

UK B2B SaaS Industry Trends Report 2021

Search trends and insights for marketing technology and workplace collaboration tools

Why this report matters

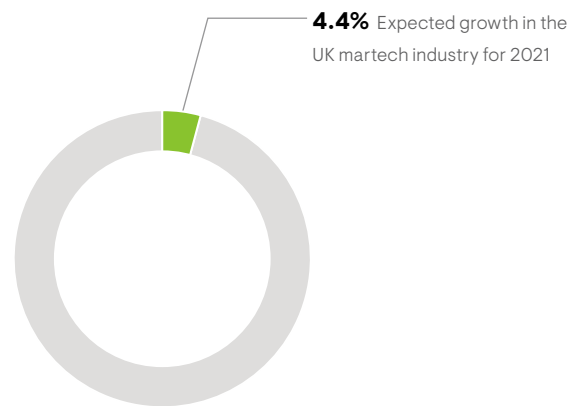
As companies throughout the UK dealt with multiple lockdowns during the COVID-19 pandemic, many turned to Software as a Service (SaaS) solutions to keep business moving. And that growth in the B2B space shows no signs of slowing down.

In 2020, the global SaaS market was worth **£186.9 billion (\$257 billion U.S.)**, and it's expected to **grow by more than 40% to an estimated £263.3 billion (\$362 billion U.S.) by 2022**. In the UK, public cloud SaaS revenue is estimated to reach **£7.2 billion (\$9.9 billion U.S.)** this year and **will grow to £10.9 billion (\$15.03 billion U.S.) by 2025**.

The rapid shift from in-office to remote work during the pandemic brought high interest in two particular SaaS solutions: marketing technology (martech) and workplace collaboration tools. martech alone reached a market size of **£4 billion (\$5.5 billion U.S.) last year**.

With more than **15,500 SaaS companies worldwide**, competition has never been more fierce. And when companies want to learn about a particular product, they turn to Google.

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



Our top 2 takeaways

Martech: Customer experience management (CXM) solutions are the future.

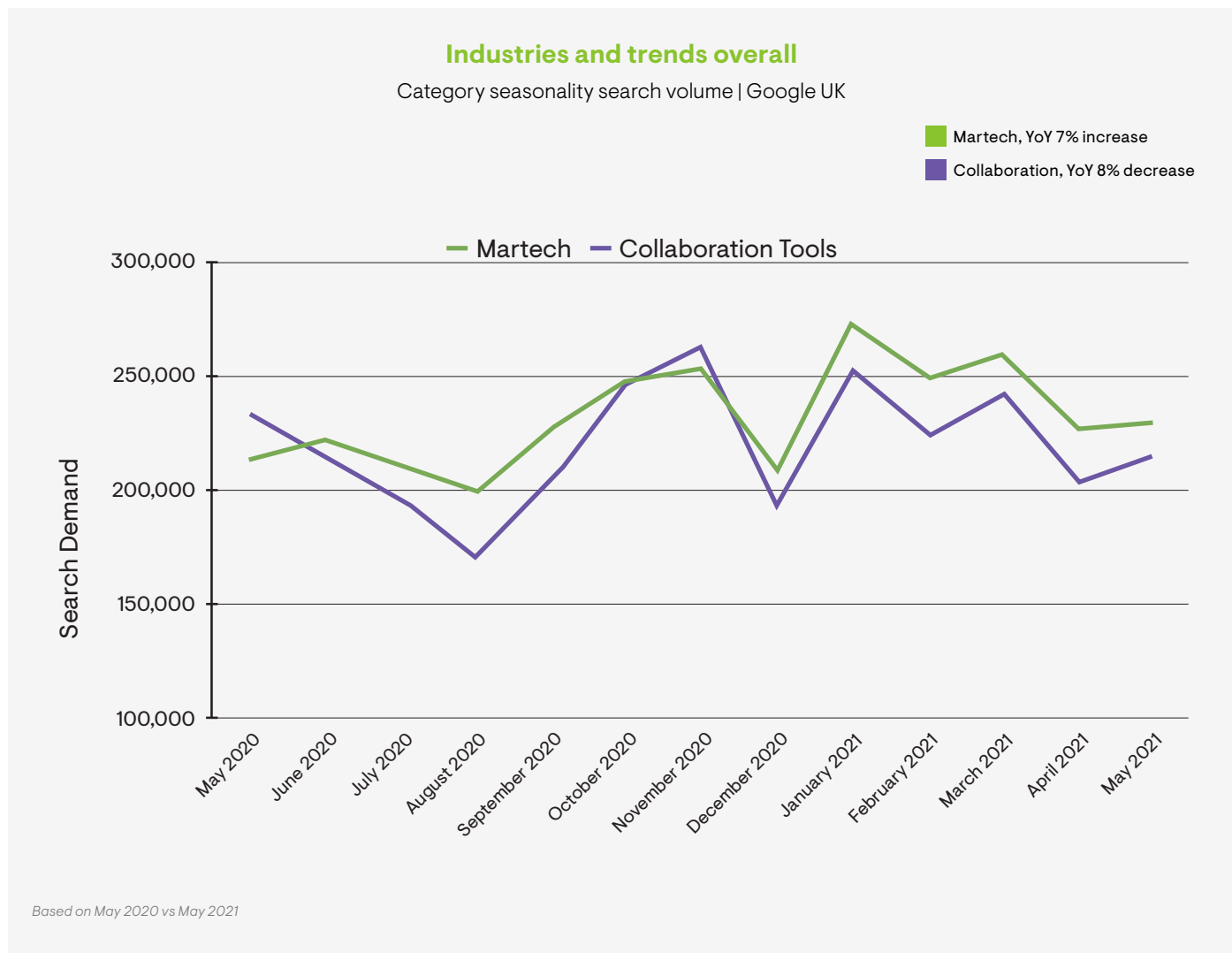
CXM in the UK is seeing a consistent increase since last year. Additional topics worth prioritising for content marketers in 2021 are advice and top tools for social media management.

Workplace collaboration tools: Document management and file sharing systems take center stage.

With more and more companies seeing the value in moving to digital, solutions for document management and archiving systems saw close to a 10% average increase since last year.

Search demand by category

UK search results from May 2020 to May 2021 across both categories of B2B SaaS technology show increases and decreases that follow the typical work schedules of UK companies. Search demand fell over two key holiday seasons—spring and summer 2020 and December 2020. Demand then increased after summer and following the start of the new year as employees returned to work from their holidays. Both categories showed minor year-over-year increases and decreases, which may imply these trends are here to stay.

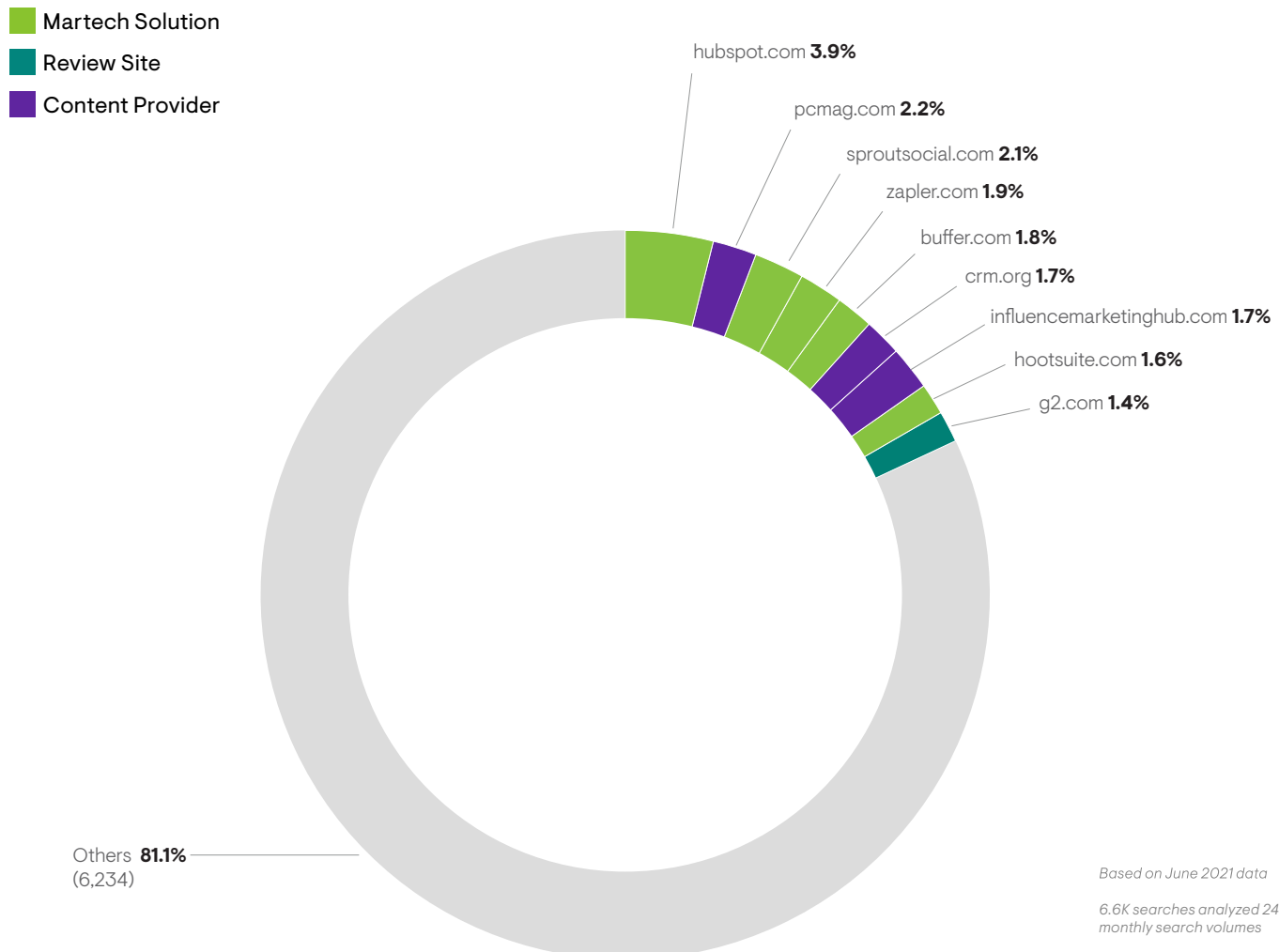


Martech Solutions

About this category: Martech solutions help teams create personalised, segmented, and timely marketing experiences. Solutions run the gamut from customer experience management (CXM), social media, customer relationship management (CRM), and contact management systems.

Who owns the market on page 1?

In our analysis, martech solution providers took four of the top five spots on page 1 of Google. **Hubspot**—a long-time favourite in the marketing world—ranked most often on the first page of Google, driven by their robust content section. Social media automation providers **Sprout Social** and **Buffer** also took top-five spots, as did **Zapier**, which includes social media automation among its varied solutions. **PCmag** was the only content provider to break into the top five, while **G2** was the only review site to make page 1.



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 CXM category thanks to their in-depth customer journey content. A rising UK martech star: **TextMarketer**. They're local, with an intriguing balance of software and services, including **Message Box**, a leading business text messaging service.



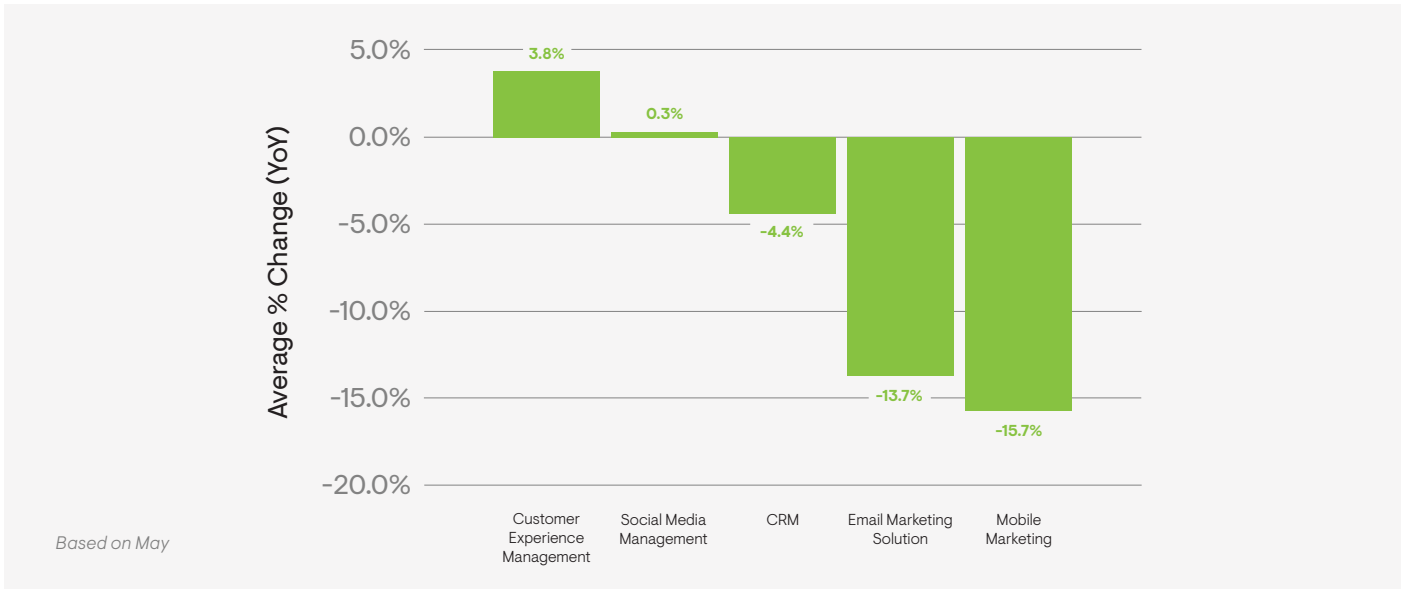
Based on June 2021 data

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

In the UK, **65% of people point to customer experience as an important factor in their purchasing decisions**. So it's no surprise that businesses are turning to CXM solutions in their quest to create an optimal customer journey. CXM software had the highest year-over-year percentage increase in search volume from May 2020 to May 2021. Social media management tools showed a slight increase. Although these year-over-year changes aren't as high as expected,

trends show us that search demand decreases at the start of summer season in May and surges again beginning each fall.

The global CXM market is expected to grow from £6.2B (\$8.56B U.S.) in 2020 to **£11.8B (\$16.25B US) by 2026**.



Based on May

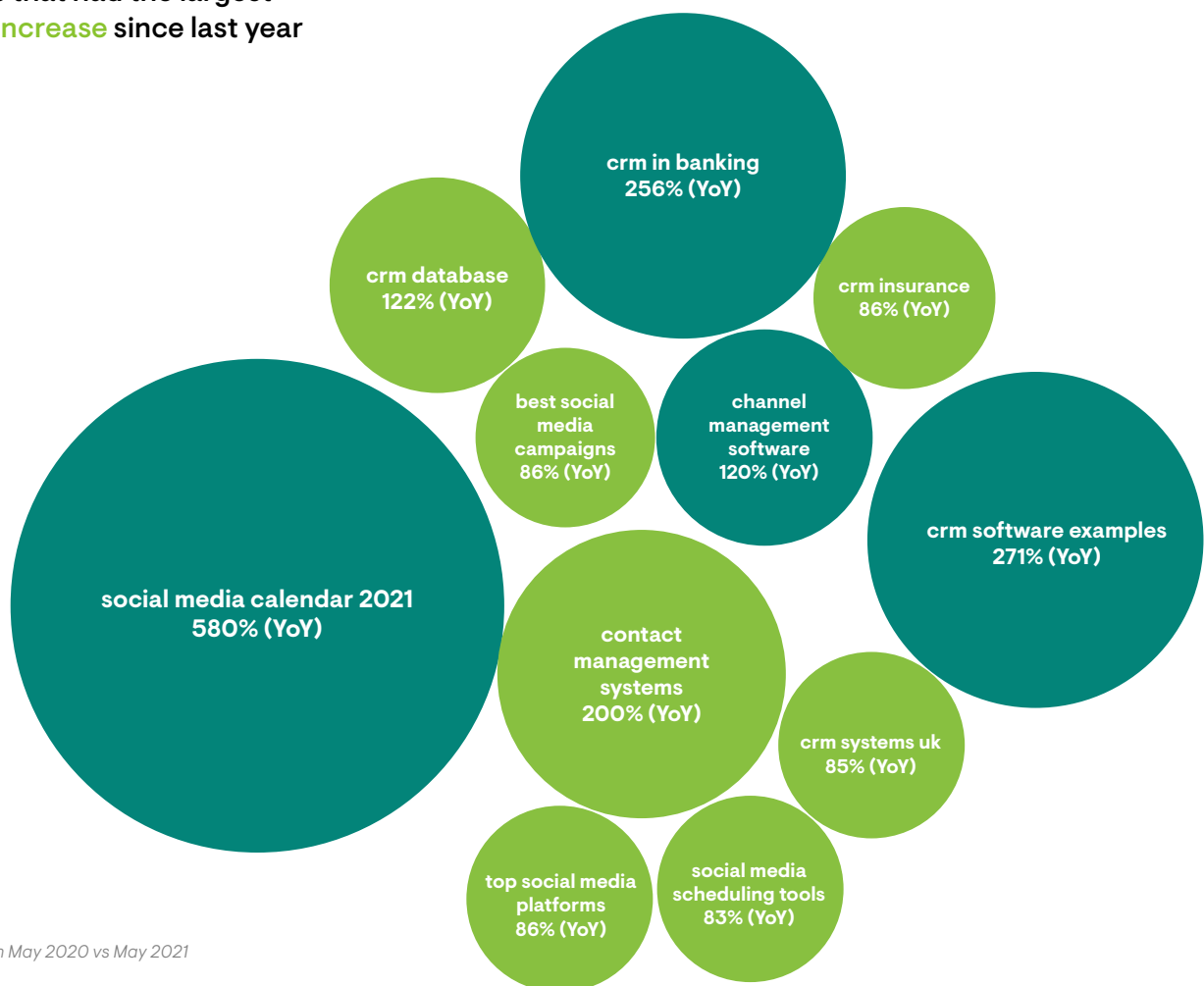
Topic trends with the largest average increase in search

Searches for “social media calendar 2021” experienced a near-600% increase over the past year. A deeper dive shows high search interest in content calendars, campaigns, and automation solutions and platforms. Searches for CRM examples are up nearly 300%, with higher search volumes for CRM in the banking and insurance industries. “Contact management systems” and “channel management software” also showed large increases in search volume.

Organic Marketing Tip:

To win your company’s share of martech searches, prioritise creating content showing how your solutions can help companies solve their social media pain points.

Searches that had the largest average increase since last year



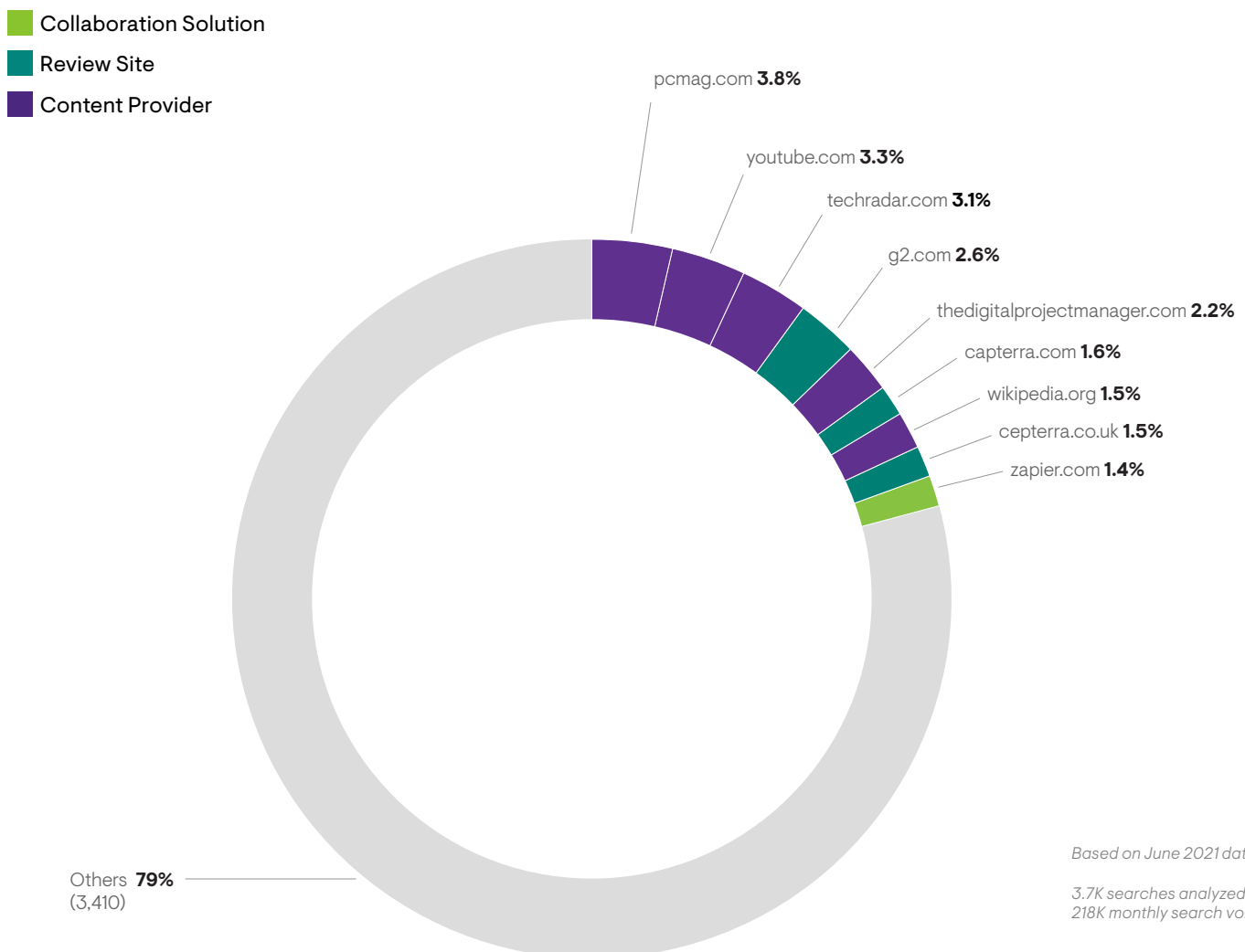
Based on May 2020 vs May 2021

Workplace collaboration tools

About this category: As UK workers and companies establish hybrid and remote work policies in the wake of the COVID-19 pandemic, they count on workplace collaboration tools to help employees access and share documents securely, manage projects, talk as a group, and work more efficiently.

Who owns the market on page 1?

When UK businesses search for workplace collaboration tools, they turn most often to content providers. **PCmag**, **YouTube**, **TechRadar**, and **thedigitalprojectmanager.com** rank in four of the top five spots on page 1 of Google, showing great interest in how-to guides and training videos. Review sites **G2** and **Capterra** also hit page 1. **Zapier** was the only solution provider to crack the top 9 spots for owning market share.



Which marketing solutions own the conversation by category?

Workplace collaboration tools tend to be highly categorized into four distinct categories: project management, video conference, workplace communication chats, and document management and file sharing. However, **ProofHub** and **Microsoft** made the list in two of the four categories. Two rising stars: **Chanty**, a workplace communication chat company formed less than five years ago that crafts engaging content around why their solution is better than market leader Slack; and **Toggl**, a popular time tracking software firm based in Northern Europe.

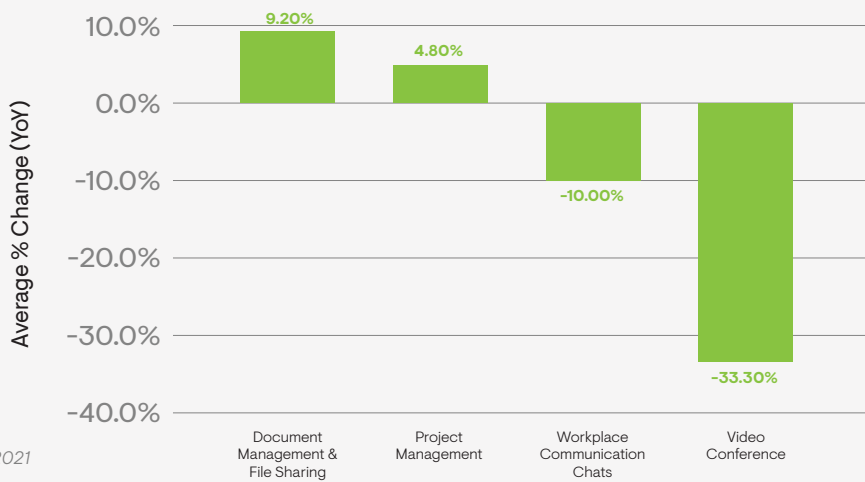


Based on June 2021 data

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

The pandemic made many UK companies comfortable with hiring full-time remote workers. Now, companies want to find ways to help a hybrid or distributed workforce stay productive. That's why organic searches for document management and file sharing and project management solutions have soared over the past year. In contrast, workplace communication chats and video conferencing solutions show decreasing search demand, likely because businesses found their preferred tools for these categories early in the pandemic.

Benefits of document management and file sharing tools include enhanced document security, improved regulatory compliance, and increased productivity.



Based on May 2020 vs May 2021

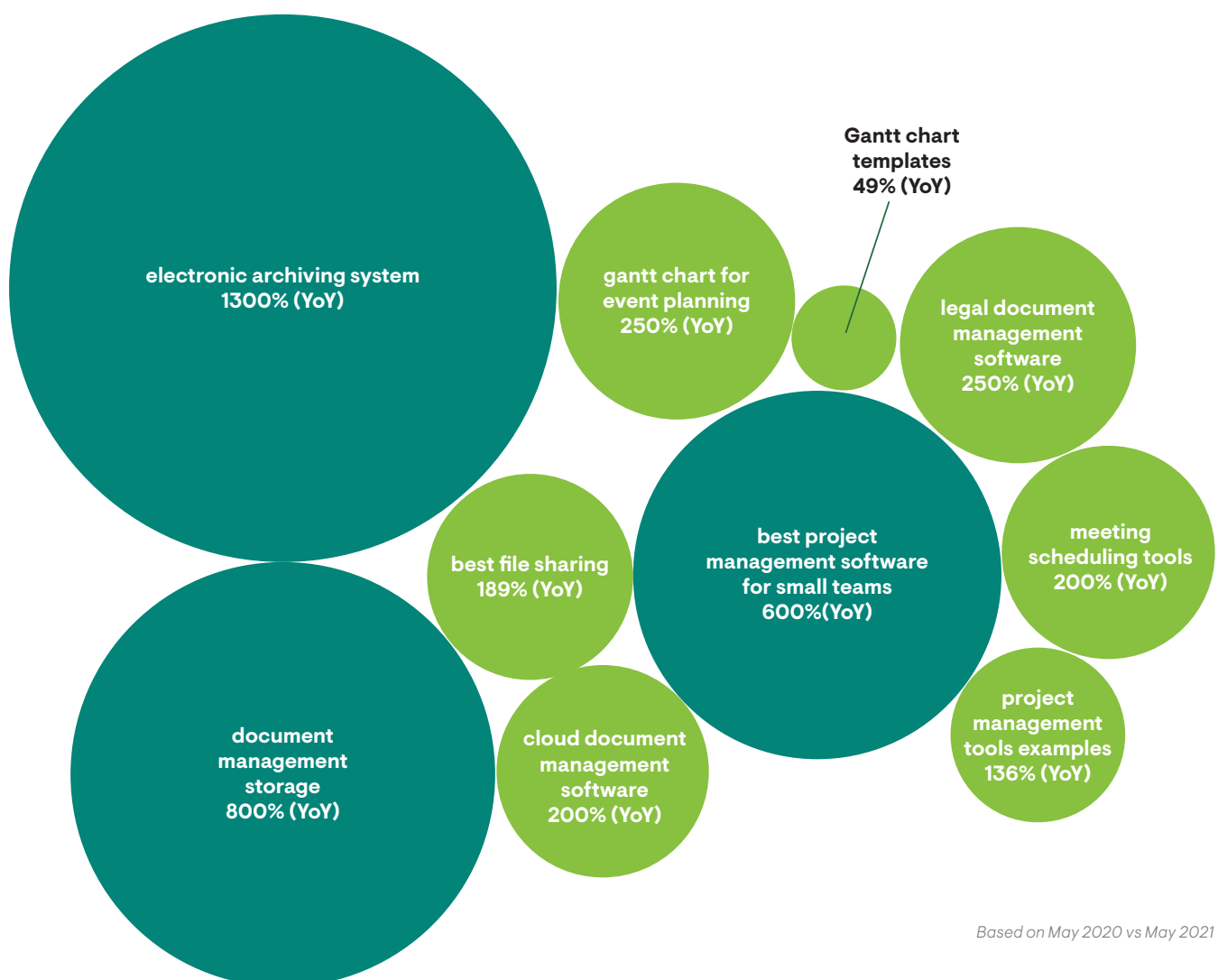
Topic trends with largest average increase in search

Searches for an “electronic archiving system” increased by an astounding 1300% over the past year, with “document management storage” demand increasing by 800%. UK businesses searching for project management solutions are seeking information about optimising the use of Gantt charts.

Organic Marketing Tip:

To win your company’s share of searches for workplace collaboration tools, prioritise creating content showing how your solutions can help companies manage documents, share files, use Gantt charts, and project management.

Searches that had the largest average increase since last year



Based on May 2020 vs May 2021

Methodology

We conducted our own research and analysed **10,256 non-branded B2B searches** relating to martech and workplace collaboration tools within the Conductor platform. In doing so, we were able to track top market share owners for June 2021.

We also used seasonality data to further understand trends across topics and compare May 2020 to May 2021. This data is based entirely on UK desktop searches.

Conclusion

Interest and investment in SaaS solutions keeps growing. According to the UK [Office for National Statistics](#), 85% of adults currently homeworking want to use a hybrid approach in the future. With hybrid work models emerging and industries moving their businesses to the cloud, companies will continue to search for B2B technology that can help them save time, generate revenue, and stay ahead of the competition.

If you're interested in learning more about how Conductor can help you optimise your organic search capabilities and get a foothold in the martech or workplace collaboration tools space,

[Contact Us Today](#)

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