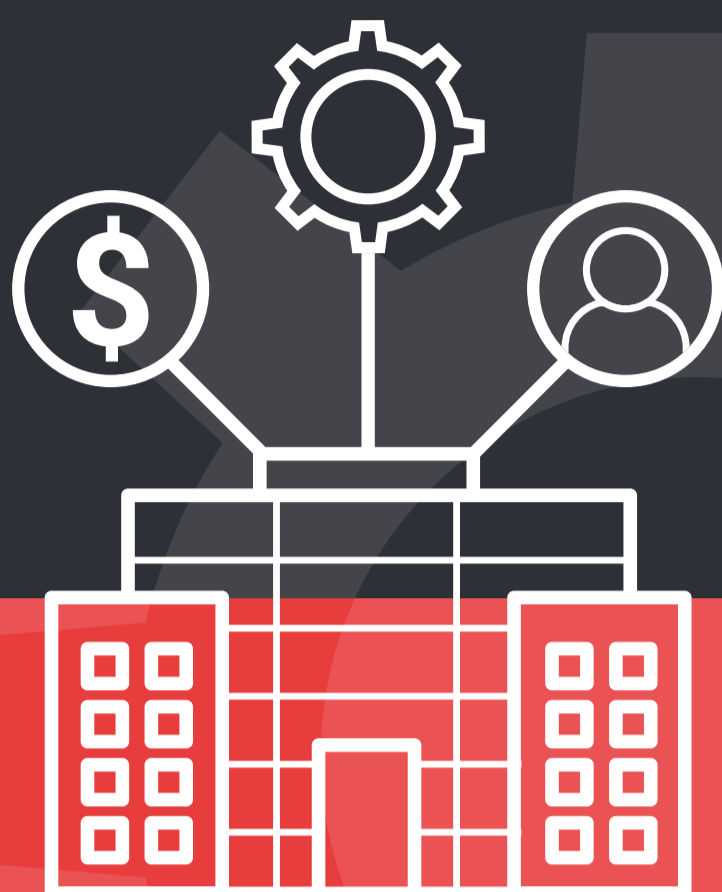


# 24 BUYER INSIGHTS FOR 2023

As one year closes another begins...

Where are B2B buyers looking to invest in the year ahead?

Drawing on first party research conducted among senior professionals within our **Insights for Professionals (IFP)** community, discover where resource needs to be focused for 2023...



## WHICH INSIGHTS WILL HELP YOU PLAN FOR EVEN GREATER SUCCESS NEXT YEAR?



### ABOUT INBOX INSIGHT

Inbox Insight amplify content globally to a community of 4.1M active IT, HR, Marketing and Business Professionals, for some of the world's most successful brands.

Using their first party research facility along with powerful AI technology, Inbox Insight are able to combine a 360° perspective of your target audience with the right specialist knowledge to deliver effective B2B demand generation programs. Learn how to put these insights into action to drive cut through and long-lasting audience engagements.

[REQUEST MEDIA PACK](#)

### IFP Insights For Professionals

#### About Insights for Professionals

IFP is a centralized knowledge platform that brings together professionals across multiple disciplines and sectors through the common goals of professional development and knowledge acceleration.

[VISIT THE IFP WEBSITE](#)