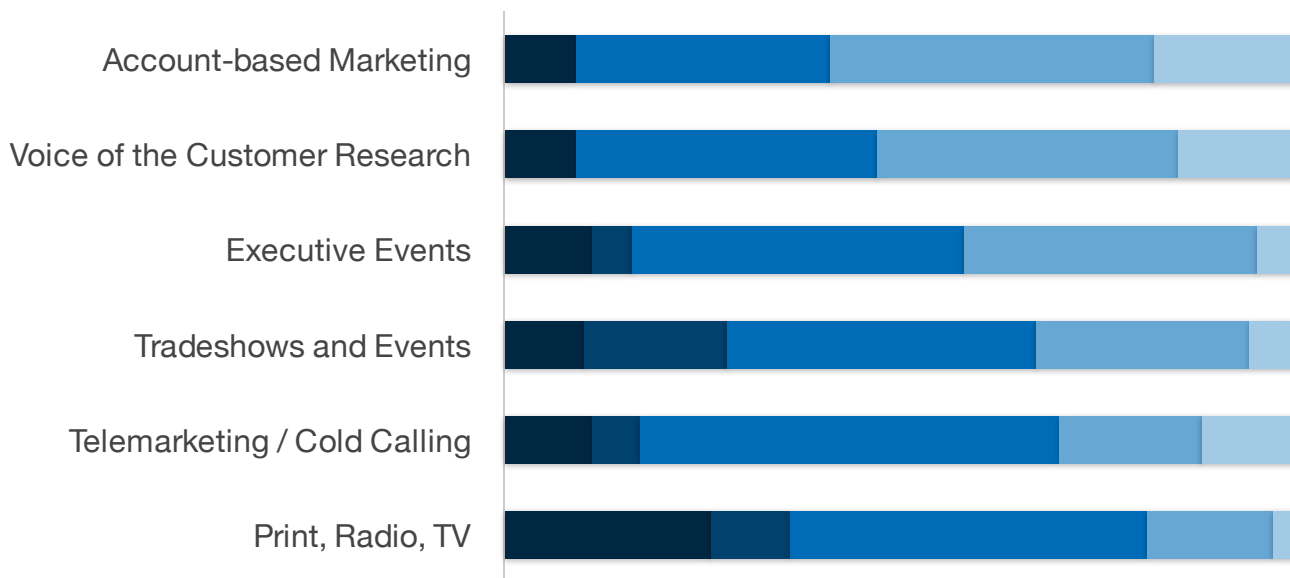


Account-based Marketing Receives Greatest Surge! 57% Are Increasing Investment In ABM in 2019

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

■ Decrease Significantly ■ Decrease Somewhat ■ Keep the Same ■ Increase Somewhat
■ Increase Significantly



Source: TechValidate survey of 42 users of Frost & Sullivan

✓ Validated

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TechValidate
by SurveyMonkey