



Personalizing B2B Solutions

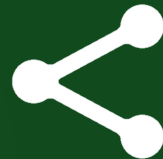
Geo: U.S.

Time Frame: March 2020 - January 2022

Personalized Solutions Are the Future of B2B

In a time when entrepreneurship is booming (online behavior suggesting high interest in entrepreneurship is still 42% higher than pre-pandemic), the market is ripe for specific verticalized solutions embracing the resources available to businesses today.

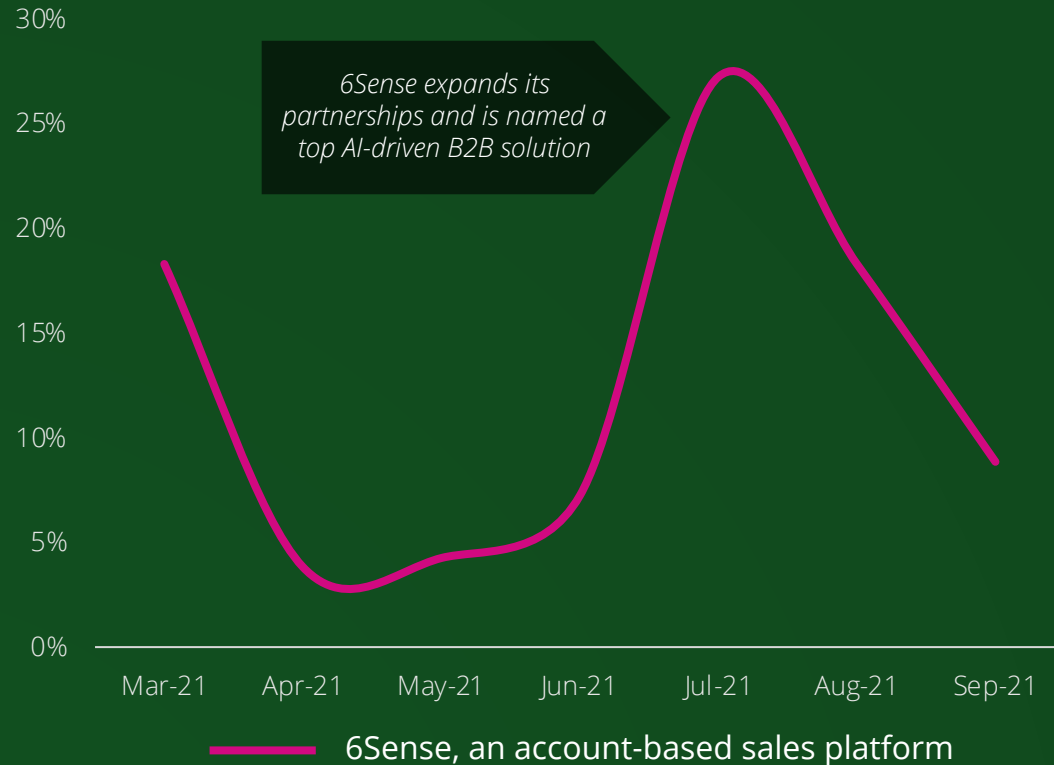
This report will illustrate that businesses want to **discover** and **independently build** **safe, internationally accessible** systems of business that target **highly specialized problems**, can **predict industry demand**, and **improve global resources** for the future.



Trend: Account Based Marketing

Online Behavior of a B2B Marketing Audience

Featured B2B Company: 6Sense Percent Share of Signals by Month (%):



High Indexing Categories & Most Expressed Keywords By Users Interested in ABM:

5.9x Customer Relationship Management (CRM)

3.4x Web Design & Development

1.6x Enterprise Resource Planning (ERP)

1.3x Search Engine Optimization

1.2x Open-Source Software

Elite Prospects
Detailed Account of a Prospect
Valuable Account Information
Prospect Intelligence
Prospect's Inbox
Account Based Direct Contact
Digital Account Leads
Prospect Engagement
Basic Account Data
Connect With Prospects

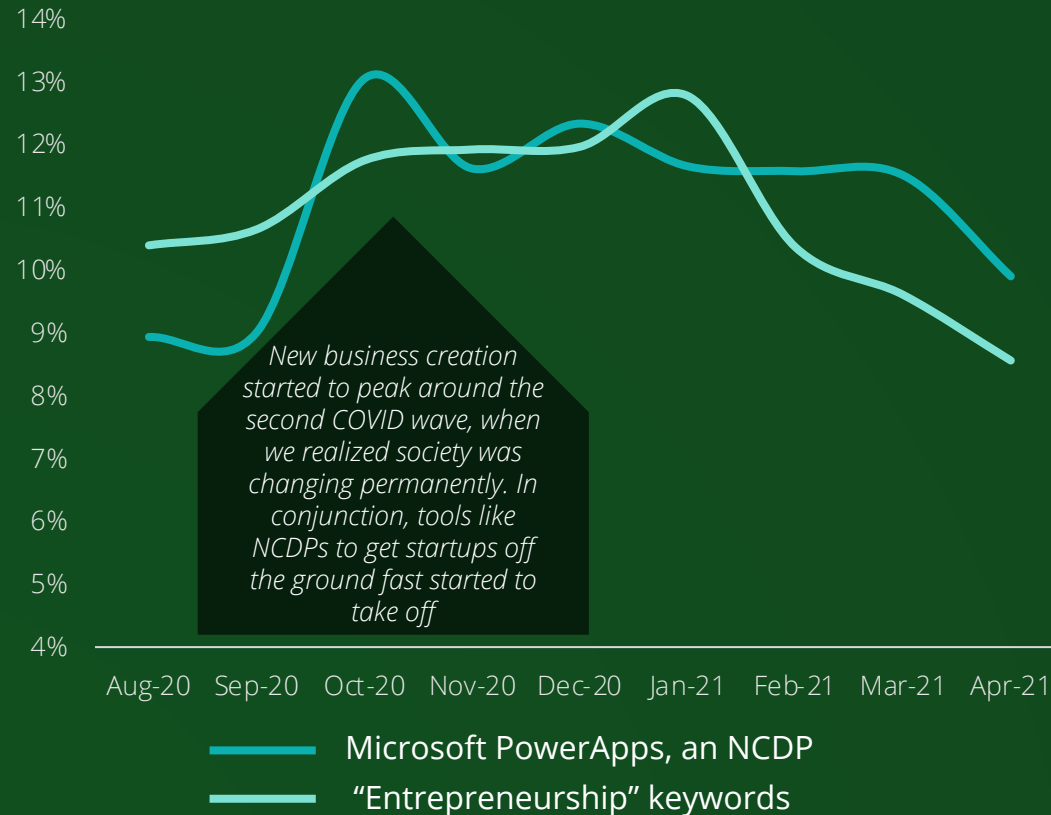
Between September of 2021 and January of 2022, signals around **Account Based Marketing** increased an average of **34%** month-over-month.

Online behavior is measured by page views originating from searches, clicks, & shares of content | Geo: U.S. | Time Frame: March 2020 - January 2022

Trend: No-Code Development Platforms (NCDPs)

Online Behavior of a B2B Technology Audience

Featured B2B Company: Microsoft PowerApps Percent Share of Signals by Month (%):



High Indexing Categories & Most Expressed Keywords By Users Interested in Development Platforms:

9.5x Enterprise Resource Planning (ERP)

7.5x Mobile Apps & Add-Ons

3.2x Robotics

3.0x Customer Relationship Management (CRM)

2.7x Productivity Software

App Building Industry
Fastest Growing App Building Platform
Top App Builder Platforms
Mobile App Development Platforms
Best App Building Tools
No Code Website Builder
Cross Platform Application Demands
Metadata of the Application
Advanced Mobile App Builder
Application Programming Interface

Between September of 2021 and January of 2022, signals around No-Code Development Platforms (NCDPs) increased an average of **201%** month-over-month.

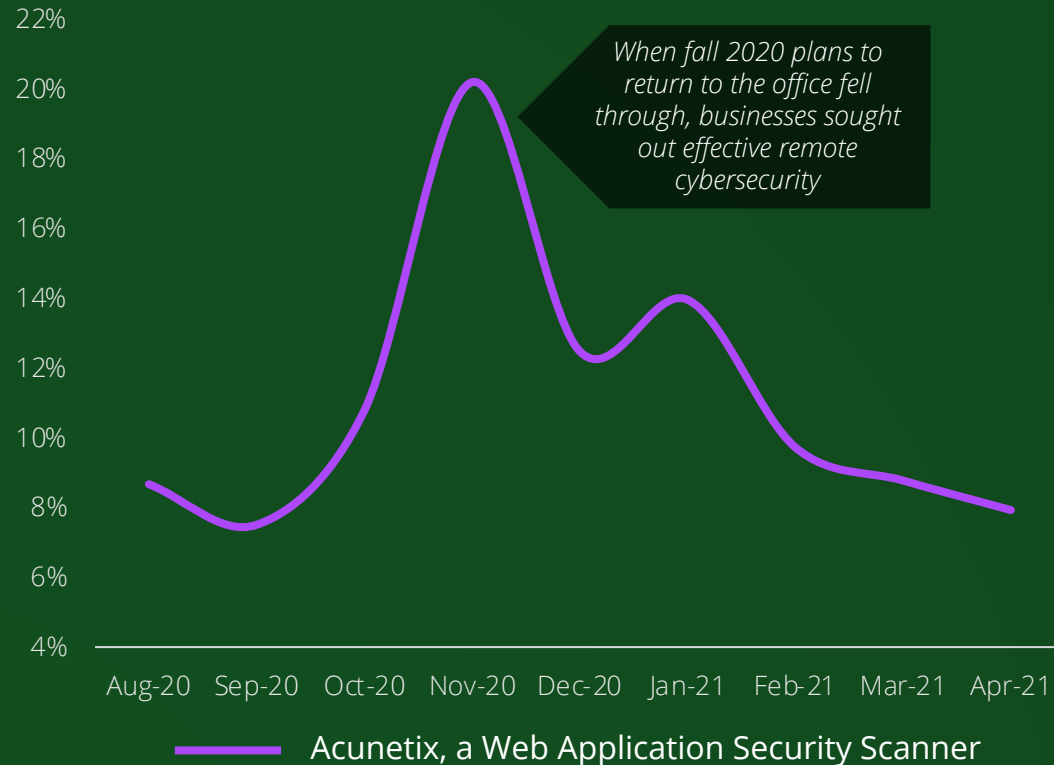
Online behavior is measured by page views originating from searches, clicks, & shares of content | Geo: U.S. | Time Frame: March 2020 - January 2022



Trend: Cloud-Based Cybersecurity Apps

Online Behavior of a B2B Cybersecurity Audience

Featured B2B Company: Acunetix Percent Share of Signals by Month (%):



High Indexing Categories & Most Expressed Keywords By Users Interested in Cybersecurity Apps:

7.6x Counterterrorism

4.8x Network Security

4.7x Computer Science

3.4x Machine Learning & Artificial Intelligence

2.5x Antivirus & Malware

Proactive Cybersecurity Approach
Cybersecurity for Remote Workers
Security Analytics Application Detect
Cybersecurity in the Cloud
Pandemic Cybersecurity Approaches
Secure a Remote Workforce
IT Security Applications
New Cybersecurity Approach
Robust Cybersecurity Applications
Cloud-Based Cybersecurity

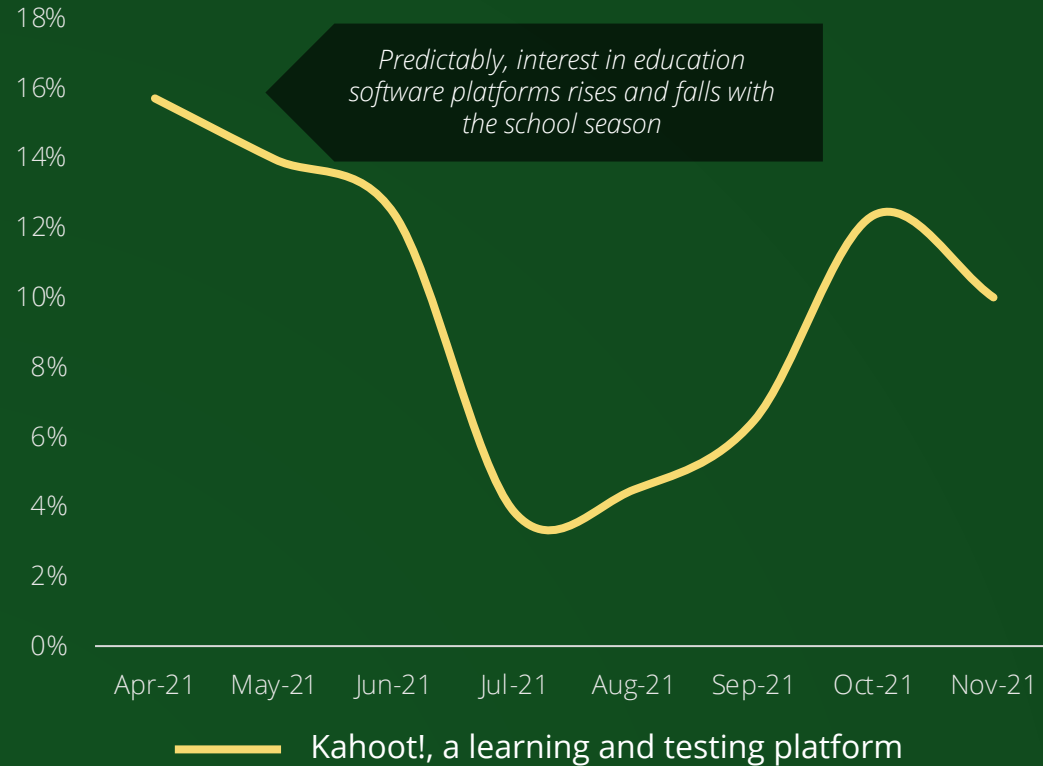
Between September of 2021 and January of 2022, signals around Cloud-Based Cybersecurity Apps increased an average of **22%** month-over-month.

Online behavior is measured by page views originating from searches, clicks, & shares of content | Geo: U.S. | Time Frame: March 2020 - January 2022

Trend: EdTech SaaS

Online Behavior of a B2B Education Audience

Featured B2B Company: Kahoot! Percent Share of Signals by Month (%):



High Indexing Categories & Most Expressed Keywords By Users Interested in EdTech:

4.2x Investing > Futures Trading

2.6x Venture Capital

1.8x Standardized & Admission Tests

1.7x Teaching & Classroom Resources

1.5x Homeschooling

Latest Education Technology

Remote Learning Environments

Education Technology Provider

National Education Technology Plan

Remote Learning Educator Community

Cutting Edge EdTech Trends

Leading EdTech Providers

Best Remote Learning Experiences

Education Technology Startups

Remote Learning Plans

Between September of 2021 and January of 2022, signals around EdTech SaaS increased an average of **49%** month-over-month.

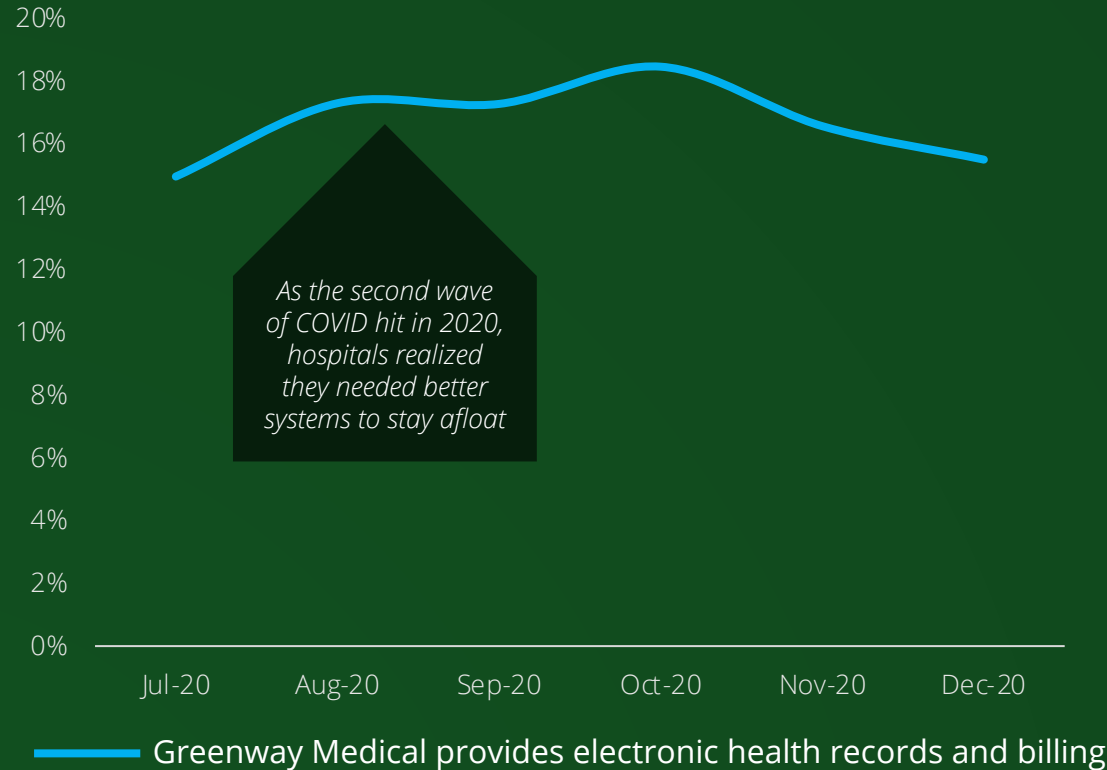
Online behavior is measured by page views originating from searches, clicks, & shares of content | Geo: U.S. | Time Frame: March 2020 - January 2022



Trend: Healthcare Vertical SaaS

Online Behavior of a B2B Healthcare Audience

Featured B2B Company: Greenway Medical Percent Share of Signals by Month (%):



High Indexing Categories & Most Expressed Keywords By Users Interested in Healthcare SaaS:

4.9x Health Education & Medical Training

3.5x Hospitals & Treatment Centers

2.0x Venture Capital

1.3x Enterprise Resource Planning (ERP)

1.1x Doctors' Offices

Healthcare Analytics SaaS Solution
Vertical SaaS Platform
Leading Healthcare SaaS Platform
Advantages of Vertical SaaS
Healthcare SaaS Solution
Efficient Patient System
Telemedicine Software

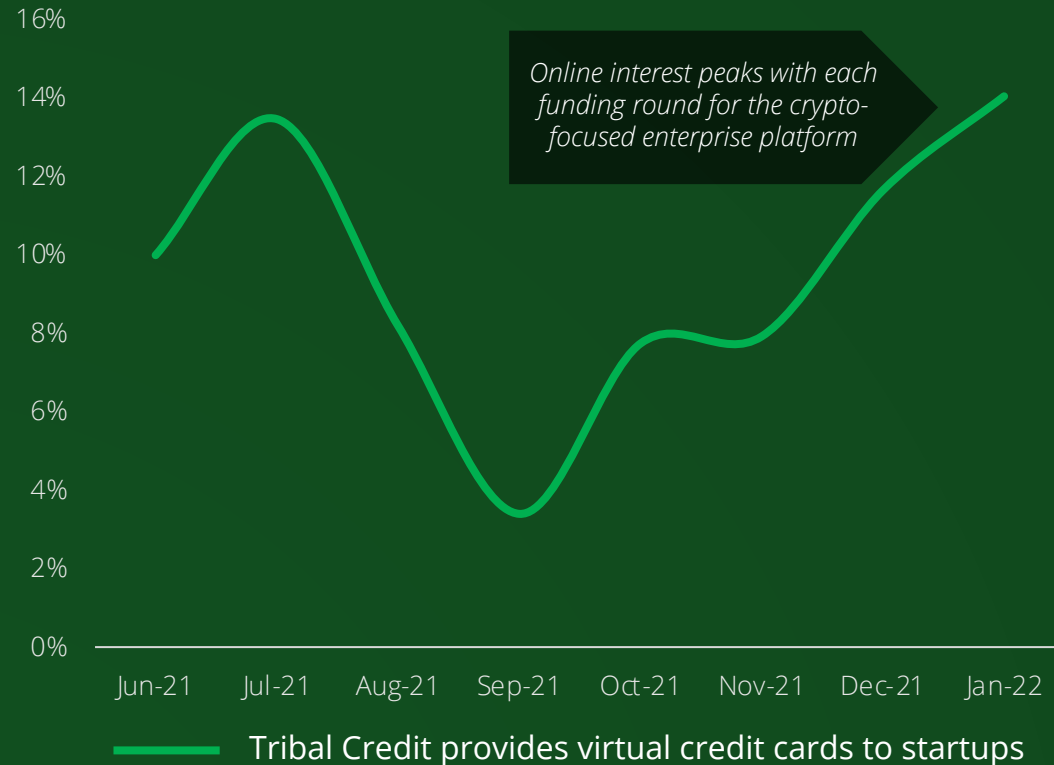
Between September of 2021 and January of 2022, signals around **Healthcare Vertical SaaS** increased an average of **12%** month-over-month.

Online behavior is measured by page views originating from searches, clicks, & shares of content | Geo: U.S. | Time Frame: March 2020 - January 2022

Trend: Virtual Currency

Online Behavior of a B2B Finance Audience

Featured B2B Company: Tribal Credit Percent Share of Signals by Month (%):



High Indexing Categories & Most Expressed Keywords By Users Interested in Virtual Currency:

15.7x Investing > Currencies & Foreign Exchange

12.6x Investing > Derivatives

7.2x Industrial Energy, Oil, & Gas

6.8x Brokerages & Day Trading

3.9x E-Commerce Services

Virtual Currency

Cross Border Business Transactions

Cryptocurrency Exchanges

Complex Business Transactions

Digital Currency

Cryptocurrency Transactions

Virtual Currency Business Activity

Trade Cryptocurrency

Cross Border Monetary Transactions

Business Purchase Transaction

Between September of 2021 and January of 2022, signals around **Digital Currency** increased an average of **19%** month-over-month.

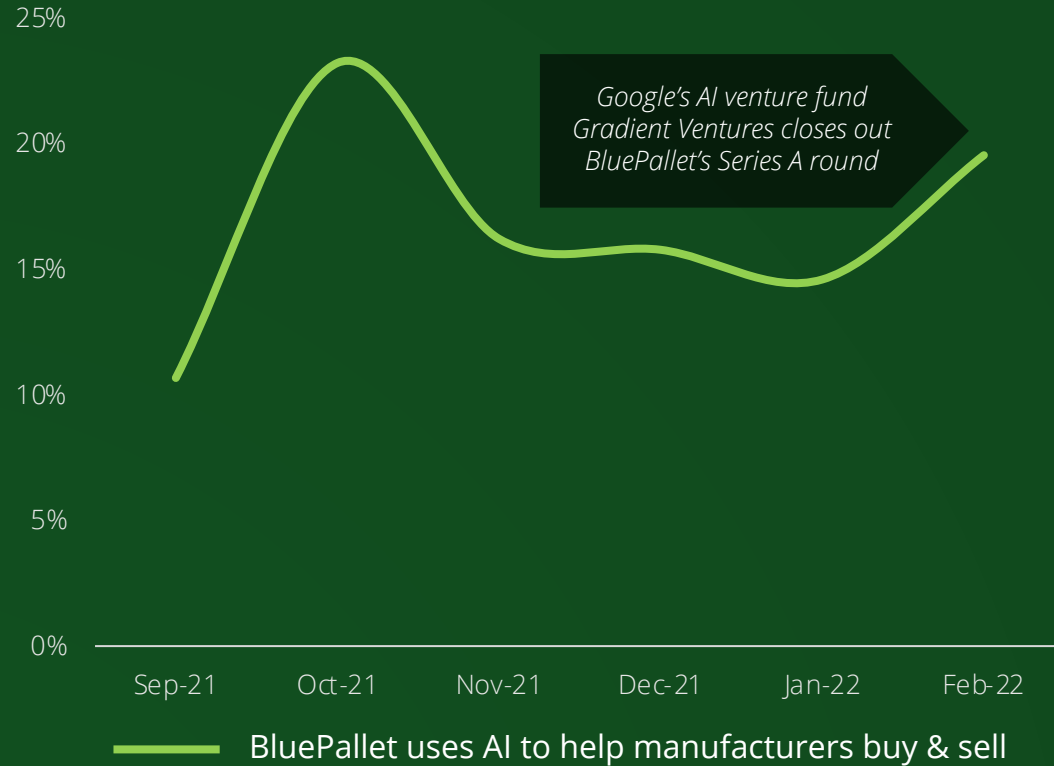
Online behavior is measured by page views originating from searches, clicks, & shares of content | Geo: U.S. | Time Frame: March 2020 - January 2022



Trend: AI Sales Platforms

Online Behavior of a B2B Manufacturing & Retail Audience

Featured B2B Company: BluePallet Percent Share of Signals by Month (%):



High Indexing Categories & Most Expressed Keywords By Users Interested in AI Sales Platforms:

8.4x Retail Equipment & Technology

3.7x Investing

2.6x Logistics > Freight & Trucking

1.6x Enterprise Resource Planning (ERP)

1.3x Finance > Risk Management

Annual Retail Sales Volume

AI Supply Chain Platform

Predict Supply and Demand

AI Blockchain

Digital Commerce Platforms

High Traffic Digital Retail Platform

Public Blockchain Platform

Blockchain Native Sales

Supply Chain Integration Platform

AI Retail Tools

Between September of 2021 and January of 2022, signals around **Artificial Intelligence Enabled Sales** increased an average of **27%** month-over-month.

Online behavior is measured by page views originating from searches, clicks, & shares of content | Geo: U.S. | Time Frame: March 2020 - January 2022

Key Takeaways & Predictions

The Future of B2B Will:

Allow for more comprehensive and specific business connections

Speed up the process of creating and building business solutions

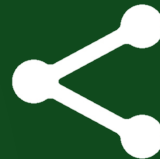
Guarantee easily adopted safety measures to secure communications globally

Create environments where learning can progress in any topic, from anywhere

Target highly specialized problems with industry-specific, customizable solutions

Promote international business transactions with fewer hurdles than ever before

Automate the processes of pivoting to changing trends in industries and markets



Thank You

