

# B2B Survey

March 2007

Enquiro Search Solutions, Inc.

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b2b search: we get it

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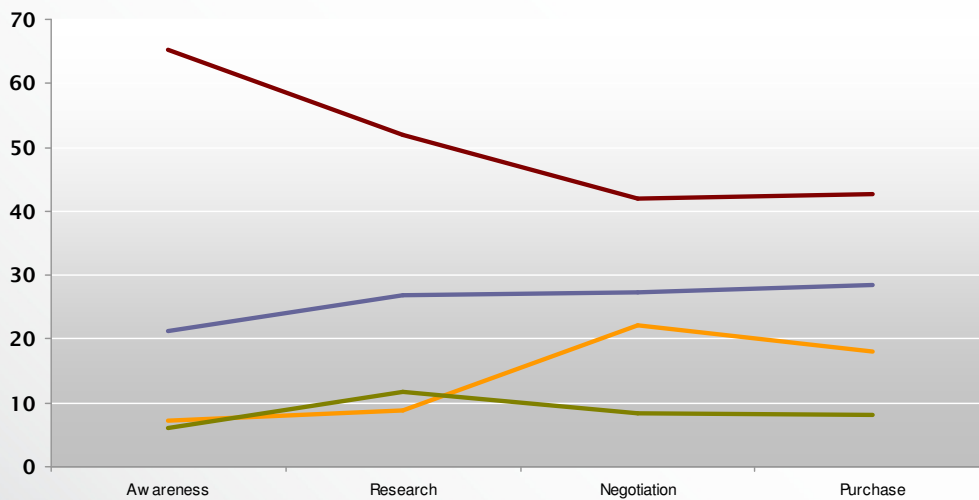
- Identify the **roles** people play in the B2B purchasing cycle
- How purchasing roles influence purchasing **decisions**
- The role of **Search** and other influencing factors for each purchasing role and purchasing phase



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# Where We Research

## Primary Online Destinations



— Search Engines — BtoB Search — Vendor Site — Industry Information

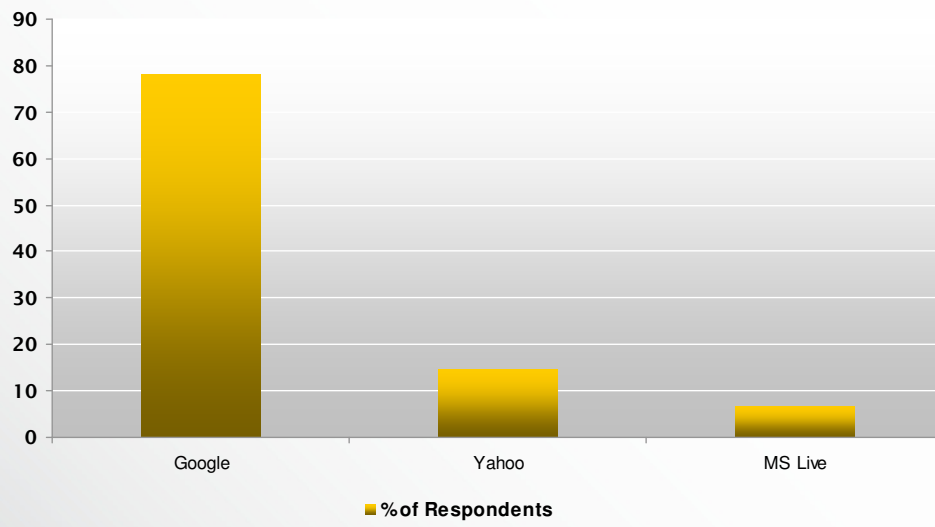
Preliminary results from March 2007 B2B Survey



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# Search Engines

## Top General Search Engines



Preliminary results from March 2007 **B2B** Survey

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## **B2B** Survey

Release date: **April 30, 2007**

**Sneak Preview at SES NY: April 12, 11:00 a.m.**

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