

# The B2B Measurement Breakdown

Why marketers are overwhelmed, underequipped and tracking all the wrong things

FORRESTER

Most marketers are flying blind.

Only **3%**

of B2B orgs are truly insights-driven.

(That means **97%** are still guessing.)

**36%**

Don't trust their analytics.

Less than half use them to guide daily operations or major decisions.



It's not that they don't have data. Some feel they're drowning in it.

Only **17%**

say they lack reporting.

**31%**

of analytics producers feel buried by the volume.



More dashboards ≠ more clarity.

**44%**

of B2B companies cite unconnected data sources as a top challenge.



The skills aren't matching the tools.

**44%**

of analytics producers admit their teams lack the skills to get the job done.

Just **22%**

of users admit the same.

Someone's missing the **memo** — or the **training**.

Marketers are clinging to old metrics.

**54%**

of CMOs still rely on marketing-sourced pipeline — reporting on a metric they feel pressured to show, not one that truly reflects impact.

**6 out of 10**

use marketing-influenced metrics — a way to say, “We helped!” without having to prove how.

What's this mean? It's time to move beyond **credit** and focus on **contribution**.

Too much **data**.  
Not enough **direction**.

Stop measuring what's easy — and start measuring what matters.