

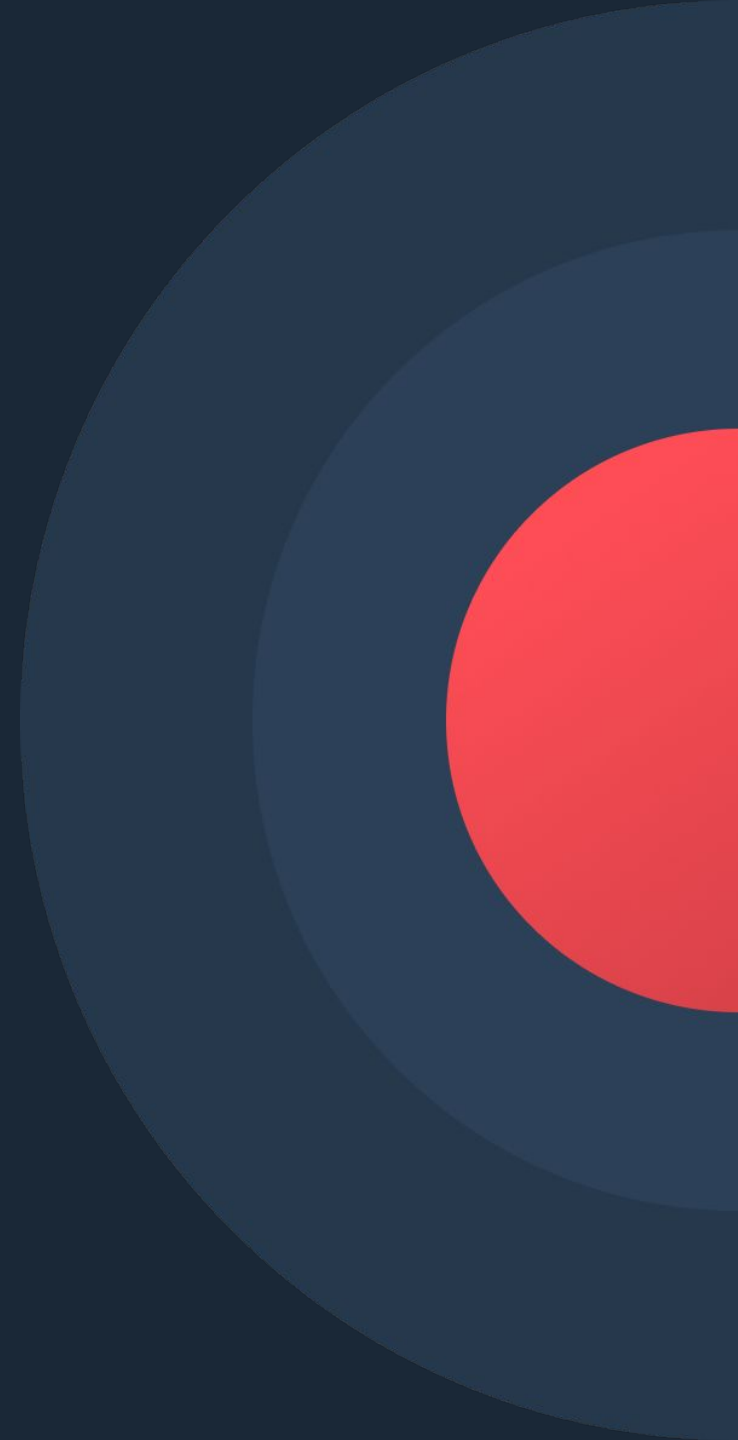


B2B Marketing in the Age of the Invisible Buyer

How to win the customers you can't see

Rebecca Harris | CEO | Huble

DMEXCO 2026 | MASTERCLASS



huble

↘ Rebecca Harris
Chief Executive Officer





Global GTM Consultancy

We build and run Go-To-Market
for the work that has to
deliver and last.

More Revenue
Better Close Rates
Higher Retention
Faster Time to Value

Elite **HubSpot** Partner

DEMANDBASE
Partner

130+ Active
Clients

175+ Worldwide
Employees

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access the slides, revisit the
insights, and share them
with your colleagues.



WHAT'S CHANGED?

Your buyer
is not missing.
Your visibility is.

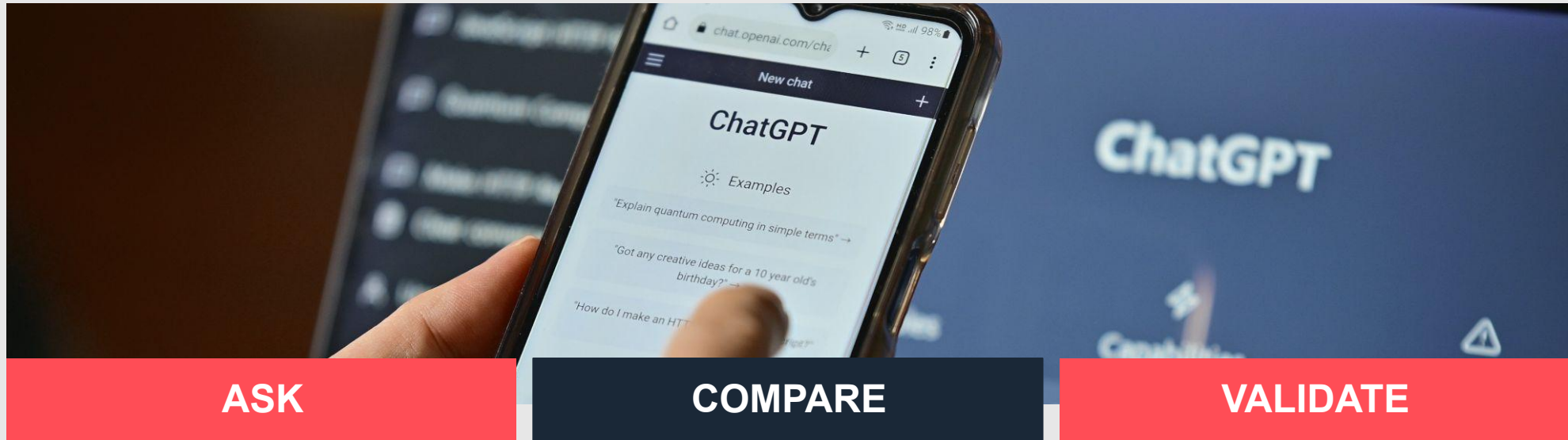


“45% of B2B Buyers
used gen AI in
recent purchase”

Source: [Gartner](#)



➤ AI is becoming the first discovery layer



ASK

Buyers describe a problem in natural language—not your carefully chosen keyword.

COMPARE

AI compresses websites, reviews and expert opinion into an instant shortlist.

VALIDATE

Your claims must be consistent, specific and supported—or they disappear in the summary.



“65% of B2B Buyers
prefer a rep-free
experience”

Source: Gartner



➤ Self-service is now the default

67%

prefer an overall **rep-free**
experience

73%

avoid suppliers
that send **irrelevant**
outreach

69%

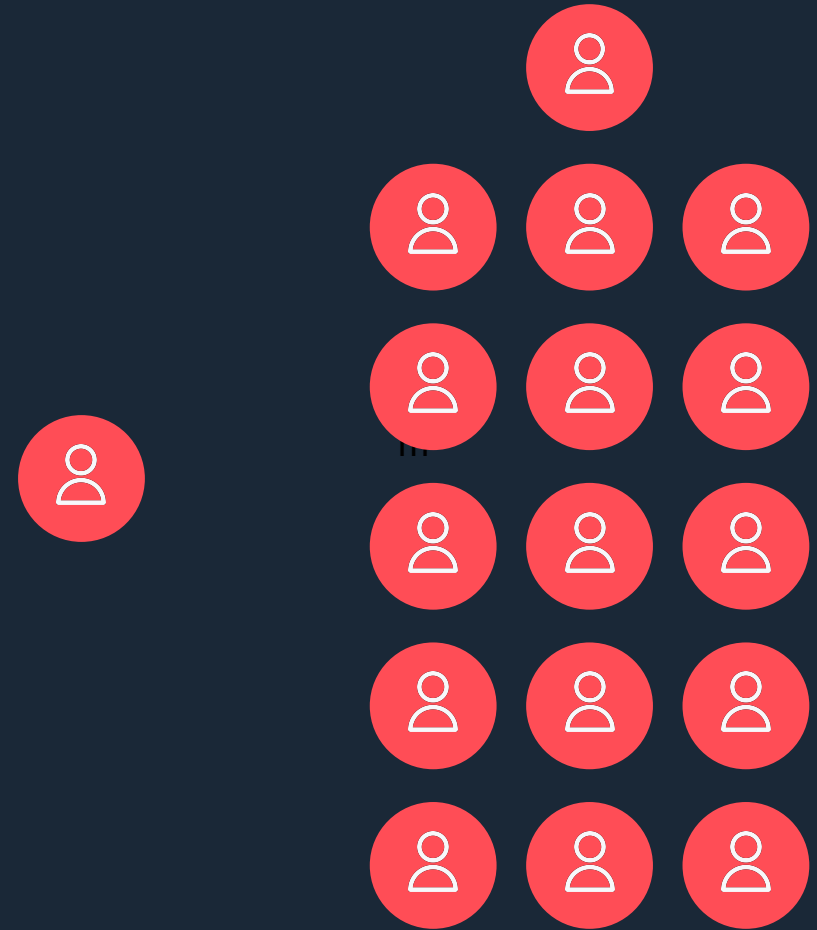
see inconsistencies between
website & sales

On average:

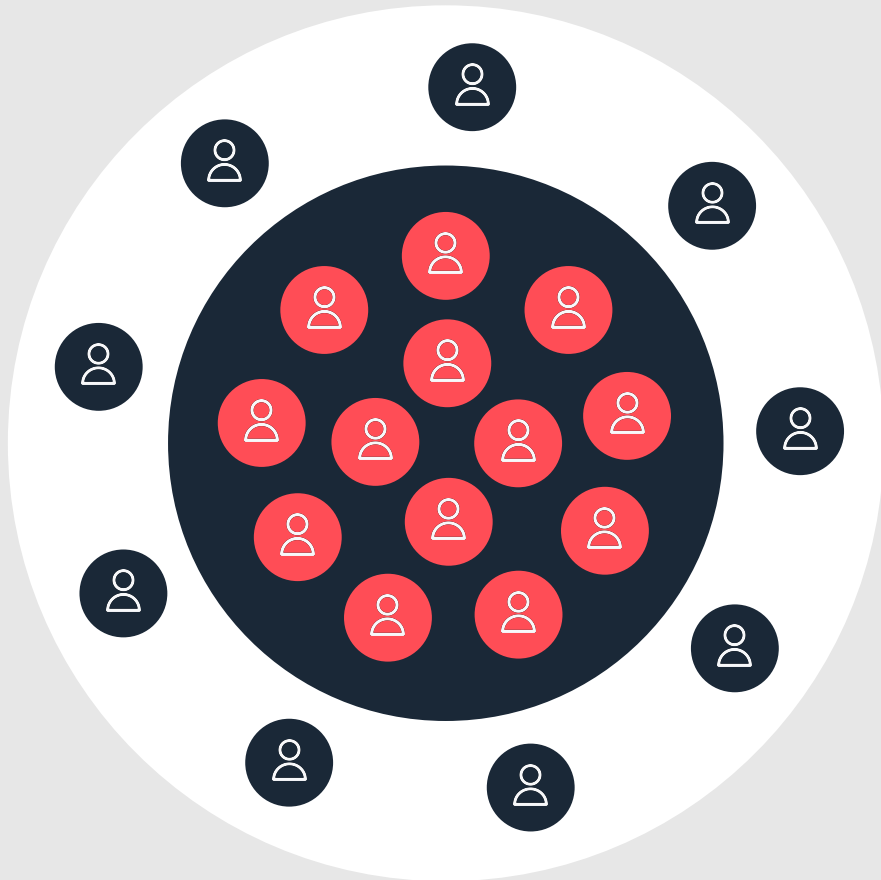
13 internal
stakeholders

9 external
stakeholders

Source: [Forrester](#)



↘ You are selling to a network, not a lead



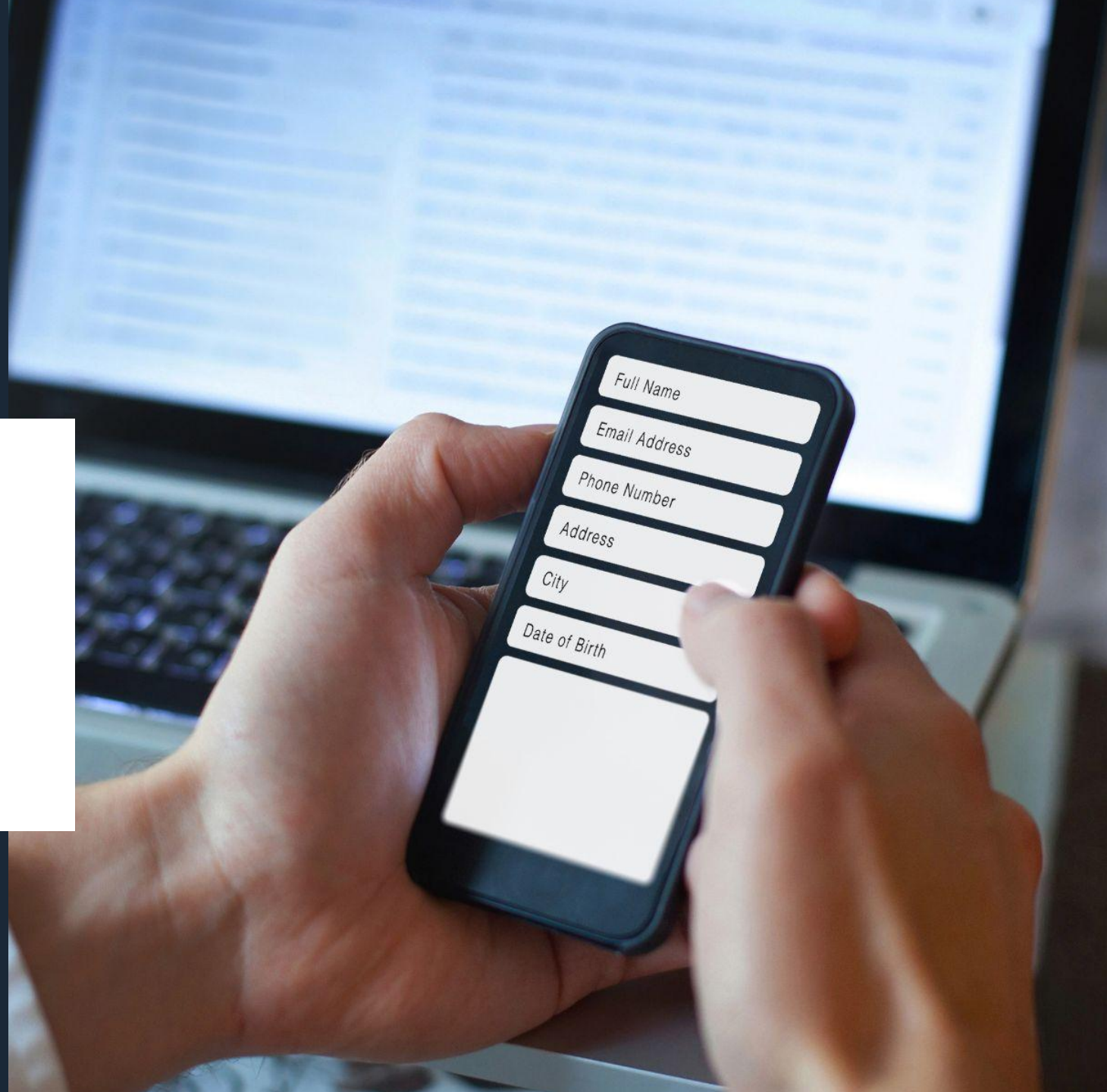
73%

of purchases involve three or More departments—each with different questions and risks.

↘ The form did not disappear.

What marketing sees:

- One known person
- A source field
- A conversion date
- A campaign response



↘ The form did not disappear.
But it only shows one part of the picture

What marketing sees:

- One known person
- A source field
- A conversion date
- A campaign response



What happened first:

- Weeks of anonymous research
- AI-generated comparisons
- Peer and community influence
- Internal committee debate



THE NEW REALITY

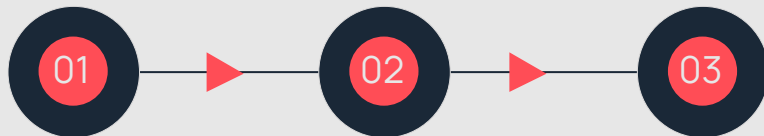
The funnel still exists
in our reporting.
It no longer describes
how people buy.



- The old funnel assumed a sequence.
The new journey behaves like a network.

The old model

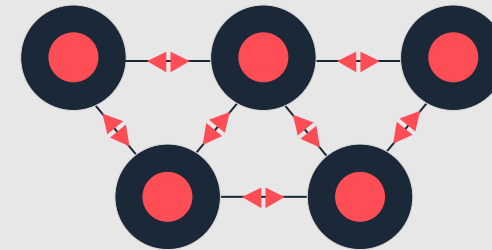
Awareness Consideration Conversion



- One person progresses
- Marketing hands over to sales
- The last visible touch gets credit

The lived journey

Search ↔ AI ↔ peers ↔ reviews ↔ sales



- A committee moves unevenly
- Marketing and sales overlap
- Influence accumulates over time

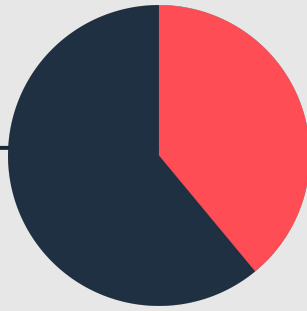
➤ By first contact,
preference is already well formed



DAY ONE

A shortlist exists

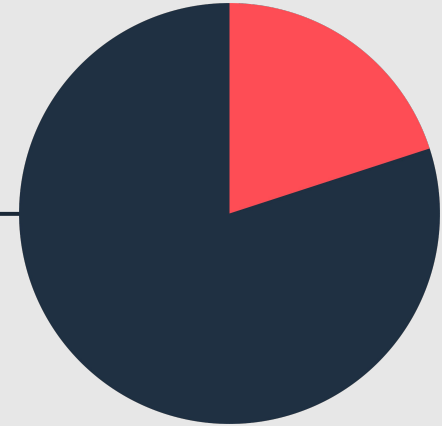
Buyers begin with most of the vendors they will seriously consider.



61%

First seller contact

The visible sales journey begins after much of the evaluation has happened.



DECISION

Preference wins

The pre-contact favourite wins **eight out of ten** times.



↘ Traditional demand generation breaks at the seams

01	Capture	Gated assets optimise for identity, while buyers optimise for speed and autonomy.
02	Qualification	Lead scores overvalue one person's actions and understate committee momentum.
03	Handoff	A linear MQL-to-sales process ignores the overlap between digital research and human guidance.



➤ Traditional attribution rewards what is easiest to record

01

Clicks

Visible, timestamped
and easy to count—
but often weak evidence
of preference.

02

Conversions

Useful milestones—
but they show when
identity appeared, not
when influence began.

03

Last touch

A convenient ending—
but it systematically
undervalues brand,
peers, dark social and AI.



↘ The measurement question has to change

Instead of asking

Which campaign generated this lead?



Ask

- Where did preference grow?
- Which accounts gained momentum?

Then connect

Influence → account engagement → opportunity progression → revenue



Use attribution for

Learning and allocation—
not a perfect reconstruction
of the buyer's mind.



A PRACTICAL MODEL

Win preference early.
Recognise momentum.
Intervene with relevance.



➤ 01: Build trust before capture

Make your expertise useful before you ask for identity.

Publish proof

Named experts, customer evidence and transparent methods.

- Reduce friction.
- Ungate foundational content.
- Reserve forms for genuine value exchange.

Be answerable

Clear, structured content that humans and AI can interpret.

- Stay consistent.
- Align your website, sellers and partners.
- Trust fails when the story changes.



➤ 02: Measure influence, not just leads

Replace the single-source story with a portfolio of evidence.

Brand

Share of search, direct traffic,
AI visibility and buyer recall.

- Journey
- Touchpoint sequences
- and assisted conversions
- Time between meaningful milestones

Accounts

Engagement depth, committee
coverage and intent movement.

- Revenue
- Opportunity progression
- and velocity
- Win rate and expansion



➤ 03: Design for autonomous engagement

Help the committee answer its questions without waiting for a meeting.

Understand

Problem education, category framing and diagnostic tools.

- De-risk
- Security, compliance and implementation
- Migration and change-management guidance

Compare

Capabilities, alternatives, integrations and pricing logic.

- Mobilise
- Business cases and ROI models.
- Internal decks and role-specific proof.



➤ 04: Activate first-party data

Turn scattered interactions into a shared account-level view.

Unify

Connect CRM, website, marketing, sales and service activity.

- Score
- Combine fit, recency, frequency and depth
- Include role coverage
 - not a single download

Enrich

Add firmographic, technographic and intent context.

- Learn
- Close the loop with commercial outcomes
- Refine audiences, content and thresholds



➤ 05: Enable sales at the moment of identification

The first human interaction should feel like continuity—not a reset.

Trigger on meaning

High fit + high intent + enough recency and depth.

- Lead with context
- Offer insight, diagnosis or validation
- Never reveal surveillance-style detail

Brief the seller

What the account researched, who is involved and what changed.

- Respect autonomy
- Give the buyer a useful next step
- Let them choose how they engage



↘ Five moves for marketing to the invisible buyer

Five moves connect trust, signal and action.

01

Build trust
before
capture

02

Measure
influence,
not just leads

03

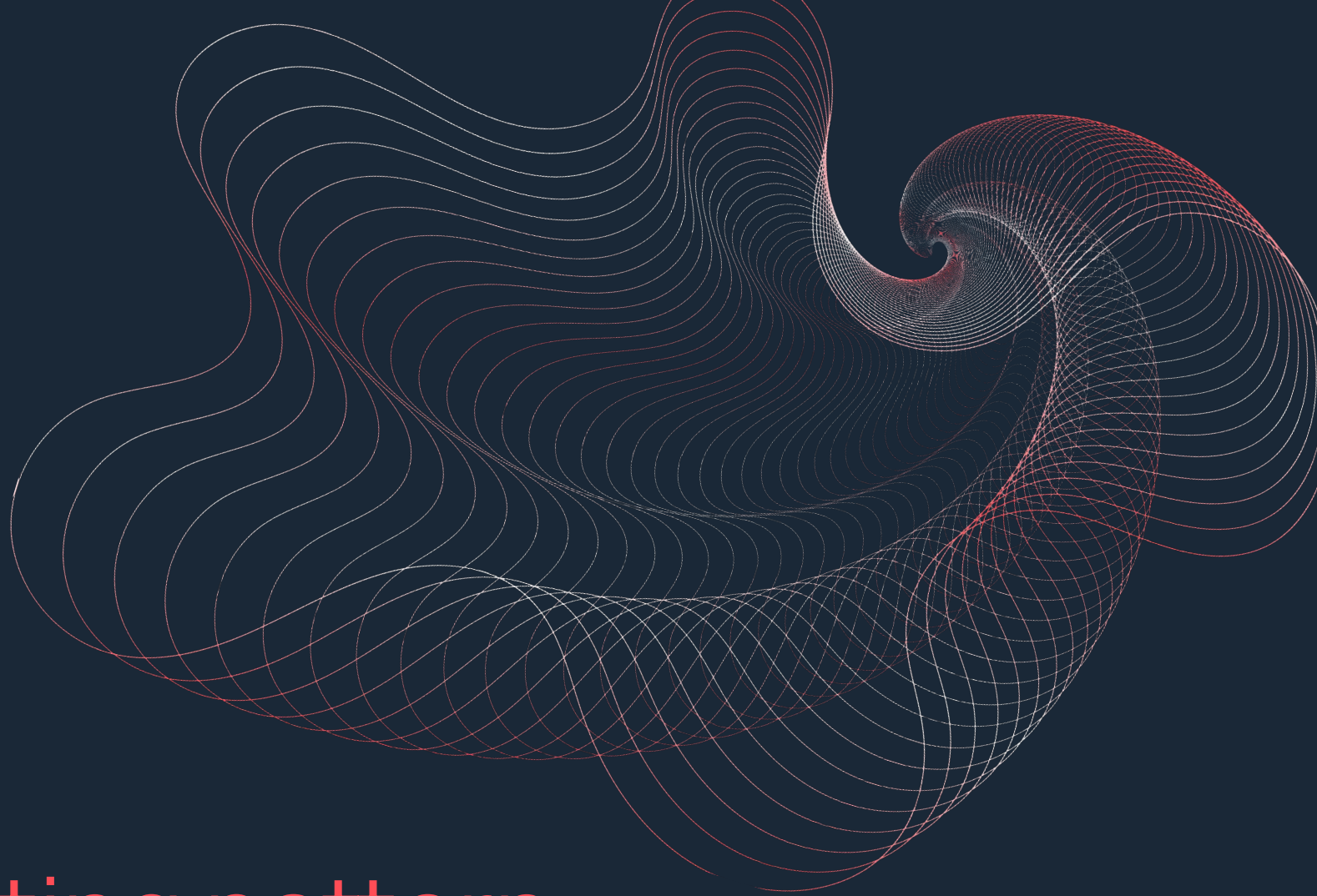
Design for
autonomous
engagement

04

Activate
first-party
data

05

Enable
sales at the
moment of
identification



PUTTING IT TO WORK

A simple operating pattern:
recognise | enrich | prioritise | respond | learn



Example: Turn anonymous interest into a relevant response

RECOGNISE

Account intent

A high-fit company repeatedly visits pricing, integration and migration pages.

ORCHESTRATE

Shared context

Enrich the company, map known committee members and trigger a workflow.

RESPOND

Human value

Sales receives a brief and offers a tailored migration clinic—not a generic demo.

Intent automations

Net-new companies with visitor intent
2530 companies in the last 30 days

Net-new companies with research intent
45873 companies in the last 30 days

In-CRM companies with visitor intent
1578 companies in the last 30 days

Net-new companies with
research and visitor intent

1528 companies in the last 30 days

Turn on automation



Green Leaf Energy
gleafenergy.com

Top pages

Recent pages

Research

Signals

About

Contacts

Topics

Research Level

Lead scoring

High

Marketing automation

Moderate

➤ **Example:** Replace the MQL dashboard with an influence scorecard

The evidence portfolio

Use HubSpot journey analytics and attribution for visible touchpoints—then add account, brand and revenue evidence.

01	• Early preference • Branded demand • AI visibility • Direct traffic	02	• Account momentum • High-fit accounts engaged • Intent depth • Committee coverage
03	• Commercial movement • Opportunity progression • Velocity • Win rate	04	• Learning loop • Assisted journeys • Content contribution • Threshold quality

huble

Your next move

- Audit your self-serve journey.
- Add three influence measures.
- Define one sales trigger.



THE TAKEAWAY

Stop trying to see every buyer.

**Start becoming
impossible to ignore.**



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insights, and share them
with your colleagues.

