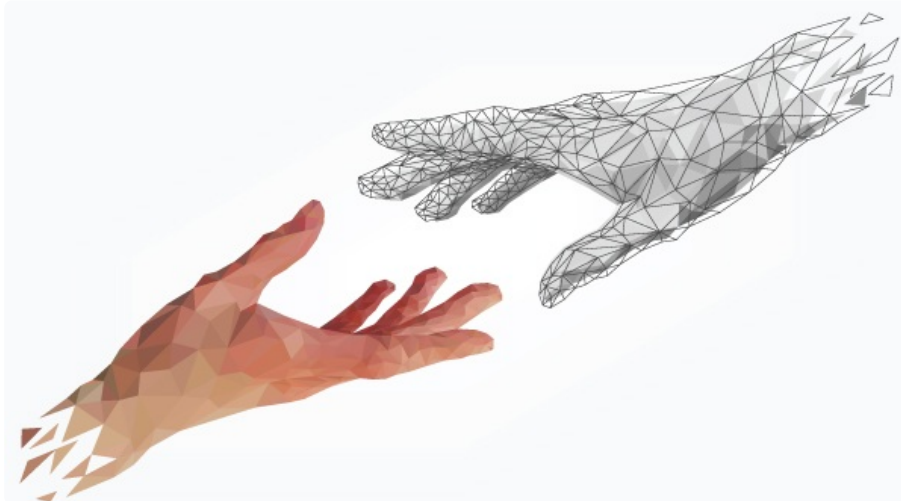


# THE VIEW

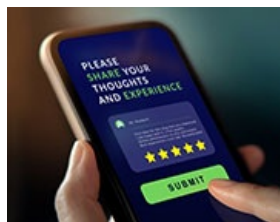
Technology Marketing | April 2021



Between a global pandemic, economic uncertainty, and sweeping digital transformation, the rules of business have changed. How technology marketers respond to these shifts directly impacts the experience of their customers. In today's digitally-driven business environment, delivering an outstanding customer experience is no longer a choice but the need of the hour. That's why technology firms are increasingly employing User Experience (UX) research to meet and exceed customer expectations.

In this edition, we explore how UX research is enabling customer-centric digital transformations among other key technology marketing insights.

## Highlights



### **Why UX research is critical to digital transformation**

User experience (UX) research can help organizations identify opportunities and barriers for their customers as they interact with a product or service and support customer-centric digital transformation.

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### **CASE STUDY: Customer behavior analysis for increasing product usage**

Discover how we helped a global IT major to glean out reigning customer needs, usage barriers, and identify effective marketing channels to boost their software's usage and engagement.

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### **7 podcasting best practices for B2B marketers**

B2B podcasting has emerged as a powerful marketing enabler, providing organizations an effective platform to be heard. Read about the seven best practices for creating a well-rounded podcast for your firm.

[Read now](#)

## Trends in focus



**The Digitization of the World  
From Edge to Core**

Over two-thirds of 2,000 global tech companies are incorporating digital strategies to transform the user experience.  
- [IDC](#)



88% of marketers say collecting first-party data is a priority in 2021.  
- [Merkle](#)

## Not to be missed



### **INFOGRAPHIC: Key Trends in B2B Digital Marketing and Sales**

The way B2B marketing and sales teams draw customer insights, generate leads, and stay productive is rapidly changing. Find out the key trends that will impact your marketing strategies and budgets this year.

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### **CASE STUDY: A leading telecom firm achieves strategic transformation with our integrated insights solution**

Here's how an integrated insights solution provided a telecom giant with a 360-degree view of the market environment during the transformation process to inspire brilliant decisions.

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