



# Human Resources

# ACCELERATING B2B SALES FOR HUMAN RESOURCE (HR) 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 HR 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.**

## CONTENTS

What value will this mini guide provide HR vendors?	PAGE 3
Key pain points for HR professionals	PAGE 4
Market trends & investment areas for HR solutions	PAGE 7
Identifying demand for HR solutions	PAGE 9
Creating content that resonates	PAGE 12
Key takeaways: How to win	PAGE 17
What's next?	PAGE 18



# WHAT VALUE WILL THIS MINI GUIDE PROVIDE HR VENDORS?

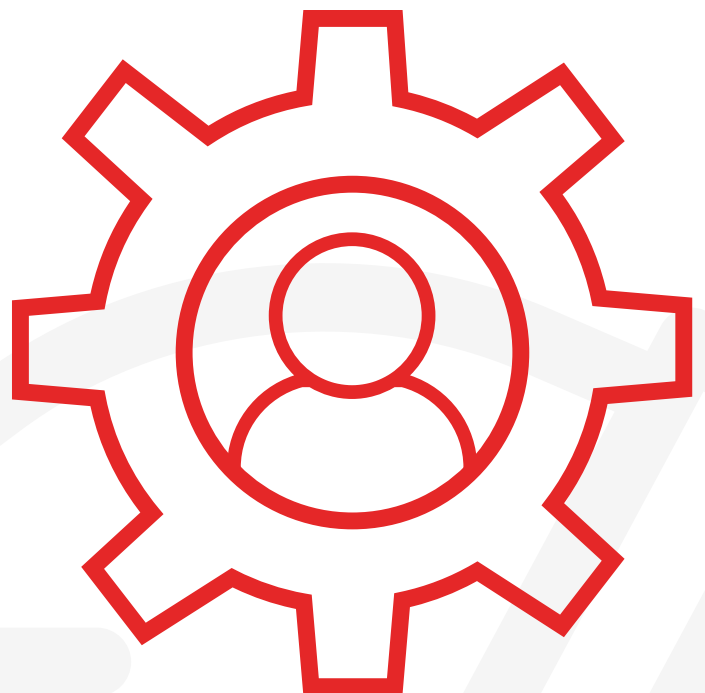
After an unprecedented 3 years of change in business and society, the world of work has changed beyond recognition. New trends and innovations from hybrid work and flexible office models to digital transformation and e-Learning have helped HR teams make positive strides but also unearthed new challenges in employee engagement and wellbeing.

Hybrid working may have its benefits – three-quarters (**78%**) of staff that work from home in some capacity claim they had a better work/life balance – but that doesn't tell the whole story. Burnout is on the rise – some 63% of employees suffer from it, according to **Forbes** - and poor mental health is having a significant impact on the workplace, costing the global workforce an estimated **\$1 trillion** in lost productivity.

Along with suffering from poor mental health, many workers are simply feeling unengaged - around **80%** of employees are actively disengaged with the companies they work for. The Great Resignation brought greater awareness on the shift in employee needs regarding engagement, learning & development and benefits, but despite this, businesses have been slow to adapt. Today, **70%** of employees would be 'somewhat likely' to leave an organization in favor of one that invests in employee development and training.

To combat these rising trends, retain the best talent and keep employees engaged, HR leaders need to adopt the right leadership strategies and technologies to improve skills training and development among remote teams. What this means for HR vendors is that significant sales and revenue opportunities exist – 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 HR PROFESSIONALS

## Employee Wellbeing and Motivation

**94%** of employees experience high levels of stress due to their job, with over half (54%) saying it causes them to lose sleep (*HR Dive*).

**21%** Only 21% of workers are actually engaged in their work (*Gallup*).

**\$550Bn**

is how much unmotivated employees can cost companies up to per year (*Entrepreneur*).

In a Glassdoor UK poll of 2,000 British workers, only **60%** made use of their full holiday entitlement in the last year – and nearly **one in five (18%)** admitted to taking zero annual leave over the previous 12 months (*Glassdoor*).

## Discrimination and Conflict

**83c** In the US, women earn 83 cents to every dollar earned by men among full time workers (*AAUW*).

**90%** 9 out of 10 employees over the age of 50 believe ageism is prevalent in the workplace (*Australian Seniors Series*).

**12,965**

The number of age discrimination charges filed with the EEOC in 2021 alone (*Zippia*).

Conflict resolution was reduced by 80% when working from home, but 67% of employees found resolving conflicts more challenging in this working model (*My Perfect Resume*).

**61,331**

workplace discrimination charges took place in the US, resulting in more than \$34 million in damages for victims in federal courts in 2021 (*EEOC*).

## Hybrid Working and Team Communication

**65%** Almost two thirds of HR leaders claim hybrid working has impacted their ability to train staff effectively ([IEP](#)).

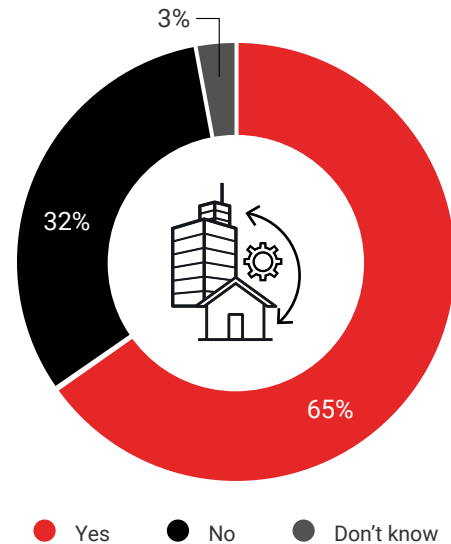
**32%** of employees that work remotely say that they feel disconnected from company culture, and 24% said it had a negative impact on their relationship with coworkers ([picked](#)).

**28%** of employees point to poor communication as the reason for breached deadlines ([azcentral](#)).

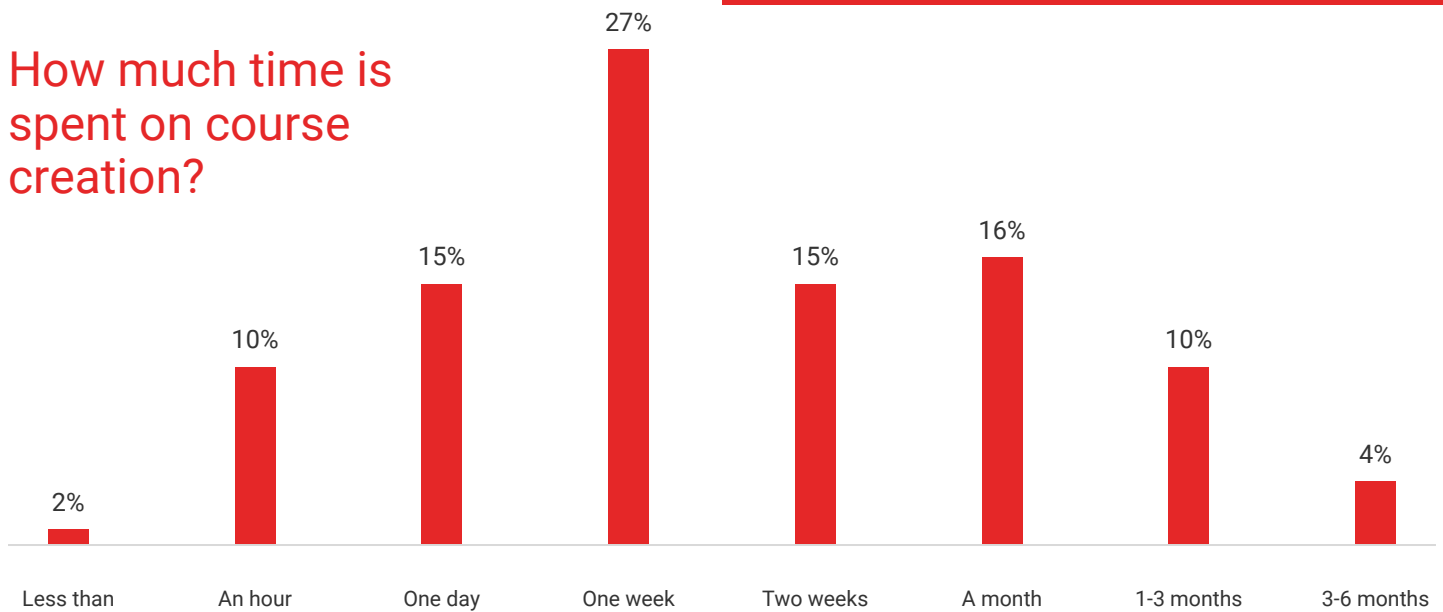
**86%** of employees and executives cite the lack of effective collaboration and communication as the main causes for workplace failures ([Pumble](#)).

**20-25%** increase of productivity is seen in well-connected teams ([McKinsey](#)).

## HAS THE INCREASE IN REMOTE/HYBRID WORKING IMPACTED YOUR ABILITY TO TRAIN STAFF EFFECTIVELY?



## How much time is spent on course creation?



### L&D and Workforce Planning

**46%** Less than half of employees use data to identify skills gaps in their organization (*CIPD and Omni*).

**33%** of HR leaders rate their organizations as 'effective' at using data in workforce planning (*Gartner*).

27% of HR leaders spend around one week on course creation, while the full spectrum ranges from as little as 30 minutes all the way to 3-6 months of dedicated creation time (*IFP*).

**40%** of organizations struggle to build skill development solutions fast enough to cover the widening skills gap (*Gartner*).

### What are your learning and development challenges this year?



**59%** or so of employees claim they had no workplace training and that most of their skills were self-taught (*Lorman*).

Active learning driven by human interaction and collaboration results in higher rates of achievement, and collaborative learning boosts engagement to over **90%** (*eLearning Industry*).

# MARKET TRENDS & INVESTMENT AREAS FOR HR SOLUTIONS

## \$51 BILLION

The global corporate wellness market size was valued at \$51 billion in 2021, and is expected to expand at a compound annual growth rate (CAGR) of 4.38% from 2022 to 2030 ([Grand View Research](#)).

## \$40.95 BILLION

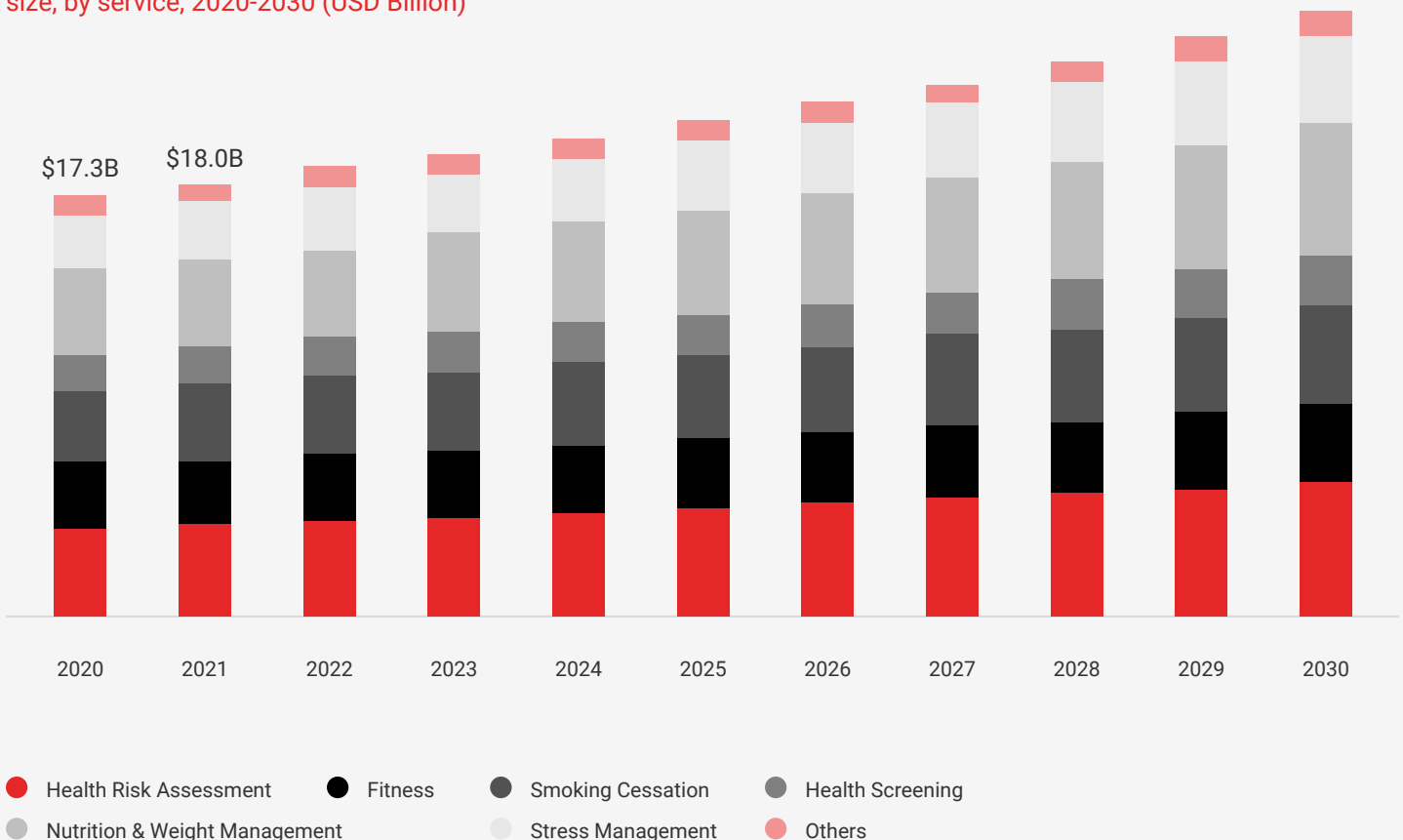
The global learning management system (LMS) market is projected to reach \$40.95 billion by 2029 – a CAGR of 14.2% from 2022 ([Fortune Business Insights](#)).

## \$315 BILLION

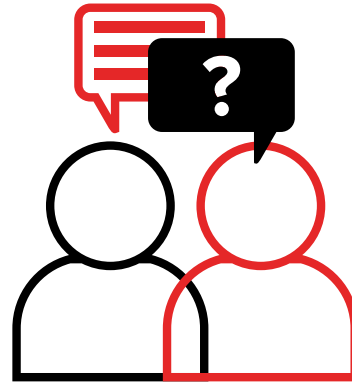
The eLearning market size surpassed \$315 billion in 2021 and is projected to observe 20% CAGR from 2022 to 2028 ([Global Market Insights](#)).

## U.S. Corporate Wellness Market

size, by service, 2020-2030 (USD Billion)

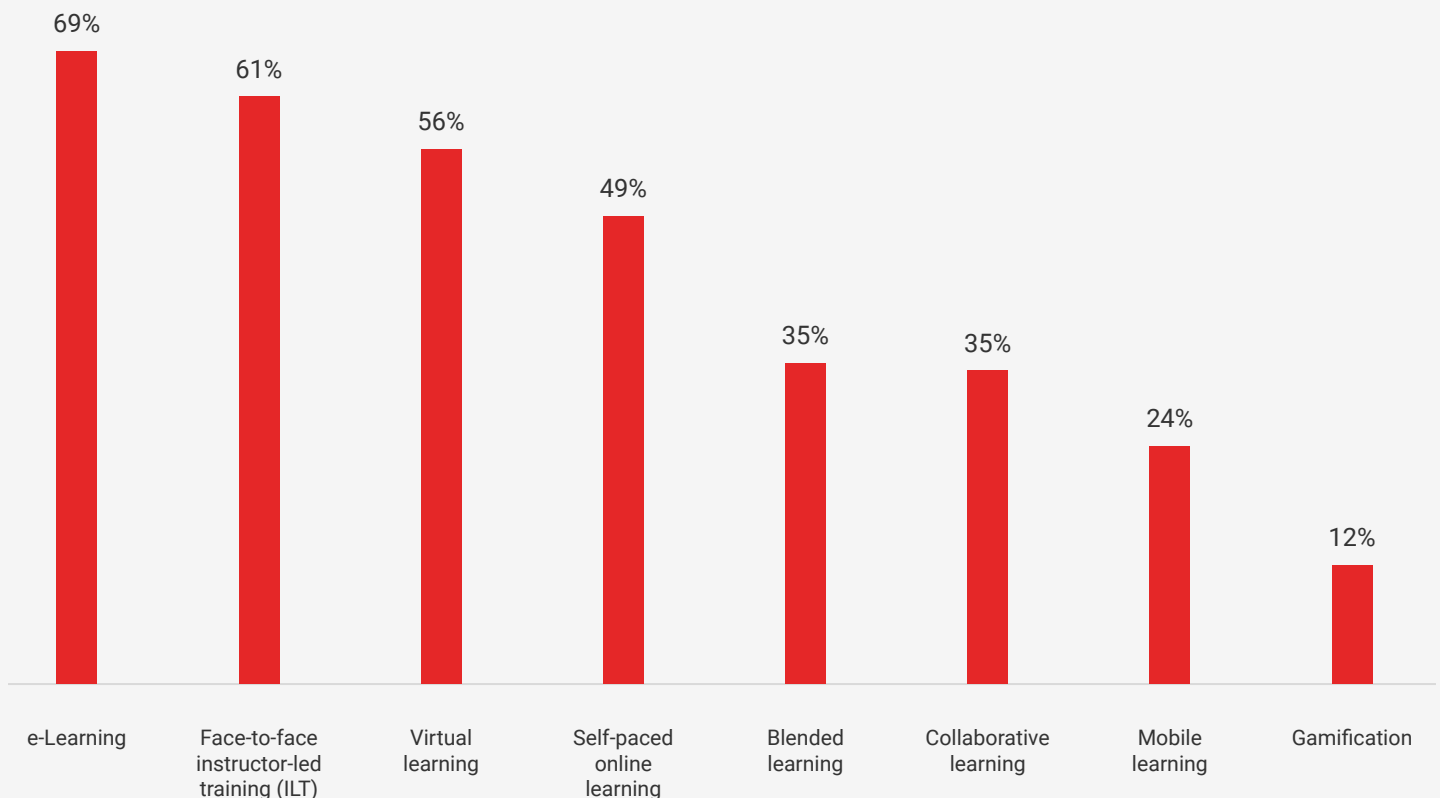


- Nearly 60% of HR leaders are dedicated to building critical skills and competencies (*Gartner*).
- 60% of HR leaders believe that helping employees feel comfortable with using LMS software is the answer to improving learning outcomes (*IIFP*).
- 69% of HR leaders use eLearning within their LMS to deliver their training programs.
- The employee engagement market is projected to grow to \$3.8 billion by 2032 – a CAGR of 9.1% from 2022 (*Future Market Insights*).



- Improving employee engagement and experience was highlighted as the biggest corporate communication trend in 2022 (39%), followed by addressing employee wellness and mental health (33%) (*LumApps*).

## What learning methods are you using within your Learning Management System (LMS) to deliver your training programs?





# IDENTIFYING DEMAND FOR HR 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.

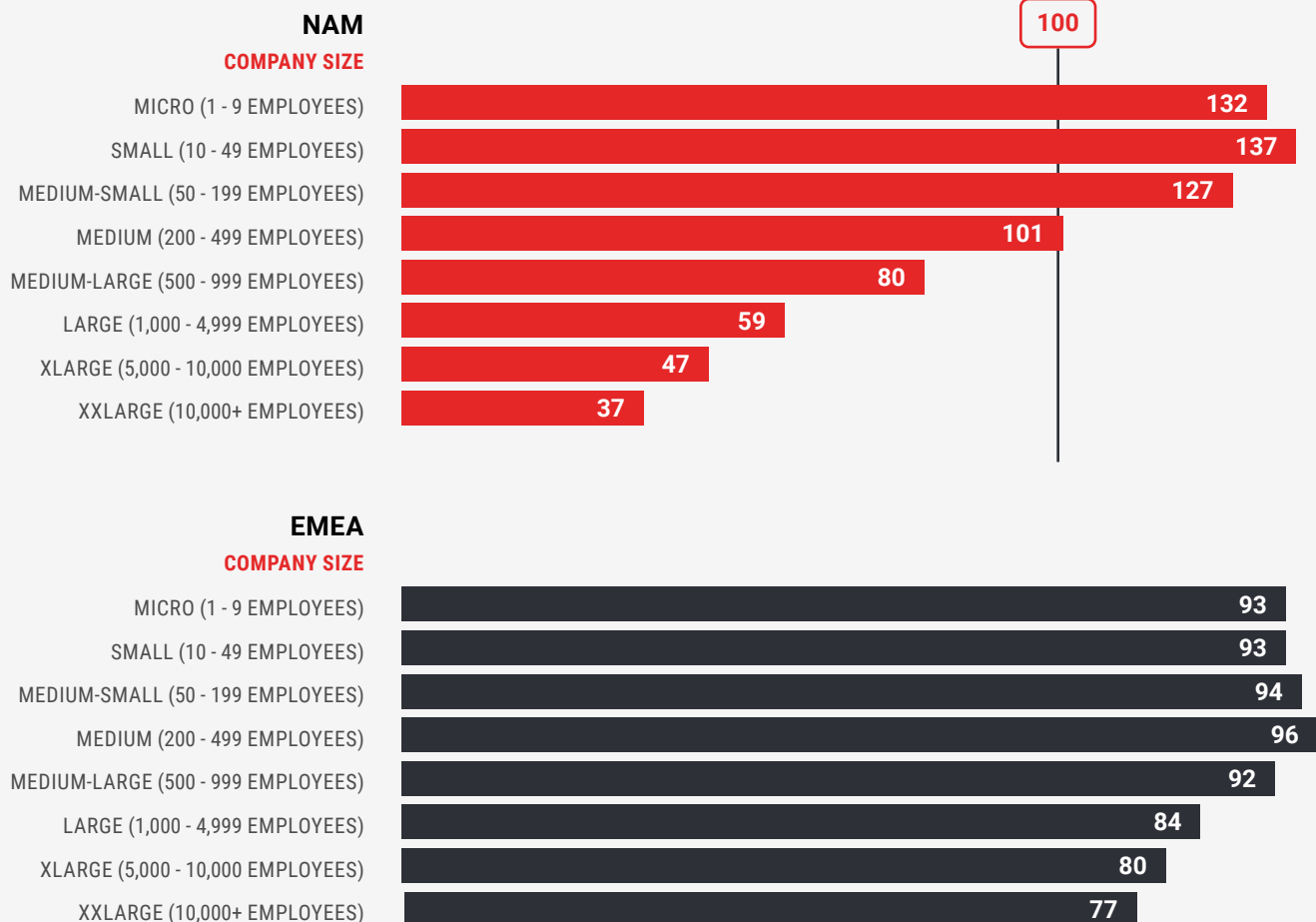
Knowing where the demand for HR solutions is at its highest enables a data driven targeting approach to be implemented, ensuring maximum efficiency of your marketing spend by focussing efforts where demand is ready to be captured. Combining insights from a range of third party data sources with our own 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.

Contact Us

## COMPANY SIZE: NAM VS EMEA





## TOP INDUSTRY INTEREST: NAM

### NAM

	Company Name	Business Domain	Company Size	Industry	Topics Spiking in Interest	Average Company Surge Score
1	Fayetteville State University	uncfsu.edu	Medium-Large (500 - 999 Employees)	Education	33	67
2	The Kraft Heinz Company	kraftheinzcompany.	XXLarge (10,000+ Employees)	Manufacturing	32	67
3	Phoenix Technologies, Ltd.	phoenix.com	Medium-Large (500 - 999 Employees)	Software	31	68
4	JV Industrial Companies, Ltd.	jvic.com	Medium-Large (500 - 999 Employees)	Construction	31	69
5	West Prep. Academy	ms421.org	Micro (1 - 9 Employees)	Education	31	69
6	ABIX Telecom	abix.mx	Micro (1 - 9 Employees)	Telecommunications	31	69
7	BHP Billiton, Ltd.	bhpbilliton.com	XXLarge (10,000+ Employees)	Resource Extraction	31	66
8	Horry Telephone Cooperative, Ltd.	htcinc.net	XLarge (5,000 - 10,000 Employees)	Telecommunications	31	69
9	SRP Federal Credit Union	srpfcu.org	Medium (200 - 499 Employees)	Finance	30	69
10	Mead Johnson Nutrition	mjn.com	XLarge (5,000 - 10,000 Employees)	Manufacturing	30	67
11	Autauga County Schools	acboe.net	Medium-Small (50 - 199 Employees)	Education	30	68
12	Design Data Systems, Inc.	designdata.com	Medium-Small (50 - 199 Employees)	Software	30	68
13	Inspection Service Solutions	onsitesoftware.com	Micro (1 - 9 Employees)	Media & Internet	30	69
14	First Advantage Corporation	fadv.com	Large (1,000 - 4,999 Employees)	Software	30	67
15	The Western Union Company	westernunion.com	XXLarge (10,000+ Employees)	Finance	30	67
16	SEMO Electric Cooperative & GoSEMO	gosemo.com	Small (10 - 49 Employees)	Energy, Utilities & Waste	30	69
17	Sabey, Inc.	sabey.com	Medium (200 - 499 Employees)	Real Estate	30	66
18	Chattanooga City Government	chattanooga.gov	Medium-Small (50 - 199 Employees)	Government	30	67
19	City of Myrtle Beach	cityofmyrtlebeach.com	Medium-Large (500 - 999 Employees)	Government	30	68
20	Steward HOLDING LLC	stewardmaterials.com	Small (10 - 49 Employees)	Resource Extraction	30	68
21	St John's University--New York	stjohns.edu	Large (1,000 - 4,999 Employees)	Education	30	66
22	WestEd, Inc.	wested.org	Large (1,000 - 4,999 Employees)	Education	30	67
23	RCN Telecom Services LLC	erols.com	Large (1,000 - 4,999 Employees)	Telecommunications	30	66
24	Twin City Metalfab, Inc.	tcmetalfab.com	Small (10 - 49 Employees)	Manufacturing	30	68
25	The London School of Economics and	lse.ac.uk	XLarge (5,000 - 10,000 Employees)	Education	30	67
26	Board of Trustees--Mississippi State	mississippi.edi	Medium-Small (50 - 199 Employees)	Education	30	70
27	Cerritos College	cerritos.edu	Medium-Large (500 - 999 Employees)	Education	30	69
28	MidMichigan Health	midmichigan.net	XLarge (5,000 - 10,000 Employees)	Healthcare	30	68
29	Velocity Network, Inc.	velocitynetwork.net	Medium-Small (50 - 199 Employees)	Software	30	69
30	Underground Railroad, Inc.	undergroundrailroad-	Medium-Small (50 - 199 Employees)	Cultural	30	70

### NAM





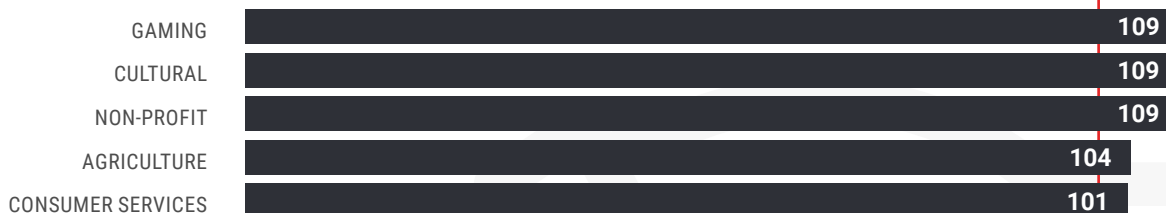
## TOP INDUSTRY INTEREST: EMEA

### EMEA

	Comany Name	Business Domain	Company Size	Industry	Topics Spiking in Interest	Average Company Surge Score
1	Broadcom, Inc.	broadcom.com	XXLarge (10,000+ Employees)	Manufacturing	33	69
2	University Partnership Programme	upp-ltd.com	Medium (200 - 499 Employees)	Real Estate	33	69
3	9mobile	9mobile.com.ng	Large (1,000 - 4,999 Employees)	Telecommunications	33	67
4	SAP SE	sap.com	XXLarge (10,000+ Employees)	Software	33	68
5	SATA	sata.pt	Large (1,000 - 4,999 Employees)	Transportation & Travel	33	68
6	The University of Manchester	manchester.ac.uk	XXLarge (10,000+ Employees)	Education	32	67
7	Banco J.P. Morgan S.A.	jpmorgan.com	XXLarge (10,000+ Employees)	Finance	32	69
8	CBRE Group, Inc.	cbre.com	XXLarge (10,000+ Employees)	Real Estate	32	68
9	Bridge Fibre	bridgefibre.co.uk	Small (10 - 49 Employees)	Media & Internet	32	67
10	PepsiCo, Inc.	pepsico.com	XXLarge (10,000+ Employees)	Manufacturing	32	69
11	UBS Group AG	ubs.com	XXLarge (10,000+ Employees)	Finance	32	69
12	Marsh & McLennan Companies	marsh.com	XXLarge (10,000+ Employees)	Insurance	32	69
13	Virtual1, Ltd.	virtual1.com	Medium-Small (50 - 199 Employees)	Telecommunications	32	69
14	Capgemini SE	capgemini.com	XXLarge (10,000+ Employees)	Software	32	68
15	Novartis AG	novartis.com	XXLarge (10,000+ Employees)	Healthcare	32	68
16	Federal-Mogul Holdings Corp	federalmogul.com	XXLarge (10,000+ Employees)	Transportation & Travel	32	68
17	Kollecive Kids	tesco.net	Micro (1 - 9 Employees)	Retail	32	68
18	Datacamp, Ltd.	datacamp.co.uk	Small (10 - 49 Employees)	Software	32	69
19	Oracle Corporation	oracle.com	XXLarge (10,000+ Employees)	Software	32	67
20	IWG PLC	regus.com	XLarge (5,000 - 10,000 Employees)	Business Services	32	69
21	Thomson Reuters Corporation	thomsonreuters.com	XXLarge (10,000+ Employees)	Software	32	68
22	Weatherford International PLC	weatherford.com	XXLarge (10,000+ Employees)	Manufacturing	32	68
23	University of Cape Town	uct.ac.za	XLarge (5,000 - 10,000 Employees)	Education	32	66
24	Salesforce	salesforce.com	XXLarge (10,000+ Employees)	Software	32	69
25	Deutsche Bank Aktiengesellschaft	db.com	XXLarge (10,000+ Employees)	Finance	32	67
26	El du Pont de Nemours	dupont.com	XXLarge (10,000+ Employees)	Manufacturing	32	70
27	KPMG International Cooperative	home.kpmg	XXLarge (10,000+ Employees)	Business Services	32	68
28	Koninklijke Philips N.V.	philips.com	XXLarge (10,000+ Employees)	Healthcare	32	69
29	Northern Powergrid (Northeast), Ltd.	northernpowergrid.com	Large (1,000 - 4,999 Employees)	Business Services	32	69
30	A.P. Moller-Maersk A/S	maersk.com	XXLarge (10,000+ Employees)	Transportation & Travel	31	69

### EMEA

#### INDUSTRY



# CREATING CONTENT THAT RESONATES

By studying the surging intent topics with the largest relevant audience in HR, 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.



**INCENTIVE PROGRAM**  
IS SEEING THE LARGEST  
% CHANGE IN INCREASED  
SEARCHES WITH

**+125%**

UPLIFT IN THE PAST 90  
DAYS IN NAM AND

**+311%**

IN EMEA.



















































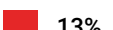















NAM



	Topic Field	Percent Change	Businesses with Spiking Intent
1	Workforce Readiness	159%	536,741
2	Health Promotion / Recreation	-8%	477,885
3	Dynamic Workplace	55%	317,250
4	Conflict Resolution	-6%	281,607
5	labor Market Analytics	11%	224,274
6	Discipline	140%	163,636
7	Face-to-Face Conversation	81%	158,628
8	Motivation	37%	155,125
9	Employee Burnout	25%	151,447
10	Pensions / Retirement Benefits	2%	146,786
11	Salary Range	20%	138,788
12	Talent Supply	-22%	136,269
13	Vacations	-25%	134,333
14	Team Communication	37%	124,921
15	Learning Pathways	-28%	119,769
16	Diversity	79%	108,770
17	Policies and Practices	-36%	107,600
18	Leadership Strategies	-38%	100,661
19	Health Care	-13%	88,050
20	Gender Gap	-31%	83,876
21	Age Discrimination	8%	80,410
22	Recruiting	-41%	76,640
23	Hybrid Workplace	-19%	70,229
24	Incentive Program	125%	69,805
25	Generational Difference	-32%	68,345
26	Gender Equality	38%	67,720
27	Work-Life Balance	-60%	63,940
28	Employee Satisfaction	-75%	39,995
29	Health and Safety	-27%	21,622
30	HR Strategy	-33%	8,534
31	Organizational Structure	-17%	7,548
32	Workforce Planning	-36%	4,686
33	Training and Development	223%	3,887

EMEA



	Topic Field	Percent Change	Businesses with Spiking Intent
1	Workforce Readiness	 181%	 84,588
2	Health Promotion/Recreation	 4%	 60,772
3	Dynamic Workplace	 139%	 51,319
4	Conflict Resolution	 169%	 35,488
5	Vacations	 41%	 20,589
6	Employee Burnout	 129%	 20,560
7	Labor Market Analytics	 64%	 20,473
8	Policies and Practices	-43% 	 18,644
9	Leadership Struggles	-26% 	 14,658
10	Talent Supply	-44% 	 14,276
11	Hybrid Workplace	 39%	 13,980
12	Face-to-Face Conversation	 87%	 13,581
13	Motivation	-17% 	 13,353
14	Learning Pathways	-2% 	 13,075
15	Work-Life Balance	-11% 	 13,010
16	Gender Gap	-27% 	 11,884
17	Diversity	 115%	 10,655
18	Pensions/Retirement Benefits	 4%	 10,549
19	Gender Equality	 37%	 10,331
20	Discipline	 40%	 9,520
21	Team Communication	-7% 	 8,836
22	Recruiting	-36% 	 6,261
23	Health and Safety	-32% 	 6,083
24	Generational Difference	-29% 	 5,867
25	Health Care	 22%	 5,740
26	Salary Range	 13%	 5,314
27	Employee Satisfaction	-28% 	 5,065
28	Incentive Program	 311%	 3,695
29	Age Discrimination	 154%	 3,542
30	HR Strategy	-8% 	 1,111
31	Workforce Planning	 38%	 856
32	Organizational Structure	-29% 	 694
33	Training and Development	 7%	 136

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

- |  |              |
|--|--------------|
| 1. Workforce Readiness – <b>536,741</b> actively searching businesses                              | <b>+159%</b> |
| 2. Health Promotion/Recreation/Wellness Benefits<br>– <b>477,885</b> actively searching businesses | <b>-8%</b>   |
| 3. Dynamic Workplace – <b>317,250</b> actively searching businesses                                | <b>+55%</b>  |

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

- |   |              |
|---|--------------|
| 1. Workforce Readiness – <b>84,588</b> actively searching businesses                              | <b>+181%</b> |
| 2. Health Promotion/Recreation/Wellness Benefits<br>– <b>60,772</b> actively searching businesses | <b>+4%</b>   |
| 3. Dynamic Workplace – <b>51,319</b> actively searching businesses                                | <b>+139%</b> |

## TOP 3 SURGING HR LEADERSHIP CATEGORIES BASED ON % CHANGE IN THE PAST 3 MONTHS:

### NAM:

- |                            |              |
|----------------------------|--------------|
| ① TRAINING AND DEVELOPMENT | <b>+223%</b> |
| ② WORKFORCE READINESS      | <b>+159%</b> |
| ③ DISCIPLINE               | <b>+140%</b> |

### EMEA:

- |                       |              |
|-----------------------|--------------|
| ① INCENTIVE PROGRAM   | <b>+311%</b> |
| ② WORKFORCE READINESS | <b>+181%</b> |
| ③ CONFLICT RESOLUTION | <b>+169%</b> |



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 HR 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. Don't Let Time Clock Fraud Go Unchecked: Here's How to Identify and Prevent It
2. Results-Oriented Work Environment. Can a ROWE Workplace Ever Work?
3. The HR Leader's Guide to Workforce Planning
4. Achieve Successful Workforce Planning in 6 Simple Steps
5. Is Your Succession Plan a Disaster Waiting to Happen?

### TOP 5 PIECES OF CONTENT BY DWELL TIME:

1. 5 Compliance Conundrums Every HR Team Needs to Solve
2. 7 Performance Management Trends That Will Dominate 2023
3. Don't Underestimate the Power of Employee Check-Ins [A Simplified Guide]
4. Absenteeism in the Workplace
5. Afraid Your People Aren't Doing Their Job? 7 Ways to Track Employee Performance

### TOP 5 PERFORMING EMAIL SUBJECT LINES:

1. How-to-Guide: The One to One Meeting
2. The Top 5 Considerations When Buying a Learning Solution
3. Manager Essentials: Preventing Employee Burnout
4. 12 HR Metrics Every CHRO Should Know
5. Joe, which 7 employee benefits actually attract top talent?

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

[Contact Us](#)



# KEY TAKEAWAYS: HOW TO WIN

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

- **Wellness benefits** is currently experiencing spiking intent in both EMEA and NAM, while 'incentive program' is a surging category in EMEA. This points to increased interest in benefits amid the Great Resignation, especially as – according to **Willis Towers Watson** – **75%** of employees would be more likely to stay with their employer if they offered a satisfactory benefits program.
- What's more, 'Joe, which 7 employee benefits actually attract top talent' was one of the top 5 highest performing email subject lines during this period.
- Along with attracting and retaining employees by offering them great benefits, HR leaders are keen to address the physical and mental health of their employees, with **health** another key area increasing spiking intent in both EMEA and NAM.
- While remote and hybrid work are going a long way to increasing productivity and improving employee wellbeing, this isn't the case across the board. With issues like burnout and absenteeism becoming more prevalent, content on these areas such as 'Manager Essentials: Preventing Employee Burnout' and 'Absenteeism in the Workplace' are strong performers for dwell time.
- Another challenge of remote working is its impact on **training & development**. Almost two thirds (**65%**) of HR leaders claim hybrid working has impacted their ability to train staff effectively (IFP). Unsurprisingly, this area is experiencing surging intent in NAM, and interest in learning solutions is echoed in the popularity of titles like 'The Top 5 Considerations When Buying a Learning Solution'.
- Hybrid working has also had an impact on **conflict resolution**, with **67%** of employees claiming that resolving conflicts was more challenging in this working model (My Perfect Resume). **Conflict resolution**, as well as **discipline**, were both surging HR leadership categories in EMEA and NAM respectively in the last 3 months.
- Effective workforce planning is a priority for HR leaders, as reflected in the spiking intent in **workforce readiness** across both EMEA and NAM. This area is also a surging HR leadership category, and two of the highest performing pieces of content by views - 'The HR Leader's Guide to Workforce Planning' and 'Achieve Successful Workforce Planning in 6 Simple Steps' - reflect this increase in popularity.



# 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 HR INSIGHTS?

DISCOVER THE FULL LEARNING & DEVELOPMENT RESEARCH REPORT.

[Download](#)



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](#).



### 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.