

2026 B2B BUYING DISCONNECT REPORT

Beyond the Hype: The AI Bubble that Isn't Bursting (Yet)



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Top 10 Takeaways

- 1** **94% of buyers** who used AI fact checked it at least some of the time.
- 2** AI usage has increased, but trust levels remain consistent with last year.
- 3** **74% of buyers** use reviews to inform their purchase decisions.
- 4** AI tools, or tools with AI features made up **59% of the purchases** our buyers made in the past year.
- 5** **75% of buyers** who purchased an AI tool say that it has lived up to their expectations.
- 6** **83% of buyers** shortlisted 3 or fewer products.
- 7** Analyst reports were only used by **13% of buyers** to make their purchase decisions, a **63% decrease since 2022**.
- 8** Data accuracy is the most common success metric for GTM data, but the **total amount of closed-won business** is the most important to vendors.
- 9** **Transparent pricing has been the #1 item on buyers' wish list for vendors** for 4 years running (since we started asking in 2023).
- 10** **79% of buyers** had heard of the tool they purchased before they even started researching.