# HOW COMMUNICATIONS MEASUREMENT PRIORITIES DIFFER ACROSS B2B TECHNOLOGY MARKETS

## How communications measurement priorities differ across enterprise software, AI, cloud, cybersecurity, fintech and other technology segments.

Industry context changes what communications teams need to prove. This is especially true with communications. The same scorecard will not work equally well for AI, application development and cloud infrastructure, cybersecurity, enterprise software, fintech and health tech, IoT/Industry 4.0 or managed services companies. The survey shows that these verticals share a common goal, but their strongest proof points are different.

### Vertical segments in the analysis

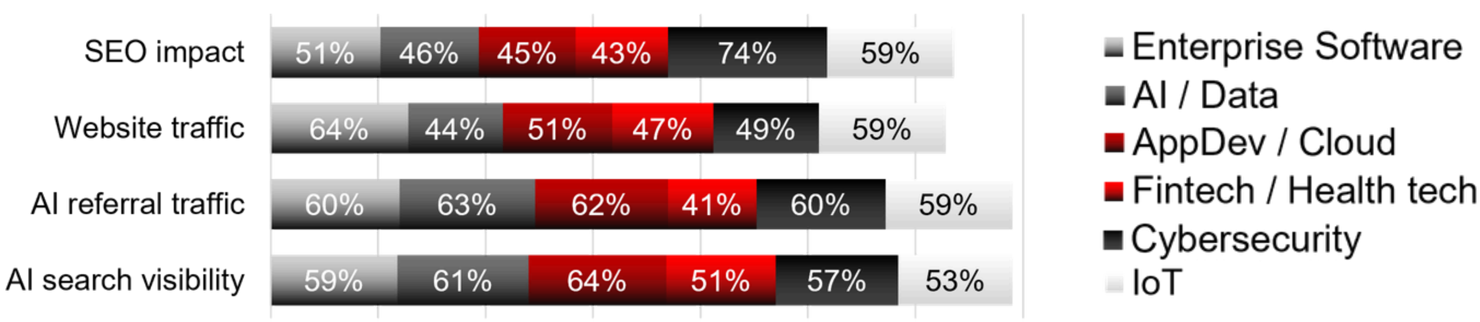
| 20% | 18% | 17% | 10% | 9% | 9% | 5% |
|---|---|---|---|---|---|---|
| Enterprise Software | AI / Data | Fintech / Health tech | ApppDev / Cloud | Cyber-security | IoT Industry 4.0 | Managed Services |

## The Biggest Differences are in What Each Market Needs to Prove

Enterprise software marketing teams focus on connecting communications programs to revenue. They also lead in correlating program results to website traffic (64%), analyst or influencer impact(63%), and content engagement (56%). The revenue connection make sense as this group has the highest share of respondents saying revenue impact is one of the CEO or board's most trusted metrics.

AI and big data companies focus on AI discovery and visibility including AI referral traffic. AI visibility or AIO reporting are the top business-outcomes for this segment, ahead of SEO and paid social. The challenge for AI marketers is how to connect that visibility to credible business proof that the CEO and board trust.

### What vertical companies are formally measuring today



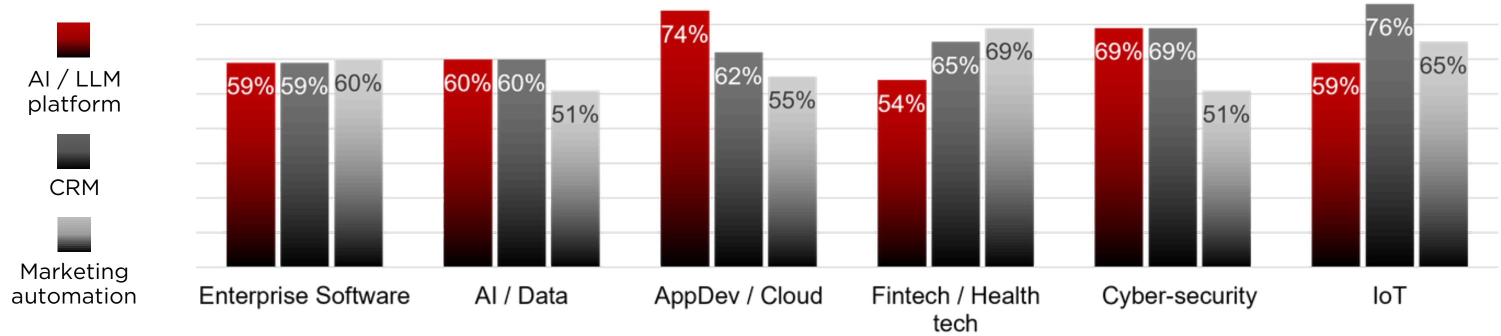

Cybersecurity indexes on SEO impact. IoT looks balanced across website traffic, AI referral traffic, SEO and analyst influence. Fintech focuses on AI referral traffic. These companies clearly prioritize different proof models, not just different channels to measure and validate program efficacy.

## Cloud, Security and Fintech Show Distinct Measurement Personalities

Application development, cloud and infrastructure companies appear to have one of the strongest reporting stacks. Website analytics, social analytics and AI search or LLM visibility platforms each reach 74% in this segment. Data confidence is also high, with 64% saying they are very confident in the accuracy and completeness of their communications measurement data. The stack is strong, but the challenge is that only 34% say they have fully integrated reporting, suggesting the tools may be ahead of the operating model.

Cybersecurity stands out for focusing not only SEO, but also AI-oriented proof. It is the most likely segment to correlate communications activity with AI referral traffic. It is also the most likely to report CEO or board audiences trust AI visibility and AI-generated answer citation metrics. Cyber's challenge is that only 37% are very confident in the accuracy and completeness of their own data. Security marketers may have the right metrics, but still need stronger confidence and attribution discipline.

### The reporting stack varies by vertical

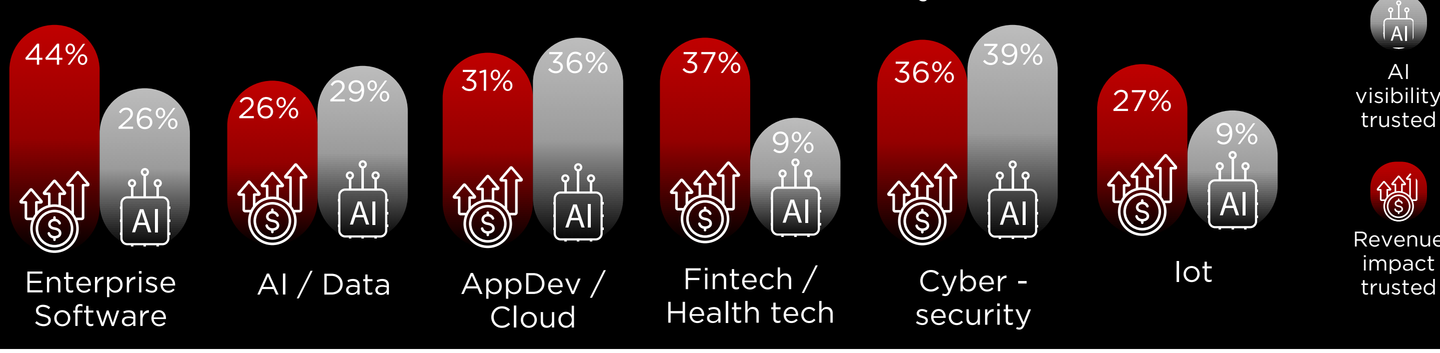



Fintech and health tech have the highest orientation towards paid-social which is the top channel rated most effective for driving business outcomes, at 46%. This group also leans into marketing automation and agency or partner reports suggesting a more campaign-connected model. The surprising gap is AI: only 9% say AI visibility is among the CEO or board's most trusted communications metrics. For fintech and health tech leaders, the near-term opportunity may be connecting strong campaign measurement with authority, trust and AI discoverability signals.

## IoT uses Different Data

IoT has a practical, systems-oriented measurement profile. They leverage CRMs in integrated reporting and factor in SEO platforms, paid media and marketing automation. They are the most confident in their data among the vertical segments. The opportunity for IoT marketers is to turn a strong data foundation into more visible business proof.

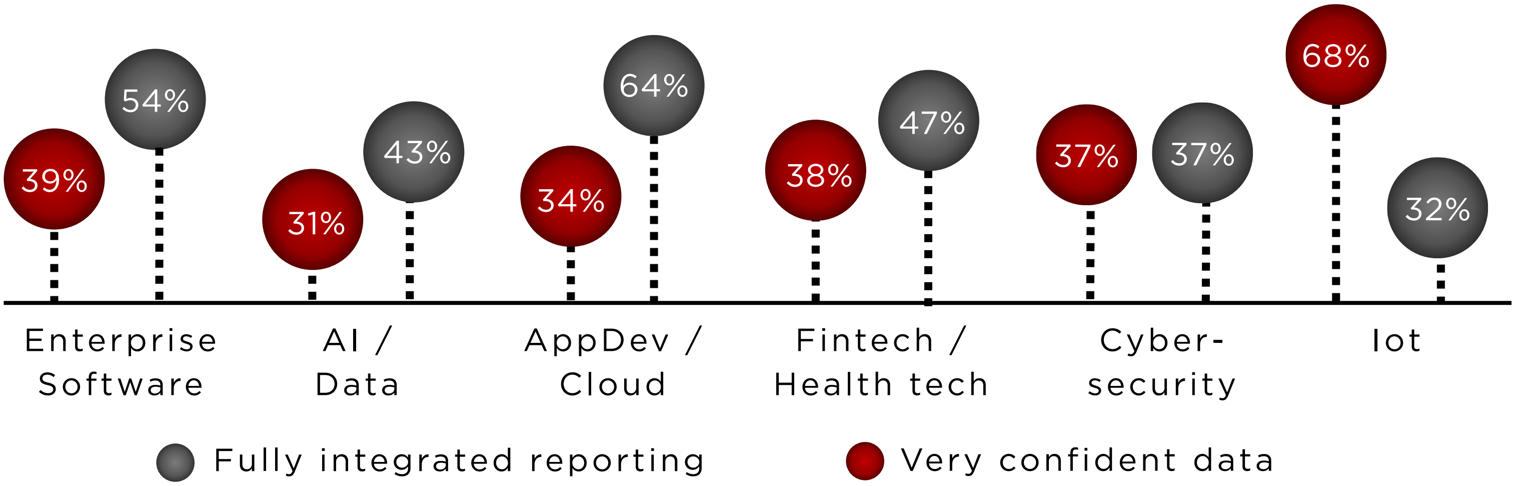
### What CEOs and boards trust most differs by market



## Maturity is not the Same as Confidence

Across the vertical industries, there is a relatively narrow range of respondents who claim fully integrated reporting. That matters because measurement is already influencing strategy and budget decisions. A team can have modern metrics and still struggle to make executives believe the data is complete enough to guide investment. Conversely, a team with strong confidence can still fall short if its reporting does not connect clearly to revenue, leads, pipeline, website behavior, AI visibility or other C-Suite priorities.

**Maturity and confidence do not always move together**




## Directional Note on Smaller Verticals

Managed Services, MSP and MSSP respondents represent about 5% of the sample, and their responses show useful signals: 71% include marketing automation in integrated reporting, 67% include media monitoring, 67% are very confident in data accuracy and completeness, and 62% measure AI visibility or brand citation tracking after engagement.

## CMO Priority by Market

- **Enterprise software:** Connect communications with revenue, buyer behavior and analyst influence.
- **AI and data**: Show how discoverability creates authority, demand and market preference.
- **Cloud and infrastructure:** Turn a strong technology stack into integrated executive reporting.
- **Cybersecurity:** Make trust, search and AI visibility more defensible.
- **Fintech / Health tech:** Add AI visibility to key metrics to gain greater trust with the C-Suite and board.
- **IoT:** Translate strong data foundations into visible business impact.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