

# 24 B2B BUYER INSIGHTS Revealed

As one year closes another begins...

What does our first party intent data REVEAL for the year ahead? Spanning Enterprise Security, Marketing Ops and HR to name just a few of the key category areas, take a look below to uncover where demand lies - supporting your all-important planning for Q1.

These unique insights ensure your business is working to solve the greatest pain points identified by B2B Tech Buyers, adapt to a changing market and capture demand...



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



### ABOUT INBOX INSIGHT

Inbox Insight uses market leading Insight and AI lead prioritization to accelerate your demand generation results.

Combining intelligence from first party data with third party intent scale, Inbox Insight help you gain a clear understanding of your market - then translate it into actionable insight. When activated into multichannel programs, these Insights help capture, accelerate, and prioritize demand from the accounts you want to reach.

Demand More.

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### IFP Insights For Professionals

#### About Insights for Professionals

IFP is our Buyer Education Platform that brings together professionals across multiple disciplines and sectors through the common goals of professional development and knowledge acceleration.

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