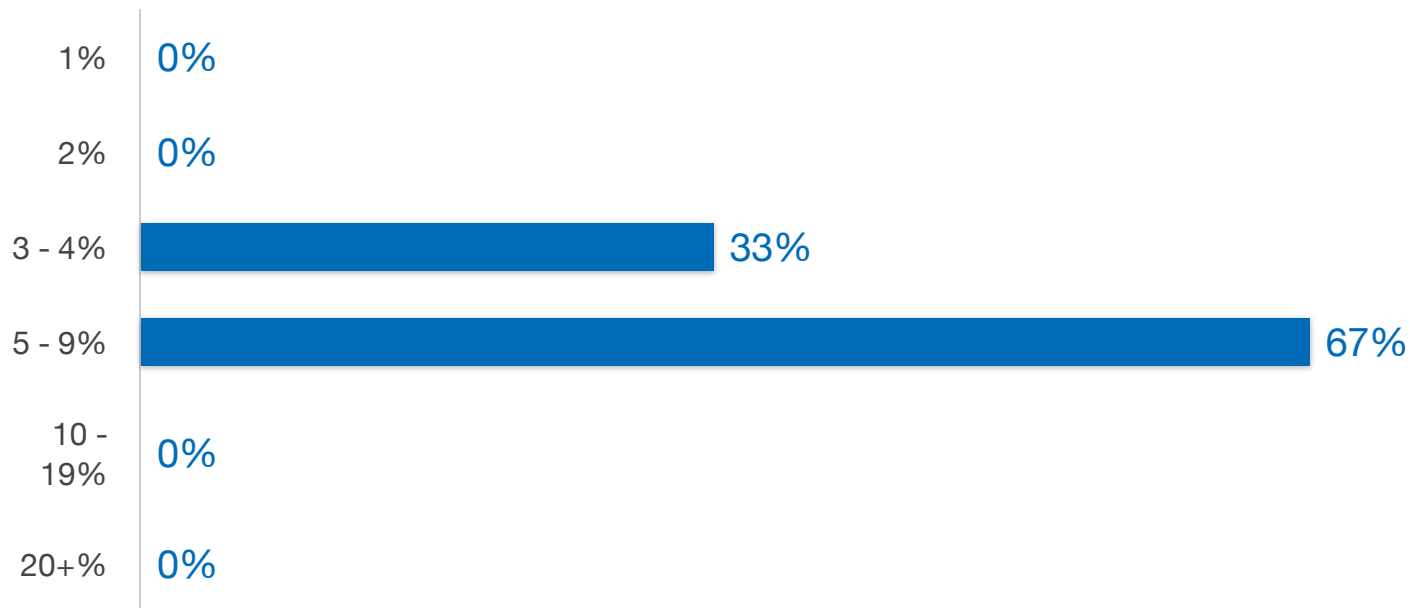


## What percentage of your TOTAL REVENUE is allocated to your annual EXTERNAL MARKETING SPEND budget?



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



TechValidate  
by SurveyMonkey

✓ Validated

Published: Jun. 11, 2019 TVID: CF0-F89-B82