

2019 B2B

TRUSTED BRANDS REPORT



Introduction

A brand's reputation determines its company's success. In today's highly visual and fast-paced world, B2B marketers and business owners alike need to ensure their brands look, feel and sound like a company that other people want to do business with. At Sagefrog, we conduct an annual survey to understand the B2B brands that people really trust. In our **2019 B2B Trusted Brands Report**, we share this data, plus insights about how the top-placing brands have earned trust this year.

Discover why trust is so important in B2B. 



Why Trust is so Important in B2B

Though the B2B sales cycle is becoming shorter, and the way B2B customers shop is starting to mimic that of B2C, it's still more important to be a trusted brand in the world of B2B than in B2C. But why?

The B2B sales cycle is known for being longer, and a long sales cycle requires a positive relationship with customers. Unlike their B2C counterparts, B2B companies don't have millions of customers walking through their doors each day. Rather, B2B companies serve a more specific, and therefore smaller, target market and rely heavily on repeat business. Trust in a brand is the catalyst for repeat business.

See our survey methodology before diving into the results. 



Survey Methodology

At the beginning of each year, Sagefrog surveys B2B customers with a customer-choice survey that lists the names of the most prominent B2B brands. The survey simply asks B2B customers: What brands do you trust? Once the data—comprised of more than 1,000 votes—is collected, we analyze it and produce an overall ranking report based on the brands' trust factors.

See the most trusted B2B brands of 2019. 



Trust Factor is calculated by **taking the most trusted company and assigning a value of 100%**. This year, the most trusted brand on the survey had 56.31% of customers reporting that they trusted it. Using the difference between 100% and 56.31%, which is 43.69%, we then adjusted each company to determine their Trust Factor.

Most Trusted B2B Brands of 2019

(Trust Factor of 80+)

1 | **FedEx**
Courier Services | **100**



6 | **Johnson & Johnson**
Healthcare | **84.47**



2 | **Apple**
Technology | **97.09**



7 | **Google**
Technology | **82.52**



3 | **American Express**
Financial Services | **93.20**



8 | **LinkedIn**
Social Network | **81.55**



4 | **UPS**
Courier Services | **90.29**



Marriott International
Hospitality | **81.55**



5 | **Amazon**
E-Commerce & Technology Services | **89.32**



Brands with **Excellent** Trust Factors

(Trust Factor of 60+)

Home Depot	79.61	3M	65.05
Costco	78.64	Caterpillar	65.05
Microsoft	77.67	Dun & Bradstreet	65.05
Starbucks	77.67	HubSpot	65.05
IBM	76.70	LG	45.05
Proctor and Gamble	74.76	Salesforce	65.05
Samsung	74.76	Stanley Black & Decker	65.05
Visa	73.79	Bayer	64.08
Sony	72.82	Delta Airlines	64.08
Adobe	71.85	DuPont	63.11
Southwest Airlines	71.85	Intel	63.11
CVS Caremark	70.87	Colgate-Palmolive	62.14
General Electric	69.90	Ford	62.14
Michelin	68.93	Lockheed Martin	62.14
Berkshire Hathaway	67.96	Bosch	61.17
AT&T	66.99	Deere & Company	61.17
Dell	66.99	Best Buy	60.19
MasterCard	66.99	Charles Schwab	60.19
Verizon	66.99	Chase	60.19
HP	66.02	Starwood Hotels	60.19

Brands with **Good** Trust Factors

(Trust Factor of 50+)

Boeing	59.22	Philips	55.34
Canon	59.22	SAP	55.34
Motorola	59.22	Siemens	55.34
Panasonic	59.22	United Healthcare	55.34
Bank of America	58.25	Eli Lilly	54.37
Fox Broadcasting	58.25	Youtube	54.37
General Motors	58.25	Zoom	54.37
J.P. Morgan	58.25	Boston Scientific	53.40
eBay	57.28	Electrolux	53.40
ExxonMobil	57.28	Shell	53.40
Goldman Sachs	57.28	Wells Fargo	53.40
JPMorgan Chase	57.28	DHL	52.43
Texas Instruments	57.28	Square	52.43
Uber	57.28	Thomson Reuters	52.43
Whirlpool	57.28	Twitter	52.43
Cisco	56.31	Facebook	51.46
Lyft	56.31	Groupon	51.46
United Airlines	56.31	H&R Block	51.46
Bridgestone	55.34	BlackRock	50.49
CBS Television	55.34	Chevron	50.49
Honeywell	55.34	Citicorp	50.49
Oracle	55.34		

See the top three lessons we learned from the most trusted brands.



Lessons from the Most Trusted Brands

Lesson #1

A Personal Approach to Content Wins

FedEx, the number #1 brand this year, has been climbing the ranks of customer trust for some time. One look at their Twitter page and it's easy to understand why. FedEx builds relationships with a mixture of content that connects with prospects and customers in a variety of ways. From their web series, the FedEx Junior Business Challenge, where young entrepreneurs pitch their concepts and compete for a donation from FedEx to the videos that follow individual B2B customers through the creation of their respective businesses, **FedEx creates people-oriented content that speaks to a B2B audience, letting them know FedEx is a partner that can meet their needs.**

Lesson #2

Awareness Does Not Always Equal Trust

It's no surprise that some of the most trusted brands are also the most recognizable, but there's an important difference. Amazon dropped from the most trusted brand in 2018 to number six this year, going from a Trust Factor of 100 to 89.32, despite having only grown in prominence. Brand awareness is a stepping-stone to trust, but the reputation of a company, the service it delivers, and the presence of its leadership are other important stepping-stones that your brand won't reach trust without. **For this reason, it's more important than ever for B2B companies to have a strong marketing and public relations presence to maintain control over their brands' narrative.**

Lesson #3

New Marketing Tactics Boost Trust

As video marketing grows in prominence, brand trust begins to grow for the companies that invest in it. Each of the top five most trusted brands have successful video marketing programs through paid television media and social media. It's easy for big companies to create well-produced videos, but even some of the high-placing smaller contenders have successful video marketing programs, which brings us to...

An Unlikely Frontrunner

With a Trust Factor of 65.05, HubSpot makes an important statement about brand trust in B2B. It's unusual to see a marketing technology platform company achieve the awareness and reputation necessary to have a high trust factor among trusted brands. HubSpot is constantly using new media to market itself and creating new content to build relationships with prospects and customers. Its HubSpot Academy and various online bootcamps with tech partners boost awareness and secure its place as a thought-leader across marketing, sales and service.

See what this year's survey teaches us about the impact of industry on brand trust. 



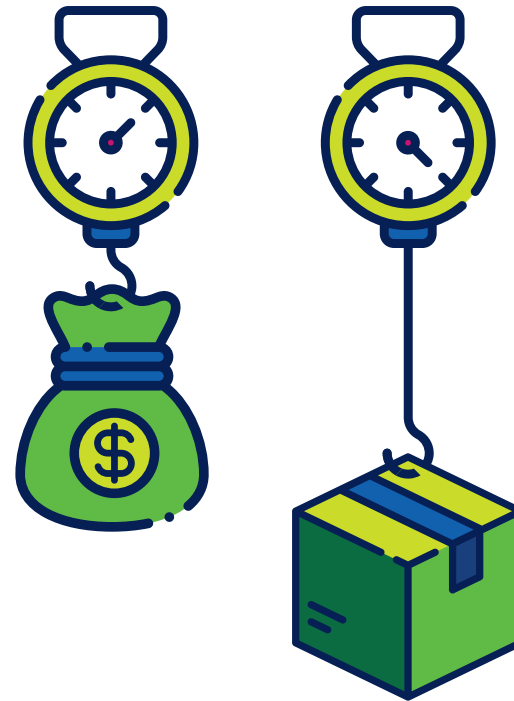


Industry Insights

The Relationship Between Trust and Industry

Some brands are just in the right place at the right time.

What we mean by that is certain industries are simply more trustworthy than others. That's why we tend to see companies in the same industry grouped together in the trusted brands ratings. UPS and FedEx, for example, placed high together because shipping is a trusted industry, and communication giants including AT&T and Verizon were tied with Trust Factors of 66.90. On the other hand, financial institutions like Wells Fargo, Goldman Sachs and JPMorgan Chase can't seem to break through the ceiling of the high 50s, showing that the financial industry is a target for distrust.



The Stand-Out Social Medium

LinkedIn's ranking in the top 10 trusted brands comes as a surprise, since industry cohorts Facebook, YouTube and Twitter all have Trust Factors nearly 30 points lower. While Facebook and Twitter have business features for B2B customers as well, it's clear that no medium has completely perfected meeting B2B needs the way LinkedIn has. From targeted, sponsored InMail that lets customers speak directly to the prospects in their target markets to its overall professional appearance, LinkedIn has built a brand that's clearly trustworthy, both in appearance and functionality.

Do You Need Help Building Your Brand?

For more information on The **2019 B2B Trusted Brands Report's** methodology and results, or for help increasing your brand's Trust Factor, please contact us:

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