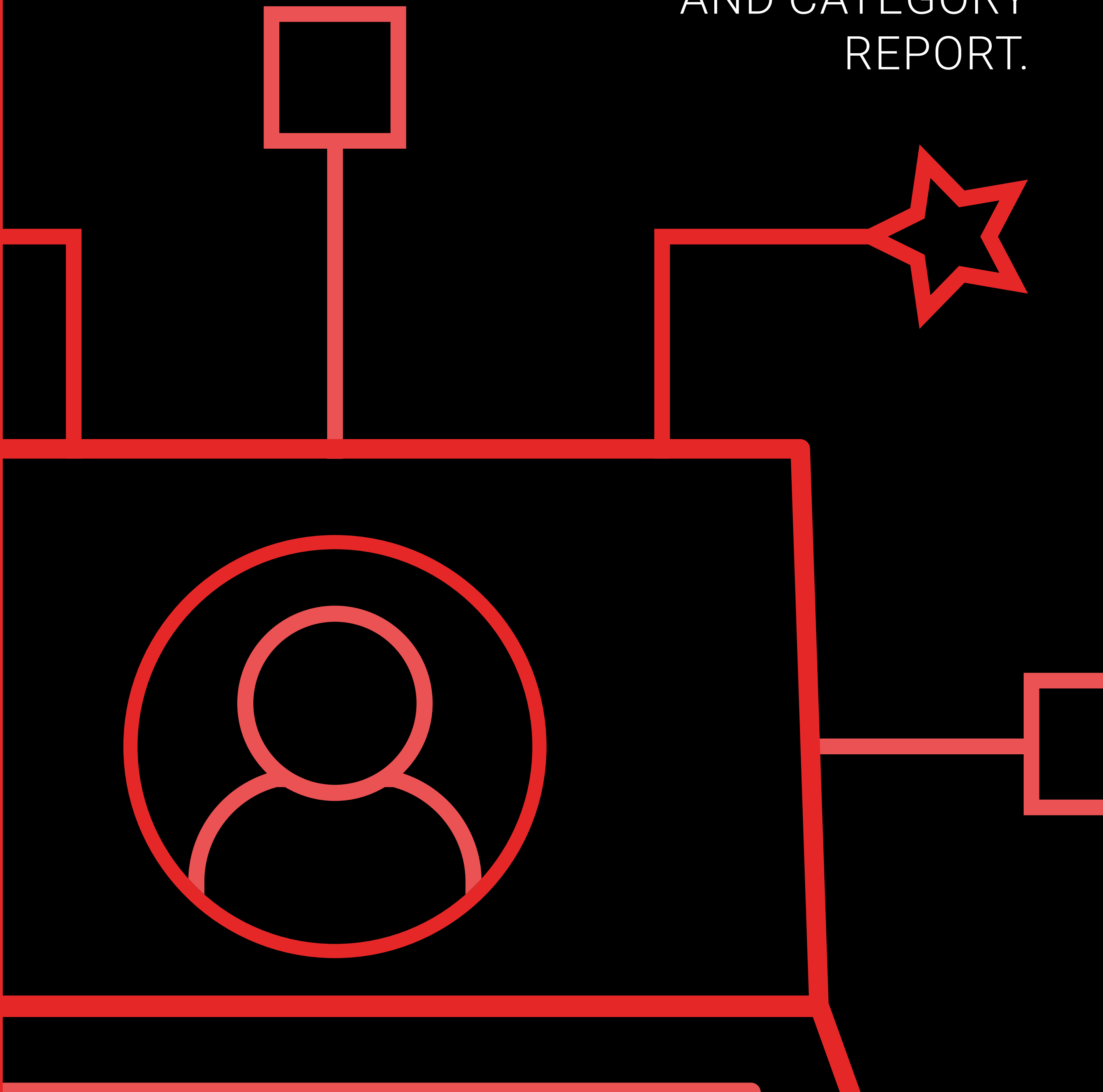
InboxInsight

A DATA-DRIVEN
ACTIVATION GUIDE
AND CATEGORY
REPORT.



Customer Experience

ACCELERATING B2B SALES FOR CUSTOMER EXPERIENCE COMPANIES

Using intent data in account-based marketing is not new, but what if you could find out exactly what topics your target accounts are researching; the challenges they are facing; and the specific pain points your prospects are experiencing, all neatly compiled together in an easy to digest guide? If you think it could help, then read on - this is the playbook for you!

Drawing on first-party research from **Insights for Professionals (IFP) Analyst report** and other industry leading sources, we reveal the top obstacles facing Customer Experience vendors as well as key category trends shaping the market today. By fusing this market and audience intelligence with data-driven insights into what content topics are trending in your space we're then able to guide you towards identifying the exact prospects and accounts in-market for your solution.

By incorporating this approach into your GTM strategy, you'll be better placed to tailor the right message, to the right audience to fit their specific stage in their buying journey.

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WHAT VALUE WILL THIS CATEGORY REPORT PROVIDE CUSTOMER EXPERIENCE VENDORS?

Providing customers with a great experience (CX) has always been important for businesses, but in the current digital landscape, it's a crucial component to survival. With new innovations and technologies arriving in the industry every year, the modern CX is becoming more and more seamless and personalized. As a result, the expectations of the average consumer are higher than ever.

According to Smart Insights, 63% of consumers will stop buying from brands that use poor personalization tactics. What's more, almost half of customers claim brands don't meet their expectations, and two-thirds couldn't recall when a brand exceeded expectations.

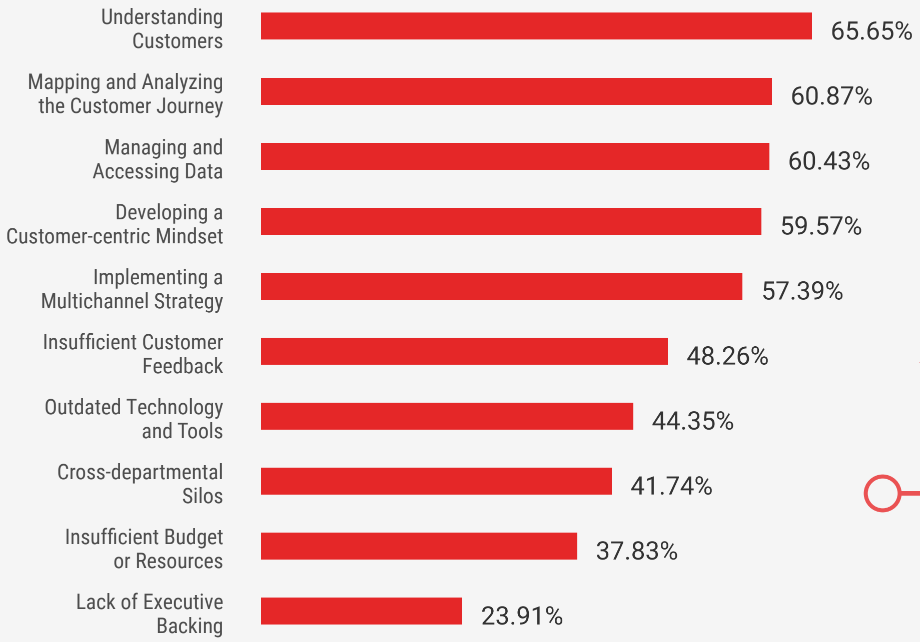
Pressure on brands is high, with three out of every four (76%) customers claiming they'd switch to a competitor if they had just one bad experience with a brand. This isn't just restricted to the B2C space - research suggests that 80% of B2B buyers expect a similar purchase experience to that of B2C customers. And despite the proliferation of tools available today, 74% of marketers globally claim technology has made it harder to deliver a great CX – not easier.

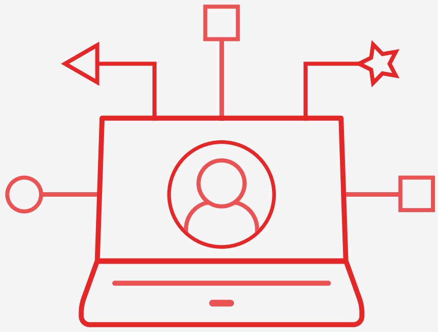
For modern businesses, competition is fierce, but no enterprise can afford to neglect this area of their operations. For CX vendors who can cut through the noise and provide the expertise and tools businesses need, this provides significant revenue and sales opportunities – provided you know who to target, when and how.

Leverage the following insights to ensure your business is working to solve the pain points identified, adapt to a changing market and capture the demand.

KEY PAIN POINTS FOR CUSTOMER EXPERIENCE PROFESSIONALS

Top CX challenges





55% of US and UK consumers say they trust brands less than they did in the past (HubSpot).

88% of consumers say it takes three or more purchases to build brand loyalty (Yotpo).

86% of B2B chief marketing officers say they consider CX to be of the highest priority (Qualtrics).

80% of B2B buyers expect a similar purchase experience to that of B2C customers (SmartKarrot).

85% of B2B customers say the buyer experience is as important as the product or service (Salesforce).

66% of businesses say their biggest CX challenge is understanding customers (IFP).

Top 3 reasons businesses fail to retain customers

16%

Lack of Personalization

14%

Poor Communication

13%

Rising Customer Expectations

GEN Z SHOPPERS VALUE EXCELLENT CUSTOMER SERVICE – THEY ARE 60% MORE LIKELY THAN ANY OTHER GENERATION TO HANG UP THE PHONE IF A BUSINESS DOESN'T ANSWER IN 45 SECONDS (Business Wire)

40% OF ORGANIZATIONS BELIEVE THAT THE LACK OF CONSOLIDATED DATA AND ANALYTICS STOPS THEM FROM DELIVERING A SEAMLESS CX (IFP)

LACK OF PERSONALIZATION (16%) AND POOR COMMUNICATION (14%) WERE CITED AS THE BIGGEST REASONS THAT BUSINESSES FAIL TO RETAIN CUSTOMERS (IFP)

37% OF COMPANIES DON'T HAVE A CLEARLY DEFINED CUSTOMER SUCCESS STRATEGY (SurveySparrow)

50%

OF ORGANIZATIONS SAY **CUSTOMER SATISFACTION** METRICS AREN'T **SHARED ACROSS DIFFERENT DEPARTMENTS**, AND THIS IS STOPPING THEM FROM DELIVERING **SEAMLESS CX** (IFP).

48%

OF **CX LEADERS** CITE THE **LACK OF A SINGLE CUSTOMER VIEW** AND **VISIBILITY OF THE CUSTOMER JOURNEY** AS THEIR **BIGGEST CHALLENGE** IN MEASURING CX EFFECTIVELY (POINTILLIST).

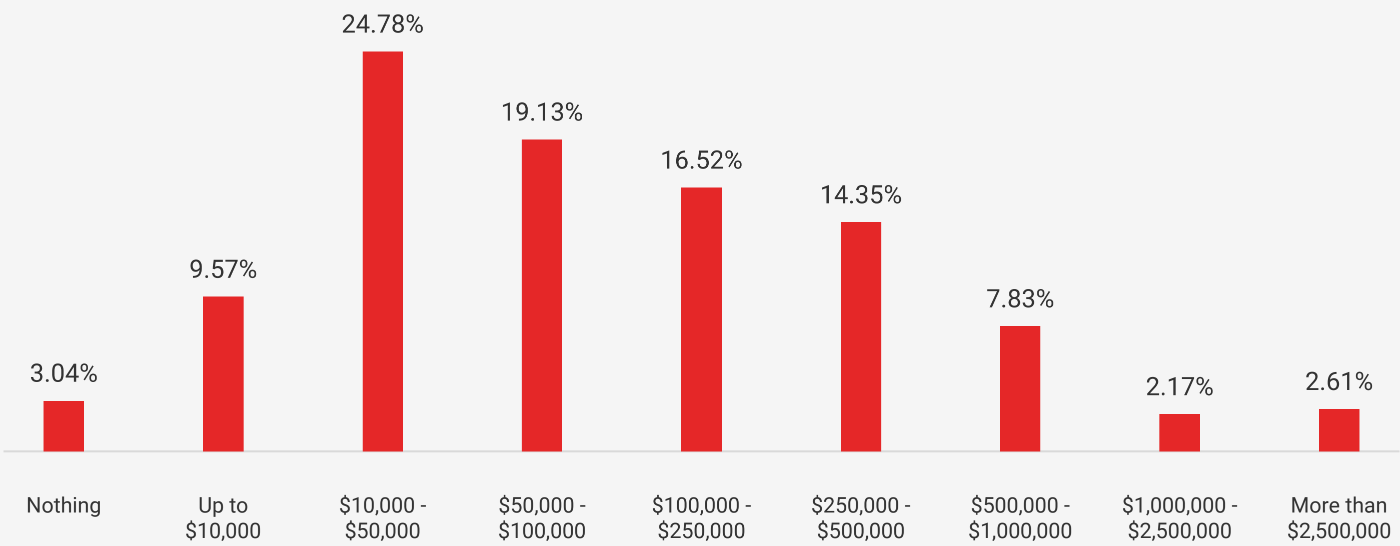
$35.3B

IS **LOST EVERY YEAR** BY US BUSINESSES IN **CUSTOMER CHURN CAUSED BY AVOIDABLE CX ISSUES**, SUCH AS **FAIR TREATMENT** (GLOBAL NEWS WIRE).

MARKET TRENDS & INVESTMENT AREAS FOR CUSTOMER EXPERIENCE SOLUTIONS

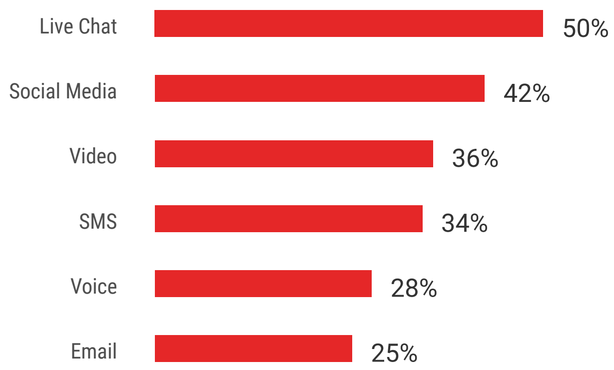
- The global CX Management Market was valued at **$9.5 billion** in 2021 and is projected to reach **$16.9 billion** by 2026 – a CAGR of **12.3%** (*Markets and Markets*).
- According to an IFP survey, **30%** of marketing leaders are prepared to spend from **$100,000 to over $2.5m** to reduce wait times and improve overall customer service (*IFP*).
- The Live Chat software market is expected to reach **$1.7 billion** by 2030 (*Allied Market Research*).
- The global Customer Success market is estimated to reach **$3.1 billion** by 2026 (*Business Wire*).
- The majority (**45%**) of businesses want to invest in CX over the coming year in order to increase customer satisfaction (*IFP*).
- An increase in Customer Success hiring is predicted as companies start to focus on their existing customers (*Successcoaching.co*).
- The Loyalty Management Market is worth **$4.43 billion** (*Fortune Business Insights*).
- **84%** of large businesses already use AI to support customer services (*ACXIOM*).

How much are you prepared to spend on staff training in order to reduce wait times and improve overall service?

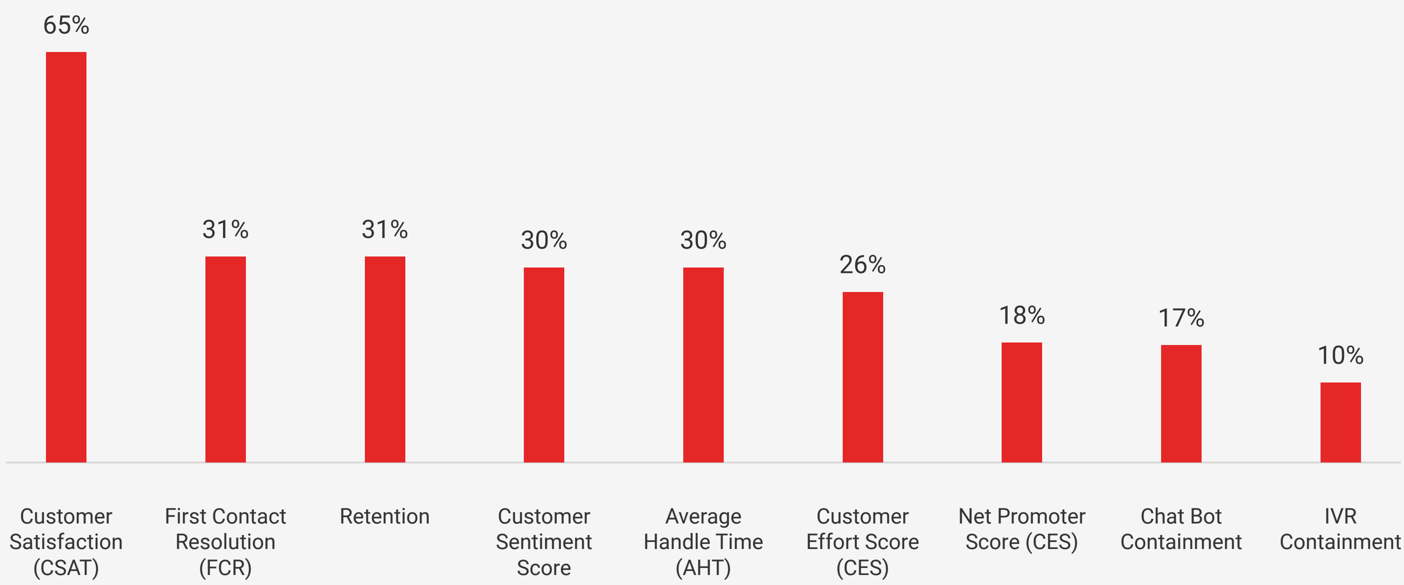


- **61%** of Contact Center leaders view **Live Chat** as their most important contact center integration (*IFP + RingCentral*).
- **50%** of Contact Center leaders are looking to adopt **Live Chat** (*IFP + RingCentral*).
- **Customer Satisfaction** (CSAT) is by far the most popular customer experience KPI, and is used by **65%** of Contact Center leaders (*IFP + RingCentral*).
- **92%** of individuals trust **word-of-mouth recommendations**, making it one of the most **trust-rich** forms of advertising (*Nielsen*).
- **User-Generated Content** (UGC) posts have a **28%** higher engagement rate compare to standard posts (*comscore*).
- **User-Generated Content** (UGC) content is also **twice as likely** to be shared (*Adweek*).
- Customer Advocates are **83%** more likely to share information, and **50%** more likely to influence a purchasing decision (*JitBit*).
- Advocates are also **two times more likely** to **generate sales** than paid advertising (*JitBit*).
- **87%** of companies agree that using data and predictive analytics to improve CX will be a key advantage over the next five years (*ACXIOM*).

What channels are you looking to add?



Which of the following KPIs do you use to measure customer experience?



IDENTIFYING DEMAND FOR CUSTOMER EXPERIENCE SOLUTIONS

Right now your target audience are leaving digital footprints everywhere as they move around the web reflecting their interests, challenges and their intent to purchase a particular product. Using intent data we can identify criteria such as company size and industries. Then, drilling deeper into intent topics and specific account data, a Target Account List (TAL) can be built at a country level.

Knowing where the demand for CX solutions is at its highest enables a data driven targeting approach to be implemented, ensuring maximum efficiency of your marketing spend by focussing efforts where demand is ready to be captured. Combining insights from a range of third party data sources with our own first party data we can provide your Sales and Marketing teams with a clear view of your audience's buying motives, topic searches, intent velocity and other buyer intelligence.

This rich and robust source of data and insight can transform how your Sales and Marketing teams approach the market and better prioritize where to direct time and resources.

GET IN TOUCH WITH INBOX INSIGHT TO HAVE A CUSTOM TAL CREATED FOR YOU.

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COMPANY SIZE: NAM VS EMEA

TOP INDUSTRY INTEREST: NAM

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	Company Name	Business Domain	Company Size	Industry	Topics Spiking in Interest	Average Company Surge Score
1	St John's University—New York	stjohns.edu	Large (1,000 - 4,999 Employees)	Education	35	69
2	Starbucks Corporation	starbucks.com	XXLarge (10,000+ Employees)	Hospitality & Hotels	35	66
3	Aetna, Inc.	aetna.com	XXLarge (10,000+ Employees)	Insurance	35	68
4	Augusta State University	augusta.edu	XLarge (5,000 - 10,000 Employees)	Education	35	71
5	Co Mo Electric Cooperative, Inc.	co-mo.coop	Medium-Small (50 - 199 Employees)	Energy, Utilities & Waste	34	69
6	Schneider Electric SE	schneider-electric.com	XXLarge (10,000+ Employees)	Manufacturing	34	67
7	Hospitality Network, LLC	coxhn.com	Small (10 - 49 Employees)	Hospitality & Hotels	34	69
8	The Hartford Financial Services Group,	thehartford.com	XXLarge (10,000+ Employees)	Insurance	34	67
9	Flowserve Corporation	flowserve.com	XXLarge (10,000+ Employees)	Manufacturing	33	68
10	City of San José	sanjoseca.gov	XLarge (5,000 - 10,000 Employees)	Government	33	69
11	United States Postal Service	usps.gov	XXLarge (10,000+ Employees)	Government	33	68
12	AmerisourceBergen Corporation	amerisourcebergen.	XXLarge (10,000+ Employees)	Wholesalers	33	67
13	US Foods Holding Corporation	usfoods.com	XXLarge (10,000+ Employees)	Wholesalers	33	68
14	State of Indiana	in.gov	XXLarge (10,000+ Employees)	Government	33	70
15	Hospital for Special Surgery, Inc.	hss.edu	XXLarge (10,000+ Employees)	Healthcare	33	69
16	Baylor All Saints Medical Center	bswealth.com	Large (1,000 - 4,999 Employees)	Healthcare	33	70
17	Deere & Company	johndeere.com	XXLarge (10,000+ Employees)	Manufacturing	33	69
18	Nike, Inc.	nike.com	XXLarge (10,000+ Employees)	Retail	33	67
19	Unifi, Inc.	athenahealth.com	Large (1,000 - 4,999 Employees)	Software	33	68
20	Silicon Graphics International Corpora-	sgi.com	Large (1,000 - 4,999 Employees)	Manufacturing	33	67
21	World Media Group, LLC	usa.com	Medium-Small (50 - 199 Employees)	Telecommunications	33	70
22	United Technologies Corporation	utc.com	XXLarge (10,000+ Employees)	Manufacturing	33	68
23	HubSpot, Inc.	hubspot.com	Large (1,000 - 4,999 Employees)	Software	33	68
24	Chlorine Institute, Inc.	chlorineinstitute.org	Small (10 - 49 Employees)	Non-Profit	33	69
25	Delaware River Basin Commission	state.nj.us	Small (10 - 49 Employees)	Government	33	69
26	Pactiv, LLC	pactiv.com	XXLarge (10,000+ Employees)	Manufacturing	33	70
27	The Kroger Co.	kroger.com	XXLarge (10,000+ Employees)	Retail	33	67
28	Budget Rent A Car System, Inc.	avisbudget.com	Large (1,000 - 4,999 Employees)	Transportation & Travel	33	69
29	Tenet Healthcare Corporation	tenethealth.com	XXLarge (10,000+ Employees)	Healthcare	33	68
30	The American Bottling Company	dpsg.com	Large (1,000 - 4,999 Employees)	Manufacturing	33	69

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TOP INDUSTRY INTEREST: EMEA

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	Comany Name	Business Domain	Company Size	Industry	Topics Spiking in Interest	Average Company Surge Score
1	IWG, PLC	regus.com	XLarge (5,000 - 10,000 Employees)	Business Services	36	69
2	Airbus, SE	airbus.com	XXLarge (10,000+ Employees)	Transportation & Travel	35	68
3	Federal-Mogul Holdings Corporation	federalmogul.com	XXLarge (10,000+ Employees)	Transportation & Travel	35	69
4	Deutsche Bank Aktiengesellschaft	db.com	XXLarge (10,000+ Employees)	Finance	35	67
5	SysGroup, PLC	sysgroup.com	Medium-Small (50 - 199 Employees)	Software	34	70
6	Thomson Reuters Corporation	thomsonreuters.com	XXLarge (10,000+ Employees)	Software	34	70
7	Epsom & Ewell Borough Council	epsom-ewell.gov.uk	Medium (200 - 499 Employees)	Government	34	68
8	Cargill	cargill.com	XXLarge (10,000+ Employees)	Wholesalers	34	69
9	C2k	c2kni.org.uk	Medium-Small (50 - 199 Employees)	Telecommunications	34	67
10	SAP, SE	sap.com	XXLarge (10,000+ Employees)	Software	34	68
11	Salesforce	salesforce.com	XXLarge (10,000+ Employees)	Software	33	69
12	ADS Group, Ltd.	adsgroup.org.uk	Medium-Small (50 - 199 Employees)	Non-Profit	33	68
13	Truespeed Communications, Ltd.	truespeed.com	Medium-Small (50 - 199 Employees)	Telecommunications	33	67
14	Woking College	woking.ac.uk	Small (10 - 49 Employees)	Education	33	68
15	Capgemini, SE	capgemini.com	XXLarge (10,000+ Employees)	Software	33	68
16	Banco J.P. Morgan S.A.	jpmorgan.com	XXLarge (10,000+ Employees)	Finance	33	68
17	Oxford Photovoltaics, Ltd.	oxfordpv.com	Small (10 - 49 Employees)	Manufacturing	33	67
18	Etisalat	eand.com	XXLarge (10,000+ Employees)	Telecommunications	33	66
19	Datacamp Limited	datacamp.co.uk	Small (10 - 49 Employees)	Software	33	70
20	Novartis AG	novartis.com	XXLarge (10,000+ Employees)	Healthcare	32	69
21	Ernst & Young Global, Ltd.	eyi.com	XXLarge (10,000+ Employees)	Business Services	32	69
22	CentralNic, Ltd.	uk.com	Medium-Small (50 - 199 Employees)	Software	32	67
23	KPMG International Cooperative	home.kpmg	XXLarge (10,000+ Employees)	Business Services	32	70
24	Broadcom, Inc.	broadcom.com	XXLarge (10,000+ Employees)	Manufacturing	32	68
25	Hemel Hempstead Swimming Club	hhsc.org.uk	Micro (1 - 9 Employees)	Sports	32	68
26	Northern Powergrid (Northeast), Ltd.	northernpowergrid.com	Large (1,000 - 4,999 Employees)	Business Services	32	70
27	Yum! Brands, Ltd.	yum.com	XXLarge (10,000+ Employees)	Hospitality & Hotels	32	70
28	Redcentric, PLC	redcentricplc.com	Medium (200 - 499 Employees)	Software	32	67
29	RID Group	rid-group.com	Medium-Large (500 - 999 Employees)	Real Estate	32	69
30	9mobile	9mobile.com.ng	Large (1,000 - 4,999 Employees)	Telecommunications	32	67

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CREATING CONTENT THAT RESONATES

By studying the surging intent topics with the largest relevant audience in Customer Experience, it can help you prioritize your content focus. And by analyzing changes in interest over time you'll also be able to anticipate emerging 'pains' and provide content that addresses these issues.

This way, you'll be in the best possible position to place relevant content and formats in front of in-market buyers at each stage of the buyer journey from the offset – significantly increasing your competitive advantage.

CUSTOMER ADVOCACY IS SEEING THE LARGEST % CHANGE IN INCREASED SEARCHES WITH

+147%

UPLIFT IN THE PAST 90 DAYS IN NAM AND

+203%

IN EMEA.

NAM

	Topic Field	Percent Change	Businesses with Spiking Intent
1	Customer Loyalty	3%	125,932
2	Customer Behavior	150%	94,076
3	Connected Customer	113%	76,605
4	Customer Service Platform	15%	68,442
5	High-Value Customer	-11%	60,932
6	Customer Delight	-15%	59,983
7	Hybrid Customer Experience	Ø	45,014
8	Customer Satisfaction Score	84%	41,385
9	Customer Experience Platform	50%	41,179
10	Customer Service Live Chat	-24%	39,262
11	Customer Needs	-10%	38,817
12	Customer Exp. & Engagement	-43%	31,879
13	Customer Satisfaction	-73%	31,220
14	Customer Success Management	117%	31,210
15	Customer Facing	-58%	29,906
16	Customer Enablement	-13%	28,824
17	Customer Retention	4%	25,115
18	Customer Support	-77%	21,530
19	Know Your Customer (KYC)	1%	20,420
20	Customer Journey	29%	17,806
21	Customer Advocacy	147%	15,978
22	Omnichannel Customer Service	-37%	14,001
23	Customer Self Service	-21%	11,420
24	Customer Data	-79%	8,949
25	Customer Centricity	-51%	8,837
26	Customer Exp. as a Service (CXaaS)	Ø	8,726
27	Customer Analytics	-36%	8,507
28	Customer Insight	-3%	7,618
29	Customer Intelligence (CI)	-23%	6,492
30	Customer Engagement	-40%	6,286
31	Digital Customer Service	-66%	6,115
32	Customer Exp. Management	2%	5,334
33	Customer Support Analytics	-48%	4,318
34	Single Customer View (SCV)	64%	1,489
35	Customer Profiling	8%	1,008
36	Customer Lifecycle	-42%	803

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	Topic Field	Percent Change	Businesses with Spiking Intent
1	Customer Service Platform	52%	14,334
2	Connected Customer	138%	13,750
3	Customer Loyalty	6%	10,138
4	Hybrid Customer Experience	Ø	9,723
5	Customer Experience Platform	46%	9,333
6	Customer Delight	149%	8,424
7	High-Value Customer	40%	8,141
8	Customer Service Live Chat	90%	6,226
9	Customer Behavior	156%	5,578
10	Customer Needs	47%	5,552
11	Customer Exp. & Engagement	31%	5,537
12	Customer Enablement	5%	5,515
13	Customer Facing	-14%	4,137
14	Know Your Customer (KYC)	207%	3,929
15	Customer Success Management	54%	3,110
16	Customer Satisfaction Score	109%	2,621
17	Customer Journey	26%	2,360
18	Customer Support	-17%	2,309
19	Customer Satisfaction	-26%	2,183
20	Customer Self Service	28%	1,987
21	Customer Data	-12%	1,918
22	Customer Exp. as a Service (CXaaS)	Ø	1,833
23	Customer Centricity	-16%	1,632
24	Customer Exp. Management	19%	1,551
25	Customer Retention	-12%	1,156
26	Customer Engagement	-4%	1,101
27	Digital Customer Service	-46%	1,020
28	Customer Insight	17%	1,010
29	Customer Analytics	-23%	782
30	Customer Advocacy	203%	763
31	Customer Intelligence (CI)	15%	607
32	Omnichannel Customer Service	-62%	555
33	Single Customer View (SCV)	82%	317
34	Customer Support Analytics	-65%	263
35	Customer Profiling	37%	165
36	Customer Lifecycle	-39%	124

THE TOP 3 TOPICS WITH GREATEST SPIKING INTENT IN NAM ARE:

1. Customer Loyalty – **125,932** actively searching businesses **+3%**
2. Customer Behavior – **94,076** actively searching businesses **+150%**
3. Connected Customer – **76,605** actively searching businesses **+113%**

THE TOP 3 TOPICS WITH GREATEST SPIKING INTENT IN EMEA ARE:

1. Customer Service Platform – **14,334** actively searching businesses **+52%**
2. Connected Customer – **13,750** actively searching businesses **+138%**
3. Customer Loyalty – **10,138** actively searching businesses **+6%**

TOP 3 SURGING CUSTOMER EXPERIENCE CATEGORIES BASED ON % CHANGE IN THE PAST 3 MONTHS:

NAM:

1. CUSTOMER BEHAVIOR **+150%**
2. CUSTOMER ADVOCACY **+147%**
3. CUSTOMER SUCCESS MANAGEMENT **+117%**

EMEA:

1. KNOW YOUR CUSTOMER (KYC) **+207%**
2. CUSTOMER ADVOCACY **+203%**
3. CUSTOMER BEHAVIOR **+156%**

Once you know what topics to talk about, it's important to ensure content titles are strong enough to immediately grab the attention of your prospects and encourage strong page views, open rates and click-through rates (CTRs).

Taking a deep dive into the top performing content and email subject lines in the Customer Experience space as identified from our IFP first party data can help give an indication of what's working well at present:

TOP 5 PIECES OF CONTENT BY VIEWS:

1. Understanding the 5 Stages of the Customer Journey
2. The Power of Moments: How to Create a Customer Journey Map
3. 7 Customer Retention KPIs All Marketers Need to be Tracking
4. Here's How to Analyze the Customer Journey and Gather Valuable Insight
5. The 5 Different Types of Customer and How to Shape Their Experience

TOP 5 PIECES OF CONTENT BY DWELL TIME:

1. Don't Spend Five Times More on Customer Acquisition, Focus on Customer Retention
2. The Secret to Happy Customers in the Digital Space
3. 4 Common Mistakes to Avoid When Outsourcing Customer Support
4. 4 Quick-Win Customer Loyalty Strategies
5. Struggling to Keep Hold of Customers? Here's How to Increase Your Retention

TOP 5 PERFORMING EMAIL SUBJECT LINES:

1. Engaging Digital Communities in the Age of CX
2. CX 7 Service: A Billion-Dollar Opportunity Led by Humans, Driven by AI & Heading for Growth
3. Definitive Guide to Customer Service Automation
4. How to Win in the Rapidly Changing CX Landscape
5. The Race to Customer Centricity: 5 CX Predictions for 2022

STRUGGLING WITH CONTENT? GET IN TOUCH WITH OUR SPECIALIST CONTENT AND CREATIVE TEAM.

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KEY TAKEAWAYS: HOW TO WIN

Using the above learnings, Customer Experience vendors can form a sound understanding of how to win in this space – here's what the data is telling us:

- **Customer loyalty** is the category with the greatest spiking intent in NAM, and with research suggesting that acquiring new customers can cost five times as much as retaining existing customers and keeping them loyal, the popularity of this topic is no surprise. What's more, the importance of customer loyalty is reflected in some of the top pieces of content by dwell time – namely *'4 Quick Win Customer Loyalty Strategies'*.

- In the drive to increase loyalty among customers, **customer retention** content ranks highly in both views and dwell time, with *'7 Customer Retention KPIs All Marketers Need to be Tracking'* and *'Don't Spend Five Times More on Customer Acquisition, Focus on Customer Retention'* performing particularly well in this area.

- **Connected customer** is experiencing a significant rise in intent in both EMEA and NAM, reflecting the digital habits and expectations of modern consumers with access to shopping experiences that span multiple channels. In order to understand and analyze these increasingly varied and omnichannel experiences, businesses are turning to mapping to navigate customer journeys, which explains the popularity of subject lines like *'The Power of Moments: How to Create a Customer Journey Map'* and *'Here's How to Analyze the Customer Journey and Gather Valuable Insight'*.

- Similarly, the increase in interest for the concept of the connected customer is reflected in the popularity for searches regarding **customer behavior**, particularly in NAM. Along with mapping customer journeys to gain a better understanding of their audience and consumers, businesses are looking to understand in detail why customers take certain actions, which is reflected in high performing subject lines like *'The 5 Different Types of Customer and How to Shape Their Experience'* and *'Understanding the 5 Stages of the Customer Journey'*.

- Putting this insight into a useful, digital format and making sense of the wealth of data they're receiving from customers explains the popularity for **customer service platforms** among businesses. This category was the number one area for spiking intent in EMEA, as businesses look to create knowledge bases and give agents the information they need to serve customers and provide customers with the resources they need as efficiently as possible.

- **Customer advocacy** is experiencing the highest % change in increased searches in the last 90 days, as more and more businesses start to recognize the power of word-of-mouth in a digital context. After all, **76%** of people are more likely to trust content shared by "normal" people than by brands and **50%** more likely to influence a purchase that non advocates.

WHAT'S NEXT?

Now you know exactly what your in-market buyers are interested in and are actively searching, use these key insights backed by first party data to guide your theme and content planning.

Data driven targeting and content recommendations will help steer your marketing efforts in the right direction by understanding and addressing the greatest challenges facing marketers at present.

If you are looking for even more ways to accelerate your sales process to drive maximum conversions, download our **7-Step Guide to Sales Acceleration for B2B Marketers**.

From intent data to propensity modelling, ABM to content these 7 strategies will ensure you are making the data driven decisions necessary to increase your marketing efficiency, optimize your channels and improve your targeting strategies which together will drive pipeline velocity and accelerate the sales process.

LOOKING FOR MORE CUSTOMER EXPERIENCE INSIGHTS?

DISCOVER THE FULL CUSTOMER EXPERIENCE RESEARCH REPORT.

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LOOKING FOR EVEN MORE WAYS TO ACCELERATE YOUR SALES PROCESS?

DOWNLOAD OUR 7-STEP GUIDE TO SALES ACCELERATION FOR B2B MARKETERS.

Download

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 multi channel product suite to support your demand generation objectives.

Learn how to put these insights into action to drive cut through and long-lasting audience engagements.

For a custom report of your specific market or competitor intelligence book a demo.

IFP Insights For Professionals

About Insights for Professionals

VISIT THE IFP WEBSITE

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.

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