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B2B SaaS Market Leaders & Tech Trends 2022

Discover the top-ranking B2B SaaS technologies, learn the latest trends, and get the B2B SaaS marketing secrets that help leading companies secure market share.

B2B SaaS: Getting ahead in a surging and evolving landscape

Despite all the changes in the business world over the past two years, one thing remains the same: the demand for B2B Software as a Service (SaaS) solutions keeps growing.

Gartner predicts that **global cloud spending will reach nearly $397.5 billion** by the end of 2022. The B2B SaaS technology industry represents the majority of that spend, valued at more than $145 billion, with a remarkable **40% growth expected over the next two years**.

While businesses continue to embrace B2B software due to its quick and easy deployment, remote cloud network flexibility, affordability, and scalability, t**he way businesses use B2B SaaS industry tech keeps evolving**. The new realities of life after the pandemic have created a fresh set of business objectives, and solution providers are refining their technologies and creating innovative services and platforms to meet these emerging needs.

At the same time, new competitors continue to flood the B2B software industry, inspired by the success of others who have matured and prospered before them. The number of SaaS technology industry companies that launched initial public offerings (IPOs) in 2021 **increased by 125% year-over-year** according to **BMC**.

This B2B SaaS Market Leaders & Tech Trends 2022 report can help you keep up with the latest in B2B technology marketing so you can capture more market share and drive results. Our team at Conductor analyzed **18,000 non-branded B2B SaaS searches related to HR, martech, productivity, and general enterprise software**. Then, we broke down the results into the top B2B SaaS trends for 2022.

Read on to discover the most visible B2B SaaS solutions and providers on Google, uncover the latest B2B SaaS trends, and learn how new players are using winning B2B SaaS marketing strategies to steal market share from established brands.

Nearly 78% of small businesses have already invested in SaaS.

Source: **BMC**

Top 5 Takeaways

Video is still king

If your B2B technology marketing mix doesn't include YouTube, you're missing out. The video platform remains the **#1 most visible result** for people searching SaaS solutions and played a key role in the rapid growth of unicorn **Monday.com.**

Accounting leads the race to the cloud

Ready for a General Ledger makeover? With a **1,300 MSV,** interest in cloud accounting solutions is surging. So, too, are searches for cloud ERP solutions **(243% YoY growth)** and cloud business intelligence **(247% YoY growth).**

Smart content strategies win the day

Fast-growing BI platform **Hevo** and established B2B SaaS industry companies **Sendinblue** and **BambooHR** all made impressive market share gains this year by differentiating their B2B technology marketing approaches.

The 'new normal' creates new trends

Top trending software searches address hiring needs (AI for talent acquisition is up **450% YoY**), in-person and virtual events (event management software is up **122% YoY**) and supply chain woes (fleet management software is up **85% YoY**).

Everyone wants to win the CX game

The customer experience is more important than ever. Searches for "customer experience management cloud" grew by **1,600% YoY,** while searches for marketing intelligence tools grew by **2,300% YoY.**

Overall market share owners

When CEOs, CIOs, and other executives search for the latest B2B SaaS solutions, they want to see exactly what they're getting. That's why **YouTube remains the top B2B tech marketing domain**, earning 4.73% of all Page 1 rankings on Google.
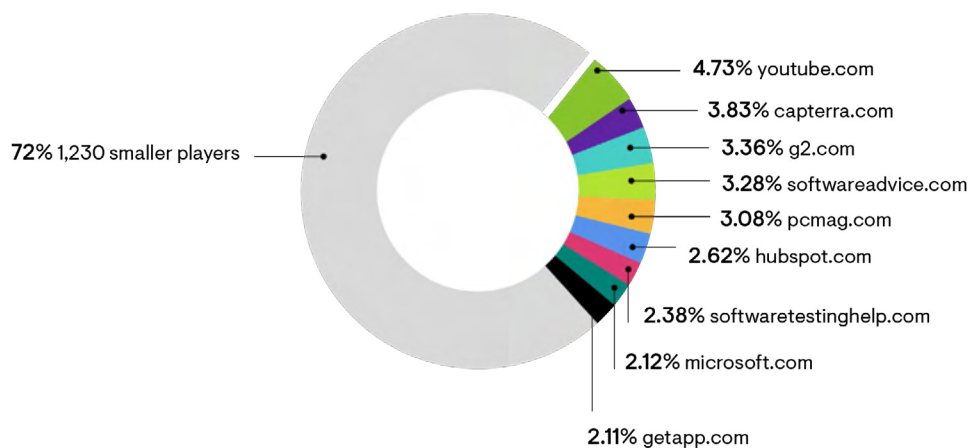
Market leaders are using video to show how their solutions can benefit companies, explain the technical aspects of their software, describe the most common use cases, and illustrate best practices. If you're looking to build a **community around your brand** or **reach new audiences**, YouTube should be a major part of your B2B SaaS marketing strategy.

Another smart idea: using comparison and review-centered content to **reach potential buyers during the consideration phase of their journey**. That's because the majority of other top domains are comparison and review sites like Capterra, G2, and SoftwareAdvice.

> **90% of users say they discover new brands, services, and products on YouTube.**
>
> *Source:* **ThinkWithGoogle**

Top market share leaders across the report

- 72% 1,230 smaller players
- 4.73% youtube.com
- 3.83% capterra.com
- 3.36% g2.com
- 3.28% softwareadvice.com
- 3.08% pcmag.com
- 2.62% hubspot.com
- 2.38% softwaretestinghelp.com
- 2.12% microsoft.com
- 2.11% getapp.com

01.

Top market leaders for different B2B Tech sectors

General enterprise technology

As businesses of all sizes settle into a world of distributed workforces, they're moving key functions like **accounting and billing to the cloud**, and the B2B software industry is seizing the moment.

Interestingly, two companies that specialize in accounting software for small-to-midsize businesses (SMBs)—**Freshbooks and Xero**—rank well in non-branded searches for general B2B accounting software, outperforming enterprise-focused solutions. This represents a prime B2B technology marketing opportunity for enterprise accounting software firms to optimize their websites and attract more non-branded searches.

> **33% of 3,000 accounting professionals globally say they're adopting some sort of cloud technology over the next two years.**
>
> *Source:* **CaseWare**

Companies looking to turn their Big Data into business-improving decisions continue to investigate the latest **business intelligence (BI) solutions**. Interest remains high this year, with leading brands Tableau, Microsoft, and IBM among the top-ranking companies.

Yet there's signs of serious disruption on the horizon thanks to upstart **Hevo**. Despite seemingly long odds—Hevo was founded in 2017 and has fewer than 200 employees—they rank in the top-five for non-branded BI searches. **Their secret sauce: A strong content strategy**.

The **learn section** of the Hevo website includes deep dives on topics of interest to developers and business users, including Big Data, web scraping, batch flow, and data mining. This section has grown in popularity over the past year and now receives **nearly 100K clicks per month**.

Top accounting/billing solutions		Top business intelligence (BI) solutions	
1	FreshBooks	1	+ a b l e a u
2	xero	2	datapine
3	intuit	3	Microsoft
4	sage Intacct	4	HEVO
5	NETSUITE	5	IBM

Customer relationship management (CRM) systems, tools that help businesses understand prospects and customers better, are must-haves for every enterprise company. When it comes to non-branded CRM searches, the five companies owning the market are nearly identical to those from our **B2B SaaS Tech Trends 2021 Report**.

While the word 'enterprise' is in its name, **enterprise resource planning (ERP)** solutions aren't just for the world's largest companies anymore. SMBs are also adopting ERP systems to manage their core business processes.

In this category, **Oracle owns the market**. Its parent brand, Oracle, specializes in enterprise ERP solutions, while its sub-brand, **Netsuite**—acquired in 2016—caters to the SMB audience. **This article**

breaks down the differences between the two solutions. Bonus points if you want to take a deeper dive and learn how **Netsuite drives leads with Conductor**.

Top CRM solutions		Top ERP solutions	
1	HubSpot	1	NETSUITE
2	salesforce	2	ORACLE
3	zapier	3	Microsoft
4	zoho	4	QAD
5	keap	5	SAP

MarTech

Email remains the dominant channel for B2B companies looking to market their products to potential buyers, which is why the **email marketing solutions** space remains ultra-competitive. While HubSpot remains a market leader, **Sendinblue** is gaining ground fast. They weren't in our top-five last year. Now, they rank number two in non-branded searches.

In addition to offering robust blog content, Sendinblue's website also includes a landing page that **compares their solution to Mailchimp**. That page alone receives **nearly 900 clicks per month**.

> **48% of small businesses have a mobile app, and 27% are planning to build one to support future business growth.**
>
> *Source:* **TopDesignFirms**

The biggest changes in B2B SaaS marketing technology for 2022 are happening in the **mobile marketing solutions** space. In last year's report, **text messaging** technologies took the four top spots on Page 1 of Google. This year, it's a completely different landscape. All five of the companies ranking high on Page 1 focus on helping companies drive growth, adoption, and engagement with their mobile apps.

It's a clear sign of the times: mobile apps are the new marketing battleground, expected to earn **$935B in revenue** by the end of next year.

While top social media platforms keep changing, the **social media marketing** solutions that businesses rely on to manage their social content remains the same. The top-five in non-branded social media marketing searches for 2022 is nearly identical to **last year's**.

Top email marketing solutions	Top mobile marketing solutions	Top social media marketing solutions
1 HubSpot	1 ADJUST	1 Buffer
2 sendinblue	2 Marketo	2 Hootsuite
3 mailchimp	3 CleverTap	3 sproutsocial
4 Campaign Monitor	4 AIRSHIP	4 zapier
5 moosend	5 ITERABLE	5 HubSpot

HR tech

From the Great Resignation to widespread talent shortages, HR departments face unprecedented challenges today, and they turn to **HR B2B SaaS technologies** to give them a competitive edge. For the purposes of our research, we've split HR SaaS categories into two categories:

Hiring solutions: This includes relevant, non-branded solution searches around recruiting, applicant tracking, and video interview software.

Employee solutions: This includes relevant, non-branded solution searches around onboarding software, workforce management, human capital management (HCM), and employee engagement.

The most interesting trend across both categories is the meteoric rise of **BambooHR**. They've increased non-branded traffic to their site **by 325% over the past two years**, including a 40% increase in the past year alone.

How did they do it? One approach is an organic B2B tech marketing strategy that **focuses entirely on the value they provide to customers**. Catchy headlines like "We'll make you an HR rockstar" and "focus on people, not on paperwork" **rank extraordinarily well on Google** and deliver clear benefits to the end-user.

Top hiring solutions		Top employee solutions	
1	ZOHO	1	bambooHR
2	ideal.	2	connecteam
3	workable	3	ZOHO
4	JOBVITE	4	kissflow
5	bambooHR	5	freshworks

Productivity software

How can you help people in different geographic regions collaborate better? **Productivity software** B2B SaaS solutions look to answer that question. We've broken down the category's market share leaders into the following four categories and uncovered some interesting insights:

When it comes to **project management** solutions, this year's top ranking company in non-branded searches wasn't even on the list in **our 2021 report**. Meet **Monday.com**. They're a unicorn (a privately held startup worth more than $1 billion). They continually optimize their B2B technology marketing content. And they've seen an astounding **304% YoY increase** in non-branded clicks to their site.

Monday.com also leverages the power of YouTube. They've relied heavily on paid YouTube ads and also have an **organic YouTube channel**, updated several times a week, that includes a thorough mix of how-tos, webinars,

demos, case studies, and even recruitment videos showing what it's like to work at the company. Their organic B2B SaaS marketing success has led to financial success, with Monday.com reporting **84% YoY revenue growth** in Q1 2022.

While Zoom was the pandemic darling of **video conference solutions**, the top ranking companies in non-branded searches for 2022 is one you might not know: OwlLabs. Their mobile-optimized site is specifically devoted to video conferencing for distributed workforces, and their organic content strategy includes a blog and an annual **State of Remote Work report**.

You'll see plenty of familiar names in the lists for the top-ranking **document management solutions** and **workplace communication chats solutions**, with well-known brands such as Box, IBM, Microsoft, Slack, and Ringcentral taking a majority of Page 1 traffic on Google.

Top project management solutions	
1	monday.com
2	ClickUp
3	wrike
4	zoho
5	ProofHub

Top video conference solutions	
1	OWLLabs
2	RingCentral
3	webex by CISCO
4	zoom
5	lifesize

Top document management solutions	
1	box
2	eFileCabinet
3	SOURCEFORGE
4	IBM
5	Microsoft

Top workplace communication chats solutions	
1	slack
2	BROSIX
3	RingCentral
4	ROCKET.CHAT
5	Microsoft

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Trending B2B SaaS topics

General enterprise solutions

Lower costs and faster implementation are two common reasons why businesses are moving their **ERP solutions to the cloud**. Our research shows a 28% YoY increase in search demand for ERP software overall, with searches for "cloud ERP solutions" **up 243% YoY** in particular.

A deeper dive shows specific ERP interest in manufacturing, e-Commerce, finance, and supply chain. That shows opportunities for ERP vendors to get ahead by implementing a B2B SaaS marketing strategy geared toward **explaining the value of ERPs for specific verticals**.

Trending B2B SaaS topics
General enterprise solutions

Trending ERP-related searches	YoY % change
cloud erp solutions	243% ⬆
it erp	83% ⬆
manufacturing erp software	69% ⬆
erp ecommerce	50% ⬆
erp finance	49% ⬆
erp supply chain	23% ⬆

One critical aspect of ERP solutions is their ability to handle **compliance management**, a task that's taking on added importance. Searches for "compliance management system" are up **an astonishing 3,671% YoY** and **1,957% since February 2022**, growing from an average of 480 searches per month to **more than 20K searches in the past month alone**.

A possible reason for the spike is continued global supply chain challenges, which are putting increasing pressure on sectors such as cosmetics, fashion, and apparel. These companies **must avoid suppliers** who participate in human trafficking or forced labor practices at all costs. They also must maintain compliance with European Union and other guidelines that ban the use of **certain chemicals** and other raw materials.
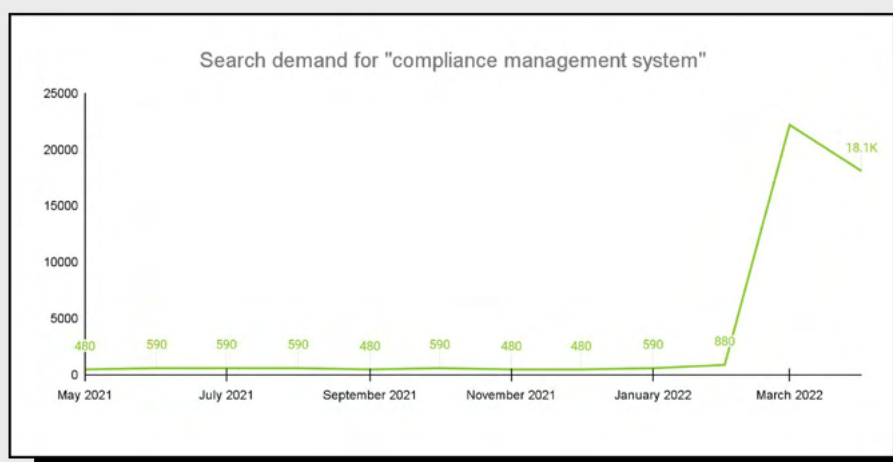
Over the past three years, **no-code platforms** have gained popularity as a way to speed up time-to-market and free up IT teams' workloads. Many business content publishers such as Forbes say **no-code is the future**. Yet, while non-branded

searches for "no-code development platform" remain steady, our research shows that **search demand has plateaued recently**. It will be interesting to watch what happens with no-code in the coming months.
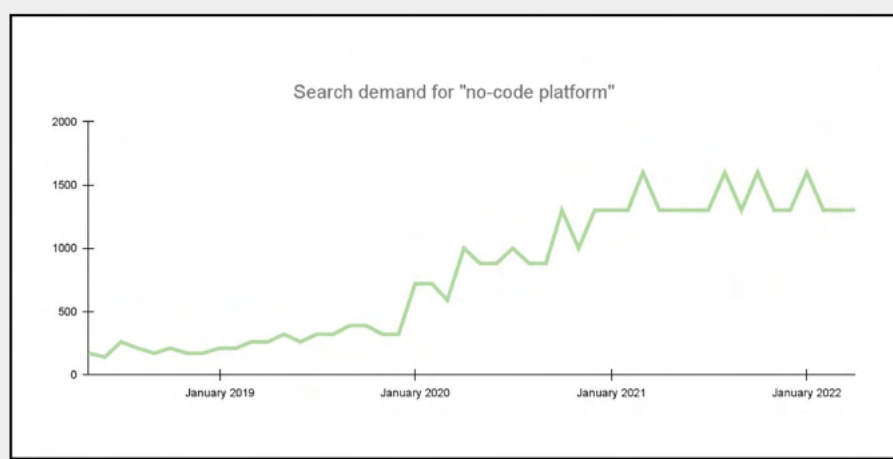
Another similar situation is occurring with **learning management systems (LMS)**. Searches remain relatively flat over the past year but still show above-average demand overall. Industry trends among LMS include cloud platforms for distributed workforces and mobile learning.

Other top trending B2B SaaS trends reveal interest in solutions that can help companies adjust to post-pandemic realities. A **122% YoY increase in** "event management software" searches shows how businesses are seeking platforms that can help them manage and scale virtual, in-person, and hybrid events, a trend recently highlighted in a **G2 article**. YoY search volume Increases in **logistics software (120%)**, **fleet management software (85%)**, and **warehouse management software (82%)** underline the heightened interest in supply chain optimization.

Trending software since last year	YoY % change	
event management software	122%	⬆
logistics software	120%	⬆
ticketing software	90%	⬆
fleet management software	85%	⬆
warehouse management software	82%	⬆
license management software	81%	⬆
vendor management systems	60%	⬆
task management software	53%	⬆
contract lifecycle management software	48%	⬆
digital signage software	46%	⬆
workflow software	26%	⬆

Accounting is ready for the cloud

Although searches for non-cloud based accounting software are still trending, we're seeing significant spikes in interest for **cloud accounting-related terms**. Overall searches in this category are **up 30% YoY**, with searches for "cloud accounting" in particular achieving a **1,300 MSV**.

Trending accounting-related searches

Search term	Average Search Volume April 2022
cloud accounting	1,300
erp accounting	720
open source accounting software	720
real estate accounting software	590
crm for accountants	480
contractor accounting software	480
non cloud based accounting software	390
cloud accounting software	390

Average Search Volume April 2022
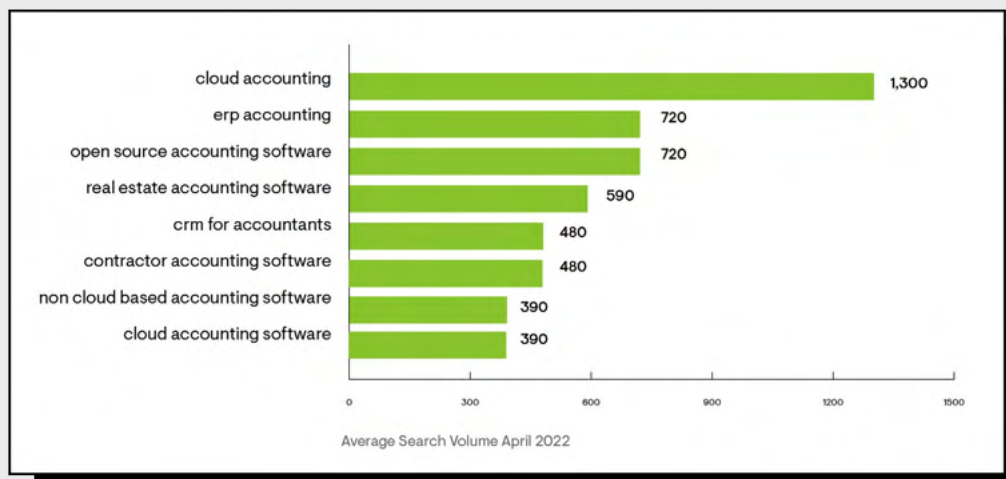
Business Intelligence and Analytics is valuable across departments

Businesses see Big Data—and their ability to act on it—as a key differentiator. That's why interest in **BI solutions** continues to grow, with search volume increasing by 33% on average YoY. Top movers include "cloud business intelligence" **(up 247% YoY)**, and "enterprise business intelligence" **(up 136% YoY)**.

As more companies further their digital transformation journeys, they're also exploring how they can gain visualization of data from Internet of Things (IoT) devices and how enterprise data warehouses may help them drive business results. Both "iot data visualization" and "edw data warehouse" show **129% YoY increases** in search traffic.

> **40% of all enterprise workloads will be deployed to the cloud by 2023, up from 20% in 2020.**
>
> *Source:* **Gartner**

Top trending BI-related searches	YoY % change
cloud business intelligence	247% ↑
enterprise business intelligence	136% ↑
iot data visualization	129% ↑
edw data warehouse	129% ↑
predictive analytics in healthcare	81% ↑

Managing the experience for leads and customers is a priority

Satisfied customers = more sales. So, it's no wonder why the customer experience (CX) is top-of-mind for all businesses. A 38% YoY increase in **CRM-related searches** show the staying power of this popular and evolving solution. CRMs are showing particular search interest in real estate **(6,600 MSV)** and insurance **(2,400 MSV)**.

Trending CRM-related searches

Keyword	Average Search Volume April 2022
real estate crm	6,600
insurance crm software	2,400
sales crm	1,900
open source crm	1,300
crm integration	1,000
crm analytics	880
social crm	880
erp crm	880
mortgage crm	880
healthcare crm	880
crm automation	720
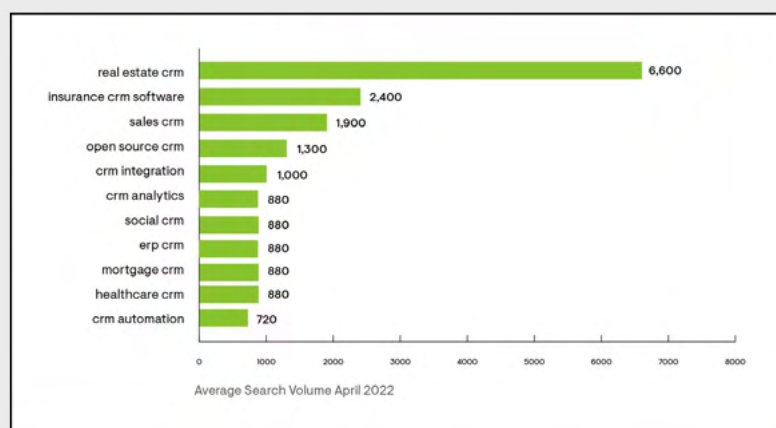
Our research also reveals a hot trending CRM-related keyword: "lead management solution." We've seen a **91% increase** in search volume for this topic, with "lead management system" searches yielding a **720 MSV**—an impressive **177% YoY increase**.

The new kid on the block when it comes to CX: **customer experience management (CXM) solutions**. They essentially take CRM data and use it to improve a company's CX at every touch point. Businesses are taking notice, with CXM searches overall **up 143% YoY**. Searches for "customer experience management cloud" are **up 1,600% YoY**, with searches for "customer experience

management in banking" **up 1,300% YoY**. We've even seen a new search term emerge: "global customer experience management market."

Trending CXM-related searches	YoY % change
global customer experience management market	new search ⬆
customer experience management cloud	1600% ⬆
customer experience management in banking	1300% ⬆
managing the online customer experience	800% ⬆
customer experience management telecom	250% ⬆
customer experience management software	182% ⬆
digital customer experience management	180% ⬆
cem customer experience management	120% ⬆
b2b customer experience management	100% ⬆

The future of martech is automation

Conductor's **State of Organic Marketing 2022** report identified the increasing rate of implementation and bandwidth challenges as two top pain points. This is leading B2B technology marketing departments to explore **martech automation** as they seek greater efficiency.

Searches for "marketing intelligence tools" are **up 2,300% YoY**, while searches for "bulk mail sending software" **are up 950%** and queries for "white label marketing platform" and "omnichannel marketing automation" are **up 600% apiece**.

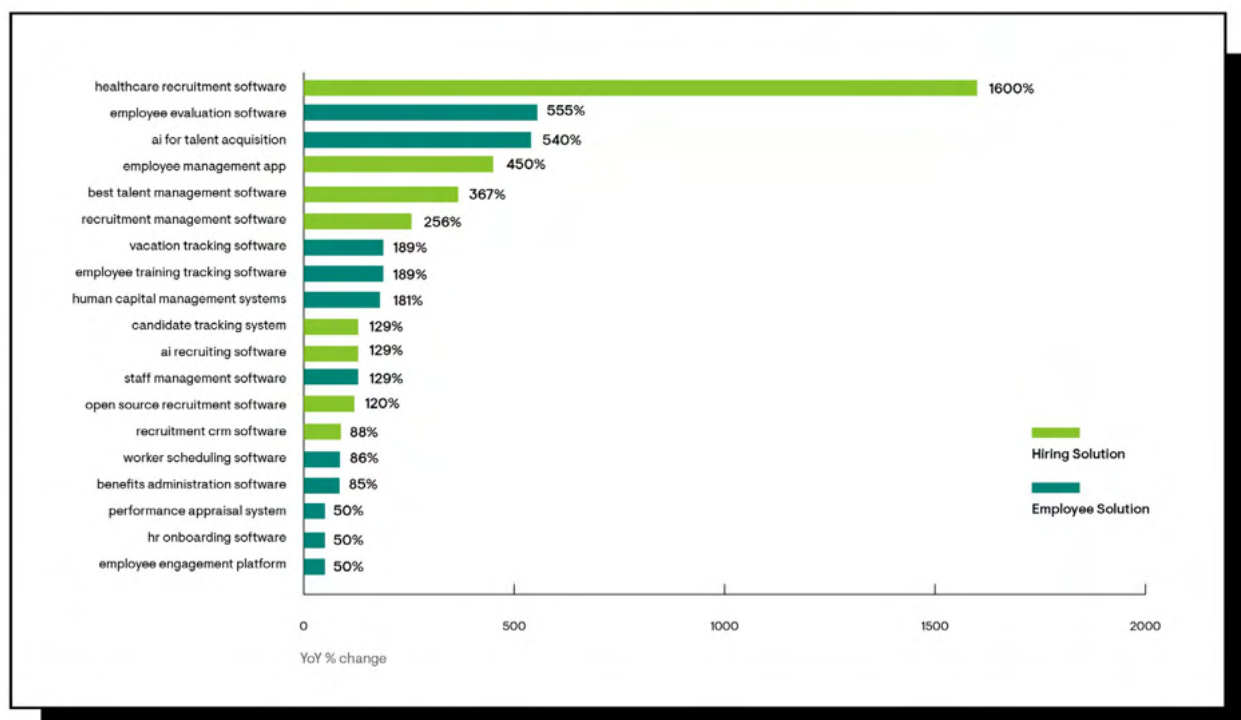| Trending martech-related searches	YoY % change
marketing intelligence tools	2,300% ↑
bulk email sending software	950% ↑
white label marketing platform	600% ↑
omnichannel marketing automation	600% ↑
affiliate marketing automation	457% ↑
competitor analysis tools	230% ↑
content marketing automation	191% ↑
marketing automation integration	180% ↑
email marketing platforms	89% ↑
marketing automation platforms	85% ↑
sales lead generator	30% ↑

AI is making it in the HR industry

With more than **11.5 million U.S. job openings** in March 2022 alone, finding quality talent has never been harder. Businesses are turning to B2B SaaS **HR solutions** and embracing the power of artificial intelligence (AI) to make recruitment easier and more effective.

HR automation solutions bring high search volume, with searches for "healthcare recruitment software" **up 1,600% YoY**. That's no surprise, considering that **25% of U.S. hospitals reported critical staffing shortages** at the start of

the year. To learn more about how healthcare organizations are also searching for travel nurses and staffing agencies, see our **2022 Healthcare Leaders & Digital Health Trends Report**.

Outside of healthcare, we're also seeing overall AI B2B SaaS trends emerge in HR, with "ai for talent acquisition" searches **up 450% YoY** and "applicant tracking software" searches **up 54% YoY**.

HR software search trends

Search term	YoY % change
healthcare recruitment software	1600%
employee evaluation software	555%
ai for talent acquisition	540%
employee management app	450%
best talent management software	367%
recruitment management software	256%
vacation tracking software	189%
employee training tracking software	189%
human capital management systems	181%
candidate tracking system	129%
ai recruiting software	129%
staff management software	129%
open source recruitment software	120%
recruitment crm software	88%
worker scheduling software	86%
benefits administration software	85%
performance appraisal system	50%
hr onboarding software	50%
employee engagement platform	50%

Legend: Hiring Solution, Employee Solution

YoY % change

Conclusion

In B2B SaaS, it can be challenging to navigate who your right audience may be, mainly when your solution is helpful across different industries. Leveraging search data and focusing your efforts on your digital marketing strategies is a great way to understand the market and have your audience find you.

Analyze your market share data and measure your performance data across channels to up your B2B tech marketing game. This approach will drive top-of-funnel B2B SaaS marketing activity to put your company ahead.

Learn how [Conductor can help](#).

About Conductor

Conductor is the world's leading organic marketing platform, helping businesses accelerate search traffic, digital growth and revenue. Conductor's technology helps marketers create powerful marketing content to drive quality traffic to their site and track their organic performance. Websites are more valuable than ever and getting found online is a #1 enterprise priority.