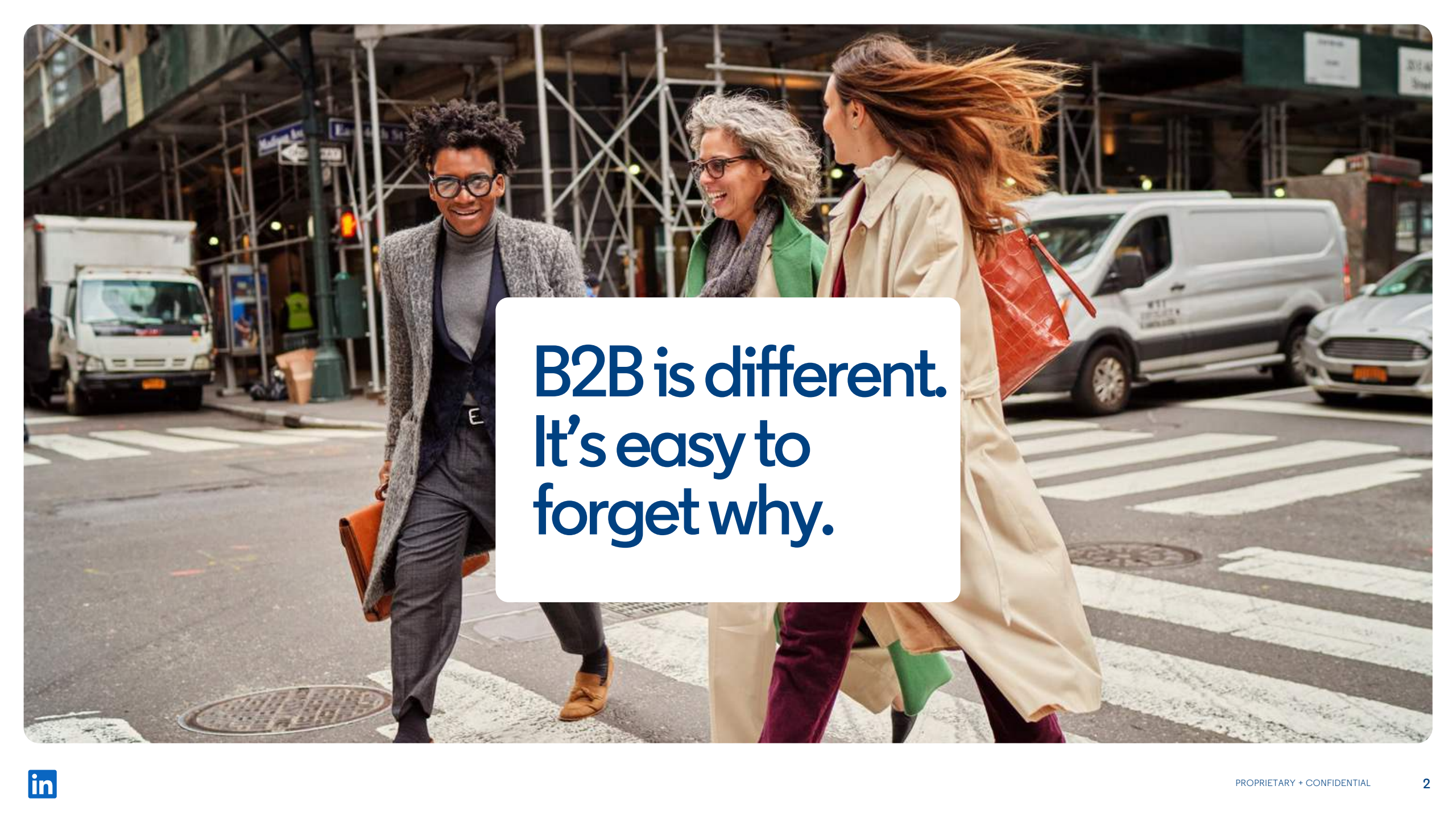


Introducing Buyability

The Reach, Influence and Measurement
strategies that maximize confidence to buy.

BAIN & COMPANY 

Linked 

A photograph of three business professionals walking across a city street. On the left, a man with curly hair and glasses wears a grey blazer over a dark turtleneck and grey trousers, carrying an orange folder. In the center, a woman with grey hair and glasses wears a green jacket and a grey scarf. On the right, a woman with long brown hair wears a beige trench coat and purple pants, carrying a red bag. They are all smiling and looking towards the right. The background shows a city street with a white van, a silver car, and buildings with scaffolding. A white text box with blue text is overlaid in the center.

**B2B is different.
It's easy to
forget why.**



...it's not just about
reaching individuals





And when professional reputations
are at stake, different rules apply.

The emotional pay-offs
are different.



A man with dark, wavy hair and a beard, shirtless with an open dark shirt, stands on a rooftop. In the background is a city skyline at sunset, with the Chrysler Building prominent. A laptop is on the ledge next to him.

**FOR ALL YOUR
ACME WORKFLOW
MANAGEMENT
NEEDS.**

Orchestrate approvals.
Automate compliance.
Feel the synergy.

**In B2B messaging,
it's not enough to be
brooding...**

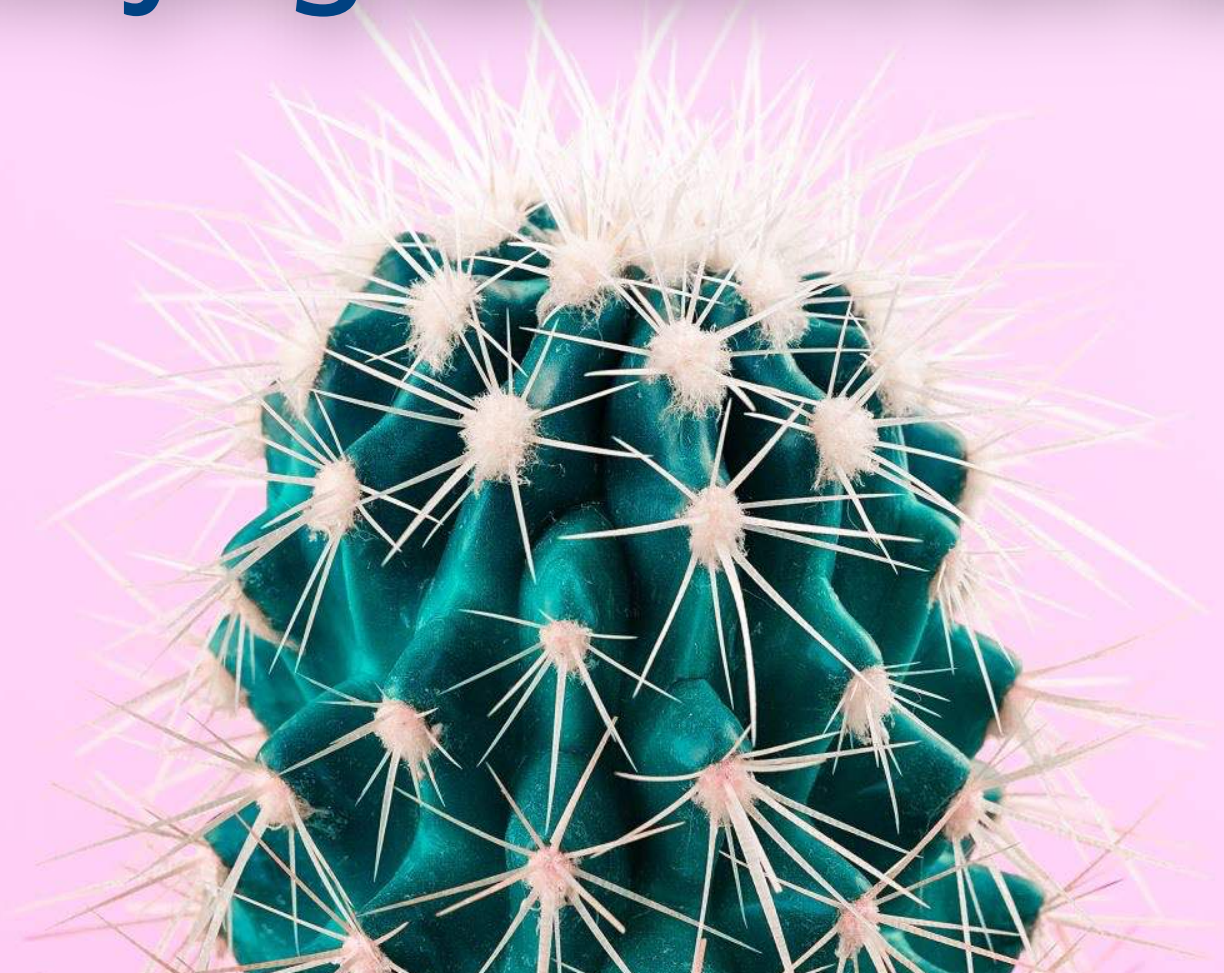
...or an action hero

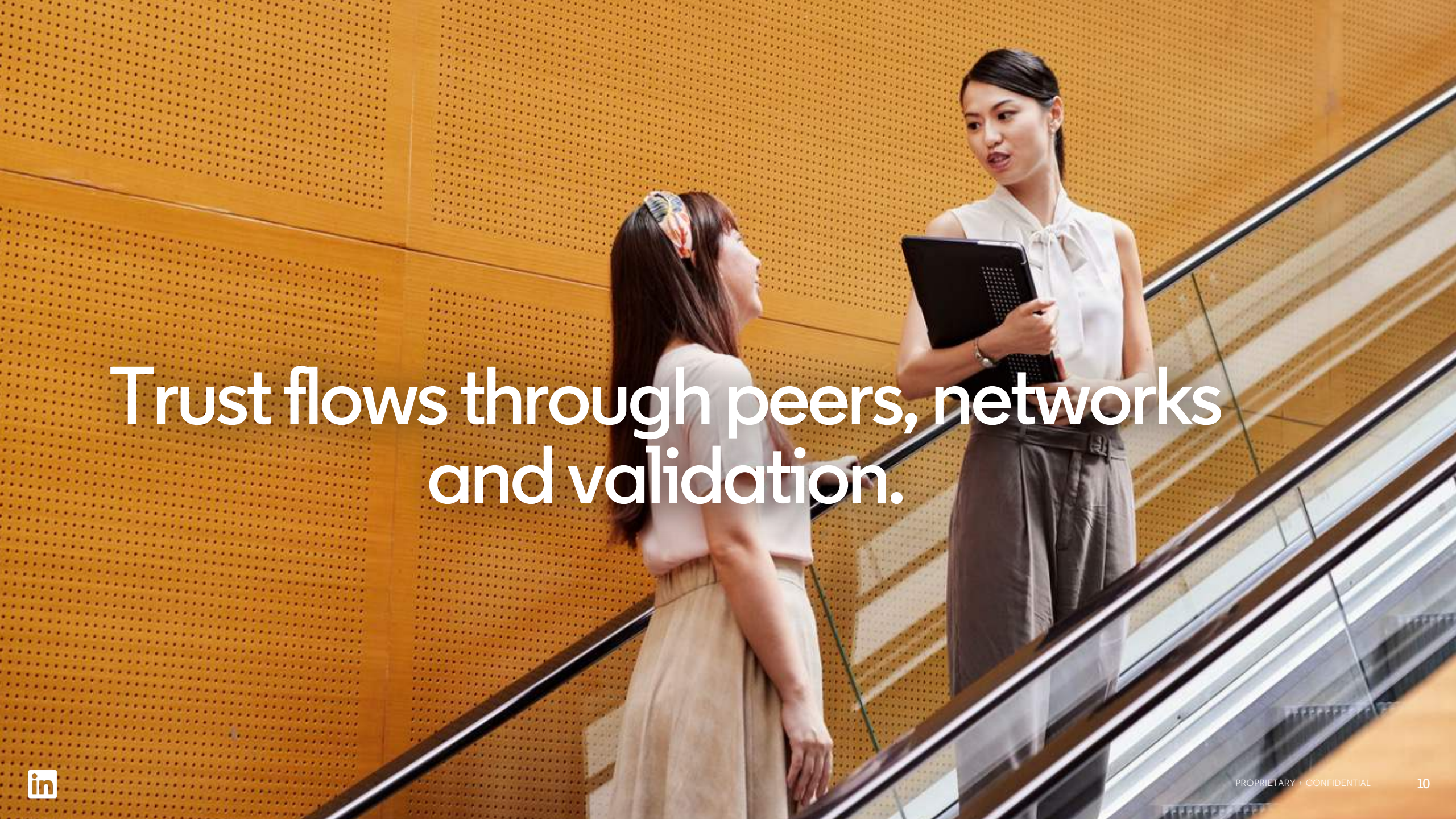




...or even to be really,
really cute

In B2B, buying decisions are defensive.



A photograph of two women standing on a modern staircase. The woman on the right is wearing a white sleeveless top and grey trousers, holding a black tablet. The woman on the left is wearing a light pink top and a long beige skirt, looking up at the first woman. The background is a wall with a perforated metal pattern. The text "Trust flows through peers, networks and validation." is overlaid in white.

Trust flows through peers, networks
and validation.

A hand with the index finger pointing upwards is positioned below a white beam that is tilted downwards from left to right. A large, bright blue sphere is on the left end of the beam, and a smaller, bright blue sphere is on the right end. The background is a solid purple color.

Saying “no” is often a
better option than saying
“yes.”



B2B marketers need a
strategic model
that can
adapt
to these
realities.



That's why we developed
Buyability:

Buyability

The Reach, Influence and
Measurement Strategies that
maximize buyer group
confidence.

Buyability Authors



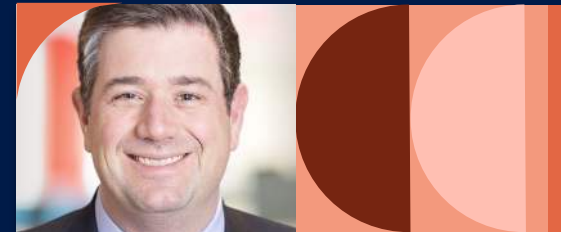
Mimi
Turner

Head of Marketplace
Innovation



Jann
Schwarz

Senior Director
Marketplace Innovation
& Strategy



Jamie
Cleghorn

Senior Partner



LinkedIn

BAIN & COMPANY



NewtonX



WARC



The Association of
National Advertisers

“ *Buyability is a groundbreaking new mental model for B2B that much better aligns with the new world we live in. Complex group dynamics driven by human social and emotional factors are what really shape B2B buying decisions, especially as they are increasingly mediated through AI.*”



Dean Aragon

CEO and Vice Chair Shell Brands International
Chair, ANA

Why Buyability, why now?

Because it makes B2B marketing winnable.

#1

It reflects the reality of B2B buying.

#2

It provides a bridge from Search optimization to LLM credibility optimization

#3

It solves the tension between sales vs marketing and brand vs demand.

Reach The Hidden Buyers

You are more than 20x more likely to be bought when everyone in the Buyer Group knows you on Day One.

Legal, Finance and Procurement have a powerful voice in the Buyer Group. Being known by experts is not enough.

81%

Almost everyone knew the brand at the start

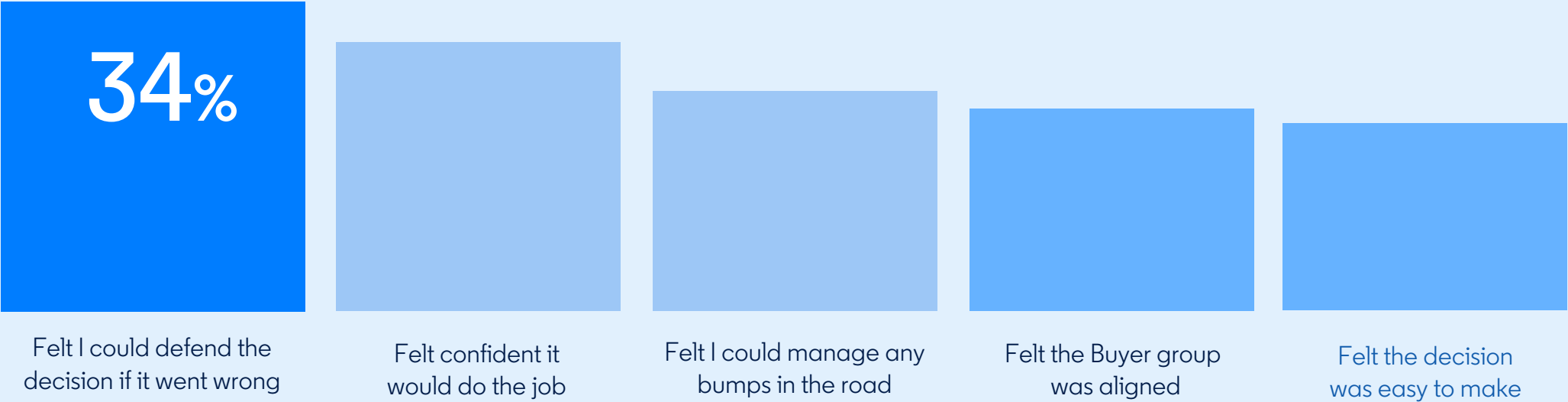
4%

Only the recommending function knew the brand

Sell Buyability Not Capability:

When choosing from shortlisted vendors, Buyers have 5 emotional ‘Jobs To Be Done.’ Only two are about product capability.

Top 5 Emotional “Jobs to be done” when choosing from a shortlisted vendor

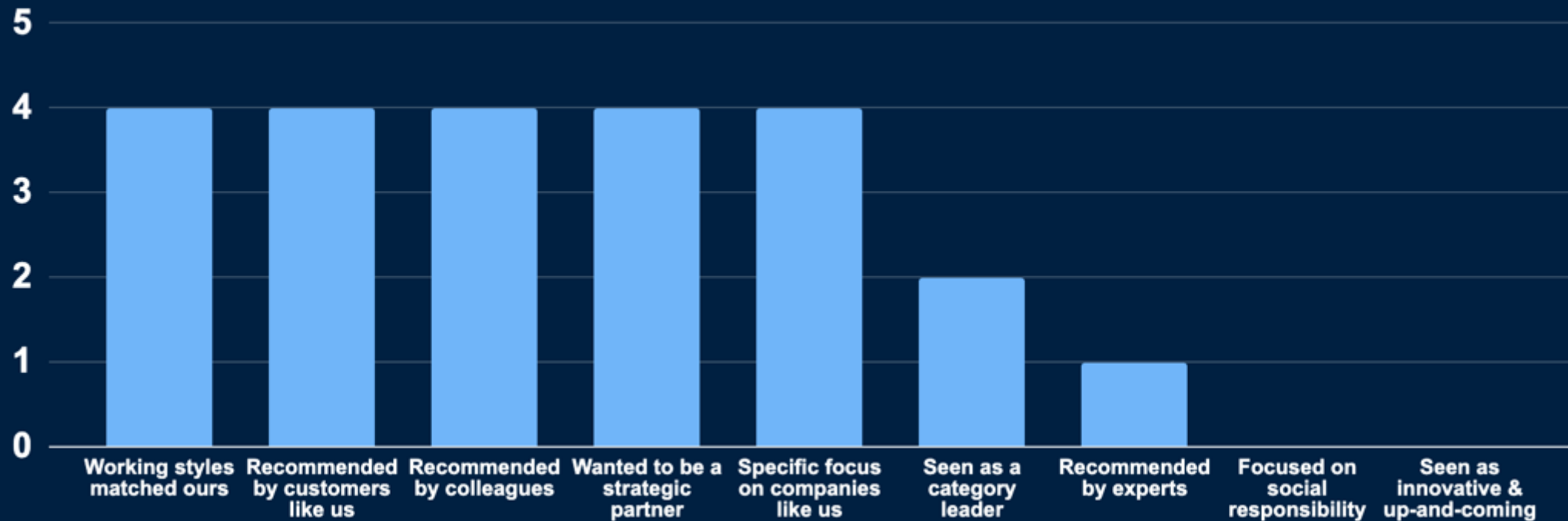


Recommendations, relationships and being relatable close deals.

INSIGHT
#3

They drive Buyability more than rational attributes.

Number of Buyability Drivers Influenced



The Buyability Reset

BAIN & COMPANY 

| LinkedIn 

Buyability resets the CMO's strategy

From
Spreading
top-down
awareness
very thinly.



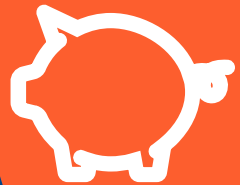
To:
Amplifying
validation
through
networks of
influence.

Buyability resolves the existing tension between brand vs demand and marketing vs sales.

Awareness

Consideration

Purchase



“Brand costs money”

“Demand gen and sales make \$\$\$\$”



By giving CFOs, CROs and CMOs a single story of value creation, built on the buyer's POV.

“The closer I get to a final decision, the more peer-validation, network reputation, and the opinions of customers I can relate to influence my choice.”

Awareness

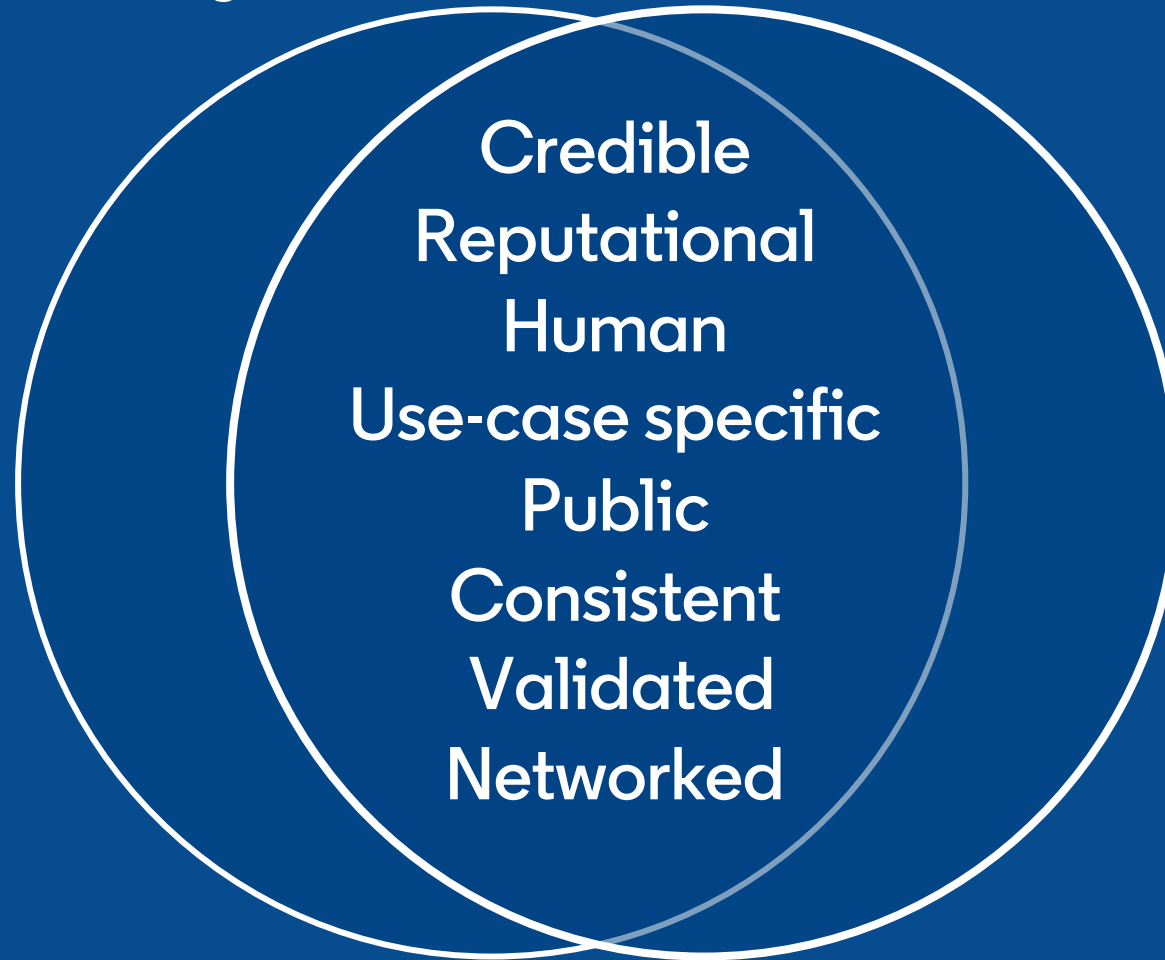
Consideration

Purchase



Content that drives Buyability also drives LLM Discoverability

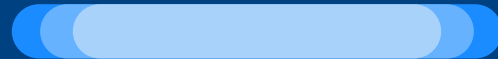
Buyability



LLM
Discoverability



Build Your Buyability Strategy Today





From

To



Reach

Use brand budget to target broadly and build awareness with Target Buyers.

Unify sales, marketing and finance to identify and target the accounts that really matter and nurture the whole of their Buyer Groups.

Influence

Take thinly-spread awareness and use it as the foundation for building consideration.

Scale advocacy through customers your prospects can relate to. Emphasize risk-mitigation to make decisions feel safe and easy to agree.

Measurement

Extract conversion data from a system built to maximize engagement.

Invest in a robust B2B measurement ecosystem and join up the full-funnel signals that advance pipeline in a measurable way.

“Buyability brings together the often-diverging agendas of the CEO, the CFO and the CMO into common ground with a new understanding of how the brand of a company is critical to its growth.”



Abhinav Kumar
Global CMO TCS

Download: The Five Rules of Buyability



