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Unlocking B2B Growth:

How a Winning Go-to-Market Strategy Drives Commercial Success

the think tank

B2B MARKETING

Contents

The Commercial Imperative of a Strong GTM Strategy

Lina Vaz,
Senior Editor,
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In today's volatile global market, where competitive advantage is short-lived and customer expectations are constantly evolving, a strong go-to-market (GTM) strategy is the new cornerstone of B2B commercial success.

GTM is no longer just a product or service launch plan, but a business-critical strategy. It aligns marketing, sales, product and customer success to drive measurable growth and long-term commercial value. Too often, GTM is misunderstood as a series of tactics rather than a unified approach.

This report aims to change that. It outlines how high-performing B2B businesses are reframing GTM as a strategic growth engine.

Based on their previous experiences utilizing a GTM strategy, I spoke with the following marketing leaders and experts:

Irene Quero,
VP Marketing, **BP**

A global energy leader navigating cross-market complexity.

Soussane Chartouny,
Acting VP of Marketing, EMEA & LATAM,
Palo Alto Networks

A cybersecurity powerhouse.

Chris Wade,
CMO, **Gamma**

A telecoms innovator serving enterprise clients.

David van Schaick,
GTM Expert, **Propolis**

An advisor to B2B marketers across industries.

To support this analysis, the report draws on insights from comprehensive quantitative research conducted by Censuswide, a market research consultancy. Based on over 500 responses from B2B marketers across various industries and seniority levels in the UK and US, the findings reveal how teams define, execute and measure GTM frameworks.

This report was sponsored by The Think Tank, a multi-award-winning B2B marketing, digital, and PR agency. The findings go beyond metrics and execution. We look at how GTM can serve as a focused growth engine, influence executive decision-making, and reshape the role of marketing within businesses.

In addition to key trends and data insights, we showcase two in-depth case studies that bring GTM vision to life through real-world impact. This report is to help marketers embed GTM at the center of their commercial direction, enhance alignment and ultimately deliver measurable business outcomes.

Foreword

Liam Bateman,
Managing Director,
The Think Tank

Our research into B2B marketers' experiences of GTM strategies, conducted by Censuswide, revealed a surprising truth. Fewer than half of marketers understand what GTM encompasses. This isn't just a semantic issue. It's costing businesses millions in missed opportunities.

GTM is frequently misunderstood as merely a marketing tactic. The reality is considerably broader. Effective GTM integrates sales, marketing, product development and customer success around shared commercial goals. This holistic approach drives real business impact.

Censuswide's data shows larger companies tend to get this right more often. About 67% of businesses with over 500 employees implement structured GTM frameworks. Yet measuring impact remains the biggest challenge for organizations of all sizes.

The persistent friction between sales and marketing teams is particularly troubling, affecting 80% of businesses surveyed and undermining commercial potential. This misalignment can create costly inefficiencies and limits the ability to deliver cohesive customer experiences, ultimately hindering growth and competitive advantage.

Successful GTM implementation requires six essential components: structured planning, sophisticated audience segmentation, integrated measurement, balanced channel strategy, sales-marketing alignment, and strategic technology integration. The "commercial marketer" mindset represents professionals who understand the broader business context and break down departmental barriers. Building agility into GTM strategies allows teams to adapt to market changes while measuring performance against business objectives.

SECTION ONE

The Key Challenges B2B Marketers Face in GTM Strategy

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The GTM Gap: Misalignment Between Departments

To understand how B2B marketers are currently navigating GTM frameworks, we need to first examine the core issues they face. Both the research and insights from industry leaders reveal a series of recurring barriers limiting GTM effectiveness.

A strong plan requires a cross-functional alignment to ensure marketing efforts drive measurable impact. But many businesses still struggle with fragmented efforts between marketing, sales and product teams.

For insights into how GTM operations can align cross-functional teams through well-defined processes to enhance customer and business outcomes, refer to Forrester's report: Go-To-Market Operations Ensures B2B Process Success.

As a *VP Marketing* at **BP**, Irene explains, *"Too often, marketing generates leads that sales does not follow up on, or sales promotes products that marketing hasn't properly positioned. When there's a disconnect, everything suffers, especially the bottom line."*

This creates inefficiencies: marketing may be driving top-of-funnel leads with little insight into sales readiness or conversion context. Meanwhile, the product team might focus on feature development without input on which customer problems actually drive commercial returns. The result? Wasted effort and blurred impact.

Many organisations struggle with team structures and accountability. This guide to building strong B2B marketing teams outlines how marketers can align talent with strategic execution.

For a detailed look at the characteristics that set successful B2B marketing teams apart, see B2B Marketing's report: B2B Marketing Awards 2024: Top Traits of High-Performing Teams.

David, our *Propolis GTM Expert*, sees this as a fundamental issue:

"Alignment isn't just about meetings and shared goals, it's about having a common language. If marketing talks in MQLs [Marketing Qualified Leads] and sales talks in closed deals, you've already lost. The best GTM teams unify around revenue impact."

Measuring Commercial Impact: New Metrics

Measuring the commercial impact of a GTM strategy provides actionable insights that allow marketers to assess effectiveness, optimize tactics and ensure alignment with overall business objectives.

As **Gamma's** *CMO*, Chris explains that traditional marketing metrics such as click-through rates, impressions and MQLs simply don't cut it anymore:

"You can't build credibility in the boardroom on leads alone. You need to show how marketing moves revenue, retention and upsell, which are real commercial indicators."

To bridge this gap, GTM leaders are shifting to business outcome metrics, which require a deeper understanding of what actually drives revenue. David explains: *"The number one mistake I see is companies tracking vanity metrics instead of business outcomes. Pipeline velocity, win rates and customer retention are the numbers that actually tell you if your GTM strategy is working."*

B2B enterprises struggle to directly attribute revenue to GTM activities. This makes it difficult to justify budget allocations and optimize their approach.

Irene suggests using leading and lagging indicators to assess performance:

> ***"Leading indicators help us predict future success. These are typically the metrics that give early insights into long-term outcomes, such as customer engagement, sales cycles, win rates and cross-selling. However, it's equally important to measure lagging indicators, as they provide proof of current success and confirm that we're heading in the right direction. They typically include volume, revenue growth and market share."***

Want to speak the language of sales and finance? Why not check-out The Propolis Commercial Marketer Strategy Pack, designed to give you the skills you need to succeed.

Choosing the Right Levers to Maximize Lead Generation and Revenue Growth

Driving commercial value involves selecting the most appropriate levers that align with your business goals. Careful analysis and thoughtful decision-making are crucial.

From account-based marketing (ABM) and personalization at scale, to content direction and influencer marketing, success depends on choosing the right mix of tactics based on your audience's needs and business objectives.

A well-rounded, data-driven approach can optimize reach, engagement and conversion rates, ensuring resources are allocated efficiently. As Irene emphasizes, *"True GTM success comes from understanding what actually moves the needle for your business."*

As the Acting VP of Marketing for EMEA & LATAM at Palo Alto Networks, Soussane sees ABM as a model of excellence, noting that control group comparisons have shown highly targeted initiatives not only increase pipeline, but also accelerate deal velocity and improve conversion rates.

"It's about moving from immediate wins to long-term strategic outcomes," she notes. When GTM roadmaps extend across geographies, it's critical to give regional teams the flexibility to localize programs based on data signals, buyer intent and cultural preferences.

"Adaptation is essential," Soussane adds. *"What resonates with a CIO [Chief Information Officer] in Germany is vastly different from a C-suite executive in São Paulo."*

As marketing's role in strategic business growth intensifies, leaders must earn their seat at the top table. This Propolis series explores how marketers can build lasting influence in the boardroom.

Balancing Brand-Building with Performance Marketing

Many companies lean heavily on performance marketing at the expense of brand. Yet brand equity fuels long-term pipeline. As David points out, *"We often see companies investing heavily in performance marketing without considering how brand perception influences conversions. A strong brand creates demand before a sales call even happens."*

This highlights the importance of building a brand that prepares the market and creates interest before a sales team reaches out to potential buyers. Chris sees brand-building and performance marketing as interdependent elements of a cohesive approach:

> *"A strong brand fuels performance. It builds familiarity, which builds trust, and that shortens the sales cycle. But if you're only performance-driven, you'll plateau. And if you're only brand-led, you'll struggle to justify spend."*

A balanced approach is the best way to ensure that marketing investments deliver both immediate returns and long-term value. Learn more with our Propolis Brand Strategy Pack, a comprehensive resource designed to help B2B marketers refine brand positioning, increase market visibility, and drive growth.

The common challenges mentioned above reveal a need for greater alignment and operational clarity in GTM. But how widespread are these issues? And where are marketers gaining traction? To answer this, we turn to the following in-depth research.

SECTION TWO

GTM: What's working, what's not, and what's next

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The Think Tank partnered with **Censuswide** to poll 500 B2B marketing professionals across the UK and US in spring 2025. This research provides data-driven insights into effective GTM strategies, capturing diverse perspectives across industries, company sizes and seniority levels.

The findings offer a rare, data-backed glimpse into what's working, what's not and what's next for GTM.

Inconsistencies in Understanding and Implementation of GTM Strategies

A key revelation was the varying levels of understanding about what a GTM strategy involves. When asked to define a successful B2B GTM strategy, fewer than half of the respondents (47%) selected the correct answer. A GTM strategy is defined as a structured plan to reach target customers, gain a competitive edge and drive revenue. It covers segmentation, value proposition, pricing, marketing channels and demand generation.

A large cohort of B2B marketers (41%) view GTM as largely a sales-driven activity with limited marketing involvement. Meanwhile, 13% consider GTM to be purely brand-building before a launch.

Liam Bateman, *Managing Director*, The Think Tank, says

"GTM is often misunderstood and reduced to a narrow concept, reinforcing the siloed role of marketing. In reality, it's a fundamental, cross-functional strategy that marketers must fully grasp and implement to drive commercial success."

Approaches vary when it comes to implementing GTM strategies in the real world. Fewer than four in 10 (38%) were confident 'a structured, well-defined strategy and execution framework' is in place. With one in five saying their GTM strategy is 'informal or evolving' and one in 10 lacking a plan, there is clearly scope for improvement.

Robin Smith, *Head of Corporate*, **Censuswide**, says, *"The most striking finding of the research is the gap between understanding and execution in B2B GTM marketing. While nearly half of marketers grasp what makes an effective GTM strategy, far fewer have the frameworks to successfully implement one."*

He adds, *"Company size emerges as the decisive factor; on the whole, larger organizations are twice as likely to deploy structured approaches that deliver measurable commercial impact. This implementation gap represents both a significant challenge and an opportunity for B2B marketers seeking a competitive advantage."*

B2B GTM execution in numbers

67%
of companies with over 500 employees have a structured executional framework for GTM.

37%
of companies with 250 – 500 employees have a structured executional framework for GTM

75%
of travel and transport organizations have a structured executional framework for GTM.

13%
of legal firms have a structured executional framework for GTM

23%
of US companies use software tools for GTM strategy development

11%
of UK companies use software tools for GTM strategy development.

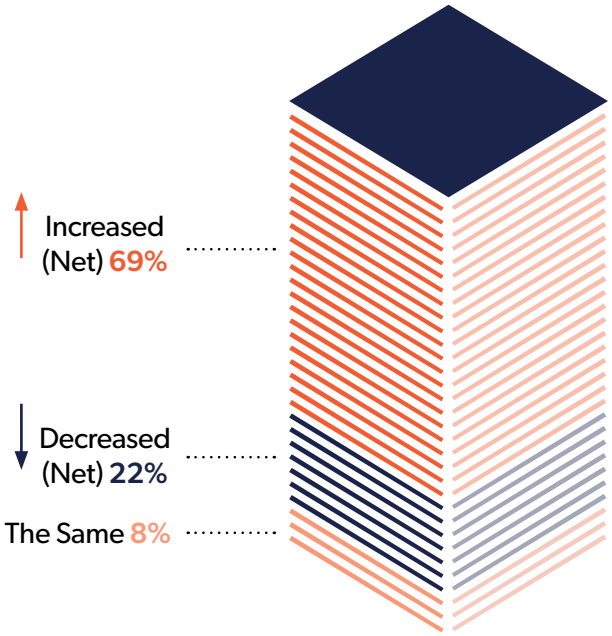
Budgets Up, and Leadership Engagement Progressing

While these figures highlight significant variation in the maturity of GTM execution across company sizes, sectors and regions, the broader trend points to growing investment and leadership focus.

This signals a shift toward more strategic and well-resourced GTM efforts. We discovered that B2B GTM investment is showing robust growth across most sectors, with seven out of 10 firms (69%) increasing their budgets in the past year.

We found that direct C-Suite input was part of the GTM decision-making process for a third of brands, and three-quarters of CEOs wanted to be kept updated. There is ample room for improvement in fully engaging the executive suite and evolving beyond a siloed view of launching products and services in the marketplace.

Has your budget for GTM activities increased, decreased or remained the same in the past year?



Friction Between Sales and Marketing Teams is Rife

A massive eight in ten respondents reported friction between sales and marketing around GTM execution, rising to 90% in the US.

Particular pinch points are 'marketing teams not getting the feedback from sales teams on lead quality or customer insights' (56%) and not having integrated technology stacks which creates data silos (56%).

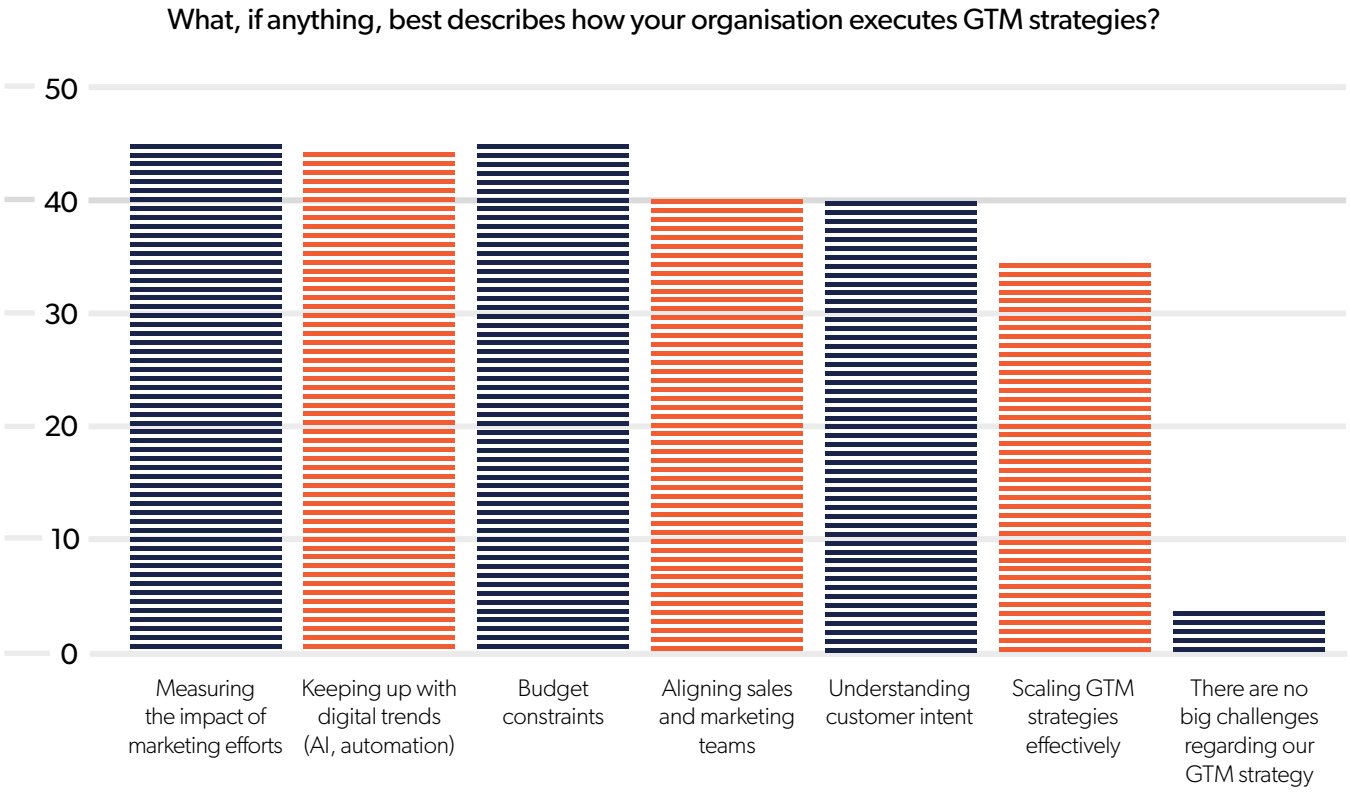
As Propolis GTM Expert, David mentions that "*Sadly, the larger the company, the more likely it is to report friction between sales and marketing teams. Occasional disagreements are part of the cut and thrust of working life, but when conflict becomes the norm, you have a problem that must be addressed if your GTM strategy is to flourish.*"

"The most successful GTM practitioners have solved the perennial sales-marketing challenge," says Robin from **Censuswide**. *"We know that better alignment correlates directly with commercial success, yet eight in ten marketers report discord between sales and marketing teams around GTM strategies. Those who address tensions are seeing demonstrably stronger commercial outcomes."*

93%

of companies with £100m to £499 million annual turnover experience friction between sales and marketing regarding GTM execution.

‘Measuring Impact’ and ‘Emerging Tech’ are Top Challenges in B2B GTM strategy



The research found that 45% of respondents cited measuring impact as a top challenge. Equally challenging is the rapid pace of technological change, with digitalization, automation and AI introducing both new capabilities and added complexity.

“As these technologies evolve, they reshape customer expectations and redefine success metrics—forcing marketers to adapt quickly or risk falling behind,” says David. “Inability to quantify results with today’s tools creates a major barrier to strategic refinement and investment justification.”

AI adoption in GTM strategies is becoming mainstream. Of the 500 marketers we spoke to, **95%** are currently using AI in their GTM strategy. For a forward-looking view on how AI is transforming marketing strategies and tools in the B2B space, explore B2B Marketing’s latest report: **B2B AI Marketing Tools 2025.**

The TOP 5 Ways Marketers Use AI in GTM Strategy

(respondents were invited to select all that apply)

1. Predictive analytics for lead scoring (49%)
2. Chatbots and virtual assistants (46%)
3. AI-powered customer segmentation and targeting (45%)
4. Automated content creation and personalisation (44%)
5. Sales enablement and AI insights (44%)

The TOP 10 Essential GTM Technologies

(respondents were invited to select all that apply)

1. CRM systems **(cited by 38% as essential)**
2. Data analytics and reporting solutions **(38%)**
3. Reporting and performance measurement solutions **(38%)**
4. Advertising and demand generation **(34%)**
5. Marketing automation and email platforms **(33%)**
6. Market research & insights **(33%)**
7. Content management apps and SEO tools **(32%)**
8. PR and social media tools **(28%)**
9. ABM and personalisation solutions **(27%)**
10. Sales enablement & lead management **(27%)**

SECTION THREE

Expert Perspectives: How to Deliver Maximum Commercial Impact

Expert Perspectives:
How to Deliver Maximum Commercial Impact

Unlocking the full potential of a GTM vision and delivering maximum commercial impact requires more than operational excellence. While the data outlines the structural realities of GTM frameworks, it's the people behind these plans who bring them to life. In this section, we explore expert perspectives from senior marketing leaders, who are actively shaping GTM's impact on their businesses. Based on their insights, four core areas have emerged as critical to deliver results:

1 Customer-Centricity

Unsurprisingly, a commercially effective GTM blueprint begins not with the product or service, but with the customer. High-impact teams identify the customer's most pressing challenge and position their solution as the answer, ensuring relevance and resonance. This is key to delivering business results. Chris articulates this clearly:

"We don't begin with the product; we begin with the pain." This mindset shifts GTM from a marketing exercise to a company-wide, customer-aligned growth engine. Customer understanding is actually an ongoing process embedded into product design, sales conversations and marketing.

Despite the emphasis on customer needs, only around half of the enquired B2B marketers in the survey use persona-based or intent-led segmentation. This suggests clear room for improving personalization and targeting.

Soussane recommends structuring around customer goals and aligning marketing efforts to drive the desired outcomes: *"In a complex B2B environment, the most desired optimal outcome sits at the intersection of our priorities and the customer goals."*

This approach focuses on understanding the customer's journey, establishing trust and delivering real value.

2 Agility

GTM playbooks must now evolve at the speed of the market, that's why the ability to pivot accordingly is a competitive advantage. Survey respondents from the tech sector were 59% more likely to identify digital change as a GTM limitation, reflecting the pace at which their plans must adapt.

Winning firms actually embed agility into their GTM approach, continuously refining it based on market signals, buyer behavior and performance data. *"Markets change rapidly, and so should your GTM strategy," says Irene. "Companies that adapt quickly, leveraging data and customer feedback, are the ones that win."*

Continuous data feedback loops enable rapid adaptation and iteration across channels and segments. David reinforces the point that GTM isn't a one-and-done effort: *"You have to continuously test, iterate and optimize. If your GTM strategy looks the same today as it did a year ago, you're already behind."*

Effective companies implement systems to constantly test, optimize and refine their approach, translating feedback into real-time action. Agility goes beyond reacting, it's about building a dynamic GTM engine that anticipates change.

3 Data-Driven Decision-Making

Data is not just a performance enabler, it's the foundation of GTM execution. The ability to capture, interpret and act on data in real-time enables B2B marketers to optimize targeting, sharpen messaging and accelerate pipeline impact with precision.

> *"AI is revolutionizing GTM,"* Irene states. *"Predictive analytics and automation enable us to personalize outreach at scale, making our efforts more efficient and impactful."*

Insight-driven approaches not only deliver better performance, but they also scale more quickly. In B2B marketing, the promise of data-driven decision-making depends not only on analytics tools, but on a strong data culture. Irene points out that without a solid foundation, data initiatives can quickly lose their effectiveness:

"You have to make sure that data is in the right place. You need the right segments in your databases and connected single customer identifiers, making sure that no matter who is talking to a customer, it's always possible to identify that customer, and always within data privacy guidelines."

Chris warns that data alone is not enough. "If you don't understand the customer's world deeply, no amount of automation will deliver an impact." Predictive models and synthetic audience insights offer potential, but only when grounded in real customer insight and commercial clarity.

4 Personalization

In B2B engagement, personalization is no longer optional but actually expected. Buyers demand relevance at every touchpoint. GTM frameworks that leverage real-time intent data and behavioral insights to tailor messaging consistently outperform static, one-size-fits-all approaches.

As David notes, *"Personalization should never be a goal in itself. You should always start with buyer insight and ask what's the best way I can make this relevant, where do I want to reach the widest possible set of target buyers and when does a one-to-one or one-to-few approach pay dividends?"*

When personalization is done right, it drives pipeline velocity and it becomes a source of revenue. AI is enabling a shift from a reactive to a predictive model, allowing businesses to anticipate buying signals and personalize engagements at scale, thus improving client interactions and driving better results. Soussane sees AI as the most disruptive force reshaping GTM's direction.

> *"We're moving to a predictive model, where we can anticipate buyer signals, personalize at scale and optimize engagement in real-time. But human insight remains irreplaceable."*

While AI can assist in generating content, marketers will transition from content creators to strategists to ensure impactful results. They can use AI to optimize real-time engagement and ensure messages resonate more effectively with customers.

SECTION FOUR

Structuring GTM Teams for Success

Structuring GTM Teams for Success

Putting plans into action requires the right people in the right roles. In high-performing market leaders, GTM is supported by carefully structured teams that enable collaboration and commercial impact.

According to the quantitative research, only 14% of respondents report high alignment across functions. Nearly half struggle with feedback flow from sales, while 44% say sales teams often don't act on MQLs.

It can't be overstated that collaboration between sales and marketing is crucial for driving commercial impact. Irene emphasizes that *"the most successful organizations treat GTM as a shared responsibility, where marketing and sales work hand in hand to drive pipeline growth."*

The impact of a GTM plan depends entirely on the effectiveness of the teams executing it. High-performing GTM teams must be structured to support collaboration and alignment across key functions, with a mix of tactical and executional roles.

David suggests that in an ideal scenario, a GTM strategist should oversee execution, ensuring alignment across teams:

> *"Great GTM teams have a quarterback. That's usually the GTM strategist, someone who sits at the intersection of marketing, sales and product, ensuring execution is seamless."*

If you're unfamiliar with the term, a quarterback is the leader of the offense in American football: they call the plays, pass the ball, and make key decisions on the field.

Cross-functional collaboration is non-negotiable. Teams need to operate based on a joint goal-setting, a common accountability framework around pipeline outcomes and continuous feedback loops.

The most effective B2B companies see this not as an aspiration, but as a practical operational principle. Soussane notes that *"the best teams evolve while keeping their eyes firmly on the commercial north star."*

Driving Accountability Through Shared Metrics

Businesses that prioritize cross-functional collaboration experience substantially high-performing rates. For Gamma, this means integrating marketing more deeply into planning and holding traditional roles to higher expectations:

> *"We're interested in how marketing drives revenue, how we influence pipeline velocity and how our campaigns impact retention. That's the basis for credibility,"* says Chris.

He also recommends measuring the impact of each team's performance with co-owned commercial key performance indicators (KPIs), shared between marketing, sales and product. His team operates in what he describes as 'pods' – cross-functional units focused on specific customer segments or verticals.

These pods bring together marketers, salespeople and product leads to jointly define goals, plan execution and own outcomes. The result is tighter alignment, faster iteration and better commercial impact. *"It's about designing for collaboration, not hoping for it,"* Chris notes.

Best practices for collaboration include integrated planning sessions, shared data dashboards and structured feedback loops. GTM shouldn't be seen simply as a marketing initiative, but as a company-wide effort that requires alignment and active buy-in across all functions, particularly at the executive and board levels.

With the right GTM structure and shared accountability in place, teams are better positioned to execute effectively. But structure alone isn't enough. Strong outcomes also depend on applying the right levers. In the next section, we explore the key components of a high-performing GTM playbook and how they translate intent into commercial impact.

SECTION FIVE

The GTM Playbook: Strategic Levers for Commercial Success

The GTM Playbook:
Strategic Levers for Commercial Success

Executing a winning GTM strategy requires a deep understanding of the most effective levers. High-performing companies leverage persona-based targeting to refine audience segmentation, ensuring that marketing messages resonate with the right decision-makers.

The majority of companies in the survey use three or more criteria, such as buyer role, company size and geography, to refine GTM precision, particularly among larger firms.

When it comes to targeting, Chris recommends revenue-led planning. Rather than starting with tactics, Gamma starts with commercial goals and reverse-engineers its marketing plans to support them. *"Everything ladders up to revenue. If it doesn't, it's just noise,"* Chris says.

Multi-touch attribution is another critical element. David says that understanding how prospects interact with different touchpoints throughout the buyer journey enables marketers to allocate resources more effectively. *"Every touchpoint matters; if you don't track and optimize them, you're leaving revenue on the table."*

David recommends answering questions like *"Is it clear to the buyer what they are buying?"*, "Can they easily describe it to a colleague?" or "How are we mitigating the risk to the buyer in the purchase?" Companies must find ways to streamline the buying process: *"The best GTM strategies make it easy for customers to say yes. That means reducing friction at every stage of the funnel."*

What Drives Real Differentiation?

When asked about the most critical GTM levers, Soussane offers a pragmatic answer: deep customer intimacy. Competitive differentiation, she asserts, emerges when brands tailor their messaging to align perfectly with the customer's goals, especially at the executive level.

"Leading with customer outcomes rather than product benefits is transformative," she says. Beyond ABM, Palo Alto Networks has leveraged partner-driven initiatives to unlock new markets with minimal internal overhead. *"Working with partners to open new doors in the market not only accelerates growth, it scales impact exponentially"*, Soussane adds.

Integrating GTM levers into a broader marketing framework requires careful planning. B2B marketing leaders must develop comprehensive GTM roadmaps that align with overarching business objectives. Agile marketing tactics enhance targeting and personalization by adapting quickly to performance data, while AI-driven automation further boosts precision and scalability.

These GTM levers are more than theory, they're already driving real-world results. The following case studies illustrate how innovative B2B brands are applying these principles to unlock commercial success.

SECTION SIX

Case Studies: GTM in Action

Case Studies: GTM in Action

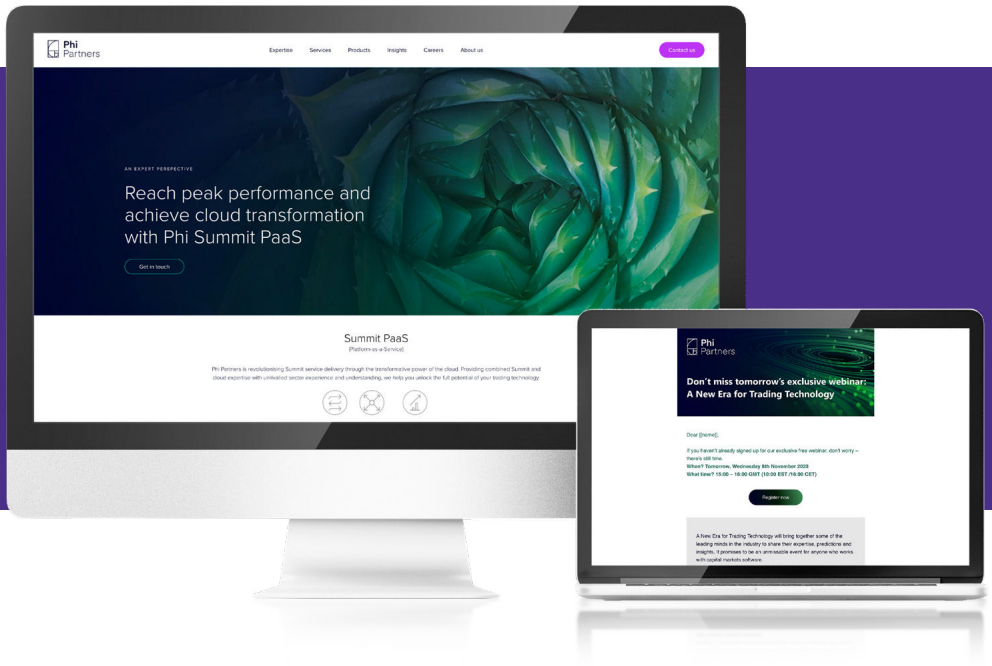
CASE STUDY 1:

The Think Tank's approach to GTM strategy

Phi Partners

The Think Tank & Phi Partners

Reaching Peak Performance with Summit PaaS



A global fintech campaign that reached great heights, delivering £6m in sales and a substantial pipeline.

the think tank

Bringing a niche cloud-based solution like **Phi Partners' Summit Platform** as a Service (PaaS) to market posed considerable GTM challenges: low awareness, complex decision journeys, and high skepticism around compliance, security and customization in cloud adoption. For a first-time GTM campaign, success hinged on educating a resistant audience and building trust across multiple touchpoints.

The Think Tank tackled these issues by first addressing segmentation. Using in-depth research, they developed a three-tiered audience model targeting 130 decision-makers in 85 global banks, along with key technical and operational stakeholders. This approach enabled precise message mapping tailored to role-specific priorities and levels of readiness.

To tackle buyer hesitancy, a phased ABM strategy was implemented. The campaign began with a personal email from Phi's CEO to prime interest, followed by a high-impact video card. This was an innovative and tangible asset that humanized the offering and accelerated trust. This direct outreach was critical in sparking dialogue and overcoming the inertia in the market.

Sustained engagement required strategic content sequencing: educational infographics, thought leadership articles, and targeted LinkedIn ads were deployed to address evolving objections. Retargeting ensured that early interest matured into meaningful pipeline conversations.

CASE STUDY 1:

The Think Tank's approach to GTM strategy

3,350
Clicks

3,375
Page views

+46%
Increase in organic traffic

+127%
Increase in LinkedIn page impressions

+58%
Increase in LinkedIn followers

12 SQLs

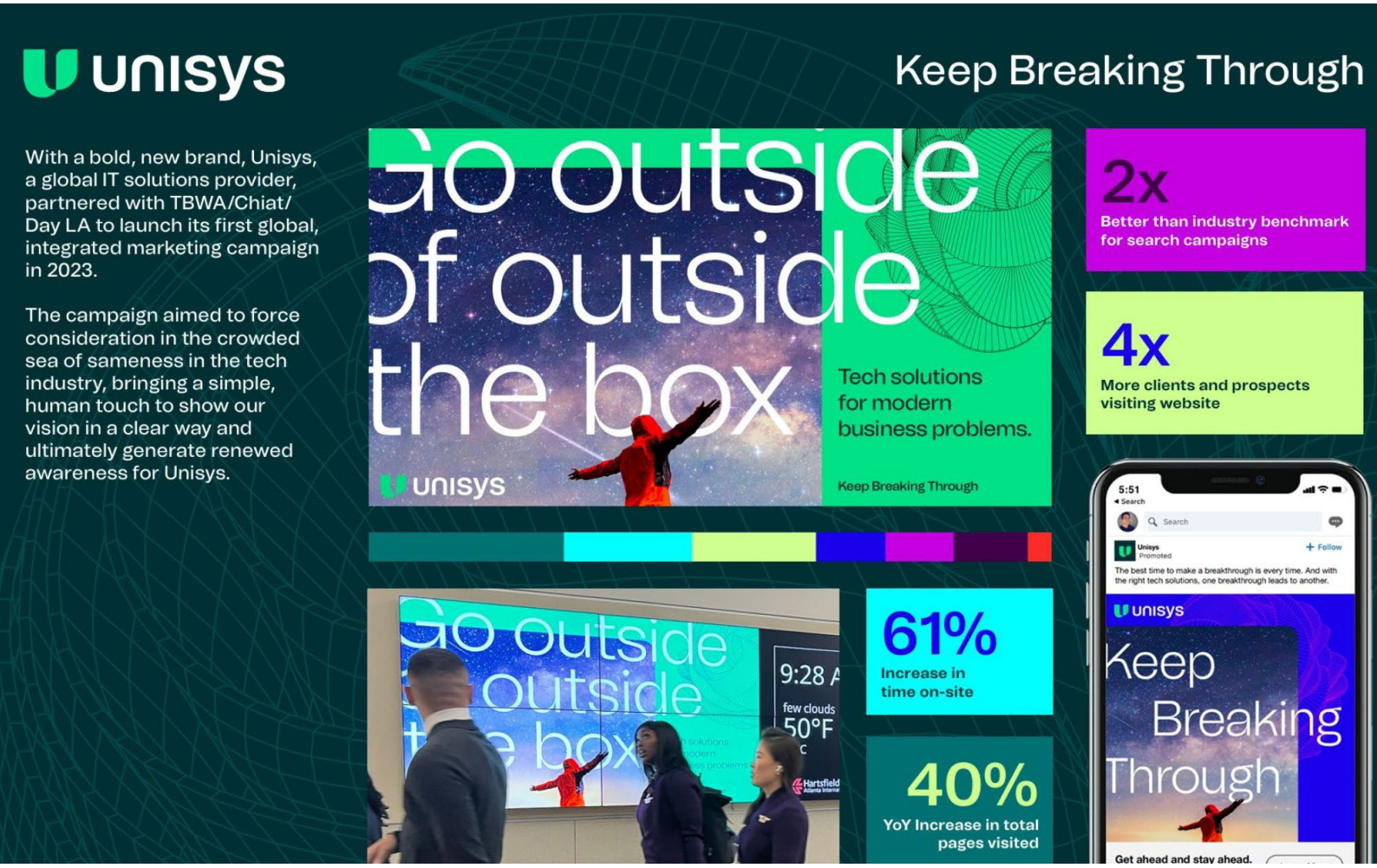
By combining targeted messaging, multi-channel orchestration and ongoing optimization, The Think Tank turned Phi Partners' GTM obstacles into a strategic advantage. This case illustrates how aligning deep audience understanding with creative GTM execution can break through resistance, even in conservative, niche B2B markets.

It achieved 47% client growth and a 91% retention rate, delivering standout results for Phi Partners, a 725% increase in Sales Qualified Leads (SQLs) for Additive Industries, and revenue growth for Oscar Acoustics. Read the report now.

Discover why The Think Tank was awarded 'UK B2B Agency of the Year' at our B2B Marketing Awards 2024, highlighting its impressive commercial success, exceptional campaigns, and comprehensive internal training.

CASE STUDY 2:

B2B Elevation Awards winner demonstrating GTM success



Unisys, a global IT solutions provider, was struggling with an outdated brand perception. Once an industry leader, the company had become known as a dependable but unremarkable player. To shift this narrative, Unisys launched a bold brand relaunch in late 2022, followed by its first global, integrated marketing campaign in 2023.

The **"Keep Breaking Through"** campaign set out to differentiate Unisys in an industry dominated by generic messaging. Instead of relying on technical jargon, the company embraced a fresh, human-centric approach with bold visuals and compelling storytelling. The omnichannel strategy spanned digital, social media, out-of-home (OOH) advertising, and connected TV, ensuring maximum visibility and impact.

The results were impressive. Website traffic hit record highs, with four times more clients and prospects visiting and staying 61% longer. Search campaigns outperformed industry benchmarks 2x, total page visits rose 40% year-over-year, and LinkedIn engagement grew by 26%.

More importantly, the campaign delivered tangible business outcomes: new business signings increased by 18%, revenue grew by 1.8% and marketing-originated leads now account for 25% of the total pipeline.

Recognized with top honors at B2B Marketing's Elevation Awards 2024, the campaign also helped Unisys secure leadership positions in eight key industry reports. For marketers, it's a compelling case study in how bold, creative branding drives commercial success, proving that a strong brand isn't just about awareness, but real business growth.

These examples highlight what defines high-growth GTM: clarity, collaboration and customer focus. As we look ahead, these qualities will become even more critical in navigating an increasingly competitive B2B landscape.

CONCLUSION

Future Outlook

Future Outlook

As B2B businesses navigate economic uncertainty, shifting buyer expectations and evolving technologies, GTM strategy is a commercial imperative. It unifies teams around shared goals, customer outcomes and measurable business impact.

Throughout this report, we've seen how leading companies are reframing GTM as a core business strategy. The most effective teams are not just aligning internally; they're designing GTM around the customer journey, leveraging data to adapt in real time, and integrating marketing with product and sales from the outset.

GTM has become the connective tissue that turns customer insight into growth. Our research confirms the shift: while 70% of companies are increasing GTM budgets, the ability to demonstrate impact remains a top priority. As Chris predicts, future GTM teams will be defined not by function, but by outcome:

> *"Growth is becoming a shared responsibility. It's no longer enough to just 'generate leads' or 'close deals.' The new question is: How do we collectively drive revenue, faster and smarter?"*

Looking ahead, technology will play an important role in how teams execute GTM at scale. Those that embrace AI and automation will gain a competitive edge. As David says:

"We're moving into an era where AI-driven insights will make GTM strategies more predictive than reactive. The companies that harness this will see exponential growth."

Yet tools alone aren't enough. A focused alignment, organizational agility and commercial focus will continue to differentiate top performers from the rest. The companies that succeed will treat GTM not as a series of tactics, but as an engine of their business growth.

The opportunity ahead isn't simply about launching services or products more efficiently, it's about embedding GTM at the heart of business decision-making. It means driving sustainable growth, strengthening customer relationships, and ensuring every function is aligned around what matters most: delivering measurable commercial outcomes.

Now is the time to elevate GTM from an operational concern to a boardroom priority.

About The Think Tank

The Think Tank is a multi-award-winning, full-service B2B marketing and PR agency with over 30 years' experience delivering outstanding results for clients across diverse sectors. Named B2B Marketing Agency of the Year 2024, our team of 45+ "Thinkers" specializes in helping organizations launch to market, change perceptions, and grow revenues through strategic, integrated campaigns.

As Go-to-Market strategy experts, we combine deep industry knowledge with a proven six-stage GTM framework to achieve commercial success. Our comprehensive approach encompasses market intelligence, positioning, product strategy, demand generation, marketing execution, and performance measurement. All tailored to your specific business objectives. Our strategic, holistic approach combines creativity to drive business impact with our agile, collaborative partnership model.

Whether you're launching a new product, entering a new market, or repositioning your brand; your growth journey just got easier.

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the think tank

About B2B Marketing

B2B MARKETING AWARDS
FROM B2B MARKETING

B2B Marketing is the world-renowned provider of insight, professional development, events and training for marketers and leaders in B2B.

Since our launch in 2004, we've amassed the largest global network of B2B marketers, giving us the unique ability to place your brand in the centre of the B2B buzz.

At the core of our business are the 85,000+ members of our website worldwide and five of the biggest and most influential annual events in the B2B calendar, alongside a host of webinars, podcasts, roundtables and training.

What can we do for you?

Our dedicated marketing and media solutions team can help you:

Build powerful brand recognition at the heart of the B2B industry.

Deliver your marketing content and proposition to the right audience at the right time through our weekly content emails.

Create compelling stories around your brand with headline-grabbing research and analysis through our reports.

Get face to face and engage with some of the industry's most influential decision-makers and buyers at our events.

Share your brand stories and content with our 160k+ subscribers, 80k+ monthly website users and 260k+ social media following.

Our products

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B2B IGNITE
FROM B2B MARKETING

THE GLOBAL ABM CONFERENCE
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