InboxInsight

A DATA-DRIVEN
ACTIVATION GUIDE
AND CATEGORY
REPORT.

Communications

ACCELERATING B2B SALES FOR COMMUNICATIONS 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) + RingCentral Analyst report**, we reveal the top obstacles facing communications vendors as well as key category trends shaping the market today. Then, by fusing this market and audience intelligence with data-driven insights into what content topics are trending in your space we're 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 COMMUNICATIONS VENDORS?

In an increasingly digital world where hybrid models and distributed workforces are becoming the norm, effective and reliable communications have never been more important. Today, businesses are no longer restricted to hiring employees local to their offices, giving them greater access to more skilled and diverse talent.

However, the shift to remote and hybrid working setups has not been an easy transition for most. Along with the need to update legacy communications systems to keep employees connected wherever they're based, digital transformation and technological advancement has also shifted the expectations of the modern consumer.

Customers today now expect rapid responses and communications. Their attentions spans are getting shorter – just 8 seconds among Generation Z, who are also 60% more likely than any other generation to hang up the phone if a business doesn't answer in 45 seconds. They're also demanding more personalized experiences across various channels, forcing businesses to replace the traditional concept of a customer journey with one ranging multiple touchpoints, channels and devices.

To cater for the needs of distributed workforces and meet the rising expectations of customers, enterprises need to update their legacy communications systems and tactics with the latest technologies and approaches. What this means for communications vendors is that significant sales and revenue opportunity exists – providing 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.
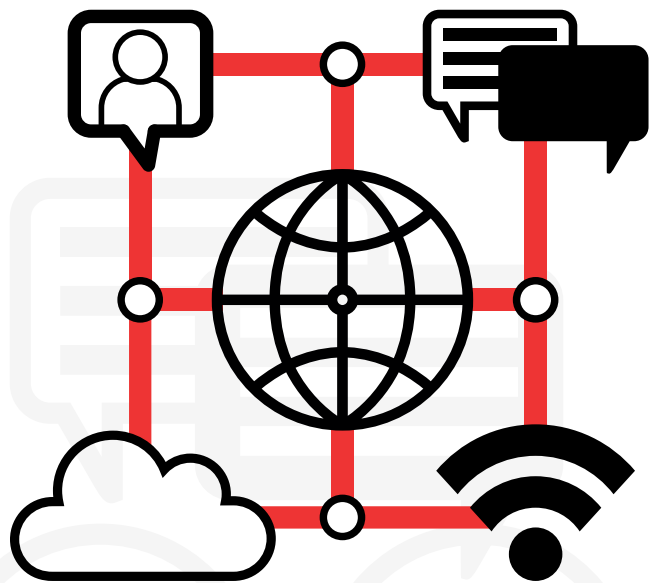
KEY PAIN POINTS FOR COMMUNICATIONS PROFESSIONALS

**24%** How much the average response time for a contact center increased between 2021 and 2022 *(Zendesk)*.

66% of customers have become less patient with companies that are slow to adapt to shifting expectations *(Zendesk)*.

70% of people claim it's harder to reach a real person from a contact center now than it was during the beginning of the pandemic *(Replicant)*.

EXPECTATIONS OF SEAMLESS SUPPORT ARE OFTEN UNMET
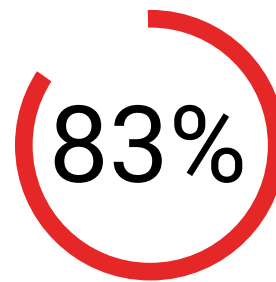
83% of customers expect to solve complex problems by speaking to one person

BUT

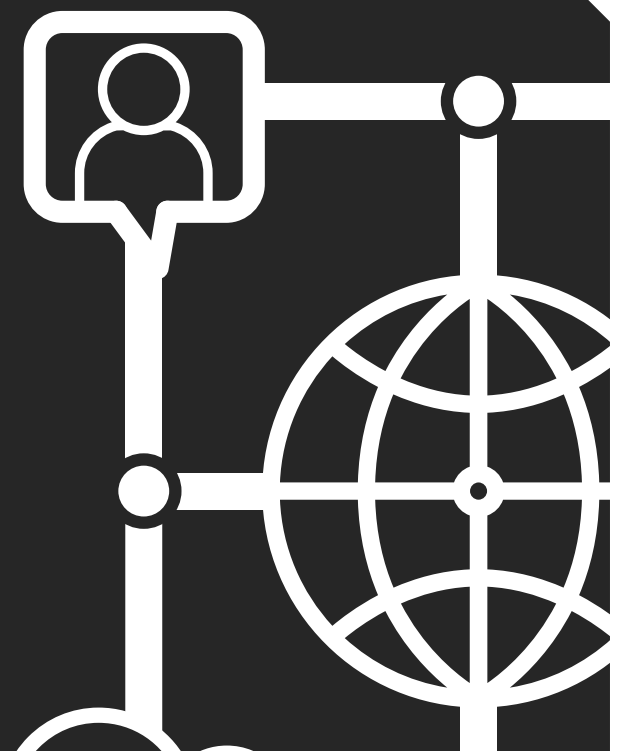**53%** say most support interactions are fragmented.

Source: Salesforce

80% of consumers say they would speak to a machine in order to avoid long wait times *(Replicant)*.

95.5%

Despite this and the popularity of self-service options, **95.5%** of customers still say they'd prefer to speak to a human agent when necessary *(NTT)*.

KEY PAIN POINTS FOR COMMUNICATIONS PROFESSIONALS

56% of customers expect their interactions to be personalized *(Marketo)*.

24% of consumers prefer phone calls as a mode of receiving business communications *(MEF)*.

16% of employees had difficulties with collaboration and communication when remote working in 2021 *(Statista)*.

93% of enterprises have increased unified communications use since COVID-19, but for **43%**, more than half of IT tickets come from issues with the technology *(Netscout)*.

85% of employers believed their employees had the tech, tools and resources to work remotely *(Workplace Insight)*.

32% However, less than 1-in-3 employees have received guidelines on how to use unified communications tools *(HubSpot)*.

IF YOU HAD TO COMMUNICATE AT WORK USING ONLY ONE PLATFORM FOR THE UPCOMING YEAR, WHICH WOULD YOU CHOOSE?

- ● Email
- ● Zoom *(or a similar video conferencing platform)*
- ● Phone or conference calls
- ● Slack *(or a similar instant message platform)*
- ● In-person meetings
- ○ None of the above

Email 39%
Zoom 29%
Phone or conference calls 12%
Slack 9%
In-person meetings 9%
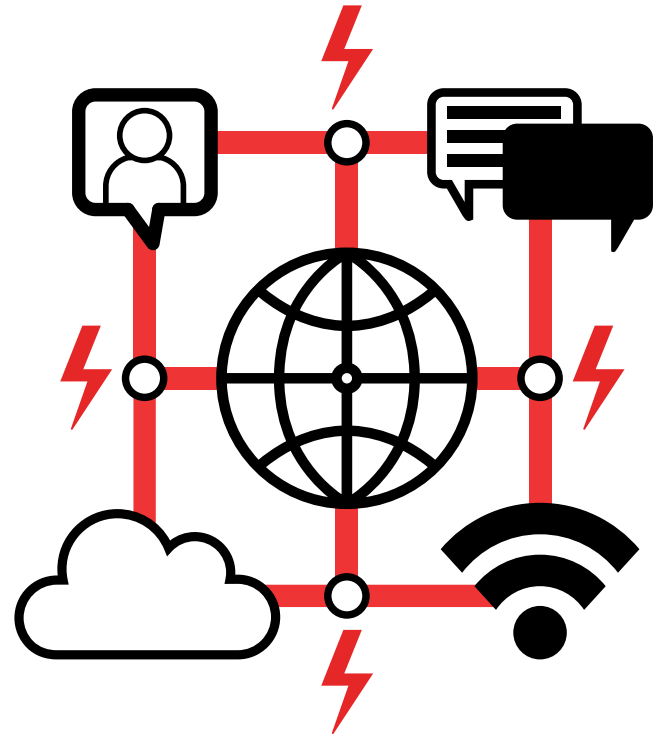None of the above 2%
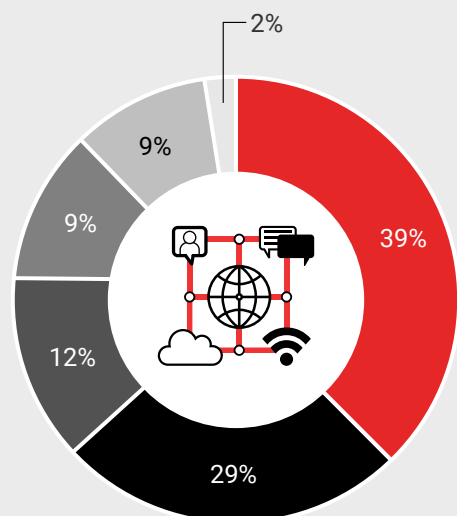
Source: HubSpot

KEY PAIN POINTS FOR COMMUNICATIONS PROFESSIONALS
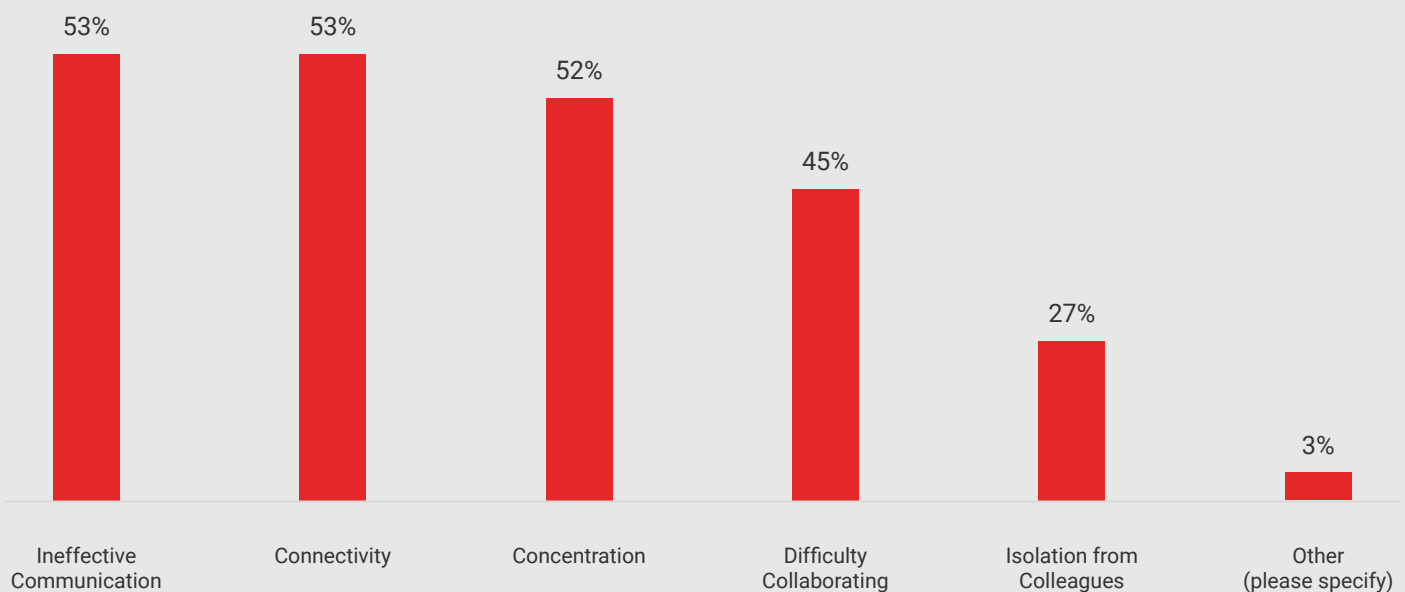
55%

of managers and employees who aren't fully satisfied with the tools they were given to work remotely cite a lack of IT support as their chief complaint, while **30%** pointed to not having the right equipment *(Jabra)*.

52.5%

of employees cite ineffective communications as the biggest obstacle preventing remote workers from feeling productive (*Jabra*).
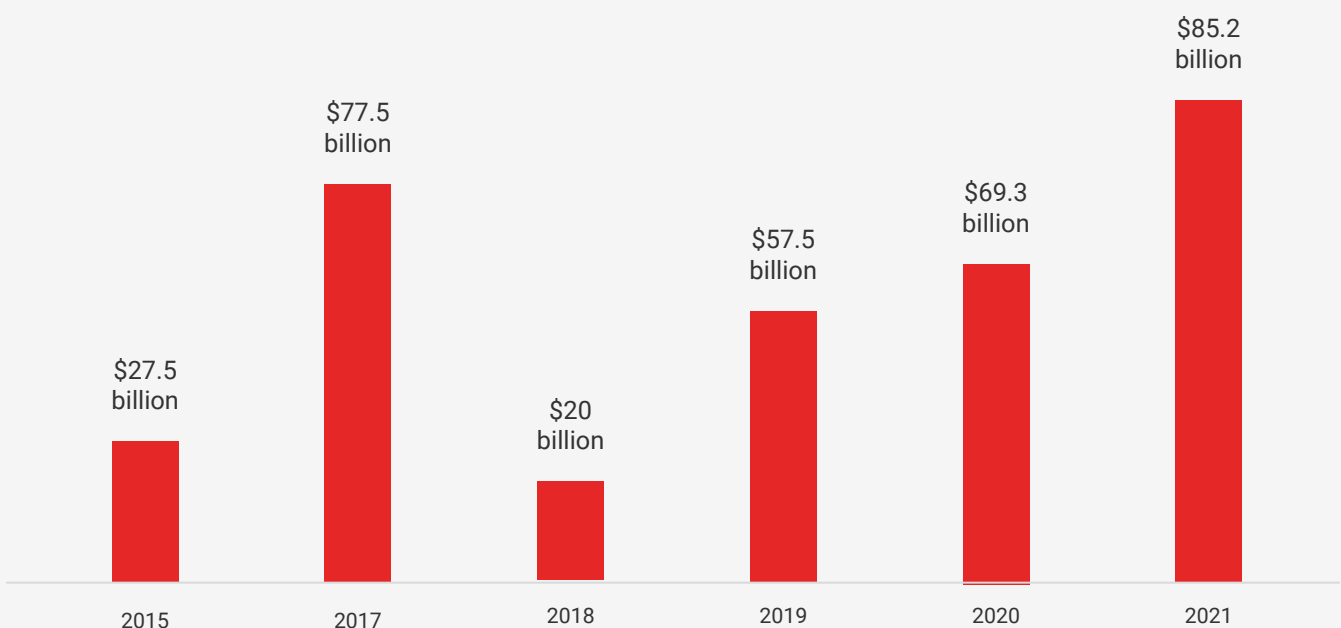
What are the biggest obstacles preventing you from feeling productive?

Ineffective Communication	Connectivity	Concentration	Difficulty Collaborating	Isolation from Colleagues	Other (please specify)
53%	53%	52%	45%	27%	3%

MARKET TRENDS & INVESTMENT AREAS FOR COMMUNICATION COMPANIES

- The contact center industry was valued at $339 billion amid the pandemic, and is estimated to reach as much as $496 billion by 2027 *(Statista)*.

- The global unified communications industry was valued at $113.48 billion in 2022, and will expand at a CAGR of 17.4% from 2023 to 2030 *(Grand View Research)*.

- A quarter of US businesses will purchase new phone systems in 2022 and on-premises PBX will account for 40% of all unified communications sales *(Eastern Management Group)*.

- Video meetings, team collaboration and collaboration security were the 3 biggest unified communications investments of 2021 *(Metrigy)*.

- The global market size of Voice over Internet Protocol (VoIP) is expected to reach $102.5 billion by 2026 *(Enterprise Apps Today)*.

- North America has around 40% of the worldwide market share of VoIP *(Enterprise Apps Today)*.

- Businesses can save 90% of their funds allocated for communication on international calls using VoIP services *(Enterprise Apps Today)*.

Global VoIP market size

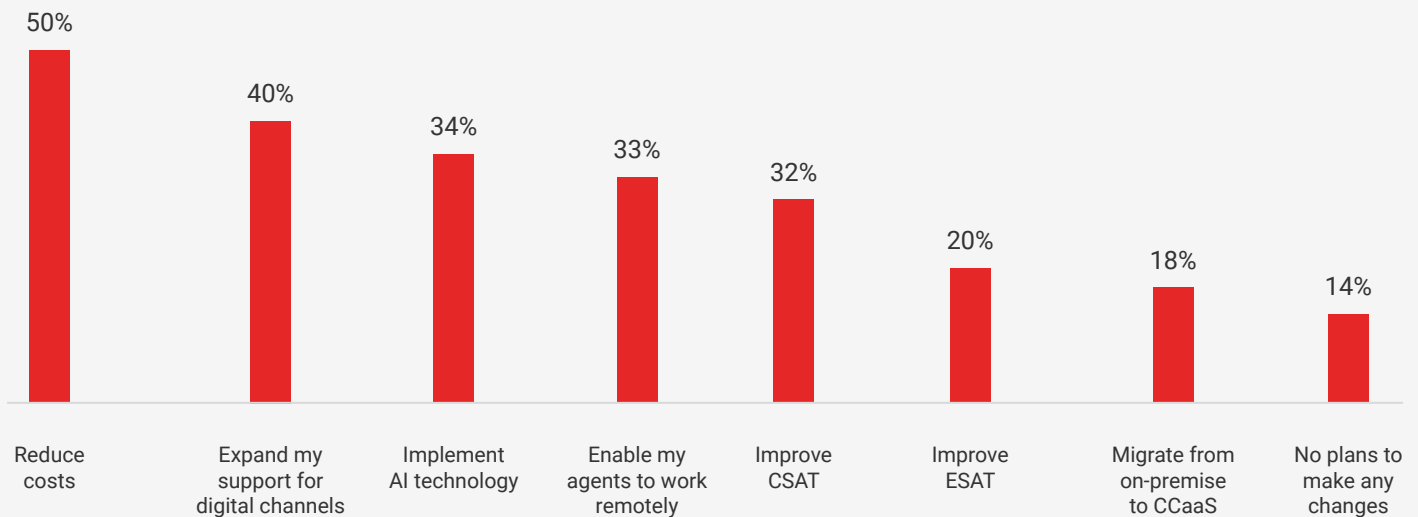| Year	Market size
2015	$27.5 billion
2017	$77.5 billion
2018	$20 billion
2019	$57.5 billion
2020	$69.3 billion
2021	$85.2 billion

Source: Research and Markets

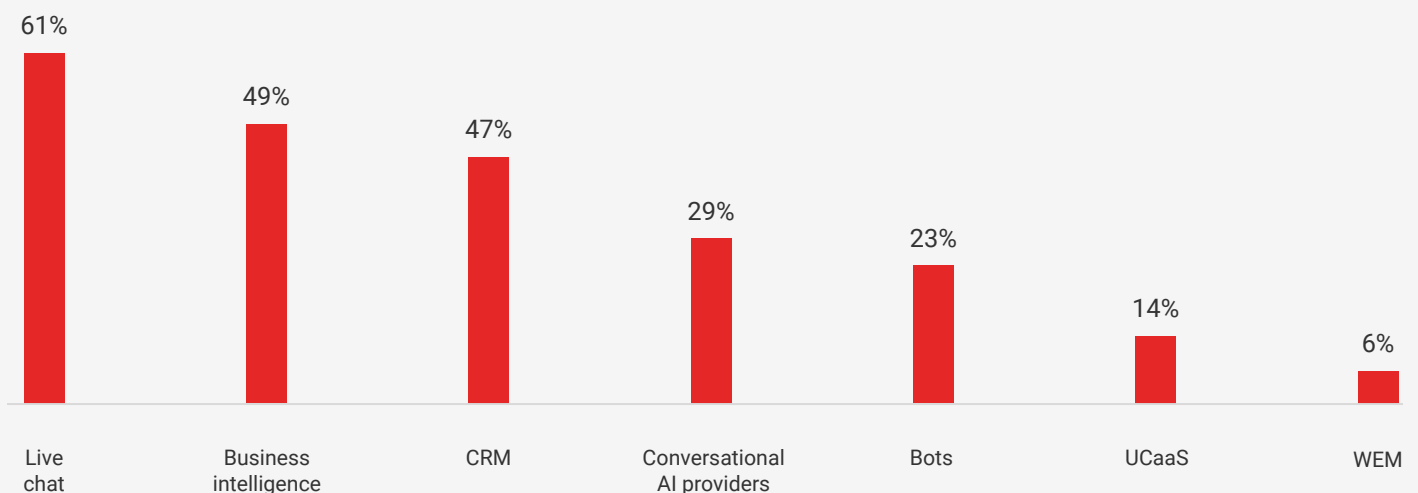# MARKET TRENDS & INVESTMENT AREAS FOR COMMUNICATION COMPANIES

- Usability (52%), quality of reporting and dashboards (48%) and integration with existing tools (41%) are the three most important tech integrations for Contact Center leaders *(IFP + RingCentral)*.

- 68% of UcaaS buyers say that all-inclusive capabilities are crucial to their purchase decisions *(UCtoday)*.

According to contact center leaders: What are your top priorities for the next 12 months?

Category	Percentage
Reduce costs	50%
Expand my support for digital channels	40%
Implement AI technology	34%
Enable my agents to work remotely	33%
Improve CSAT	32%
Improve ESAT	20%
Migrate from on-premise to CCaaS	18%
No plans to make any changes	14%

Source: IFP + RingCentral

According to contact center leaders: What integrations are most important to you?

Category	Percentage
Live chat	61%
Business intelligence	49%
CRM	47%
Conversational AI providers	29%
Bots	23%
UCaaS	14%
WEM	6%

Source: IFP + RingCentral

IDENTIFYING DEMAND FOR COMMUNICATIONS 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 Communications solutions is at its highest enables a data driven targeting approach to be implemented, ensuring maximum efficiency of your marketing spend by focusing 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

NAM

COMPANY SIZE

MICRO (1 - 9 EMPLOYEES)	79
SMALL (10 - 49 EMPLOYEES)	81
MEDIUM-SMALL (50 - 199 EMPLOYEES)	83
MEDIUM (200 - 499 EMPLOYEES)	90
MEDIUM-LARGE (500 - 999 EMPLOYEES)	99
LARGE (1,000 - 4,999 EMPLOYEES)	123
XLARGE (5,000 - 10,000 EMPLOYEES)	141
XXLARGE (10,000+ EMPLOYEES)	151

(reference line: 100)

EMEA

COMPANY SIZE

MICRO (1 - 9 EMPLOYEES)	95
SMALL (10 - 49 EMPLOYEES)	92
MEDIUM-SMALL (50 - 199 EMPLOYEES)	93
MEDIUM (200 - 499 EMPLOYEES)	95
MEDIUM-LARGE (500 - 999 EMPLOYEES)	94
LARGE (1,000 - 4,999 EMPLOYEES)	102
XLARGE (5,000 - 10,000 EMPLOYEES)	109
XXLARGE (10,000+ EMPLOYEES)	105

(reference line: 100)

TOP INDUSTRY INTEREST: NAM

NAM

	Company Name	Business Domain	Company Size	Industry	Topics Spiking in Interest	Average Company Surge Score
1	The Western Union Company	westernunion.com	XXLarge (10,000+ Employees)	Finance	29	69
2	Centene Corporation	centene.com	XXLarge (10,000+ Employees)	Insurance	28	67
3	The Fidelity And Deposit Company Of Maryland	zurichna.com	XXLarge (10,000+ Employees)	Insurance	28	69
4	American Eagle Outfitters, Inc.	ae.com	XXLarge (10,000+ Employees)	Retail	28	68
5	Discover Financial Services	discover.com	XXLarge (10,000+ Employees)	Finance	28	67
6	Acosta, Inc.	acosta.com	XXLarge (10,000+ Employees)	Wholesalers	28	70
7	Great Lakes Energy Cooperative, Inc.	gtlakes.com	Medium (200 - 499 Employees)	Non-Profit	28	70
8	Ferguson Enterprises, Inc.	ferguson.com	XXLarge (10,000+ Employees)	Wholesalers	28	67
9	Tennessee Valley Authority	tva.gov	XXLarge (10,000+ Employees)	Energy, Utilities & Waste	28	68
10	Thomas Jefferson University	jefferson.edu	XLarge (5,000 - 10,000 Employees)	Education	28	68
11	Tulane University Of Louisiana	tulane.edu	Large (1,000 - 4,999 Employees)	Education	28	69
12	University Of Texas Southwestern Medical Center	utsouthwestern.edu	XLarge (5,000 - 10,000 Employees)	Education	28	68
13	Illinois Institute Of Technology	iit.edu	Large (1,000 - 4,999 Employees)	Education	28	70
14	Regeneron Pharmaceuticals, Inc.	regeneron.com	XLarge (5,000 - 10,000 Employees)	Healthcare	28	68
15	Louissaint, Eddy M.D	uiuc.edu	Micro (1 - 9 Employees)	Healthcare	28	70
16	Towson University	towson.edu	Large (1,000 - 4,999 Employees)	Education	28	69
17	BB&T Corporation	bbt.com	XXLarge (10,000+ Employees)	Finance	27	69
18	Visa Inc.	visa.com	XXLarge (10,000+ Employees)	Finance	27	68
19	University Of South Florida-Main Campus	usf.edu	XLarge (5,000 - 10,000 Employees)	Education	27	69
20	University Of Rhode Island	uri.edu	Large (1,000 - 4,999 Employees)	Education	27	68
21	Fashion Institute Of Technology	fitnyc.edu	Large (1,000 - 4,999 Employees)	Education	27	68
22	Experian PLC	experian.com	XXLarge (10,000+ Employees)	Business Servies	27	71
23	Cherry Creek School District Parent Teacher	cherrycreekschools.org	XLarge (5,000 - 10,000 Employees)	Cultural	27	68
24	The Long & Foster Companies, Inc.	longandfoster.com	XXLarge (10,000+ Employees)	Real Estate	27	67
25	Boston University George Sherman Union	bu.edu	XXLarge (10,000+ Employees)	Cultural	27	68
26	Nbcu	nbcuni.com	XXLarge (10,000+ Employees)	Media & Internet	27	67
27	Molina Healthcare, Inc.	molinahealthcare.com	XXLarge (10,000+ Employees)	Insurance	27	68
28	Davita Inc.	davita.com	XXLarge (10,000+ Employees)	Healthcare	27	68
29	Abilene Christian University	acu.edu	Large (1,000 - 4,999 Employees)	Education	27	67
30	Hiawatha Valley Education Association	hved.org	Micro (1 - 9 Employees)	Education	27	68

NAM

INDUSTRY

MILITARY	136
EDUCATION	122
GOVERNMENT	115
TELECOMMUNICATIONS	112
ENERGY, UTILITIES & WASTE	108

(baseline = 100)

TOP INDUSTRY INTEREST: EMEA

EMEA

	Company Name	Business Domain	Company Size	Industry	Topics Spiking in Interest	Average Company Surge Score
1	Northern Powergrid (Northeast) Limited	northernpowergrid.com	Large (1,000 - 4,999 Employees)	Business Services	27	70
2	The Sheffield UTC Academy Trust	utcsheffield.org.uk	Small (10 - 49 Employees)	Education	27	69
3	Oppoint AS	opoint.com	Medium-Small (50 - 199 Employees)	Software	27	67
4	Federal-Mogul Holdings Corp	federalmogul.com	XXLarge (10,000+ Employees)	Transportation & Travel	26	69
5	Capgemini SE	capgemini.com	XXLarge (10,000+ Employees)	Software	25	71
6	Airbus SE	airbus.com	XXLarge (10,000+ Employees)	Transportation & Travel	25	70
7	Style Holidays Limited	thomascook.com	XXLarge (10,000+ Employees)	Transportation & Travel	25	69
8	SATA	sata.pt	Large (1,000 - 4,999 Employees)	Transportation & Travel	25	68
9	Robert Bosch Gmbh	bosch.com	XXLarge (10,000+ Employees)	Manufacturing	24	69
10	Balfour Beatty PLC	balfourbeatty.com	XXLarge (10,000+ Employees)	Construction	24	66
11	Iwg PLC	regus.com	XLarge (5,000 - 10,000 Employees)	Business Services	24	70
12	Virtual1 Ltd	virtual1.com	Medium-Small (50 - 199 Employees)	Telecommuications	24	67
13	SAP SE	sap.com	XXLarge (10,000+ Employees)	Software	24	69
14	Weatherford Internation PLC	weatherford.com	XXLarge (10,000+ Employees)	Manufacturing	24	68
15	CentralNic, Ltd.	uk.com	Medium-Small (50 - 199 Employees)	Software	24	68
16	UBS Group AG	ubs.com	XXLarge (10,000+ Employees)	Finance	23	68
17	Loko It-Specialisten BV	loko.nl	Small (10 - 49 Employees)	Software	23	69
18	Broadcom Inc.	broadcom.com	XXLarge (10,000+ Employees)	Manufacturing	23	69
19	Essensys PLC	essensys.co.uk	Medium-Small (50 - 199 Employees)	Software	23	69
20	Csm Ingredients	csmingredients.com	Medium-Small (50 - 199 Employees)	Manufacturing	23	67
21	AREP	arep.fr	Large (1,000 - 4,999 Employees)	Construction	23	69
22	Barnsley Council	barnsley.gov.uk	XLarge (5,000 - 10,000 Employees)	Government	23	69
23	Bromsgrove District Council	bromsgrove.go.uk	Medium-Large (500 - 999 Employees)	Government	22	69
24	9mobile	9mobile.com.ng	Large (1,000 - 4,999 Employees)	Telecommunications	22	69
25	Alabanza Llc	alabanza.com	Small (10 - 49 Employees)	Software	22	70
26	Zuken, Inc.	zukenusa.com	Large (1,000 - 4,999 Employees)	Software	22	68
27	Cardiff Business School	cardiff.ac.uk	XLarge (5,000 - 10,000 Employees)	Education	22	67
28	Atose SE	atos.net	XXLarge (10,000+ Employees)	Software	22	70
29	Lincoln UTC	lincolnutc.co.uk	Small (10 - 49 Employees)	Education	22	69
30	Knowsley SK Ltd	knowsleysk.com	Medium-Small (50 - 199 Employees)	Resource Extraction	22	68

EMEA

INDUSTRY

Industry	Value	Baseline
		100
MILITARY	166	
TELECOMMUNICATIONS	128	
GOVERNMENT	120	
EDUCATION	113	
TRANSPORTATION & TRAVEL	109	

CREATING CONTENT THAT RESONATES

By studying the surging intent topics with the largest relevant audiences in communications, 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.

UNIFIED COMMUNICATIONS IS SEEING THE LARGEST % CHANGE IN INCREASED SEARCHES WITH

+189%
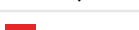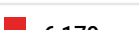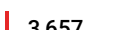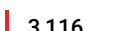
UPLIFT IN THE PAST 90 DAYS IN NAM AND

+214%

IN EMEA.

NAM

	Topic Field	Percent Change		Businesses with Spiking Intent	
1	Phone System		59%		164,003
2	Power Control		12%		33,162
3	Communication Channel	-34%			25,729
4	End-to-End Encryption (E2EE)		4%		22,566
5	Real-Time Communications (RTC)		153%		18,501
6	Voice Search	-29%			18,217
7	Provisioning		12%		18,166
8	Voice Biometrics	-14%			16,920
9	Enterprise Network	-41%			16,004
10	Call Recodings	-39%			15,960
11	Video Conferencing Software		1%		15,657
12	Rich Communication Services Messaging	-58%			14,793
13	Ultra Wideband	-10%			11,981
14	Call Center Management	-69%			11,309
15	Multimedia Messaging	-29%			10,784
16	Automatic Call Distribution (ACD)		64%		9,576
17	Mobile Device Management		52%		9,489
18	Communications Service Provider (CSP)		45%		8,895
19	Call Center Software	-25%			7,996
20	Cloud VoIP		38%		7,677
21	Communications Systems	-22%			6,553
22	eSIM	-45%			6,216
23	Global SIM		16%		6,179
24	Call Tracking	-70%			5,442
25	Unified Communications		189%		5,434
26	Bring Your Own Device (BYOD)	-51%			3,757
27	Cloud Contact Center	-73%			3,657
28	Telephony / CTI / VOIP	-64%			3,116
29	Contact Center as a Service (CCaaS)	-44%			2,237

EMEA

	Topic Field	Percent Change	Businesses with Spiking Intent
1	Phone System	36%	19,100
2	Enterprise Network	14%	7,616
3	Power Control	26%	7,359
4	Ultra Wideband	4%	3,905
5	Rich Communication Services Messaging	-24%	3,899
6	Global SIM	6%	3,824
7	Communication Channel	41%	3,629
8	Video Conferencing Software	21%	3,328
9	Provisioning	41%	2,968
10	Real-Time Communications (RTC)	57%	2,843
11	eSIM	-18%	2,718
12	Call Recordings	-31%	2,337
13	Voice Search	-7%	2,163
14	End-to-End Encryption (E2EE)	-51%	2,095
15	Communications Systems	64%	1,887
16	Call Center Management	-56%	1,659
17	Mobile Device Management	-13%	1,272
18	Multimedia Messaging	-26%	1,035
19	Communications Service Provider (CSP)	71%	1,030
20	Bring Your Own Device (BYOD)	-29%	692
21	Voice Biometrics	-17%	653
22	Call Center Software	-34%	406
23	Unified Communications	214%	386
24	Cloud Contact Center	-87%	370
25	Telephony / CTI / VOIP	-54%	259
26	Contact Center as a Service (CCaaS)	-35%	231
27	Cloud VoIP	-51%	209
28	Call Tracking	-77%	156
29	Automatic Call Distribution	14%	27

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

1.	Phone System – **164,003** actively searching businesses	**+59%**
2.	Power Control – **33,162** actively searching businesses	**+12%**
3.	Communication Channel– **25,729** actively searching businesses	**-34%**

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

1.	Phone System – **19,100** actively searching businesses	**+36%**
2.	Enterprise Network – **7,616** actively searching businesses	**+14%**
3.	Power Control – **7,359** actively searching businesses	**+26%**

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

NAM:

1. UNIFIED COMMUNICATIONS **+189%**
2. REAL-TIME COMMUNICATIONS (RTC) **+153%**
3. AUTOMATIC CALL DISTRIBUTIUON (ACD) **+64%**

EMEA:

1. UNIFIED COMMUNICATIONS **+214%**
2. COMMUNICATIONS SERVICE PROVIDER (CSP) **+71%**
3. COMMUNICATIONS SYSTEMS **+64%**

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 **Communications** 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. 5 Steps to Creating a Unified Communications Strategy that Works
2. Unified Communications and Contact Center Integration Drives Business Success
3. How Unified Communications Can Deliver Certainty in Times of Crisis
4. How to Future-Proof Your Communications with VoIP
5. Unified Communications Mistakes (and How to Avoid Them)

TOP 5 PIECES OF CONTENT BY DWELL TIME:

1. How Good is Your Communications System?
2. Managing Remote and Hybrid Teams? Here's Why You Need Unified Communications
3. 5 Steps to Creating a Unified Communications Strategy that Works
4. Are Your Communications Up to Date for the Digital Generation?
5. 8 Things You Need to Look for in a Unified Communications Solution

TOP 5 PERFORMING EMAIL SUBJECT LINES:

1. Joe, how can Teams be enhanced with enterprise-grade telephony?
2. AI in Enterprise Networking: What Are the Benefits?
3. The Dummies Guide to Unified Communications as a Service (UcaaS)
4. Making Hybrid Meetings Productive: Is Unified Communications Enough?
5. Cutting the Cord: Why It's Time to Leave Your On-Premises Call Center Hardware Behind

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

Contact Us

KEY TAKEAWAYS: HOW TO WIN

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

- Adopting **unified communications** systems is a key business priority going forward, as this is the #1 surging topic area in both NAM and EMEA in the last 3 months. It also dominates the top performing content rankings, with pieces on the benefits of this technology like *'How Unified Communications Can Deliver Certainty in Times of Crisis'* and *'The Dummies Guide to Unified Communications as a Service'* performing particularly well.

- Along with readers looking to adopt unified communications, people are also looking to overcome some of the challenges in setting up these technologies, which is reflected in the popularity of titles like *'5 Unified Communications Mistakes (and How to Avoid Them)'* and *'Making Hybrid Meetings Productive: Is Unified Communications Enough?'*

- There's a significant trend of customers assessing their existing **communications systems** and exploring other **communications service providers**, leading to these topics experiencing a 64% and 71% surge in the last 3 months for EMEA respectively. What's more, titles like *'8 Things You Need to Look for in a Unified Communications Solution'* and *'How Good is Your Communications System?'* are among the highest performing pieces in this category.

- **Phone systems** is another area experiencing significant intent in both NAM and EMEA and is the highest-spiking topic in both regions. Of particular note is increased interest in VoIP solutions and telephony telephony, which is reflected in the popularity of *'How to Futureproof Your Communications with VoIP'* and *'Joe, how can Teams be enhanced with enterprise-grade telephony?'*.

- In line with the increased interest in phone systems and communications systems and enterprises abandoning legacy solutions for more modern alternatives, *'Cutting the Cord: Why It's Time to Leave Your On-Premises Call Center Hardware Behind'* ranked as one of the top 5 performing email subject lines in this category.

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.

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