

B2B SaaS Industry Trends & Leaders of 2021

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Discover search insights including keyword trends, market share data and content opportunities across 5 key categories

Whether you're a C-suite exec trying to help your company make better data-driven decisions, a human resources professional competing for top talent or marketing leader looking to generate new leads, odds are you're using at least one business-to-business (B2B) Software as a Service (SaaS) solution.

SaaS is a proven B2B technology model, providing organizations of all sizes with software licensed on a subscription basis. SaaS solutions allow companies to deploy software in minutes so they can automate processes, analyze data and achieve key performance indicators (KPIs) efficiently.

By 2022, SaaS will generate close to \$141 billion in revenue, according to [Gartner](#). Statistics compiled by [99Firms](#) indicate that 73% of organizations use all or mostly all SaaS solutions today, and 93% of chief information officers say they're already adapting or will soon adopt SaaS products. Large enterprises rely on SaaS to process huge volumes of information. Small businesses use SaaS to scale quickly and keep track of their day-to-day operations.

When business leaders seek SaaS solutions, they turn to organic search, relying on content providers, product review sites and vendor sites to learn more about each product's specific benefits and features.

Using online search data, Conductor analyzed **14,300 non-branded searches** related to B2B technology industries. We then broke the numbers down into five top SaaS categories:

- Business intelligence & analytics
- Human resources technology
- Marketing solutions
- Workplace collaboration tools
- Fintech

Inside this report, you'll learn which companies own the SaaS conversation online. You'll also discover keyword trends, market share data and content opportunities that you can use to enhance your company's organic search strategies.

Our top 5 takeaways

BI: Data still rules the day.

Demand for business intelligence tools continues to surge as more businesses seek to optimize their data and track KPIs with dashboards and visualizations.

HR: Diversity & inclusion are hot topics.

Increased interest in onboarding and engagement SaaS solutions dovetails with organic searches for diversity and inclusion recruitment, which **increased by 112%** on average since April 2020.

Marketing: Small businesses seek

solutions. CRM, social media management and email management solutions for small businesses saw a **30%+ increase in organic search** since last year.

Collaboration: Project management takes center stage.

Collaboration tools were all the rage in April 2020 when the COVID-19 pandemic created a remote work revolution. Now, demand is peaking for project management tools.

Fintech: Banking-as-a-Service (BaaS)

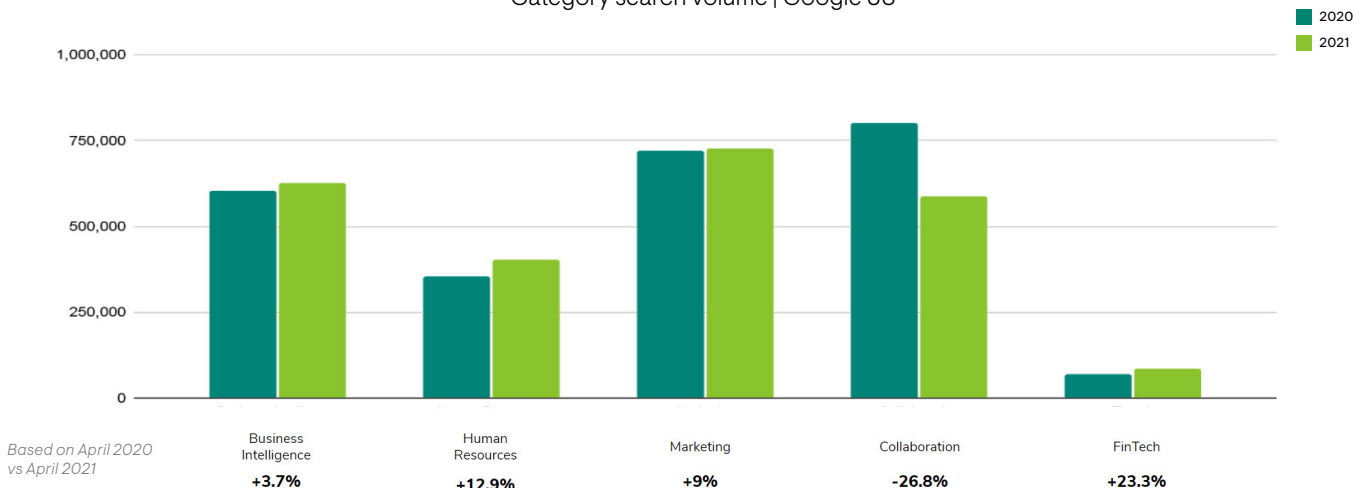
soars. It's a way for non-bank companies to give their customers the features of a licensed bank. Organic searches for BaaS have **increased by 55%** in the past year. In addition, organic searches for robo advisors increased by 32%.

Search volume by category

Search results from April 2020 to April 2021 across all five categories of B2B SaaS technology show some interesting trends. As pandemic restrictions lessened, Google searches for collaboration tools dropped **by nearly 27%**. **The big winner: Fintech**, which increased by nearly **24%** since last year.

Industries and trends overall

Category search volume | Google US



Top companies across the report

When users seek B2B tech solutions, they want to see them in action. Video provides the perfect medium. So it's no surprise that YouTube dominates the SaaS organic search landscape. It's the only domain that ranks on the first page of Google in all five categories.

Four more content providers and five software review/tutorial sites comprise 10 of the top 12 companies on our list. Only two solution providers—HubSpot and Zapier—made the cut. Both have content-rich websites with tutorials and blogs.

Tips for optimizing your organic marketing

- Prioritize developing top-of-the-funnel content
- Invest in video content—trainings, tutorials
- Partner with these domains if and when possible

Top companies across the report

Position	Company	Domain	Type of Company	Total Searches Ranking
1	YouTube	youtube.com	Content Provider	14,201
2	Capterra	capterra.com	Software Reviews	4,692
3	G2	g2.com	Software Reviews	4,430
4	PC Mag	pcmag.com	Content Provider	4,050
5	Software Advice	softwareadvice.com	Software Reviews	3,589
6	HubSpot	hubspot.com	Marketing Software	2,841
7	TrustRadius	trustradius.com	Software Reviews	2,219
8	towards data science	towardsdatascience.com	Content Provider	2,098
9	Software Testing Help	softwaretestinghelp.com	Software Tutorials	4,050
10	zapier	zapier.com	Automation Tool	4,050
11	Predictive Analytics Today	predictiveanalyticstoday.com	Content Provider	4,050
12	Medium	medium.com	Content Provider	4,050

Based on
April 2020
vs April 2021

Business Intelligence & Analytics

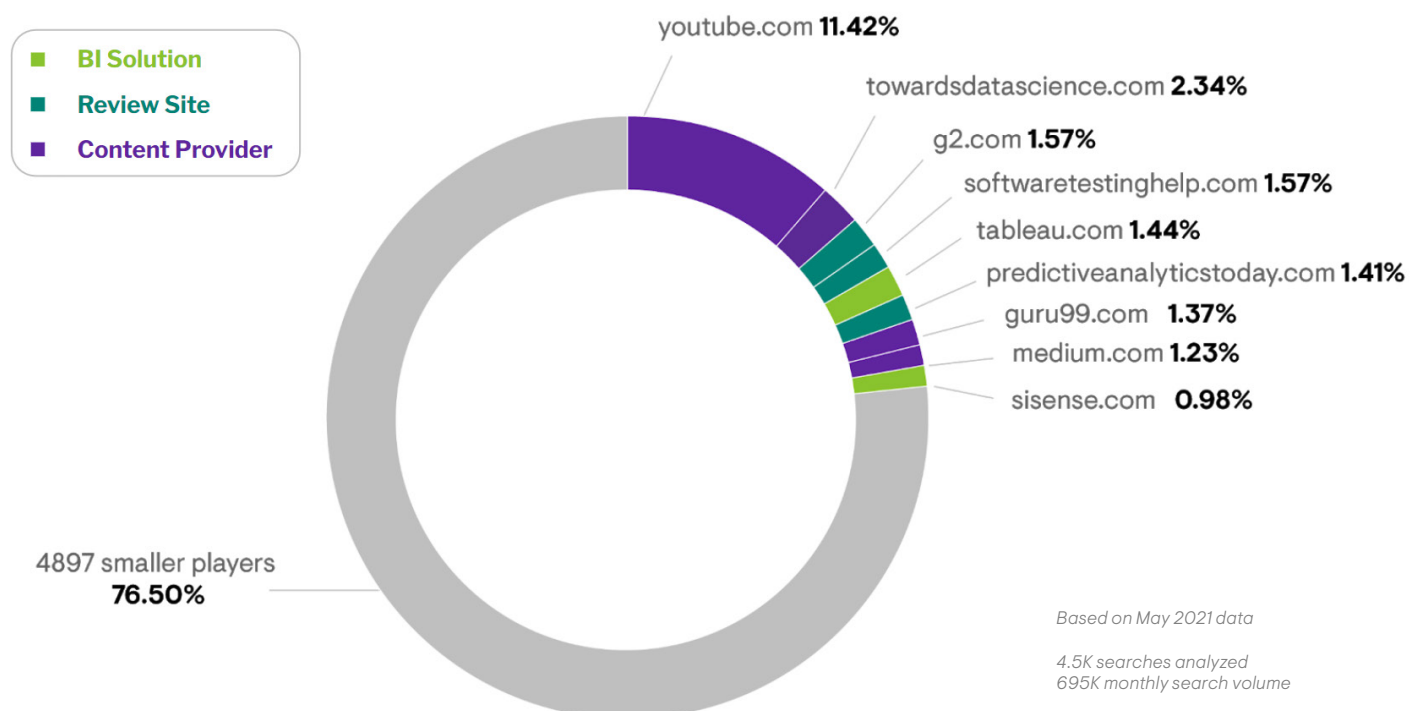
About this category: Business intelligence tools give companies visibility into their data so they can make better and faster decisions. The sophistication of BI tools keeps growing as companies gather larger amounts of data.

Who owns the market on page 1?

We analyzed 4,500 organic searches for BI & analytics software in May 2021. Out of a volume of 695,000 searches, **YouTube** ranked No. 1 on the front page of Google by a large margin. While the review site **G2** ranked third, content providers took four of the seven spots on page 1. **Tableau**, a leading data visualization platform, was one of two top solution providers to make page 1.

Organic Marketing Tip:

Create how-to videos on your company's YouTube channel so your solution can be found where others are searching.



Which BI solutions own the conversation by category?

While well-known names (Microsoft, Tableau, Oracle and IBM) populate many categories, so too do smaller brands who are using organic search strategies to boost their presence. One rising star: [Logi Analytics](#), whose site includes a robust library, blog and developer network.

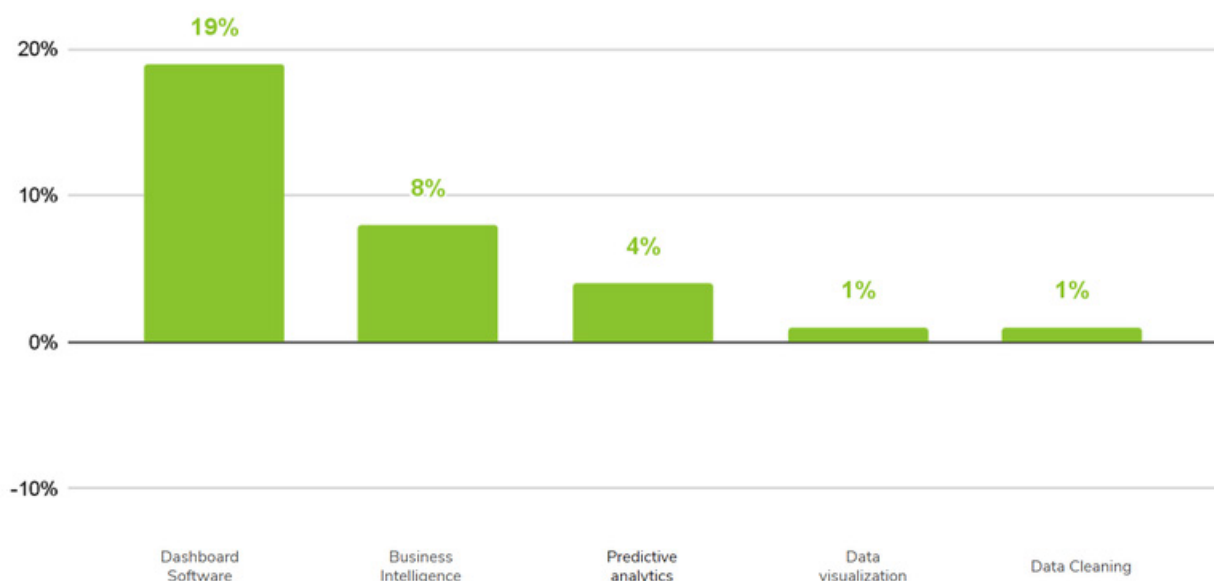


Based on May 2021 data

Categories with the largest year-over-year change (April 2020 - April 2021)

The COVID-19 pandemic brought many questions. Among them: How do you keep remote and hybrid workers focused on company goals? Organic search trends show that many companies explored dashboard solutions that could help them easily interpret big data and keep hybrid and remote workers on track.

While searches for data warehouse solutions decreased by **7%**, companies remain highly interested in using analytics tools like BI, predictive analytics, data visualization and data cleaning to increase their data trust and fuel their decision-making abilities.



Based on April 2020 vs April 2021

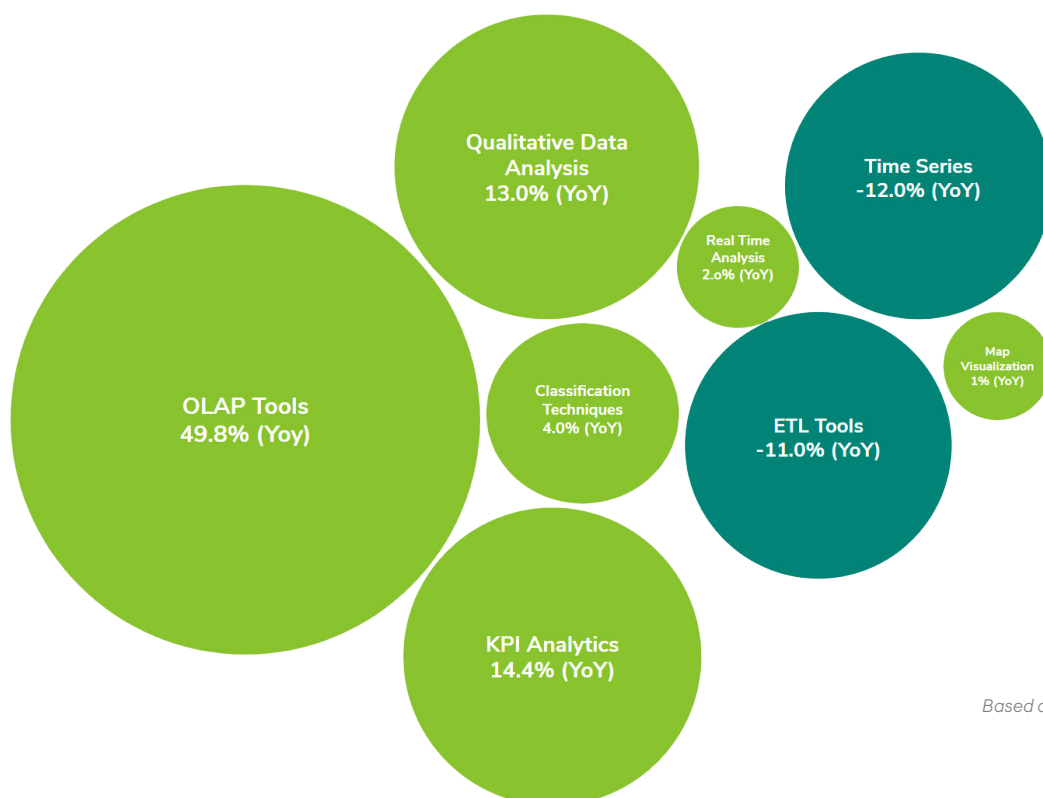
Topic trends with largest average increase and decrease in search

With the type and volume of data constantly increasing, it's no wonder that online analytical processing tools had the largest increase in search since last year **(49.8%)**.

Organic Marketing Tip:

IBM and Microsoft are the top domains for best speaking to OLAP tools.

Topic trends that had the largest average increase & decrease in search since last year:



Based on April 2020 vs April 2021

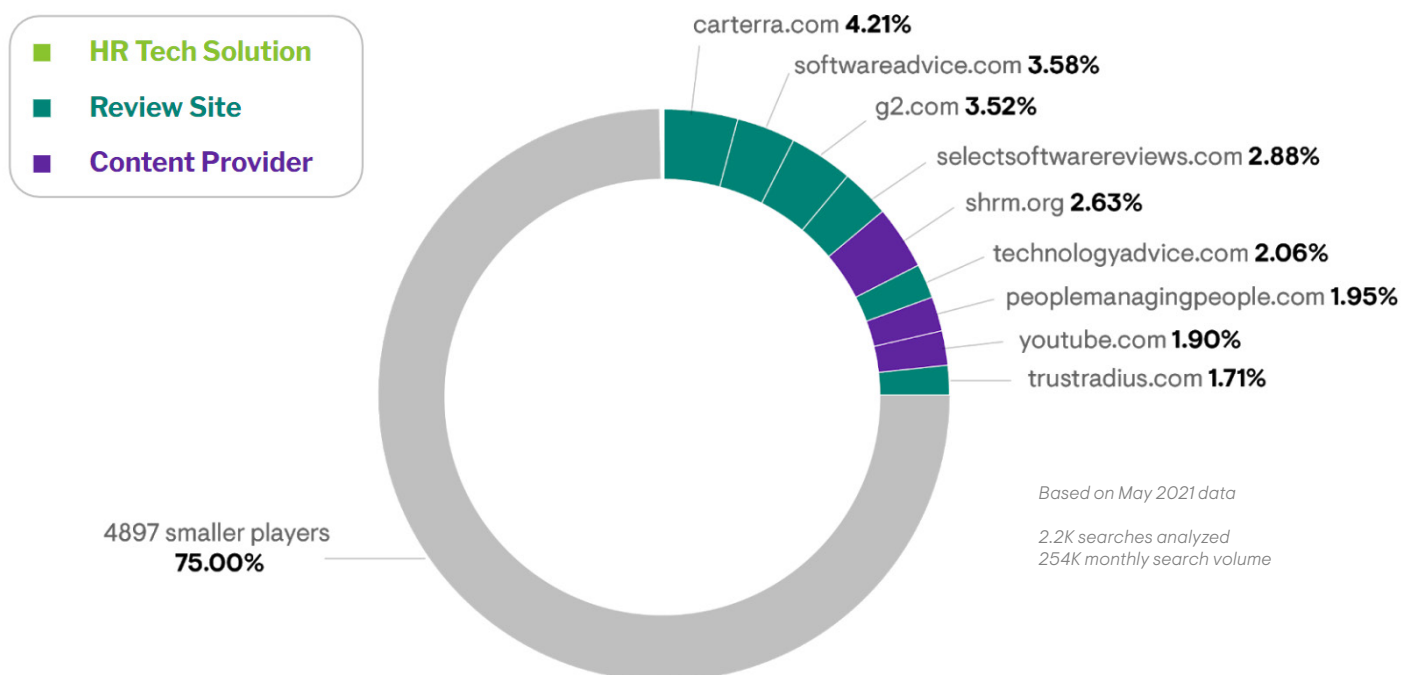
Human Resources Technology

About this category: Human resources (HR) software automates functions like time and attendance, payroll and benefits administration. Human capital management (HCM) tools add efficiency to recruiting, talent management, onboarding and offboarding.

Who owns the market on page 1?

We analyzed 2,200 organic searches for human resources technology in May 2021. Out of a volume of 254,000 searches, **Capterra** ranked No. 1 on the first page of Google, with three other review sites following suit. Only three content providers ranked in

the nine page 1 slots. Interestingly, two HR-specific content sites (SHRM and People Managing People) outranked YouTube, showing searcher's thirst for SaaS insight relevant to the HR world.



Which HR solutions own the conversation by category?

We split these up into two categories—HR solutions that improve the hiring process and those that focus on the employee experience. Some rising stars in the organic search world include the hiring platform [HireVue](#), complete HR solution provider [Insperity](#) and learning experience platform [Valamis](#).

Top BI solutions owning the conversation by category



Based on May 2021 data

Categories with the largest year-over-year change (April 2020 - April 2021)

When the COVID-19 pandemic hit in 2020, HR teams flooded Google with searches for video interview software as they searched for a brand they could trust. But as workers—and HR departments—settled into a routine, searches in that category decreased.

Now, as more companies start to hire again, searches for onboarding, talent management software, recruiting and applicant tracking tools are rising. So too are searches for employee engagement solutions.



Based on April 2020 vs April 2021

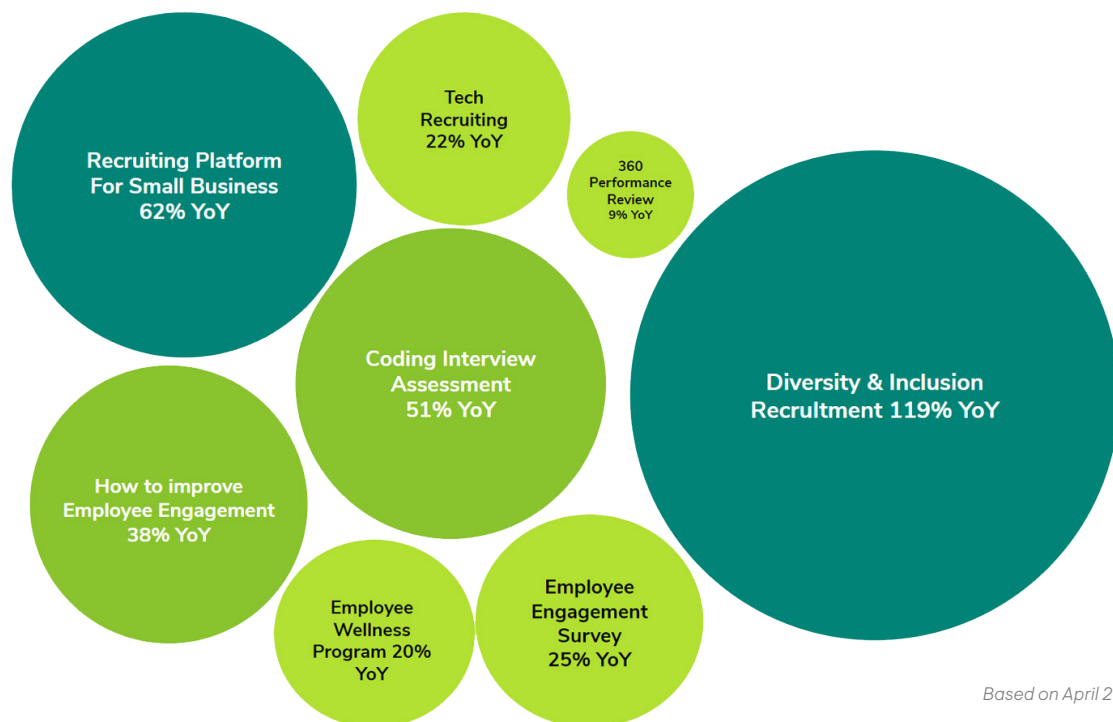
Topic trends with largest average increase in search

Companies are placing a new importance on diversity and inclusion. That's loud and clear in organic search results for D&I, which is **up an astounding 119%** since last year. Recruiting for small business comes in a distant second at 62%.

Organic Marketing Tip:

No domain dominates the D&I discussion, so now is the time to pump up your D&I-related content and gain organic search traffic.

Topic trends that had the largest average increase in search since last year:



Based on April 2020 vs April 2021

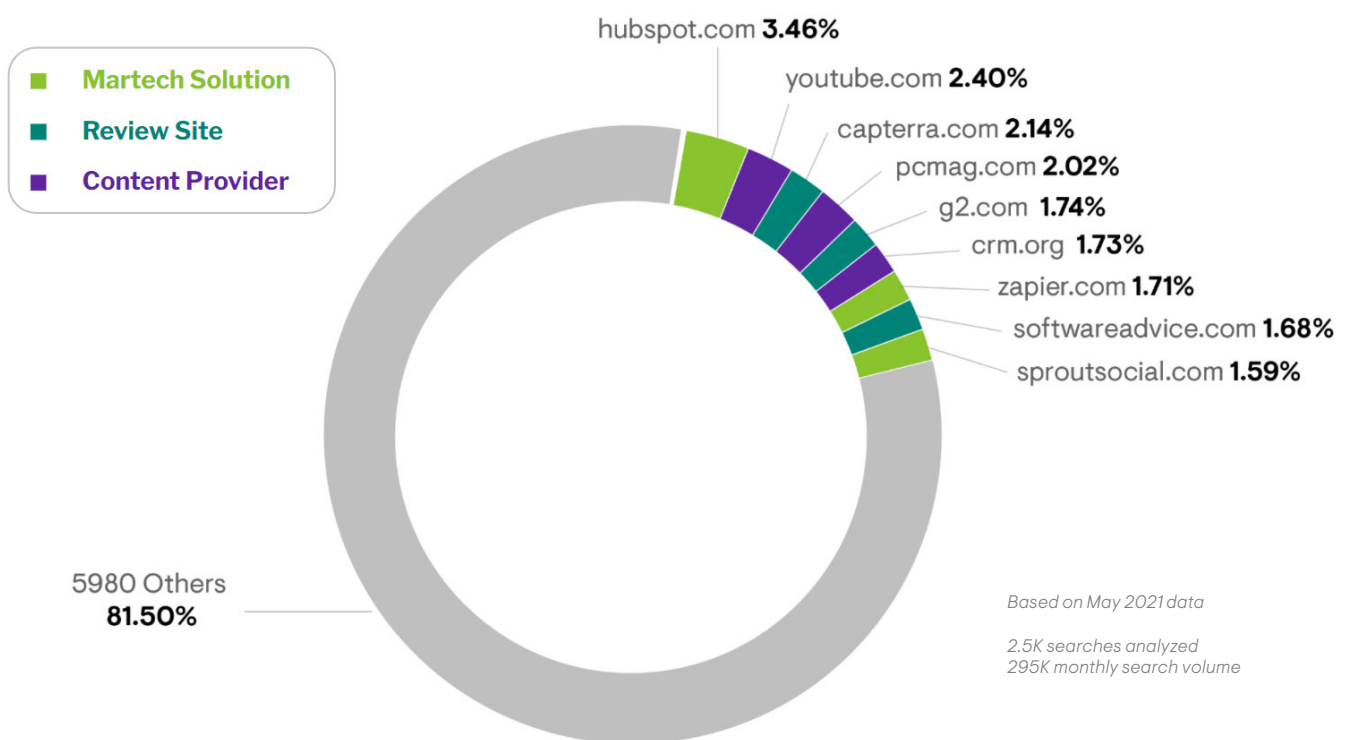
MarTech Solution

About this category: Marketing solutions help teams create personalized, segmented and timely marketing experiences. Solutions run the gamut from email, social media and lead generation to direct mail and digital advertising.

Who owns the market on page 1?

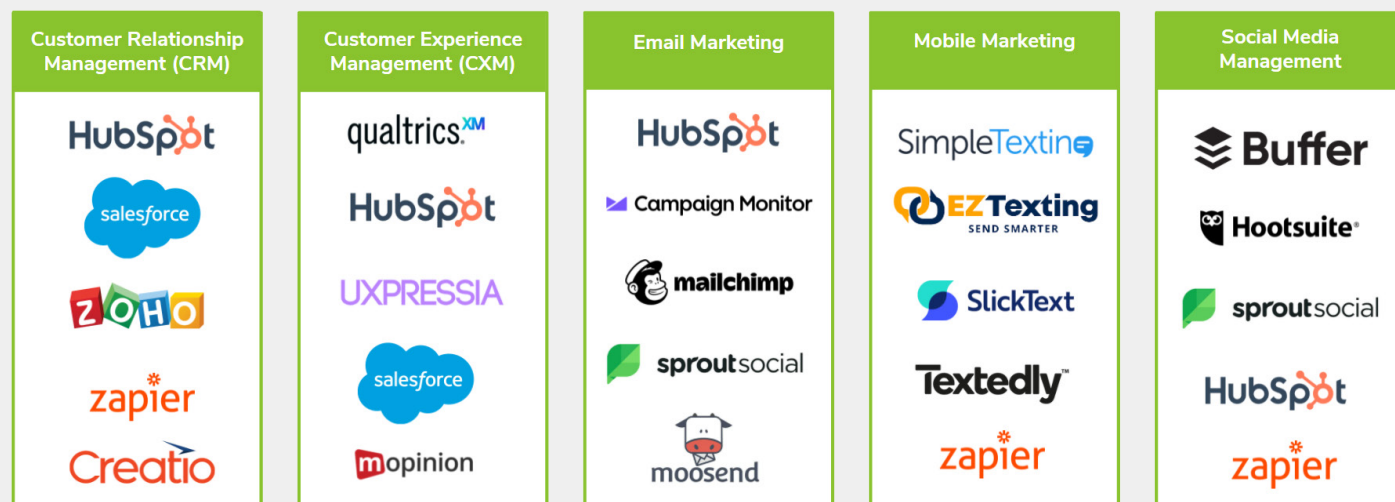
We analyzed 2,500 organic searches for marketing solutions in May 2021. Out of a volume of 295,000 searches, solution provider **HubSpot**—a longtime favorite in the marketing world—ranked No.

1 on the first page of Google. While **YouTube** took the No. 2 slot, the other four top slots were an even split between review sites and content providers.



Which marketing solutions own the conversation by category?

HubSpot made the list in four of the top five categories. While better known for its CRM, email marketing and social media management capabilities, HubSpot also took their place in the customer experience management (CXM) category thanks to their in-depth customer journey content.

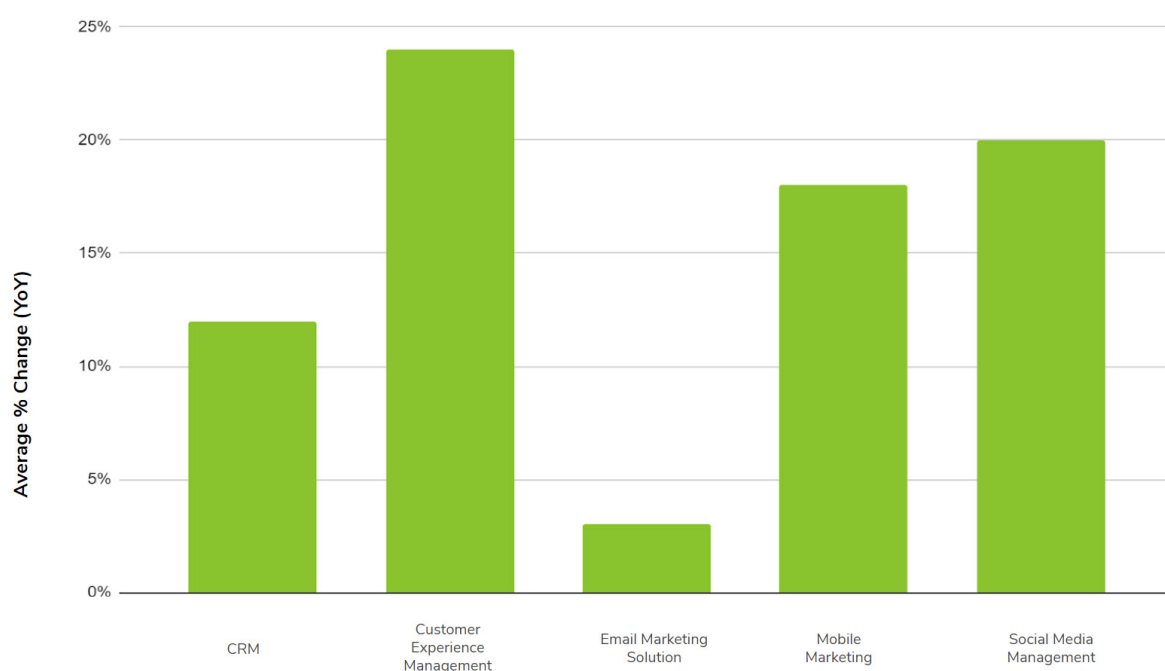


Based on May 2021 data

Categories with the largest year-over-year change (April 2020 - April 2021)

Small business owners seek social media management and CRM tools, while companies of all sizes search for mobile marketing. Yet the big mover from 2020 to 2021 is CXM—for good reason. According to statistics compiled by [SuperOffice](#), customer experience

has overtaken price and product as the No. 1 key brand differentiator, and companies that earn \$1 billion annually can expect to earn an additional \$700 million within three years by investing in CX.



Based on April 2020 vs April 2021

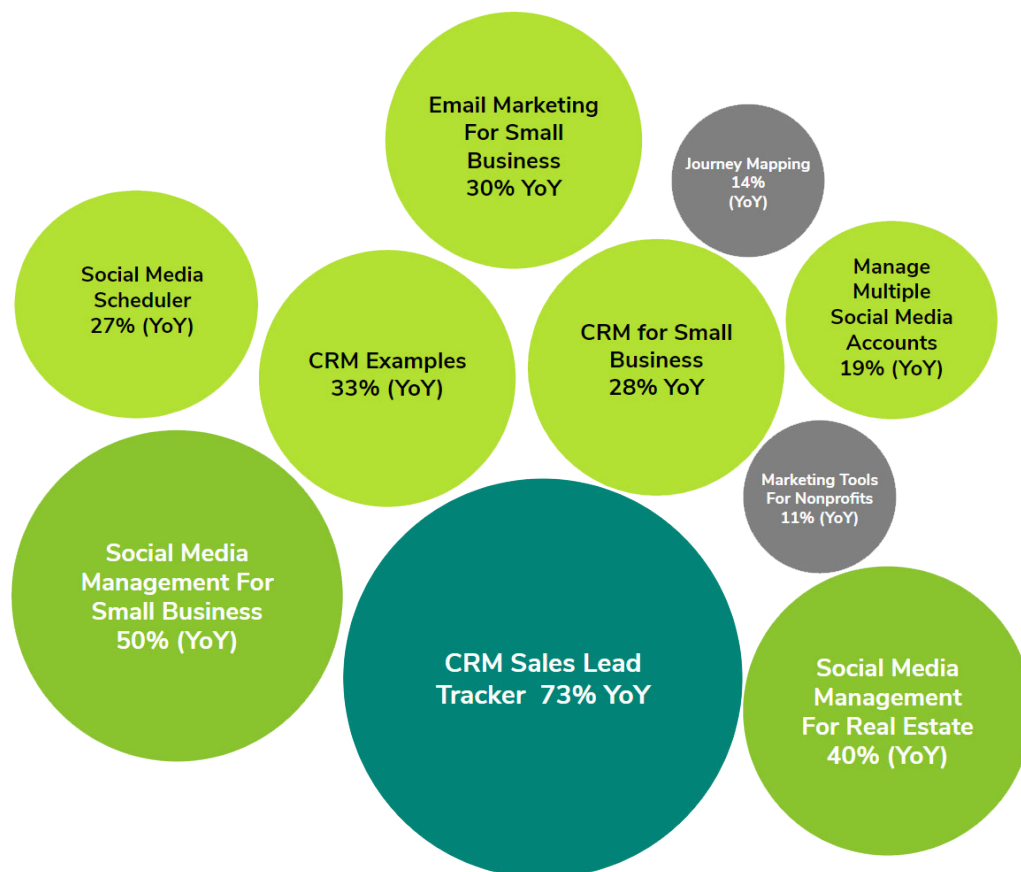
Topic trends with largest average increase in search

Marketing and sales teams live and die by leads, so it's no surprise that **organic traffic for "CRM sales lead tracker" spiked by 73%**. But the reality is, marketing solutions had the most varied topics among all five categories, which brings great opportunity.

Organic Marketing Tip:

Prioritize developing content around these trending topics to capture your share of organic traffic.

Topic trends that had the largest average increase in search since last year:



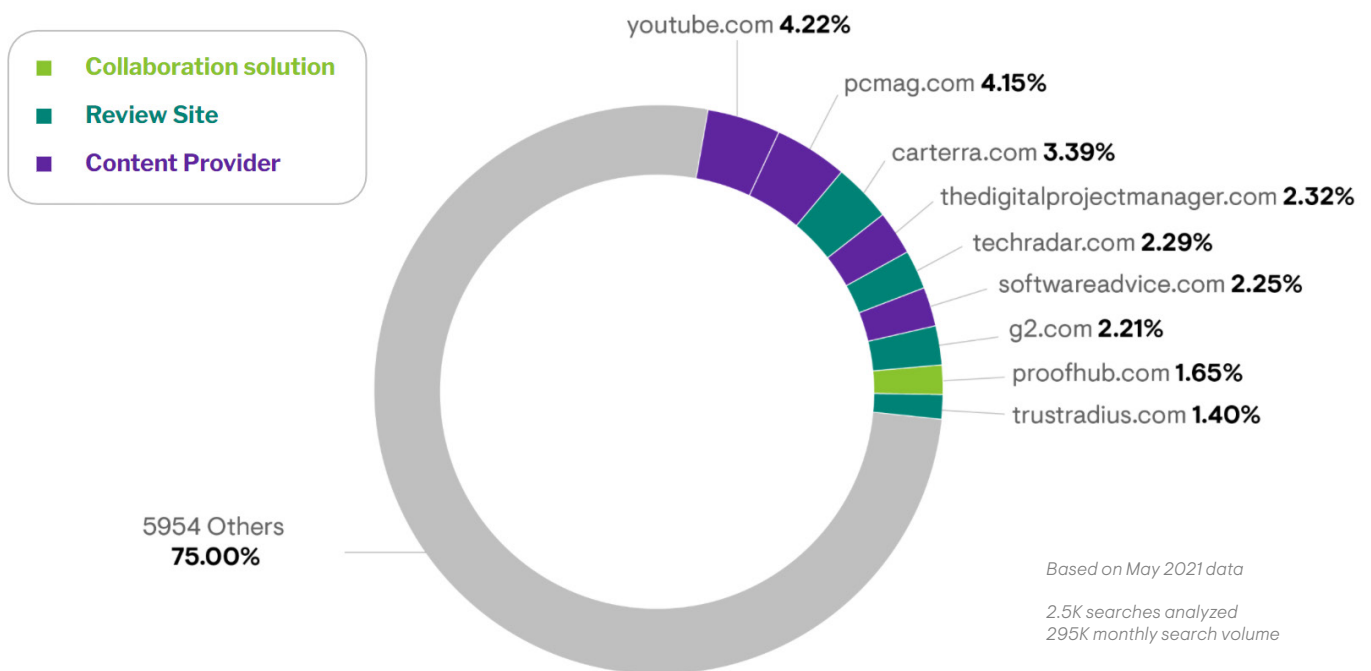
Based on April 2020 vs April 2021

Work Collaboration Tools

About this category: Work collaboration tools facilitate conversations among “everywhere employees,” allowing them to talk as a group, share relevant content, manage projects and work more efficiently.

Who owns the market on page 1?

We analyzed 2,500 organic searches for work collaboration tools in May 2021. Out of a volume of 295,000 searches, **YouTube** took the No. 1 slot on the front page of Google, with content provider **PCMag** a close second. Other content providers and review sites rose to the top.



Which work collaboration tools own the conversation by category?

Work collaboration tools tend to be highly categorized into these four areas. However, **Proofhub**, an all-in-one project planning software, made the list in two different categories—project management and workplace communication chats.

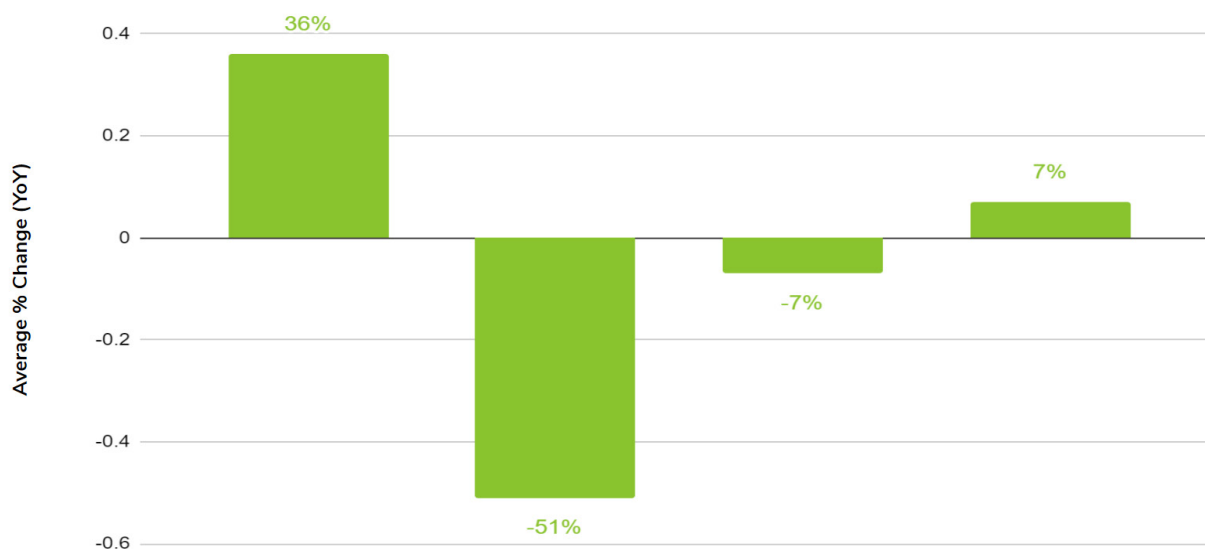


Based on May 2021 data

Categories with the largest year-over-year change (April 2020 - April 2021)

The pandemic made many companies comfortable with hiring full-time remote workers. Now the big question businesses face is how to help a distributed workforce stay productive. That's why organic searches for project management solutions are soaring, with more than 326,000 searches in April 2021 alone.

In contrast, video conferencing tools, which were an organic search darling at the start of the pandemic, are decreasing in demand, likely because businesses have since found the communication tools they need to keep their workforces connected.



Based on April 2020 vs April 2021

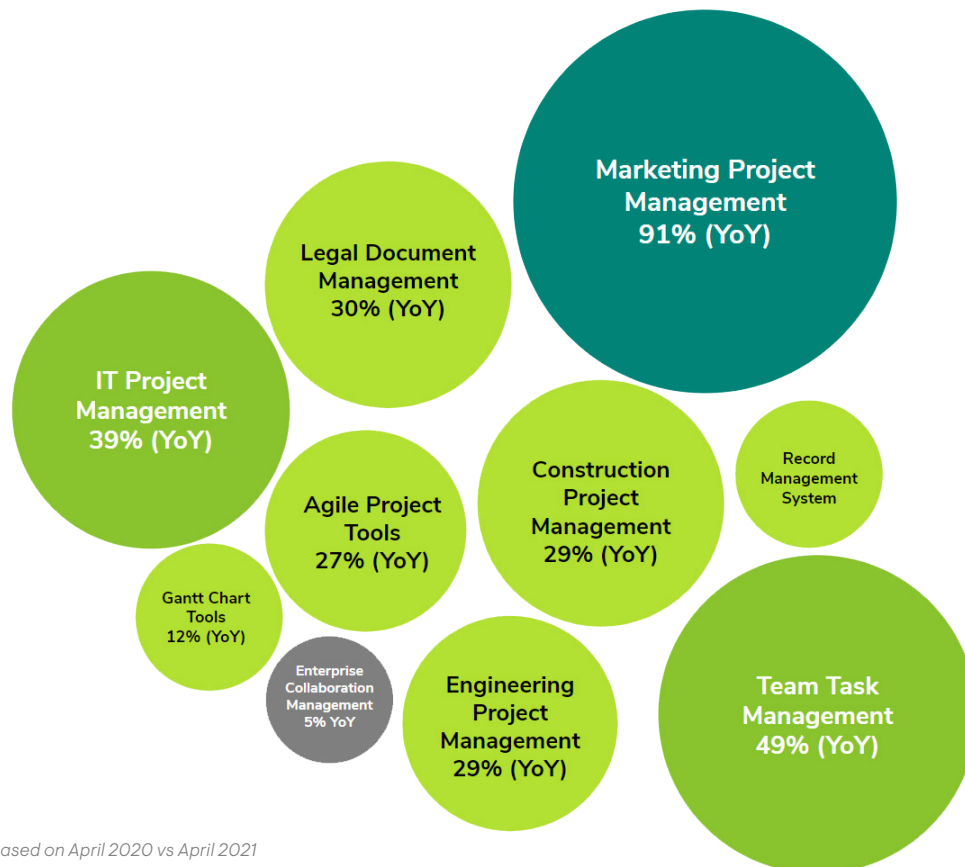
Topic trends with largest average increase in search

Did we mention project management lately? Searches for those solutions rose **91%** over the past year, an increase driven by marketing-specific search demand. A deeper dive shows increases in other industry-specific project management searches, including IT, legal, construction and engineering.

Organic Marketing Tip:

Share blog posts, videos and tutorials showing how you can help users better manage projects in a remote work world.

Topic trends that had the largest average increase in search since last year:



Based on April 2020 vs April 2021

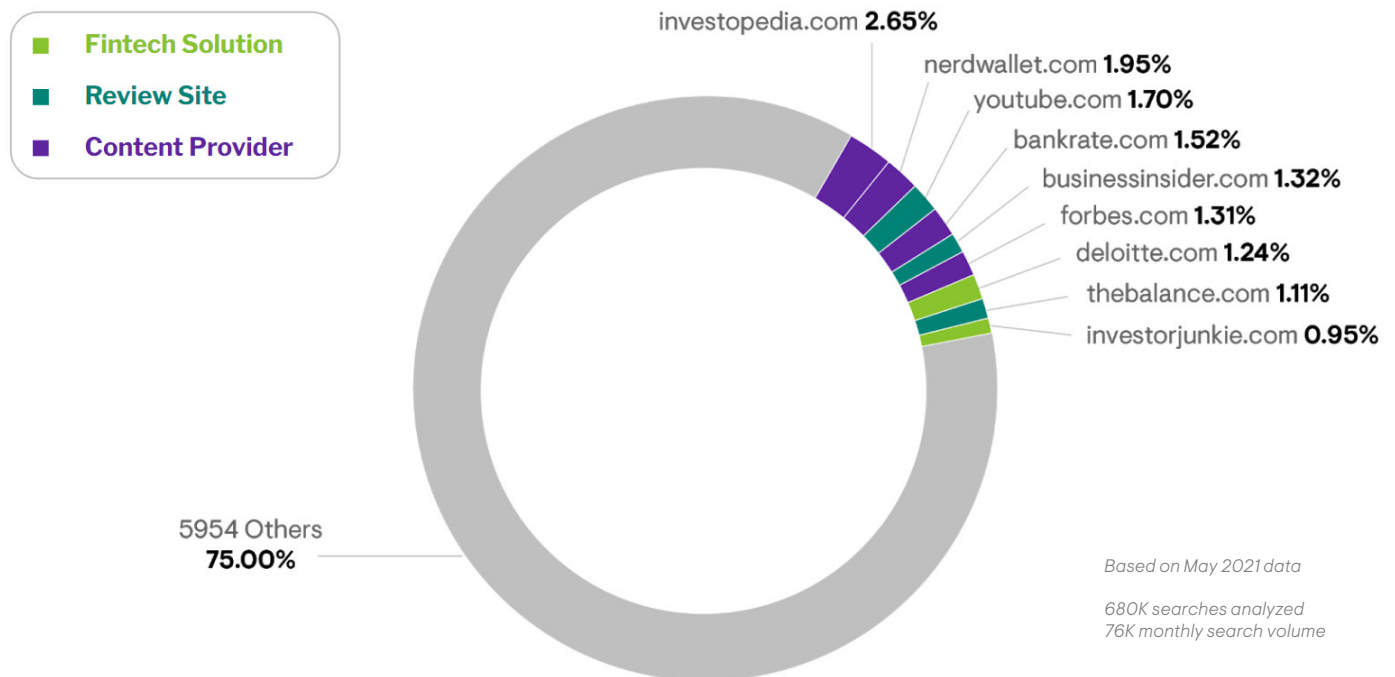
FinTech

About this category: Companies turn to fintech solutions to gain investment insights, handle payments, process financial data and implement banking-as-a-service.

Who owns the market on page 1?

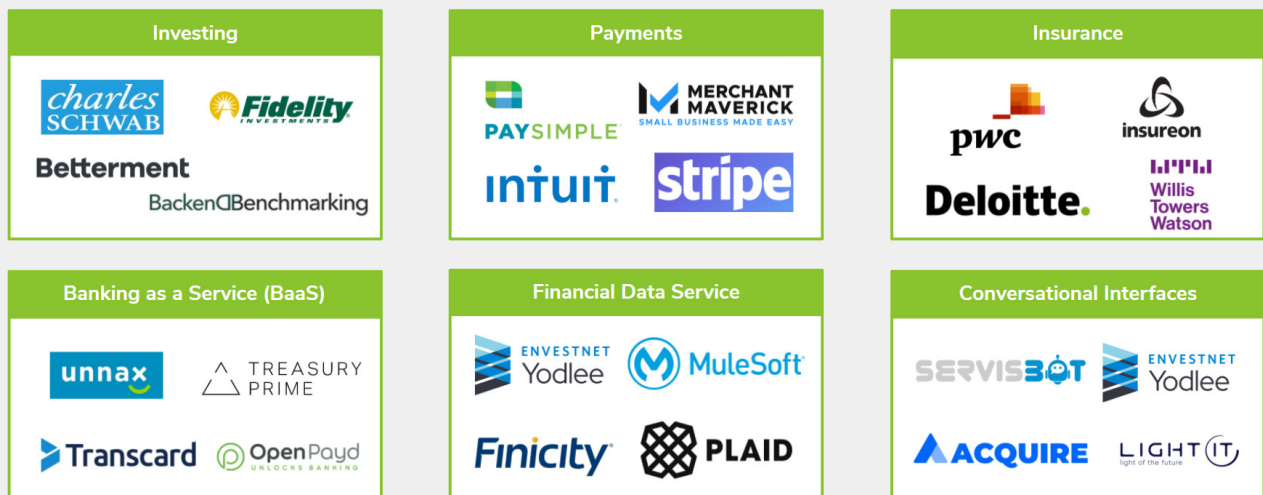
We analyzed 680 organic searches for fintech tools in May 2021. Out of a volume of 76,000 searches, content provider **Investopedia** took the No. 1 slot on the front page of Google, with **Nerdwallet** and

YouTube following in second and third. Fintech is the one category where organic searchers prefer industry-specific content over software review sites.



Which fintech solutions own the conversation by category?

You'll see some pretty familiar names across the categories, from Charles Schwab and Fidelity to PwC, stripe and MuleSoft. One interesting up-and-comer: **Investnet Yodlee**, a data aggregation leader that ranked in financial data services and conversational interfaces. They use a combination of blogs, videos and webinars to boost their organic content traffic.



Based on May 2021 data

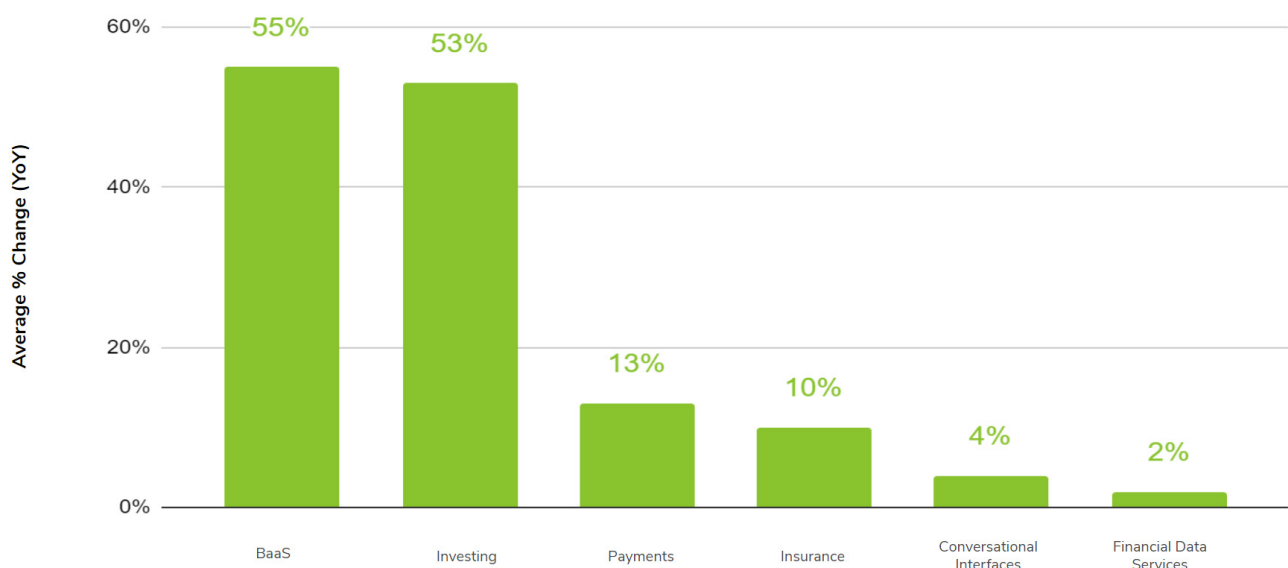
**Data caveat - Although Charles Schwab and Fidelity aren't seen as SaaS providers, they do have investing platforms that make it a lot easier for clients to use. PWC, Deloitte, and Willis Towers Watson aren't SaaS companies, but due to their well known consulting services that also leverage technology and post content around it, they're seen as experts on the topic.*

Categories with the largest year-over-year change (April 2020 - April 2021)

When companies want to give customers mobile bank accounts, debit cards, loans and payment services, they need to partner with a licensed bank. Banking-as-a-service (BaaS) lets them do just that—and search volume for BaaS solutions grew **55%** over the past year. BaaS brings two benefits to companies: a better CX and more intel

about customers' spending habits.

Investing follows close behind with a 53% increase in organic search. Two potential reasons why: (1) a move toward more automation in investing; (2) the rise of interest in investing across all sectors following the "flash crash" at the start of the COVID-19 pandemic.



Based on April 2020 vs April 2021

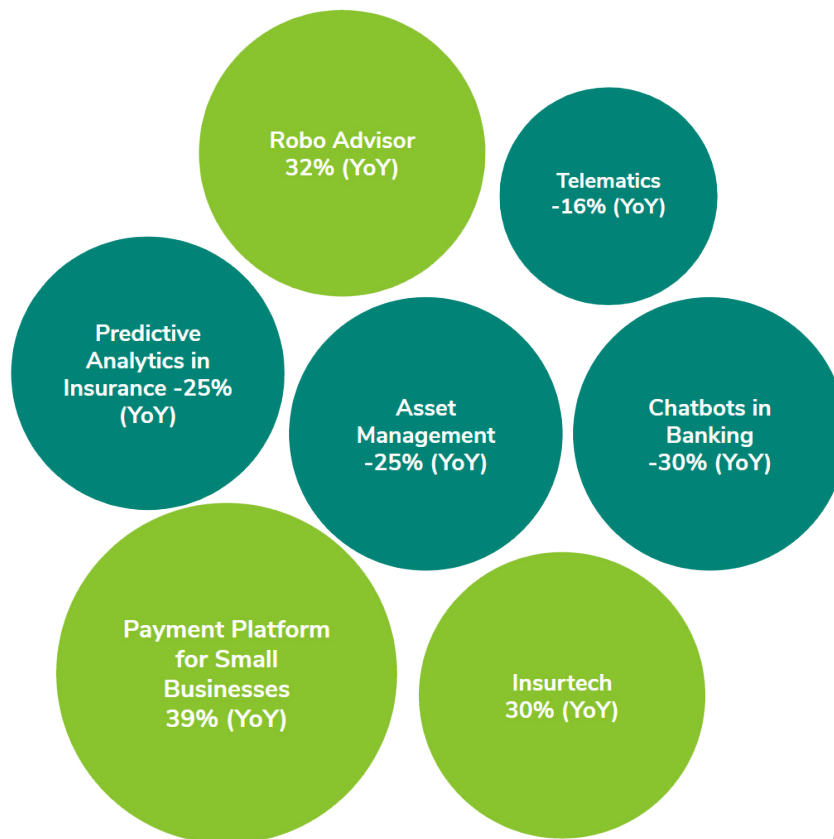
Topic trends with largest average increase and decrease in search

What's up: small business searches for payment platforms, robo advisors and insurance technology solutions. What's down: interest in telematics, asset management, predictive analytics in insurance and chatbots in banking.

Organic Marketing Tip:

InsurTech is a digital up-and-comer, and robo advisors are gaining in popularity. Prioritize these trending topics.

Topic trends that had the largest average increase & decrease in search since last year:



Based on April 2020 vs April 2021

Methodology

Interest and investment in SaaS solutions keep growing, and with more industries moving to the cloud, businesses will continue to seek B2B technology that can help them save time, generate revenue and stay ahead of the competition.

Conductor's industry trend reports are intended to help organizations stay on top of the latest trends, create industry-specific content from search insights and drive organic traffic.

If you are interested in learning about more ways Conductor can help you optimize your organic performance [get in touch with us today.](#)

We compiled and categorized over 14,300 searches around B2B technology within the Conductor platform. In doing so we were able to track top market share owners for May 2021. We also used seasonality data to further understand trends across topics and compare April 2020 to April 2021.