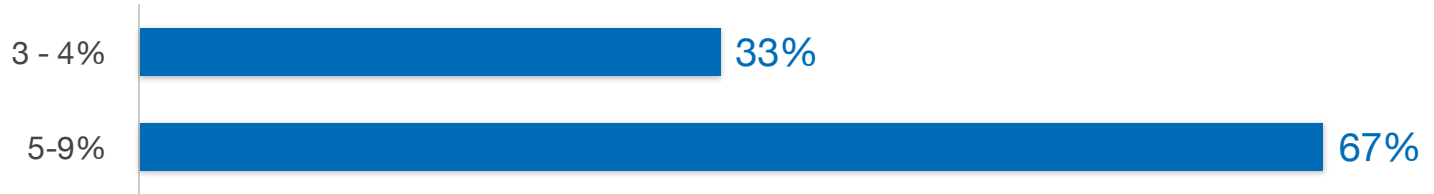


## What percentage of your TOTAL REVENUE is allocated to your annual EXTERNAL MARKETING SPEND budget?



Source: TechValidate survey of 3 users of Frost & Sullivan. Sample comprised of organizations who selected \$10M - \$49M.



TechValidate  
by SurveyMonkey

✓ Validated

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