

THE VIEW

Technology Marketing | June 2021



Hi there,

As buyers look for ways to minimize spending while recovering from the global pandemic, sales professionals face an even greater challenge of accessing and engaging purchase decision-makers effectively. They need to make every touchpoint in a buyer journey more personalized, targeted, and relevant. To build consensus, target prospects, and successfully close deals, almost 56% of marketing and sales professionals are now increasingly relying on sales intelligence.

This edition explains how companies equipped with sales intelligence can stand out from competitors, and maximize the chances of acquiring high-value customers. Among other key technology marketing trends, we also shed light on the importance of competitive RTM analysis.

Highlights



Sales intelligence: A rigorous approach to customer acquisition

In a competitive environment, offsetting customer acquisition costs is challenging. With sales intelligence, you can become more strategic in prospecting and engaging with decision-makers. [Read now](#)



Analyzing your competitors' route-to-market strategy

In a dynamic marketplace, sales leaders often find it difficult to discern effective routes to acquire customers and increase market share. Find out analyzing your competitors' route-to-market strategies can help. [Read now](#)

How leveraging XaaS can help businesses achieve digital transformation



77% of XaaS-enabled businesses report increased customer retention and personalization. Learn how this flexible, agile model can help you achieve customer-centric digital transformation goals. [Read now](#)

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Trends in focus



As adblocker usage is on the rise, forward-looking tech marketers are shifting their focus from PPC strategy to SEO campaigns. [-Forbes](#)



Many consumers feel that personalized marketing isn't worth compromising their data amidst rising privacy concerns. [-IDC](#)

Not to be missed



Sentiment Analysis: Delivering improved customer experiences

89% of companies across industries compete primarily based on customer experience. Discover how sentiment analysis can help you get an authentic pulse of your brand. [Read now](#)



CASE STUDY: A leading telecom firm achieves strategic transformation with integrated insights

Here's how an integrated insights solution provided a telecom giant with a 360-degree view of the market environment to inspire brilliant decisions. [Read now](#)

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