

B2B Survey

March 2007

Enquiro Search Solutions, Inc.

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b2b search: we get it



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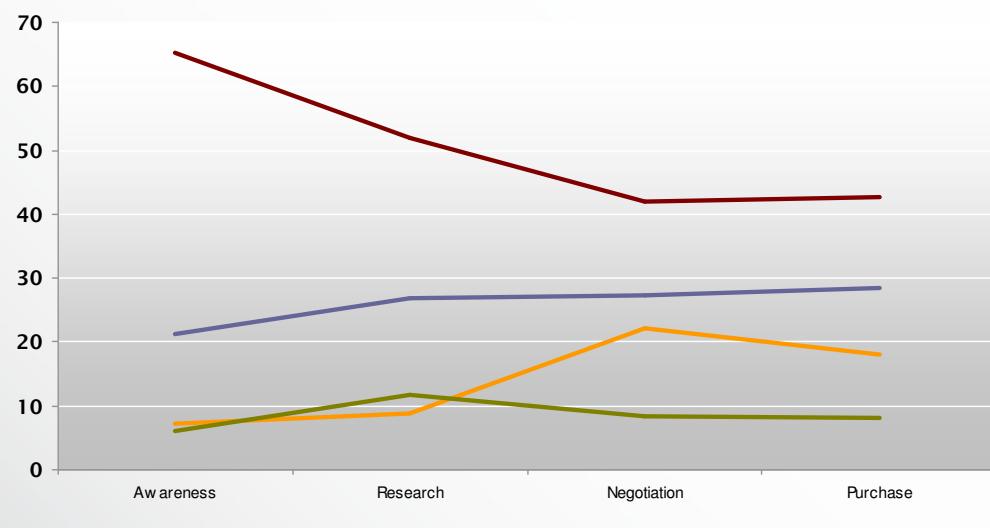
- Identify the **roles** people play in the B2B purchasing cycle
- How purchasing roles influence purchasing **decisions**
- The role of **Search** and other influencing factors for each purchasing role and purchasing phase



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Where We Research

Primary Online Destinations

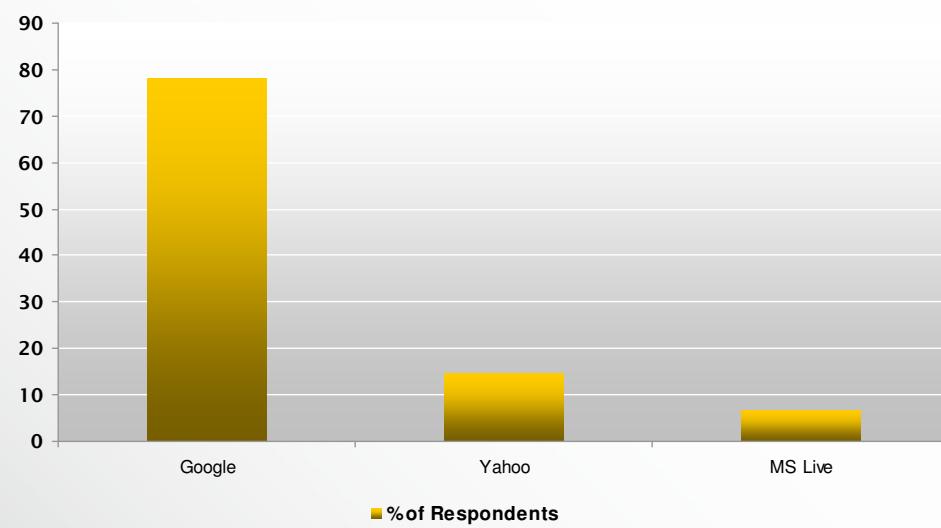


Preliminary results from March 2007 B2B Survey

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Search Engines

Top General Search Engines



Preliminary results from March 2007 **B2B** Survey

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Release date: **April 30, 2007**

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

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