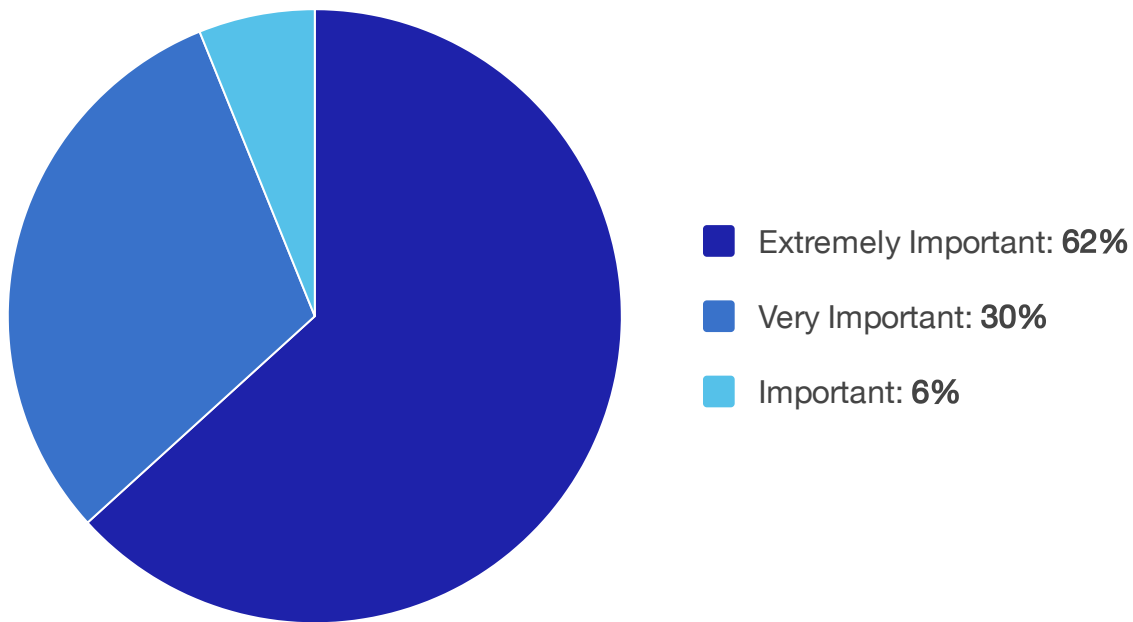


## 92% of Marketers find Lead Generation Extremely Important or Very Important to their Marketing Strategy

When asked how important Lead Generation was to their overall marketing strategy and execution, organizations said:



Source: TechValidate survey of 53 users of HIMSS

✓ Validated

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TechValidate  
by SurveyMonkey