

Please indicate your level of investment in the upcoming year for the following NON-DIGITAL tactics:

	Decrease Significantly	Decrease Somewhat	Keep the Same	Increase Somewhat	Increase Significantly
Telemarketing / Cold Calling	● 12%	● 6%	● 55%	● 15%	● 12%
Executive Events	● 11%	● 5%	● 41%	● 38%	● 5%
Direct Mail	● 25%	● 12%	● 42%	● 18%	● 3%
Print, Radio, TV	● 27%	● 10%	● 43%	● 17%	● 3%
Tradeshows and Events	● 9%	● 16%	● 41%	● 28%	● 6%
Account-based Marketing	● 10%	● 0%	● 33%	● 39%	● 18%
Voice of the Customer Research	● 10%	● 0%	● 39%	● 36%	● 15%

Source: TechValidate survey of 41 users of Frost & Sullivan

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