

# What Insider Intelligence Analysts Expect in 2021: Shifting B2B buyer preferences

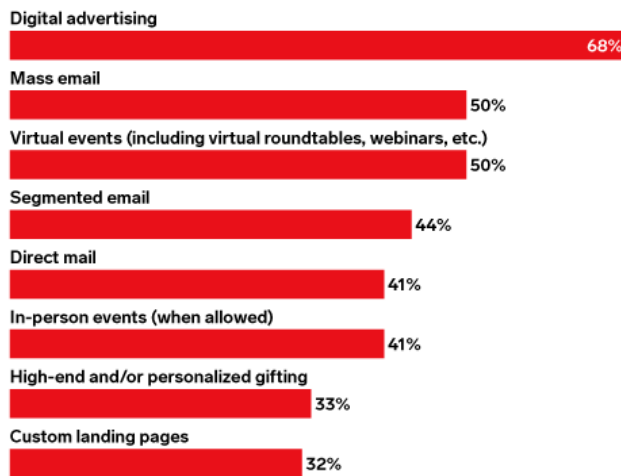
**AUDIO** |

**Jillian Ryan**

eMarketer principal analyst at Insider Intelligence Jillian Ryan discusses what she's paying attention to in 2021 and why: shifting B2B buyer preferences, what to consider when employees return to the office, and what's next for account-based marketing.

## Channels that Are Part of Account-Based Marketing (ABM) Programs According to US B2B Professionals, Aug 2020

% of respondents



Source: RollWorks, "Revealing What's Fact and What's Fiction," Nov 12, 2020

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