

MARKETING EDITION • PERSONA 02

CMO. *B2B SaaS.*

A marketing intelligence cheat sheet for the campaign-builder reaching a *Series B-D B2B SaaS CMO*.

ROLE Chief Marketing Officer

VERTICAL B2B SaaS

ARR \$25M-\$120M

STAGE Series B-D

For marketers building campaigns, content, and landing pages that **actually reach this buyer** — not sellers prepping a call. Most campaigns targeting her lead with the wrong problem. This brief shows you what she's actually dealing with — and the language that signals you've *been inside a B2B SaaS marketing org*.

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ISSUED • BUYER INTEL ACCELERATOR

AUDIENCE • MARKETERS

MESSAGING CONTEXT • VOCABULARY • HOOKS • FORMATS

M/02

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What she's actually *dealing with right now*.

Four problems she carries into every piece of content she opens. Each one tells you which lane to write from — and which sounds like a vendor who hasn't done the homework.

THE REAL PROBLEM	WHY IT MATTERS FOR YOUR MESSAGING	PRIORITY
Attribution model collapse	Apple's 2021 privacy changes broke the measurement models most B2B SaaS CMOs built their budgets on. She's running campaigns she believes in but cannot justify to the board. Content that addresses attribution credibility — and shows a path through it — is in the right lane.	HIGH
MQL → SQL handoff failure	60–70% of her MQLs die at the handoff before marketing ever gets credit. Her problem is not lead volume — it's quality and sales adoption. Lead with "generate more MQLs" and you've diagnosed the wrong problem. She stops reading.	HIGH
CRO relationship credibility	Her budget co-signer and internal credibility partner. Content she can hand to the CRO — that makes her look like she understands the revenue conversation — is high-value. "What your CRO needs from marketing this quarter" gets forwarded internally.	HIGH
Board-level ROI defense	Last-touch attribution makes her numbers look good. Everyone in the boardroom knows it's wrong. She needs a framework she can defend, not metrics that make her look good for one quarter and vulnerable the next.	MED

tone signal

Revenue operator, not marketer. She does not want to be sold to. She wants peer-level content that helps her solve a governance problem. Write for the person defending a budget in a boardroom — not the person running A/B tests on email subject lines.

What signals you've been *inside a B2B SaaS marketing org.*

She's read every vendor blog post in her category. Vocabulary precision is how she sorts the operators from the bystanders in under five seconds.

+ USE THIS

- + **Pipeline influence** not "brand awareness"
- + **Revenue marketing** not "demand gen"
- + **Sales-adopted content** not "enablement assets"
- + **MQL-to-SQL conversion rate** not "lead quality"
- + **Cost per SQL** not "cost per lead"
- + **Multi-touch attribution** not "marketing ROI"
- + **CRO alignment** not "sales and marketing alignment"

- AVOID THIS

- **"Generate more MQLs"** misdiagnoses the problem
- **"Improve marketing ROI"** too generic to survive her filter
- **Vanity metrics** impressions, followers, social engagement
- **"Seamless integration"** she's heard it 50 times
- **SaaS buzzwords** AI-powered, next-gen, transformative
- **"More pipeline"** she already has pipeline the CRO ignores

RULE OF THUMB

Before you publish, ask: **would a CRO reading this respect me, or would a CMO who reports to me find this embarrassing?** If either flinches, rewrite.

Hooks that *get opened*.

Each headline names a specific conversation she's already having. Hooks she'd write herself outperform headlines built around your product.

HOOK 01 • ATTRIBUTION

"How to answer the attribution question when your board no longer trusts last-click models."

Why it works • Names the specific CFO conversation she's dreading every quarter. Specific, real, actionable.

HOOK 02 • MQL-SQL

"Why 70% of your MQLs die before sales touches them – and it's not a lead quality problem."

Why it works • Reframes a problem she owns as a systems problem, not a marketing failure. She shares this with the CRO.

HOOK 03 • CRO RELATIONSHIP

"What your CRO needs from marketing this quarter – and how to give it to them before they ask."

Why it works • Content she forwards internally. Positions your brand as someone who understands her relationship dynamics.

HOOK 04 • BOARD DEFENSE

"The one pipeline metric your CFO will accept when they stop trusting marketing attribution."

Why it works • Solves a governance problem, not a marketing problem. Signals peer-level understanding.

Formats that *perform* with this buyer.

She presents to boards, defends budgets, and manages a CRO relationship that doesn't fix itself. The formats below get saved, forwarded, and cited in her next deck.

FORMAT	WHY IT WORKS	EXAMPLE
Board-ready frameworks	She presents to a board. She needs slides, not storytelling. Content that gives her a framework she can adapt for an internal deck outperforms thought-leadership essays.	<i>"The 3-metric attribution framework that survives a board operations review."</i>
Benchmark data reports	Data that lets her compare her MQL-to-SQL conversion rate to industry averages — the kind of thing she bookmarks and shares with her CFO and CRO.	<i>"B2B SaaS marketing benchmarks: MQL-to-SQL, CAC payback, and pipeline influence by ARR tier."</i>
CRO-facing co-content	Content the CMO can hand to the CRO to improve a complicated relationship. Extremely high forward rate among this audience.	<i>"What marketing and revenue ops need to agree on before the next board review."</i>
Named peer case studies	Not "a Series C company." An actual company with a name attached, same ARR range, same CRO-CMO tension. Unnamed case studies lose credibility instantly.	<i>"How [Company] rebuilt their pipeline attribution after last-touch stopped working for their board."</i>

What kills your campaign *with this buyer.*

Six mistakes that take a campaign out before it gets shared. Each one is a fingerprint of a vendor selling to a company that doesn't exist anymore.

- ◆ **Leading with pipeline volume.** She already has MQLs. Her problem is that sales won't touch them. "Generate more leads" tells her you haven't done your homework on her actual problem.
- ◆ **Writing for the person running A/B tests.** She is defending a budget in a boardroom. Write for that person — revenue operator tone, not marketing practitioner tone.
- ◆ **Generic thought leadership.** Every competitor publishes the same AI-generated content. Volume is up, differentiation is down. Her mental filter for "another vendor blog post" is automatic and fast.
- ◆ **Vanity metrics in your proof points.** If your case study highlights impressions, MQL volume, or email open rates as the outcome, she classifies you as a vendor who doesn't understand revenue marketing.
- ◆ **Ignoring the CRO.** Content that only talks to the CMO misses half the buying committee. The CRO is her budget co-signer. Campaigns that only speak to marketing get stuck in marketing.
- ◆ **"Aligns marketing and sales."** This phrase has been used so many times by so many vendors that it signals nothing. Tell her exactly what changes — MQL handoff SLAs, SQL definition ownership, revenue ops reporting structure.

Content for the *full buying committee*.

She doesn't decide alone. By the time your campaign converts, four other people have read it through four very different filters.

STAKEHOLDER	WHAT CONTENT MOVES THEM	CONTENT ANGLE
CMO	Attribution defense, CRO relationship, board-ready metrics.	<i>"The attribution model your board will accept in 2025."</i>
CRO / VP Sales	Pipeline quality from marketing, SQL definition, handoff SLAs.	<i>"Why your reps ignore marketing leads — and the one change that fixes it."</i>
CFO	CAC payback period, LTV:CAC, cost per SQL — in finance language.	<i>"Marketing's contribution to ARR: the CFO-ready model."</i>
Revenue / Marketing Ops	Stack integration, CRM configuration, attribution tooling.	<i>"Multi-touch attribution that works with your existing Salesforce + Marketo setup."</i>

The intelligence layer your campaigns *are missing.*

Everything above came from the surface layer. A full B2B SaaS CMO intelligence profile inside BIA includes five tools this brief can't fit.

01 Active Buying Triggers MEMBERS

CMO replaced, new CRO installed, Series C closed, board-mandated CAC efficiency review.

02 Messaging Playbook MEMBERS

The exact language sequences that convert this buyer by funnel stage and buying trigger.

03 Content Reviewer MEMBERS

Audits your copy, emails, and landing pages against real CMO ICP language in real time.

04 Risk & Trust Profile MEMBERS

9 trust signals and 8 deal-killers specific to this CMO profile.

05 Day-in-the-Life Narrative MEMBERS

The real context behind her content consumption patterns — when she reads, what she shares, and what she archives.

BUILDING CAMPAIGNS FOR MARKETING LEADERS?

Campaigns that reach this buyer start from buyer intelligence, not buyer demographics. **The intelligence layer your campaigns are missing takes 5 minutes to generate.**

BUILD YOURS

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