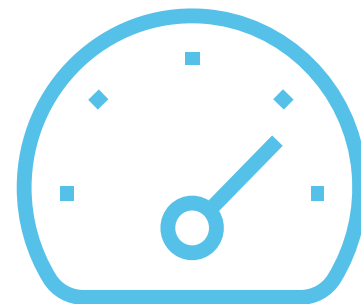


## Account Based Marketing Tops the List of Tactics for Marketers

89% of surveyed organizations said that Account Based Marketing is Extremely Important or Very Important to their overall marketing strategy and execution.



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Source: TechValidate survey of 44 users of HIMSS

✓ Validated

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TechValidate  
by SurveyMonkey