CATALYST REPORT

Industry Analyst Relations: The untapped growth engine B2B tech marketers can't afford to ignore

CCG_ CONNECTION COMMUNICATION GROWTH × The Hoffman Agency

Between 2022 and 2024, economic headwinds forced B2B tech marketers to double down on short-term, performance-driven tactics. The result? Strategic disciplines like Industry Analyst Relations were deprioritised — leaving a critical gap in how brands shape perception and influence buying decisions.

This is a costly mistake. Industry analysts remain one of the most trusted and influential voices across the entire buyer journey, consistently outranking vendor content, media coverage, and events in driving awareness and vendor selection. Yet only one in three marketers plan to prioritise investment in Industry Analyst Relations over the next two years, effectively handing competitors the chance to dominate the conversation.

The opportunity is wide open. Those who commit to engaging analysts can secure market visibility, earn third-party validation, and accelerate deals when trust is most needed. At a time when credibility is the ultimate competitive currency, Industry Analyst Relations is not just a lever for influence — it is a strategic weapon for growth.

Key findings

Market pressures

Between 2022 and 2024 economic headwinds and resource constraints pushed marketers toward performance-driven tactics, often at the expense of strategic functions like Industry Analyst Relations.

Analyst influence

Across B2B tech sectors, industry analysts consistently rank among the top influencers of vendor awareness and selection. Their reports are the most trusted content type for technology buyers in security, telecoms, and retail.

Investment gaps

Despite its impact, Industry Analyst Relations remains underfunded. Only 35% of marketers plan to prioritise it between 2026 and 2027.

Strategic opportunity

For B2B tech marketers who prioritise Industry Analyst Relations investment, it represents a major source of competitive advantage. An opportunity to be where their competitors are not to capitalise on one of the most influential channels for buyers.

Methodology:

This report analyses data from a series of studies conducted between 2023 and 2025, including:

- From resilience to optimism: The tech recession's impact on B2B marketing, a longitudinal study examining marketers' evolving investment priorities between 2022 and 2027.
- Understanding enterprise technology buying: Lessons for vendor marketing, a study of IT investment priorities and how marketing channels and content influence technology purchasing across the healthcare, financial services and retail industries.
- Telco Transformation: Lessons For Vendor Marketing, a survey of technology buyers in telecom organisations, exploring investment priorities, and how marketing channels and content influence purchasing decisions.
- How to Influence Purchasing Behaviour in a Tough Economic Climate: Cybersecurity Marketing Strategies, a survey of security technology buyers exploring investment priorities, and how marketing channels and content influence technology purchasing.

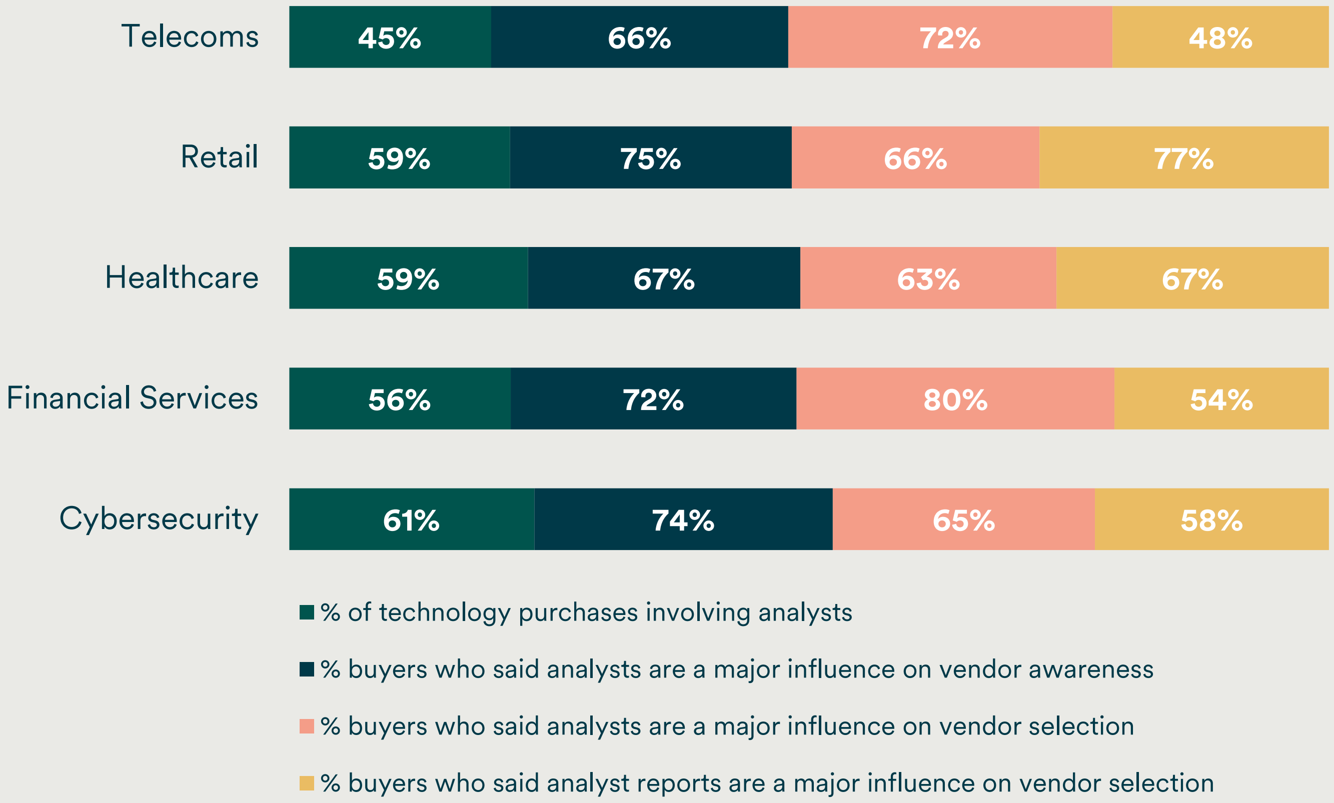
01

Analysts drive the decisions that drive your revenue

Across every B2B tech sector, analysts shape vendor shortlists and final selections — and your buyers trust them more than any other source

In today's hyper-competitive B2B tech landscape, industry analysts are among the most transformative forces shaping purchasing decisions. Across sectors, their influence spans the entire buyer journey, from initial awareness to final vendor selection.

Recent data from our industry buyer research reveals the scale of this impact:



80%

of financial services buyers say analysts are a major influence on vendor selection — the highest of any industry

77%

of retail buyers say analyst content is a major influence on final vendor selection

Analysts play a role in more than **6 in 10** cybersecurity deals.

Industry analysts consistently rank as one of the most influential channels for both vendor awareness and selection:

Retail	#1	Awareness 3rd for selection
Financial Services	#1	Selection 2nd for awareness
Healthcare	#3	Awareness
Security	#1	Awareness Top 5 for selection
Telecoms	#4	Awareness & Selection

Analyst content drives technology purchasing decisions

When it comes to the content that most influences technology buying, analyst reports consistently outrank vendor materials, webinars, case studies, white papers, and even news media. Security, telecoms, and retail technology buyers consider them the most influential content type on vendor selection. Meanwhile, they're the second most influential content type for healthcare buyers and fifth for financial services. Analyst reports are prized by buyers because of their rich, independent analyses of vendors and markets, providing buyers with the insights they need to validate technology purchasing decisions.

Analyst influence is not only significant, it's growing. Across our recent technology buyer surveys, we have revealed a growing reliance on industry analysts and their content by buyers faced with a growing number of information sources and channels. Buyers rely on analysts for their deep market expertise and independent guidance to cut through the noise to identify technologies aligned with their growth goals and pain points.

Yet despite this outsized impact Analyst Relations, the discipline that shapes industry analyst perception, is chronically underinvested. It's time for marketing leaders to rethink how they engage the influencers who influence everyone else.

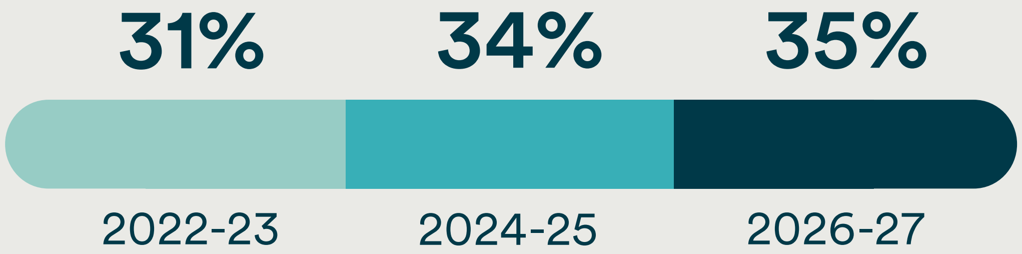
02

Chasing clicks while losing credibility

Budget cuts and performance obsession have sidelined Analyst Relations — handing competitors the chance to own the narrative

Despite the clear and growing influence of industry analysts, Industry Analyst Relations continues to be deprioritised in many marketing strategies. CCGroup's longitudinal survey of marketing investment priorities from 2022 to 2027 reveals a troubling trend: budget constraints and mounting pressure to deliver short-term results have pushed marketers toward faster, performance-driven channels, often at the expense of long-term strategic disciplines like Analyst Relations.

The numbers tell the story: In 2022–23, only **31% of marketers** said they planned to prioritise AR. That figure rose slightly to **34% in 2024–25**, and **35% for 2026–27.**



03

The myths costing you market share

Analyst Relations isn't pay-to-play — it's how market leaders earn trust and build long-term competitive advantage

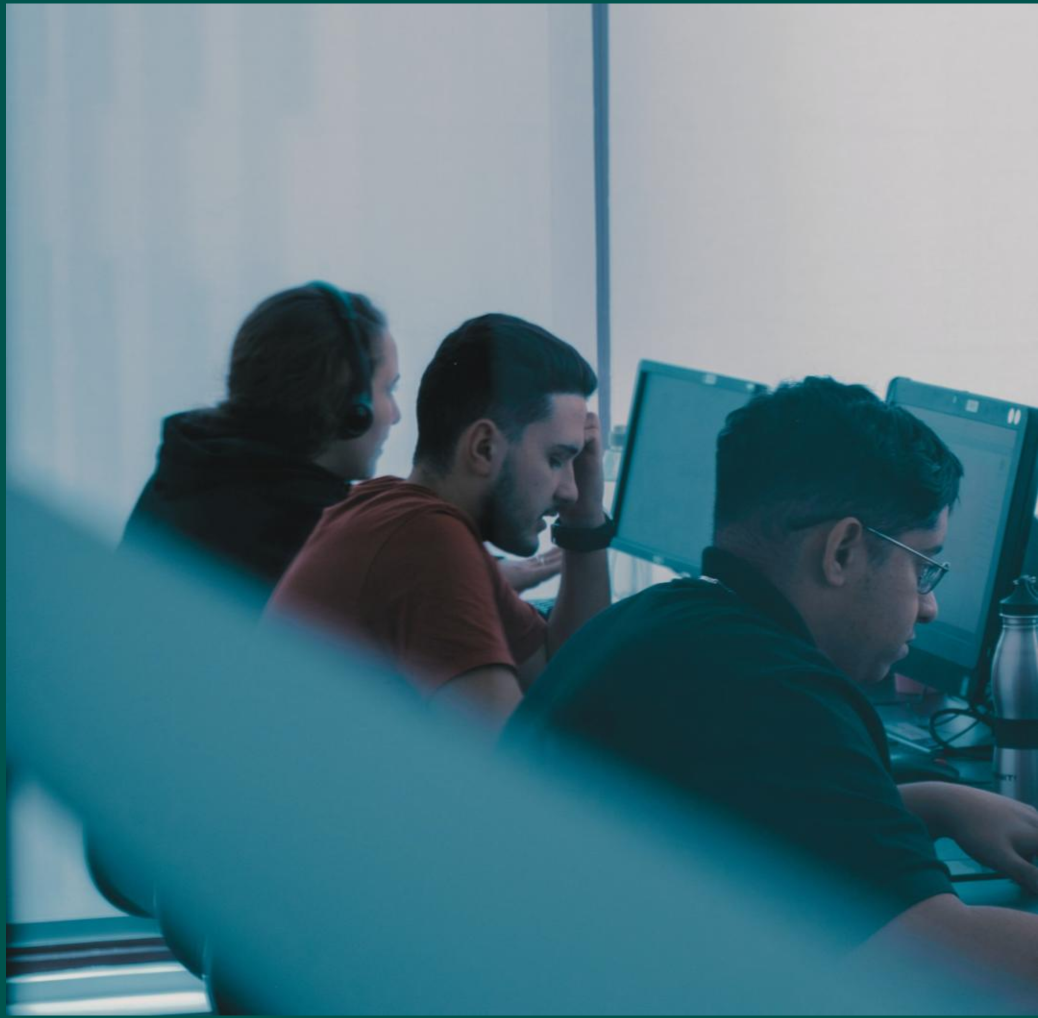
If analyst influence is so significant, why does Industry Analyst Relations remain underfunded?

The answer lies in persistent misconceptions. Analyst Relations is often misunderstood as a costly, pay-to-play exercise, defined by seven-figure subscription budgets and dot positioning in vendor quadrants.

But that view fundamentally misunderstands the strategic purpose and long-term value of Analyst Relations. It isn't about buying credibility; it's about earning it through consistent engagement with trusted, independent advisors who shape market perception.

Another challenge is the lack of a data-driven approach to marketing planning. Too often, budget allocation is guided by internal habits or short-term performance metrics, rather than by the channels that actually influence buyers. The data is clear: analysts are among the most powerful forces in B2B tech purchasing decisions. Industry Analyst Relations must be part of marketing strategy and budget discussions.

Finally, Analyst Relations leaders themselves have a role to play. Advocacy is essential—not just for funding, but for recognition of analyst value across the business. Analyst Relations is a strategic long game: it shapes how the market discovers and understands your brand, delivers critical insights to refine go-to-market strategy, and ultimately drives commercial outcomes.



04

Your competitors are napping — this is your moment to lead

The field is wide open. Even modest investment in AR puts you in the reports and conversations that shape purchasing decisions

Only one in three B2B tech marketers plan to prioritise Analyst Relations investment over the next two years. That means the majority are overlooking one of the most powerful levers available to influence buyers and shape market perception.

For those who do see the opportunity, the path is clear: build influential relationships with the influencers your buyers trust most. Analysts remain a critical voice in the decision-making process. Buyers turn to them for independent validation, strategic insight, and reassurance when the stakes are high.

Even a modest investment can deliver significant results. Smart prioritisation, impactful messaging, and consistent engagement with tier-one analysts doesn’t just raise awareness, it generates credible report mentions, positions your brand in the right conversations, and provides sales teams with authoritative third-party validation that shortens the sales cycle.

In a landscape where most marketers still underestimate the influence of Analyst Relations, the opportunity is wide open for those willing to act decisively. Your competitors are sleeping. Will you be the one to wake up and lead?

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CCGroup, a Hoffman Agency is a PR-led marketing agency helping brands to ‘break through’ and distinguish themselves in ultra-competitive B2B technology markets.

CCGroup has the experience, expertise and capabilities to help major brands and scale-ups deliver against their marketing ambitions.

To find out more about our Industry Analyst Relations capabilities contact:

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