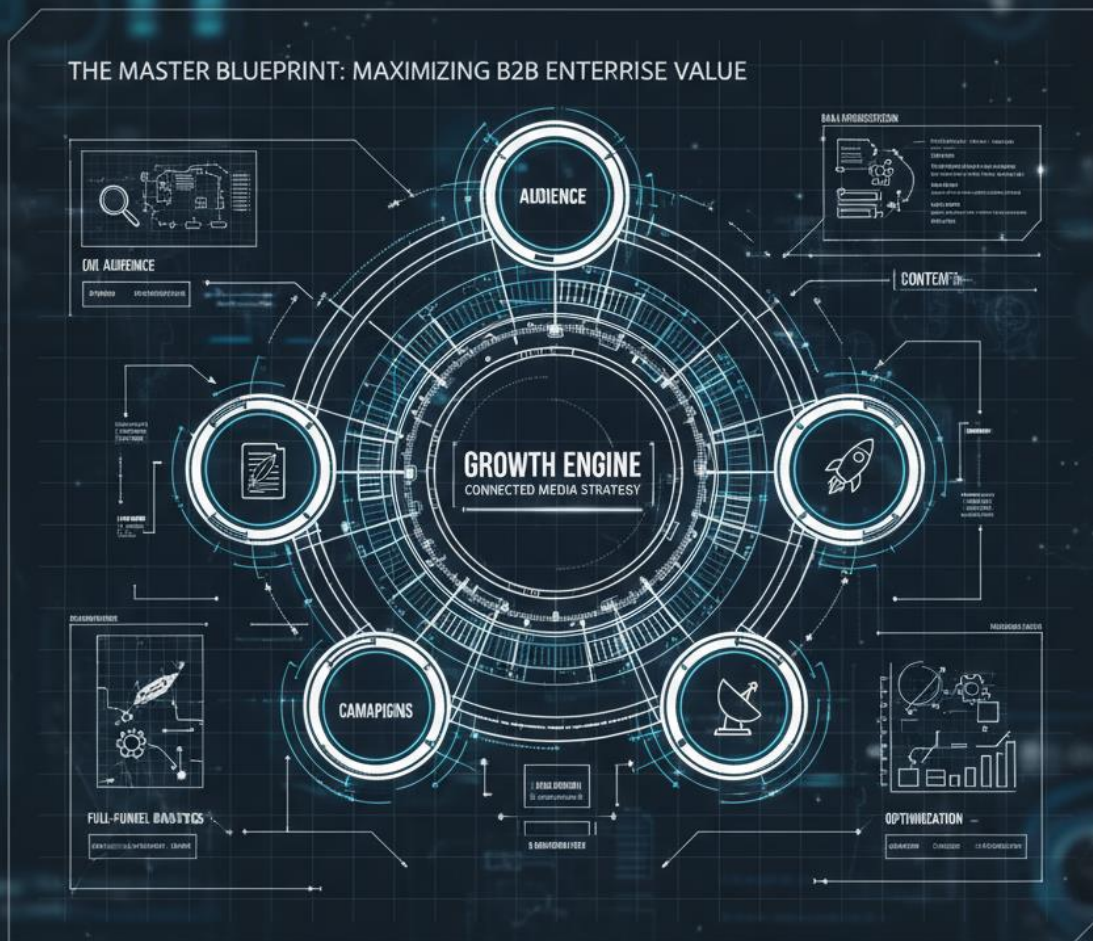




Connect the Dots to Win

Maximizing the Business Impact of Media in the Modern B2B Enterprise





The Growth Imperative

Every company wants to grow, but the path to predictable, scalable growth in B2B is challenging. For too long, media—especially paid media—has been viewed by these companies as a cost center rather than a primary driver of enterprise value.

The core issue? They don't know how to use media investments to maximize growth.

Most B2B companies are flying blind, uncertain of how to truly leverage media to its full potential. They are stuck in a cycle of disjointed campaigns, siloed data, and ambiguous results, leaving significant value on the table.

But a new breed of ambitious, modern B2B enterprises has cracked the code. They are setting a higher water mark, delivering **50% higher returns from their media investments** over the average B2B enterprise. They do this by abandoning outdated models and embracing a cohesive, integrated **Connected Media Strategy**. This report shows you how.

Why do B2B companies struggle to harness media as an instrument of growth?

To find out, we spent 3 years interviewing more than 100 of the smartest CMOs, senior marketing leaders, and c-level stakeholders from leading B2B companies. These insightful conversations uncovered the context and challenges of managing media in a B2B business, discussing topics such as:

- The stark realities that make managing media in B2B so complex
- The deep skepticism of attributing business outcomes to media in B2B
- The critical nature of alignment and collaboration in the modern B2B enterprise
- The emerging capabilities required to activate B2B media investments and programs successfully
- And many more.

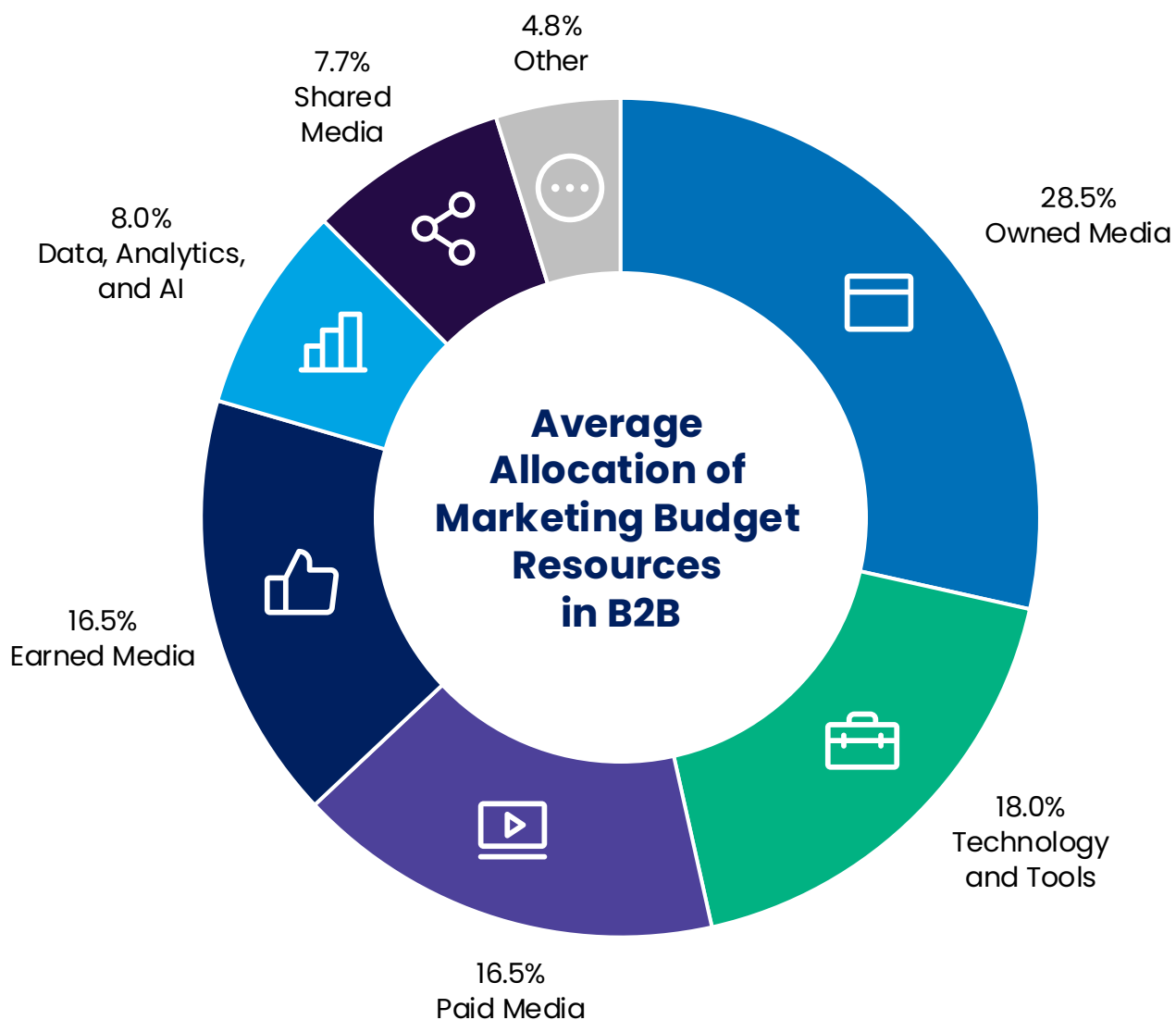
This research resulted in a rich data set that highlights modern media as a data driven, digital, and technology-intensive team sport. More than 30 best practices have been documented, clustered around 5 key levers: audience, content, integration, alignment, and innovation.

**Across all 100+ conversations, one truth emerged:
the team that connects the most dots wins.**



Orchestrate the Full Media Portfolio

Paid media is just a fraction of the total investment, in B2B yet different marketing teams often manage paid, owned, earned, and shared media in separate, and often competing, silos. Our research with over 100 organizations proves that true value is unlocked only by orchestrating this entire portfolio. This integrated approach closes performance gaps caused by fragmentation and creates a synergistic effect, ensuring the whole investment delivers business outcomes far greater than the sum of its siloed parts.



Source: Horizon Business Connected B2B Media Model, 2025. Content expenses included within earned and owned media allocation, total excludes labor costs and agency fees..

Optimization

Audience



Unlock the Full
Potential of Your Brand

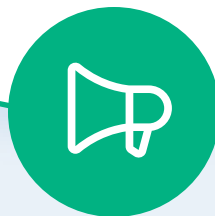
A Connected Media Strategy

orchestrates your marketing into
a unified engine for growth and
increases measurable business
outcomes by 50% or more.



Media

Content

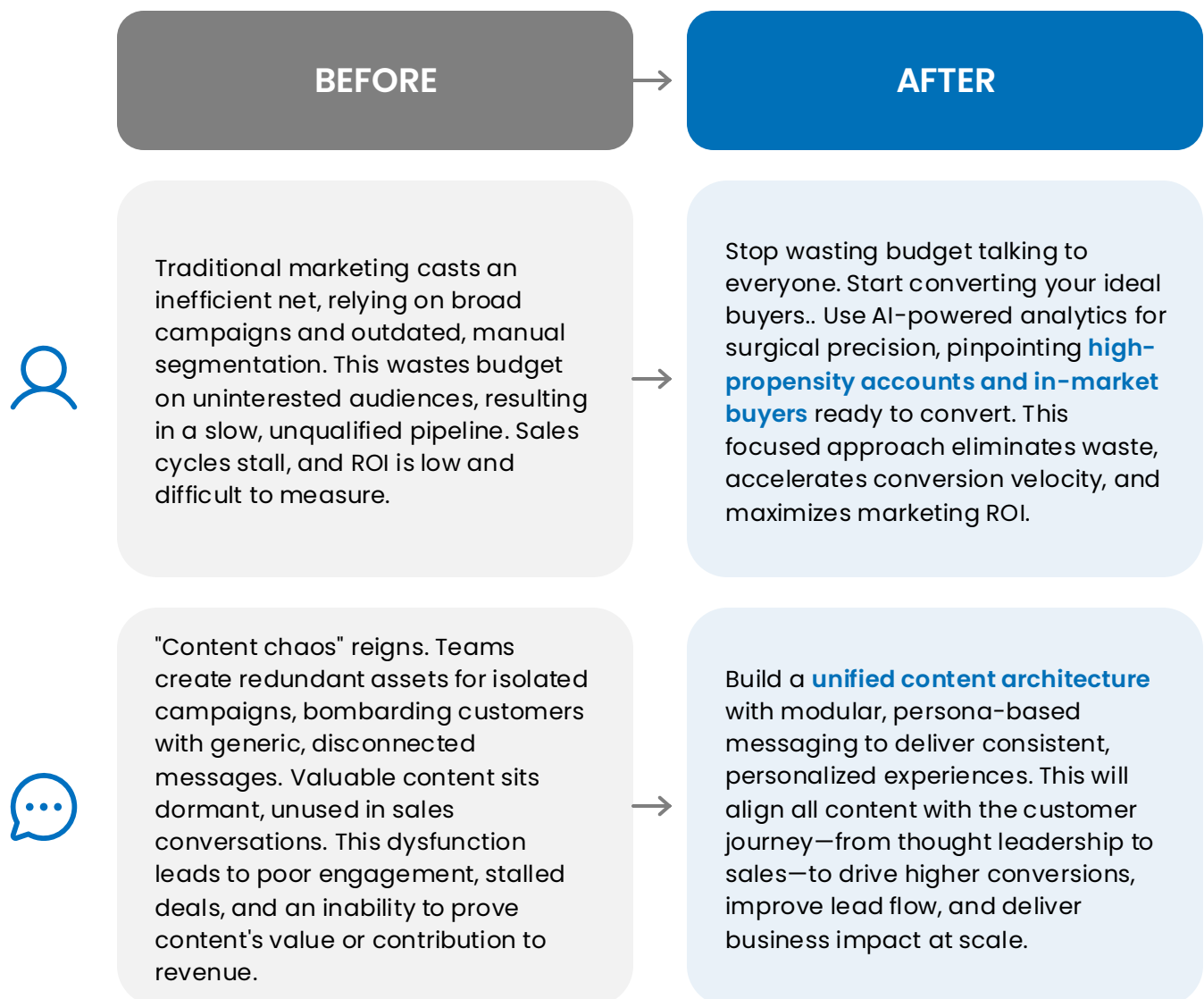


Campaign

FROM CHAOS TO CLARITY

Master Your Audience & Content

The most fundamental marketing silos are often the most damaging: a disconnected audience strategy and chaotic content creation. This dysfunction wastes budget talking to everyone and bombards your most valuable prospects with generic, uncoordinated messages. The first step in dismantling this is to replace waste with intelligence. The following blueprint shows how to transform your approach, ensuring you target with surgical precision and unify your content into a single, powerful narrative that drives meaningful engagement.



FROM FRAGMENTATION TO FLOW

Unify Campaigns, Align for Growth

With a precise audience and unified content in place, the battle shifts to execution and accountability. Even the best message fails if it's delivered through fragmented, low-impact campaigns that create a disjointed customer journey and leave stakeholders in the dark. This siloed approach creates friction between teams and obscures real business impact. This section provides the blueprint for orchestrating high-impact, omnichannel campaigns and aligning the entire organization around shared goals—transforming marketing from a series of tactics into a driver of collective success.

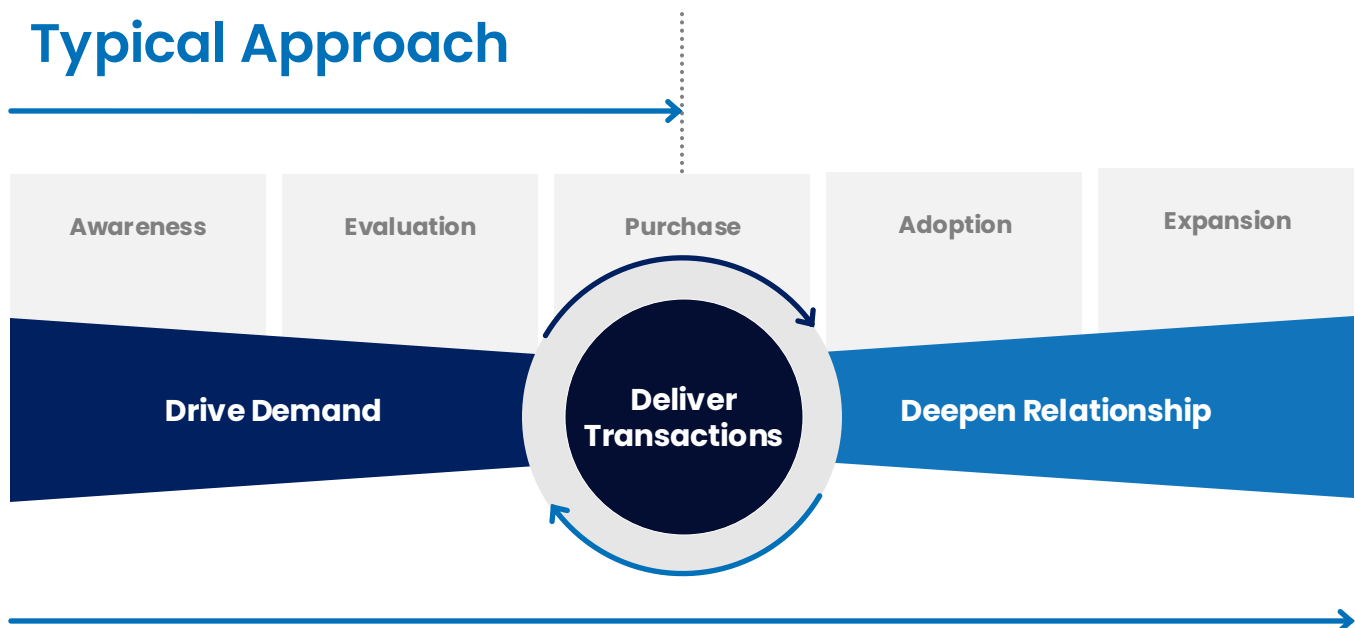


FROM OUTPUT TO OUTCOMES

Win the Entire Revenue Cycle

It is strategic marketing malpractice to treat the transaction as the finish line. Chasing top-of-funnel leads while ignoring post-sale success is a self-defeating strategy that guarantees customer churn and tanks lifetime value. In the complex B2B world, the deal is not won at the signature; it is won when the customer achieves real value, creating the foundation for loyalty and expansion.

Typical Approach



Connected Media Strategy

A Connected Media Strategy corrects this fatal flaw. By investing across the entire revenue cycle, we create a powerful halo effect, elevating the efficiency and effectiveness of every marketing dollar spent. This integrated approach doesn't just close deals; it fortifies loyalty, prevents churn, and unlocks the massive potential of expansion revenue. It transforms media from a short-sighted expense into a powerful engine for predictable, long-term growth.

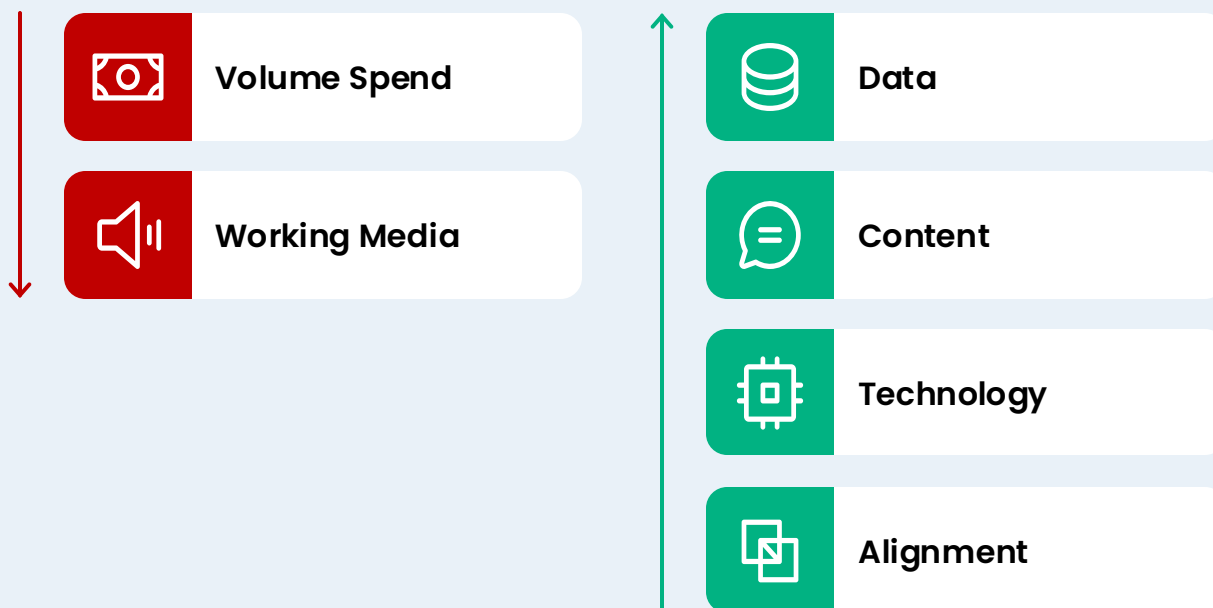
LESSONS FROM LEADERS

Create New Economies of Scale

The traditional playbook on media economies of scale is a costly delusion. It promises that massive media buys will deliver cost efficiencies and preferential placements, but in the fragmented world of B2B, this is a myth. The promised scale benefits of volume never materialize. This flawed obsession with maximizing "working media" starves the very intelligence—data, content, and technology—needed to actually find your buyers.

Reject this broken model. Build a data-driven engine for personalization at scale, powered by an open, intelligent, and performance-centric media ecosystem. A Connected Media Strategy is the framework that ensures all these pieces work in concert. It transforms your marketing from a blunt instrument into a precision tool that deploys every dollar with maximum efficiency to find your ideal buyers and deliver superior, measurable growth.

Trending in Importance for B2B Media



FROM SEARCH QUERIES TO ANSWER ENGINES

AI and Connected Media

AI-powered search and answer engines are redefining how people discover, evaluate, and connect with brands. Today's customers don't follow a linear, query-and-click path—they engage in complex, conversational searches and expect immediate, accurate, and trusted answers. For marketers, this marks a fundamental shift: optimizing channels in isolation no longer works. Success in the AI-driven discovery era demands an intelligent, connected marketing ecosystem where every touchpoint is orchestrated to deliver context, coherence, and performance.

Unite Your Strategy, Amplify Your Voice

A Connected Media strategy transforms your marketing from a series of disconnected activities into a single, intelligent ecosystem. Instead of operating in silos—with separate campaigns, metrics, and goals—Connected Media aligns your paid, owned, earned, and shared channels into one integrated performance engine.

By unifying your audiences, content, and data, you send clear, consistent, and credible signals into the AI search universe. This cohesion provides AI engines with the authoritative information they need, ensuring your brand is surfaced more often, driving higher visibility and engagement.

Win in the AI-Powered World

In the new era of AI Search and Answer Optimization (AIO), algorithms reward clarity, authority, and interconnectedness.

When your paid ads, website, and social channels tell different stories, AI systems get confused. The result is lower rankings, lost relevance, and missed opportunities. But when your brand narrative is harmonized across every channel, the entire ecosystem strengthens itself. This creates a powerful cycle of improved discovery, trust, and conversion.

Activate Intelligent Feedback Loops

The true power of Connected Media lies in its intelligent feedback loops.

Paid efforts drive awareness that fuels organic interest.

Owned content provides the depth and authority AI models crave.

Earned and shared media build the social proof that amplifies visibility.

When these loops are managed with shared data and AI-driven insights, you can dynamically optimize spend, content, and creative for maximum impact across the entire customer journey.

Design for Alignment, Not Algorithms

Ultimately, winning in AI search isn't about gaming the system—it's about designing for alignment.

A Connected Media approach ensures every dollar and every piece of content contributes to a unified brand narrative that both machines and humans recognize and trust. This transforms your marketing from a collection of tactics into a powerful, performance-based ecosystem that delivers what matters most: stronger visibility and measurable business growth.

Our Research Produced Four Proven Tools to Help Design Your Connected Media Strategy



Documented **best practices** that fuel AI-driven recommendations and shape immediate actions.



The research resulted in a rich data set of **industry benchmarks** that provide insightful comparisons.



A **predictive financial model** that proves the ROI of your media strategy before you invest.



Detailed blueprints that guide the design and implementation of each functional area.

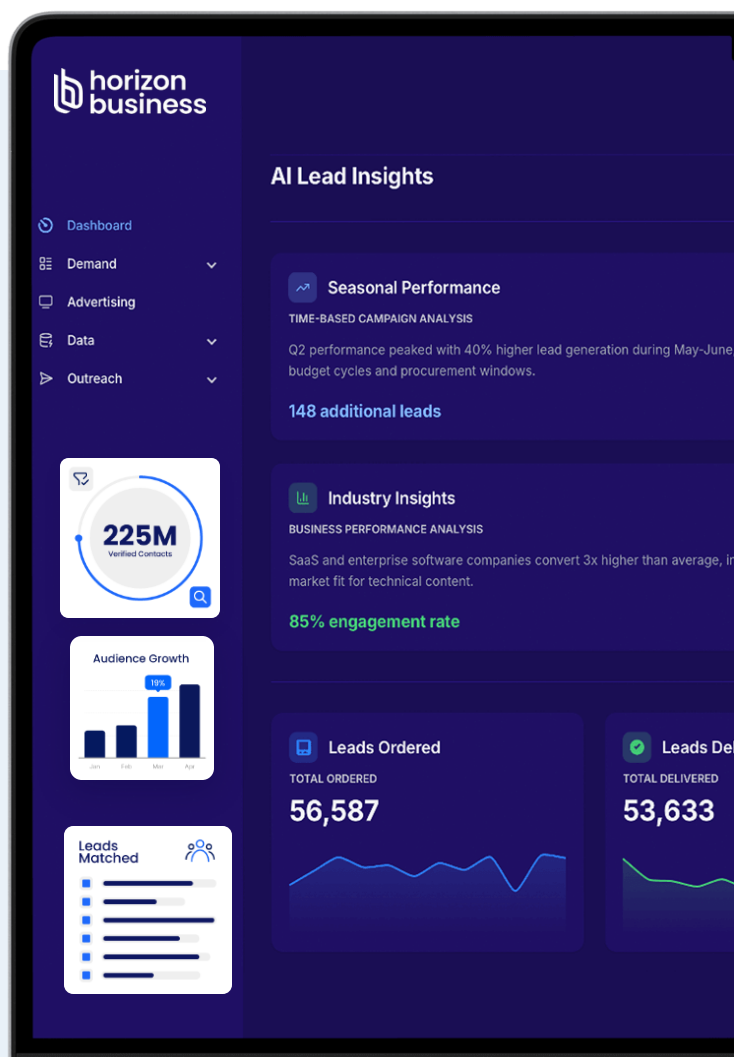
Get Results in 90 Days

Scaling your marketing budget can be a high-stakes gamble. The 12-week Demand Accelerator replaces that uncertainty with proof. We test your Connected Media Strategy by analyzing the competitive landscape, benchmarking performance, and refining your ideal customer profile. This intelligence informs a live pilot, gathering real-world data and verifiable insights. You get a documented roadmap and transparent ROI, giving you the confidence to scale your investment knowing every dollar drives measurable growth.

The Demand Accelerator Tests the Plan Before You Scale

We use the Demand Accelerator to confirm a client's Connected Media Strategy hypotheses and replace marketing guesswork with verified intelligence, actionable insights, and proof that spend is driving growth – in just 12 weeks.

- **Identify your unique competitive advantages** with a C-suite-ready strategic plan
- **Maximize your marketing impact** by replacing guesswork with a data-driven understanding of what's working and what's not.
- **Unite your sales and marketing teams** around a single, validated view of your ideal customer to accelerate the entire sales cycle.
- **Build a predictable growth pipeline** with an actionable roadmap that aligns your messaging and channel strategy.
- **Validate your strategy with real-world data** through targeted pilot campaigns that provide critical insights before you scale your spend.



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Learn more about
a **Connected Media Strategy** and book
a free consultation