



Quarterly Supplier Survey Report- Q4

October 1st - December 31st, 2025

2025 Survey Results - Q4

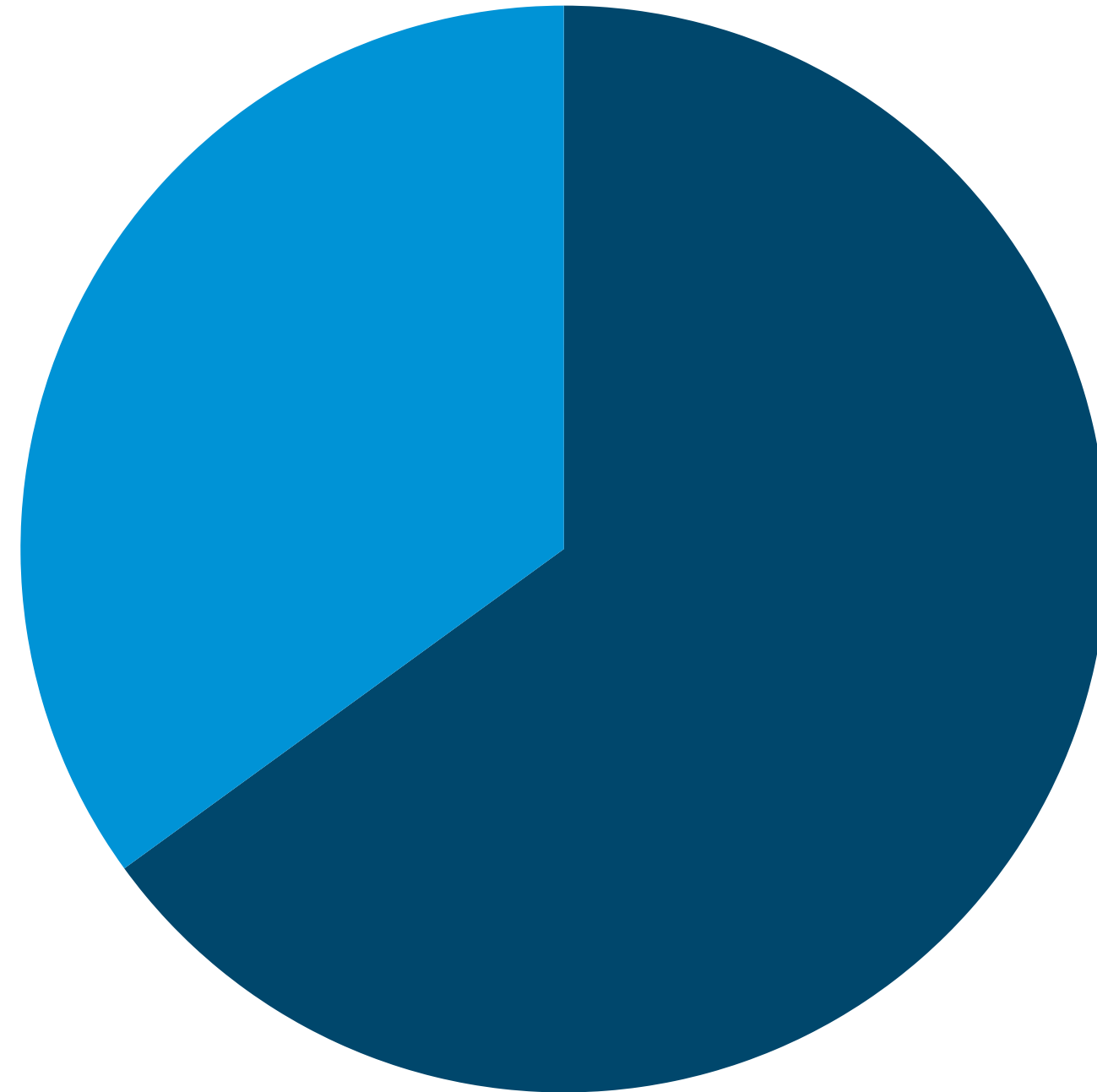
Do you use a sales enablement tool?

65%

No

35%

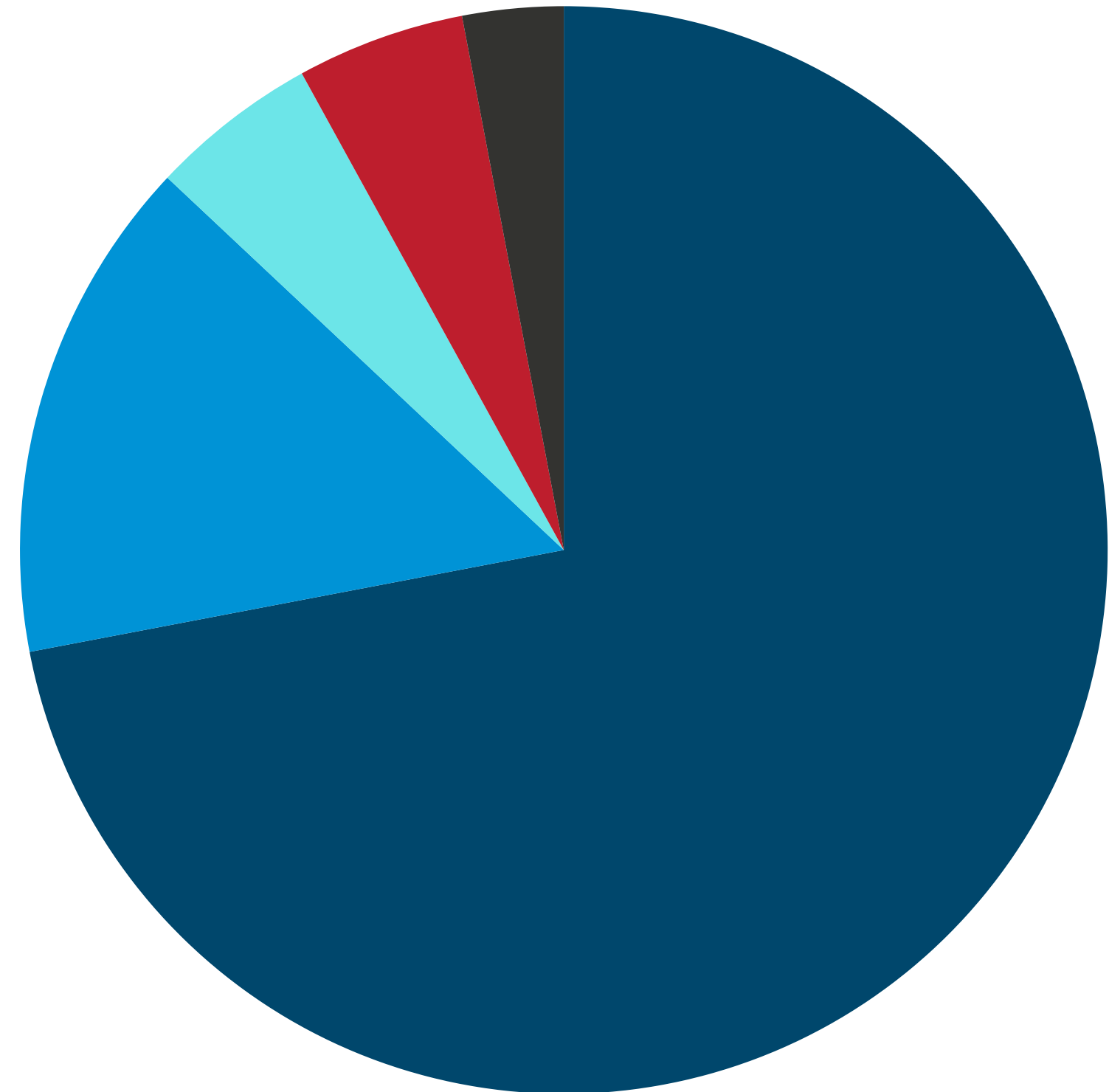
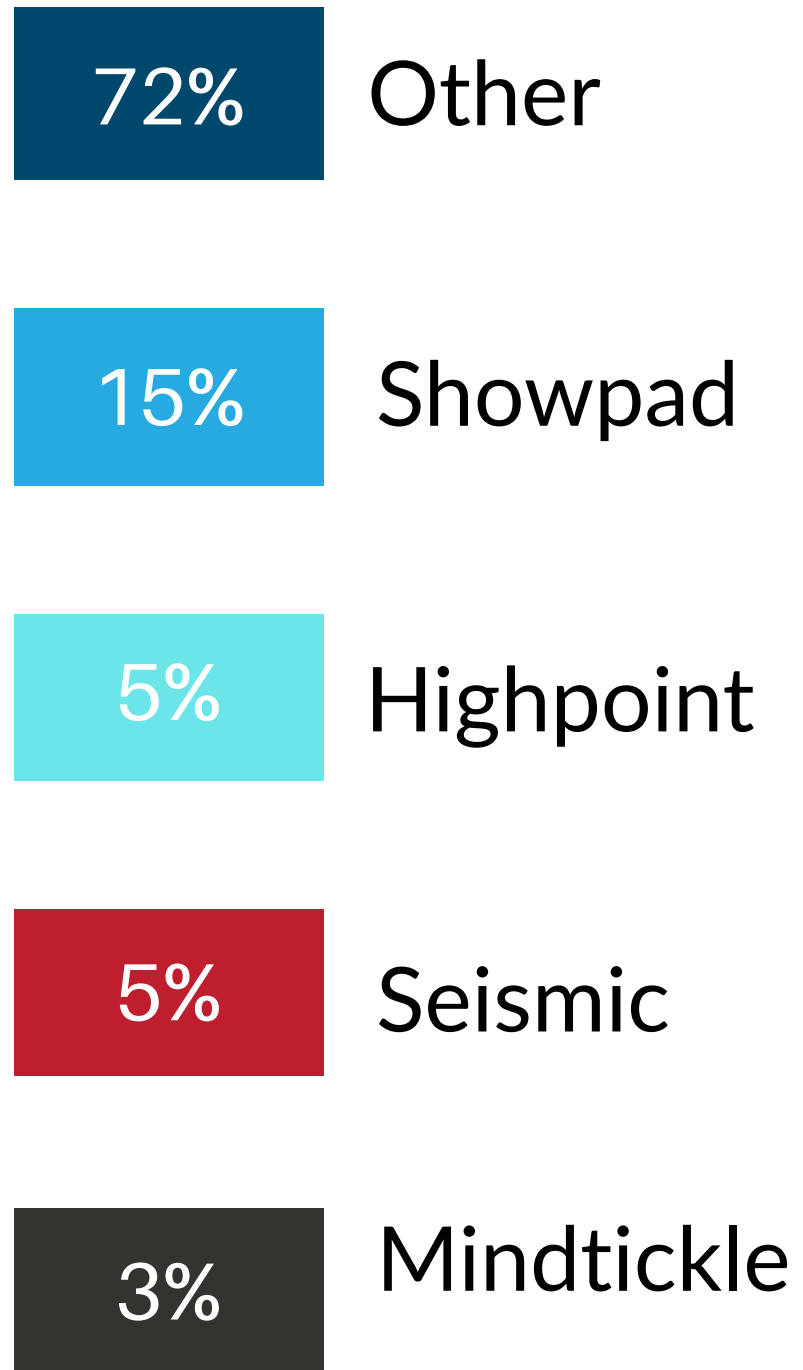
Yes



Total Responses - 119

2025 Survey Results - Q4

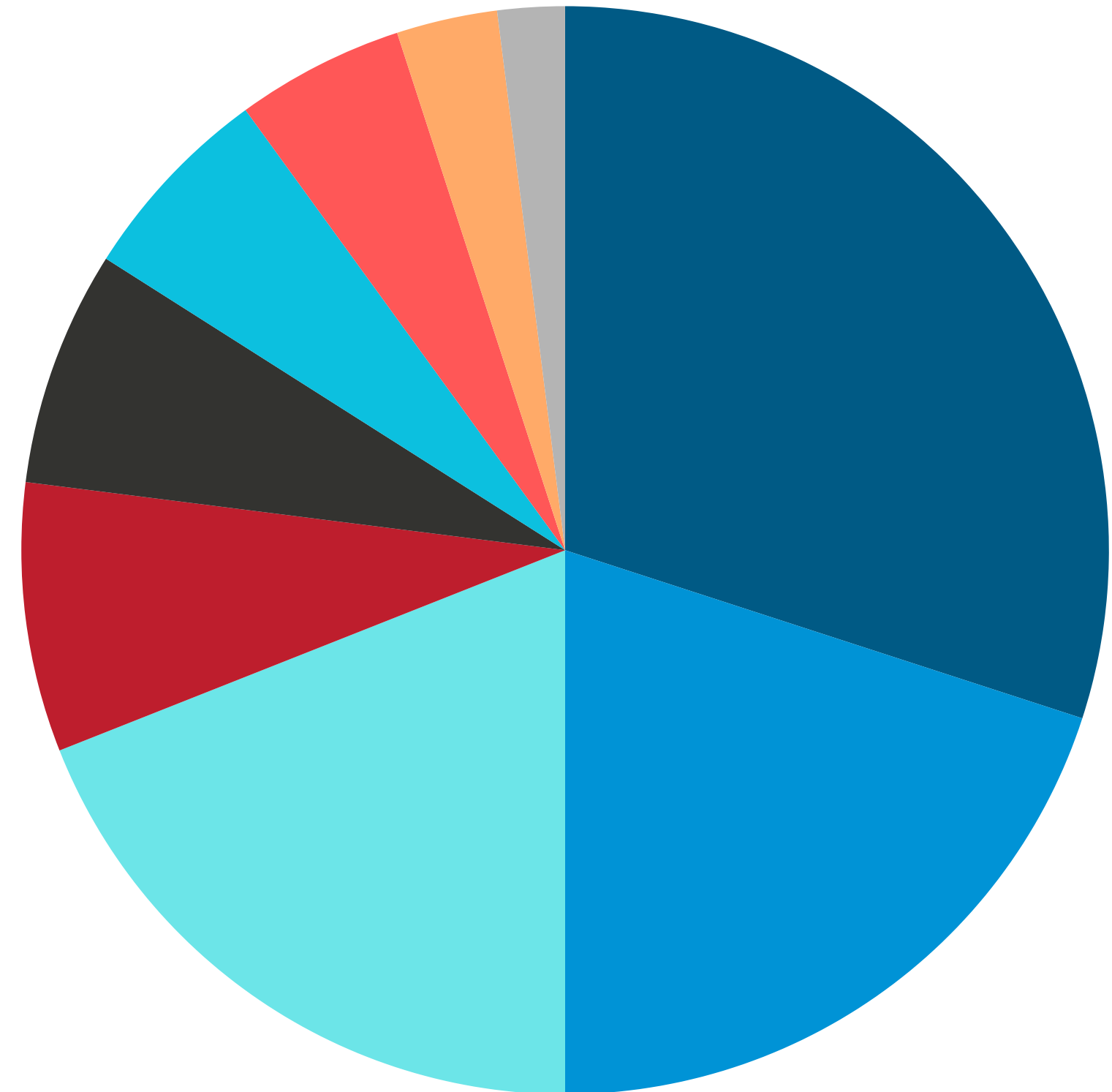
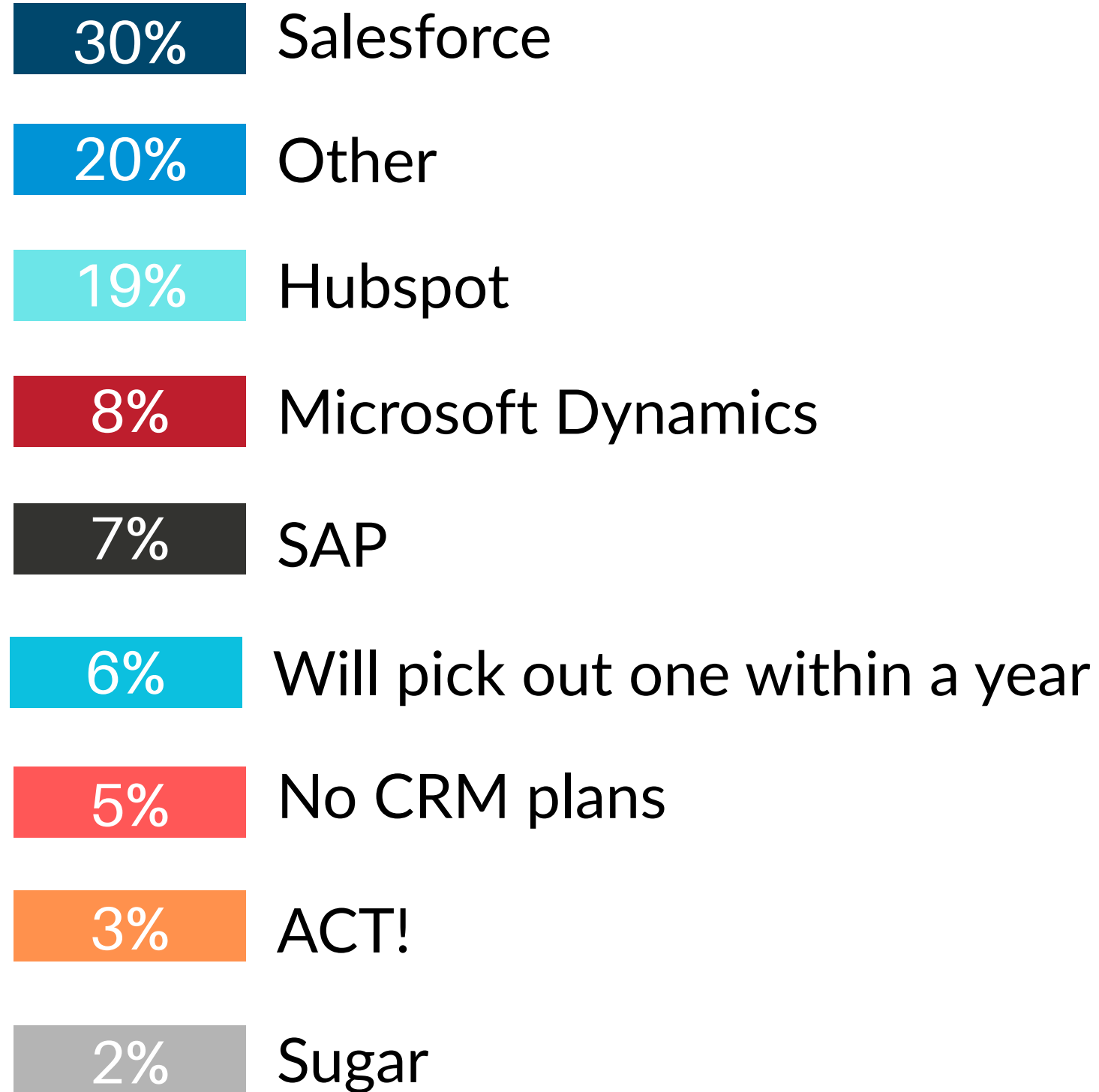
What sales enablement tool do you use?



Total Responses - 119

2025 Survey Results - Q4

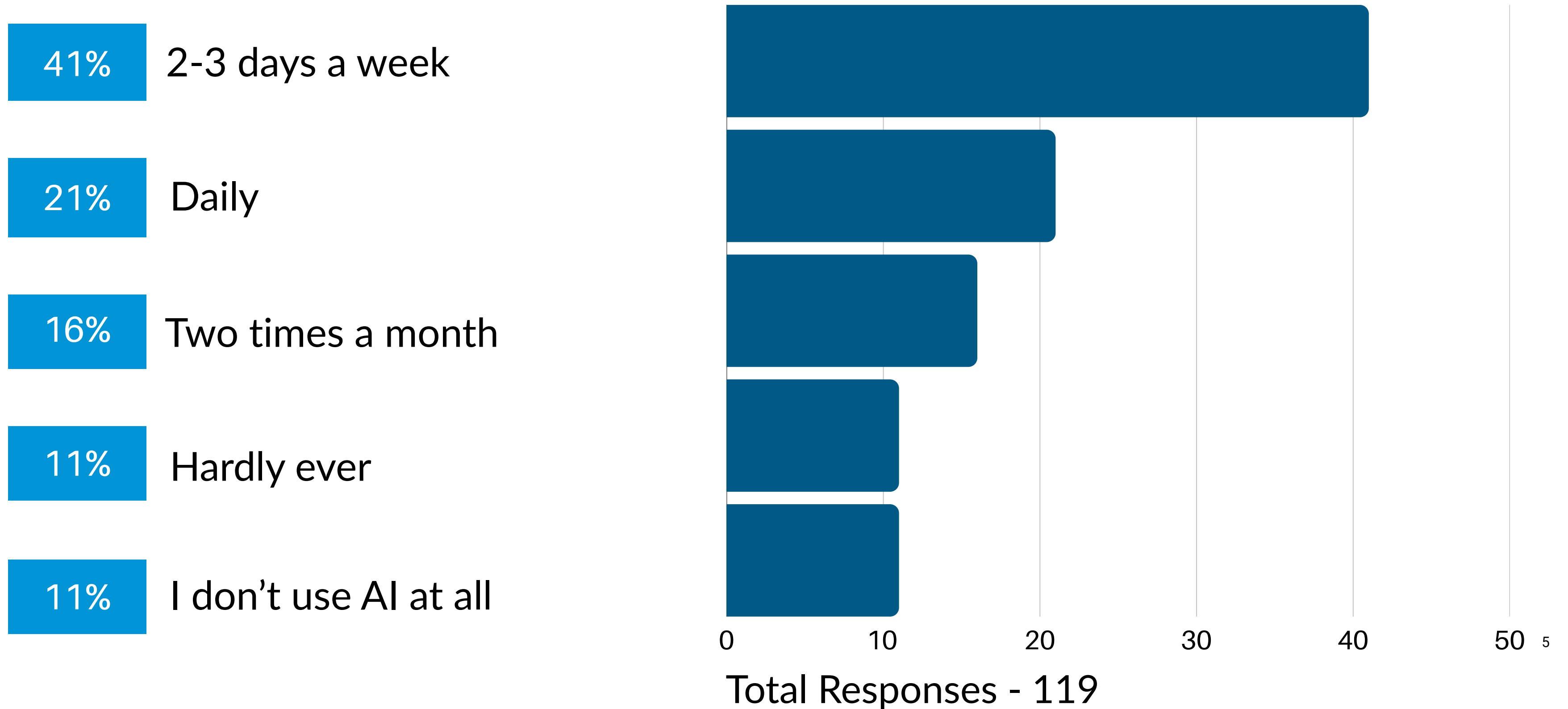
Which customer relationship management (CRM) system do you use, if any?



Total Responses - 119

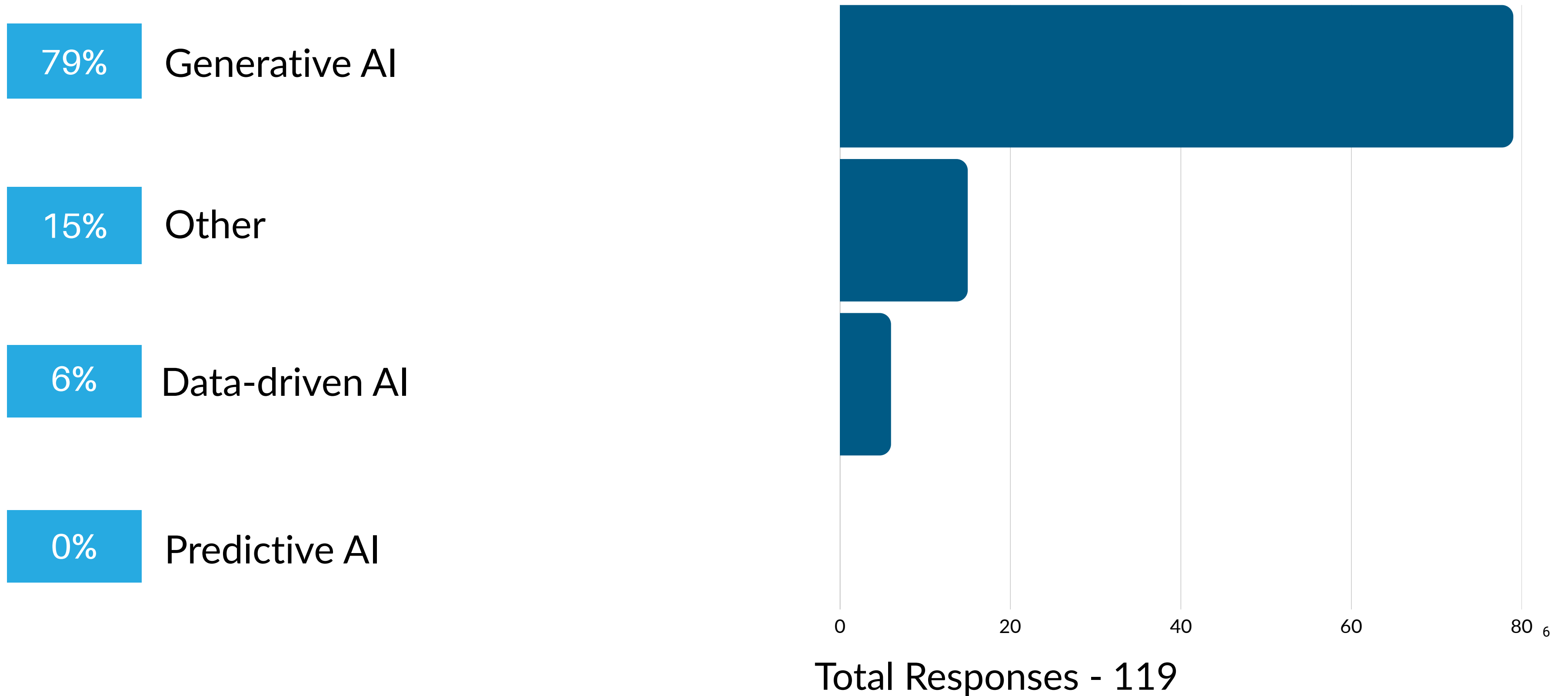
2025 Survey Results - Q4

How frequently are you using generative AI to help brainstorm and write content?



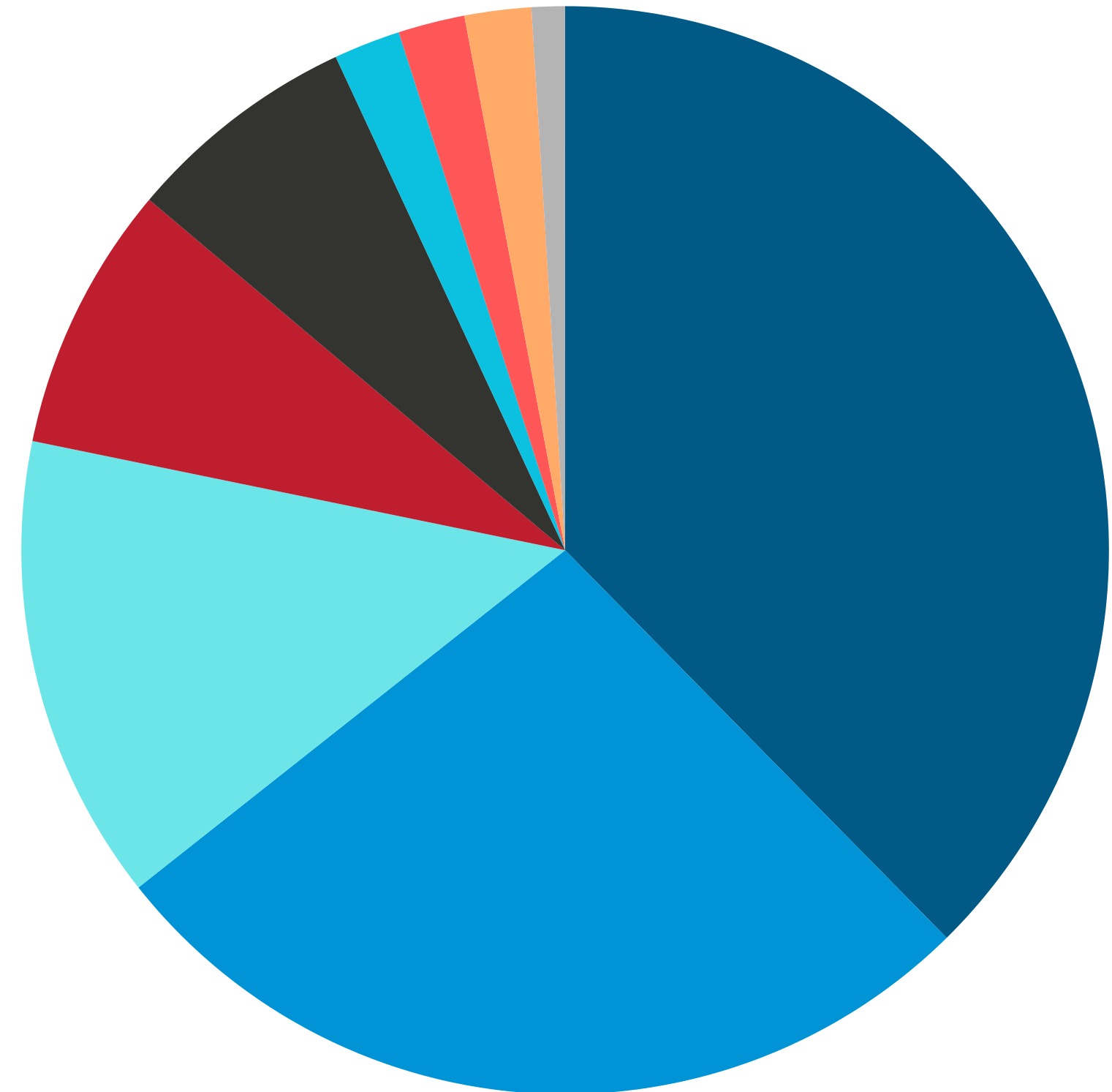
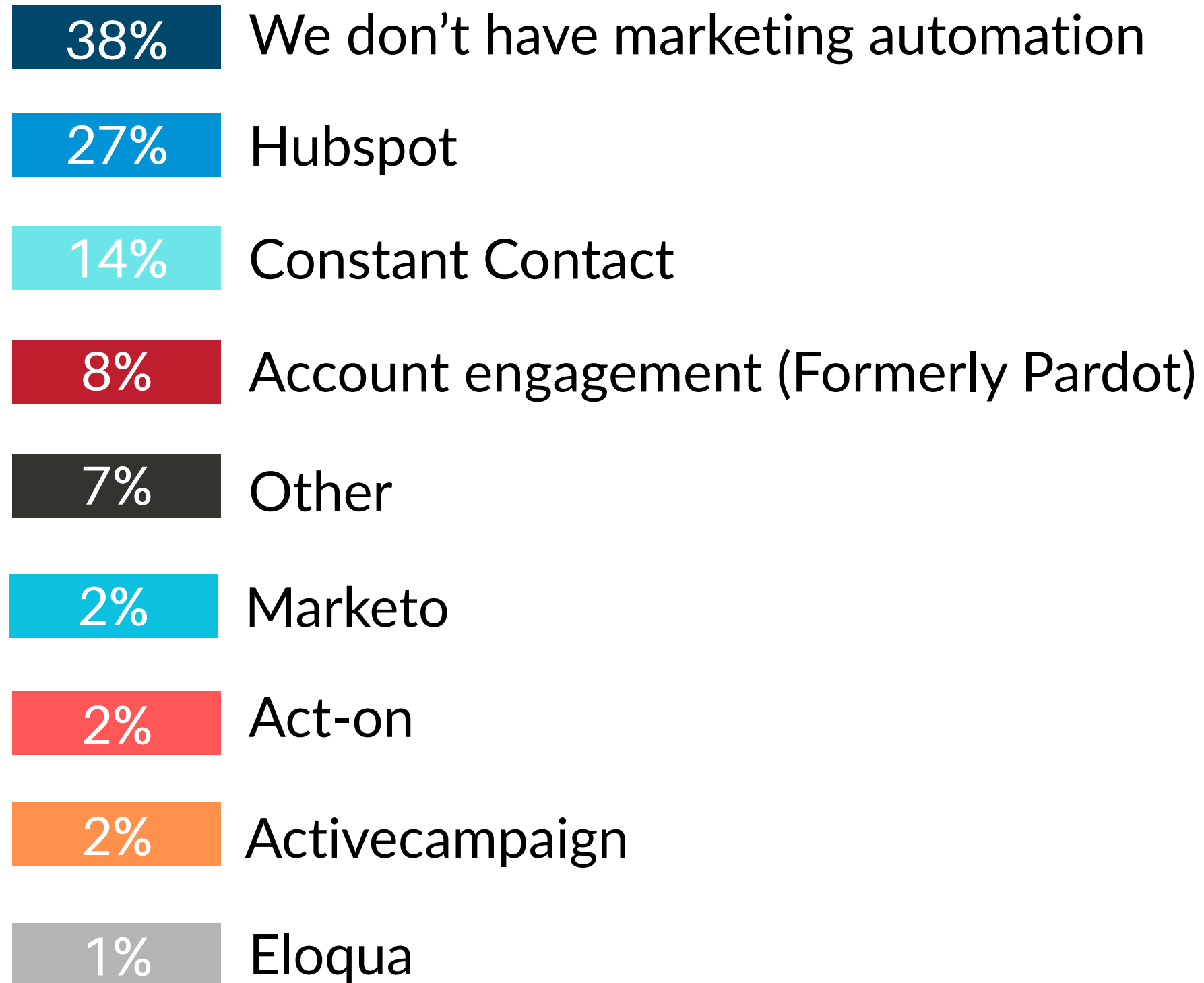
2025 Survey Results - Q4

What types of AI are you using? (check all that apply)



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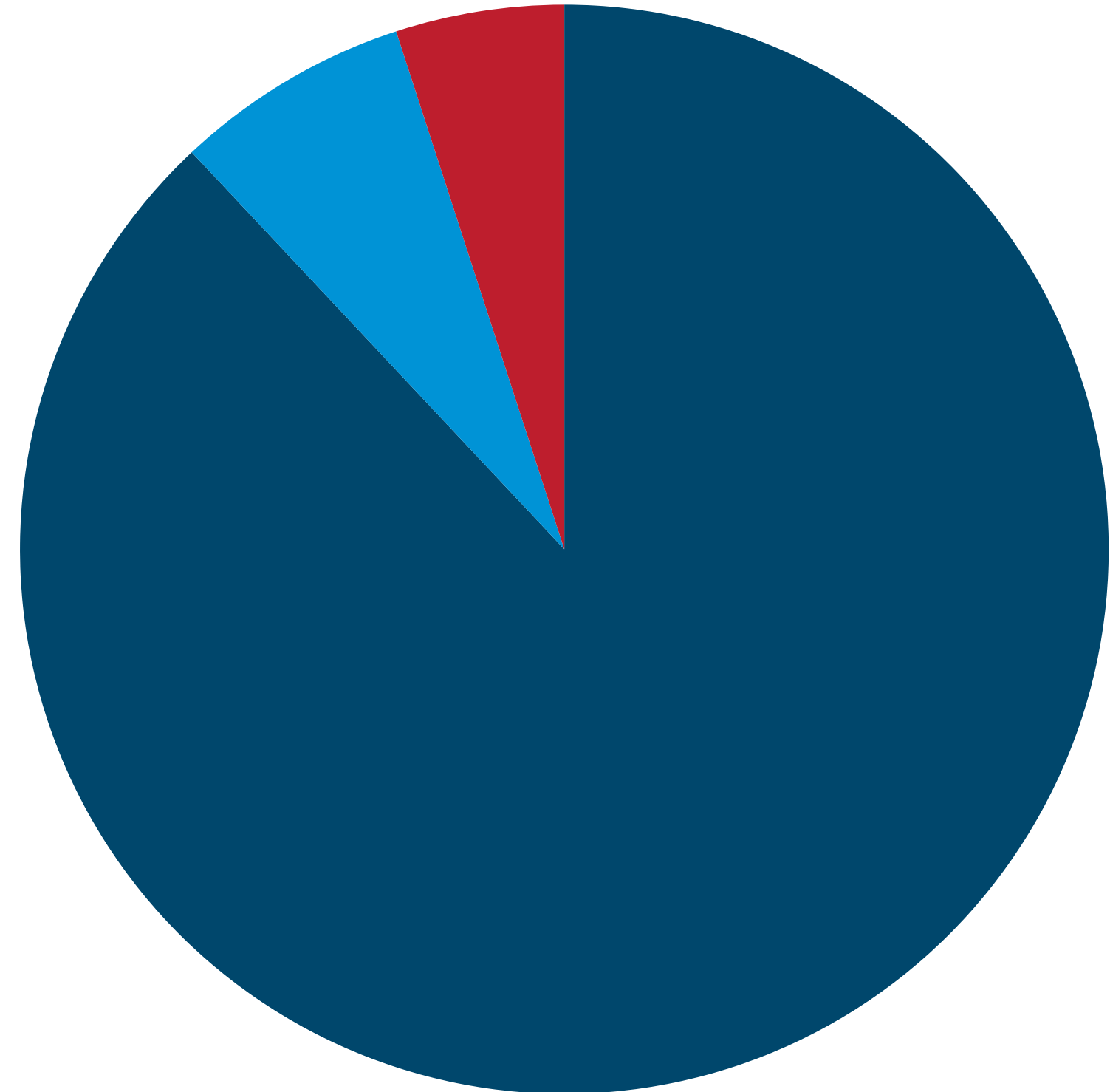
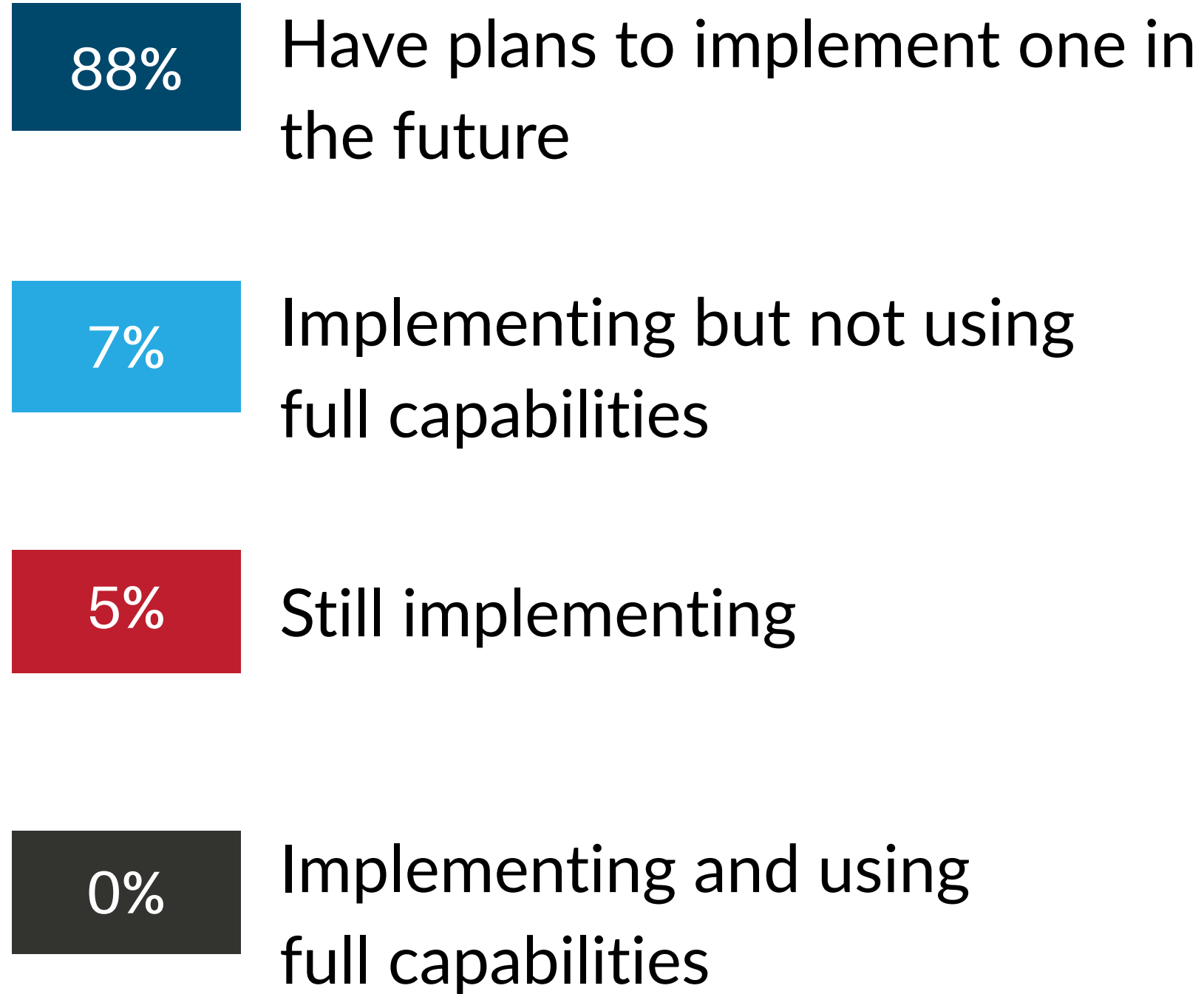
What marketing automation system do you use, if any?



Total Responses - 119

2025 Survey Results - Q4

Where are you in terms of implementing your marketing automation system?



Total Responses - 119