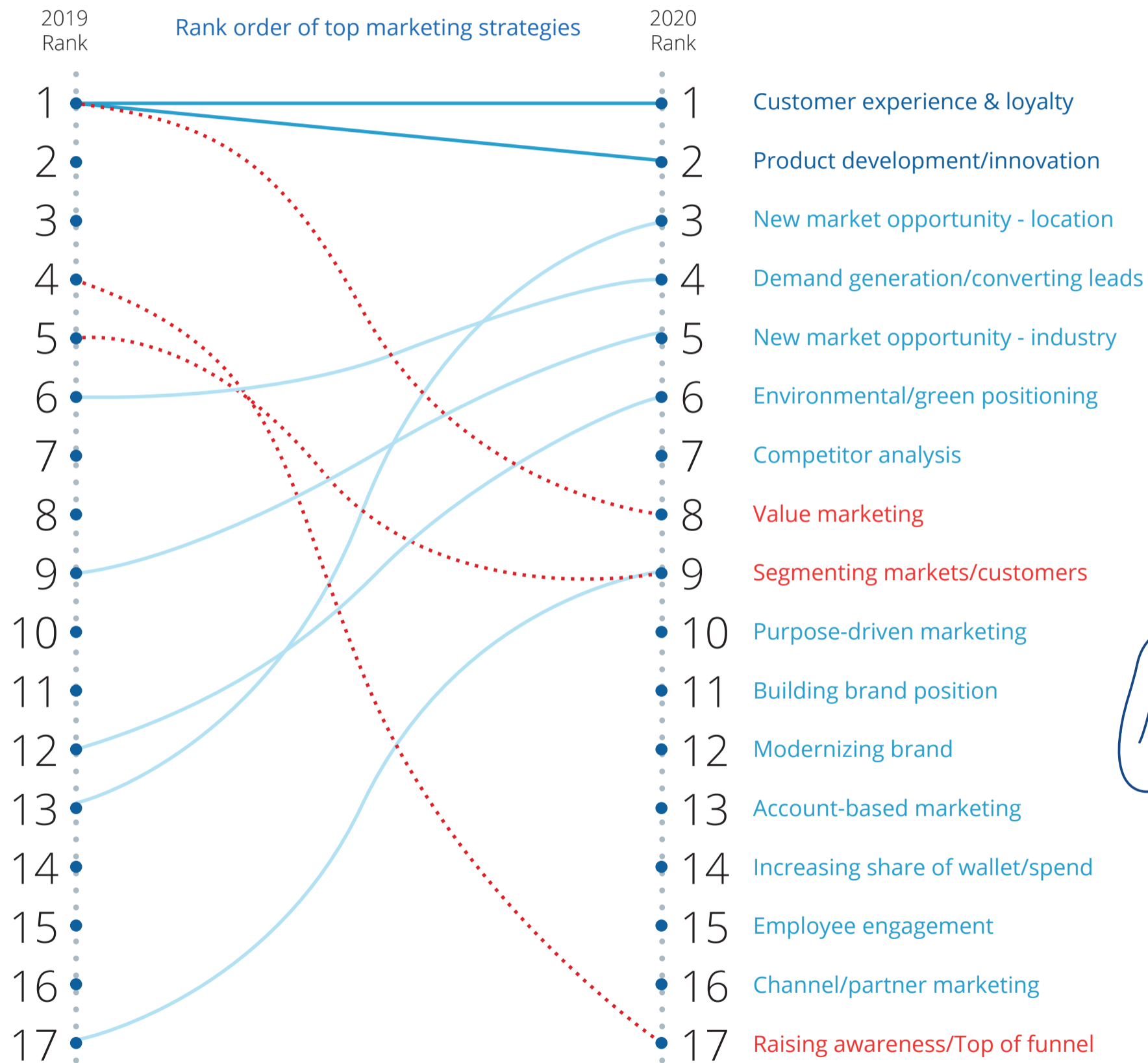





# Changes to Marketing Strategies

## Customer Experience stays the top priority

With COVID-19 causing significant disruption to B2B organizations around the world, there is no surprise that businesses have had to realign their key focuses. From our recent Pandemic Tracker, we have seen that the changes.



-  CX and innovation maintain their top priority positions
-  New markets demand gen and environmental / purpose-driven marketing jump
-  Value marketing, segmentation and top-of-funnel activity decline significantly

