

Optimize Your 2023 Marketing Budget with Industry KPIs: On- Demand Webinar

Video

Quality data leads to quality decisions, and quality decisions are more critical than ever heading into the economic headwinds of 2023.

Join this webinar to explore how Industry KPIs, Insider Intelligence's premium benchmarking tool, can help guide your budgeting and planning processes.

This session answers how you can:

- Guide your budgeting and planning processes amid macroeconomic turmoil
- Leverage third-party validation of industry trends, consumer behavior, and channel performance
- Justify your investments
- Benchmark your performance

Click [here](#) to watch the webinar.

Speakers:

- **Monica Peart**, SVP of Data Products
- **Haydn Melia**, Manager, Sales Development