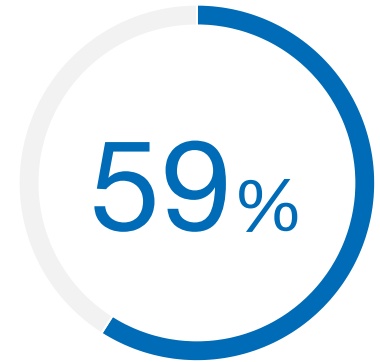


## Account-based Marketing Takes the Lead in Non-Digital Tactics

59% of surveyed organizations indicated their level of investment in the upcoming year for Account-based Marketing will increase.



Source: TechValidate survey of 34 users of Frost & Sullivan

✓ Validated

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TechValidate  
by SurveyMonkey