Winning the B2B Buying Group with Video

How video builds Buyability across the buying group

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What's Inside:

Why video's role in B2B has been misunderstood

How video helps brands become Discoverable, Credible, and Winnable

Practical guidance for using video more strategically

Analysis from ~1k LIONS' campaign submissions from WARC, custom neuro in-lab study results among 500+ business decision-makers with MediaScience, and first-party LinkedIn data

Video has become table stakes in B2B marketing. Over the past 15 years, it has moved from a creative nice-to-have to a proven driver of business outcomes. Our analysis confirms what the best practitioners already sense: campaigns that lead with video are significantly more likely to deliver stronger ROI and grow market share. Video isn't just a creative format — it's a strategic tool that does real work across the entire buying journey.

This matters even more now that winning in B2B has changed. B2B decisions are made by buying groups of up to 20 individuals. LinkedIn and Bain research shows that brands recognized across the whole buying group from the start are 20x more likely to be chosen.

Video is the only format that, at scale, can make a brand discoverable to that entire group, credible in ways that hold up to scrutiny, and winnable when it matters most, when the whole room has to say yes.

The opportunity isn't to make more video. It's to make video work harder - as a strategic tool that earns its place across the entire buying journey, reaching every member of the buying group: the champion, the influencer, the hidden buyer, and every stakeholder in between.

That's the shift this report is designed to help you make. I hope it gives you the evidence, and the ambition, to get there.

Vita Molis
Global Team Lead
The B2B Institute, LinkedIn

For many years, the prevailing perception has been that B2B marketing lags behind B2C in creativity. Too often, B2B marketing has focused excessively on rational features and product superiority. In fact, 2024's "Cost of Dull" research found that the dominant reaction to B2B advertising in the UK and US was neutrality – an emotional nothingness.

But B2B is big business, estimated to be worth more than $24 trillion in 20252. If ever there was a moment for B2B marketers to reclaim creative ground, it is now. Video is increasingly helping to fill that void by humanizing brands, simplifying complex ideas, and signaling credibility. In a B2B environment where buying cycles are lengthier, buyer groups are larger and decision-making motivations far more wide-ranging, video is helping B2B brands become more discoverable, more credible, and ultimately win more.

But don't just take my word for it. For this project, we analyzed 1,025 B2B case studies from leading effectiveness awards to explore the role of video in effective B2B marketing. While this study does not capture every example of B2B work, it offers valuable insight into what is possible when video is planned and executed well.

The findings speak for themselves. Video is not simply a creative force, but a meaningful driver of brand and business outcomes. This report explores why, and how marketers can put those lessons into practice.

Imaad Ahmed
Thought Leader Director
LIONS Advisory and WARC

The B2B Institute

The B2B Institute is LinkedIn's in-house think tank for B2B marketing. We partner with leading academics, researchers, and practitioners to study how B2B businesses grow and translate evidence into practical frameworks marketers can apply.

LIONS Advisory x WARC

WARC is the global authority on marketing effectiveness, helping marketers make smarter decisions through research, data, case studies, and industry analysis. Its evidence-based insights connect marketing strategy and execution to measurable business outcomes.

MediaScience

MediaScience is a leading media and advertising research company specializing in attention, memory, and advertising effectiveness. Its research combines biometric measurement, eye tracking, neurometrics, and survey methodologies to understand how audiences experience and respond to media.

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The Approach

LIONS Advisory x WARC

Evaluated 1k+ B2B campaigns from LIONS’ award-winning or award-entered case studies between 2010 and 2025.

MediaScience

Custom neuro in-lab study among 598 business decision-makers across the U.S. and U.K. testing 30+ ads across 4 categories.

Together with LinkedIn first-party and internal research, the goal is to show marketers not just that video works, but how video can help brands become more discoverable, credible, and winnable across the buying group.

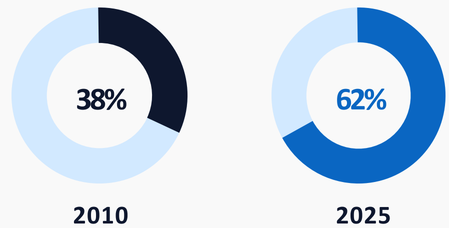
Video has traditionally been used to drive awareness. Its bigger opportunity is to help buying groups decide.

Video now sits at the center of modern B2B marketing. It powers thought leadership, customer stories, product demonstrations, brand campaigns, event content, and social storytelling. In our analysis of more than 1,000 B2B campaigns, developed in partnership with LIONS Advisory and WARC, video appeared in 62% of 2025 LIONS campaign submissions versus just 38% of campaign submissions in 2010, a sign that the format has become table stakes for ambitious B2B marketers.

Yet adoption does not guarantee strategic maturity. **While video has become a standard part of modern B2B campaigns, many marketers still treat it primarily as an awareness asset**; a tool for generating reach, views, and short-term attention at the top of the funnel. But that view is too narrow for how B2B buying works today, where large buying groups must navigate complexity, uncertainty, and internal alignment before a decision can be made.

The brands creating the greatest business impact understand that the role of video extends far beyond attention. Video has the unique ability to simplify complexity, build trust, and create shared understanding across stakeholders. When it is used to help buying groups understand, believe, and rally around a brand, the results become measurable. In fact, video campaigns were 1.7x more likely to report an increase in ROI than non-video campaigns. The most effective marketers are not using video simply to be seen. They are using it to move buyers from curiosity to confidence, and from confidence to action.

LIONS Submissions with Video



1.7x

LIONS campaign submissions with videos are 1.7x more likely to report an increase in ROI (vs. non-video campaigns)

Video is table stakes in B2B

The central challenge facing B2B brands is not simply getting noticed. It is helping increasingly large buying groups understand, trust, and align around a decision. A buying decision does not happen when one champion is convinced. Growth happens when the group feels confident enough to move forward together.

At its best, **video simplifies complexity, makes proof visible, brings trusted voices into the buying journey, and gives stakeholders a shared reference point they can understand and repeat inside the organization.** In short, video helps brands become more buyable.

#1 video objective for marketers:

Increase brand awareness

Source: Unlocking the Value of B2B Video, WARC x LinkedIn, 2026. B2B Marketing Benchmark Report, LinkedIn x Ipsos, 2025.

B2B growth depends on winning the buying group.

Video helps a larger buying group reach confidence together.

To understand why video can make brands more buyable, it is important to understand how B2B buying has evolved. For decades, B2B marketing has been organized around a relatively simple assumption: create awareness, generate consideration, and drive conversion. But modern B2B buying rarely moves in a straight line, and it rarely depends on a single individual.

The average B2B purchase now involves more than ten stakeholders and by 2030, nearly three-quarters of B2B buyers will be Millennials and Gen Z. This means buying groups are not only growing by size, but also evolving in how they evaluate, share, and build confidence.

These stakeholders do not all share the same priorities, expertise, risks, or incentives. Some care about implementation. Others care about price. Others care about whether the decision will remain defensible six months later.

22 — **On average, there are 22 stakeholders in the buying group**

71% — **of B2B buyers are Millennials and Gen Z**

40% — **of B2B deals do not go to a competitor. They go nowhere.**

20x — **More likely to be bought when brands are known by the whole buying group**

This complexity creates a quieter competitor than the rival brand: indecision. Forty percent of B2B deals do not go to a competitor. They go nowhere. They stall because the buying group cannot get comfortable enough to move forward.

Video is a shortcut to shared understanding across buying groups

The questions behind every purchase are often deeply human. Can I defend this choice internally? Will this decision still make sense if something goes wrong? Do enough people around me believe this is the right direction? Buying groups rely on signals that make decisions feel safer.

This is where video becomes particularly powerful. **Video helps create a shared understanding by making complex ideas easier to see, absorb, and remember.** In buying groups where stakeholders often have different levels of expertise, video can bridge knowledge gaps and create a common foundation for discussion and decision-making. Its effectiveness is rooted in how people consume and retain information.

63% — **of B2B buyers say social video content helps inform buying decisions.**

Two in three consumers say they prefer to learn about a product or service through video. More importantly, 63% of buyers already use video to inform their decisions.

By turning complexity into clarity, video helps buying groups understand the same story, align around the same value, and move forward with greater confidence.

Sources: Unlocking the Value of B2B Video, WARC x LinkedIn, 2026. Corporate Visions, 2025. Buyer's Journey Survey, Forrester, 2023. The Jolt Effect. Matthew Dixon and Ted McKenna. Gen Z Technology and Media Preferences, Emarketer, 2025. State of Video Marketing, Wyzowl, 2026.

Video is not just a format. It is a mechanism for moving buying groups from curiosity to trust to agreement.

In today's B2B landscape, growth doesn't happen when a single buyer likes your brand. **It happens when an entire buying group understands you, trusts you, and feels confident enough to choose you.** That's why the untapped role of video is so important. Video is uniquely positioned to support all three pillars of Buyability: helping brands become discoverable by building attention and memory; credible by making promises, proof, people, and outcomes easier to see and believe; and winnable by creating the shared understanding buying groups need to align around a decision.

Discoverable

Before brands can be considered, they must be remembered. Buyers rarely begin a purchase process with a blank page. Most enter with a shortlist of familiar vendors already in mind, making discoverability as much a challenge of memory as visibility. **Video helps brands earn that place in memory.**

Credible

Once buyers begin evaluating solutions, a more important question emerges: Can we trust this company enough to move forward? In a buying environment shaped by uncertainty, credibility becomes a shortcut to confidence. **Video helps make that confidence visible by bringing expertise, authenticity, customer validation, and proof to life in ways other formats cannot.**

Winnable

The final challenge is alignment. Even strong brands can lose opportunities when buying groups struggle to reach consensus. Video helps create a shared understanding across the buying group, giving champions a story others can easily understand, discuss, and support. **When confidence becomes collective, decisions become easier to make.**

"Video is a great medium to simplify complexity, answer questions, and reduce friction in the buying process. Over time, that builds trust."

Richa Pande
Global Head of Marketing, HP Industrial

The opportunity, then, is not simply to make more videos. It is to use video as a driver of influence across the buying journey. By helping groups of buyers move from curiosity to trust to agreement, video can solve one of the biggest challenges in modern B2B marketing: turning collective confidence into collective action.

Discoverable: Get on the Day One List

Video captures attention and helps buyers remember your brand.

3.7s

Average buyer attention on ads.

1.5x

Video captures attention more effectively than static ads.

2.2x

Video campaigns are 2.2x more likely to report increased search performance vs. non-video campaigns.

Discoverability begins before buyers' search. B2B buyers rarely enter a purchase process ready to survey the entire market. They arrive with a small set of brands already in mind—their Day One list. That list is both small and consequential.

Buyers begin with an average of just 3.6 brands. Seventy-one percent of the vendors they evaluate are already on that initial list, and 95% ultimately choose one of them. **If a brand is not remembered before the journey begins, it may never receive serious consideration.**

That makes memory the first job of video. But buyers cannot remember what they never notice. With ads receiving only a few seconds of attention, marketers must first create enough time for the brand and its message to register.

Video has a natural advantage at this stage because it combines motion, visual cues, sound, people and narrative. **Movement can earn the first look, while human connection and storytelling can hold attention long enough to give memory a chance to form.** That attention becomes commercially valuable when it leads buyers to act. Campaigns containing video were 2.2 times more likely to report increased search performance than non-video campaigns. Video does not simply interrupt the feed; it can help put the brand into buyers' minds so it can be recalled, searched and considered when a need arises.

But making the Day One list only earns a brand the chance to compete. Once evaluation begins, recognition is no longer enough. The next question is whether buyers have enough reason to believe the brand can deliver.

Buyers cannot remember what they never noticed.

Source: B2B Creative Effectiveness Study, LinkedIn's x MediaScience2024. Unlocking the Value of B2B Video, WARC x LinkedIn, 2026.

Credible: Make the Short List

Video brings credibility to life by making expertise, authenticity, demonstrations, customer advocacy, and proof easier to see and evaluate.

3x

Buyers are more likely to choose a vendor heavily recommended by peers or customers.

1.5x

Higher engagement when an executive appears.

2.6x

Video campaigns are 2.6x more likely to report increased brand health / equity vs. non-video campaigns.

Making the Day One list earns a brand the chance to compete. It does not necessarily earn the buyer's confidence. Once evaluation begins, the question changes from "Do I know you?" to "Can I trust you to deliver?"

That question carries weight because B2B decisions are risky. A poor choice can waste budget, disrupt implementation and damage the credibility of those who supported it. Buyers therefore look beyond vendor claims for evidence that makes those claims more credible.

Credibility is not built through a stronger promise. It is built through visible proof. Buyers are three times more likely to choose a vendor heavily recommended by peers or customers than one promising a better product or lower price. The source of the claim can matter as much as the claim itself.

Video turns abstract promises into evidence buyers can evaluate. A demonstration makes the product tangible. An expert explains why it matters. An executive puts leadership behind the promise. And a customer shows what delivery looks like in practice.

Recognizable voices can also give buyers a reason to lean in: videos featuring an executive generated 1.5 times higher engagement. But visibility alone does not create credibility. The person on screen must bring substance—expertise, transparency or proof—that reduces uncertainty.

When video combines credible voices with concrete evidence, it can strengthen confidence in the brand. Campaigns using video were 2.6 times more likely to report increased brand health or equity than campaigns without it.

But confidence held by one evaluator or champion is not enough to win a B2B decision. **That confidence still must travel across the buying group.**

When stakes are high, trust is essential.

Source: LinkedIn Global B2B Marketing Outlook, 2026, LinkedIn's x MediaScience, 2024. Unlocking the Value of B2B Video, WARC x LinkedIn, 2026.

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Winnable: Help the Buyer Group Say *Yes*

Video makes confidence easier for the buying group by creating a shared understanding across stakeholders.

74%
of B2B buying groups experience unhealthy conflict.

3.2x
Video campaigns are 3.2x more likely to report market share growth vs. non-video campaigns.

81%
Of B2B CMOs believe video accelerates sales cycles.

A credible brand can still lose. A champion may trust the solution, but B2B decisions are made by groups whose members bring different priorities, information and definitions of risk. Confidence held by one person does not automatically become confidence shared by everyone.

That makes alignment the final barrier. Seventy-four percent of B2B buying groups experience unhealthy conflict during decision-making. The issue is not simply whether stakeholders prefer the same brand. They must also understand the value, feel safe supporting the choice and be able to defend it if something goes wrong.

A winnable brand is not simply preferred by one buyer. It is understood, supported and defensible across the group. That matters because many influential stakeholders are hidden buyers who may shape the outcome without ever speaking to sales.

Video helps individual confidence travel by giving the group a shared reference point. The same demonstration, expert explanation and customer proof can be watched, shared and discussed across functions. This gives champions a consistent case to carry into conversations the brand may never enter.

Shared understanding does not mean every stakeholder has the same concern. It means their discussion can begin from the same evidence. That can reduce the friction created when information is incomplete, inconsistent or difficult to explain internally—and may help explain why 81% of B2B CMOs believe video accelerates sales cycles.

The value of video here is not that it magically shortens every journey. It is that it can help the group make progress. Campaigns using video were 3.2 times more likely to report increased market share than non-video campaigns.

Discoverability puts the brand into buyers' minds. Credibility gives them a reason to believe. **Winnability gives the wider buying group a reason to agree.**

Buying decisions are commercial decisions and political decisions.

Source: YouGov Research, 2026. Unlocking the Value of B2B Video, WARC x LinkedIn, 2026. Global B2B Marketing Outlook, LinkedIn & YouGov, 2026.

The Video Buyability Playbook

Use video to move the buying group.

Discoverable

Video captures attention and helps buyers remember your brand.

Earn attention quickly, use human connection to hold it, and give the brand a better chance of making the Day One list.

Credible

Video makes the signals of credibility easier for buyers to recognize and trust.

Make complex value easier to understand, bring expertise and proof to life and give buyers confidence to put the brand on the shortlist.

Winnable

Video creates a shared understanding across stakeholders.

Create a shared reference point, help champions bring hidden buyers along, and make the final decision easier to support and defend.

Get Started on LinkedIn

Launch your Video Strategy in 3 Simple Steps

Create

Bring your video idea to life through LinkedIn's **Creative Studio**, **Partnership Studio**, and the **Creator Marketplace**, helping brands develop compelling video content and connect with trusted voices.

Activate

Put your video in front of the audiences that matter most with **In-Feed Video Ads**, **First Impression Ads**, and **Reserved Ads**, ensuring your message captures attention during critical moments and key campaign launches.

Amplify

Extend your impact beyond the LinkedIn feed through **CTV Ads** and the **LinkedIn Audience Network**, helping you connect with professional audiences across premium streaming and digital environments,

To learn more: business.linkedin.com/advertise

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