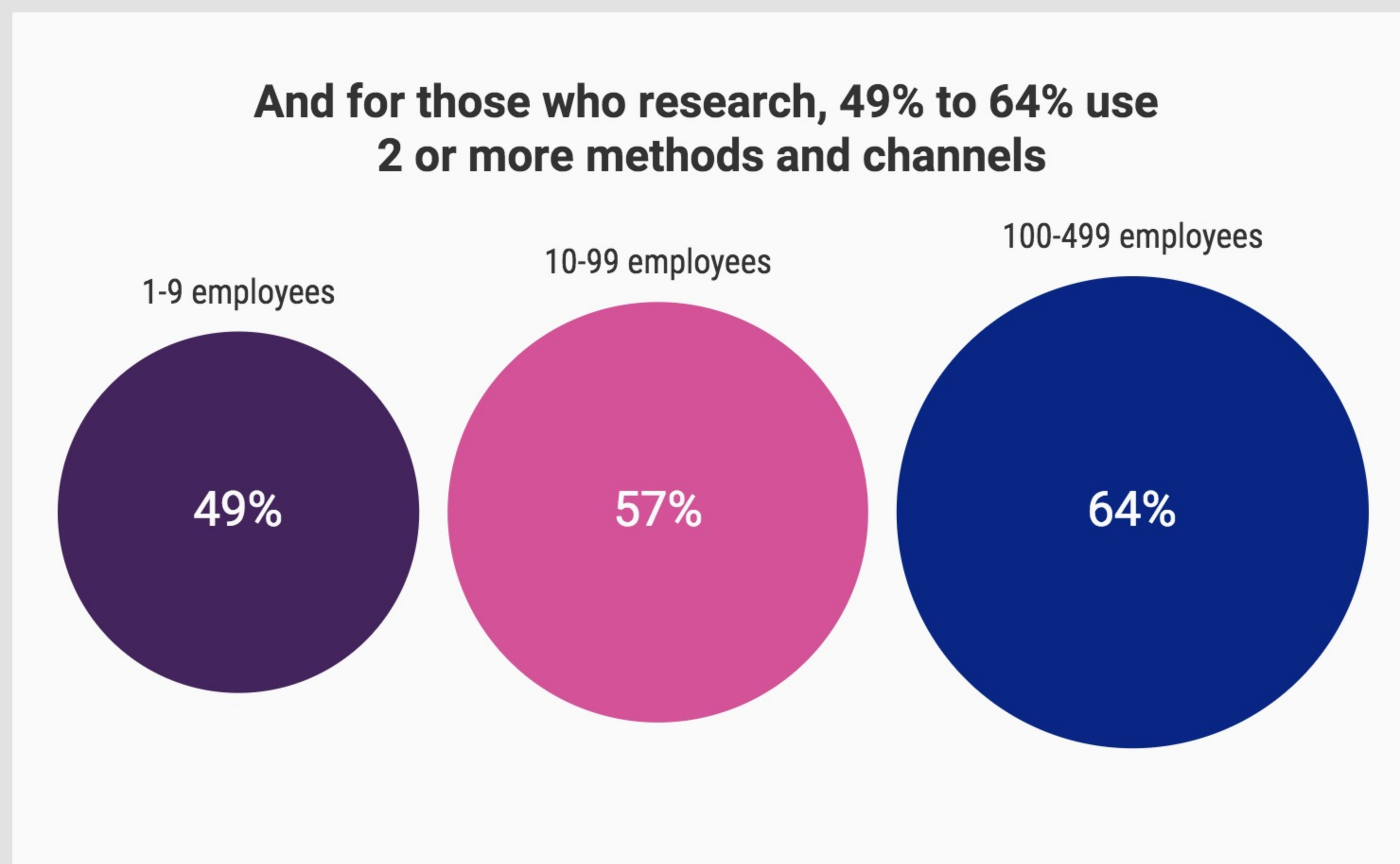
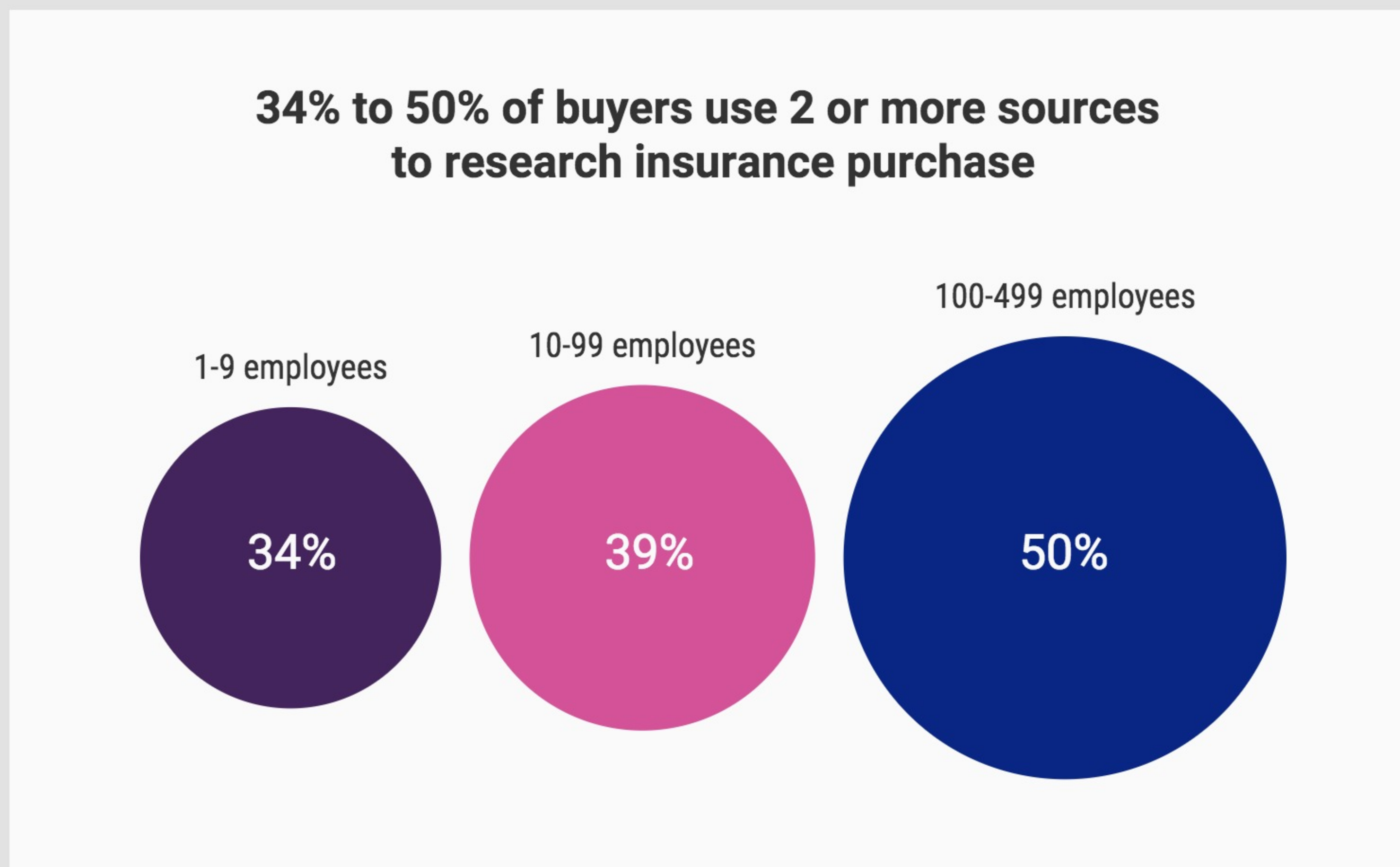


Business Segment Research & Buying Behaviors

Across all three business segments we surveyed...

The largest segment outpaces the other two in usage of two or more information sources and methods/channels for researching prior to purchase or renewal.



An engaging, digital and simplified customer experience is critical to engage business customers

