



2026 STATE OF MARKETING TO ENGINEERS

WHERE TECHNICAL BUYERS
TURN FOR ANSWERS,
AND WHO THEY TRUST

TReW
MARKETING

GlobalSpec

In collaboration with

elektor
MEDIA & LEARNING

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INTRODUCTION

WELCOME to the 2026 State of Marketing to Engineers Report. Now in its ninth year, research partners GlobalSpec and TREW Marketing, in collaboration with Elektor, continue to examine how engineers and technical buyers research, evaluate, and make purchasing decisions.

Our survey combines trend data with new questions that explore emerging behaviors. This year, we take a closer look at evolving trust in generative AI platforms, how engineers navigate search experiences, and the continued shift in where (and how) they prefer to consume technical content.

We also examine changing expectations for video, newsletters, and interactive tools, along with the balance between independent research and vendor engagement. Whether you're adapting your strategy for AI-influenced search or refining your content strategy for technical audiences, the insights in this report will help you connect more effectively with technical buyers in 2026 and beyond.

THE STATE OF MARKETING TO ENGINEERS REPORT
is designed to:

Help you better understand
the information needs and behaviors of
technical buyers.

Provide critical insights
to guide your marketing strategy in an
AI-influenced world.

Educate and forge alignment
with your leadership team and
sales organizations.



Earning Trust in the Age of AI

Wendy Covey

CEO & Co-Founder, TREW Marketing

MARKETING TO TECHNICAL AUDIENCES has never been static. Every year brings new tools, new technologies, and new “must-do” strategies that challenge marketers to rethink their approach. Sometimes those shifts reveal real opportunities. Other times, they distract us from what still works.

In my almost 30-year career working directly with technical companies and nearly a decade of this research, I've seen the same pattern repeat itself again and again: the landscape shifts, the channels evolve, but technical buyers do not abandon discernment.

This brings us to the shift disrupting today's marketing: AI.

Sixty-nine percent of technical buyers report using generative AI during the purchasing process, up meaningfully from last year. AI-generated summaries are highly visible in search, and most buyers are reading them, yet only a small fraction say those summaries are ever “enough.” And, trust in generative AI edged up from 4.4 to 4.7 out of 10, but that trust remains cautious, conditional, and situational.

In other words: usage is up, but discernment is still firmly in place.

This matters because it would be easy for marketers to overcorrect. With the tools available, it can be tempting to chase automation in favor of mass production. Our research suggests the opposite. As AI becomes more embedded in search and discovery, the quality and credibility of underlying content sources matter more, not less. Our technical buyers are still validating. They are still clicking through, still comparing, and still looking for signals they can trust.

That's where brand enters the conversation more forcefully than in years past.

For a long time, industrial marketers have been pressured to market specs over brand, told engineers care only about performance. This year's data challenges that assumption. When evaluating two technically similar solutions, 70% of buyers are likely to choose the better-known brand, and 53% say brand familiarity influenced their most recent purchase. A proven, positive reputation in the industry has become a decision-shaping factor.

Engineers still demand data, documentation, and proof, but brand does influence which vendors are trusted, remembered, and short-listed. Strong brands are increasingly important in an environment where AI can quickly summarize specifications but cannot replicate experience, reputation, or credibility built over time.

This demand for trusted, credible information is echoed throughout the report in where technical buyers continue to turn for information. Online technical publications, vendor websites, videos, longer-form content, and technical experts all remain critical.

As you read through this year's findings, I encourage you to use the data as more than a benchmark. Use it to educate leadership, to pressure-test your assumptions, and to take a hard look at how your AI, brand, and content strategies intersect. The marketers who succeed in 2026 will be the ones who understand how technical buyers think and design their marketing programs to earn trust at every step of the journey.

Let's do this.

Wendy Covey



Nine Years of Listening to Engineers

CJ Haight

Senior Marketing Manager, GlobalSpec

THIS IS THE NINTH YEAR GlobalSpec and TREW Marketing have partnered on the State of Marketing to Engineers Report. Over that time, more than 8,000 engineers and technical professionals have shared how they research, evaluate, and buy. It's a dataset I genuinely look forward to digging into every year—and this year's results gave me plenty to think about.

The headline I keep coming back to: online technical publications have overtaken vendor websites as the top research destination. 76% percent of technical buyers now turn to them routinely, edging out vendor sites at 74%. The gap is narrow, but the direction matters. Engineers are gravitating toward sources that feel editorially independent, not just commercially motivated. For marketers, the implication is that your presence in trusted third-party publications isn't optional—your buyers might be forming opinions from those publications before they ever visit your site.

Generative AI usage in the purchasing process continues to climb. Only 31% of buyers say they never use it, down from 42% last year. But trust hasn't kept pace with adoption. Most buyers still read AI-generated search summaries and then keep scrolling. Only 6% say those summaries are "usually enough." Engineers are using AI as a starting point, not a finishing line. That means the underlying content—your white papers, your datasheets, your technical articles—still needs to be credible enough to hold up when someone clicks through to verify what the AI told them.

The brand story in this year's data is also worth paying attention to. Seventy percent of technical buyers say they'd choose the better-known brand when

evaluating two technically similar solutions. That's not a soft metric. It's a decision-shaping reality that should inform how industrial marketers invest. Specs matter, obviously. But brand familiarity is doing real work in the background of every shortlist.

Newsletters remain a strong channel. Only about 6% of respondents don't subscribe to any, and the engagement actions are tangible: downloading spec sheets, clicking through to articles, visiting vendor sites. Engineers aren't passively scanning their inboxes. They're using newsletters as a curated research tool.

One thing worth noting about this year's data: our respondent base skews experienced. More than 72% are over 56, and engineers under 35 represent just 6% of the sample. That's a pattern across B2B research, where younger professionals are harder to reach through traditional survey channels, but it's one we take seriously. The insights here reflect the perspectives of seasoned technical buyers, and they're valuable. At the same time, we know the full picture of how engineers buy in 2026 includes digital-native voices we haven't fully captured yet. Closing that gap is a priority for future research.

I hope you find this year's findings as useful as I have.

CJ Haight

Key Takeaways for Industrial Marketers



62% of the buying process happens online before technical buyers engage with sales



68% of technical buyers listen to work-related podcasts

94% of technical buyers subscribe to newsletters

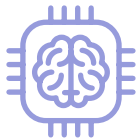


When it comes to answers from generative AI, technical buyers rank their trust level at 4.7 out of 10



53% of technical buyers say brand familiarity influenced their most recent purchase

91% of technical buyers attend at least 1 work-related webinar in the average year, with 49% attending more than three



69% of technical buyers use generative AI during the purchasing process

Technical buyers continue to find



to be the most valuable social media platforms for work

85% of technical buyers are willing to provide their information for technical content they find valuable

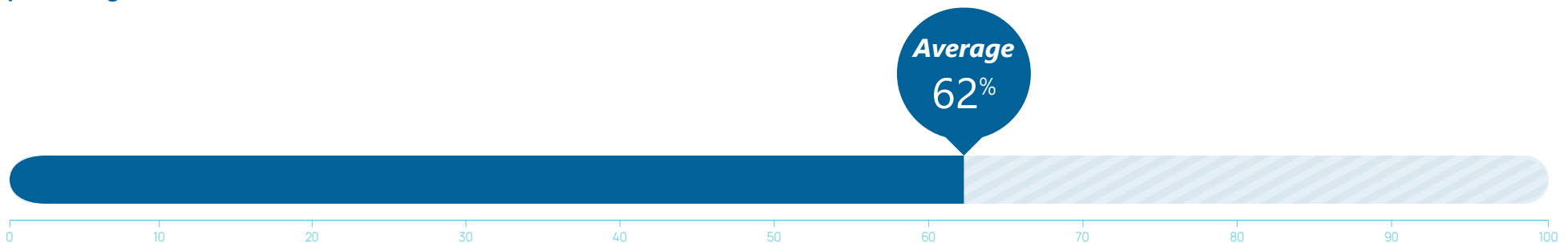


62% of the Technical Buyer's Journey Happens Online Before Contacting a Vendor

Younger technical buyers spend slightly more time online before engaging with sales. Those 35 and under spend an average of **sixty-six percent** of the buying process online, compared to **sixty-three percent** for those aged 36-55, and **sixty-two percent** for those 56 and over. Regionally, European technical buyers show the highest percentage at **sixty-four percent**, while those in the Americas average **sixty-one percent**.

Each year, the amount of the buying process occurring online continues to increase, with younger technical buyers delaying their first vendor interaction the longest.

In thinking about the entire buying process for significant work-related purchases, from early research to the final purchase decision, how much of the process happens online before you choose to speak to someone at the company? Please select a percentage between 0 and 100. (n = 709)



“Giving your prospects access to the knowledge they need will encourage them to keep returning for more, and build your brand as a trusted source of information.”

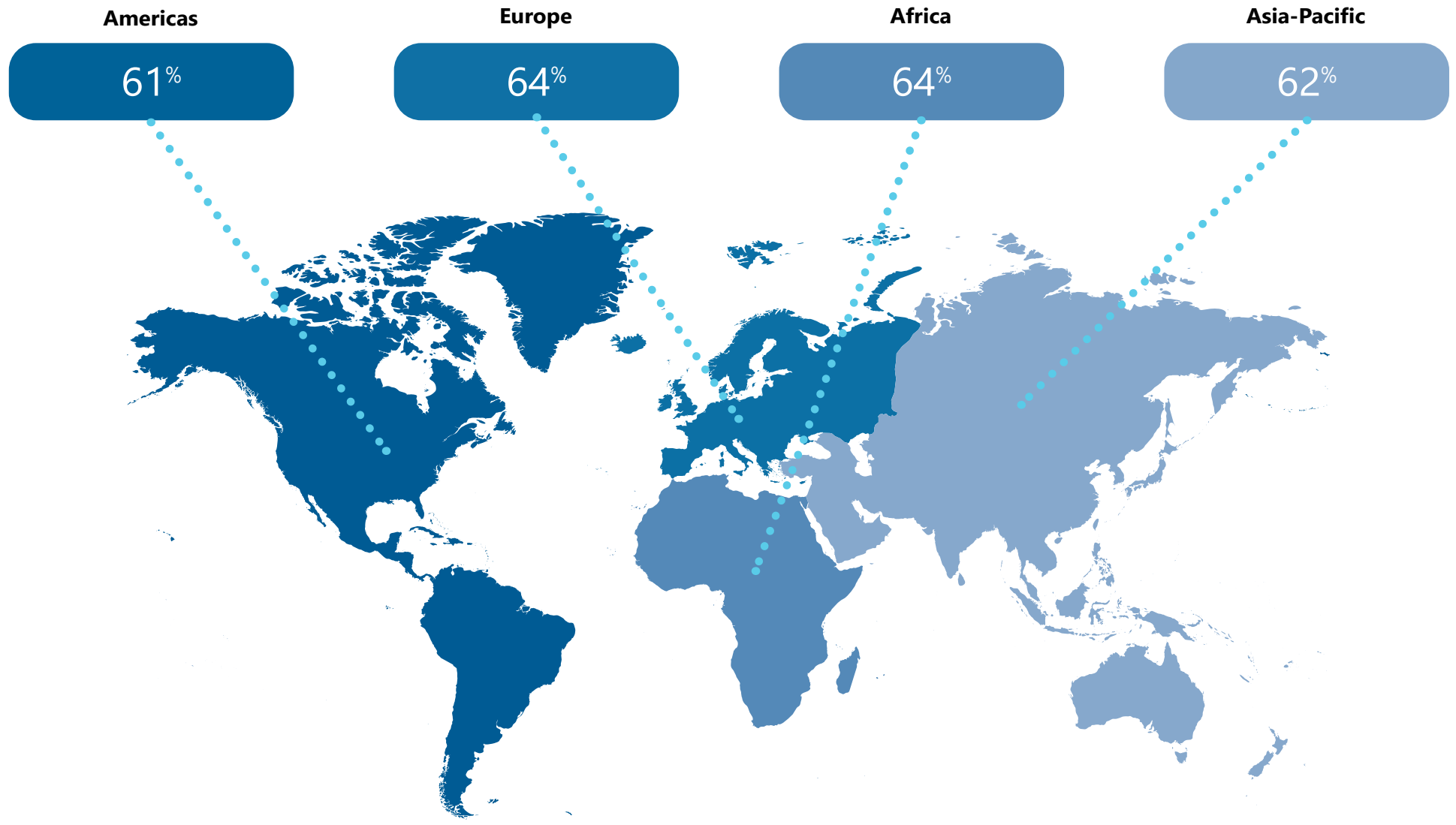


Jake Hall
Industry Advocate
The Manufacturing Millennial

By Age Group

35 & under.....	66%
36 – 55.....	63%
56 & older.....	62%

European and African Technical Buyers Spend More of their Journey Online



Pricing and Inventory Questions Are the Top Trigger for First Vendor Contact

Technical buyers were motivated to interact with sales to understand pricing and inventory. They're also interested in validating information found online and better understanding complex solutions. Only ten percent of respondents say they'd prefer not to interact with a salesperson at all.

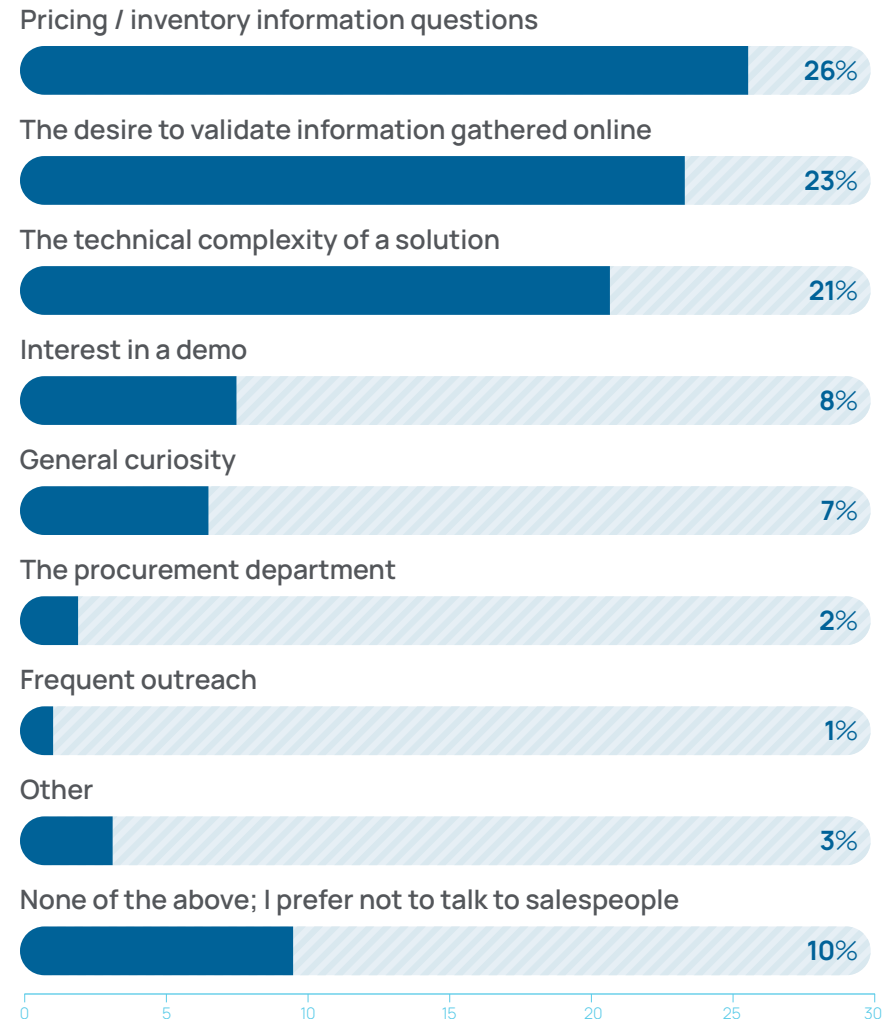
Think about your most recent work-related vendor purchases and fill in the blank.

_____ motivated me to interact with a salesperson for the first time. (n = 708)

“With technical buyers, we typically don't hear from them until they need pricing and timelines. Therefore, during our first conversation, our teams need to be prepared to capture all the technical details of the customer's application and their goals to make sure our products, services, and expertise align with their needs.”



Bill Carlson
Managing Director, BDC Laboratories



59% of Technical Buyers Prefer Email for First Vendor Contact

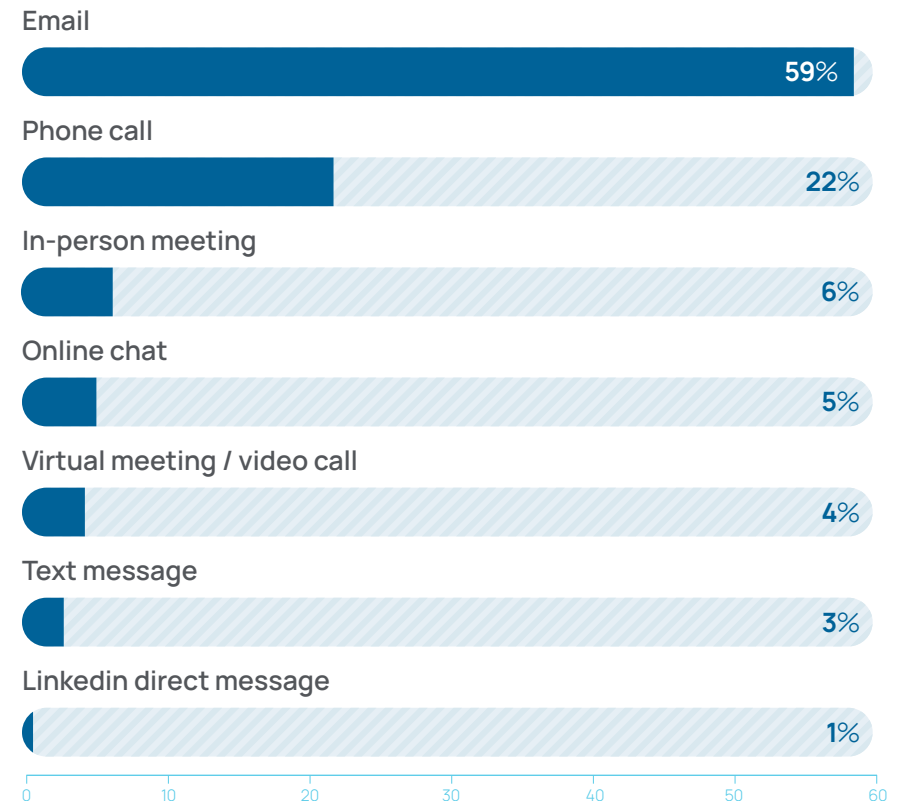
Consistent with past research, technical buyers prefer their initial sales contact to happen via email. Twenty-two percent would prefer a phone call. LinkedIn direct messages and text messages were the least popular options.

“Engineers prefer email because it respects how they work and how they relate. It’s asynchronous, low-pressure, and gives them space to evaluate relevance and intent on their terms, without being interrupted mid-task or pushed into a conversation before trust exists.”



Jim Mayer
Founder, the Manufacturing Connector

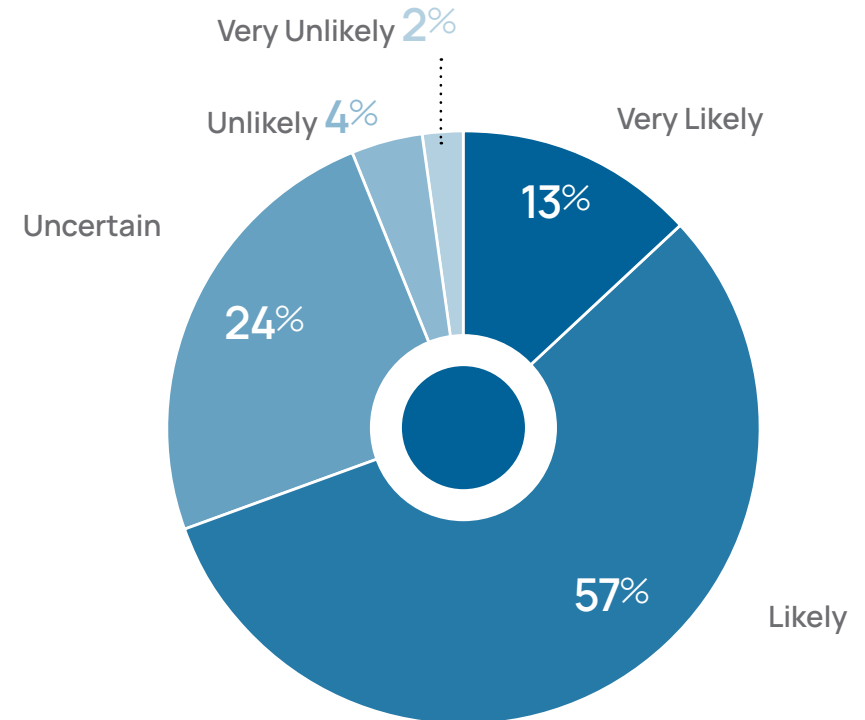
When you are ready to speak with a salesperson at a vendor company for the first time, which of the following is your preferred method of communication? (n = 708)



Brand Familiarity Tips the Scales When Solutions Look the Same

When evaluating two technically similar solutions, **seventy percent** of buyers are either likely or very likely to choose the better-known brand.

When evaluating two technically similar solutions, how likely are you to choose the better-known brand? (n = 708)



“ One thing will never change for marketing:
The best results come from establishing your
organization as the credible, reliable, go-to brand
for your customers.”



Rich Goldman
Director of Strategic Sponsorships, Ansys

Brand Familiarity Shaped Most Recent Purchase Decisions

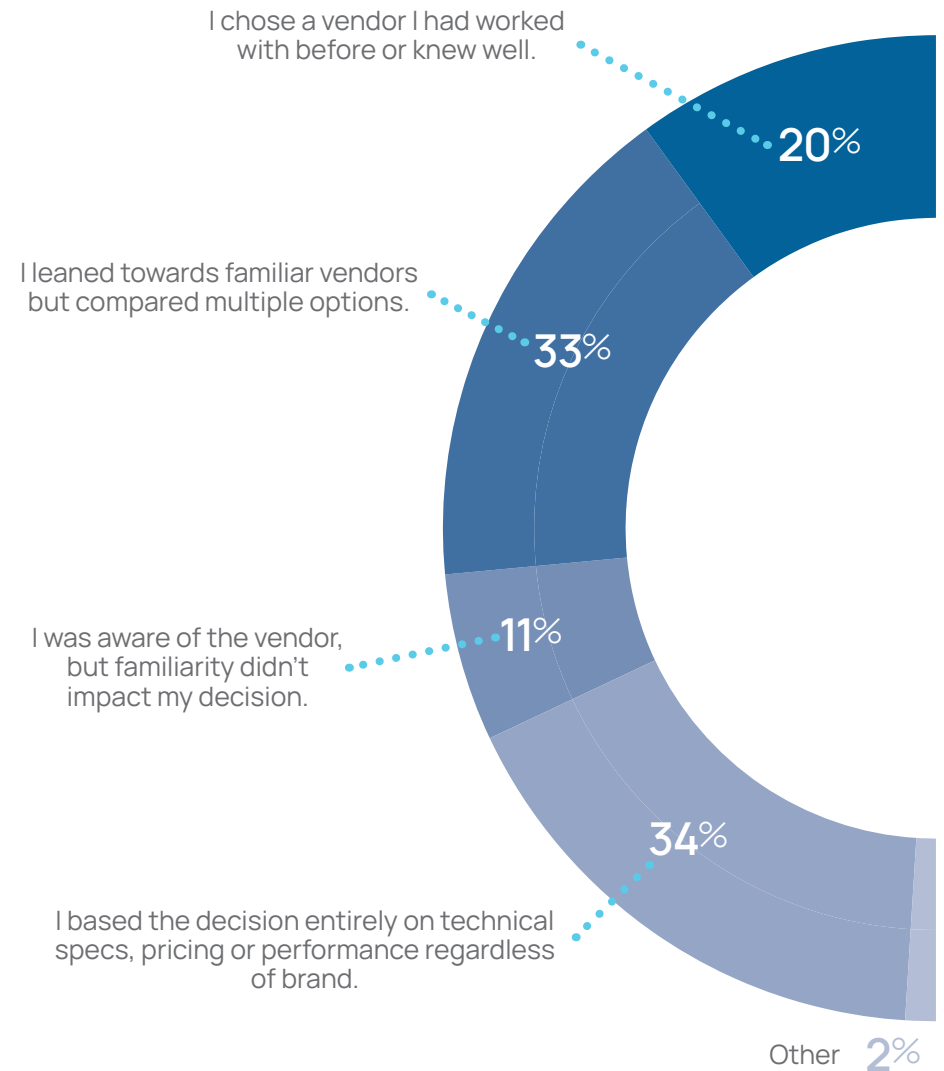
Fifty-three percent say familiarity influenced their most recent purchase, either choosing a known vendor or leaning toward familiar ones when comparing options. That said, **thirty-four percent** based their most recent purchase entirely on technical specs, pricing, or performance regardless of the brand.

How much did familiarity with the vendor influence your most recent significant work-related purchase? (n = 705)

“When 70% of buyers are likely to choose the better-known brand, awareness is a competitive advantage. You cannot be chosen if you are not recognized. Specs and performance absolutely matter, but companies that invest in their brand will be the ones that get seriously evaluated in the first place.”



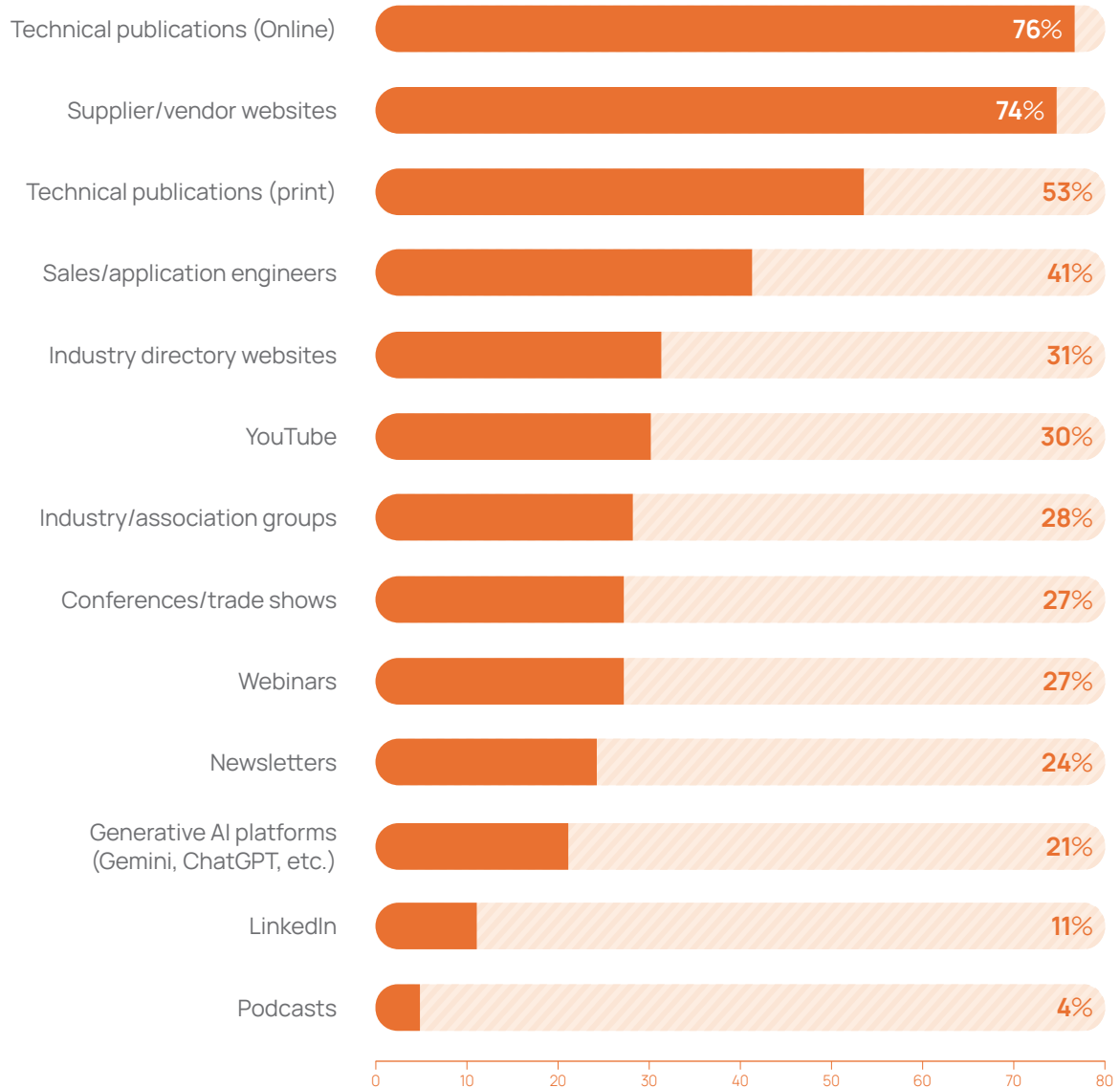
Morgan Norris
Senior Brand Manager, TREW Marketing



Technical Publications Take the Lead as Engineers' Go-To Research Destination

Online technical publications doubled in popularity, up **thirty-seven percentage points**, and generative AI platforms increased in popularity by eight percentage points.

Where do you routinely seek information when researching a product or service for a work-related purchase? Select all that apply. (n = 783)



“Publications and vendor sites still matter. AI is becoming everybody’s front door for research, but the real differentiator will be whomever can establish the highest quality relationships with those that choose to come through the door.”

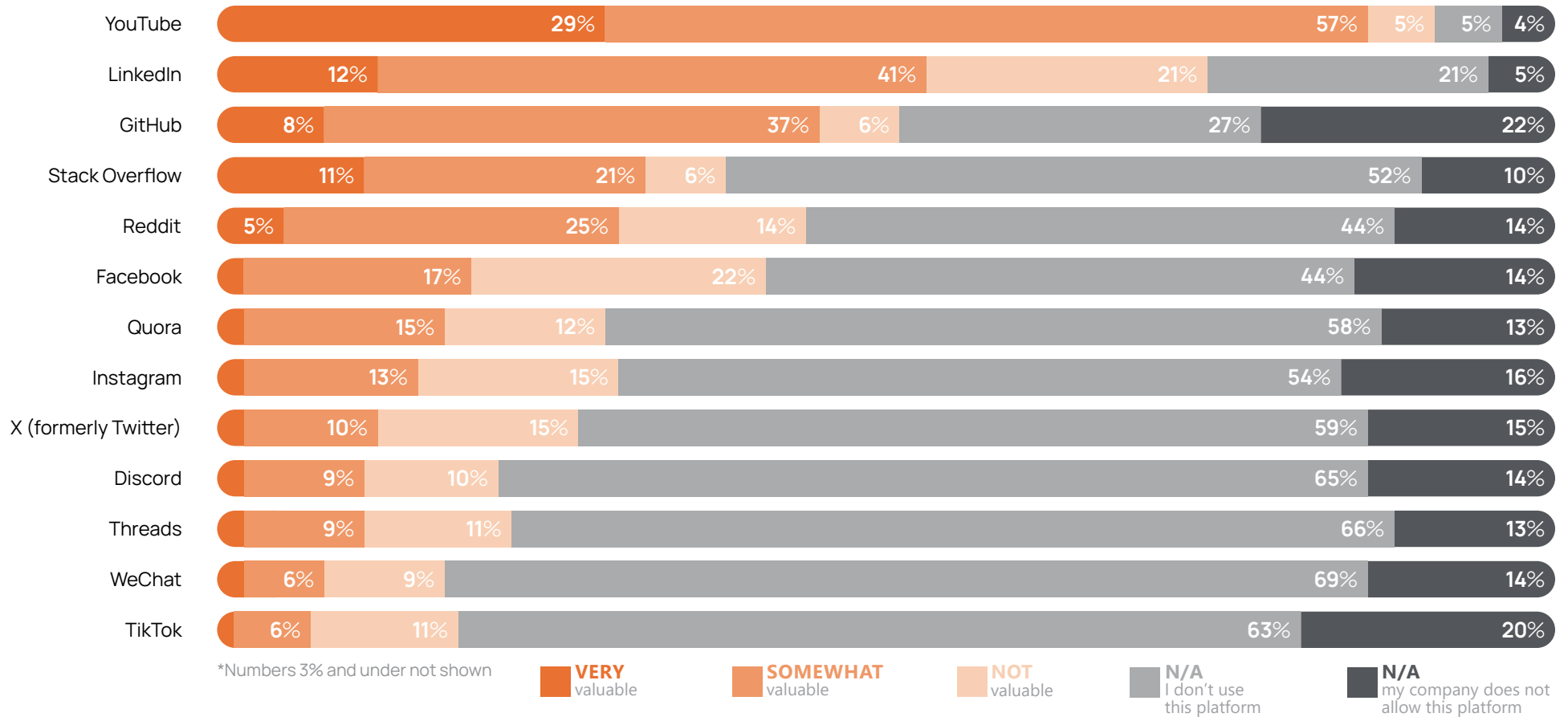


Robert Rose
 Founder, Seventh Bear;
 Founder, Content
 Marketing Institute

YouTube and LinkedIn Once Again Lead as Most Valued Social Media for Work

When compared to last year, there have been minor shifts in preferences. Stack Overflow and Reddit have grown in popularity, while X and TikTok use has eroded even further.

How valuable are each of the following social media platforms when seeking information for work? (n = 723)



Beyond YouTube and LinkedIn, Platform Value Splits Along Generational Lines

Platform by Age (% Rating as Valuable or Very Valuable) (*n* = 723)

35 and Under

YouTube.....	89%
LinkedIn.....	69%
Reddit	67%
Github.....	56%
Stack Overflow	42%
Quora.....	27%
Facebook	22%
Threads.....	22%
X (Twitter)	22%
TikTok	19%
Discord	16%
Instagram	12%
WeChat	7%

36 - 55

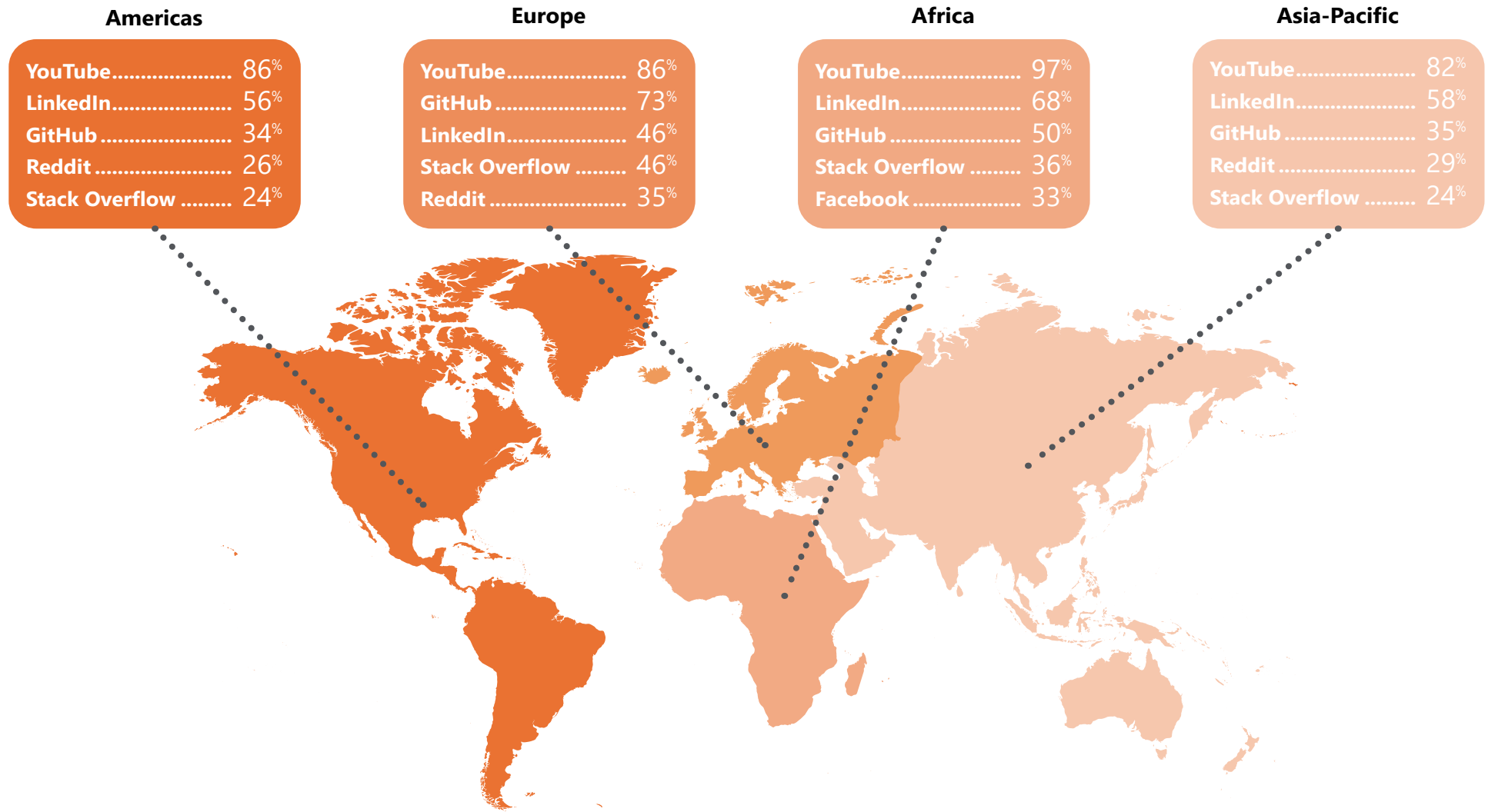
YouTube.....	88%
LinkedIn.....	61%
GitHub	49%
Stack Overflow	38%
Reddit	37%
Quora.....	22%
Facebook	22%
Instagram	18%
Discord	14%
X (Twitter)	14%
Threads.....	12%
TikTok	8%
WeChat	8%

56 and Older

YouTube.....	85%
LinkedIn.....	50%
GitHub	48%
Stack Overflow	28%
Reddit	25%
Facebook	19%
Quora.....	14%
Instagram	13%
X (Twitter)	10%
Threads.....	9%
Discord	9%
WeChat.....	8%
TikTok	5%

YouTube Leads Across the Globe; GitHub Earns Outsized Value in Europe

Platform by Region (% Rating as Valuable or Very Valuable)



68% of Technical Buyers Listen to Work-Related Podcasts

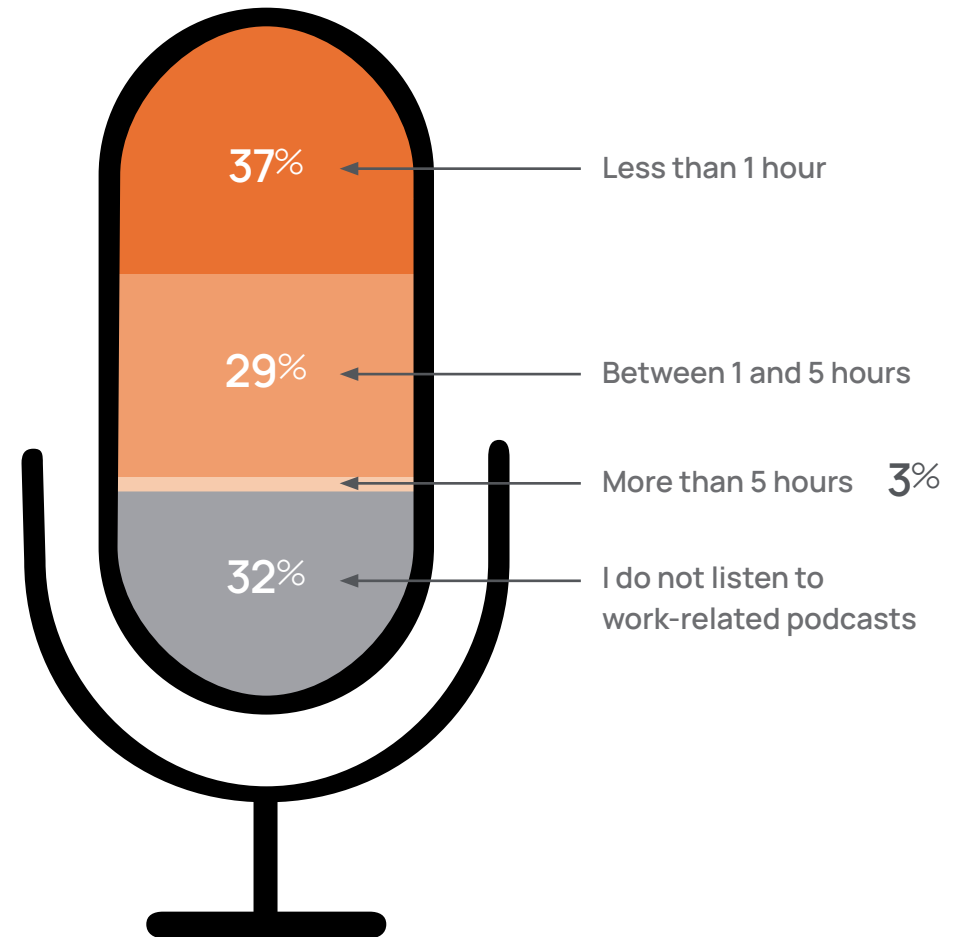
Of those who listen, **fifty-four percent** listen for less than an hour.

Approximately how much time per week do you spend listening to work-related podcasts? (n = 748)

“The power of podcasting is engagement and trust. It's about showing the humans behind a company or a brand so listeners grow to like and trust those hosts over time.”

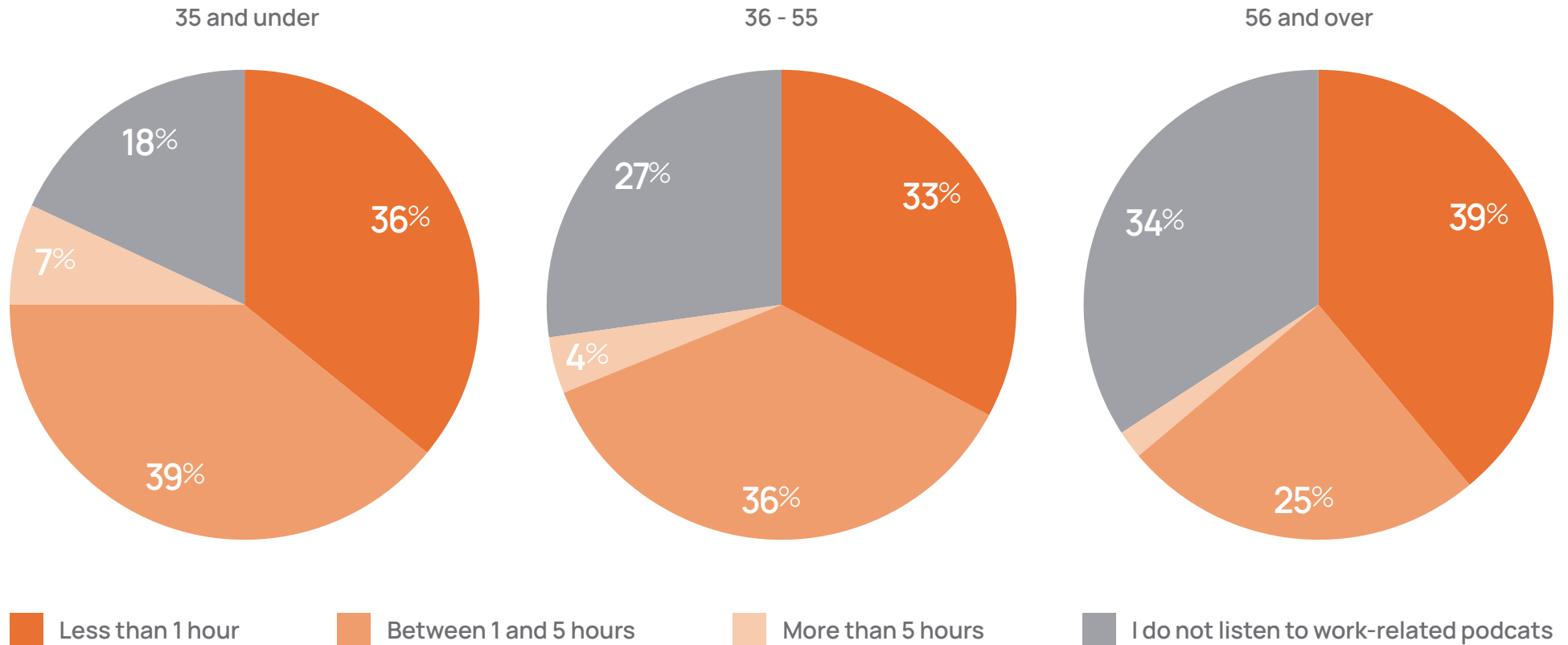


Colin Gray
Managing Director, The Podcast Host;
CEO, Alitu



Younger Engineers Spend More Time Listening to Work-Related Podcasts

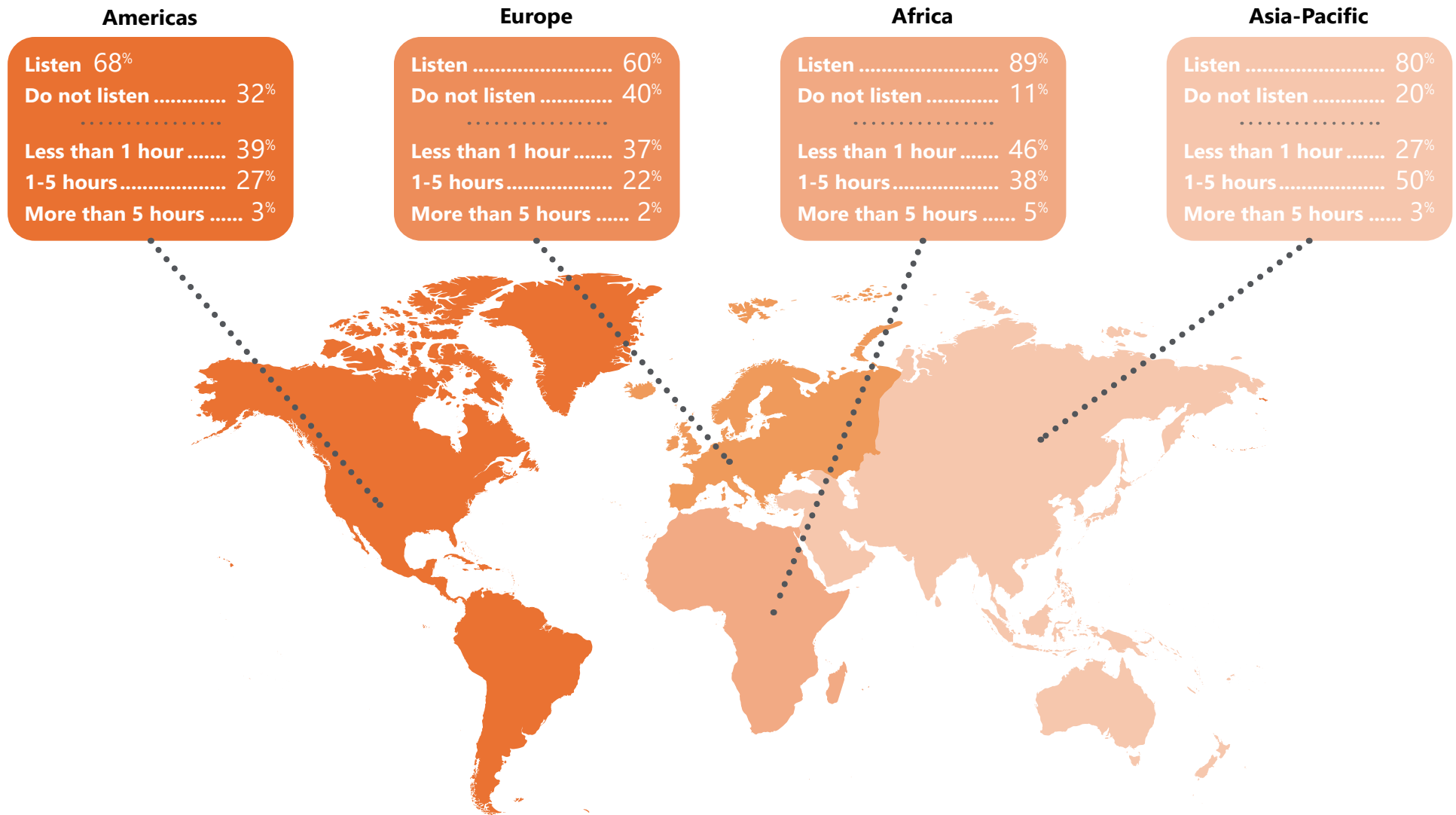
Hours listening to Podcasts by Age



*Numbers 3% and under not shown

Podcast Adoption Differs Across the World

Hours listening to Podcasts By Region



Best Practices for Successful Podcasts



Chris Luecke

*Host
Manufacturing Happy Hour*



Eric Singer

*Creative Director
Coupe Studios Music + Sound Design
Host of EETimes Current*

"To successfully leverage audio content to the max, don't just post your final, long-form episode to Apple Podcasts and Spotify and call it a day. Repurpose, repurpose, repurpose! Chances are, your podcast episodes contain 10+ individual insights that can stand on their own. Turn those into short captioned video clips, graphics, and other content that can be easily shared to social media. A single podcast episode should be able to equip you with at least a few weeks' worth of great content to share across your other digital properties."

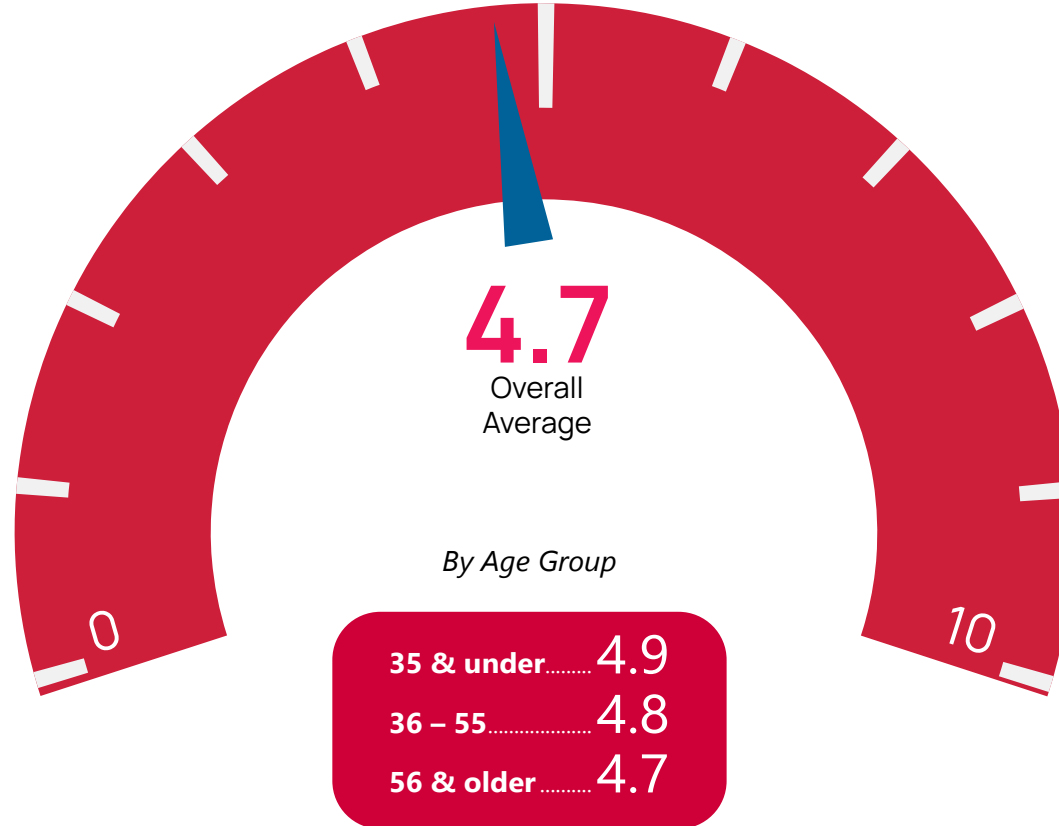
"Podcasts are a credible way to keep technical audiences current on new products and real advances in their field, especially when brands underwrite series that are transparent, high value, and aligned with what engineers actually want to learn."

A great technical podcast respects engineers' time: it gets to the point fast, stays genuinely educational, features credible practitioners, and pairs deep prep with clean structure, clear audio, and transcripts/show notes so listeners can revisit details."

Technical Buyers Rate Generative AI Answers a 4.7 for Trustworthiness

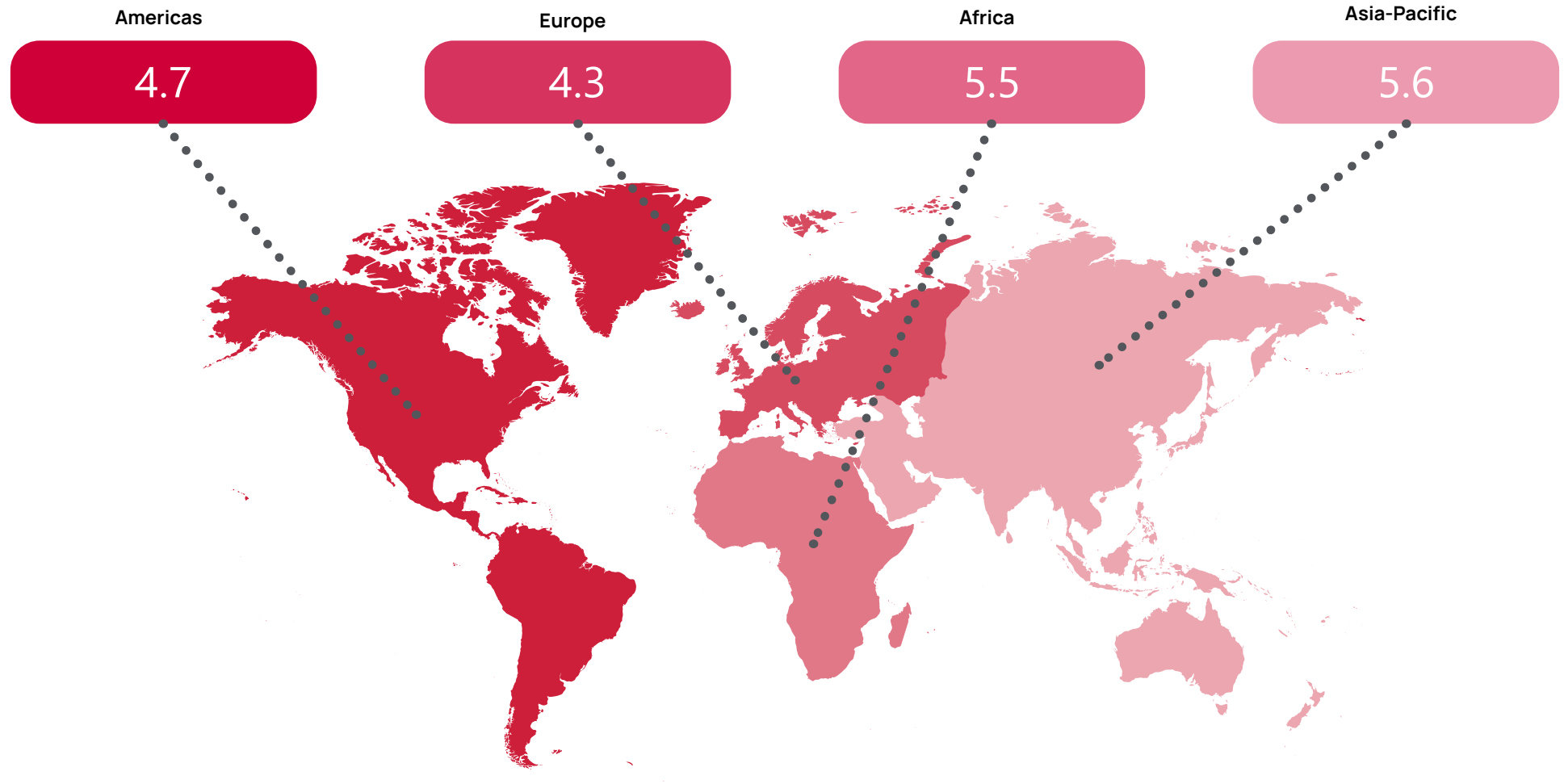
Technical buyers approach generative AI with measured skepticism. When asked to rate their trust in generative AI platforms on a scale of 1 to 10, respondents averaged a **4.7**, reflecting a cautious use rather than a reliant use. The average trust level came in at **4.4** in 2025 and a **6.5** in 2024.

On a scale of 1 to 10, where 10 is complete trust, and 1 is a complete lack of trust, to what extent do you trust answers from generative AI platforms? (n = 572)



Trust in Generative AI Varies by Region

Technical buyers in Asia-Pacific are the most trusting of generative AI answers, while Europeans remain the biggest skeptics.



“Engineers are clearly experimenting with generative AI, but they are not delegating trust to it. When average trust sits at 4.7 out of 10 and only 6 percent find AI summaries sufficient, it tells us AI is a starting point, not a decision engine.”



Udo Bormann
Senior Marketing Manager
Elektor

AI's Role in the Buying Process Is Growing

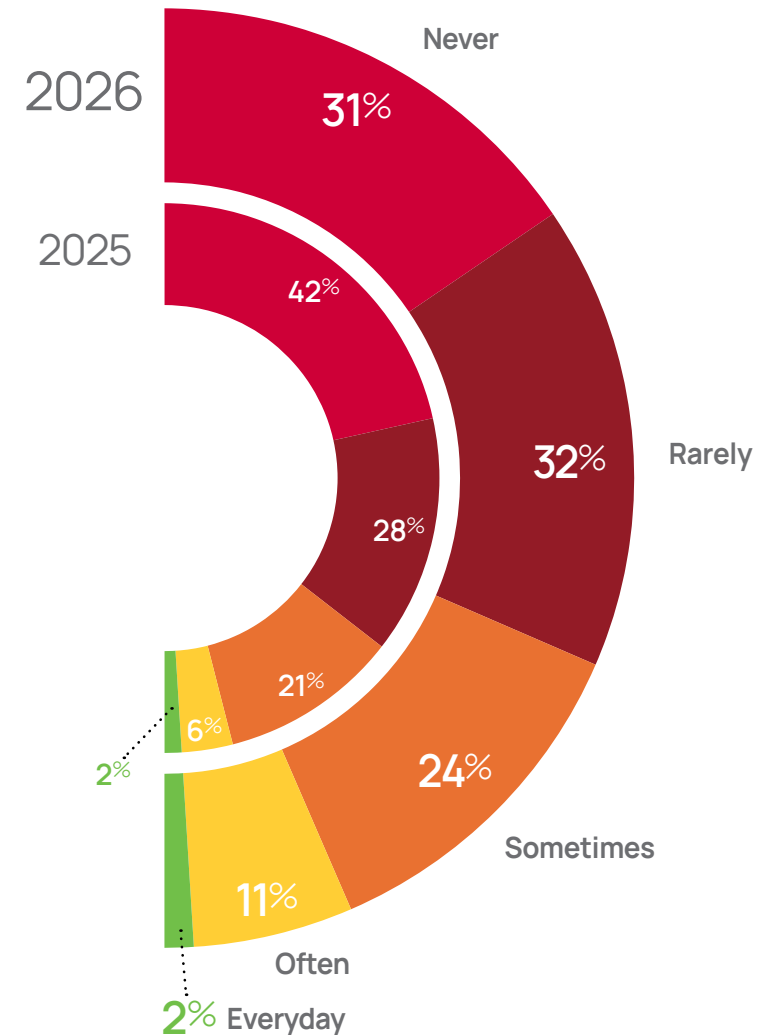
Trust may be low, however, generative AI tools are being used in purchasing decisions more often. **Thirty-one percent** say they “never” use generative AI tools to help evaluate vendors or research product/service options, down from **forty-two percent** last year.

How often do you use generative AI platforms to help evaluate or make a work-related purchasing decision? (n = 751)

“AI doesn't just surface your content. It forms an opinion about your brand from everything said about you online. Technical buyers using AI trust it to pre-qualify vendors. AI is learning its answers from reviews, forums, and community conversations, not product pages.”



Dale Bertrand,
President, Fire & Spark



AI Search Summaries are a Starting Point, Not a Destination

AI overviews are noticed and used, cautiously. **Seventy-five percent** of technical buyers have noticed AI-generated summaries at the top of their search results. Of those, **sixty-nine percent** read the summary and then continue to the actual search results. Only **six percent** find that the summary is “usually enough” information. Overall, technical buyers trust AI overviews as much as any other AI-generated content.

Have you noticed summaries or overviews at the top of search results that appear to be AI-generated (e.g., in Google or Bing)? (n = 789)

Yes



Not sure



No



When you're researching technical products or vendors and see an AI-generated summary at the top of your search results, what do you typically do next? (n = 585)

I read the summary, then continue looking through the search results



I skip the summary and go straight to links in the results



I usually don't notice or pay attention to the summary



I read the summary and it's usually enough



This year's 2026 State of Marketing to Engineers research underscores similar results from Forrester's 2025 Content Preferences Survey. While the Forrester study isn't as focused on deeply technical buyers as this one, it still further highlights the B2B buyer's desire to choose their own sources and discern for themselves which information is most credible.

“ While buyers increasingly notice and use AI-generated summaries, according to Forrester's 2025 Content Preferences Survey, only 13% say they fully trust AI to support decisions throughout the purchase journey. Most still verify information and place growing importance on human expertise and third-party validation.”



Lisa Gately
Principal Analyst, Forrester

This year's 2026 State of Marketing to Engineers research also underscores similar results from January 2026 research from SparkToro. The SparkToro team segmented its response data for engineers and industrial and manufacturing firms in the United States to find that about sixty-six percent of its responding engineers visited ChatGPT more than once per month in the prior quarter, slightly higher than the average American web user, and use of Perplexity, Deepseek, and Claude were also higher than average.

“ One thing I urge caution on is trusting AI answers with lists of recommendations. They're quite accurate when it comes to specific facts, but they randomize product, brand, account, and location recommendations dramatically. For example, our recent research showed that there's a < 1 in 100 chance that ChatGPT or Google's AI, if asked to rank the top [insert product] one hundred separate times, the tool will give you the same list of brands in any two responses.”



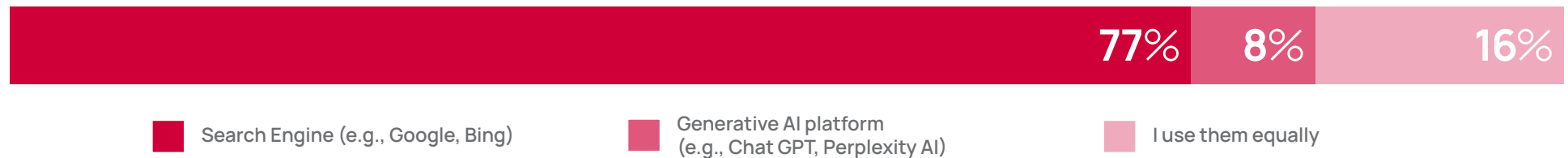
Rand Fishkin

*Co-Founder, CEO of SparkToro
prior Co-Founder, Moz and Inbound.org*

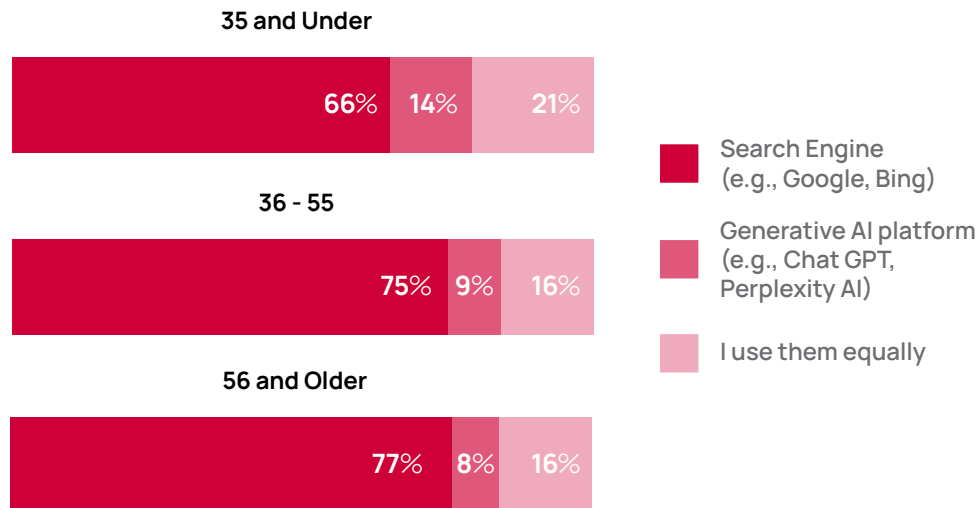
Traditional Search Still Dominates

When searching for information, technical buyers still heavily favor traditional search engines over generative AI platforms, with sixteen percent using them equally.

Which do you use more often when searching for information? (n = 753)



Search Platform Most Used By Age



“Engineers are inherently wired to verify, compare, and go straight to the source. The opportunity for marketers isn’t choosing search or AI; it’s ensuring your content is consistent, relevant, and credible enough to perform for both SEO and AEO.”



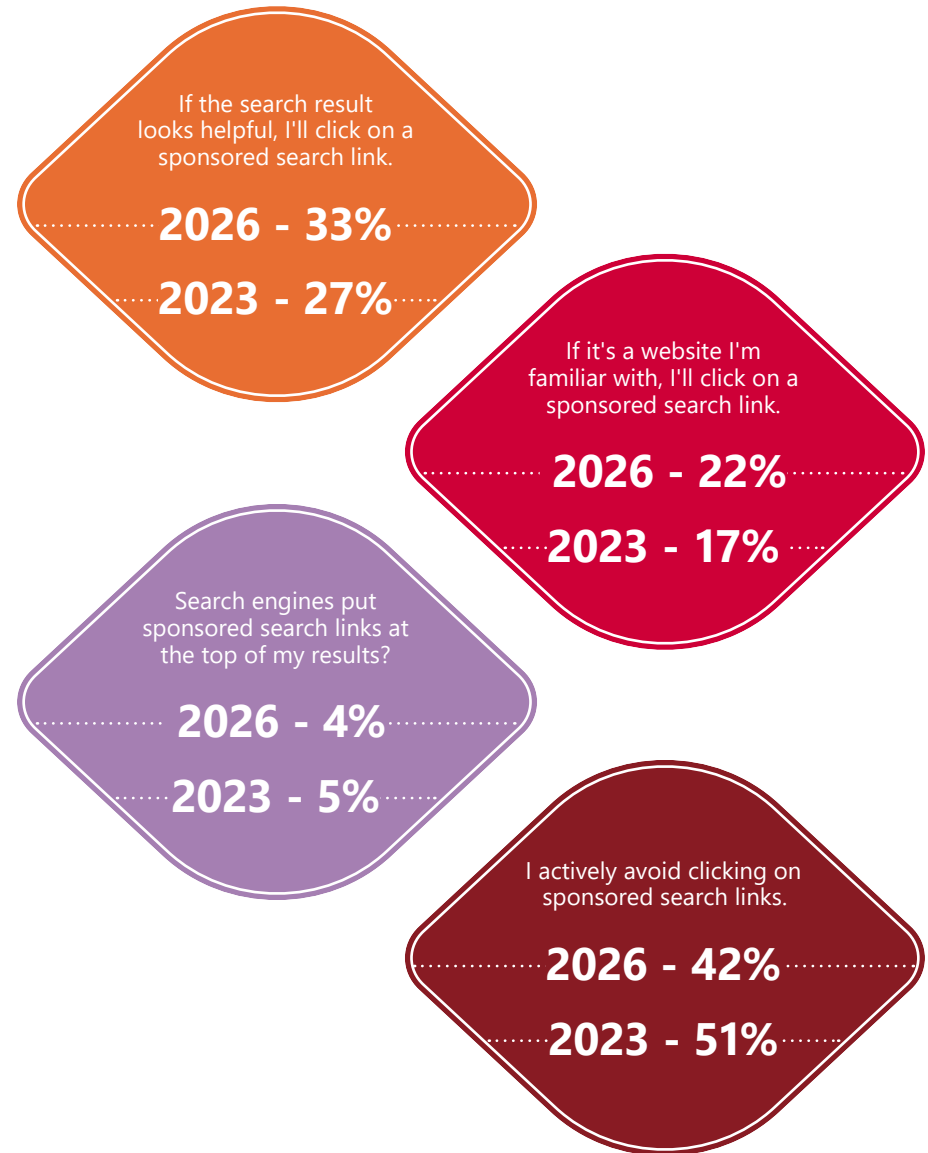
Cathy McPhillips,
Chief Marketing Officer, SmarterX

Sponsored Search Skepticism Is Softening Among Technical Buyers

Alongside those AI summaries, technical buyers still notice sponsored search results and are more likely to click on a link in 2026 than in 2023 when we last included this question.

Forty-two percent actively avoid clicking on sponsored links, but **thirty-three percent** will click if results look helpful and **twenty-two percent** will click if it's a familiar website.

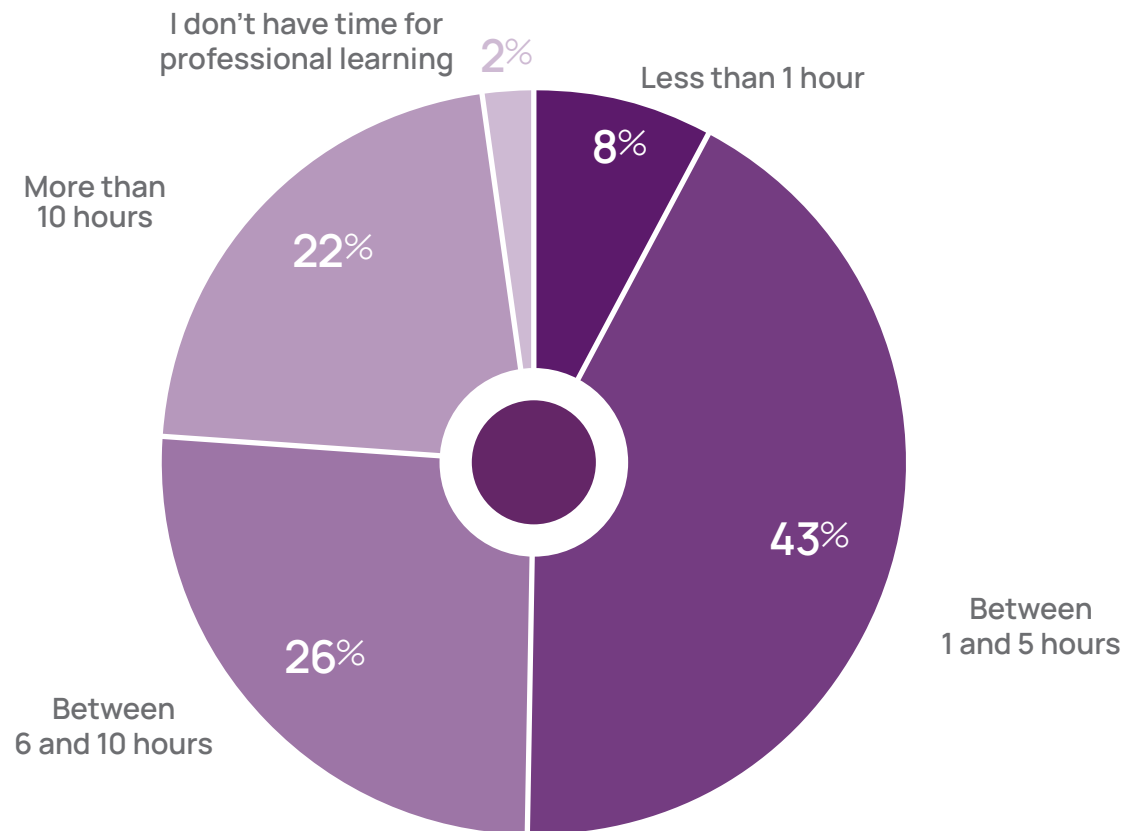
Search engines will allow companies to purchase ads that appear as links in your list of search results. This is called "sponsored search." How, if at all, do you interact with sponsored search links? (n = 753)



90% of Technical Buyers Spend at Least an Hour a Month on Development

Technical buyers are invested in learning, with **ninety percent** spending at least an hour per month on professional learning or skills development. **Forty-seven percent** spend more than 5 hours per month.

On average, how much time do you spend on professional learning or skills development each month? (n = 748)



Technical Buyers Still Prefer Reading When Tackling New Concepts

When tackling a new technical concept, **thirty-eight percent** of technical buyers gravitate toward reading a written article or guide. **Twenty-five percent** don't have a strong preference on medium.

“Develop relationships with online publications, as publishing articles that provide insight into the design tradeoffs that optimized performance, or achieved the best performance in an application are extremely valuable. Application notes are also particularly important on company websites, as they answer common questions and help customers avoid problems encountered during design-in.”



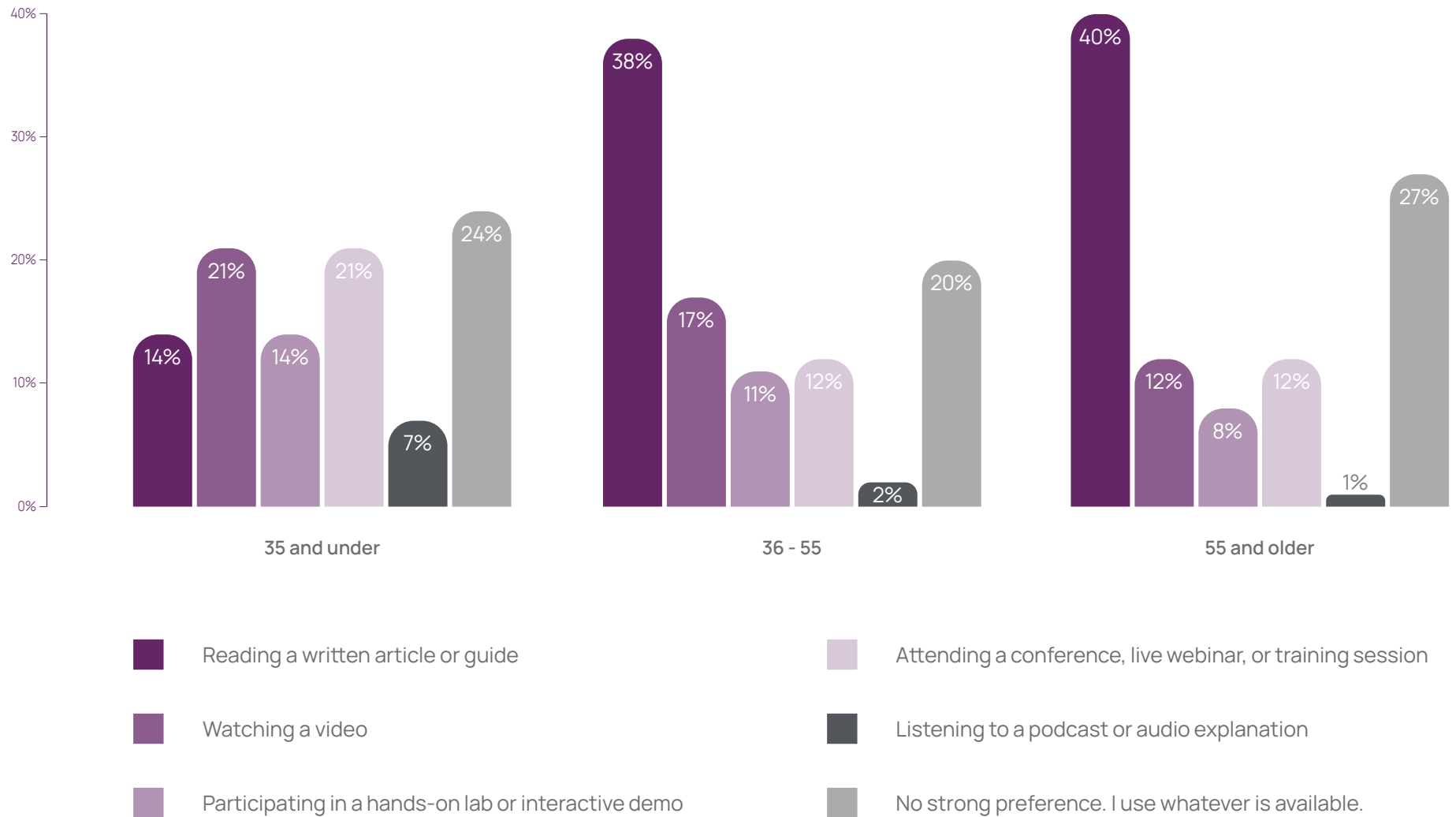
Gary Lerude
Marketing Consultant
former Editor, Microwave Journal

How do you prefer to learn when tackling a new technical concept? (n = 752)



Older Engineers Prefer to Read; Younger Engineers Learn by Doing and Watching

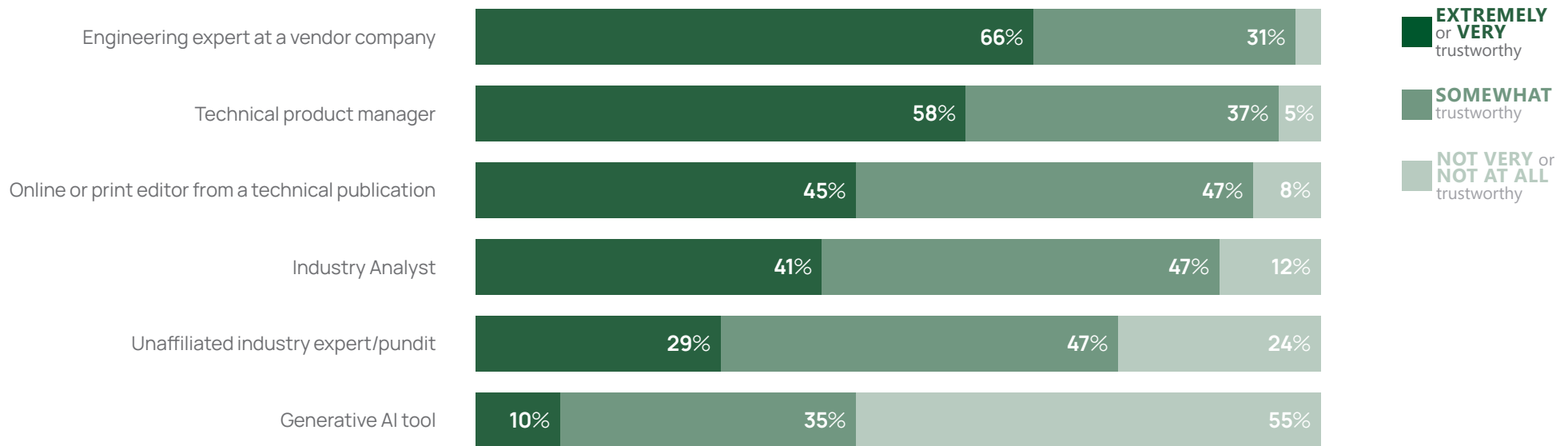
Learning New Concepts by Age



Engineering Experts Rank #1 in Author Trust, AI Tools Rank Last

Engineering experts at vendor companies are the most trusted content authors, with **sixty-six percent** of technical buyers considering them very or extremely trustworthy. Generative AI tools rank lowest on trust, with **ten percent** considering them “very” or “extremely” trustworthy.

Technical content can be written and published by a variety of professionals. To what extent do you trust the following authors? (n = 782)



*Numbers 4% and under not shown

85% of Technical Buyers Will Share Their Info for Valuable Technical Content

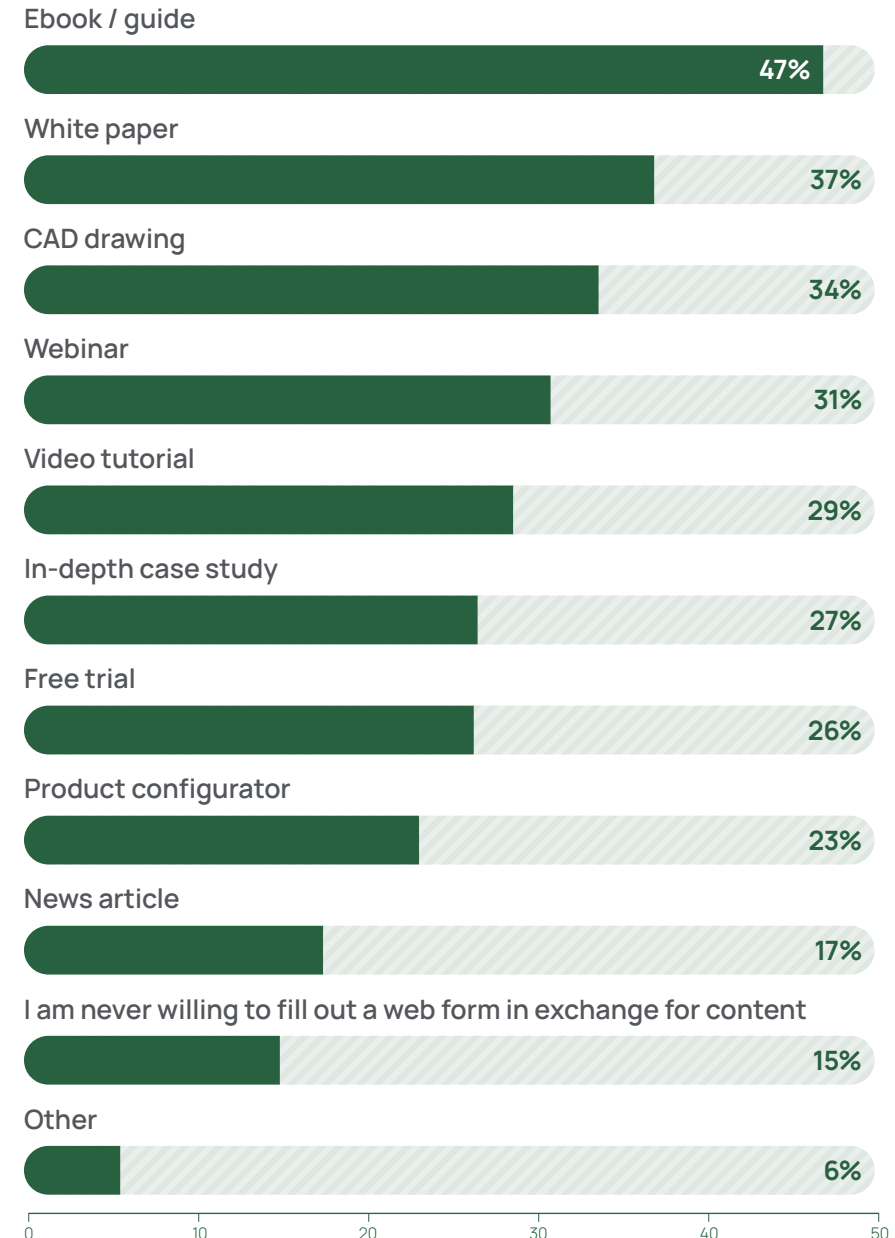
Eighty-five percent of technical buyers are willing to provide their information for technical content they find valuable.

When offered technical content, but first asked to complete a short form (e.g., name, email address) to download the material, which types of content are most likely to entice you to provide your information? Please select all that apply. (n = 787)

“Buyers want to learn how to solve their problems. Organizations that focus on creating detailed buyer personas and who deeply understand buyer problems will always do better than those who simply focus on pitching products and services.”



David Meerman Scott
International Bestselling Author of
"The New Rules of Marketing and PR"



94% of Technical Buyers Subscribe to Work-Related Newsletters

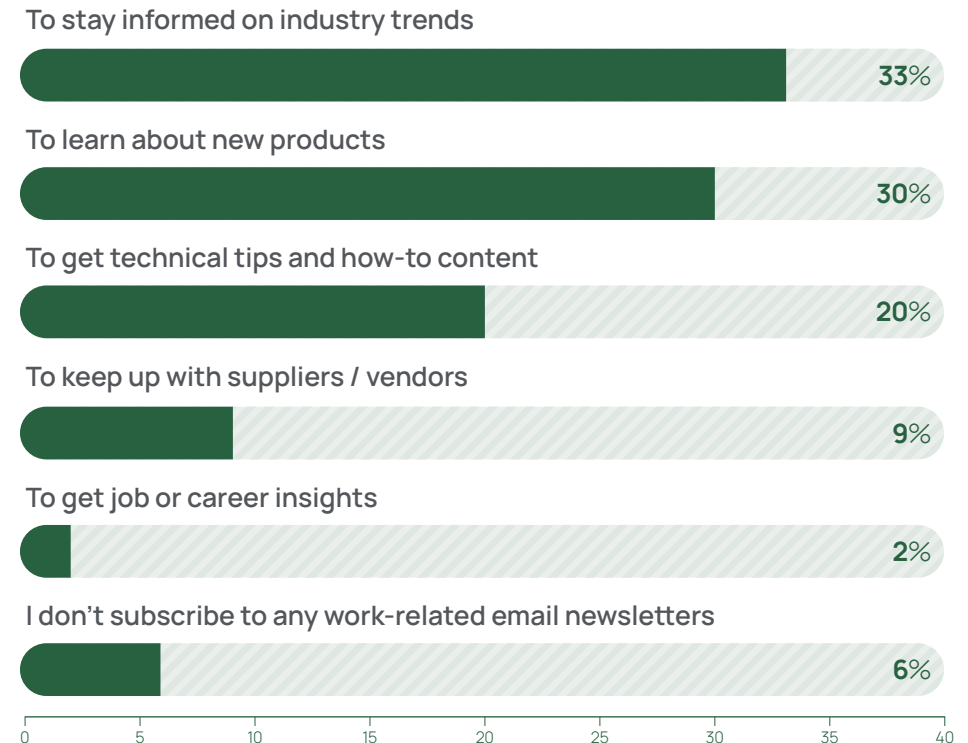
Newsletter subscribers are looking to stay informed on industry trends and learn about new products and services. Just six percent of technical buyers skip work-related newsletter subscriptions altogether.

“Connecting with engineering audiences through newsletters means respecting what those technical professionals are looking for – industry analysis, new innovations and expert perspectives. That’s how you earn their trust, issue after issue.”

Michael Perryman
Brand Manager, GlobalSpec



What is your primary reason for subscribing to work-related email newsletters? (n = 748)



Technical Articles and White Papers are Seen as the Most Valuable Newsletter Content

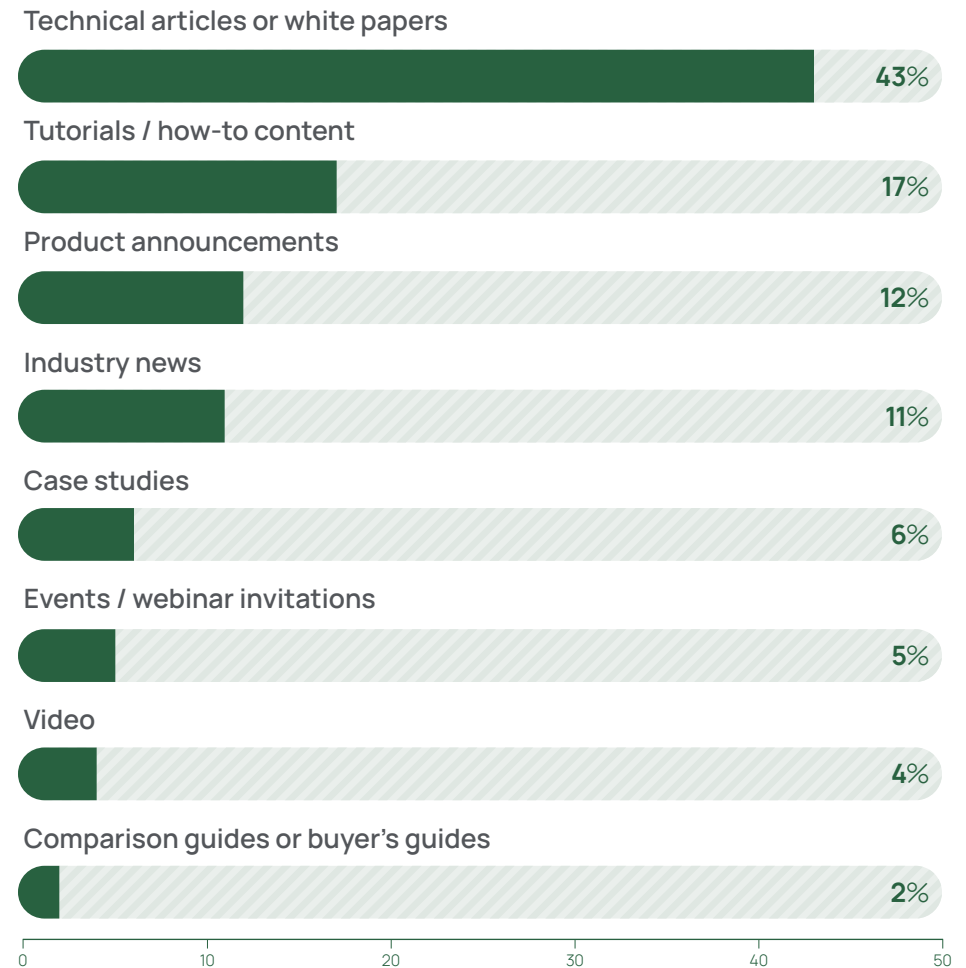
Top engagement actions include reading articles (**sixty-three percent**), downloading spec sheets (**sixty percent**), and visiting vendor websites (**fifty-six percent**).

“The best newsletters don’t sell; they educate. Engineers subscribe to media they trust: content that provides value over noise, technical depth over marketing hype, and relevancy over generality. The newsletters that earn attention are the ones that consistently help engineers solve problems, evaluate options, or stay ahead of what’s changing in their field.”



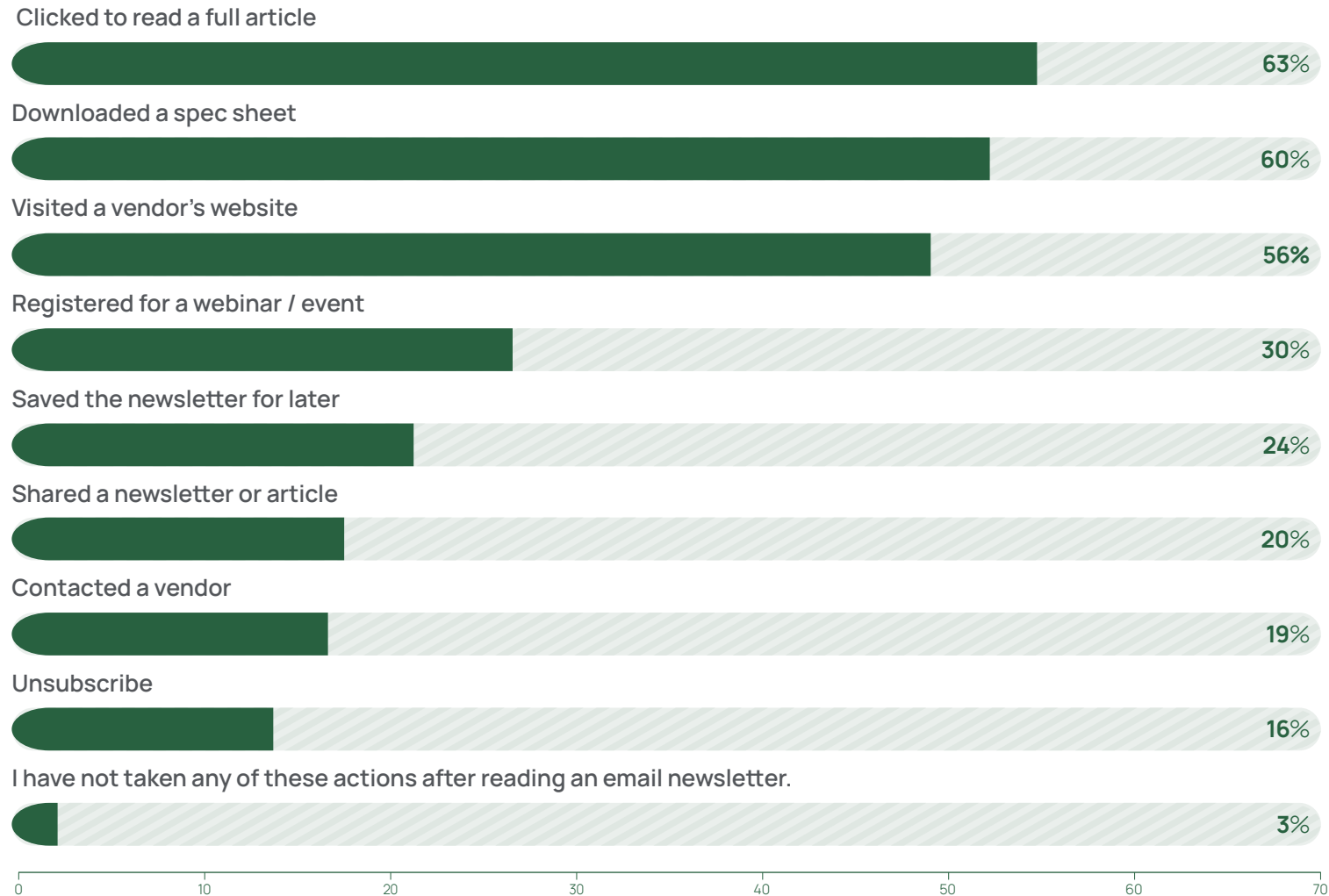
Maryellen Stack
Vice President of Marketing Communications and
eCommerce, Sager Electronics

What type of email newsletter content do you find most valuable? (n = 694)



Newsletters Drive Action from Technical Buyers

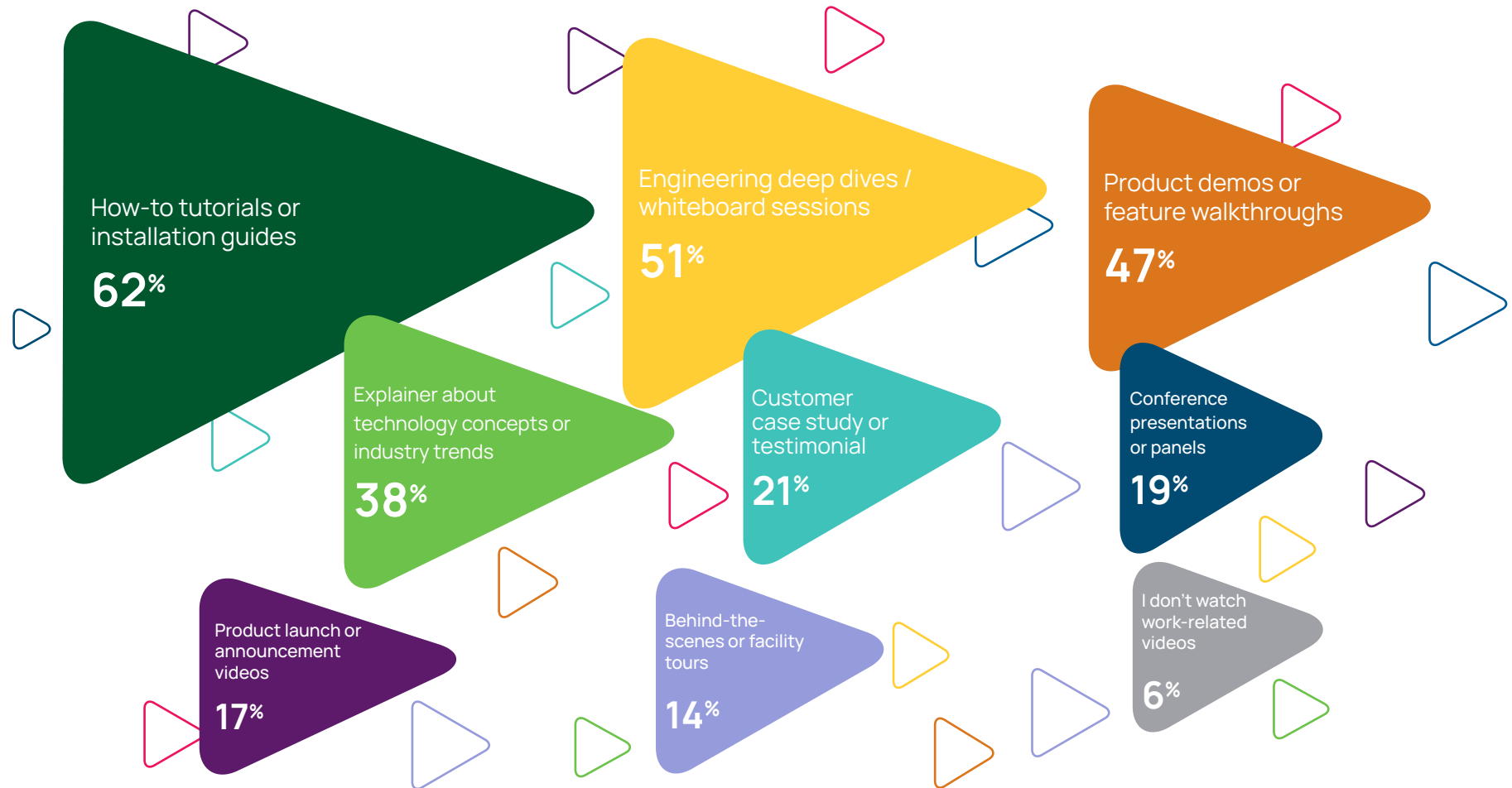
Which of the following actions have you taken after reading an email newsletter? (n = 694)



94% of Technical Buyers Watch Work-Related Videos

They're most interested in how-to guides, whiteboard sessions, and product demos. Shorter is better for most content, but there's an expectation that whiteboard sessions and conference presentations will run a little longer.

Which types of technical or work-related videos do you find worth watching? (n = 751)



Younger Engineers Skew Toward Deep-Dive Videos; All Ages Agree on How-To Tutorials

Technical or work videos worth watching by Age %

35 and under

Engineering deep dives / whiteboard sessions **69%**
 Explainer about tech concepts or industry trends **66%**
 How-to Tutorials or installation guides **59%**
 Product Demos or feature walkthroughs **59%**
 Conference presentations or panels **35%**
 Behind-the-scenes or facility tours **31%**
 Product launch or announcement videos **28%**
 Customer case study or testimonial **21%**

36 - 55

How-to Tutorials or installation guides **63%**
 Engineering deep dives / whiteboard sessions **58%**
 Product Demos or feature walkthroughs **52%**
 Explainer about tech concepts or industry trends **44%**
 Customer case study or testimonial **26%**
 Conference presentations or panels **26%**
 Product launch or announcement videos **21%**
 Behind-the-scenes or facility tours **15%**

56 and older

How-to Tutorials or installation guides **62%**
 Engineering deep dives / whiteboard sessions **47%**
 Product Demos or feature walkthroughs **44%**
 Explainer about tech concepts or industry trends **34%**
 Customer case study or testimonial **19%**
 Conference presentations or panels **15%**
 Product launch or announcement videos **14%**
 Behind-the-scenes or facility tours **12%**

Video Preferences Range Around the Globe

Technical or work videos worth watching by Region %

Americas

How-to tutorials	65%
Product demos	55%
Engineering deep dives	47%
Explainers about tech	39%
Customer case study	22%
Conference presentations	20%
Behind-the-scenes	18%
Product launch videos	17%

Europe

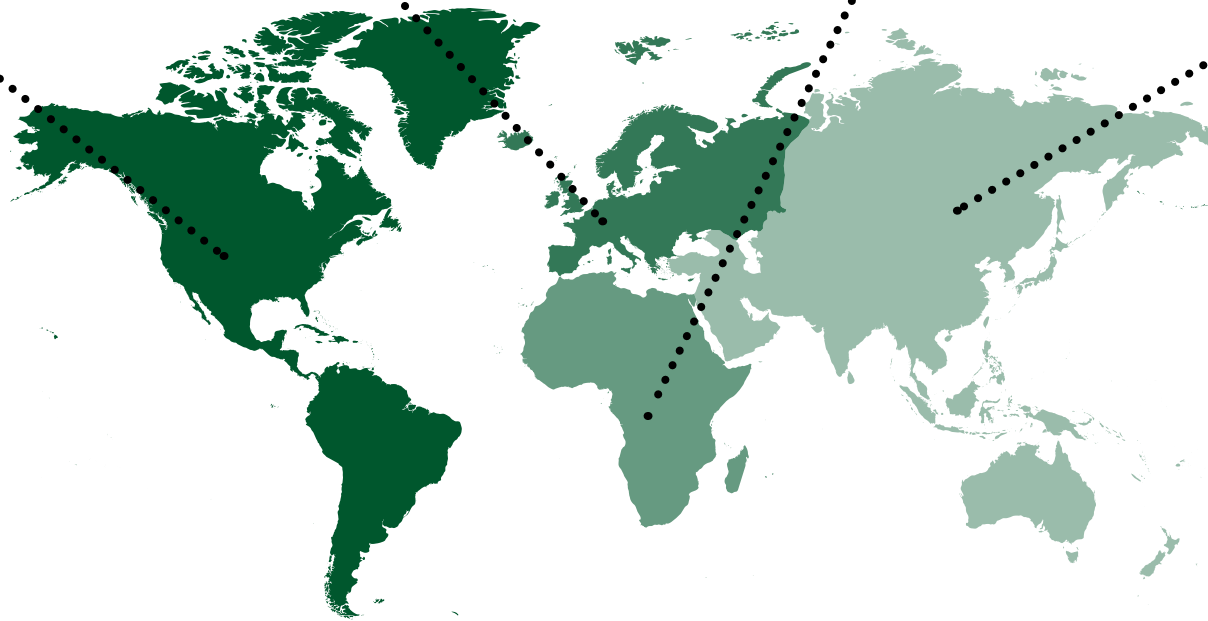
How-to tutorials	66%
Engineering deep dives	56%
Product demos	38%
Explainers about tech	34%
Customer case study	17%
Product launch videos	17%
Conference presentations	15%
Behind-the-scenes	11%

Africa

How-to tutorials	57%
Product demos	51%
Explainers about tech	43%
Engineering deep dives	35%
Customer case study	27%
Conference presentations	19%
Product launch videos	13%
Behind-the-scenes	5%

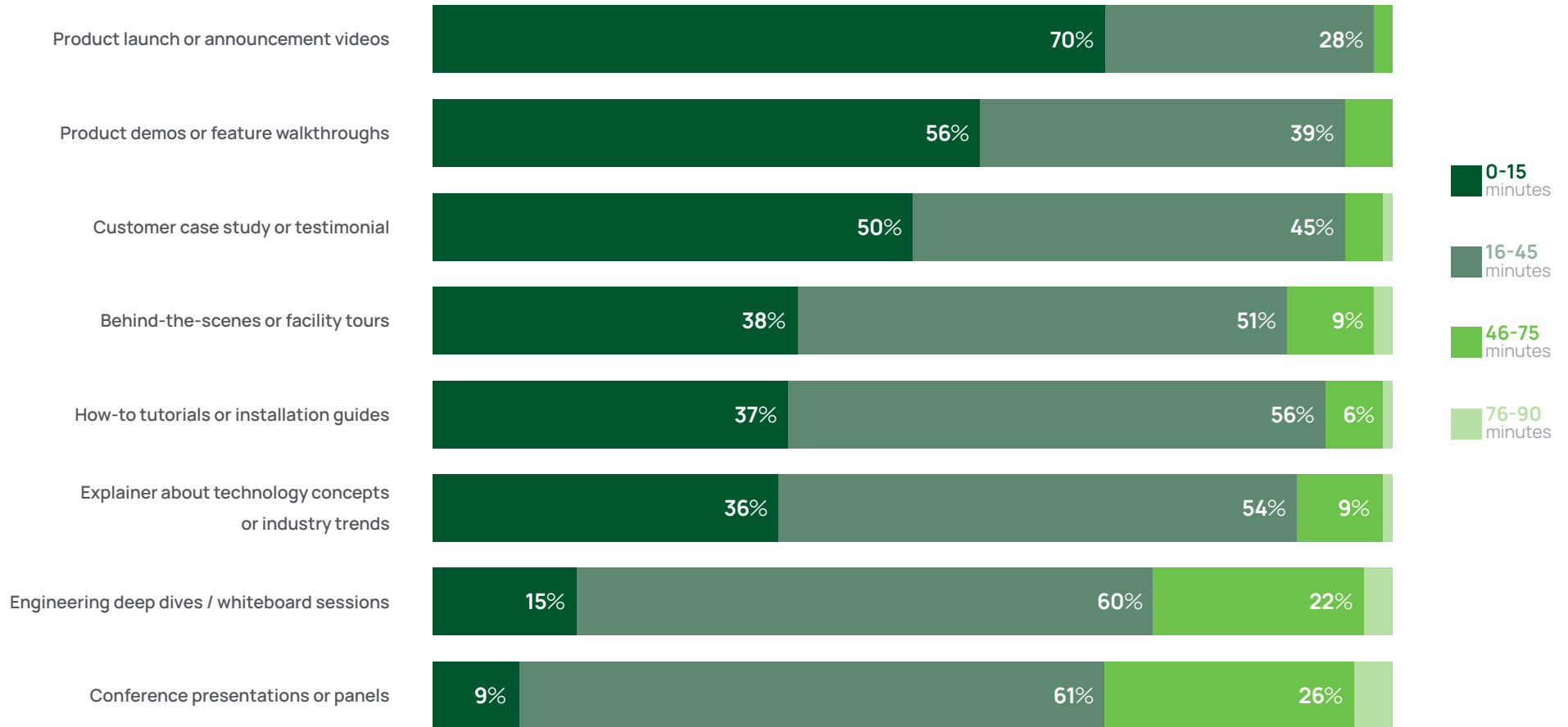
Asia-Pacific

Engineering deep dives	58%
How-to tutorials	45%
Product demos	43%
Explainers about tech	43%
Conference presentations	25%
Customer case study	24%
Behind-the-scenes	15%
Product launch videos	10%



Shorter Videos are Better for Most Content, But Not All

For the video types you selected, how long should they be? (n = 693)



*Numbers 4% and under not shown

Best Practices for Successful Videos



Meaghan Ziemba
*Owner, Z-Inc Solutions;
Host, Mavens of
Manufacturing Podcast*



Peter Matthews
*Director of Technical
Marketing
Knowles Precision Devices*



Daniel Bogdanoff
*Technology Evangelist
Rohde & Schwarz*

"Short videos work well when they are focused on one clear idea: answer one question, solve one problem, or explain one concept. Those 30-90 second clips do well on social because they respect the attention spans and get to the point fast.

For deeper technical or educational content, 5-8 minutes is a strong range. Longer videos work for training or deep dives, but they have to be structured and intentional. Engineers will stick around if they're learning something real, but they aren't afraid to bail quickly if the content starts to feel like a sales pitch."

"Video content that shows performance resonates most. Case study videos, application walk-throughs, teardown explanations, and real-world demonstrations build trust far more effectively than promotional claims.

If a company is newer and doesn't yet have a deep portfolio of examples, genuinely educational content is the next best path. Answer real technical questions. Teach something useful. When engineers learn from you, they begin to trust you.

"Ask yourself 'what makes my video better than an AI-generated one?' To stand out, your video should provide a unique perspective, access, or relatable narrative that your target viewer finds valuable.

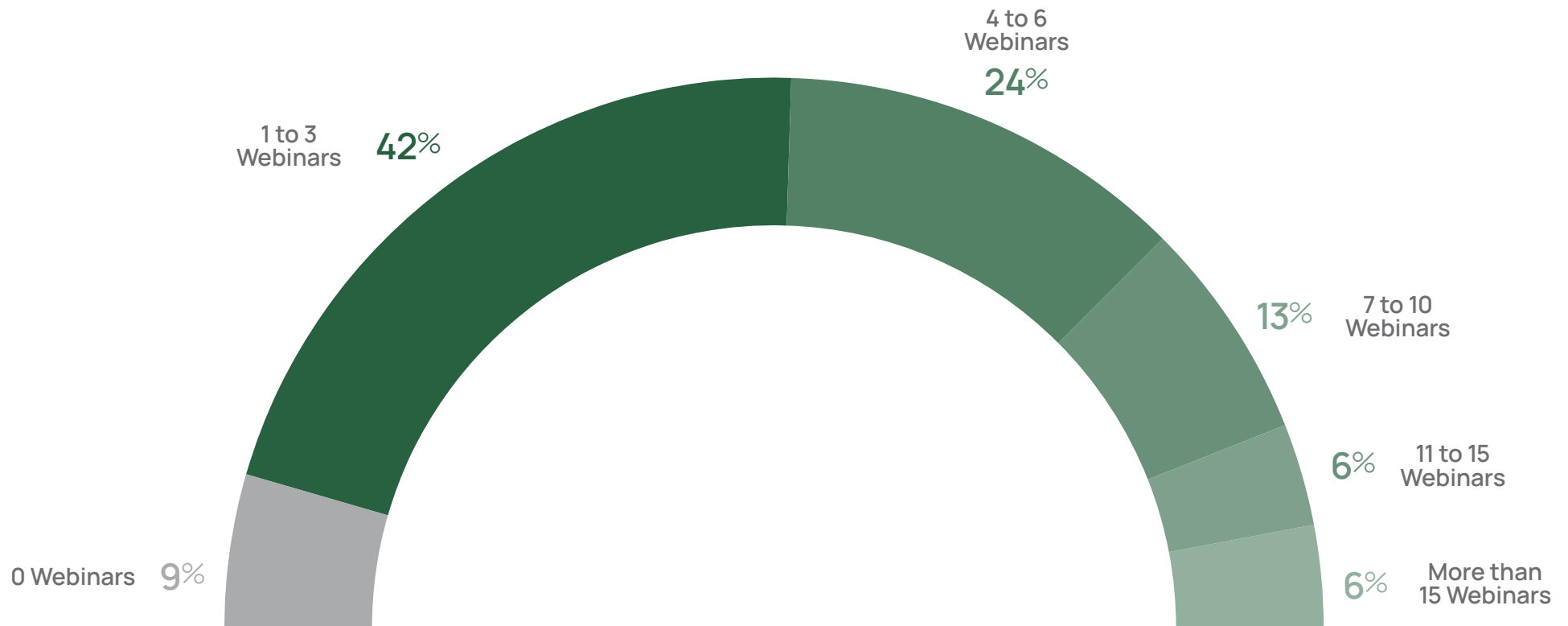
For example, a whiteboard session provides a real-world-expert's unique, authoritative perspective on a topic. A product demo video gives the viewer virtual access to a product that they normally couldn't get without first acquiring the product.

Ultimately, a video should be designed to reach a specific audience and be worthy of that audience's time."

49% of Technical Buyers Attend Four or More Webinars a Year

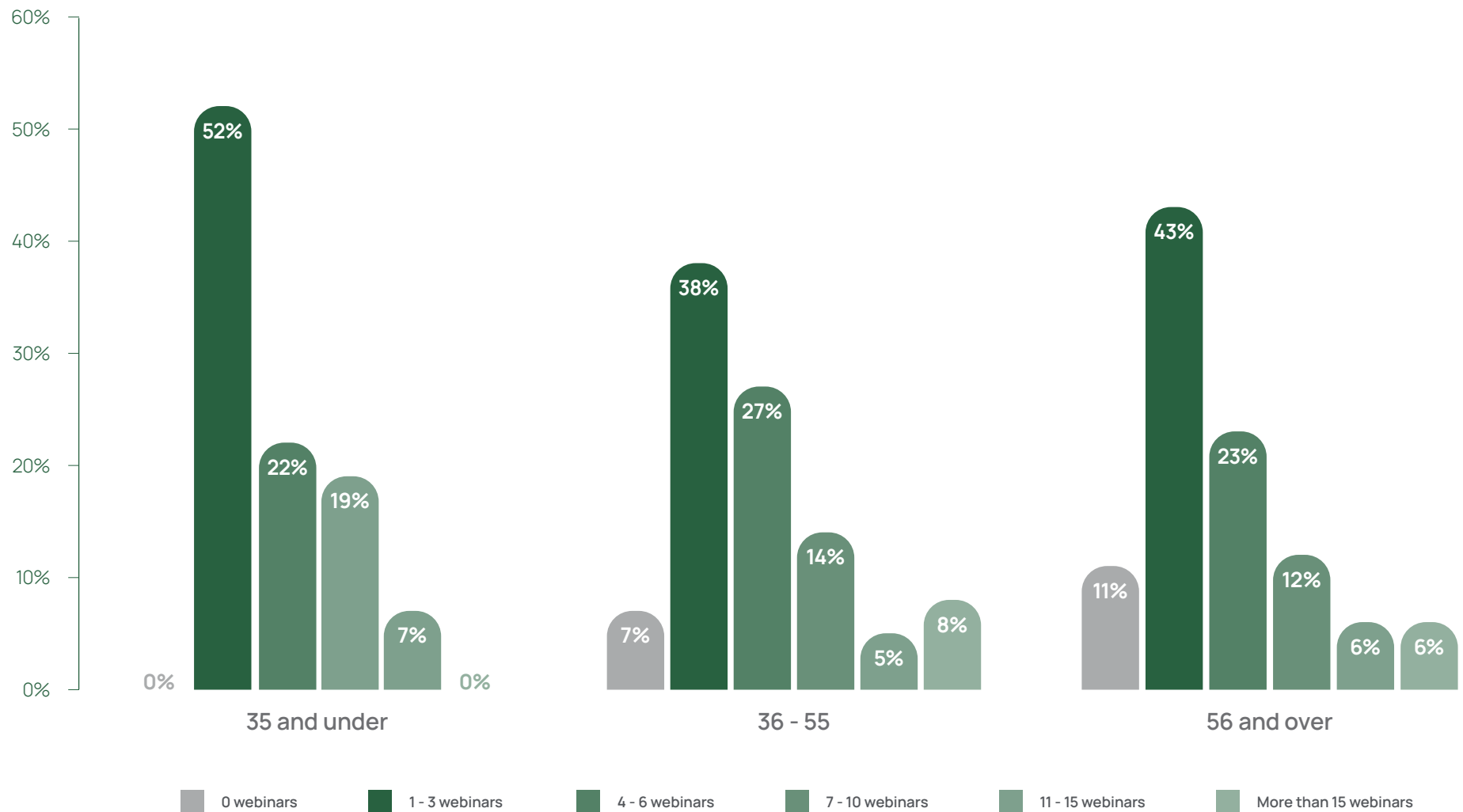
Ninety-one percent of technical buyers attend at least one work-related webinar annually with **forty-nine percent** attending more than three.

In a typical year, how many work-related webinars do you attend (live or on demand)? (n = 728)



Mid-Career and Young Engineers Are the Most Frequent Webinar Attendees

Yearly Webinar Attendance by Age



Technical Depth and New Product Knowledge Drive Webinar Attendance

Webinars remain valuable for depth. Technical buyers value webinars as an opportunity to get deeper on technical information (**sixty-six percent**) and learn about new technologies and products (**sixty-four percent**).

What do you find most valuable about work-related webinars? (n = 653)



“The live Q&A and post-event follow-up in webinars make them feel more personal. Technical professionals appreciate hearing directly from experts, seeing real data and practical examples, and having the chance to ask detailed questions.”



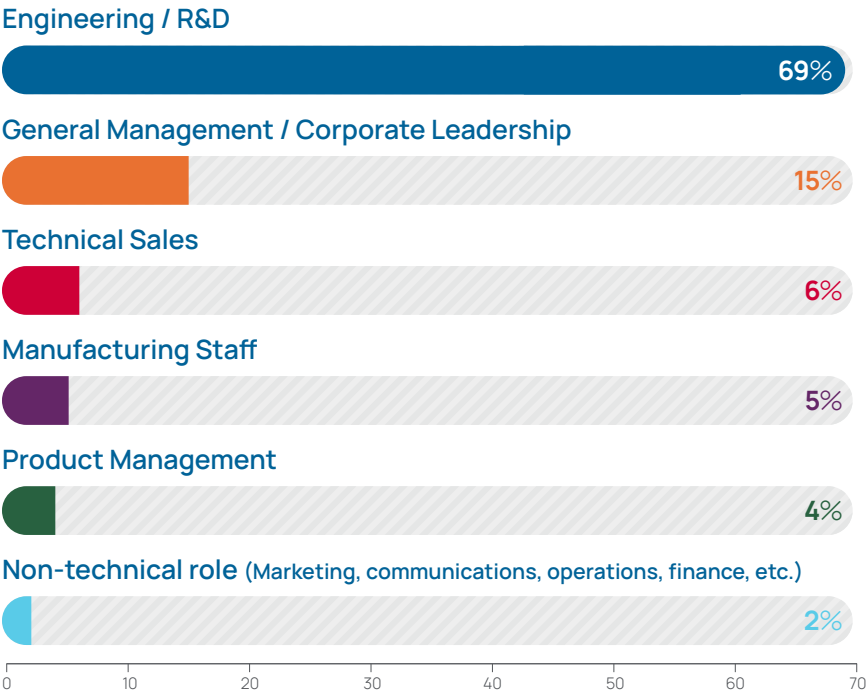
Karlaa Gregory
Digital Marketing Manager
Sumitomo Drive Technologies

About The Survey Respondents

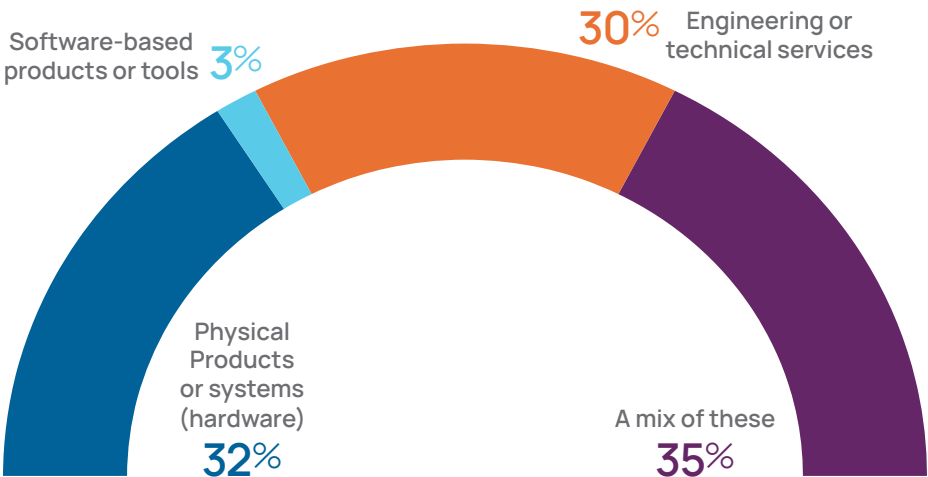
Over **one thousand** qualified engineers and technical professionals across the globe responded to our most recent survey.

Participants were not required to answer each and every question, so sample sizes vary slightly question-to-question and are noted throughout for clarity. In some cases, we make comparisons to data from previous year(s) when the question was asked.

Which best describes your primary job function? (n = 1152)

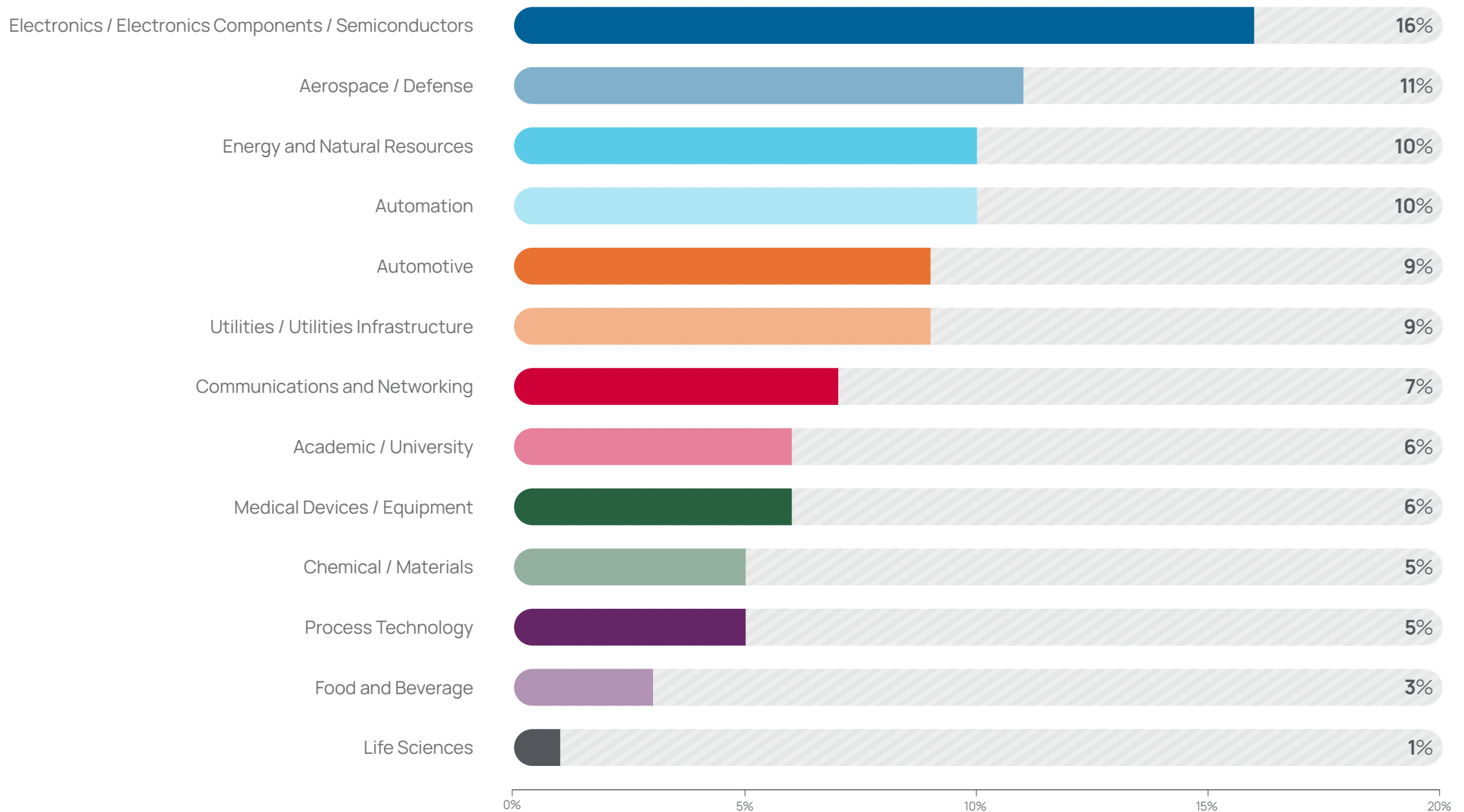


Which of the following best describes the type of products / solutions you primarily work with or support? (n = 787)



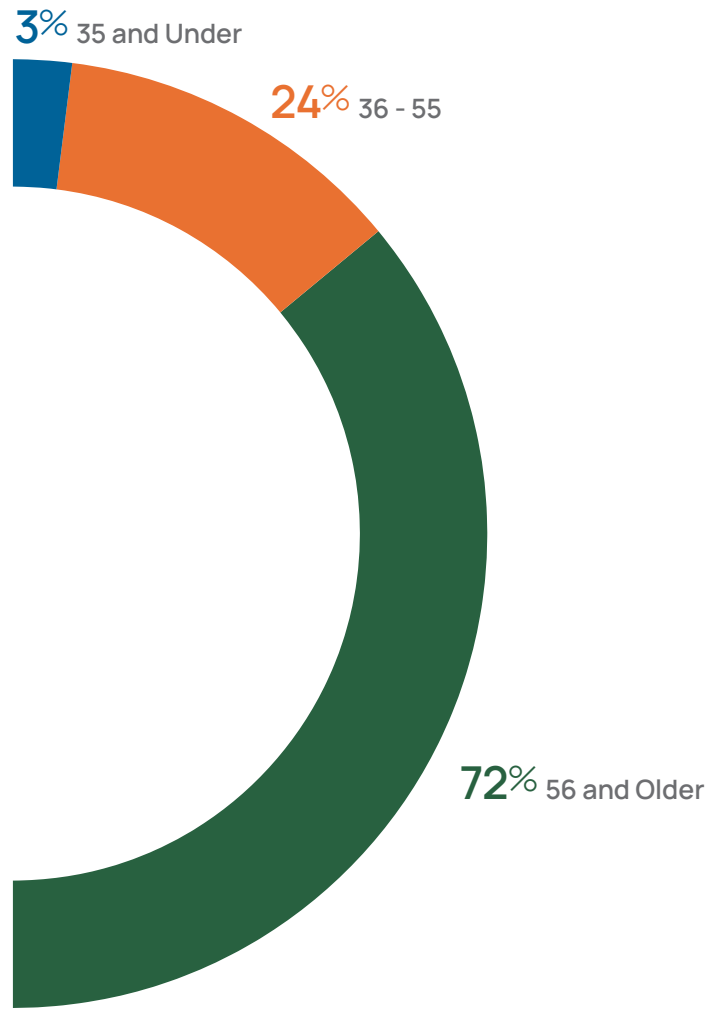
About The Survey Respondents

What industry does your company primarily support? (n = 782)

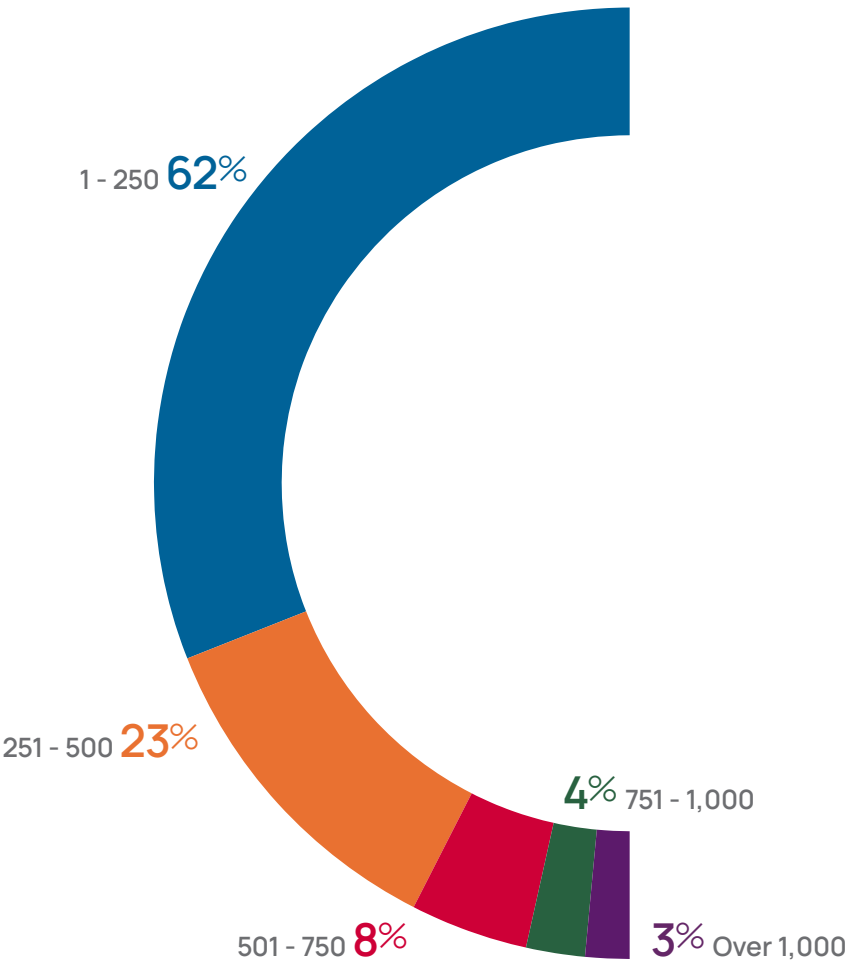


About The Survey Respondents

How old are you? (n = 2083)

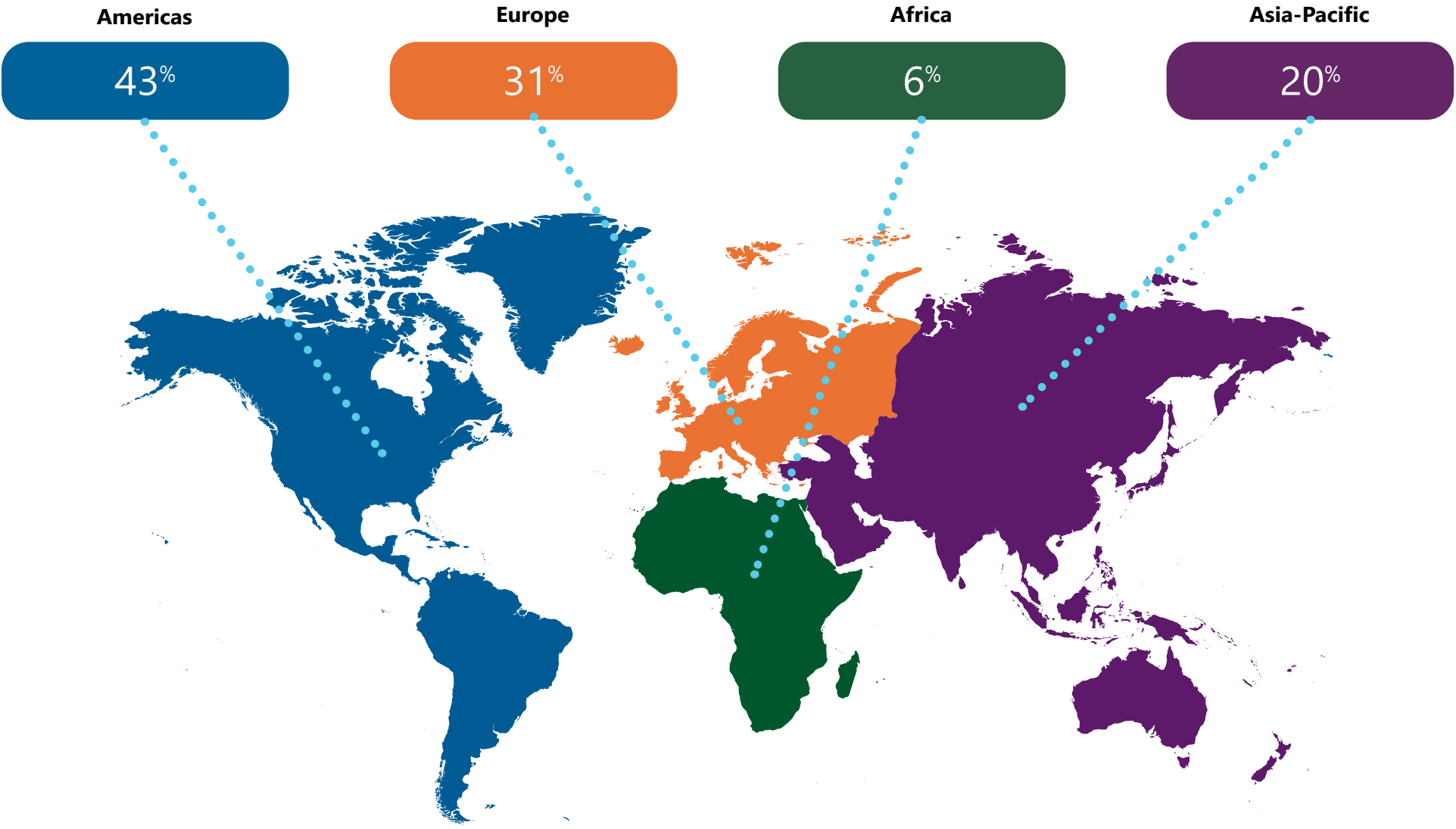


Approximately how many people work at your company (including all locations)? (n = 1147)



About The Survey Respondents

In what region do you primarily work? (n = 1148)



About The Researchers



TREW Marketing partners with engineering and highly technical companies to elevate their brand, engage their audiences, and generate new opportunities. Our annual research and decades of experience communicating complex technologies to targeted audiences make TREW a strategic marketing agency partner for companies looking to strengthen their business. TREW's strategy-driven marketing services include branding and thought leadership, technical content creation, demand-gen campaigns and sales enablement.

[Let's Connect](#)



GlobalSpec is a provider of data-driven industrial marketing solutions designed to help companies promote their products and grow their businesses. A robust audience of engineers and technical professionals relies on the GlobalSpec family of brands as a trusted resource for content, community, and engagement at all stages of the research, design, and purchasing process. Clients count on GlobalSpec to deliver deep industry intelligence, customized marketing programs, and measurable campaign performance.

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Elektor is a global platform connecting engineers, developers, and electronics industry through expert knowledge, innovation, and hands-on applications. Since 1961, it has evolved from a pioneering magazine into a multimedia powerhouse offering publications, research, e-learning, and e-commerce. With a strong presence in English, German, Dutch, and French, Elektor bridges the gap between theory and real-world applications. In 2024, it expanded into the European B2B electronics sector by acquiring European Business Press (EBP), strengthening its industry influence.

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