Challenges Before Demandbase
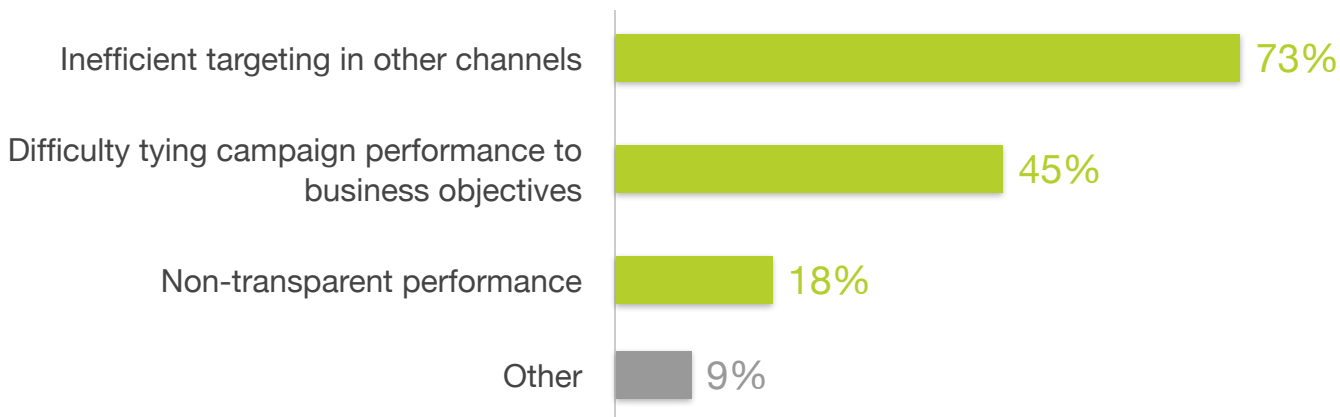
The top challenges financial services customers experienced before implementing Demandbase are:

Challenge	Percentage
Inefficient targeting in other channels	73%
Difficulty tying campaign performance to business objectives	45%
Non-transparent performance	18%
Other	9%

Source: TechValidate survey of 11 users of Demandbase

Demandbase. | **TechValidate** by SurveyMonkey

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