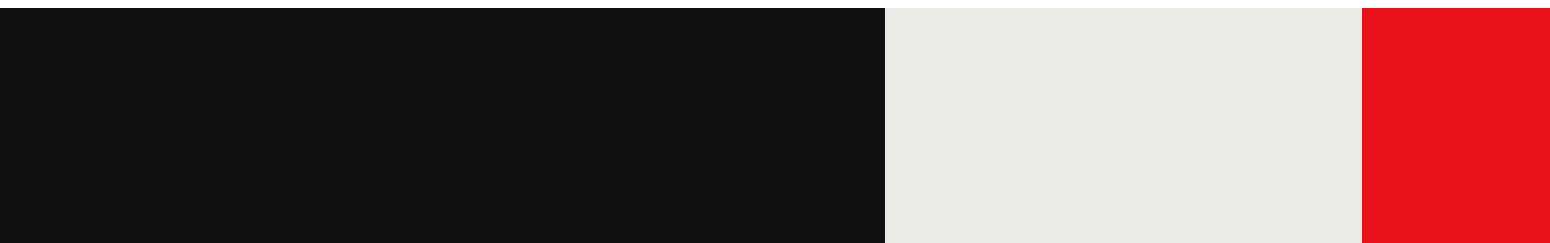



2025 trend: B2B firms are laser-focused on first-party data

Article

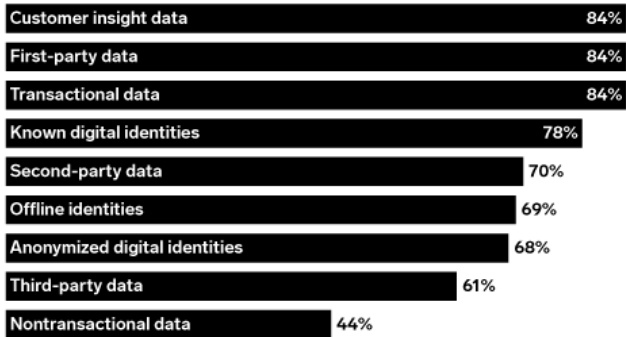


B2B marketers are turning to owned data to drive results. With the depreciation of third-party data and stricter privacy regulations, marketers are prioritizing first-party data as a reliable resource for secure and ethical practices. In a July 2024 Pipeline360 survey, 67% of B2B marketers identified data compliance and accuracy as top priorities. Additionally, 84% of global marketers said they rely on customer, first-party, and transactional data to derive

audience insights, per a March 2024 Salesforce survey. Customer data platforms (CDPs) have become central to this approach, helping B2B marketers unify data across channels, manage it securely, and ensure compliance. Additionally, investing in cybersecurity measures has become essential for maintaining compliance and building trust with key accounts as data privacy concerns continue to grow.

Customer Data Sources Used by Marketers Worldwide, March 2024

% of respondents



Source: Salesforce, "9th Edition State of Marketing," May 20, 2024

286347



Predictions

- **Marketers will refine data collection and analysis practices.** CDPs will centralize data, supporting privacy compliance and providing a unified view of each customer. Transparent data practices will foster customer trust, with clear communication on data collection and use.
- **Third-party data use will continue to decline.** Marketers will rely more heavily on customer-provided data sources to personalize interactions, balancing privacy compliance with targeted outreach.
- **Cybersecurity will become integral to marketing strategy.** Marketers will work closely with IT to protect customer data, ensuring secure storage and management as part of a robust infrastructure. By safeguarding data, B2B firms will reinforce customer trust and brand reputation.

Read the full report, [B2B Marketing Trends to Watch in 2025](#).

Report by Kelsey Voss Dec 12, 2024

B2B Marketing Trends to Watch in 2025

