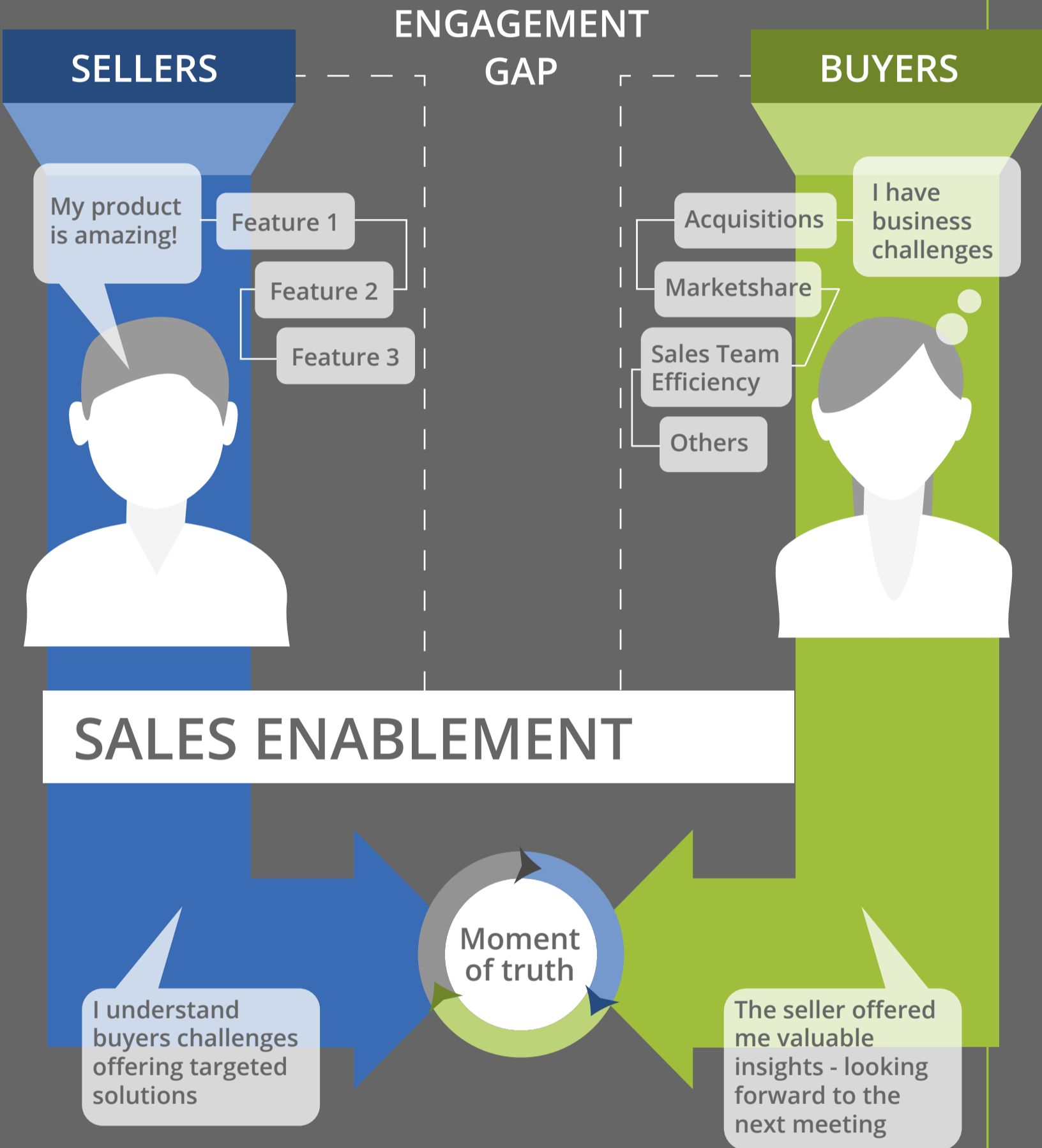


only **8%**

of B2B buyers believe sellers focus on driving "valuable" end results for buyer

Forrester Research



74%

of the time, buyers purchase from sellers who offer insights and a clear path to value.

Forrester Research