

Buyer Persona Statistics

24 buyer persona stats you should know

Buyer Persona Statistics

Having personas in place allows for better customer experiences in a much more defined and structured way, leading to significant increases in marketing efficiency and in the end, sales. Having clear and well-defined buyer personas enable marketers to better define the value proposition of the variety of customers they are trying to sell to.

Earnings

71%

of organizations that exceed lead and revenue goals have personas in place already.

of organizations who exceeded lead and revenue goals frequently update their personas.

47%

37%

of organizations who meet lead and revenue goals have personas in place.

of B2B marketer already use personas.

44%

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.

82%

of organizations that have an improved value proposition are using personas.

81%

of consumers will pay a premium for industry experience and industry-specific solutions.

70%

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

65%

of organizations that update their personas frequently (within the last 6 months) exceeded their lead and revenue goals.

58%

of content B2B marketers consider the audience relevance as the most crucial factor for defining the success of content marketing endeavours.

48%

of potential buyers are more likely to choose solution providers that address their specific needs in their marketing.



Leads & Revenue

171%

increase in marketing-generated revenue through personas.

93%

of organizations that outperform competitors use personas for their database segmentation.

72%

reduction in lead conversion time.

56%

of organizations using personas have collected higher quality leads.

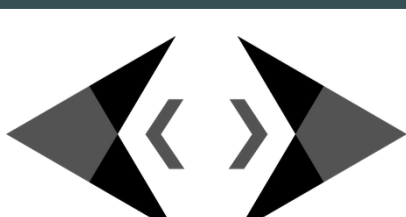
36%

of organizations using personas have achieved shorter sales cycles.

24%

of organizations using personas collected more leads.

- Organizations that outperform lead and revenue goals are **4x** more likely to use personas for demand generation than those that missed the goals.
- 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.
- Persona-based Emails have a **2-5 times higher** opening rate.
- Personalized emails have up to **500%** higher Click-Through-Rate (CTR)
- Personas lead to a **10%** improvement in email conversion rates
- Revenue from personas based emails increased **18 times** (in comparison to broadcast emails).



Mnemonic AI

Automated Persona Creation powered by AI

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