

BRIDGING THE TRUST GAP

B2B Tech Buying in the Age of AI



Top 10 Takeaways

- 1 **77% of buyers looked at user reviews** when making a software purchase.
- 2 **Only 14% of buyers report consulting analyst reports** during their purchase process, a 60% drop since 2022.
- 3 Both buyers and vendors believe that **AI is positively impacting the software buying process.**
- 4 **54% of buyers speak with a user before purchasing a SaaS tool.** Vendors estimate this number is lower, at 38%.
- 5 **72% of buyers encountered Google's AI Overviews** during their research process, and **90% clicked through to at least one of the sources cited.**
- 6 **The trust gap continues to grow.** Prior experience is the most frequent and most influential resource consulted by buyers.
- 7 62% of frequent AI users reported that they always or very often fact-check.
- 8 **Occasional AI use has increased from 17% last year to 30% in 2025.**
- 9 The #1 thing software buyers would change is the **availability of transparent pricing information.**
- 10 **Social proof is more influential with Gen Z than previous generations,** indicating a stronger preference for user reviews, peer conversations, and forums.