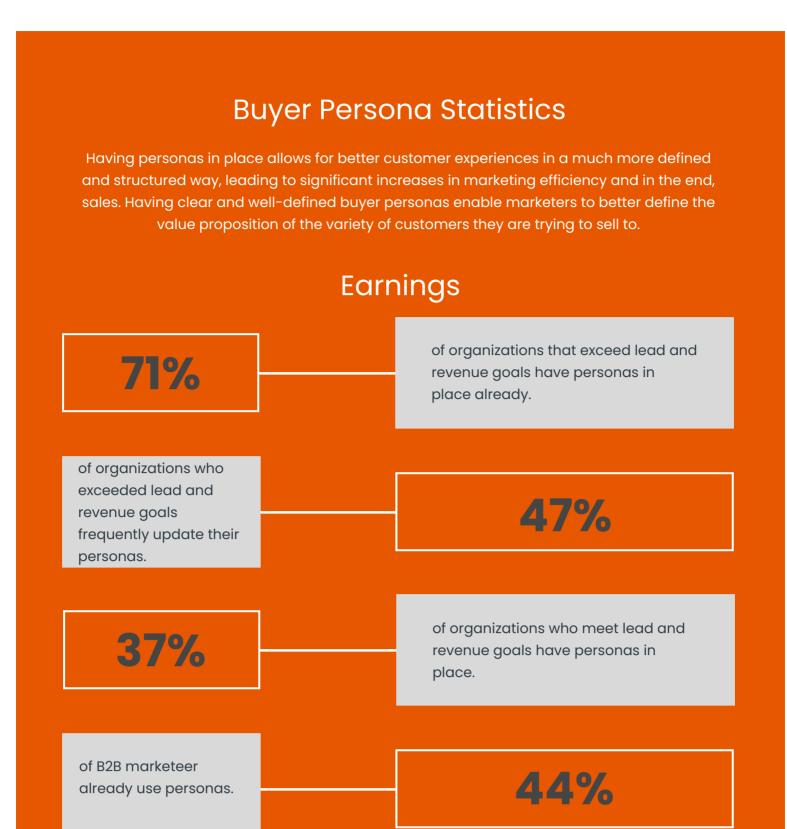
Buyer Persona Statistics

buyer persona stats you should



Customer Centricity

Customer centricity is key in today's competitive markets. Users not only expect it but demand it from vendors in B2C and B2B. In saturated markets, customer service and meeting the demands of buyers is the most successful way to distinguish oneself from the competition.

90% of organizations are able to

create a better understanding of their buyers by using personas.

81% of consumers will pay a

premium for industry experience and industryspecific solutions.

65% of organizations that update

(within the last 6 months) exceeded their lead and revenue goals.

their personas frequently

of potential buyers are more likely to choose solution

48%

providers that address their specific needs in their

82% of organizations that have an

improved value proposition are using personas.

70% of organizations missing lead

and revenue goals do not take all the parties of the buying committee with their personas into consideration.

58% of content B2B marketers

consider the audience relevance as the most crucial factor for defining the success of content marketing endeavours.



increase in marketing-

Leads & Revenue

171%

reduction in lead conversion

generated revenue through

personas.

93%

of organizations using

outperform competitors use

personas for their database

of organizations that

segmentation.

36%

72%

of organizations using

personas have achieved shorter sales cycles.

24%

56%

of organizations using

personas collected more

personas have collected higher quality leads.

- those that missed the goals.
- Organizations that outperform lead and revenue goals are 4x more likely to use personas for demand generation than

leads.

- Addressing cold leads with persona-based content is 58% more effective than targeting warm leads without using such content.
- Persona-based content increases customer engagement close to 6x when cold leads are targeted.
- Personalized emails have up to 500% higher Click-Through-Rate (CTR)

• Persona-based Emails have a 2-5 times higher opening rate.

• Personas lead to a 10% improvement in email conversion rates • Revenue from personas based emails increased 18 times (in



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