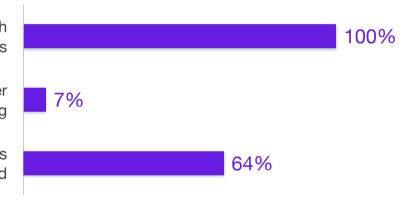
## HCP365 CUSTOMER RESEARCH

## What do you currently use HCP365 for?

Search optimization - identify relevant search keywords

Brand planning - create more defined user segments and draft personalized messaging

User identification - identify who exactly is engaging with the brand



Source: TechValidate survey of 14 users of HCP365



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