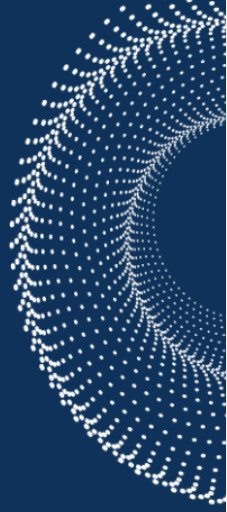




BENCHMARK DATA DRIVEN
MARKETING & SALES





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General

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Targets, Tactics & Performance

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Marketin technology and channels

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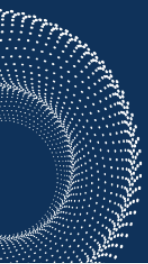
Data-driven engagement & Thought leadership

6

Maturity Index

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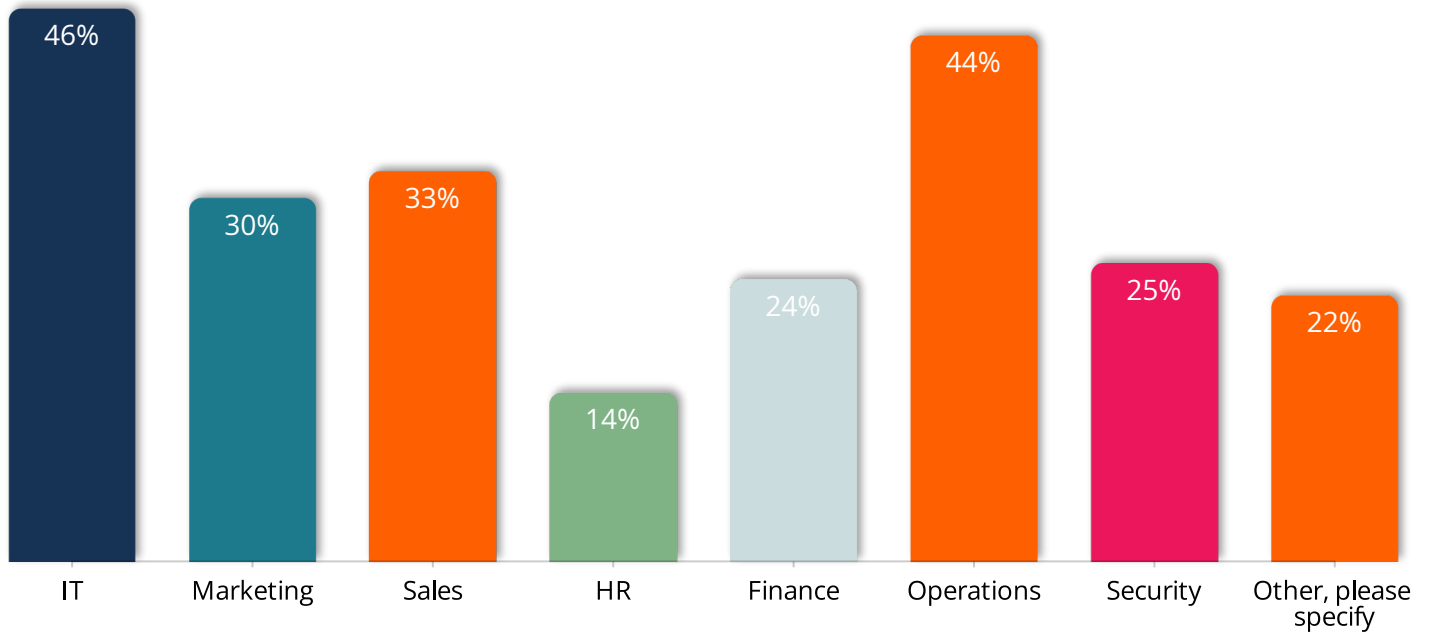
About Revynu



8. What business line(s)/departments, within your target market, benefits most from your solution? (Multiple answers possible)



Your choice



Other, please specify production

9. Before we begin, on a scale from 1 to 10, compared to your peers/competition where do you feel your organization ranks in terms of data-driven marketing and sales performance?



Data is the new fuel for B2B organizations. By using data-driven insights, companies can not only increase their market share but also establish a leading position in their sector by positioning themselves as thought leaders.

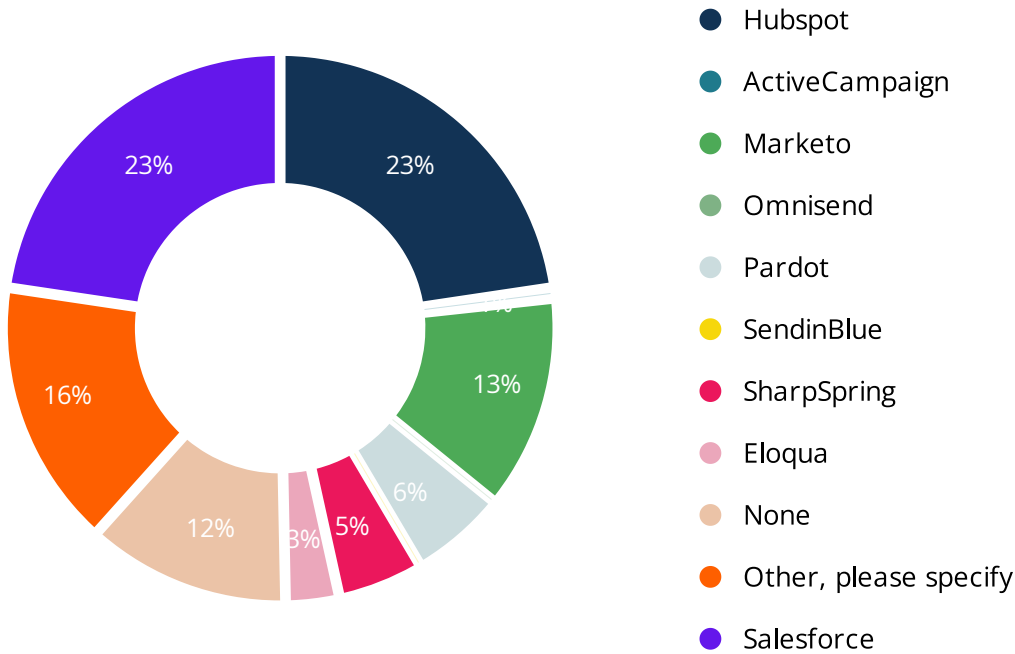


4

Marketing technology and channels

25. What Marketing Automation software has your organization implemented?

Your choice



26. Although Marketing Automation has been around for some time, we still receive feedback that it remains a challenge for B2B companies to deliver the right message to the right person at the right time. How do you currently experience the use of Marketing Automation, and what are your expectations for the near future?



Image 1

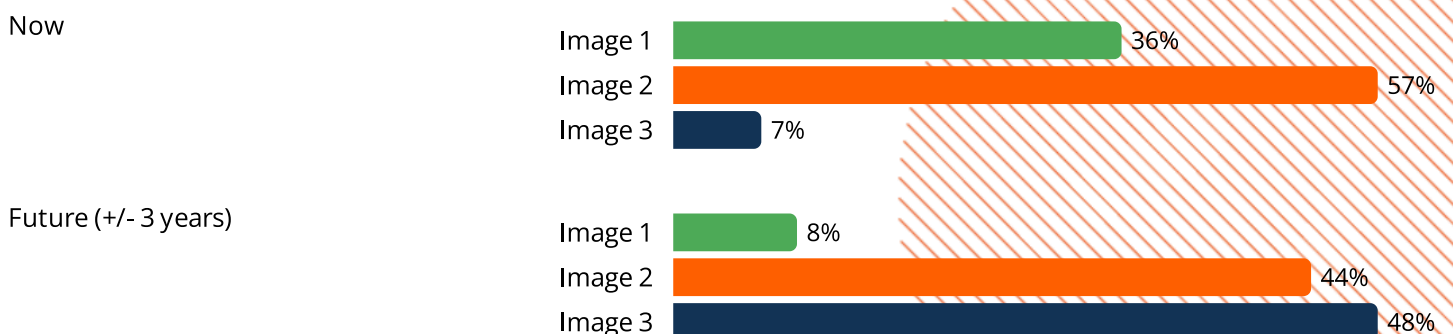


Image 2

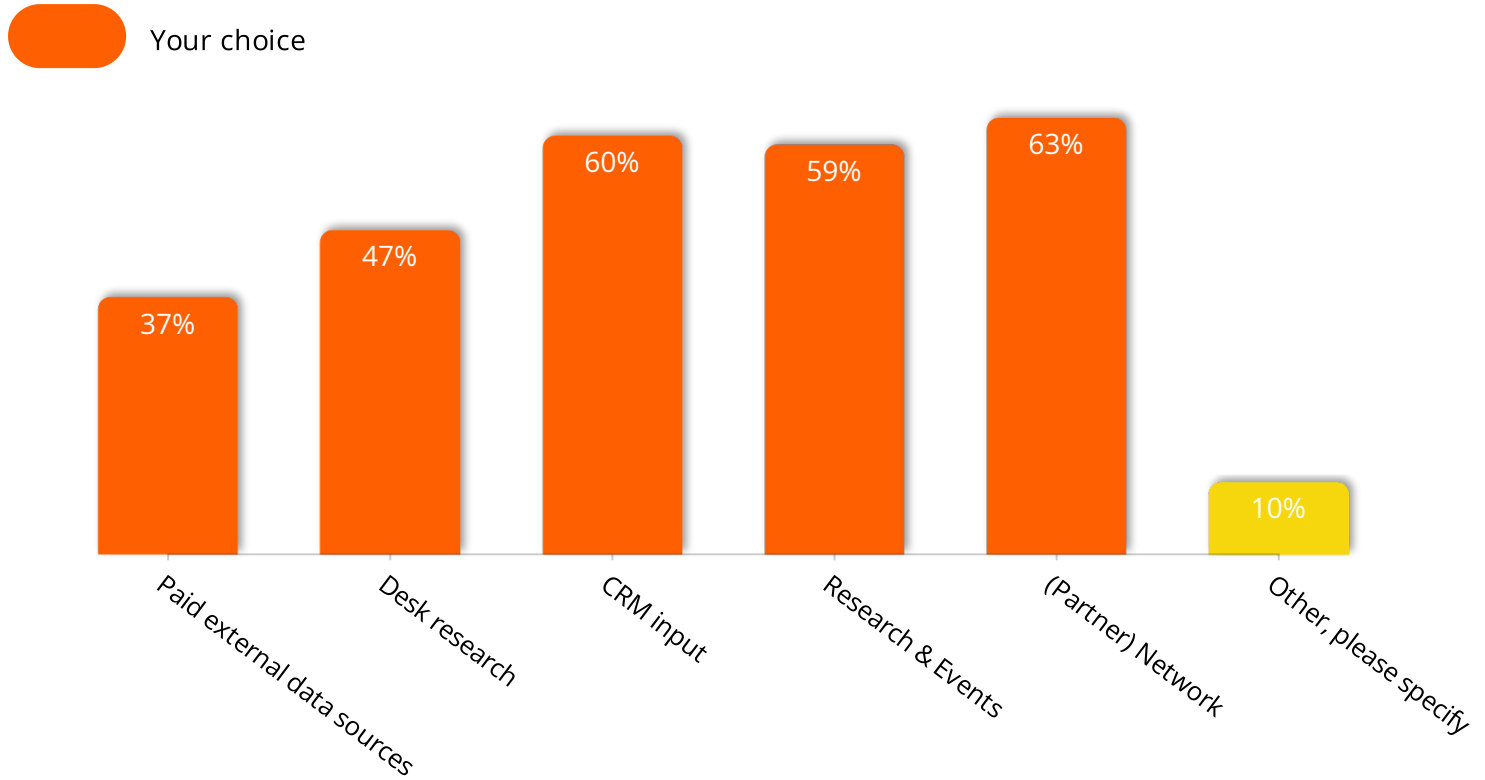


Image 3

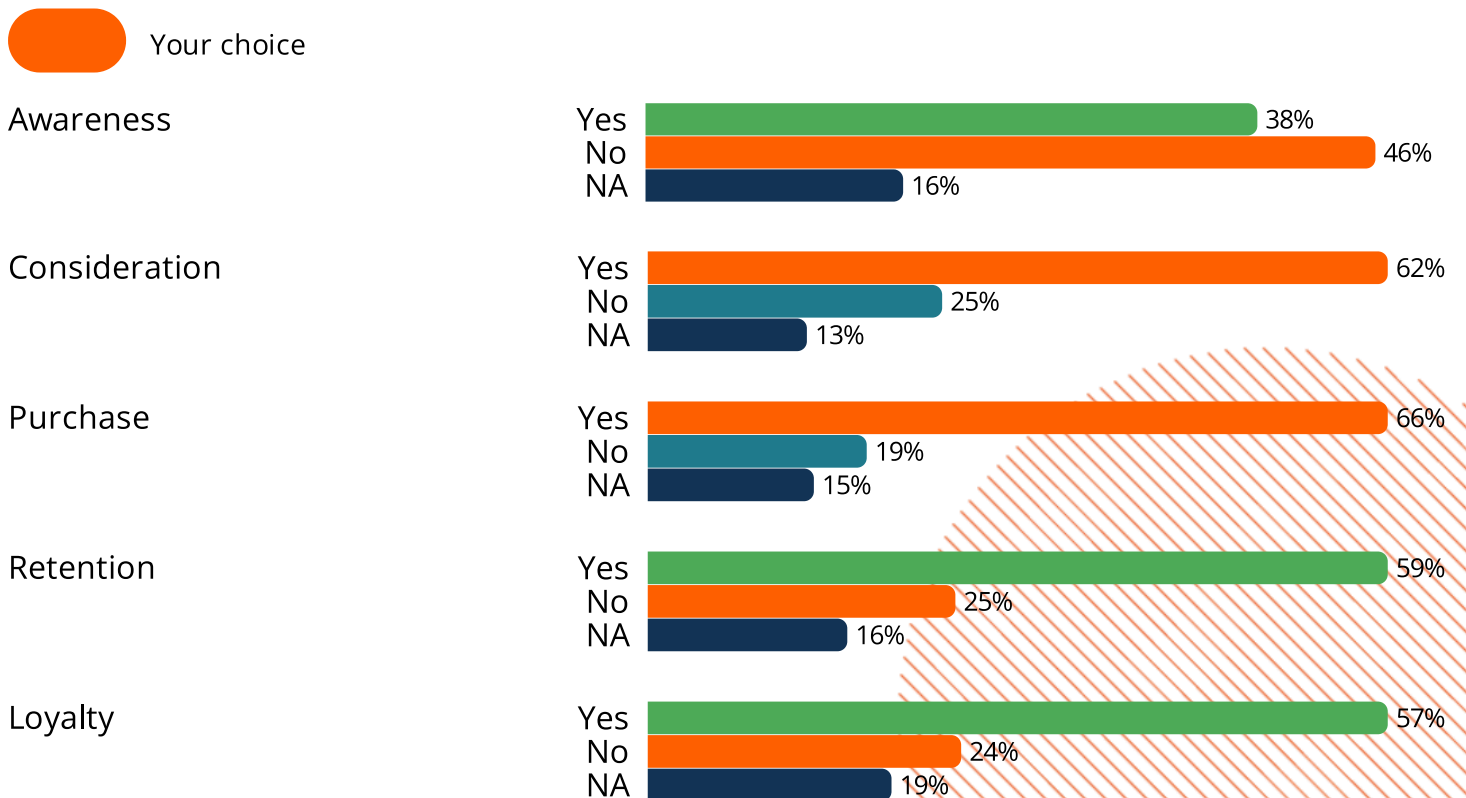
Your choice



31. What are the main sources for suspect, prospect, and client data?



32. In each step of the buyer journey, where is the marketing content personalized, using the prospect data you gathered?



At the end of this report, we present your organization's maturity level in data-driven marketing and sales compared to other B2B organizations. This score is based on your responses and provides insight into your organization's strengths and areas where improvement is possible.

This comparison gives you a clear picture of how your organization stands relative to others in the market. With these insights, you can take targeted actions to further strengthen your strategy and better prepare your organization for future challenges.



Your choice

