

● A PANELHOP ANALYSIS • HIGH-ACV GO-TO-MARKET, 2026

Deal size decides the design

A 2026 survey asked 300 B2B software and AI companies what works in go-to-market. We split the answers by deal size and read them for teams selling deals worth more than \$50k a year.

TOP CHANNELS BY DEAL SIZE • SHARE OF TEAMS NAMING EACH IN THEIR TOP 3

DEALS UNDER \$5k A YEAR

1	Paid ads	42%
2	AI search	35%
2	Network and intros	35%
4	SEO	34%

DEALS OVER \$50k A YEAR

1	Network and intros	51%
2	Intimate events	42%
3	Large conferences	29%
4	Signal-based outbound	29%

SAKSHAM BALIYAN AND PRAKHAR PRAKASH • PANELHOP • 15-MINUTE READ

Survey data: 2026 State of B2B GTM Report by Growth Unhinged and GTM Strategist, N=300. Analysis and commentary: Panelhop.



What changes when every deal is worth \$50k or more

Most GTM benchmarks blend self-serve plans and six-figure contracts into one answer. We split the answers of a 2026 survey of 300 B2B software and AI companies by deal size, and read the over-\$50k band on its own against the under-\$5k band.

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DATA	SAMPLE	OUR CUT
A survey of 300 B2B software and AI companies, run in September 2026. Credit and method on page 14.	21% of the companies sell deals under \$5k a year, 49% sell \$5–50k and 30% sell over \$50k, about 90 companies.	Every question the survey splits by deal size, read for the over-\$50k band. Where there's no split, we use the figure for all 300 and say so.

Survey answers are opinions, not measured results. The analysis, charts and commentary are Panelhop's. Boxes marked Our take are opinion. Exhibits tagged **PANELHOP'S MODEL** show how we work, not survey data. Buying panel: everyone who has to say yes to a deal; research calls it the buying group. Seat: one role on the panel.



Seven findings for teams selling deals above \$50k

One line of data and one line of meaning for each. The pages that follow show the evidence.

01	51%	Introductions lead. Network and intros is the top channel above \$50k: 51% name it in their top 3. Intimate events come second at 42%.	<i>Plan to be introduced, not discovered.</i>
02	31%	Outbound needs a reason. Outbound is the most common primary motion above \$50k, at 31%. Only the signal-based kind shows very good odds of ROI. Cold outreach rates OK to poor.	<i>Keep outbound. Let a signal pick the account and a person write the message.</i>
03	6 of 16	The playbook flips. Between the under-\$5k and over-\$50k bands, 6 of 16 channels move two steps or more on the survey's five-step ROI scale.	<i>A playbook copied from a smaller-deal company buys the wrong channels.</i>
04	19%	Account-based holds where deals are big. Account-based (ABX) is the third most common primary motion above \$50k, at 19%. That's about double the under-\$5k rate of 9%, although ABX fell from 18% to 13% across all 300 companies.	<i>Fewer teams lead with account-based overall. Above \$50k it's still one team in five.</i>
05	35%	People signals matter more. Above \$50k, 35% act on champion movements and 33% on leadership changes, against 11% and 13% under \$5k. Only 4% act on no signal at all.	<i>Hiring (24%) and stack changes (13%) get less attention, though both often open a buying window.</i>
06	7%	Autonomous outbound doesn't pay. Agentic campaigns (AI SDRs) show very poor odds of ROI in all 3 deal-size bands and all 4 revenue bands. Only 7% call them a core channel.	<i>Let AI research and draft. Keep a person on every first touch.</i>
07	50%	AI search is the 2027 bet. It tops the list of where teams plan to invest more (50%). Above \$50k it shows very good odds of ROI, the only search or paid channel that does.	<i>Answer the questions each seat on the buying panel asks.</i>

Source: survey of 300 B2B companies, September 2026 (page 14); Panelhop analysis

One survey, two businesses

Nearly a third of the 300 companies sell deals worth more than \$50k a year. Their primary GTM motion looks nothing like the motion of companies selling under \$5k.

EXHIBIT 1

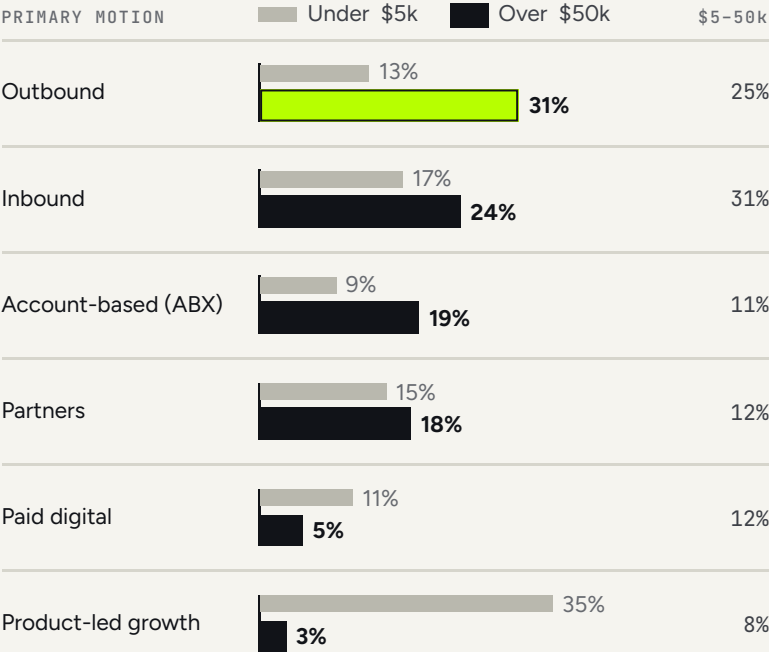
The sample: 300 B2B software and AI companies, split three ways

Deal size (ACV)	Under \$5k 21%	\$5–50k 49%		Over \$50k 30%	
Annual recurring revenue	Under \$1M 32%	\$1–10M 35%		\$10–50M 18%	Over \$50M 16%
Product	Mostly SaaS 20%	Hybrid SaaS and AI 33%		AI-native 25%	Other 22%

Source: survey of 300 B2B companies, September 2026 (page 14). The median respondent grew ARR by 25–49% last year.

EXHIBIT 2

Above \$50k, outbound and account-based lead, and product-led growth almost disappears



Note: Primary GTM motion, share of companies in each band. Founder-led sales is left out of the deal-size split so the bands compare.
Source: survey of 300 B2B companies, 2026 (page 14)

WHAT IT MEANS ABOVE \$50k

- Product-led growth falls from 35% of companies to 3%. When a buying panel has to sign off, self-serve rarely carries the deal.
- Outbound is 2.4× as common as the primary motion (31% against 13%). Account-based is about 2× (19% against 9%).
- Founder-led sales is the most common motion overall (26%) and the main one for 44% of companies under \$1M ARR. It's excluded from the deal-size split.

OUR TAKE • DEAL SIZE SETS THE MOTION

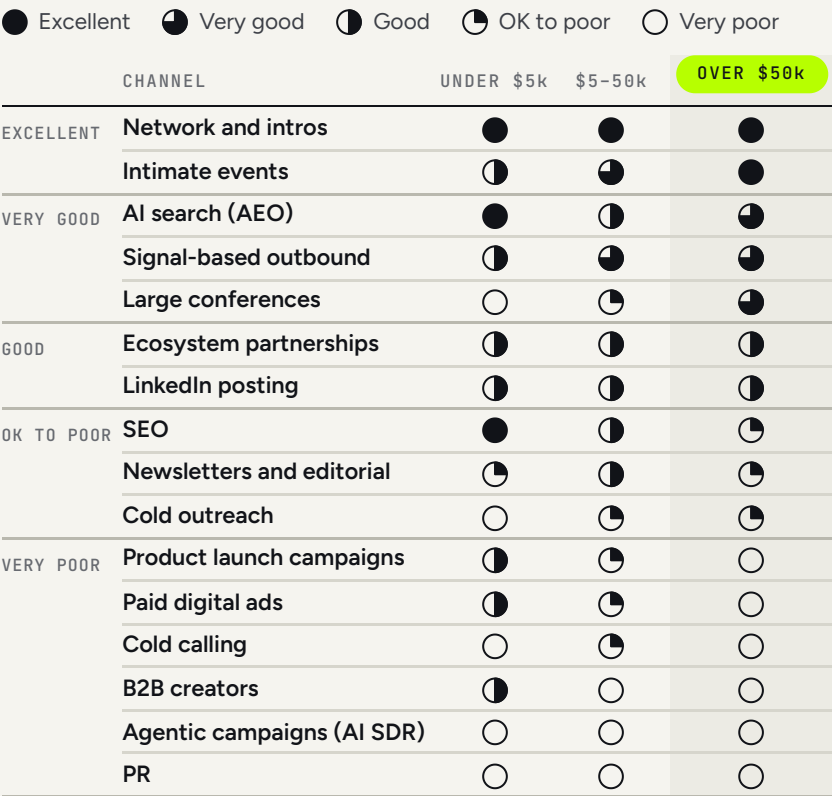
Below roughly €50k, one seller can usually run the whole buying panel alone. Above it, the panel grows and the cycle stretches, so the cadence and content that worked at the lower price stop landing. One playbook across both wastes budget on the smaller deal and under-resources the larger one.

Above \$50k, the channels that pay back have people in them

The survey rated each channel’s odds of paying back, by deal size. Sorted for deals above \$50k, introductions, small events and signal-led outreach top the list. Volume and broadcast channels sit at the bottom.

EXHIBIT 3

Introductions and intimate events have excellent odds of ROI above \$50k. Paid ads, launches and AI SDRs have very poor odds



HOW TO READ IT

- SEO falls furthest, from excellent under \$5k to OK to poor above \$50k. A market of a few thousand named accounts produces little search volume.
- Large conferences climb furthest, from very poor to very good. One meeting with the right seat can pay for the stand.
- Two things hold at every deal size: introductions rate excellent, and PR and AI SDR campaigns rate very poor.

Source: survey of 300 B2B companies, 2026 (page 14). Odds of ROI in the survey’s five categories, from very poor to excellent.

EXHIBIT 4

Between the smallest and largest deals, 6 of 16 channels move two steps or more



Source: survey of 300 B2B companies, 2026 (page 14); Panelhop analysis, scoring the categories from 1 (very poor) to 5 (excellent).

Introductions and small rooms top the list above \$50k

Asked for their top 3 channels, half of the over-\$50k teams named network and intros. Intimate events came second. Two of the top four are events.

EXHIBIT 5

Paid ads lead under \$5k. Network and intros lead from \$5k up, and events join them above \$50k

UNDER \$5k	\$5-50k	OVER \$50k
1 Paid ads 42%	1 Network and intros 39%	1 Network and intros 51%
2 AI search 35%	2 Cold outreach 33%	2 Intimate events 42%
2 Network and intros 35%	2 LinkedIn posting 33%	3 Large conferences 29%
4 SEO 34%	4 Signal-based outbound 26%	4 Signal-based outbound 29%

Note: Share of teams naming the channel in their top 3. Source: survey of 300 B2B companies, 2026 (page 14)

EXHIBIT 6

Large conferences lost the most ground this year, yet show very good odds of ROI above \$50k

CHANNEL	CORE CHANNEL TODAY	CHANGE SINCE 2025	PLAN TO INVEST MORE IN 2027	ODDS OF ROI ABOVE \$50k
Network and intros	62%, the #1 channel	New question in 2026	24%	Excellent
Intimate events	40%	-3 points	42%, the biggest rise since 2025	Excellent
Large conferences	34%	-13 points, the biggest fall	12%	Very good

Source: survey of 300 B2B companies, 2026 (page 14). Core-channel and planned-investment figures are for all 300 companies; odds of ROI are for the over-\$50k band.

BY COMPANY SIZE

The same pattern shows by revenue. Among companies with \$10–50M ARR, the top 3 channels are intimate events (38%), large conferences (37%) and network and intros (29%). Their top bet for 2027 is signal-based outbound (58%). Revenue bands aren’t deal-size bands, but they point the same way.

OUR TAKE • COUNT SEATS, NOT BADGES

According to 6sense (2025), 94% of buyers rank their preferred vendors before first contact, and 95% buy from that day-one shortlist. Introductions and rooms are how you get onto it. Judge each event by the seats it engaged at target accounts: meetings held, follow-ups booked, panel coverage moved.

Outbound works above \$50k when a signal picks the account

Outbound is the most common primary motion above \$50k. The survey rates two kinds of outbound very differently. Cold outreach is popular and over-saturated. Signal-based outbound is less common and has very good odds of ROI.

EXHIBIT 7

Signal-based outbound has very good odds of ROI above \$50k. Cold outreach rates OK to poor

● Excellent ● Very good ● Good ● OK to poor ○ Very poor

MEASURE	COLD OUTREACH (EMAIL, LINKEDIN)	SIGNAL-BASED OUTBOUND
Odds of ROI, over \$50k	● OK to poor	● Very good
Odds of ROI, \$5–50k	● OK to poor	● Very good
Odds of ROI, under \$5k	○ Very poor	● Good
Top-3 channel above \$50k	Not in the top 4	#4, named by 29%
Core channel (all 300)	46%	33%
The survey's scorecard	Over-saturated	The next big thing
Plan to invest more in 2027 (all 300)	22%	48%, the #2 bet

Source: survey of 300 B2B companies, 2026 (page 14)

THE OUTBOUND THAT FAILED WAS VOLUME WITHOUT A REASON TO WRITE

PARAPHRASED

- Spray-and-pray email to lists never filtered for the problem the product solves
- AI SDR sequences: high volume, replies near zero and a damaged sending reputation
- Cold email with surface-level personalisation
- Mass AI-written messages over email and LinkedIn InMail
- Handwritten cards: of more than 100 sent, 4 reached the intended person

Source: respondents' open answers in the survey (page 14), paraphrased by Panelhop

EXHIBIT 8 PANELHOP'S MODEL

A signal is worth something only when it reaches a named person with an action the same day



Note: How we sequence signal-based outbound, the Spot, Map and Hop steps of the Hop Method.

OUR TAKE • VOLUME IS THE WRONG LEVER

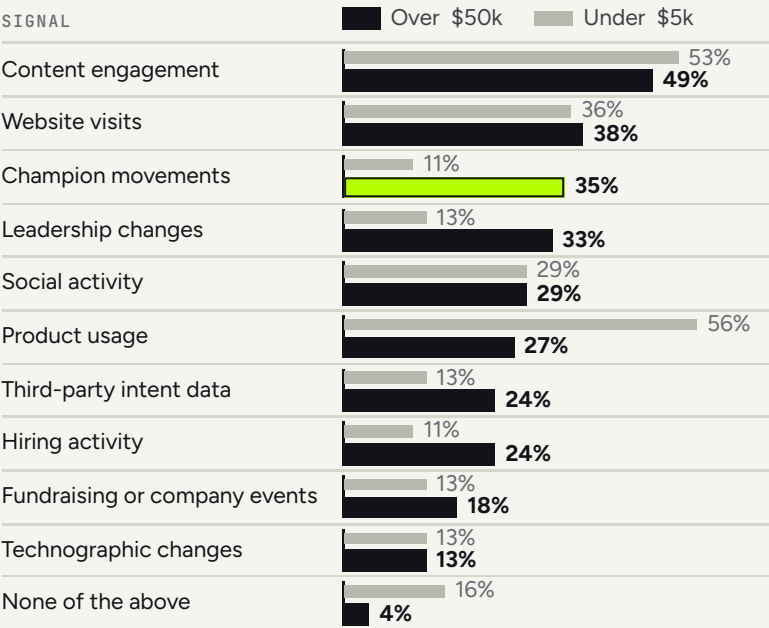
Above €25k, a reviewed message from a named person gets further than a sequence. When good signals already go unanswered, more volume at the top of the funnel only adds to the leak.

High-ACV teams act on people signals

Above \$50k, product usage stops being the main signal. Champion movements and leadership changes rise to take its place. Almost every high-ACV team acts on something: only 4% act on no signal at all.

EXHIBIT 9

Above \$50k, 35% of teams act on champion movements, against 11% under \$5k



Note: Share of companies that act on each signal; companies could choose several. Source: survey of 300 B2B companies, 2026 (page 14)

OUR TAKE • A SIGNAL IS A START LINE

An intent signal that doesn't reach a rep with an action attached the same day is wasted spend. Buyers complete 61% of the journey before they first contact a seller (6sense, 2025). When a signal goes unanswered, the gap is usually routing, not data.

HOW TO READ IT

- Product usage halves, from 56% under \$5k to 27% above \$50k, as product-led growth fades.
- Third-party intent data almost doubles, from 13% to 24%.
- Hiring activity gets less attention above \$50k (24%) than at \$5–50k (31%), though a RevOps or SDR job post often means budget exists.

EXHIBIT 10 PANELHOP'S MODEL

The signals that open a buying window, and the play each one triggers

SIGNAL (SURVEY CATEGORY)	ACTED ON ABOVE \$50k	WHAT IT USUALLY MEANS	PLAY IT TRIGGERS
New sales or revenue leader (leadership changes)	33%	A 90-day plan is being written. Tools and processes get re-evaluated	Executive intro from your leader, a relevant peer story
Champion changes job (champion movements)	35%	Risk at the old account, an opening at the new one	Risk alert to the account owner, a new-logo lead at the new company
Job post for RevOps, SDRs or a platform role (hiring activity)	24%	Budget exists and the team is building capacity	Buying-panel mapping, role-specific content
Funding, acquisition or new site (fundraising or company events)	18%	Growth targets rising faster than the team	Tier upgrade
Competitor tool removed from the stack (technographic changes)	13%	A replacement decision is open	Displacement play with migration proof
Category intent surge (third-party intent data)	24%	Someone is researching the problem	Matched ads to the buying panel, an alert to the owner

Note: Meanings and plays from the signal library on panelhop.com; adoption figures from the survey's over-\$50k band.

AI pays in research and preparation, not in autonomous outbound

The share of teams reporting a big impact from AI almost doubled in a year, from 24% to 43%. The same survey gives AI SDR campaigns very poor odds of ROI at every deal size.

EXHIBIT 11

Teams reporting a big impact from AI rose from 24% to 43% in a year

2025 SURVEY



2026 SURVEY



Source: 2025 and 2026 editions of the survey (2026: N=300; page 14). 2025 figures don't sum to 100% because of rounding.

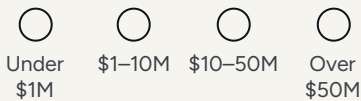
EXHIBIT 12

Agentic campaigns rate very poor in all 7 bands, yet 19% of teams plan to spend more on them

DEAL SIZE (ACV)



ANNUAL RECURRING REVENUE



7% call it a core channel, the lowest of 16

19% plan to invest more in 2027, and 26% of companies over \$50M ARR

Source: survey of 300 B2B companies, 2026 (revenue bands N=275; page 14)

WHERE RESPONDENTS SAID AI HELPS, AND WHERE IT DOESN'T YET

Helps

- Finding targeting context in account data
- Taking admin work off the team
- Research and meeting preparation
- Building and testing assets and landing pages faster
- Internal agents handling execution that would take several people

PARAPHRASED

Not yet

- Cold outbound and nurture
- Producing sales-qualified pipeline consistently

Source: respondents' open answers in the survey (page 14), paraphrased by Panelhop

EXHIBIT 13

PANELHOP'S MODEL

In a high-ACV motion, agents do the associate work and people make every call that reaches a buyer

TASK	AGENT	PERSON
Account research and briefs	Drafts	Reviews before the call
Signal scoring and alerts	Scores and routes	Decides who is contacted, and when
Buying-panel map	Drafts from public sources	Confirms the seats that matter
First touch to a buyer	Drafts	Edits, approves and sends
CRM hygiene	Flags duplicates and gaps	Approves every bulk change
Monthly report	Compiles the numbers	Explains the miss

Note: How we split the work. Every outbound message and every bulk CRM change gets a person's approval.

OUR TAKE • NO AUTONOMOUS AI SDRs ABOVE €25k

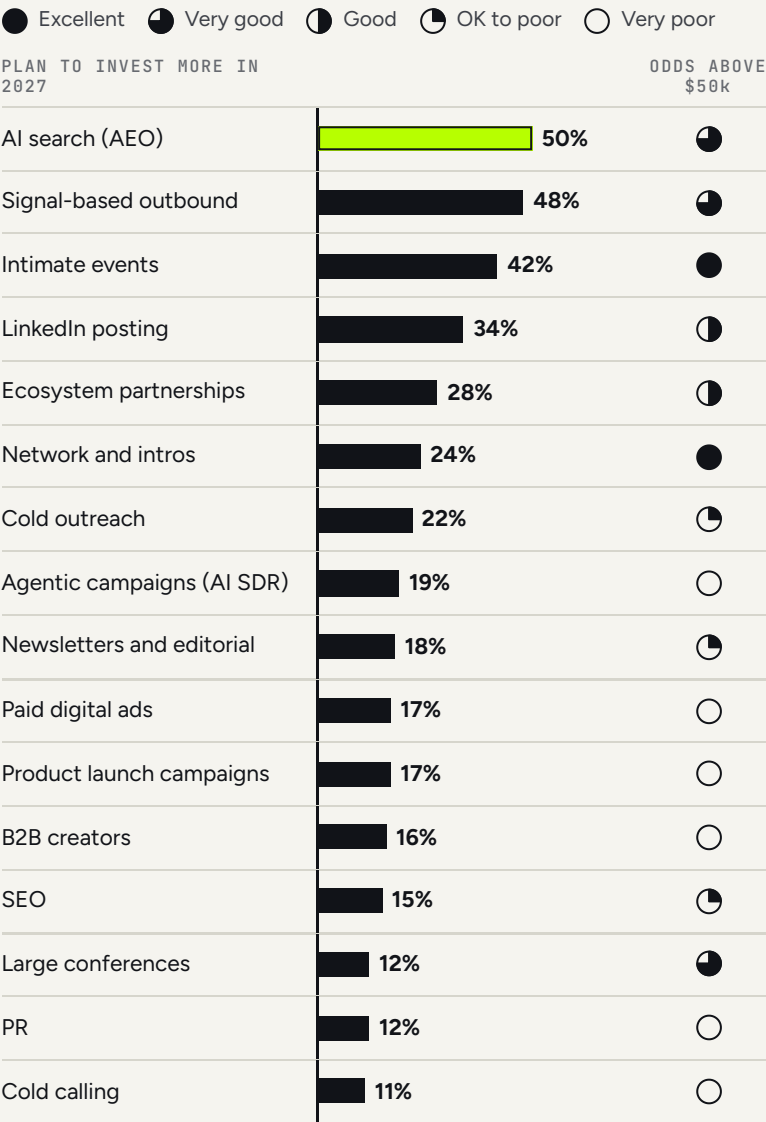
Letting an agent run outbound conversations end to end at this deal size trades the trust a six-figure buyer needs for a volume advantage nobody asked for. AI drafts. People approve every first touch.

AI search climbs while paid ads slide

AI search gained 11 points of adoption in a year, the largest rise of any channel. It's also where the most teams plan to invest more in 2027. Paid digital ads lost 5 points and show very poor odds of ROI above \$50k.

EXHIBIT 14

Teams plan to invest most in AI search and signal-based outbound, and both have very good odds of ROI above \$50k



Source: survey of 300 B2B companies, 2026 (page 14). Planned investment: all 300 companies. Odds of ROI: over-\$50k band.

TWO MISMATCHES

Agentic campaigns attract more planned spend (19%) than large conferences (12%). Above \$50k, their odds of ROI are very poor and very good.

EXHIBIT 15

LinkedIn and ChatGPT ads top the list of what B2B advertisers plan to try in 2027

PAID CHANNEL	USING NOW	PLAN TO TRY IN 2027
Google Ads	88%	36%
LinkedIn Ads	45%	41%
Meta Ads	44%	29%
YouTube Ads	6%	23%
Reddit Ads	5%	18%
ChatGPT Ads	3%	39%
TikTok Ads	3%	3%
TV or CTV	2%	12%

MEDIAN MONTHLY PAID SPEND

\$5,400 **\$14,000** **\$63,000**
at \$1–10M revenue at \$10–50M above \$50M

Meta's share of B2B paid budgets rose 4.1 points, from 21% to 25%, between December–February and June–August. Google's fell 2.7 points, from 44% to 41%.

Source: survey of 300 B2B companies, 2026, those running paid campaigns; Primer, The State of B2B Paid Advertising (N=379 B2B advertisers). See page 14.

OUR TAKE • WARM NAMED SEATS, ANSWER THEIR QUESTIONS

Paid: above \$50k, use paid to keep the seats on your target accounts warm between conversations, with audiences built from those accounts. Judge it by engaged seats. An ad impression alone doesn't count as engagement.

AI search: a buying panel asks different questions. Finance asks about payback, IT about security, the champion about the problem. Write a plain answer to each, so an assistant has something precise to quote.

Judge each new tool by the one step it fixes

The GTM stack keeps turning over. This year, 7 of the 10 “must-try” tools weren’t on last year’s list. Claude moved from #4 to #1 among the most impactful tools, and Salesforce entered the top 10 at #5.

EXHIBIT 16

This year, 7 of the 10 must-try GTM tools are new to the list

Most impactful GTM tools, 2026

1	Claude	↑ from 4
2	Clay	↑ from 3
3	HubSpot	↓ from 2
4	ChatGPT	↓ from 1
5	Salesforce	NEW
6	Apollo	= 6
7	LinkedIn	↓ from 5
8	Gong	↓ from 7
9	Codex	NEW
10	Lovable	NEW

Must-try GTM tools, 2026

1	Claude	NEW
2	Clay	
3	Grok Bot	NEW
4	Profound	NEW
5	Apollo	
6	Monaco	NEW
7	Lovable	
8	Common Room	NEW
9	Ploy	NEW
10	Cursor	NEW

Note: Open-ended answers. Dropped from 2025’s most impactful top 10: Notion, 6sense and n8n. Source: survey of 300 B2B companies, 2026 (page 14)

EXHIBIT 17 PANELHOP’S MODEL

Five questions that show which step a tool fixes

STEP	WHAT THE STEP DOES	ASK OF ANY TOOL
Spot	Score accounts on fit and signals; pick the ones in market	Does it show which accounts are in market this week, and send each to an owner?
Map	Name every seat that matters on each target account	Does it find people for empty seats, or only more contacts?
Hop	Engage the next empty seat with what that role cares about	Does a person approve every message before it goes out?
Tidy	Dedupe the CRM, give every contact a role, fix routing and handoffs	Does it reduce duplicate and unowned records, or add to them?
Prove	Report panel coverage, qualified pipeline and one miss	Can you compare its result with a baseline?

Note: The five steps of the Hop Method. We judge a tool by the step it moves, not by its category.

THE TEAM: WHO COMPANIES HIRE NEXT

Growth marketing is the #1 priority GTM hire: 22% of companies under \$10M ARR and 16% above. Above \$10M ARR, account executives and GTM engineers tie at 14%, then marketing operations at 12%. Sumble’s job-post data shows AI-native companies staffing 12.8 GTM engineers per 1,000 GTM people, against 0.3 at other B2B companies.

OUR TAKE • BASICS BEFORE PLATFORMS

A platform on top of broken routing and dirty CRM data adds a subscription without closing the leak. In Validity’s 2025 survey, 76% of CRM users said less than half their data is accurate and complete. And whoever builds the system, document it, so it survives them.

Source: survey of 300 B2B companies, 2026; Sumble job-post analysis. See page 14.

A 2027 channel plan for deals above \$50k

If 2027 budgets get tighter, this is how we'd sort the 16 channels for deals above \$50k, using the survey's odds of ROI for that band and what other teams plan to do.

EXHIBIT 18 **PANELHOP'S MODEL** ☒ Excellent ☒ Very good ☐ Good ☐ OK to poor ☐ Very poor

Grow the five channels with very good or excellent odds above \$50k, and stop the six rated very poor

GROW

Excellent or very good odds above \$50k

☒ Excellent • 24% plan more

Make introductions a process: ask every customer and partner for a named seat.

☒ Excellent • 42% plan more

Small rooms with target-account seats, not broad invite lists.

☒ Very good • 48% plan more

Same-day action on a scored signal, written by a person.

☒ Very good • 50% plan more

Answer each seat's questions in plain words.

☒ Very good • 12% plan more

Only with meetings booked against target accounts before you go.

KEEP

Good odds

☒ Good • 34% plan more

Founders and experts, one idea per post.

☒ Good • 28% plan more

Partners who already sit with your buyers.

FIX FIRST

OK to poor odds

☐ OK to poor • 22% plan more

Turn it into signal-based outbound.

☐ OK to poor • 15% plan more

Refocus on the questions the panel asks.

☐ OK to poor • 18% plan more

Write for named seats, not a list.

STOP

Very poor odds

☐ Very poor • 17% plan more

Use paid to warm named accounts instead.

☐ Very poor • 17% plan more

Product launch campaigns

☐ Very poor • 11% plan more

Cold calling

☐ Very poor • 16% plan more

B2B creators

☐ Very poor • 19% plan more

Agentic campaigns (AI SDR)

☐ Very poor • 12% plan more

PR

Note: Sorted by the survey's odds of ROI for deals above \$50k. Planned-investment figures are for all 300 companies. Source: survey of 300 B2B companies, 2026 (page 14)

THREE BUDGET QUESTIONS FOR 2027

1

If the budget fell by a fifth, which channel goes first? Start with the very poor odds for your deal size.

2

Does every signal you pay for reach an owner the same day? If not, fix routing before you buy more data.

3

Can you report engaged seats per target account against a baseline? If not, you can't tell which channel moved a deal.

PANELHOP • DEAL SIZE DECIDES THE DESIGN A PANELHOP ANALYSIS • OCTOBER 2026 12 / 15

Ten questions to check your motion against your deal size

Answer yes or no for your team. Each no points to a step worth a closer look.

PANELHOP'S MODEL

- 1 ☐ **Can you name every target account, and is each one tiered 1:1, 1:few or 1:many?**
A short, well-fit list beats a long, loose one.
- 2 ☐ **Was your primary motion designed for your deal size, not copied from a smaller-deal company?**
Between bands, 6 of 16 channels change their odds by two steps or more (page 5).
- 3 ☐ **Does every signal reach a named owner with an action the same day?**
A signal nobody acts on is wasted spend (page 8).
- 4 ☐ **Do you act on champion moves and leadership changes at your target accounts?**
Above \$50k, 35% and 33% of teams do (page 8).
- 5 ☐ **Is outbound triggered by a signal, with a person approving every first touch?**
Signal-based outbound has very good odds above \$50k; cold outreach, OK to poor (page 7).
- 6 ☐ **Have you set the seats that matter per tier, and do you track panel coverage on open deals?**
Multi-threading lifts win rates by 130% on average in deals over \$50k (Gong, 2025).
- 7 ☐ **Do you measure events by engaged seats at target accounts, not badges scanned?**
Large conferences have very good odds above \$50k (page 6).
- 8 ☐ **Is paid spend used to warm named accounts and judged by engaged seats?**
Paid digital ads have very poor odds of ROI above \$50k (page 10).
- 9 ☐ **Are the CRM fields your automations read clean enough to trust?**
In Validity's 2025 survey, 76% of CRM users said less than half their data is accurate and complete.
- 10 ☐ **Does every number you'll report next quarter have a baseline today?**
Without a baseline, almost any number can be framed as a win.

8–10 yes • the motion fits the deal

5–7 yes • a few leaks to close

0–4 yes • the playbook was built for a smaller deal



How we analysed the data

METHOD

- 1

The survey covers 300 B2B software and AI companies, asked in September 2026. It splits several questions by average annual contract value (ACV): under \$5k (21% of respondents), \$5–50k (49%) and over \$50k (30%).
- 2

We used every question the survey splits by deal size: primary GTM motion, top-3 channels, odds of ROI by channel and the signals teams act on. For questions without a deal-size split (AI impact, 2027 investment plans, channel adoption, tools and paid ads), we used the figure for all 300 companies and say so in each footer.
- 3

The over-\$50k band is about 90 companies. Treat small gaps between bands with care. Odds of ROI are the survey’s five categories. For the analysis on page 5 we scored them from 1 (very poor) to 5 (excellent).
- 4

Survey answers describe what respondents believe works. They aren’t measured results. Respondent comments on pages 7 and 9 are paraphrased, not quoted.
- 5

Agents extracted the figures and drafted the commentary. The founders checked every number against the source and edited the text. The survey figures belong to its authors; the analysis, charts, commentary and any errors are Panelhop’s. Panelhop isn’t affiliated with the survey’s authors or partners.

SOURCES

SURVEY DATA [2026 State of B2B GTM Report, Growth Unhinged and GTM Strategist \(October 2026\)](#)

PAID-ADS DATA Primer, The State of B2B Paid Advertising, N=379 B2B advertisers, published with the survey

JOB-POST DATA Sumble, public B2B job posts and headcount, October 2026, published with the survey

OTHER FIGURES [6sense, 2025 B2B Buyer Experience Report](#) · [Gong, analysis of 1.8M deals, 2025](#) · [Validity, State of CRM Data Management, 2025](#)

TERMS

ACV	Annual contract value	ARR	Annual recurring revenue
AEO	Answer engine optimisation, or AI search	ABX	Account-based experience
Buying panel	Everyone who has to say yes to a deal. Research calls it the buying group	Seat	One role on the panel, such as champion, budget owner, finance, IT security or procurement
Engaged seat	A named person in a seat with a two-way interaction in the last 60 days	Panel coverage	Engaged seats ÷ seats that matter, per target account or open deal

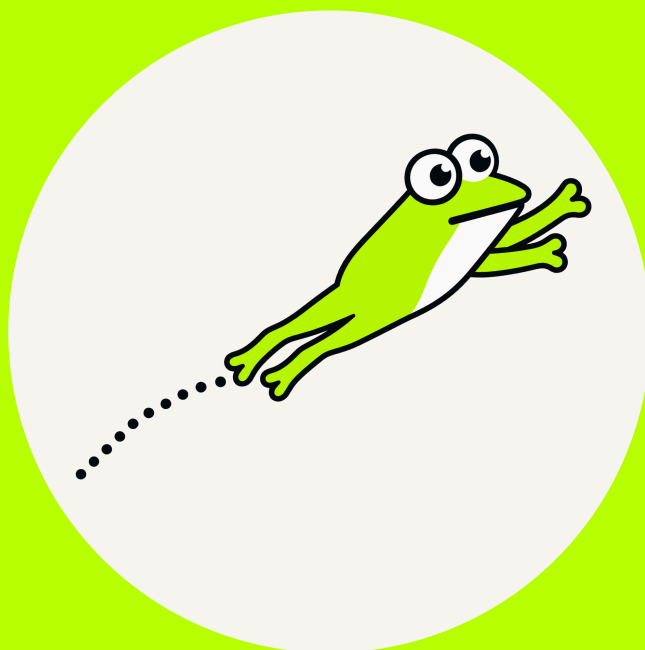
WHERE PANELHOP FITS

Move the right accounts forward

Panelhop builds and runs account-based GTM systems for B2B companies whose deals are worth €25k or more, inside your own CRM. A Panel Check (GTM audit · 2–3 weeks) starts with the question this report keeps asking: does your motion fit your deal size? You get baseline numbers and your three biggest leaks, each with a fix. The plan is yours to run, with us or without us.

Book a 30-minute scoping call → panelhop.com/book

Fixed scope. A fixed price within two business days of the call. Everything we build stays in your accounts.



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