



DECEMBER 2022

# SaaS Buying Insights Report

# Our top 3 SaaS buying predictions for the beginning of 2023

## 01

### **In this economy? Economic buyers are smart buyers.**

As we covered in our November report, auditing SaaS usage, right-sizing seat count requirements, and requests for discounts will all continue to be levers that economic buyers use to make sure they are getting the best deal possible.

**Have you taken an updated look at how your organization has changed in relation to your SaaS requirements?**

## 02

### **Expect to spend between 30-60% of your total software spend in Q1.**

Your budget might look a little different than 2022, but if last year's data holds true for 2023, you'll spend a lot more than a quarter's worth of your annual SaaS budget in Q1. Companies of all sizes followed suit last year, with larger companies spending more of their total spend up front. (Notable: Companies with 500-999 employees spent 57% of their total 2022 spend in Q1).

**What purchasing should you front-load to ensure your tech stack sets your company up for success?**

## 03

### **Buyers are looking for solutions that provide efficient growth.**

Four of Vendr's top six net new purchase requests in late Q4 2022/early Q1 2023 are products that unlock go-to-market and revenue insights and process automation. Expect this to continue into later in Q1, as more companies look for products with high ROI.

**What categories are on your purchase list for Q1, and do they directly tie to high ROI?**

# Buying trends from our December 2022 data

## All time Vendr stats

**\$2.2B+**

PROCESSED SPEND

**18k+**

DEALS

**2.5k**

SUPPLIERS

**\$332M+**

TOTAL \$ SAVED

### What's trending for first-time purchases?

#### Top 10 New Purchases

1.	Gong
2.	Auth0
3.	Snyk
4.	Ironclad
5.	Highspot
6.	Bugcrowd
7.	Pigment
8.	CaptivateIQ
9.	Kandji
10.	Webflow

### What software is sticking around for another year?

#### Top 10 Renewals

1.	Slack
2.	Salesforce
3.	Lattice
4.	Gong
5.	Docusign
6.	Figma
7.	GitHub
8.	Outreach
9.	Zendesk
10.	Tableau

### What product categories are most popular?

#### Top 10 Categories by Deals

1.	CRM
2.	Cybersecurity
3.	Application Performance Monitoring
4.	Business Intelligence Monitoring
5.	Project Management
6.	Cloud Data Integration
7.	Mobile Device Management
8.	Cloud Security
9.	Sales Automation
10.	Help Desk

### What's a company like mine spending in the last month on SaaS?

#### Average December SaaS spend

	Headcount	Spend
1.	< 100	\$103k
2.	100 - 199	\$151k
3.	200 - 499	\$498k
4.	500 - 999	\$410k
5.	1000 +	\$1.2M

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Vendr NOVEMBER 2022

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## Buyers should plan for rights

Work with some of the world's fastest growing companies to renew products efficiently. We reached out to them to learn more about their SaaS buying process.

and trends that our Executive Buyers are seeing in November

### 01 Buyers are asked for more than normal

Buyers are asked for more than normal due to the impact of Covid. It's a time to be used to the new normal.

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### 03

#### Buyers are being asked to commit to upfront growth

In return for discounts, suppliers are asking for longer-term contracts. I.e. If you plan to grow to 300 licenses within the year, you may realize a significant discount by purchasing all at once.

Are there deals where you can confidently commit to more, to get a better price?

### 06

#### Expect higher uplifts upon renewals

In order for suppliers to accommodate for the economic climate, we're seeing renewal uplifts as high as 20% (compared to the typical 3-5%), which many customers aren't in the position to approve.

Are you managing expectations internally of this reality in the market?

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## data tells us buying trends

16k

DEALS

2.3k

SUPPLIERS

\$306M+

TOTAL \$ SAVED

What  
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### What product categories are most popular?

#### Top 10 Categories by Deals

1. CRM
2. Cybersecurity
3. Sales Intelligence
4. Password Manager
5. Application Performance Monitoring
6. Digital Analytics
7. Sales Automation
8. Project Management
9. E-Signature
10. Cloud Data Integration

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