

Demand Gen Industry Trends

2025 INSIGHTS POWERED BY GETREV.AI

POPULAR EXEGRAPHICS

Compliance Focus
Customer Care Investment
IT Workforce
Early Adopter
Employee Retention
Growth Rate
Sales Workforce
Sensitive Data
Tech Centricity

TOP JOB FUNCTIONS

- IT 47%
 - **Security** 12%
 - **IT Operations** 11%
 - **CIO** 6%
 - **Architect** 6%
 - **CTO** 3%
- Operations 18%
- Finance 17%
- Other 18%



CASE STUDY: SPLUNK

After acquiring a DevOps company, Splunk struggled to attract relevant prospects despite having an ABM and seed list. Partnering with Rev, they created an artificial intelligence customer profile (aiCP) using data from 24k prospects, intent data, and a DevOps-specific list. The campaign identified high-quality prospects and revealed misalignments with intent data. Splunk now attributes over 15% of its pipeline to the aiCP and plans to use it for future campaigns.

“REV GAVE US A PRIORITIZED ACCOUNT LIST TO FOCUS OUR MARKETING EFFORTS. OVER 15% OF OUR PIPELINE CAN BE ATTRIBUTED TO SPLUNK’S AICP—ALL THE WITH VERY LIGHT LIFT FROM OUR SIDE.”

JOE PAONE | SR. DIRECTOR, WORLDWIDE MARKETING

2025 INDUSTRY TREND SPOTTER



ARTIFICIAL INTELLIGENCE

AI-powered tools are transforming demand generation by enabling hyper-personalized messaging and predictive analytics. From automating workflows to understanding audience behavior, these innovations help marketers deliver targeted content while optimizing processes and staying competitive.

ZERO PARTY DATA COLLECTION

Collecting zero-party data, voluntarily shared by customers through surveys or forms, will be crucial for creating targeted and compliant marketing campaigns. As privacy regulations tighten, this approach ensures alignment with evolving standards.

OMNICHANNEL MARKETING

Integrating modern omnichannel capabilities enables companies to deliver seamless experiences across marketing channels, enhancing customer engagement. This approach strengthens brand consistency throughout messaging and the sales cycle while keeping products top-of-mind for audiences.

REAL STORIES

Authenticity, and real-world impact stories are key to building trust, especially with Gen-Z audiences who value honesty. As misinformation rises, brands must prioritize seamless, omnichannel experiences to maintain consistent messaging and engagement. This strengthens brand identity and evolves with it's audience.

PERSONALIZED CONTENT

Businesses are prioritizing hyper-personalized content by tailoring emails to recipients' pain points, industries, and past interactions to boost engagement. They are leveraging exographic signals to target decision-makers effectively and streamline content distribution. These strategies aim to unlock deeper audience insights and anticipate future business needs.