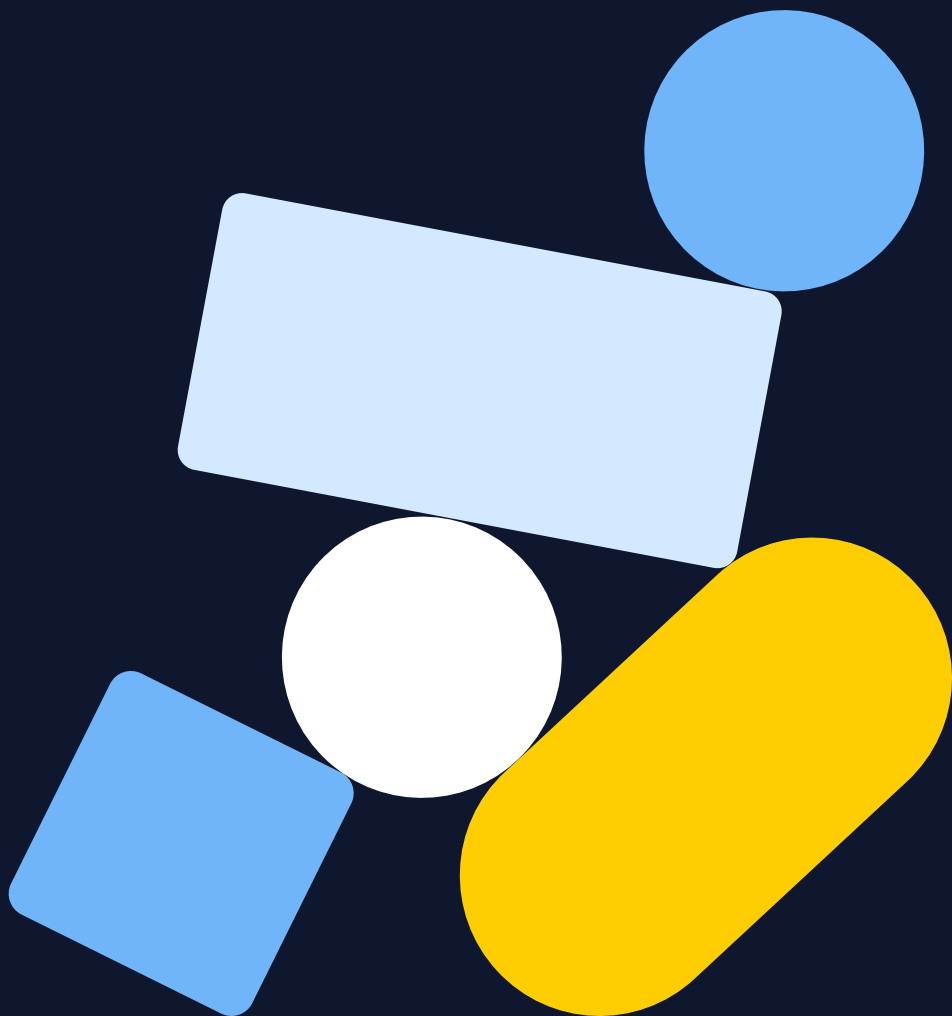
LinkedIn

The State of Startups Report

How the Fastest-Growing Startups Are Redefining B2B GTM



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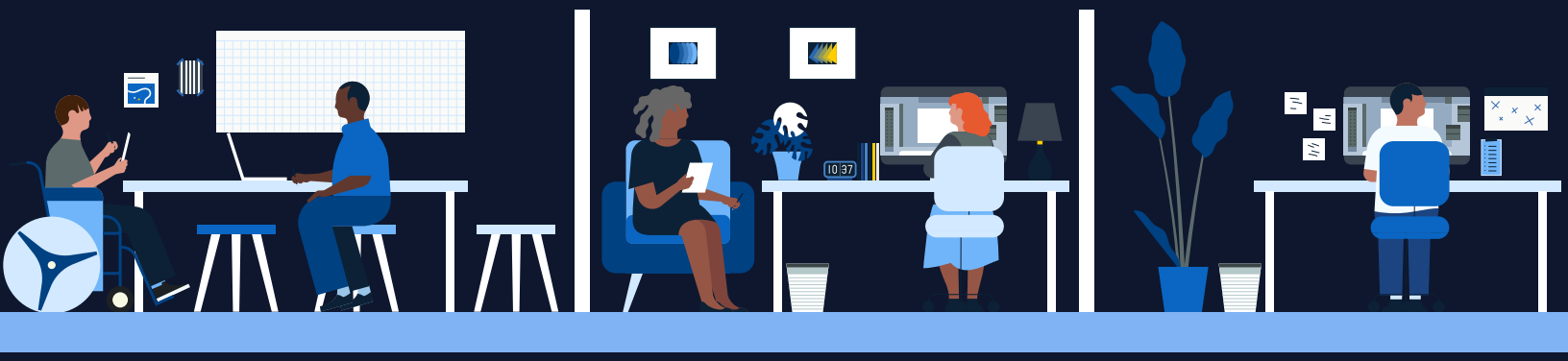
What separates the B2B startups that stand out from the crowd?

It's tempting to look for a silver bullet: a breakthrough product, a viral campaign, or a standout sales team. But the startups pulling ahead aren't winning because they've mastered a single tactic. **They're adapting to fundamental changes in how growth happens.**



Buyers are more educated before they ever speak with sales. AI is reshaping how solutions are discovered. Attention is harder to earn. Buying committees are larger. And traditional measures of marketing performance are under growing pressure.

As we spoke to startup founders, marketing leaders, investors, and other industry partners, the same themes surfaced again and again. The startups growing fastest aren't simply getting better at capturing demand. They're finding new ways to create it, shape it, and measure its influence long before a buyer raises their hand. This report brings those ideas together into five shifts that capture where B2B startup go-to-market is heading, and where the startups with the strongest growth and healthiest funnels are leading us.

Startup companies have long been some of LinkedIn's most innovative partners. They move quickly, challenge conventional thinking, and often pioneer GTM practices the broader industry adopts in the years that follow.

At LinkedIn, we have the opportunity to work alongside many of these companies as they grow. Every day, we see founders and GTM teams testing new ideas, adapting to change, and finding creative ways to build their businesses. Their willingness to experiment often provides an early glimpse into where marketing and sales are headed next.

The most successful startups in this report don't necessarily have bigger budgets, larger teams, or better known brands. What they share is a willingness to question the status quo that much of B2B marketing still takes for granted. They are questioning how trust is built, how demand is created, how buying decisions are influenced, and how growth should be measured.
In many ways, they're helping write the next playbook for B2B growth.

I hope this report inspires you, challenges a few assumptions, and helps you think differently about how to build and scale growth in the years ahead.



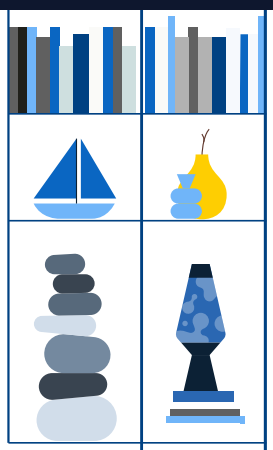
Matt Derella
Senior Vice President,
LinkedIn Ads and Microsoft Advertising

Shift 1

Humans are the most important distribution channel

High-growth startups don't just market their products.
They build an entire go-to-market strategy around people:

- mapping the different personas of their executives as thought leader assets,
- connecting them to different audiences and buying situations,
- leveraging them to boost citations in AI search, and
- using them as distinctive assets that can be recognized and remembered in fast-moving feeds.



It's an approach that's becoming increasingly common.

Nearly

62% of Series A GTM leaders

say founder and executive brands are already very important or critical to their marketing strategy, underscoring the growing role of people as a startup's most valuable marketing asset.



It starts with visible founders, whose presence and stories help bridge the credibility gap for early-stage and Series A startups that have traction but don't yet enjoy broad market recognition. In those early stages, the founder often becomes the brand before the company name is widely known.

For Adam Holmgren, Co-Founder of Fibbler, this wasn't simply a marketing strategy. It was essential to the company's early growth.

> "I'm not even sure Fibbler would be here today without my founder content on LinkedIn. Before we launched, I had built a network of 20,000-25,000 people in our exact ICP just by sharing what I was learning. It helped us attract our first customers, our first hires, and gave us credibility long before people knew our product."



Adam Holmgren
CEO & Co-Founder
Fibbler

For a16z's Ryan Rigney, who works with some of the world's fastest-growing startups, founder visibility has become one of the clearest signals of momentum.

> "At a16z speedrun, I see a lot of early-stage founders up close. The ones who break through tend to become a central node in the network they're building for. They keep showing up at conferences, and in locations, where their product is needed. You can see them pulling it off on LinkedIn as well, turning familiarity into trust and trust into customers. With this type of founder, it's never a surprise when you receive another monthly investor update email showing strong month-over-month growth."



Ryan Rigney
Marketing Partner
a16z speedrun

That same philosophy extends beyond founders. For many startups, every employee has the potential to become a trusted voice that reaches a different audience.

> "We've stopped thinking about launches as press moments and started thinking about them as LinkedIn moments. Each person at our company speaks to a different audience. Our co-founders take a visionary approach to the industry, our marketing team speaks directly to marketers, and even our engineers post about how we build the product. It all adds up when we hear feedback like, 'Profound is everywhere.'"



Nick Lafferty
Founding Marketing Engineer
Profound

> "At Serena Ventures, we see the strongest founders increasingly building their own voices as thought leaders, sharing relevant and informative content with their industries and customers. LinkedIn gives leaders a direct path to decision-makers and a platform to demonstrate their expertise, build relationships, and establish credibility as they grow. Credibility is created one post at a time."



Olivia Griffian
Brand Partnerships & Portfolio Support,
Serena Ventures

The role of human-centric marketing doesn't diminish as startups grow. It expands across the entire GTM organization. The strongest startups develop distinctive personas for executives, influencers, and subject matter experts, then deliberately connect each voice to the audiences they are best positioned to influence. They create peer-to-peer conversations that build credibility and ultimately translate into pipeline.

But visibility alone isn't enough. The startups seeing the greatest impact consistently emphasized that authenticity matters just as much as reach.

> "Founder-led content works when it's actually human. The founders who win are the ones who share things only they can say, build in public, and give value over time. You may not see it in your dashboards right away, but you'll start hearing it in sales conversations. That's when you know it's working."



Alec Paul
Founder
SalesBrand

> "LinkedIn is the new homepage for your brand. When your executives show up consistently, their ideas travel further, spark real conversations, and turn brand awareness into pipeline. More and more buyers are forming their opinion of your company based on what they see in their feed."



Alison McCarthy
Social Media Lead
Glean

For some startups, that investment has become a measurable growth engine that extends well beyond marketing.

> "Founder-led content on LinkedIn has become our growth engine. Today, 60% of our revenue comes from LinkedIn, but it goes far beyond pipeline. It impacts hiring, partnerships, and how fast deals move. Investing in LinkedIn is one of the most leveraged things we've done."



Gal Aga
CEO & Co-Founder
Aligned

Many startups are also investing in ways to amplify these trusted voices.

As human-led content becomes a larger part of the go-to-market playbook, startups are increasingly using LinkedIn Thought Leader Ads, which allow companies to promote content from LinkedIn members, creators, or employees to increase reach.

According to LinkedIn Internal data,

63% increase year over year in the usage of Thought Leader Ads among B2B startups.

36% reduction in Cost Per Lead (CPL).

The performance gains extend beyond efficiency. When Fibbler analyzed the highest-performing campaigns across 450 SMBs, it found that the ads contributing most to closed deals weren't simply generating impressions. They were generating conversations that moved buyers through the purchase journey. Thought Leader Ads generated **38 engagements per deal—four times more than standard Single Image Ads.**

These stories aren't isolated examples.

Our research suggests they're becoming the norm across the startup ecosystem.

1/2 **Half** of startups put executives in paid ads

and

2/3 **Two-thirds** use them in organic content

70%
plan to maintain or grow founder and executive content in the next 12 months

1 in 3
say executive content is a key driver of inbound marketing and pipeline

The startups pulling ahead understand that while content can capture attention, it's people who build credibility.

Getting Started

Build a people-first GTM strategy

Assign founders, executives, and subject matter experts clear roles in your GTM strategy, with areas of expertise and audiences that align to their credibility.

Amplify your most credible voices with Thought Leader Ads, putting executive and employee content in front of the audiences within your ICP most likely to engage.

Partner with B2B creators to expand awareness while introducing your brand through trusted, relevant voices.

Turn customers into advocates. Elevate authentic customer stories alongside executive and employee voices to build trust with prospective buyers.

Combine Thought Leader Ads with account-based marketing to put executive, employee, and customer content in front of key buying groups throughout the purchase journey.



Shift 2

Content is evolving to enable AI-led education

The way buyers discover B2B brands has been evolving for years, but AI has accelerated the shift. Search rewards keyword matching. LLMs reward relevance to a buyer's specific situation. That difference is changing what buyers expect before they'll even take a call. Today, B2B buyers are adopting AI search at a rate **three times faster** than consumers:

94% **of B2B buyers consult LLMs before speaking with sales.**



That makes Category Entry Points, or CEPs, more important than ever. These are the situations, needs, or triggers that bring a buyer into a category in the first place, before they've typed anything into a search bar. Most marketing teams have spent the last decade optimizing for the keyword. AI is optimizing for the moment that came before it. Companies need to understand not just what their audience is searching for, but what is happening in their business when the need first arises.

As Evidenza Co-Founder Peter Weinberg explains, different brands come to mind in different moments, and understanding the relevant moments for your brand is the key to owning them. *"For startups, CEPs are especially important because awareness is usually the biggest barrier to purchase,"* he says. *"Instead of trying to be famous everywhere, focus on getting remembered in the moments that matter."* He recommends talking to customers, but with a twist: *"Don't ask why they chose you. Ask what was happening in their business before they even knew they needed you."*

This is how startups can uncover the CEPs that matter most and create content that feels relevant to buyers and the LLMs helping them research. It is also a key use case for Evidenza, a startup pioneering the use of synthetic data that provided much of the research in this report.

Leading startups are building their marketing strategies around these moments. They are investing in AI GTM teams and establishing Marketing Engineer roles focused on creating the signals of credibility that both buyers and AI search models respond to. Doing this well requires marketers to connect signals and systems that were once managed separately:

> "AI search collapses the entire funnel into a single answer, and to show up in that answer you have to coordinate content, sentiment, citations, and buyer journey data across systems that don't talk to each other. You can't do that manually. The AEO practitioners who are winning right now have already quietly become Marketing Engineers."



Nick Lafferty
Founding Marketing Engineer
Profound

AI also raises buyers' expectations for relevance.

As LLMs deliver answers based on a buyer's specific context, companies face greater pressure to tailor their marketing to the audiences they serve, the situations those buyers face, and the expertise they need in each moment.

This makes authentic expertise and trusted third-party validation even more important. Generic content is easy to create and summarize; credible perspectives rooted in experience are harder to replicate. We see this on LinkedIn, where posts from relevant experts are the most cited LinkedIn sources in AI search.

But earning a place in an AI-generated answer is only part of the equation. Brands need to build relevance in two places: in the models buyers use to research and in buyers' own memories. Weinberg describes this as the need to show up in both human memory and the model:

"Buyers search their own memory before turning to AI, so your brand needs to show up there. And when customers do turn to AI, context matters. 'I need a law firm' returns one set of answers from the LLMs. 'I'm a Series B founder closing a round and need term-sheet review' returns a completely different one.

The goal is simple: show up in memory and in the model. That way, you'll own the context, shape the search, and influence both buyers and their LLMs to pick you as the answer."



Peter Weinberg
Co-Founder
Evidenza

That influence does not always follow a traditional path from content to website to demo. Increasingly, professional networks are where buyers build familiarity, follow relevant experts, and decide which companies they trust.

Maya Spivak, Founder and Chief Marketer at Marketing.fan, has spent her career building brands for high-growth technology companies like Twilio and Segment, and now advises startups including Lovable, LangChain, Vanta, Linear, and Baseten. She has seen major buying decisions develop without a prospect ever visiting the supplier's website:

"I know companies with million-dollar contracts with startups, when they've never visited that startup's website. I ask them how they established connections with the supplier and they tell me: 'LinkedIn.'

They follow every single person in their relevant category. They pay close attention to what CEOs and founders post. They see relevant content, and all of a sudden there's a demo booked, without anybody visiting the company website."



Maya Spivak
Founder and Chief Marketer
Marketing.fan

Getting Started

Build an AI-ready content strategy on LinkedIn

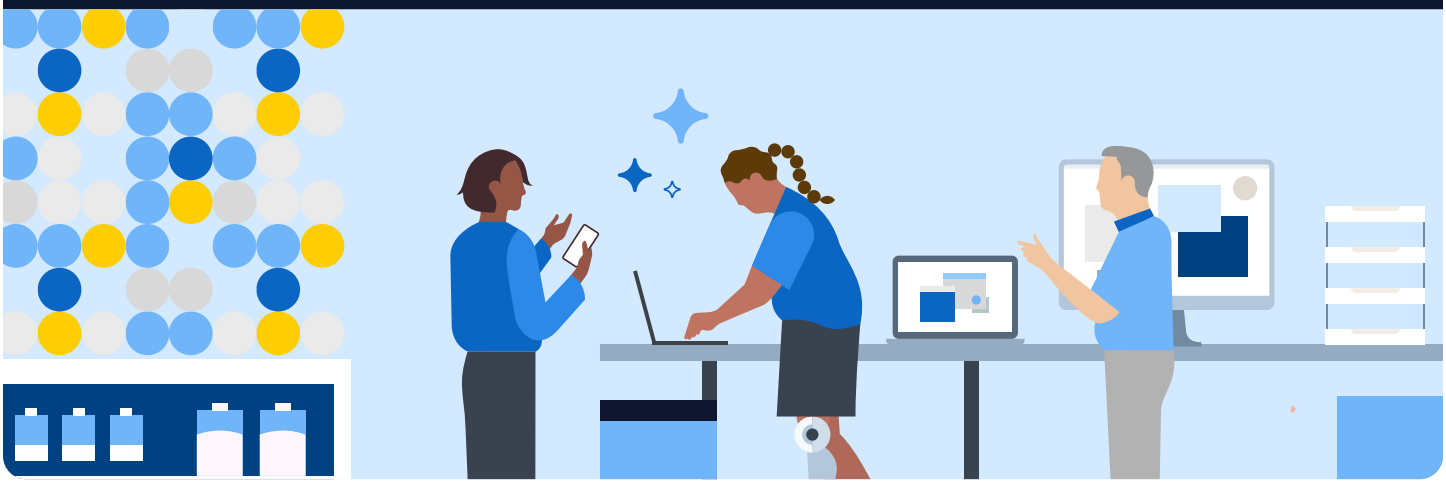
Prioritize authoritative, relevant content. Elevate executives, internal experts, customers, and industry voices, particularly those with **3,000+ followers,** who are cited more often by LLMs. Focus their content on the audiences and Category Entry Points (CEPs) that matter to your brand.

Answer buyer questions. Prioritize educational, problem-solving content over product-first messaging. Build depth on your website and blog, then extend that expertise through LinkedIn articles, newsletters, videos, and in-feed posts.

Make content easy to discover and understand. Keep your LinkedIn Page accurate and current. Use clear headings, concise language, and structured formats that buyers and AI models can understand and cite.

Amplify credible voices. Boost strong organic content and use Thought Leader Ads to extend the reach of executives, experts, and customer advocates.

Gate selectively. Reserve forms for high-value, late-stage assets.
Keep educational content open so buyers and LLMs can discover and reference it.



Shift 3

Memorable, relevant creative marketing is the new multiplier

For years, B2B marketers competed on targeting and distribution. AI is making content faster and cheaper to produce, but it is also fueling a wave of undifferentiated "AI slop." As content becomes abundant, distinctiveness becomes more valuable. **The startups breaking through are investing in ideas, storytelling, and brand assets that make them recognizable and memorable, not just visible.**

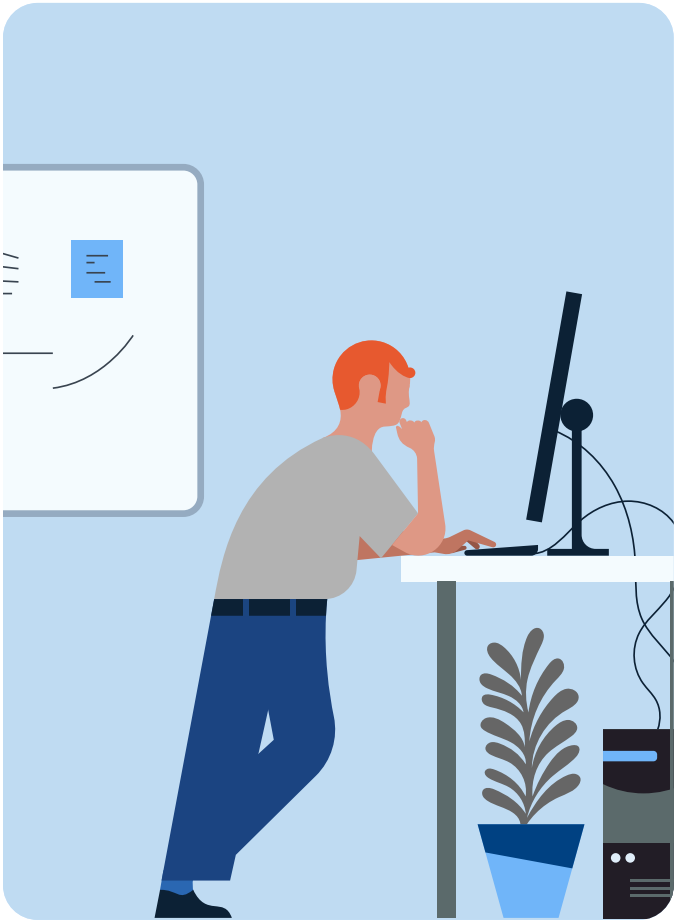
Here is one place where B2B marketers can and should take inspiration from the B2C playbook. Startups are embracing distinctive brand assets, founder-led storytelling, humor, cultural moments, and social-first campaigns to stand out. They are also embracing "edutainment": pairing useful information with creative that earns attention.

As Carilu Dietrich explains:

> "Edutainment is about making useful information interesting enough that people want to engage with it. B2B marketers still need to educate, but education alone isn't enough to earn attention. The brands that break through find ways to teach, entertain, and be memorable at the same time."



Carilu Dietrich
GTM Operating Partner



That shift is changing where startups place their bets. Creative social campaigns rank as the number one area for increased social investment in the coming year, and 59% of B2B startups are experimenting with consumer-style marketing.

As the volume of content grows, startups are borrowing more from consumer marketing to earn attention and build memory with buyers. For marketers, the opportunity is to apply those creative principles to what B2B does best: turning expertise, customer value, and industry relevance into creative people actually want to engage with.

LinkedIn internal data shows why creative is a performance driver.

73% **of video completions** and **49%** **of video engagements** can be attributed to creative elements.

Still, creative is a multiplier, not the foundation. As Dietrich puts it:

> *"Even in the AI era, growth starts with building something people genuinely love, and then finding creative ways to make people remember and share it."*



The choices that help creative stand out can have a measurable impact:

bold colors are associated with a **15%** **increase in engagement** and dynamic text with a **14%** **increase in engagement**

B2B videos that use emotion are:

13%
more likely to **generate leads,** yet fewer than 1 in 10 B2B ads use it.

Videos featuring executive experts see a

53%
boost in engagement, rising to

73%
when the expert appears on a conference stage.

Getting Started

Build creative that stands out

Design to stop the scroll. Use strong visuals, unexpected ideas, and concise copy.

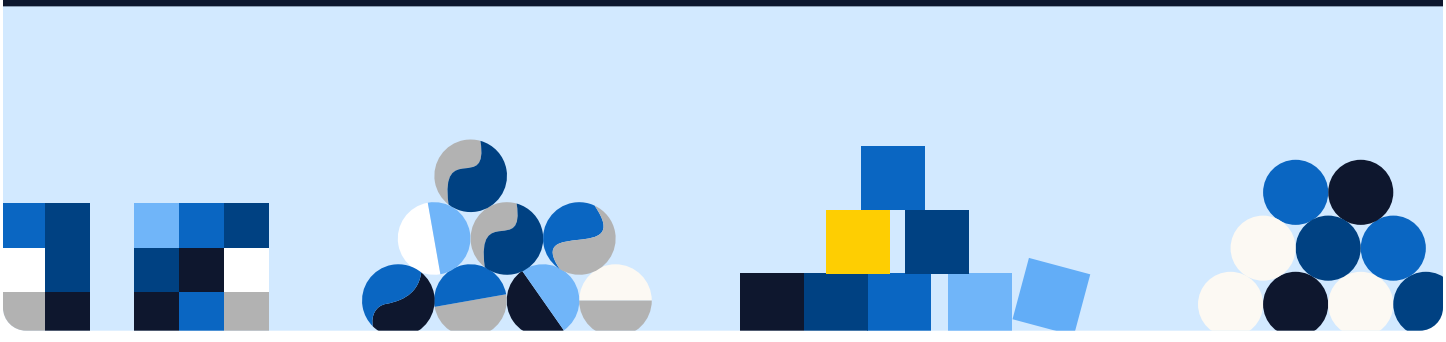
Build distinctive brand cues. Use recognizable brand codes and connect creative to the category moments and CEPs you want to own.

Make people feel something. Tap into audience truths, storytelling, humor, and emotion to make B2B creative relatable and memorable.

Embrace edutainment. Pair useful expertise with creative that earns attention and gives audiences something worth learning, watching, or sharing.

Offer real value. Address audience needs and pain points with useful insights rather than adding to the volume of content competing for attention.

Amplify the ideas that work. Extend strong creative beyond the initial execution. Turn physical events into social video and content that continue building awareness after the moment ends. On LinkedIn, use formats like Reserved Ads, which allow you to reserve the first ad slot in the LinkedIn feed to increase visibility for your high-priority campaigns.



Shift 4

Sales and marketing synchronization powers the new GTM flywheel

The traditional startup go-to-market playbook was built around assumptions: fixed target account lists, quarterly campaign plans, and educated guesses about who might be in-market. **Today, buyer signals are changing that equation.**

High-growth startups are increasingly building their sales and marketing motions around real-time buying activity, continuously adapting who they engage, what messages they deliver, and where they invest. With a shared view of which accounts are researching, engaging, and showing intent, go-to-market teams can focus their efforts where they're most likely to create impact.

Platforms like Clay bring together buying signals from across the web, helping startups identify likely buyers, understand their interests, and determine the best channels through which to reach them. By uncovering previously anonymous website visitors and continuously updating target account lists as new intent signals emerge, sales and marketing teams can focus their efforts on the accounts most likely to convert.

As Henry Gustafson, Enterprise Implementation at Clay, observes, many startups are already putting this connected approach into practice by bringing together product-led growth (PLG), where customers first discover and experience the product, and sales-led growth (SLG), where sales teams build relationships and guide larger enterprise purchases.



"Our customers are using Clay and LinkedIn to help bridge the gap between PLG and SLG. They're bringing together product and buyer intent signals to identify when an account is showing meaningful interest, understand who the right people are within that account, and then use LinkedIn to reach those buyers and bring sales in at the right moment."



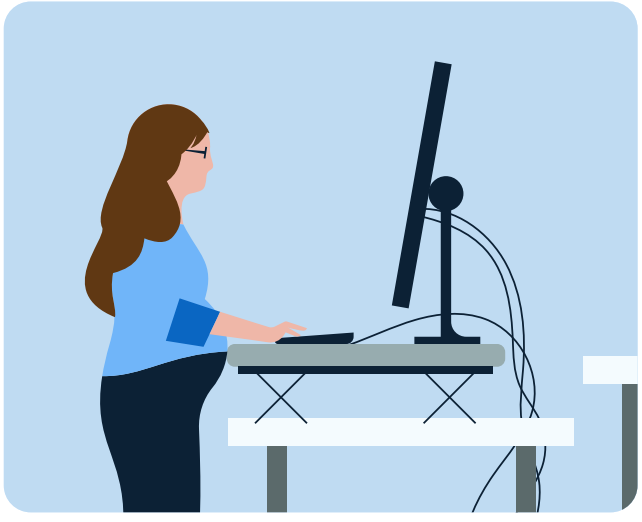
Henry Gustafson
Enterprise Implementation
Clay

LinkedIn helps teams turn those signals into action. Marketers can use the Companies Hub to see which target accounts are engaging with their brand and segment accounts by intent, then use Company Targeting to reach the people who make buying decisions within those accounts. Instead of treating an account list as fixed, teams can adjust who they prioritize, how they engage them, and where they invest as buyer interest changes.

These signals become even more valuable in enterprise sales, where one interested buyer is never enough. Champions often need to build support across procurement, finance, legal, IT, and executive stakeholders before a purchase can move forward. High-growth startups coordinate sales, marketing, executives, and subject matter experts around the same accounts to build those relationships, multi-thread opportunities, and help deals move forward.

Ultimately, buyers don't distinguish between marketing and sales. They judge every interaction as part of one experience.

As AI makes it easier to understand buyer intent, startups have an opportunity to deliver that connected experience more consistently, bringing together data, people, and expertise to support buyers at every stage of the journey.



Getting Started

Put buyer intent at the center of your GTM

Build your GTM strategy around buyer intent. Use AI-powered intent signals to identify high-potential accounts, prioritize marketing investment, and help sales focus on buyers who are actively researching your category.

Develop shared account plans with sales. The highest-performing teams work from the same buyer signals, align on target accounts, and coordinate engagement throughout the customer journey.

Continuously prioritize accounts based on engagement. Use tools like LinkedIn's Companies tab to understand which target accounts are interacting with your brand, segment account lists by intent, and adapt campaigns and outreach as buyer interest evolves.

Create one connected customer experience. Ensure thought leadership, campaigns, and sales conversations reinforce one another so buyers experience a consistent, relevant journey from first impression to closed deal.

Shift 5

Triangulated measurement is now table stakes

B2B buying journeys are becoming harder to measure.

As AI changes how buyers discover and evaluate solutions—and buying committees engage across more channels and touchpoints—no single measurement approach can fully explain marketing's impact. Startups are responding by layering multiple forms of measurement together, combining attribution, incrementality testing, CRM data, lift studies, and media mix modeling (MMM) where appropriate. Rather than relying on any one methodology, they recognize that the truth often lies somewhere in the middle.

That evolution happens surprisingly early. By Series B,

54% **of startups plan to adopt a third-party multi-touch attribution solution,**

while

96% **already have some form of attribution model in place.**

As startups mature, they become increasingly sophisticated in how they combine those signals, developing measurement frameworks that reflect the complexity of B2B buying today.

Choosing the right combination of measurement approaches depends on their business model and their ICP. Michael Kaminsky, Co-Founder of Recast, cautions against adopting the latest measurement trend without first considering whether it fits the realities of the business. MMM is a case in point. If an AI startup is focused on product-led growth, selling SaaS products to a high volume of consumers or SMBs, then it may have enough signal to make MMM meaningful. For a sales-led growth business focused on a smaller set of complex enterprise deals, however, the same methodology could prove actively misleading.

"Many measurement approaches assume you can cleanly separate people who were exposed to marketing from those who weren't. But in B2B, buying decisions are made by committees spanning multiple stakeholders, geographies, and touchpoints, making true holdout groups difficult to maintain. Add in long sales cycles and a small number of high-value deals, and it becomes clear why no single methodology can fully capture marketing's impact. The best marketers don't chase perfect attribution—they embrace the limitations of every measurement tool and use multiple signals to make better decisions."



Michael Kaminsky
Co-Founder
Recast

As startups become more comfortable embracing uncertainty and avoiding false precision, they're also investing in richer measurement frameworks. According to Dreamdata CEO Nick Turner:

"A B2B deal takes many months and dozens of touches across a whole buying committee. Single-source or single-touch measurement sees one of them and calls it the answer. Multi-touch attribution connects every touch back to the account and the revenue it produced, and the one that tells you which campaign, which content, which audience actually moved the deal. That's the part a marketer can act on.

B2B teams have wrestled with this for years. AI just made it urgent, because AI is only as good as the data feeding it. Point a model at raw, disconnected data and it answers fast and wrong. Feed it a journey that's organized by account and tied to revenue, where every number means the same thing everywhere, and it answers from the whole business instead of whatever fragment it happened to see.

The best B2B teams aren't just measuring more. They're building a data foundation, that they and their agents, can stand on."



Nick Turner
CEO
Dreamdata

As marketers layer complementary measurement approaches together, they're also looking for richer signals to understand how individual channels contribute to pipeline and revenue. Turner notes that **including LinkedIn paid engagement data in attribution modeling increases measured ROI by 7.7x,** while Dreamdata customers using LinkedIn's Conversions API (CAPI) have seen a **20% reduction in cost per acquisition (CPA) and 31% more attributed conversions.**



AJ Wilcox, Founder of B2Linked and host of *The LinkedIn Ads Show,* believes those richer signals are becoming increasingly important as buying journeys continue to evolve.

"Too often, marketers give all the credit to the channel that closes the deal, even though B2B buying journeys span months and dozens of touchpoints. LinkedIn is often the platform that introduces your brand and builds buyer confidence early in the journey, but that influence is easy to miss with traditional attribution models. That's what makes LinkedIn's Revenue Attribution Report so valuable. It's one of the most unique reports an ad platform can provide because only LinkedIn can connect engagement back to the people and companies involved in a deal."



AJ Wilcox
Founder
B2Linked

Looking across multiple forms of measurement also helps marketers distinguish between influence and impact.

As Holmgren explains: *"Ultimately, the real focus should be on conversion lift and incrementality. Attribution tells you what your ads touched. Incrementality tells you if it actually mattered. The problem is, most B2B marketers only look at the first one."*

Holmgren points to an aggregate lift analysis his team conducted across hundreds of customers as one way marketers can measure incremental impact. *"We just ran our first aggregate Lift Analysis across a big chunk of our customers. Deals at companies exposed to LinkedIn Ads closed more often. Bigger deals. Shorter cycles. That's the number you want. Not 'Should LinkedIn get credit for this deal?' But 'Would this deal even exist without LinkedIn?'"*

The most sophisticated startups recognize that every measurement approach has blind spots. Rather than searching for a single source of truth, they combine multiple forms of evidence to understand what's truly driving growth.



"Nobody should trust a single source of truth for B2B measurement. The buyer journey is way too messy for that. What characterizes the right approach is marketing and sales looking at the same deals and agreeing on what influenced them. Our best customers don't present Marketing Qualified Leads (MQLs) and Cost Per Lead (CPL) to the board. They report on influence, brand growth, and close rate lift. LinkedIn says the campaign is working. HubSpot says the deal closed. Fibbler says if the ads actually moved the needle. When those three agree, you've got a real story."



Adam Holmgren
CEO & Co-Founder
Fibbler

Getting Started

Build a triangulated measurement strategy

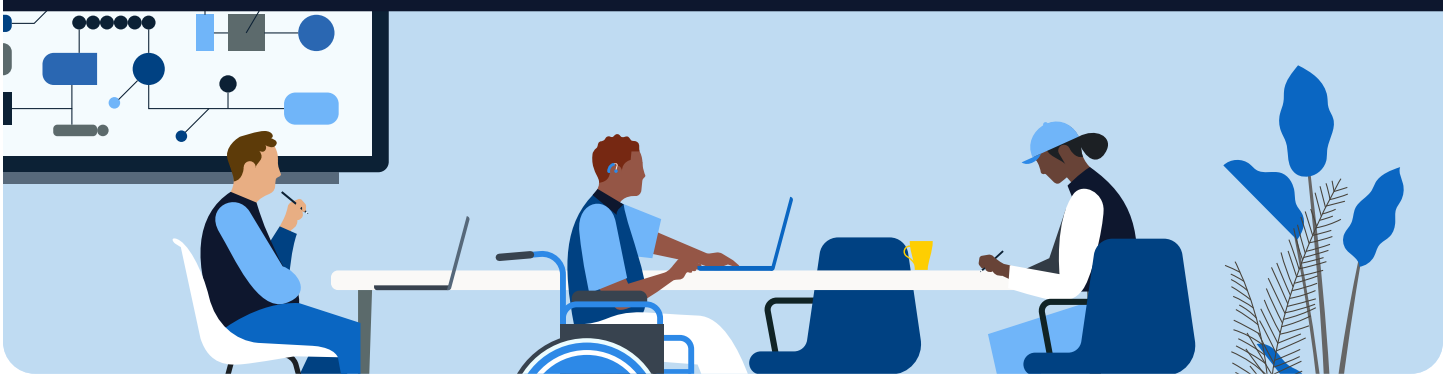
Strengthen your signal foundation. Use the LinkedIn Insight Tag and Conversions API (CAPI) together to capture online and offline actions across the customer journey.

Connect marketing to revenue. Use the Revenue Attribution Report (RAR) to connect LinkedIn engagement with CRM data and understand marketing's influence on pipeline, revenue, and closed-won opportunities.

Understand where engagement is building. Use Campaign & Professional Demographics and Companies Hub to see which audiences and accounts are engaging with your campaigns.

Add incrementality to the picture. Use Conversion Lift Testing to measure incremental conversions and Brand Lift Testing to measure changes in brand perception. Layer these findings with attribution and CRM outcomes to build a fuller view of impact.

Look for patterns across signals. Compare attribution, lift, CRM outcomes, and campaign performance to understand where the evidence points. Use A/B Testing to test specific creative, targeting, and campaign decisions and apply those learnings to future investment.



What this means for startup leaders

Across these five shifts, a common pattern emerges: B2B growth is becoming more connected.

People, content, creative, buyer signals, sales, and measurement increasingly work as parts of the same GTM system. LinkedIn sits at the intersection of these shifts, giving us a view into how startups are adapting as buyer behavior changes and informing how we build for marketers on LinkedIn.

As Davang Shah, Vice President of LinkedIn Marketing Solutions, explains:

> **"Startups are often the first to respond to major shifts in B2B marketing because they aren't constrained by yesterday's playbook. They have the opportunity to build new GTM models from the ground up, from how they create demand and reach new audiences to how sales and marketing work together and measure growth. The lessons in this report won't stay in the startup world for long. They offer a view into where B2B marketing is heading next."**



Davang Shah
Vice President,
LinkedIn Marketing Solutions

For startup marketing leaders, the opportunity is to connect these pieces into a GTM strategy that can learn and adapt as the business grows. And because many startups are building their teams and systems as these changes are happening, they have an opportunity to design around how B2B buyers behave today.

Report methodology

This report is based on synthetic research, an AI-enabled research methodology designed to identify patterns across defined audiences at speed and scale, in partnership with Evidenza.

Unlike traditional surveys, which collect responses directly from individuals, synthetic research uses representative AI personas grounded in real-world data to reflect the characteristics, behaviors and decision-making patterns of a defined target population. Evidenza applies validation and quality-control processes to assess the consistency and robustness of its synthetic research methodology.

The study included **7,088 synthetic respondents** representing founders and go-to-market leaders at U.S.-based B2B and B2B2C software and technology startups. Companies represented private startups from pre-seed through pre-IPO and excluded public companies.

The sample included startups:

- Primarily using sales-led, channel-led, community-led or other non-product-led go-to-market motions.
- Selling to enterprise, mid-market, SMB or not-yet-segmented accounts.
- At a stage where they were able to define average contract value (ACV).
- Represented by founders, C-suite executives, and marketing, sales and growth leaders.




LinkedIn