across sectors including manufacturing, technology, construction, financial services, consulting, energy, and others. The study covers both brands and marketing/communications agencies, with either pure B2B or mixed B2B/B2C operations. Statistical analysis reveals significant differences (95% and 99% confidence levels) from cross-tabulations, particularly in respondent profiles.

1 B2B Marketing Gains Ground After Strong 2024

2 Marketing Budgets 2025: Steady Ground, Growth Plans, and Higher Stakes

3 Sales Leadership Pushes for More Business-Focused Marketing

4 What Really Drives B2B Purchase Decisions?

5 CMOs Aren't Reinventing the Wheel in 2025 - They're Adding AI Power

The State of B2B Marketing Spend in 2025: Insights from Infopro Digital Media

Following a strong 2024, CMOs head into 2025 with renewed backing from their leadership teams and **either stable or even increased budgets.**

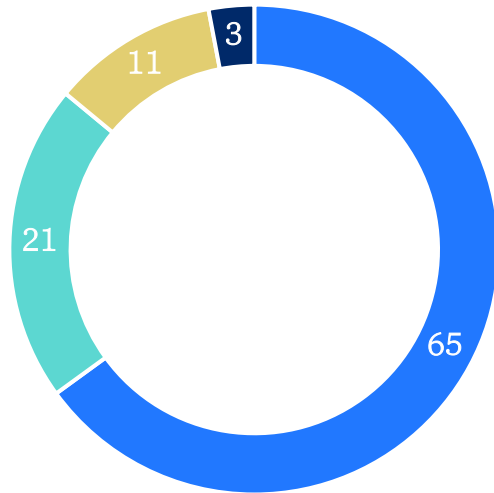
However, this vote of confidence comes with higher expectations. C-suite executives are pushing for marketing to align more closely with business goals and to **demonstrate direct revenue impact.** There's also mounting pressure on marketing teams to sharpen ROI metrics and boost performance, particularly through AI integration.

In 2025, marketing investments will need to deliver operational excellence while supporting the company's broader strategic vision.



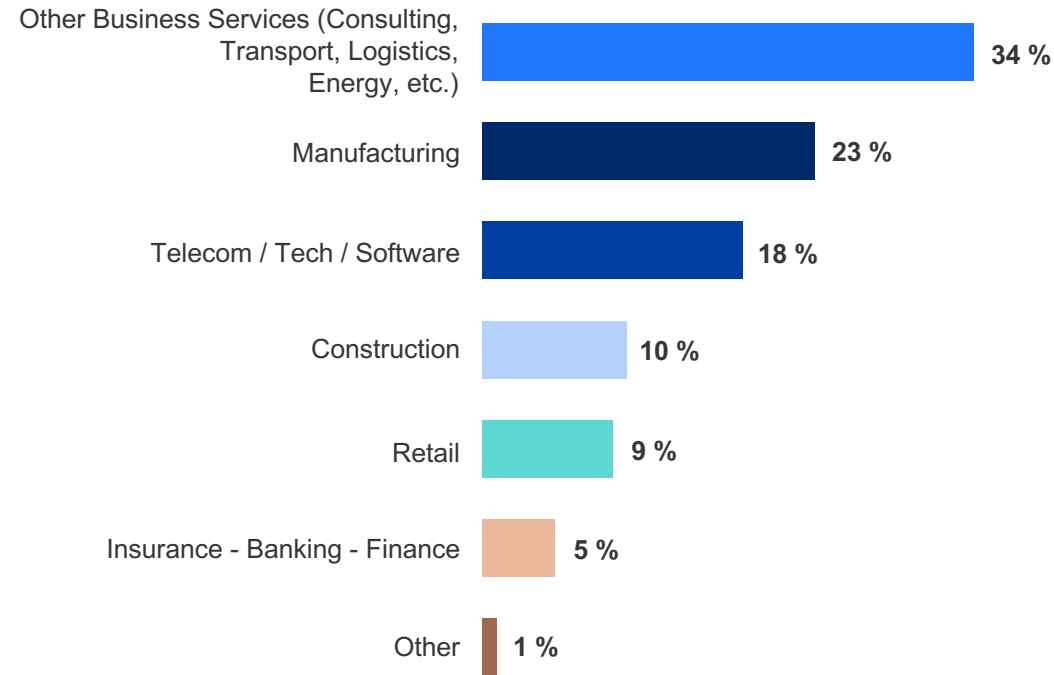
Respondent Profile

▶▶ Department

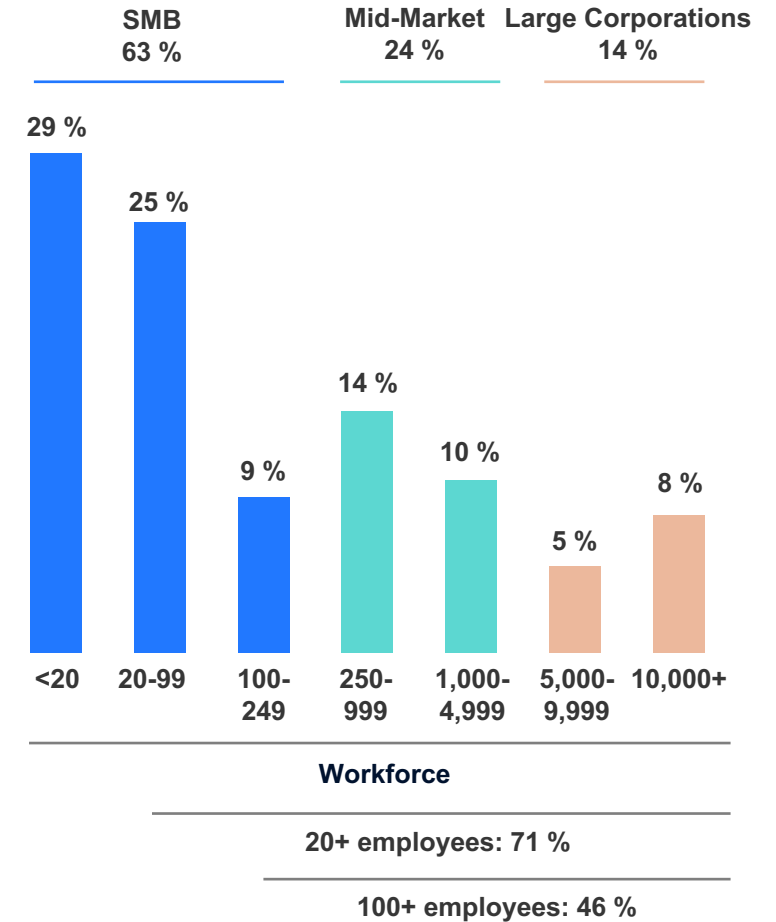


- Marketing & Communication
- Executive Leadership
- Sales
- Other

▶▶ Secteur



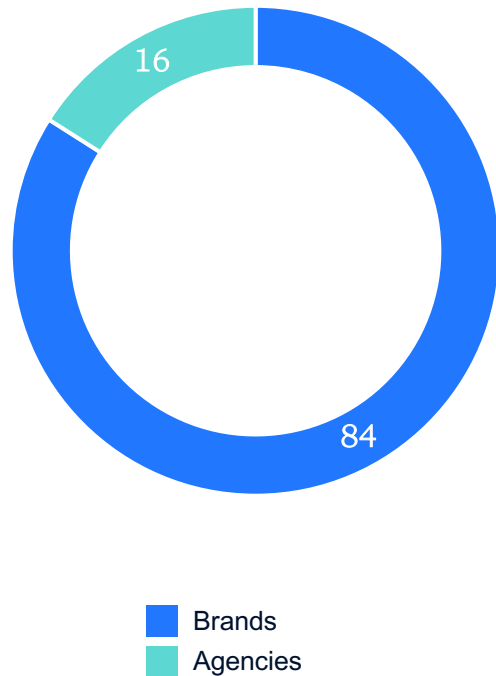
▶▶ Company Size



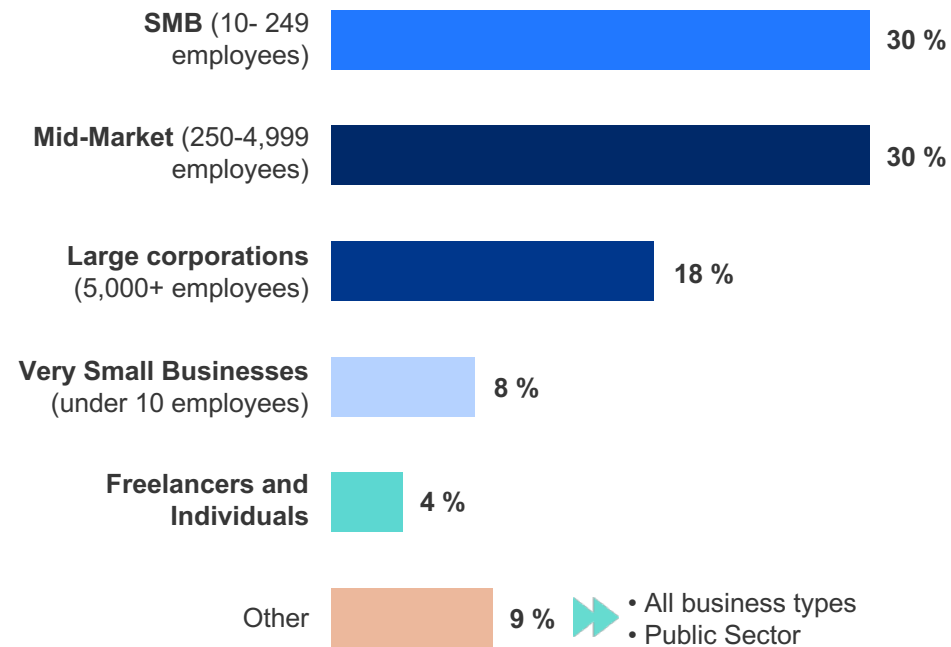
Summary

Respondent Profile

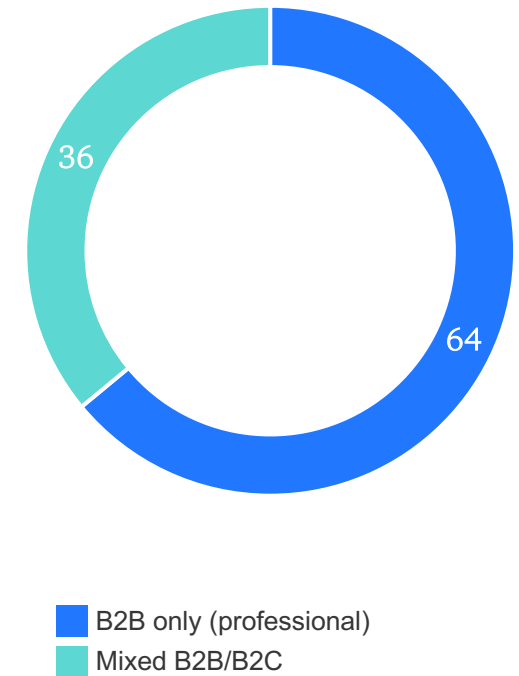
▶▶ Distribution Between Brands and Agencies



▶▶ Priority B2B Marketing Targets



▶▶ Customer Base



Summary

B2B Marketing Gains Ground After Strong 2024

While executives give marketing high marks for their results, the road to seamless sales alignment remains bumpy. Getting both teams on the same page - from shared objectives to aligned processes and metrics - stands as a major hurdle in driving maximum revenue impact from marketing initiatives.



Summary

1

2024: A Banner Year for B2B Marketing

Key Insight

What Share of Revenue Goes to Marketing?

2

Marketing Delivers Across its Core Functions

3

Sales and Marketing Alignment: Still a Work in Progress in 2024

1 2024: A Banner Year for B2B Marketing

Despite geopolitical tensions, inflation, and economic headwinds, B2B marketing showed remarkable resilience in 2024.

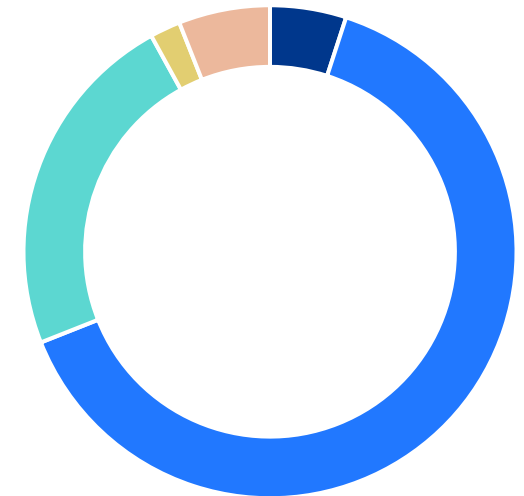
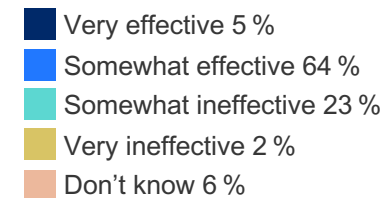
A solid **69%** of companies report effective marketing campaigns, validating their agile, results-driven strategies despite ongoing budget constraints.

However, one statistic raises eyebrows: 6% of respondents still cannot measure their marketing success - a surprising gap in an era of readily available, powerful analytics tools.

Throughout 2024, B2B marketing has proven its worth in delivering concrete value. Yet mastering measurement remains key to turning today's wins into lasting success. For the C-suite, better quantifying marketing's contribution to sales performance remains the top priority.

▶ How would you rate the effectiveness of your company's B2B marketing initiatives in 2024?

EFFECTIVE 69 %
INEFFECTIVE 26 %



What Share of Revenue Goes to Marketing?

Marketing spend as a percentage of revenue shows an inverse relationship to company size.

28% of SMBs invest over 4% of their revenue in marketing activities, compared to just **10% of large corporations**. This inverse relationship stems from three complementary factors.

First, there is the math: marketing has fixed costs (expert content creation, events and tools) that naturally weigh more heavily, percentage-wise on smaller companies' revenue.

Second, it's about economies of scale. Large corporations reach broader audiences and wider distribution networks with each marketing initiative compared to SMBs. This foundation allows them to maintain growth with moderate marketing intensity.

Third, competitive dynamics come into play: SMBs often need to compensate for their smaller size with heightened marketing efforts. Without this increased intensity, they risk hitting a ceiling in visibility and growth when competing against better-resourced rivals.

▶ In 2024, what percentage of your company's or business unit's revenue was allocated to B2B marketing spend?

	Total	SMBs	Mid-Market	Entreprise
	241	147	64	30
Less than 1%	33 %	27 %	36 %	57 %
1-3%	45 %	45 %	50 %	33 %
4-5%	18 %	23 %	13 %	3 %
Above 5% (please specify)	5 %	5 %	2 %	7 %

Results significantly **HIGHER/LOWER** than overall



Summary

2 Marketing Delivers Across its Core Functions

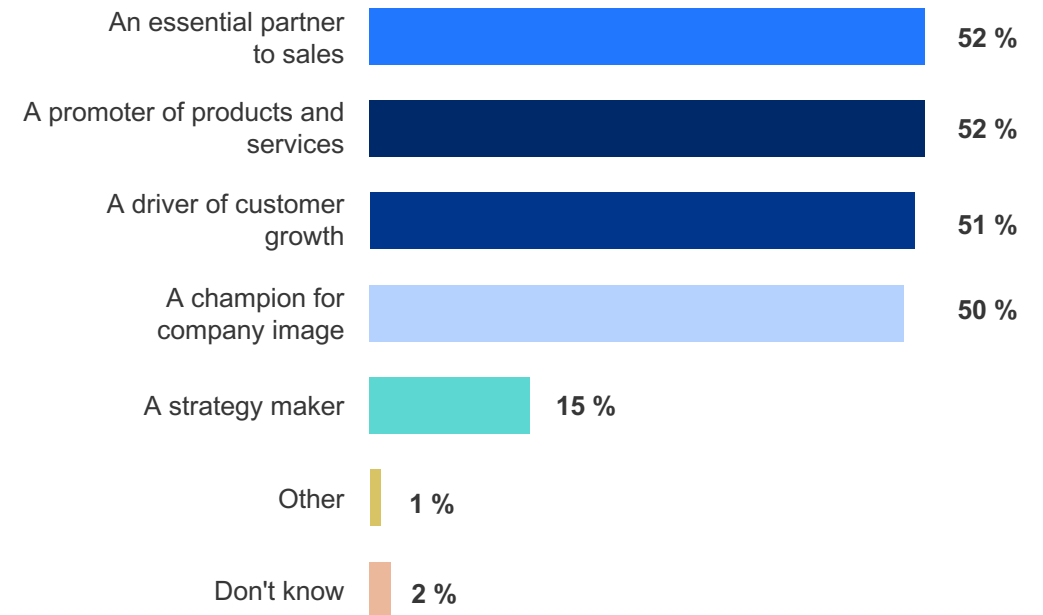
Marketing hits the mark across all traditional territories: driving sales, showcasing offerings, building customer loyalty, and managing brand reputation.

Executives view marketing as vital to growth, seeing it as:

- **A must-have sales ally (52%)**
- A powerhouse in promoting solutions (52%)
- A key driver of customer growth (51%)
- A brand steward (50%)

With marketing delivering strong value and winning over executives, it's no wonder 2025 budgets look promising.

▶ How is marketing perceived within your company?



Base: All brand-side respondents (299 respondents) / Multiple answers allowed (max. 3)



Summary

3 Sales and Marketing Alignment: Still a Work in Progress in 2024

While B2B marketing achieved strong performance targets in 2024, the sales-marketing relationship remains rocky.

40% of sales leaders rate marketing efforts as "somewhat ineffective" - almost double the average from other departments (23%). A clear sign that marketing **must sharpen its business edge in 2025.**



▶ How would you rate the effectiveness of your company's B2B marketing initiatives in 2024?

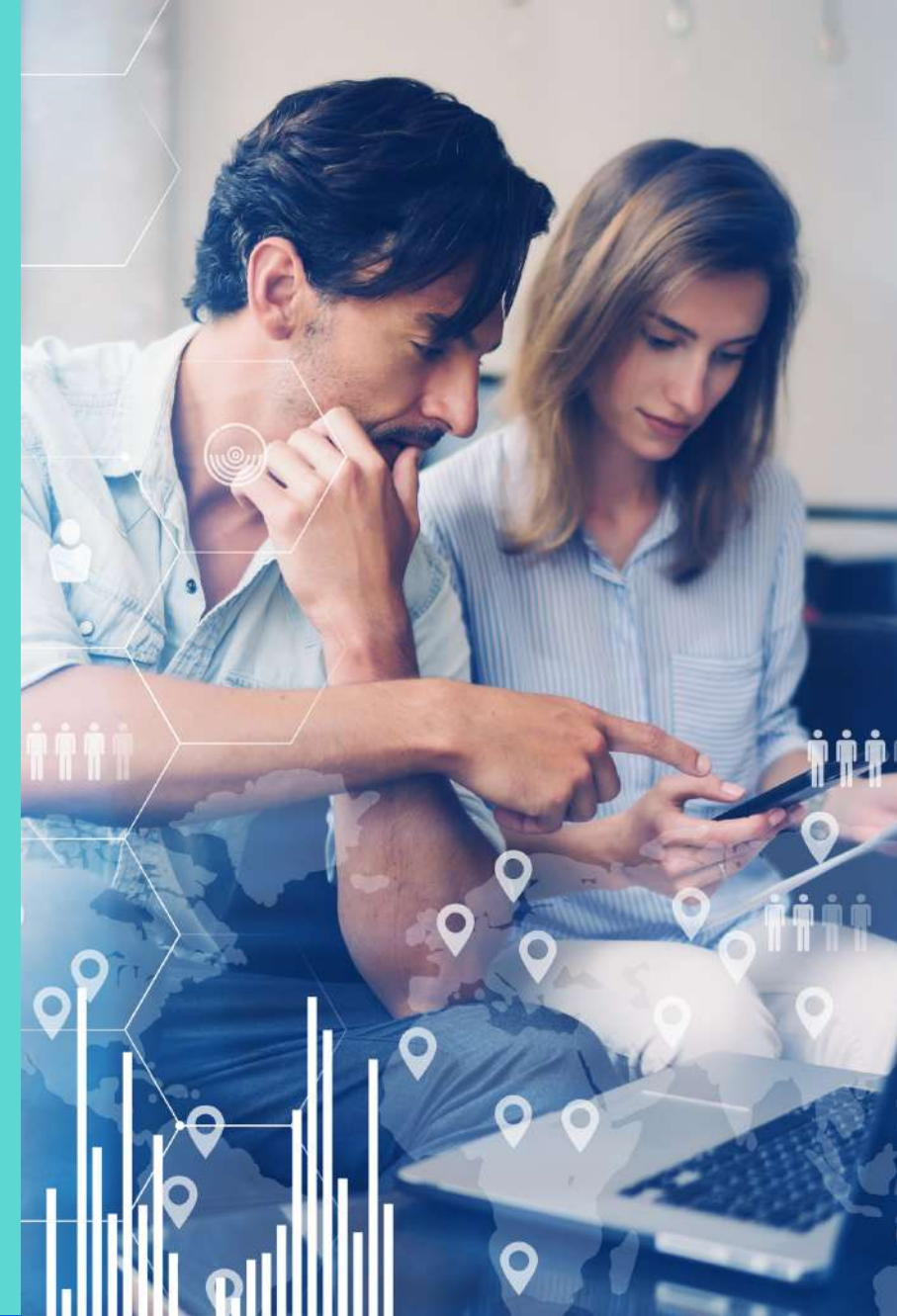
	Total	Executive Leadership	Marketing Department	Sales Department
	299	55	202	34
Very or somewhat effective	69 %	61 %	73 %	56 %
Very or somewhat ineffective	26 %	27 %	23 %	40 %
Don't know	6 %	12 %	4 %	4 %

Base: All brand-side respondents (299 respondents) / Single answer question



Summary

- ▶▶ **Launch a Monthly Sales-Marketing Sync** focusing on three key areas: shared performance dashboards, campaign field insights, and fine-tuning lead scoring.
- ▶▶ **Get Sales and Marketing on the Same Page with unified metrics:** MQL-to-SQL conversion rates, deal impact tracking, and pipeline contribution.
- ▶▶ **Match Marketing Spend to Market Position:** challengers need to go big on visibility and lead gen, while market leaders should double down on proven channels.
- ▶▶ **Fast-Track ROI Measurement Tools,** starting with big-ticket channels and gradually rolling out across the full marketing mix.



Marketing Budgets 2025: Steady Ground, Growth Plans, and Higher Stakes

Nine out of ten marketing budgets will hold steady or increase in 2025. While this gives CMOs some breathing room, they'll need to deliver - expectations are running high.



Summary

1

**Rising B2B Marketing Budgets
Signal Growing Confidence
for 2025**

2

**Agencies Report Rising Budgets
from B2B Clients**

3

**What's Driving the Rise
in CMO Budgets?**

KEY INSIGHT

**Who's Making the Calls on
B2B Marketing Purchases?**

1 Rising B2B Marketing Budgets Signal Growing Confidence for 2025

When it comes to gauging the C-suite's mood, marketing budgets never lie. And for 2025, the outlook is bright, despite Europe's geopolitical tensions in the backdrop.

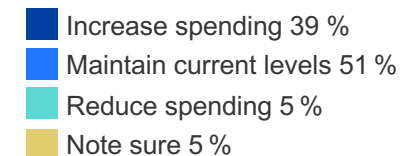
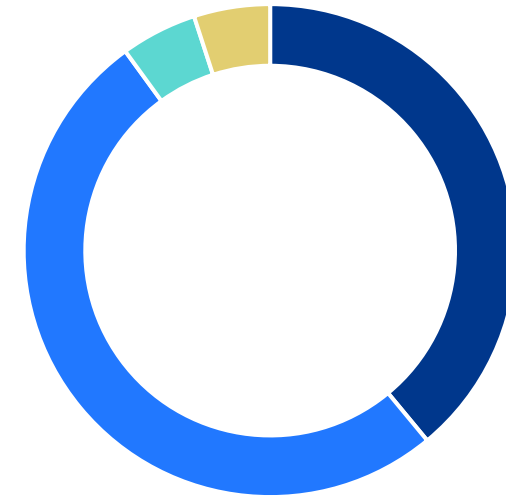
Marketing has earned its stripes as **a core growth driver**, not just another cost center. Leadership sees it as a key asset in building resilience against economic and geopolitical headwinds.

The numbers tell the story: **39%** of B2B companies are raising their marketing budgets in 2025 - a 4-point rise from 2024. Meanwhile, budget cuts stand at an all-time low of **5%** (down from 13% in 2024). In other words, marketing teams will have the resources they need to chase growth.

Companies keeping budgets steady also rose by four points (51% in 2025 vs. 47% in 2024). This stability offers CMOs room to breathe, though performance expectations remain high.

SMBs are leading the charge, with **42%** planning budget increases in 2025 - three points above the overall average.

► What are your B2B marketing budget plans for 2025?



Base: All brand-side respondents (299) / Single answer question



Summary

2 Agencies Report Rising Budgets from B2B Clients

The uptick in B2B marketing agency budgets confirms positive market momentum, with outsourcing more popular than ever.

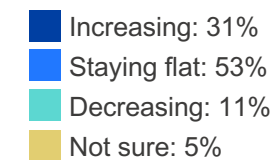
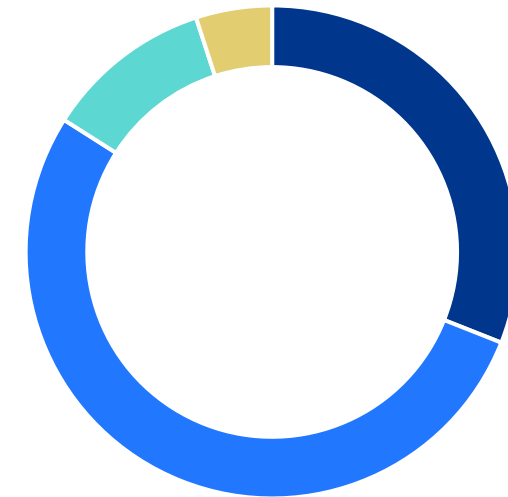
Agencies report budget increases for **31%** of their clients, while **53%** maintain current spending levels.

More than half of agencies (**55%**) now handle **average client budgets exceeding €50,000**.

The marketing landscape has grown increasingly complex: volatile algorithms making SEO challenging, talent shortages in key roles (traffic managers, social media managers, marketing automation leads), and the need for specialists on strategic projects.

Leadership is leaning toward agency flexibility (45%) over the slower, riskier path of in-house hiring (28%).

▶ How are your clients' B2B marketing budgets looking for 2025?



3 What's Driving the Rise in CMO Budgets?

Marketing teams are leading the charge on AI adoption across businesses. Many CMOs are becoming their companies' go-to AI experts, unlocking new budgets to steer implementation.

AI-powered marketing teams can now better measure ROI and demonstrate, with a reasonable degree of accuracy, their impact on revenue.

Of course, other factors are also driving B2B marketing budgets upward in France: ever-longer buying cycles, more decision-makers in the mix, and rising Social Media ad costs.

Overall, CMOs have improved at making their case for budget, for several key reasons:

- Marketing's proven ability to fill the sales pipeline
- The push (and need) to weave AI into the marketing tech stack
- More complex buying journeys: longer sales cycles, more stakeholders at the table, etc.



Who's Making the Calls on B2B Marketing Purchases?

When it comes to selecting B2B marketing providers and suppliers, decision-making remains a team sport, with executive leadership holding the keys—and veto power—on most purchases over €10,000.

To sell B2B marketing solutions, **you need to win over more than just the CMO**. Today, more than one in four executive teams (27%) weigh in on decisions under €10,000. That involvement doubles (54%) for larger investments—surpassing even marketing departments, despite them being the end users.

This tells us two things: there's a drive to keep spending in check despite stable or increasing marketing budgets, and a growing recognition that marketing investments **can ripple across the organization** (data security, compliance, sales process changes, new work methods).

Providers now need to speak multiple languages: address executive concerns, convince sales directors, talk ROI with finance, reassure legal teams about GDPR and cybersecurity, and satisfy sustainability requirements with CSR teams.

▶ Who's involved in B2B marketing purchase decisions at your company?

	Budgets under €10,000	Budgets of €10,000 and above	Don't know / Not applicable
Executive Leadership	27 %	54 %	19 %
Sales Department	24 %	28 %	48 %
Marketing/Communications Department	44 %	42 %	14 %

With multiple stakeholders in play, solution providers need to tailor their value proposition from different angles. Sales success now hinges on carefully building consensus among decision-makers with often competing priorities.





- ▶▶ **Map expertise needs** to make smart hire-or-outsource decisions: assess skill criticality, task frequency, and talent market costs.
- ▶▶ **Prove AI's value beyond productivity gains:** quantify campaign ROI and lead quality improvements. Build quick, measurable proof-of-concepts.
- ▶▶ **Strengthen the business case** for marketing investments: back every major project with impact metrics tied to sales KPIs (pipeline, conversion, customer lifetime value).
- ▶▶ **Get ahead of approval processes** by bringing stakeholders (Finance, IT, Legal) into big projects early. Create a standard template addressing their key concerns to speed up implementation.



Sales Leadership Pushes for More Business-Focused Marketing

Sales departments are only **half as likely** as other departments to be satisfied with marketing's 2024 performance... yet they remain optimistic about marketing's potential.



Summary

1

Sales Directors Call for Marketing to Get More Business-Savvy

2

Sales Enablement and AI: Bridging the Sales-Marketing Gap in 2025

KEY INSIGHT

Performance Marketing: CMOs Face the Heat on Business KPIs and ROI

1 Sales Directors Call for Marketing to Get More Business-Savvy

Our study shows sales directors want marketing to adopt a more business-driven approach (vs. branding and awareness), backed by KPIs directly tied to sales performance.

52% of sales directors already see marketing as **an essential partner**. While this score shows a solid foundation, there's room for improvement—40% of sales departments still rate marketing initiatives as "somewhat ineffective."

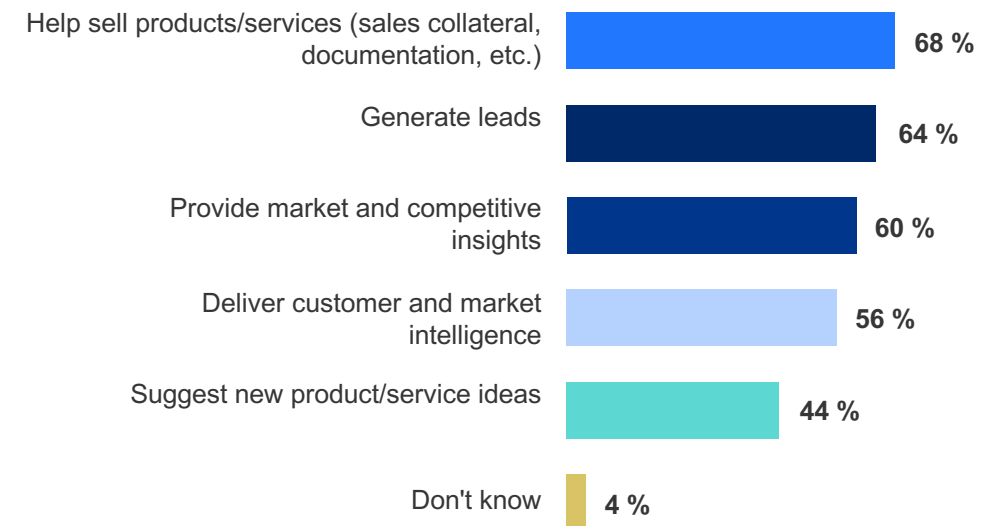
For 2025, sales teams want marketing to:

- Help drive product and service sales (68%)
- Generate leads (64%)
- Provide solid market and competitive intelligence (60%)

In large enterprises, where rigid structures often complicate collaboration, only **40%** of sales directors view marketing as an effective partner.

Organization size clearly works against sales-marketing alignment. This points to a deeper organizational challenge **that goes beyond just tools and processes**.

▶ How do you expect marketing to support your sales efforts?



Small base: Sales department respondents (brand-side) (34) / Multiple answers allowed



Summary

2 Sales Enablement and AI: Bridging the Sales-Marketing Gap in 2025

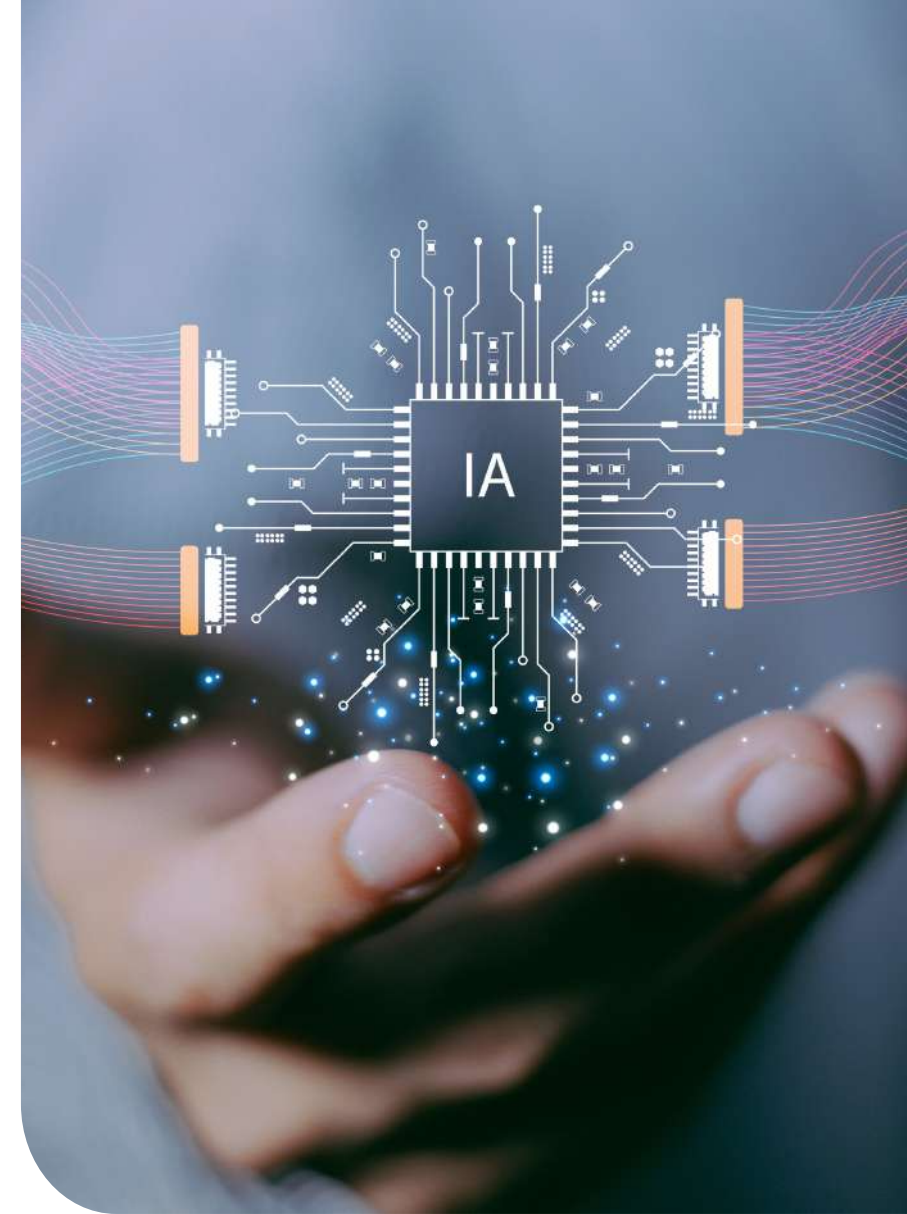
CMOs are likely to increase budget share for sales performance initiatives, with Sales Enablement leading the way at one in two companies (49%):

- Sales-cycle specific content
- Sales playbooks
- Centralized sales resource library
- ABM campaigns and more

CMOs' dashboards will naturally need to feature more **business KPIs** like conversion rates by customer segment, content impact on sales cycle length, and channel-specific pipeline contribution.

The challenge isn't gathering this data (the tools have been around), but turning it into actionable insights for sales teams.

AI will speed up delivery across all these areas (see Section 5).



Performance Marketing: CMOs Face the Heat on Business KPIs and ROI

In 2025, leadership will keep pushing CMOs for granular performance reporting. Vanity metrics are giving way to business KPIs, focusing on MQL-to-SQL conversion, opportunity rates, and direct revenue impact.

Marketing needs to show how every dollar drives pipeline growth, whether directly or indirectly. It's the only way to ditch that "cost center" label some departments still hang on marketing.

The same goes for channels. From social and SEO to email and paid media - **everything's under the microscope for CPL and ROI**. The numbers will drive budget calls, with money following success.

Gone are the days of measuring content by views alone. Now it's all about qualifying leads and speeding up deals. And customer experience? We're moving past NPS to track churn, upsell, and cross-sell - everything that feeds into Customer Lifetime Value (CLV).

AI ties it all together, making it easier to track marketing impact, spot likely converts, and **get better results from marketing investments**.





- ▶ **Build a one-stop Sales Enablement** portal housing sales-cycle content, playbooks, sales resources, and best practices.
- ▶ **Realign lead qualification criteria with sales:** create a shared scoring system, clearly define MQL vs. SQL, and formalize handoff/feedback processes.
- ▶ **Launch a unified Sales-Marketing dashboard** tracking the full journey from lead to close (plus Customer Success).
- ▶ **Make monthly Sales-Marketing performance reviews a habit,** focusing on three KPIs: MQL-to-SQL, cycle time impact, and pipeline contribution



What Really Drives B2B Purchase Decisions?

B2B buyers run on proof, not promises. Peer recommendations and industry expert validation dominate the decision process. Leaders start by tapping their networks, then validate their picks through thought leadership content. Ultimately, the quality of customer experience determines whether providers keep or lose their seat at the table.



Summary

1
**Buyers Trust Peer Networks
and Industry Experts
to Guide Decisions**

2
**Influence Plus Expertise:
The Winning Formula
for 2025 Deals**

3
**Customer Experience and
Relationships: The Secret to Better
Retention (and CLV)**

1 Buyers Trust Peer Networks and Industry Experts to Guide Decisions

Purchase decisions still hinge on professional connections in informal influence networks. Premium content just reinforces these choices...

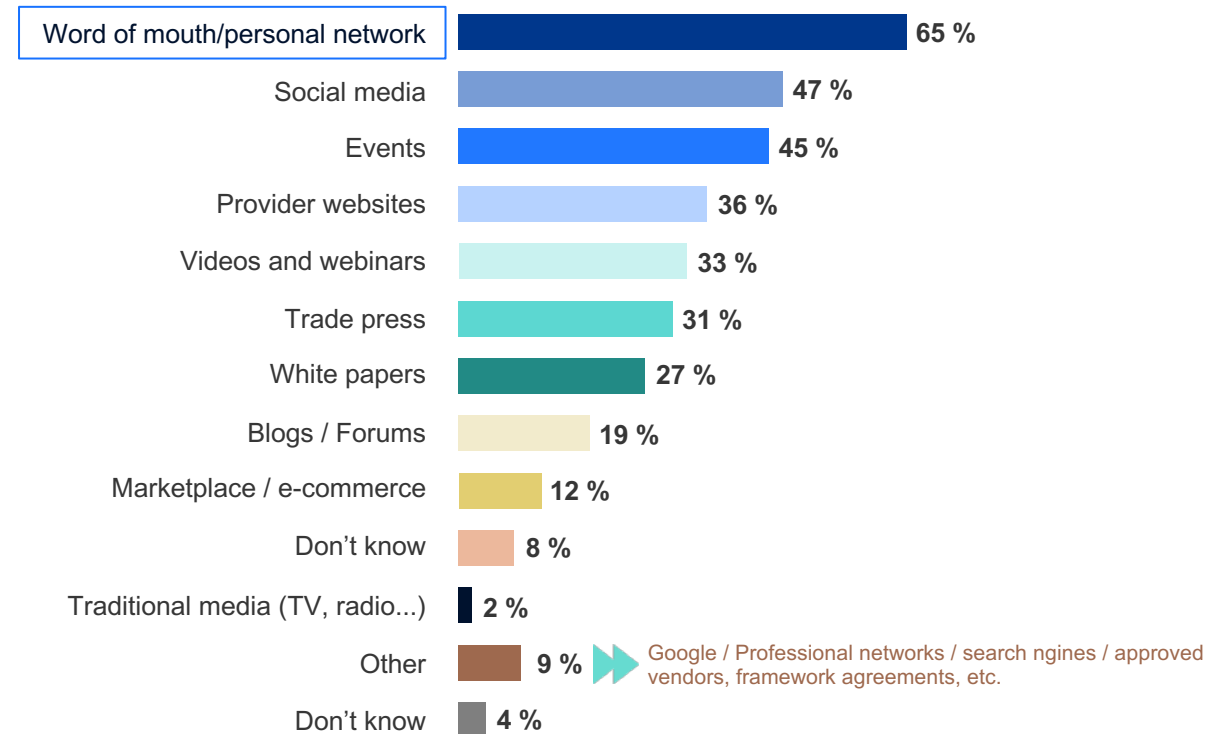
Word of mouth leads the pack when buyers scout for new providers (65%).

Social media (47%) and events (45%) round out the top three, underlining how much relationships matter. Social platforms help grow and maintain professional networks, while events create those vital face-to-face connections. Both serve one goal: **building trusted circles** that make future buying decisions easier.

For buyers, it's about minimizing risk by tapping into collective experience.

We even see **a follow-the-leader effect** in some sectors, especially for major investments. Buyers play it safe (*"I went with what the market leader did"*), preferring to learn from peers rather than be the guinea pig.

▶ What information sources do you consult when looking for a provider?



Base: All brand-side respondents (299) / Multiple answers allowed



Summary

2 Influence Plus Expertise: The Winning Formula for 2025 Deals

While relationships open doors, buyers still rely heavily on premium content to build their shortlists.

Expert content continues to carry weight, whether through videos and webinars (**33%**), trade media coverage (**31%**), or white papers (**27%**).

These numbers tell us something interesting: video complements rather than replaces traditional content.

Long-form content that showcases deep expertise still matters, with trade media maintaining its position as a trusted voice.

Video's rise to the top spot reflects the growing influence of millennial and Gen Z decision-makers. They want to **see expertise in action** and assess operational capabilities, but they also expect content to be digestible and engaging.

Don't be fooled though - they're just as thorough: **big decisions still demand solid proof points.**

Looking ahead to 2025, marketing teams need to work both angles: building influence networks while delivering strong expert content. Success means smart budget splits between events, social selling, content marketing, and trade media presence. Get it right, and you'll create a **powerful feedback loop of qualified recommendations.**



3 Customer Experience and Relationships: The Secret to Better Retention (and CLV)

While marketing has delivered on lead gen, product promotion, and brand awareness, it's fallen short on customer experience.

In 2024, only one in ten brands were happy with marketing's performance in this area. No wonder **47%** plan to focus on customer experience in 2025 (up 4 points year-over-year). It's now outpacing AI (**32%**), digital transformation (**31%**), and HR initiatives (**27%**).

Makes sense - customer experience drives loyalty and, ultimately, **customer lifetime value (CLV)**.

Great customer relationships don't happen by chance. They're built through daily interactions: account managers who understand their clients' business inside out, project leads who spot issues before they arise, support teams who go the extra mile. These touches showcase operational excellence and create those wow moments that lock in relationships.

The ROI is clear: **happy customers become growth engines through word of mouth.**

► **Brands:** What key benefits did your B2B marketing deliver in 2024?
Agencies: What key benefits did B2B marketing deliver for your clients?



Base: All respondents (355) / Multiple answers allowed



Summary



- ▶ **Align your influence channels for maximum impact:** blend expert content with customer advocacy at events and on social media. Credibility comes from mixing proven expertise with peer validation.
- ▶ **Build a customer advocacy program:** spot your best champions, make it easy for them to share their story (video testimonials, speaking slots), and showcase their business expertise alongside yours.
- ▶ **Create standout moments in the customer journey:** personalized onboarding, regular strategy reviews, proactive support - find opportunities to exceed expectations.
- ▶ **Turn project teams into true business partners:** empower project managers, train them on client business challenges, and deliver monthly quick wins that show your value



CMOs Aren't Reinventing the Wheel in 2025 - They're Adding AI Power

No time for experiments in the CMO's office. Social media, email, and content marketing remain the digital strategy foundation, with telemarketing still holding its ground. While generative AI is working its way into marketing, it's mainly for quick-win use cases: content creation and data analysis.



Summary

1 2025 Marketing Playbook: Same Channels, Now AI-Powered

KEY INSIGHT

**AI in French B2B Marketing:
The Current State of Play**

2 What B2B Companies Will Talk About in 2025: Products, CX, and Green Initiatives!

3 Trade Media Sites Hold Their Ground Against Social Media

▶ Which B2B marketing initiatives are you planning for 2025?

1 2025 Marketing Playbook: Same Channels, Now AI-Powered

French B2B marketing shows growing maturity and pragmatism in its investment choices. Teams have moved past the MarTech arms race to focus on optimizing what works. The focus now? Fine-tuning proven channels and adding AI where it counts.

Social media, email, and content marketing claim over **80%** of planned investments, followed by SEO and events.

This stability lets teams sharpen their existing strategies **rather than constantly reshuffling their marketing mix.**

Telemarketing remains a strong player in acquisition, with **43%** of companies still backing it. However, larger enterprises are shifting away (**20%**), favoring broader inbound strategies.



Base: All brand-side respondents (299) / Multiple answers allowed

AI in French B2B Marketing: The Current State of Play

Marketing teams are embracing generative AI to cut costs and tackle their analytics challenges.

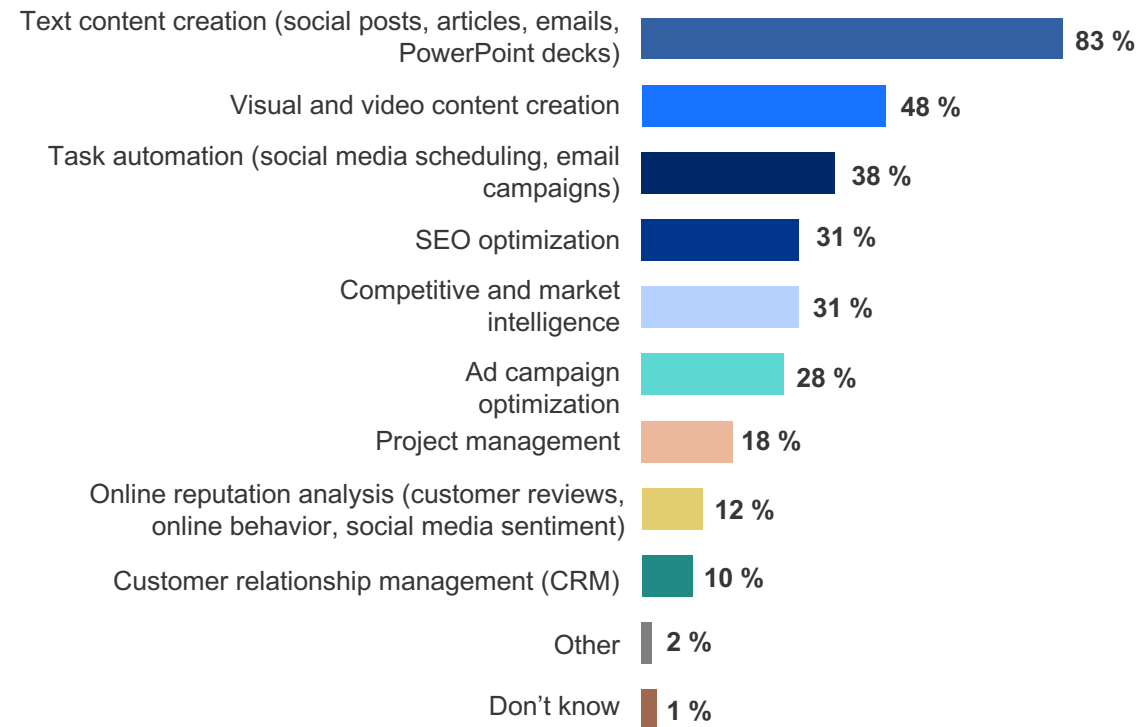
83% of companies are either using AI or planning to in 2025, outpacing both marketing automation (60%) and data marketing (53%). But they're keeping it real: most are sticking to text (83%) and visual content (48%) creation.

Other uses are slowly catching on: 38% for automating tasks, 31% for SEO, and 28% for campaign optimization. No surprise - these need more tech setup and aren't as straightforward as cranking out content.

Teams are playing it smart with AI, targeting quick wins instead of building bigger tech stacks. They're fixing old pain points in content creation and data analysis **by sticking to what AI does best right now.**

The 2024 pattern continues: AI's main job is boosting efficiency, while early adopters keep pushing the boundaries.

▶ How are you using generative AI in your B2B marketing (brands) or for your clients (agencies)?



Base: All brand-side respondents (299) / Multiple answers allowed



Summary

2 What B2B Companies Will Talk About in 2025: Products, CX, and Green Initiatives! (1/2)

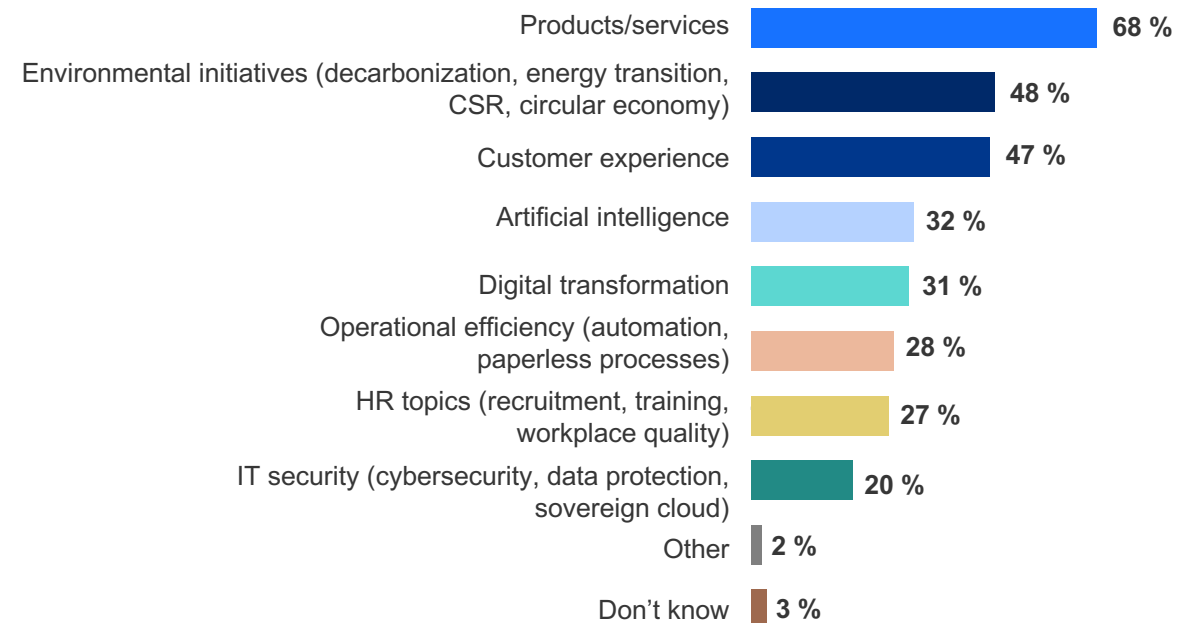
French B2B companies are taking the practical route in 2025, focusing mainly on their value proposition (68%).

Environmental topics will claim 48% of marketing messages, jumping to 62% for large companies - driven by sustainable procurement trends and new EU non-financial reporting requirements.

Coming in third: customer experience (47%), with retention in mind. **Companies are balancing acquisition with existing portfolio growth** to boost customer lifetime value (CLV).

► **Brands:** What themes will your organization communicate about in 2025?

Agencies: What themes do you expect your clients to communicate about in 2025?



Base: All respondents (355) / Multiple answers allowed



Summary

2 What B2B Companies Will Talk About in 2025: Products, CX, and Green Initiatives! (2/2)

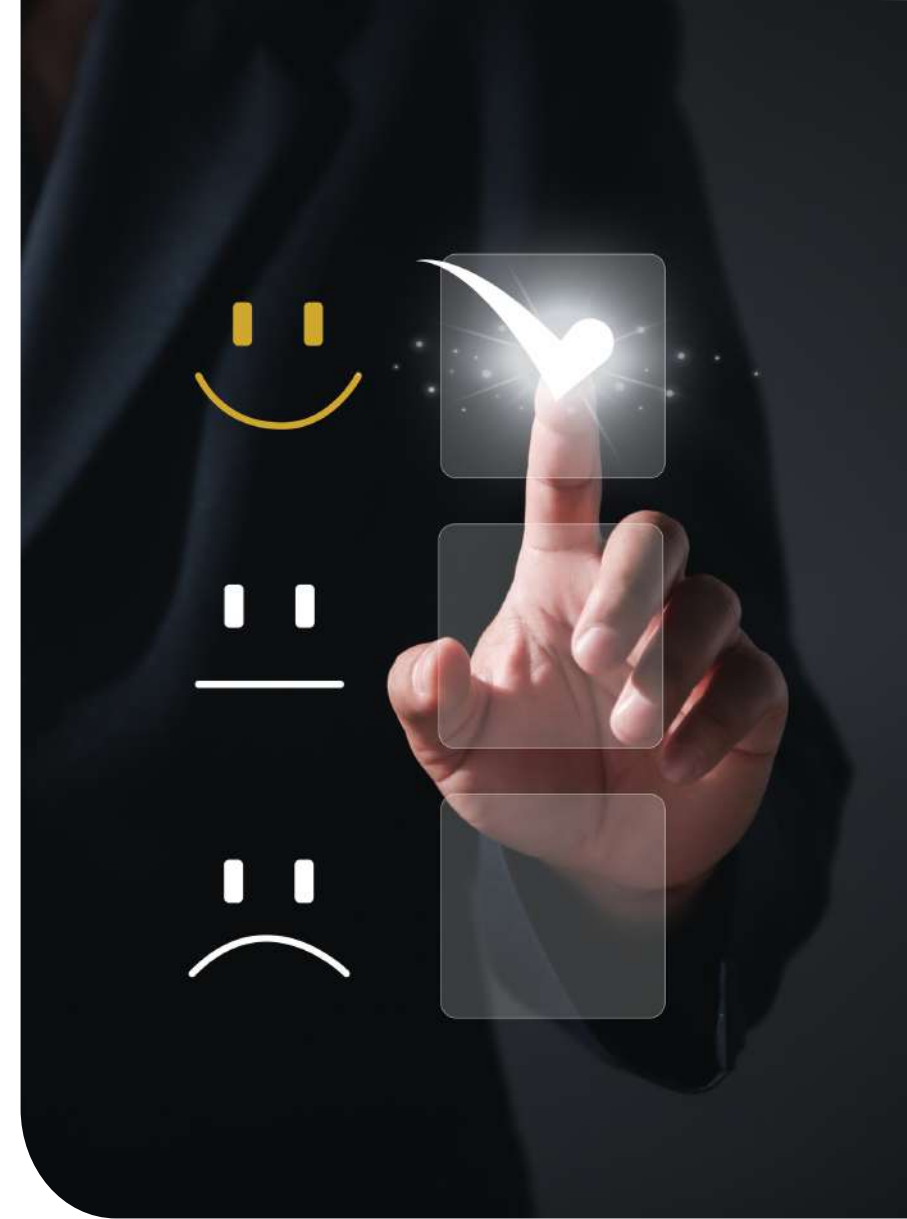
Surprisingly, less than a third plan to focus on AI in their content - quite a gap between media hype and ground reality.

Digital transformation shows similar numbers at **31%**. Leadership seems to be moving past digital buzzwords to **focus on measurable business gains**.

Despite regulatory pressure (like NIS 2 directive) and rising cyberattacks (half of French companies hit in 2023, per the 9th Cybersecurity Barometer), only **20%** plan to communicate about cybersecurity.

B2B communication in 2025 clearly favors concrete business topics over tech trends. Companies are highlighting their industry expertise and tangible results rather than concepts like AI or digital transformation where business impact remains fuzzy.

This practical approach shows maturity: marketing leaders know their credibility comes from **delivering measurable value**, not just educating the market.



3 Trade Media Sites Hold Their Ground Against Social Media (1/2)

Trade media sites are going toe-to-toe with social networks, creating a balanced two-pillar approach to B2B content distribution.

In France, **55%** of brands run their content and ads on social media, versus **45%** on trade media sites.

Agencies tell a different story, placing **53%** of their clients' content on trade media platforms.

This even split challenges social media's assumed dominance. Trade media maintains its punch thanks to its key strength: **a high-intent, qualified audience** naturally tuned in to industry content.

► **Brands:** Which channels do you use for your B2B content and advertising?

Agencies: Which channels do your clients use for their B2B content and advertising?

	Brands*	Agencies**
Trade media sites	45%	53%
Social Media	55%	47%

* Base: All brand-side respondents (220, excluding Don't know) / Single answer

** Base: All agency respondents (48, excluding Don't know) / Single answer



Summary

3 Trade Media Sites Hold Their Ground Against Social Media (2/2)

Drawing from their benchmarks and experience, marketing agencies confirm trade media's strength as a marketing channel.

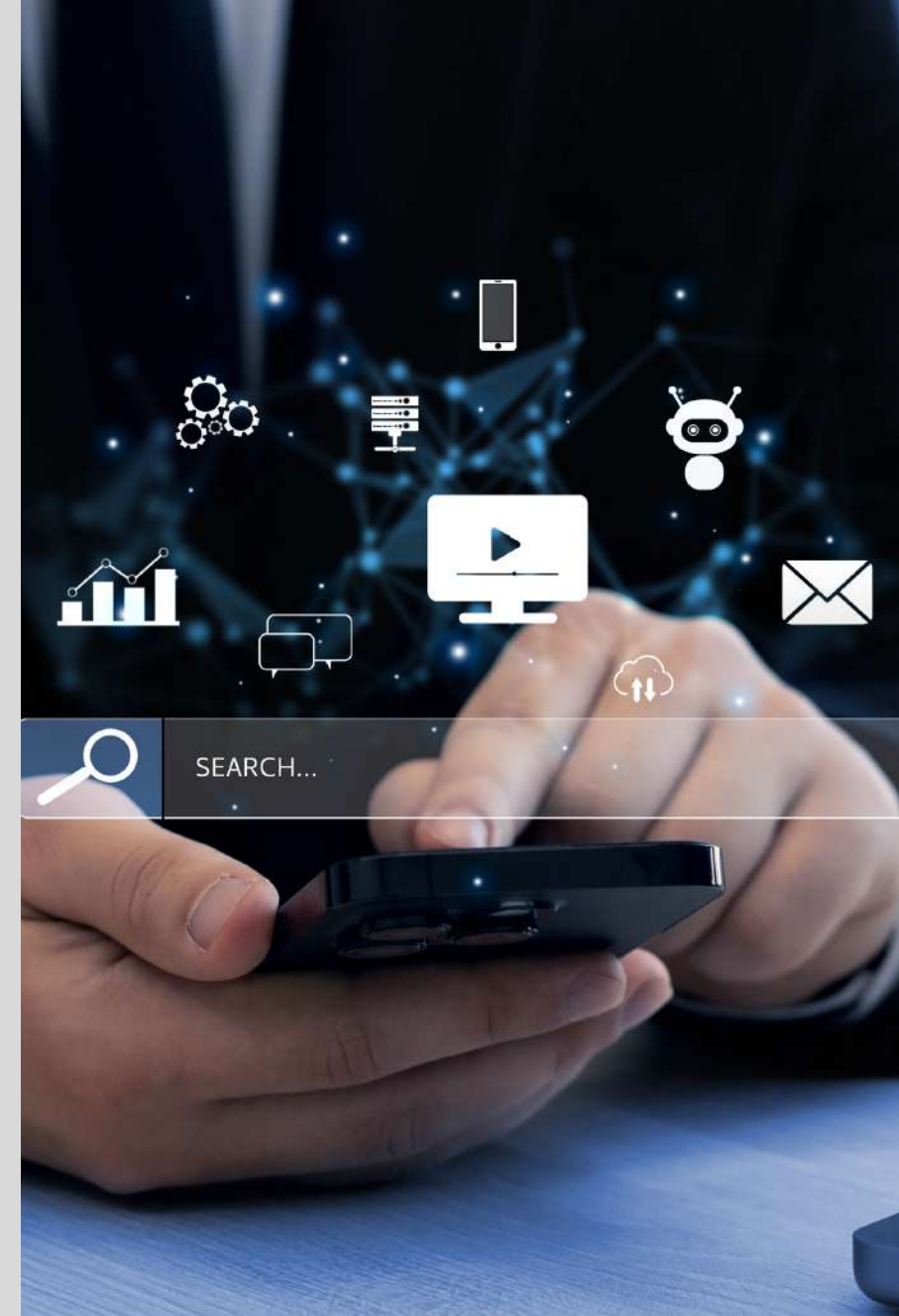
The 2025 outlook reinforces this trend: **54%** of brands and **59%** of agencies plan to maintain their trade media investments.

Over a quarter of both groups (**26%** of brands, **27%** of agencies) will increase their spend here. Pull-back is minimal: only **11%** of brands and **7%** of agencies expect to cut budgets.

This steady or growing investment in trade media comes down to two factors: **editorial credibility that validates brand expertise**, plus precise industry targeting that cuts ad waste.



- ▶▶ **Focus on AI quick wins first:** start with content creation, paid campaign optimization, and social media tasks. Then test the waters with lead scoring, buying signals, and prospect profiling.
- ▶▶ **Balance your messaging:** mix product expertise with broader societal topics. On the environmental front, get ahead of new non-financial reporting requirements by building your story and proof points now.
- ▶▶ **Smart split between social media and trade publications:** use social for daily network engagement and viral reach, save trade media for expert content that needs premium positioning and a qualified audience.



Our Media Brands in...

About Infopro Digital Media

Through 35 leading B2B media brands, including L'Usine Nouvelle, L'Usine Digitale, LSA, l'Argus de l'Assurance, Le Moniteur, and La Gazette des Communes, we help business leaders stay informed and make smarter decisions.

As France's premier B2B marketing services partner, we offer comprehensive solutions backed by:

- A first-party database of 4M high-intent contacts
- An unmatched affinity index of 150 for B2B purchase decision-makers*
- 12 million monthly unique visitors - decision-makers and experts across our sites, with 50% exclusive audience compared to business media or professional social networks**

Visit us at [Infopro Digital Media website](#) and [LinkedIn](#).



manufacturing



construction



public sector



retail



automotive



tech & telecom



insurance, banking & finance

