

# 12 B2B MARKETING

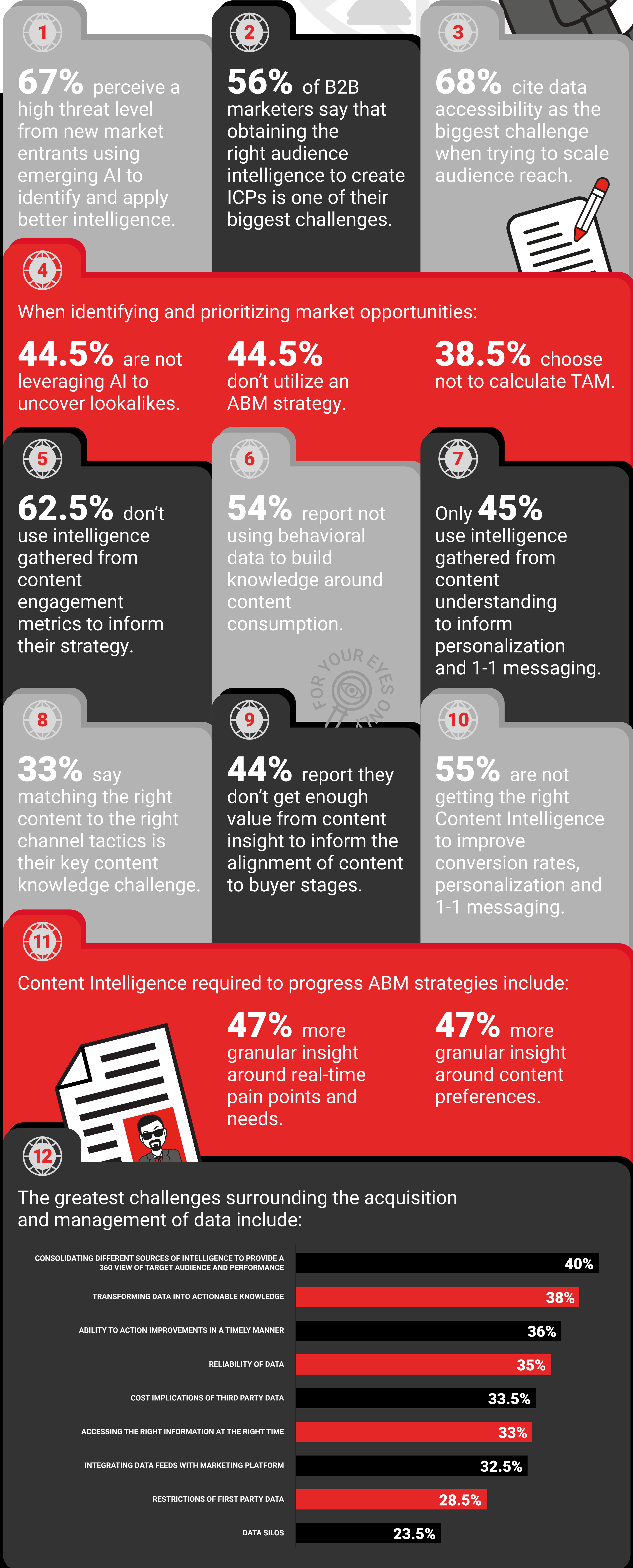
## INTELLIGENCE INSIGHTS

### THEY DON'T WANT

### YOU TO KNOW

While on the surface it may appear brands are operating fully fledged data-driven strategies, our research among senior B2B Marketers revealed some startling discrepancies in the acquisition and application of Content Intelligence.

*What's really going on behind closed doors?*



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This infographic is based on research conducted by Insights for Professionals, on behalf of Inbox Insight, for the **Full Disclosure: The B2B Content Intelligence Report**.

Our research set out to uncover how Content Intelligence is being gathered and strategically applied to advance practice. 200 Senior B2B marketers were surveyed for this report, all respondents are employed by companies with 500 employees or more.



**About InboxInsight** 

Inbox Insight amplify content globally to a community of 3.5M active IT, HR, Marketing and Business Professionals, for some of the world's most successful brands.

Using powerful Content Intelligence, Inbox Insight are able to tailor the most effective B2B demand generation programs to drive cut through and long lasting audience engagements.

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