



DEMAND AI

ISSUE ONE - GLOBAL

THE B2B BUYER CURIOSITY INDEX

What B2B Buyers Are Really Asking

A Demand AI Research Report - Global Edition

Campaigns through August 2026

www.demandai.net

Genuinely Global Dataset

Demand AI sits on a dataset to which no analyst firm, survey vendor, or competitor has access: the actual questions B2B buyers ask an AI content experience while researching a purchase. Every interaction - a click, a suggested question, a typed question - tells us something about buyer intent. This report focuses on the richest layer of that signal: the moments buyers went beyond a click and typed their own words.

This first edition draws on **179,061 leads** across 14 markets spanning the Americas, EMEA, and APAC, surfacing **23,040 organic, spontaneous buyer questions** that reveal what B2B buyers are genuinely curious about - not what a survey asked them to think about.

23,040

Organic buyer questions analyzed across 14 markets spanning the **Americas, EMEA, and APAC**

Headline findings: Government-sector buyers ask about security and risk far more than any other industry, Financial Services buyers lead the world on AI and automation curiosity - and the single sharpest predictor of what a buyer asks about isn't their industry, it's their seniority: C-Suite buyers are twice as likely to ask about ROI and cost as anyone else in the room.

Scale and Scope

179,061 leads across 14 markets spanning the Americas, EMEA, and APAC, generating **263,638 total content interactions**. Every question in this report was typed by a real buyer engaging with content in the moment - not a survey response, not inferred intent, not a third-party panel.

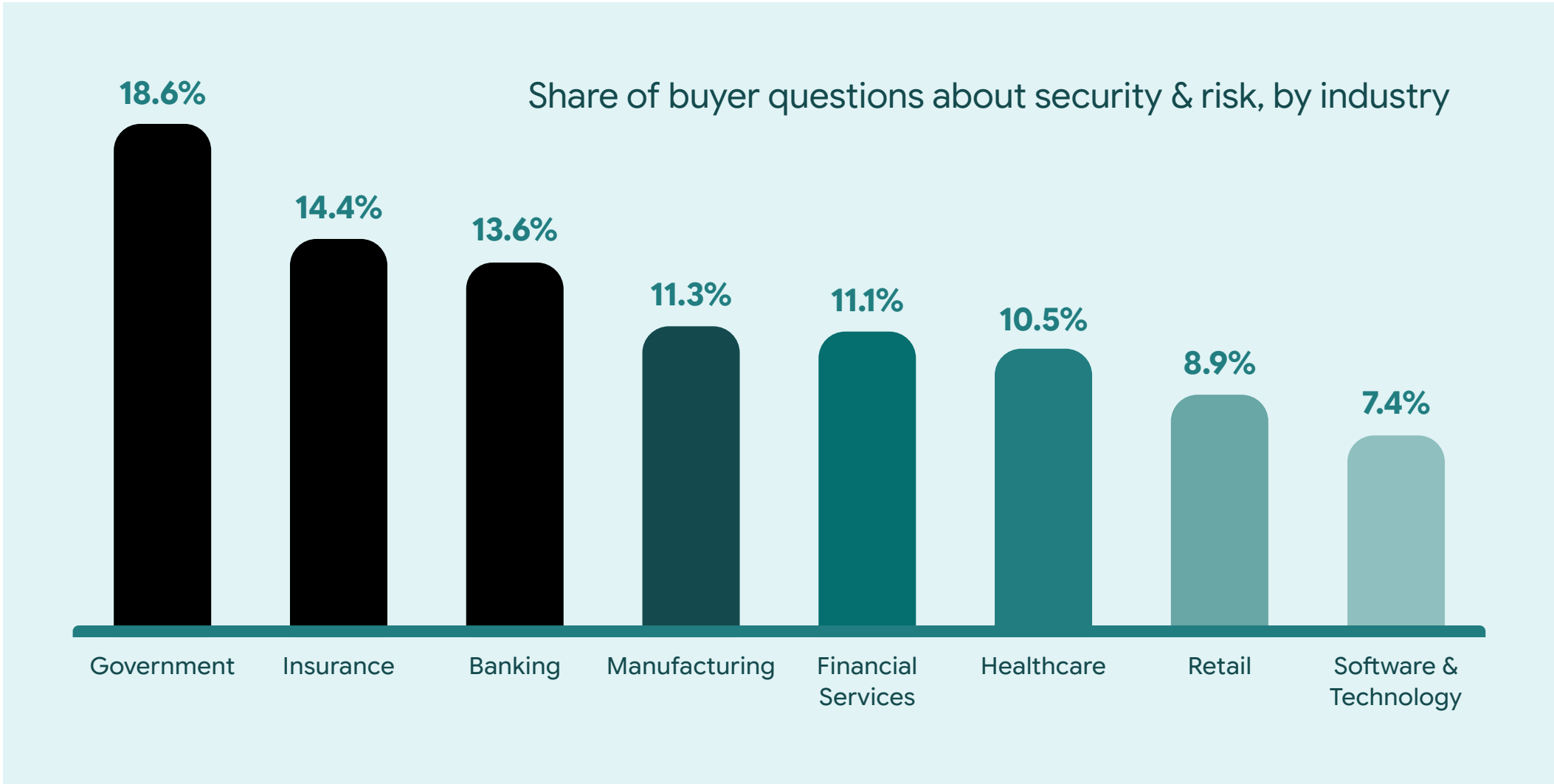
This edition covers all campaigns to date globally. Starting next edition, we'll report on a quarterly cut and layer in trend movement against prior quarters.

Full methodology - including how we distinguish spontaneous questions from suggested prompts - is in the appendix.



HEADLINE FINDING

Security Anxiety Is Not Evenly Distributed



Government buyers ask about security and risk more than any other sector - a pattern that tracks with what you'd expect a public-sector IT buyer to lose sleep over.



How does AI fit into a zero-trust security architecture for campuses?"

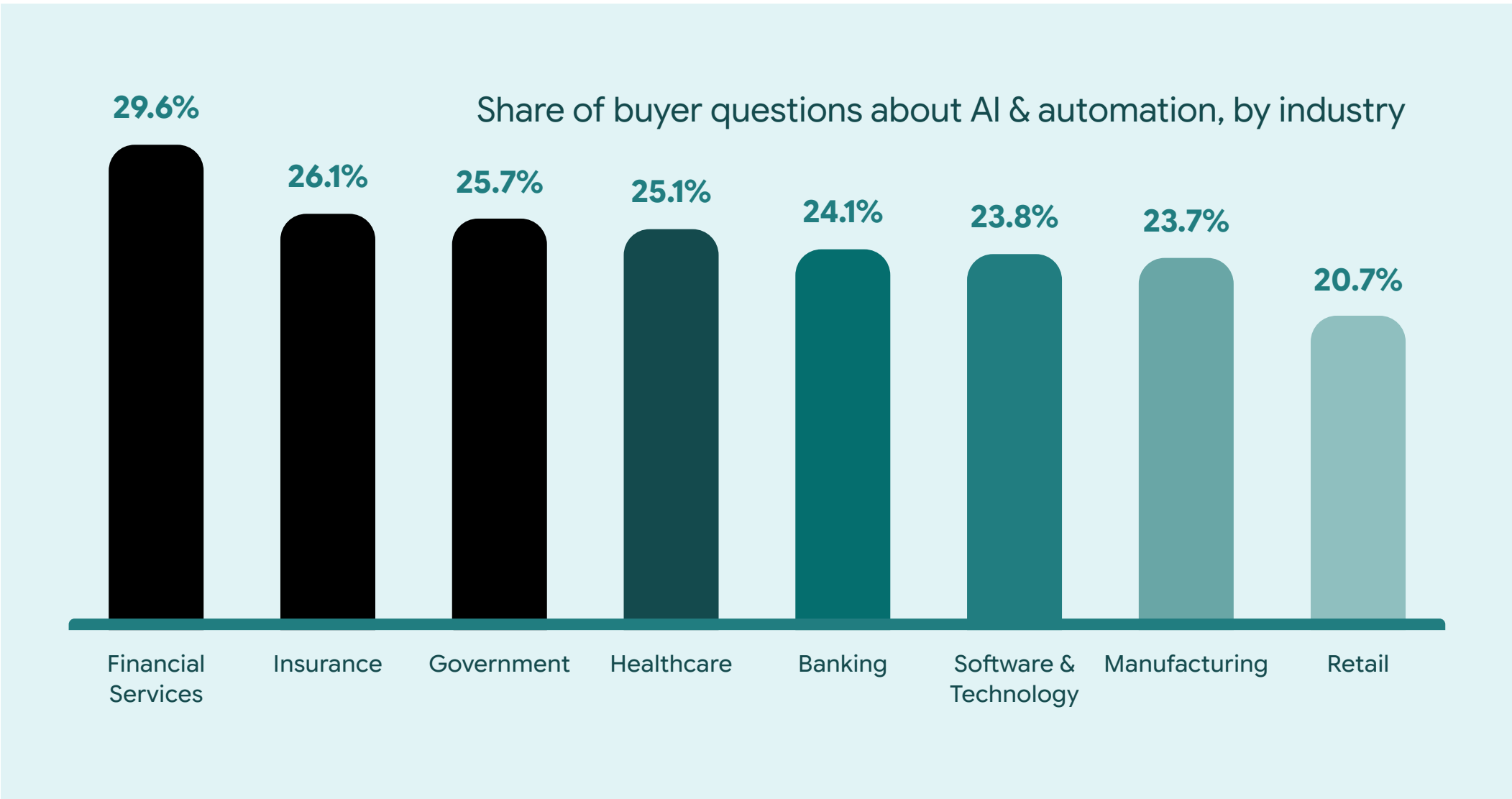
- a real question typed by an APAC buyer



HEADLINE FINDING

Who's Most Curious About AI?

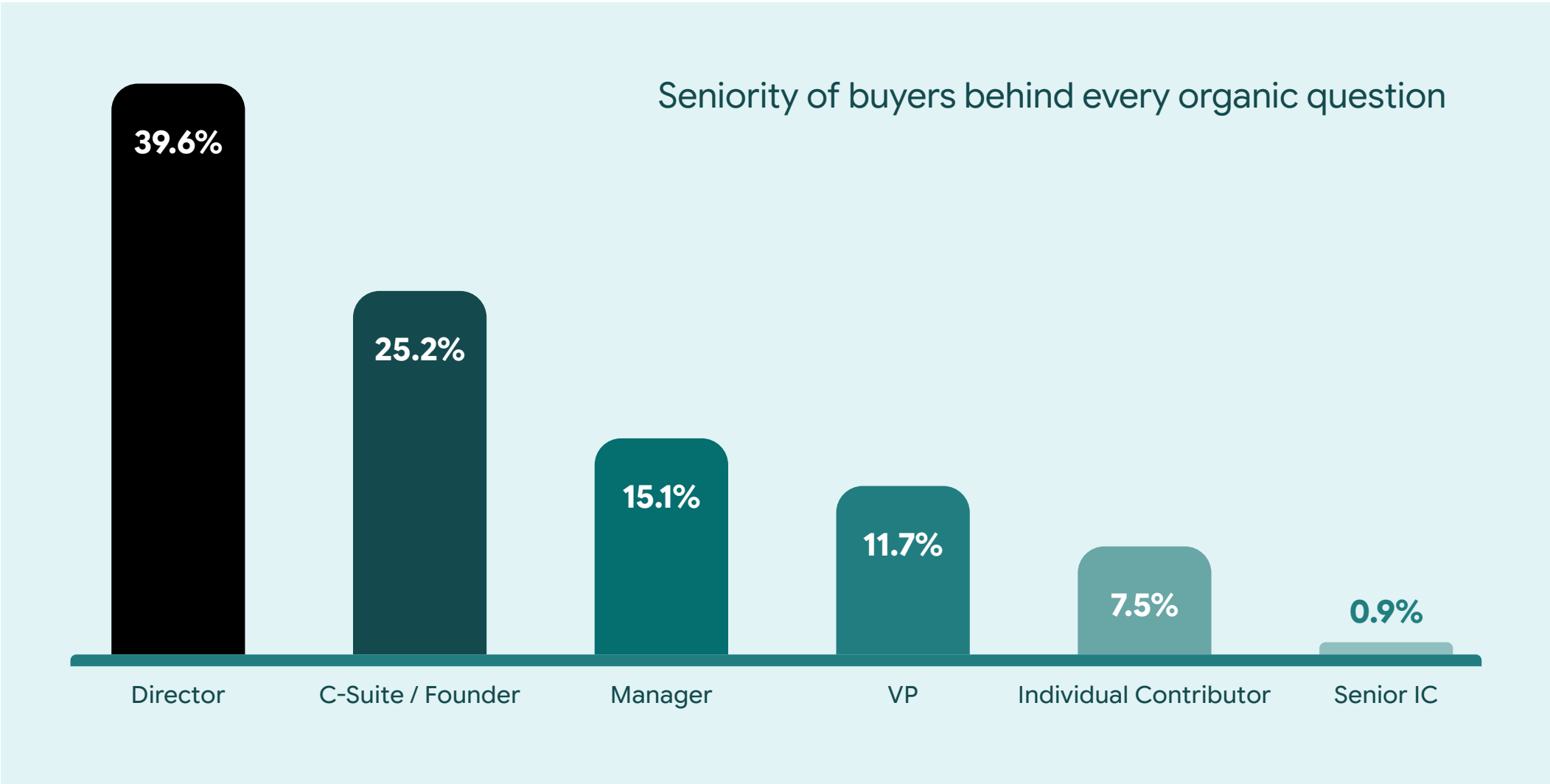
Financial Services shows the strongest curiosity about AI and automation of any sector.



All findings are reported at industry level. No individual client campaigns or company names are identified in this report.

Seniority Changes What Buyers Ask

Every organic question in this dataset is tied to the buyer who typed it - including, where captured, their job title. That lets us go a layer deeper than industry: not just which sector is asking, but how seniority itself shapes what gets asked.



Seniority is inferred from job title text where available (54% of English-language organic questions in this edition, spread across all 14 markets - not concentrated in any single region).

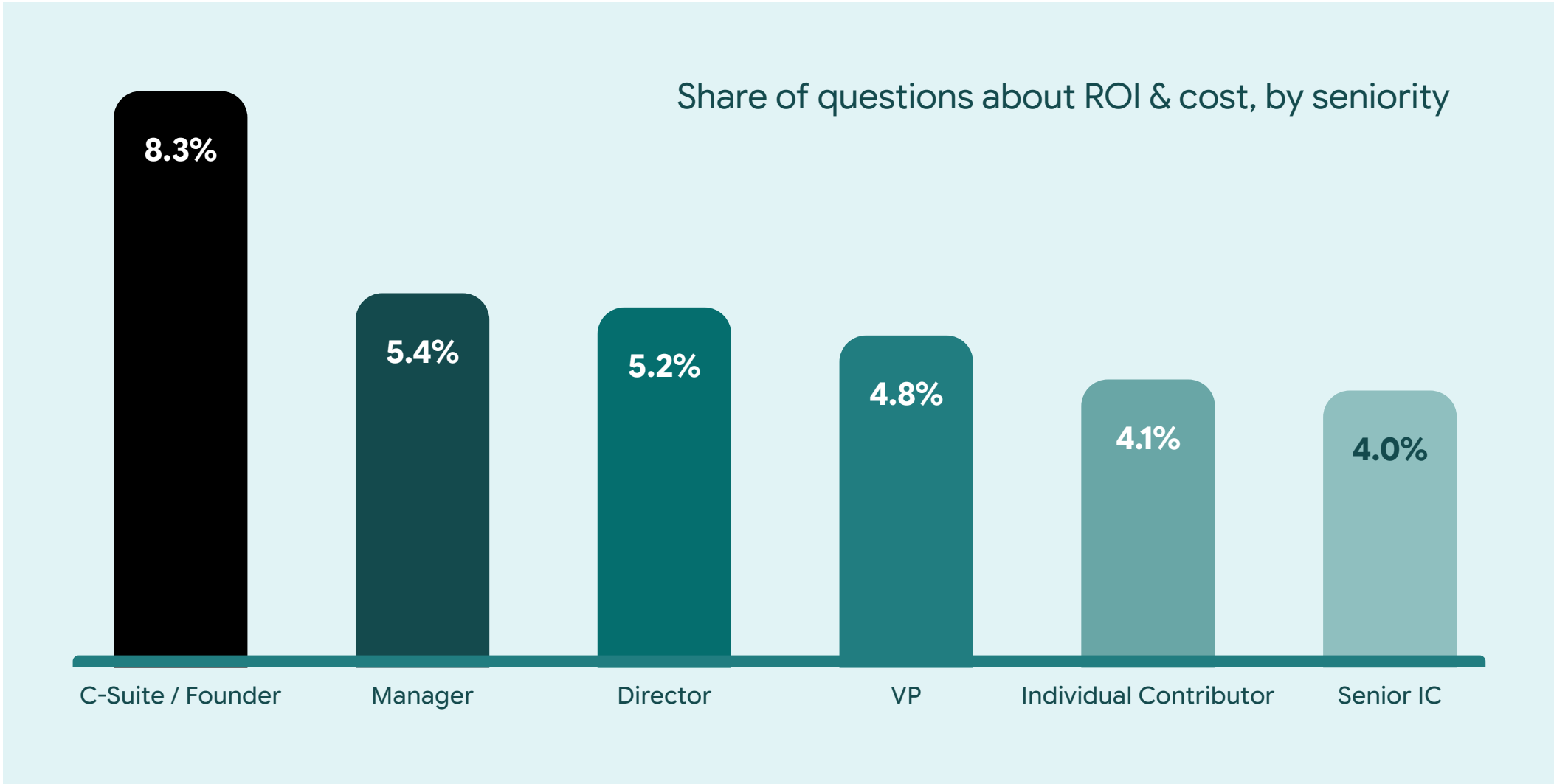
The C-Suite Asks a Different Question

2x

C-Suite buyers ask about ROI & cost

roughly 2x more often than individual contributors — consistent across 140 campaigns

WHO'S ASKING?



The pattern is consistent: C-Suite and Founder-level buyers are meaningfully more likely to ask about ROI and cost justification than any other level, while everyone below that clusters tightly together. This held up when tested against the single largest contributing campaign removed - the pattern is broad-based across 140 distinct campaigns, not an artifact of one client's audience.



Why hasn't technology delivered the ROI we expected?"

- a real question typed by a C-Suite buyer

The Automation Scepticism Gap

Real, unedited buyer questions from this dataset:



Why does partial automation create a false sense of security?”

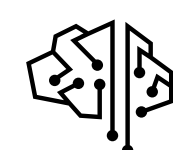
- a real question typed by a Banking buyer



What’s the risk of having unmanaged endpoints on the network?”

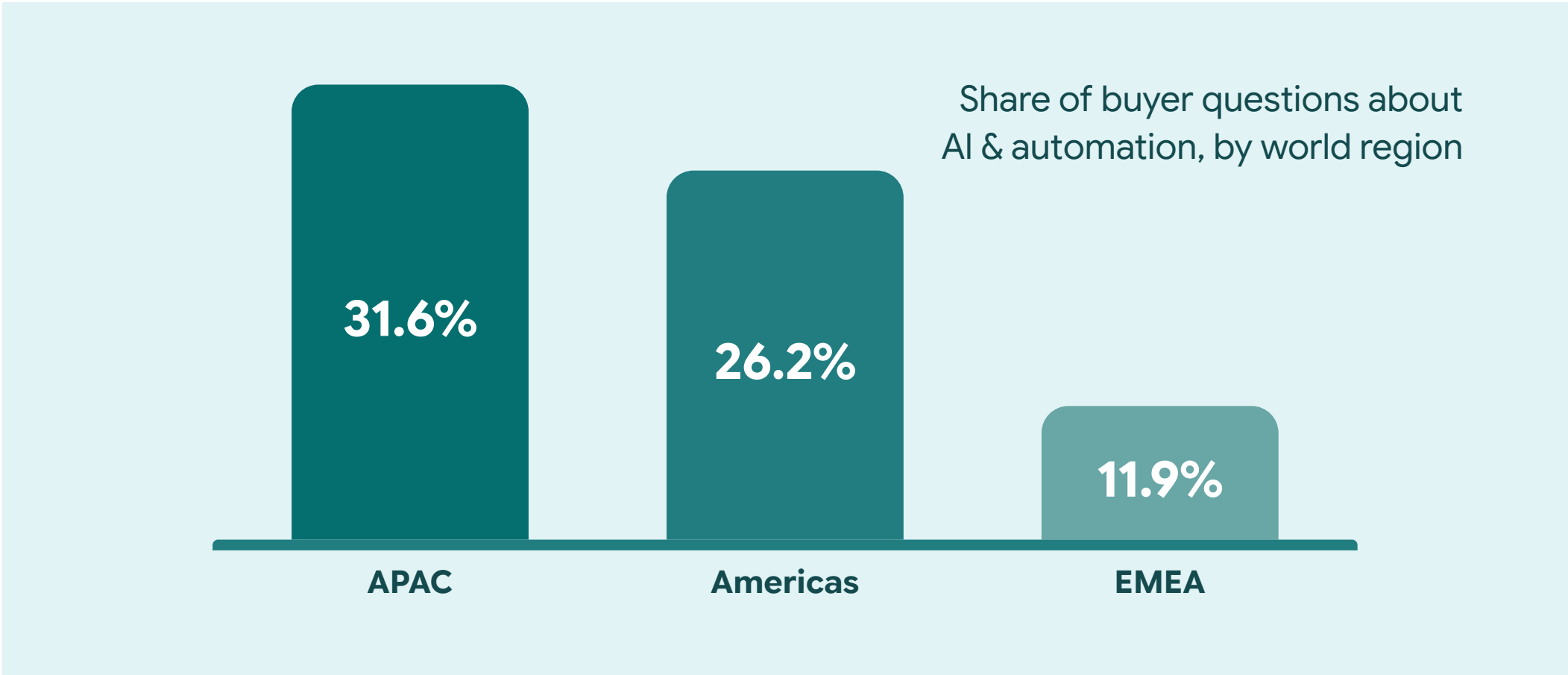
- a real question typed by a Financial Services buyer

Across sectors, a recurring pattern: buyers aren’t asking “how do I automate more” - they’re asking “how do I know the automation I already have is actually working.” That’s a subtly different, more sceptical posture than most vendor messaging assumes, and it shows up consistently enough across industries to be a genuine market signal.

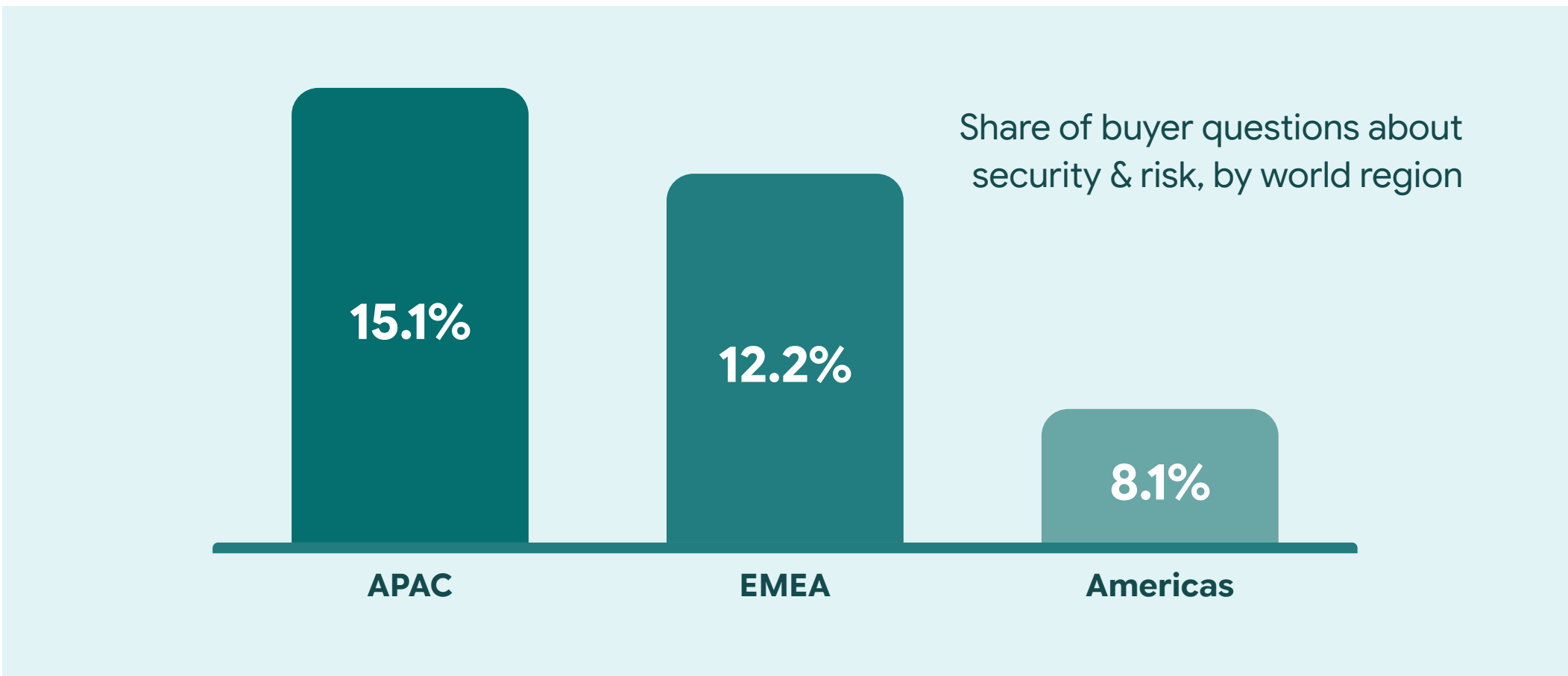


An APAC Story Worth Watching

While the findings above hold globally, there is real variation by world region worth surfacing - a data point in its own right, distinct from the industry and seniority findings above.



APAC buyers show the strongest curiosity about AI and automation of any world region, and also lead on security/risk curiosity:



This is an APAC story worth watching - and one we'll track over coming editions as the regional dataset matures further. Standalone editions for the Americas, EMEA, and APAC accompany this global report, each with its own region-specific findings.

Methodology

Every lead interacting with sponsored content through Demand AI's AI-powered content experience can engage in a few ways: typing their own question, clicking a suggested question, or requesting a summary. All of these are signals of engagement and interest. This report focuses specifically on the questions buyers typed themselves - the most spontaneous and revealing layer of that signal, though not the only one we track.

We classify a question as organic ("human-typed") when its exact text is unique, or when it differs from any other prompt in the same campaign by even one character. A question is classified as a suggested/pre-populated prompt when the exact same text recurs across two or more distinct leads in the same campaign (three or more for very short strings, to guard against coincidental short phrasing). This is a deterministic reconstruction based on how the platform's suggested-prompt buttons work, not a statistical estimate.

Seniority and job function are inferred from job title text where captured at lead level; coverage varies by campaign.



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