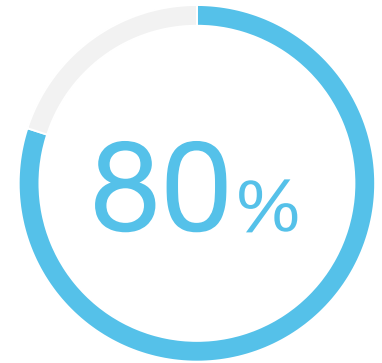


## Market Intelligence is Key to Successful Marketing Strategy and Execution

80% of surveyed organizations said that Market Intelligence / Data is Extremely Important or Very Important to their overall marketing strategy and execution.



Source: TechValidate survey of 51 users of HIMSS

✓ Validated

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TechValidate  
by SurveyMonkey