

2025 RESEARCH REPORT

The anatomy of aligned go-to-market teams

Insights on how teams can operationalize alignment through better conversations, clearer strategy, and a streamlined tech stack.



Research conducted in partnership with Ascend2

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Key highlights

Highly aligned GTM teams experience downstream impacts like more effective data sharing, better lead quality, and smoother workflows.

These teams are 3.5x more likely than others to have strong data sharing across teams. They are also 2x more likely than others to report high quality leads, and 2x less likely to report fragmented processes as barriers to alignment.

Leadership teams are actively talking about alignment and more frequent conversations lead to better outcomes.

That said, GTM teams find that operationalizing alignment is a major blocker and 53% say alignment challenges originate with operational barriers like tools and workflows.

Strong alignment is associated with leaner, purpose-built tech stacks.

Alignment leaders are 2x more likely than others to have lean and focused tech stacks, but over half of GTM professionals believe that tool bloat is an issue for their organization.

GTM teams are prioritizing consolidation.

Three-quarters of organizations have taken steps to consolidate their tech stack in the past year, and tools that unify data are seen as a top driver of stronger cross-functional alignment.

Special segments

This report highlights the perspectives of sales and marketing professionals as well as three additional “best-in-class” segments (Alignment Leaders, Data Collaborators, and Tech-Forward Teams), each reflecting a distinct approach to aligning go-to-market (GTM) functions to improve performance.



Department (sales vs marketing):

Throughout the report we will highlight differences in perspective from sales and marketing teams.



Alignment Leaders:

56% of GTM teams feel highly aligned across their go-to-market functions. This cohort provides insight into how high-performing organizations structure collaboration, manage handoffs, and maintain momentum across the full customer journey.



Data Collaborators:

Just 40% of GTM teams feel that their data sharing across functions is excellent. This segment offers a lens into what enables effective data sharing at scale, including governance, integration, ownership, and tooling.



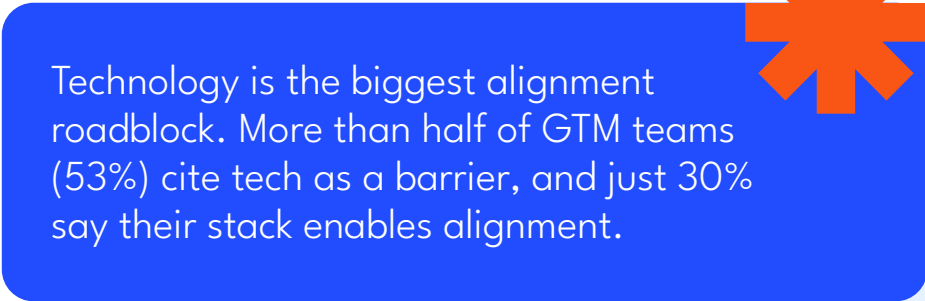
Tech-Forward Teams:

Only 30% of GTM teams say their tech stacks strongly support sales-marketing alignment, enabling shared workflows, visibility, and execution across the funnel. By examining Tech-Forward Teams, we can see how the right tech stack can support better visibility, smoother workflows, and more consistent follow-through from first touchpoint to revenue.

Introduction

The prioritization of go-to-market (GTM) team alignment is palpable as organizations continue to fine-tune workflows and improve revenue impact. Businesses across industries overwhelmingly believe that better sales and marketing alignment will be a major performance driver over the next few years, with 87% expecting at least a moderate positive impact.

Aligning sales, marketing, and customer success was also one of the most frequently cited [drivers of revenue impact](#) in 2025, with 50% of GTM leaders pointing to alignment as having a meaningful influence on performance.



Technology is the biggest alignment roadblock. More than half of GTM teams (53%) cite tech as a barrier, and just 30% say their stack enables alignment.

Unifying teams is easier said than done, but operational issues are driving a gap between GTM functions. Technology tops the list of reported challenges getting in the way of effective alignment (53%), and just 30% of GTM teams say their tech stack strongly supports sales and marketing alignment. So while 46% of organizations discuss alignment at the leadership level on at least a weekly basis, we discovered that truly aligned teams don't just talk about alignment, they operationalize it. That said, many organizations are failing to put their money where their mouth is.

To find out just how important sales and marketing alignment is for driving revenue outcomes, and how the most successful GTM teams are improving collaboration and communication across functions, [Unbounce Go-to-Market Solutions](#), in partnership with Ascend2 Research, surveyed 500 GTM professionals in sales, marketing, and revenue roles at SMBs.

The research revealed that the most aligned GTM teams perform better, and that advantage doesn't just come from discussions about how to collaborate and communicate more frequently or more effectively, but from smarter investments in tooling and execution.

Enjoy the report!

The anatomy of a highly aligned GTM team

The performance gap between those with highly aligned teams and those with less connectivity is impossible to ignore. Their approach is more strategic and execution-based, their data is more accessible across functions, and the result is downstream impacts like better quality leads, smoother workflows, a more consistent buyer experience, and ultimately greater revenue impact.

Their perspectives and approach to alignment:

- **Executive confidence:** 69% of executives report strong sales-marketing alignment, compared to 47% of non-executives.
- **Sales optimism:** Sales teams are more likely than marketing teams to feel highly aligned (62% vs 53%).
- **Strategic discussions:** Their leadership discusses alignment more frequently.
- **Operational rigor:** Highly aligned teams are significantly more likely to be standardizing tools and platforms across teams (50% vs 41%) and aligning lead qualification and handoff processes (36% vs 26%).

Their data:

- **Shared data enablement:** Highly aligned teams are 3.5× more likely than others to report excellence in cross-team data sharing (59% vs 16%).
- **Fewer breakdowns:** Highly aligned teams report fewer data inconsistencies. While only 22% of less aligned teams feel that data inconsistencies are rare, up to 40% of highly aligned teams feel the same.

Their tech:

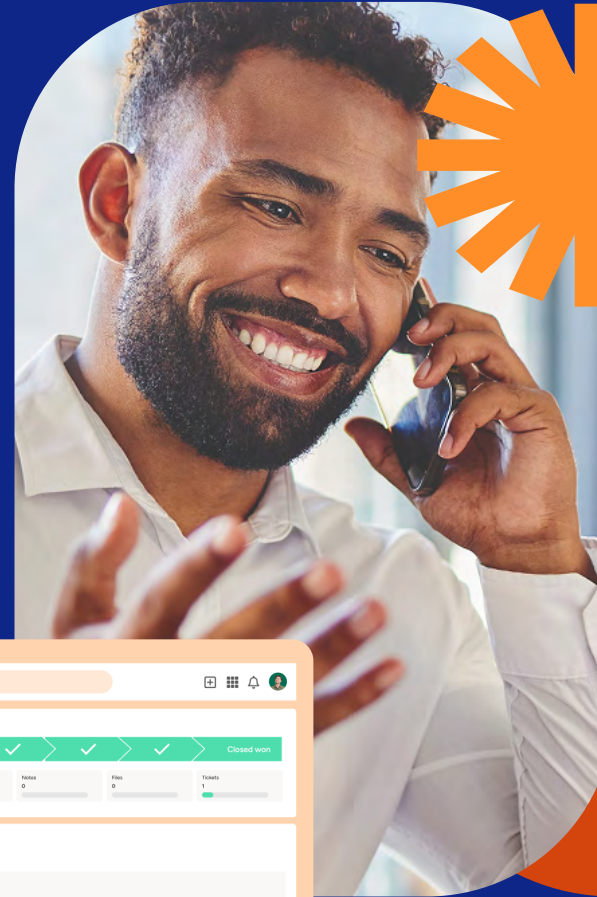
- **Optimized for alignment:** Highly aligned companies credit their tech stack as the foundation. 51% of highly aligned teams are highly confident that their tech stacks strongly support sales and marketing alignment (compared to 17% of others).
- **Lighter, more purpose-driven tooling:** Those with strong alignment are 2x more likely than others to describe their tech stack as “lean and focused,” with a lean, tightly integrated set of essential tools.

Performance outcomes:

- **Higher-quality leads:** 39% rate lead quality as excellent, compared to just 18% of other teams.
- **Smoother processes:** Fewer data gaps translate into faster, more confident sales execution. Just 11% of those highly aligned report disjointed or siloed processes as alignment barriers vs 20% of others.
- **Consistent buyer experience:** Strong alignment supports a more consistent prospect experience, with just 17% of highly aligned teams reporting inconsistent messaging, compared to 28% of others.
- **Revenue protection:** Highly aligned teams are better at protecting revenue, with fewer reporting lost opportunities or lower win rates (24% vs 34%).

The rest of this report dives into these details, exploring how sales and marketing alignment is built, where it breaks down, and what GTM teams can do to strengthen it.

The path to stronger alignment



Un CRM

Pipeline: New business pipeline

Contacts 1 Organizations 1 Quotes 0 Items 0 Plan 0 Tickets 1

Contacts 1

Contact Name	Title	Details	Link created
Tom Tyler			19-Sep-25

Organizations 1

Organization Name	Title	Details	Link created
Sincerely Media			19-Sep-25

Strong sales and marketing alignment continues to be a work in progress

Today, just over half of GTM professionals (56%) describe their organizations as highly aligned, operating as a unified system with shared goals and shared data. Another 36% report partial alignment, where teams collaborate regularly but still experience disconnects, while 8% continue to operate largely siloed. But even for the highly aligned, improving or maintaining cross-team connectivity is an ongoing effort.

Without sustained focus and structural support, alignment efforts can stall, or even backslide. While over three-quarters (77%) of GTM teams report some improvement in sales and marketing alignment over the past year, only one-quarter saw significant gains and 22% report no improvement or even a decline.

A lack of continued improvement can be costly and cause issues from the inside-out, creating friction internally that leads to poor customer experience externally. GTM teams report feeling the impact of poor alignment in the form of employee frustration, lost opportunities, and delayed or inconsistent lead follow-up. Duplicated work, disconnected tools and workflows, and lack of clarity on ICPs are also consequences of misalignment felt by about one-quarter of teams.



Marketers are more likely than sales professionals to feel the burden of misalignment.

This is demonstrated most strongly in areas like delayed or inconsistent lead follow-up (32% vs 22%) and lack of clarity on target customers, including ICPs and buyer personas (29% vs 16%). They also point to slower deal cycles or stalled pipeline progress (24% vs 15%) as a result of poor alignment.

What have you experienced as a result of poor sales–marketing alignment at your organization?



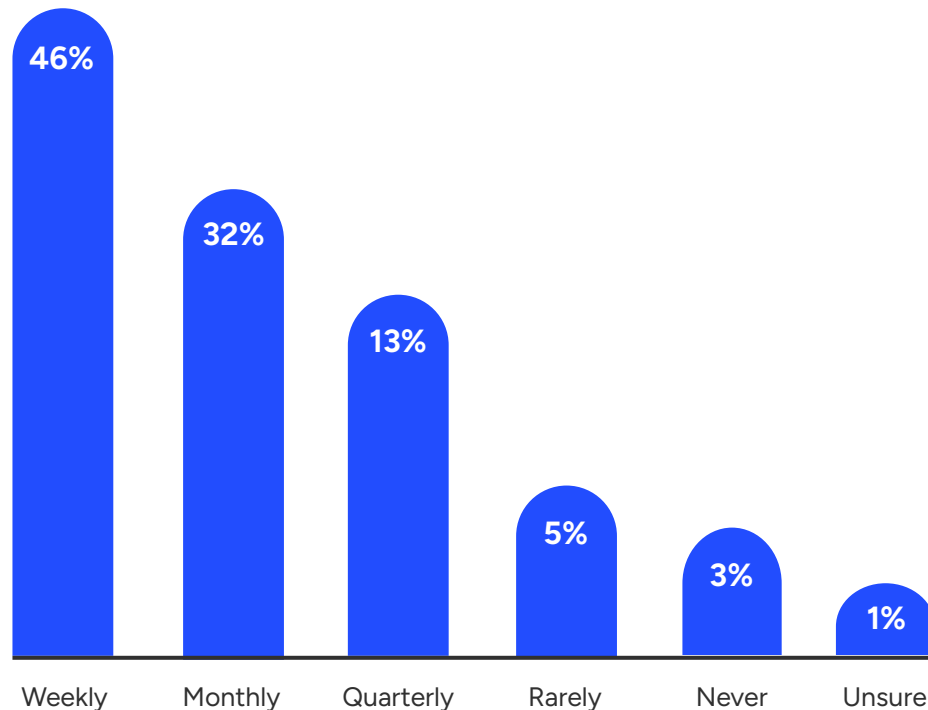
Only 29% of GTM teams would rate their lead quality as excellent.



Alignment starts with a strategy

Many organizations are hosting ongoing alignment discussions at the leadership level, treating it as a strategy rather than an ad-hoc check-in. Nearly half report weekly discussions and another 32% are at a monthly cadence. These more frequent discussions are highly correlated with stronger alignment, more effective data sharing, and even healthier tech stacks and adoption. But talking about alignment isn't enough. As we'll uncover throughout this report, the real impact happens when organizations move beyond talking about alignment and start to operationalize it.

How frequently is sales–marketing alignment discussed at the leadership level?



Organizations where leadership teams discuss sales and marketing alignment weekly:



Are nearly 3x more likely to have strong alignment:

73% of those with weekly strategic reviews report having highly aligned teams compared to just 42% of those with less frequent discussions.



Share more data:

54% of those who discuss alignment weekly describe data sharing capabilities as excellent, compared to 28% of those who discuss alignment less frequently.



Have more optimized tech stacks:

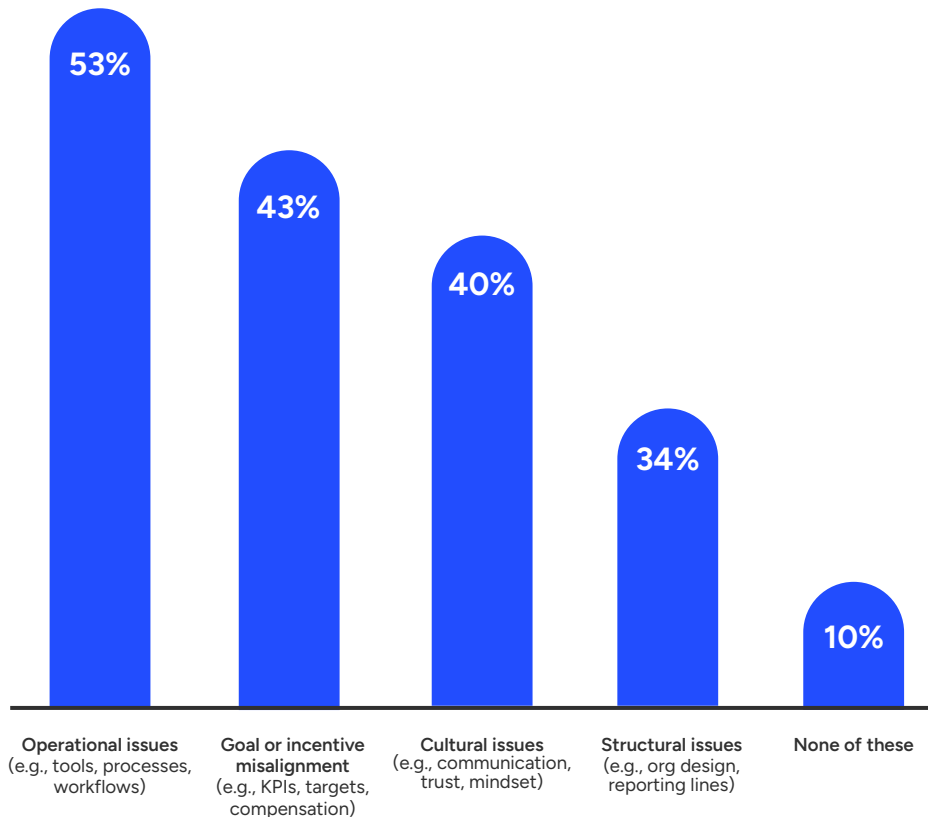
52% are very confident that their current tech stack supports strong GTM alignment, compared to 22% who are discussing less frequently.

Frequent leadership discussions about sales and marketing alignment are certainly driving change. But true transformation comes with action.

Talking about it isn't enough

Alignment stalls when organizations stop at coordination and fail to address the underlying systems that execution is built on. Operational barriers associated with tools and workflows are reportedly the most pervasive issues preventing team alignment according to over half (53%) of GTM professionals. 43% also cite goal or incentive misalignment, and 40% point to cultural or work environment issues such as communication gaps and lack of trust. Structural issues are reported by 34%.

Where do you believe alignment challenges between sales and marketing stem from?



Marketers feel more friction



While operational issues rank at the top for both marketing and sales, disjointed tools and workflows seem to be more of a problem for marketing teams, with 58% citing them as the culprit for misalignment, compared to 48% of sales. Marketers are also significantly more likely to feel that goal and incentive issues (48% vs 38%) as well as cultural issues (46% vs 36%) are main drivers of misalignment.

Spot the signs of misalignment

If you're meeting your marketing goals but missing your revenue targets, it's usually a systems issue—not a people issue. Jeff Davis, author of *Create Togetherness*, joined the *Closing time* podcast to unpack alignment as an operating system, and the signals that show up when it's missing in your org.



[Listen to the episode](#)

Roadblocks from two perspectives

While sales and marketing teams agree on the need for better communication, marketers are more likely to feel the impact of operational barriers like data consistency, shared tooling, and KPI ownership. This may be because marketing operates on longer feedback loops and relies on shared data, consistent definitions, and cross-team systems to measure progress, diagnose what's working, and prioritize. When those foundations are unclear or inconsistent, that visibility breaks down and it becomes harder to connect work to outcomes and plan with confidence, whereas sales performance is often tracked through more immediate, rep-owned signals like pipeline movement and activity against targets.

What have you experienced as a result of poor sales–marketing alignment at your organization?

	Sales	Marketing
Limited communication	32%	32%
Lack of collaboration	25%	31%
Poor hand-off process between sales and marketing	23%	20%
Different definitions of lead quality (e.g., MQL vs SQL)	20%	19%
Data inconsistencies (pipeline, reporting, attribution)	18%	32%
Lack of shared or integrated tools	17%	24%
Conflicting priorities or KPIs	15%	24%
Leadership silos	13%	21%
Disjointed or siloed processes	12%	17%
Other	11%	4%



The executive vs non-executive perspective.

Non-executives are more likely to feel the friction of unclear priorities, inconsistent guidance, or disconnected workflows more acutely. Non-executives are more likely than executives to report nearly all of these barriers, with the biggest gaps in data inconsistencies (28% vs 22%), limited communication (33% vs 28%), and leadership silos (19% vs 14%).



Putting discussion into practice

Many GTM teams are still trying to fix alignment by adding meetings instead of systems. Over half (54%) cite increasing the frequency of communication and collaboration as their strategic approach. That said, nearly half (46%) of teams are standardizing tools across teams, 42% strengthening sales enablement support from marketing, and 39% unifying data, analytics, and reporting. Deeper alignment practices like integrated campaign workflows, shared KPIs, and coordinated lead qualification processes are being prioritized by only about one-third of GTM teams.

How are you currently working toward improving alignment between sales and marketing?



Alignment starts with a discussion, but it only drives results through execution.

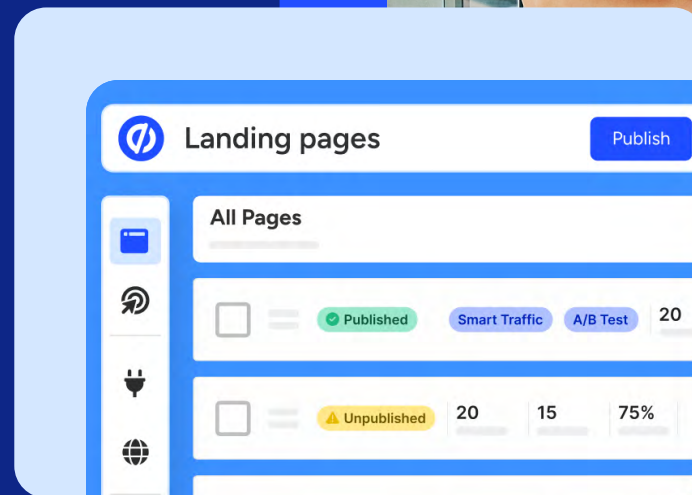
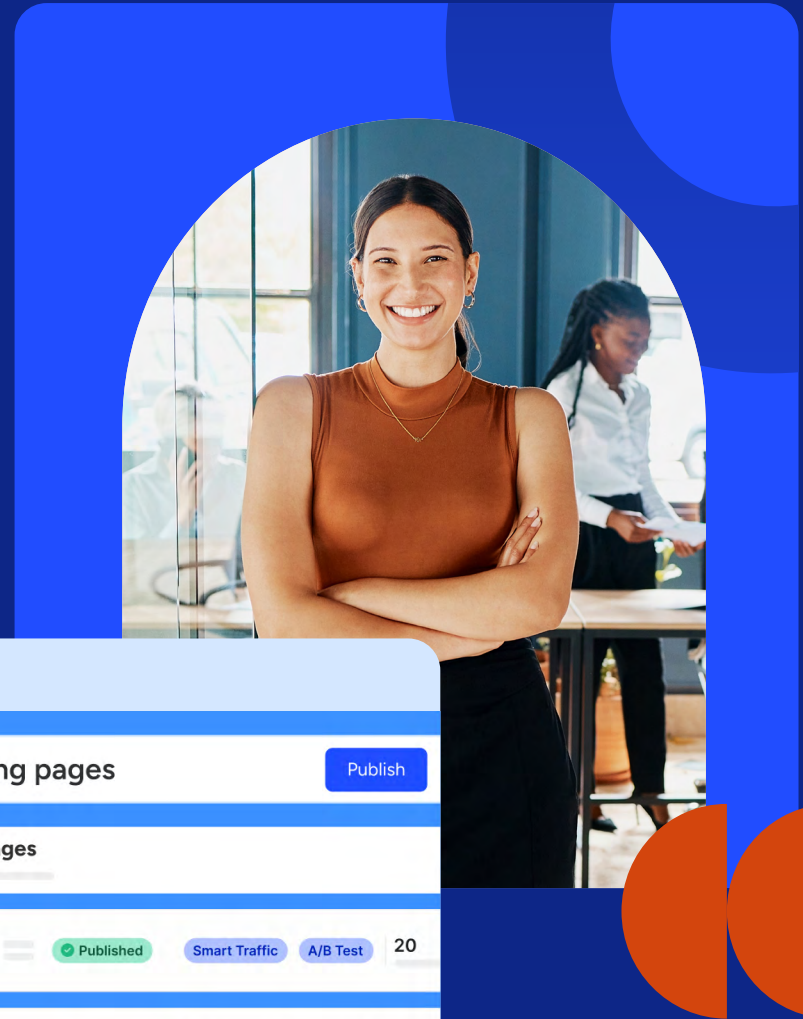
Only about one-third (36%) of GTM professionals feel highly confident that their tech stack effectively supports sales-marketing alignment, while the majority (53%) reports just some confidence. Standardizing tools and platforms across teams is a critical step in building an alignment-enabling tech stack.



GTM teams seem very confident in their cross-functional data sharing with 40% reporting excellence in the area.

However, 68% report encountering regular data inconsistencies, and 19% say this is a frequent issue. Data unification promotes alignment, which reduces these frustrations and ultimately improves the end-user experience.

The problem with GTM tech stacks





The illusion: A low standard for effective tooling

Most organizations believe their GTM tech stack is in reasonably good shape. A full 44% describe balanced and efficient tools, anchored by core platforms supported by a few specialized tools that work well together. Another 24% report having a lean, tightly integrated stack, suggesting a growing appreciation for simplicity and integrated workflows rather than tool sprawl.

A smaller but meaningful portion (15%) are openly underwhelmed by the current state of their tooling—reporting redundancy, fragmentation, and legacy constraints—while 17% say they operate a “heavy but optimized” ecosystem with many tools that are well-integrated and intentionally used.

 Highly aligned teams are 2x more likely than others to have lean and focused tech stacks (30% vs 15%).

But lighter tech stacks are associated with better outcomes than other categories. Those who describe their tech stacks as “lean and focused” or “balanced and efficient” deliver higher quality leads to sales (34% vs 19%). They are also correlated with stronger tech adoption (12% vs 4% have 75%+ tool adoption rates) and better cross-team data sharing (45% vs 29% have excellent data sharing).

Which of these best describes your sales–marketing tech stack?

Lean and focused: A small, tightly integrated set of essential tools

24%

Balanced and efficient: Core platforms with a few specialized tools that work seamlessly together

44%

Heavy but optimized: A large number of tools that are generally well-integrated and purposefully used

17%

Redundant and fragmented: Too many tools with overlapping functionality or limited integration

7%

Outdated and ineffective: Legacy or overly complex systems that hinder performance and adoption

8%



Our Tech-Forward Teams, those highly confident that their tech stack enables alignment, describe their tooling as “lean and focused” significantly more than others. One-third (32%) say their tech stack is small and closely integrated, compared to just 19% of those with less confidence.

Tolerating ineffective tech stacks is largely due to implementation challenges and leadership hesitation. While 37% cite fear of disrupting current systems, another 34% say data migration challenges hold them back. Over one-third (35%) say that their leadership is hesitant to execute a change in tooling.

What is the top reason your organization keeps outdated or redundant tools?

Fear of disrupting current systems	37%
Leadership reluctance to change	35%
Data migration challenges	34%
Lack of internal knowledge or expertise	33%
Haven't found a better fit	31%
Contractual obligations	25%
Other	5%



The reality: Tech stacks are overgrown and underutilized

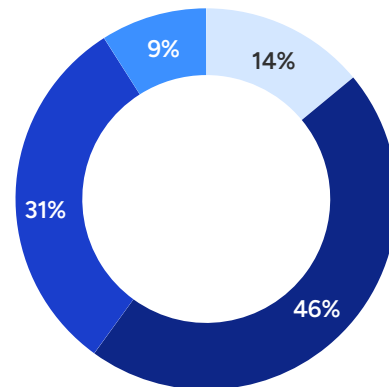
Despite a majority of GTM professionals reporting **light and optimized tech stacks**, most paint a less-than-ideal picture of sprawling tech and at best mediocre adoption. Over half (56%) of GTM professionals believe that “tool bloat,” the accumulation of overlapping or under-utilized tools in the tech stack, is an issue for their organization. An expanding set of tools that lack a shared foundation makes it more difficult for GTM teams to operate from the same data, organize processes, and establish consistent definitions of success.

Execs are less likely than non-exec's to report tool bloat as a significant issue (15% vs 20%), suggesting that too many tools impacts those in operational roles more extremely.

With 60% of teams using less than half of their available sales and marketing tools, GTM workflows are rarely executed as designed. Instead, teams default to partial usage, parallel processes, or shadow systems, making true cross-team coordination difficult. Nearly half of respondents say only 26-50% of their tools are fully adopted, and another 14% report adoption as low as 0-25%. Only 9% report strong adoption across 76-100% of their stack.

Roughly what percentage of your sales and marketing tools are fully adopted?

- 0-25%
- 26-50%
- 51-75%
- 76-100%



Cross-team alignment is built on a widely adopted tech stack.

Our Alignment Leaders report higher tech adoption rates, with 48% of highly aligned teams reporting they've adopted 50% or more of their tech stack vs 31% of those not highly aligned.



Data sharing is encouraged by strong tech adoption.

Those who have achieved excellence in data sharing are more likely to have heavier tech adoption with 52% reporting adoption levels over 50% compared to just 33% of all others.

Is your CRM right-sized for your org?

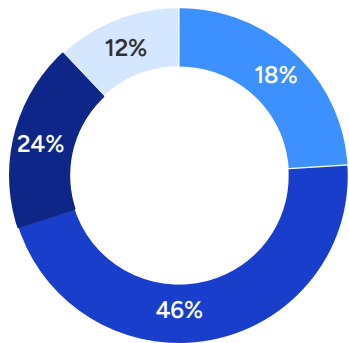
Sales and marketing agree the CRM is the most powerful tool for supporting alignment, but many teams are working with systems that aren't right-sized. SMBs using enterprise CRMs often struggle with adoption, adding another blocker to alignment.



[Read the report](#)

Fixing the problem: Simplifying the tech stack

If stronger cross-team collaboration and alignment is the goal, then tech consolidation is the path forward—and GTM teams are catching on. Three-quarters of organizations report putting at least some effort toward tech stack consolidation in the past year. Over one quarter (28%) have made substantial efforts to reduce tool sprawl, improve integration, and streamline workflows. Another 46% have made moderate adjustments and 16% have not yet taken action but plan to. Only 10% say they have no plans to consolidate, a small but notable group that may be either highly satisfied with their current stack or unaware of underlying redundancies or inefficiencies.



Has your organization taken steps to consolidate or simplify its tech stack in the past 12 months?

- Yes, significantly
- Somewhat
- No, but planning to
- No, and no plans to

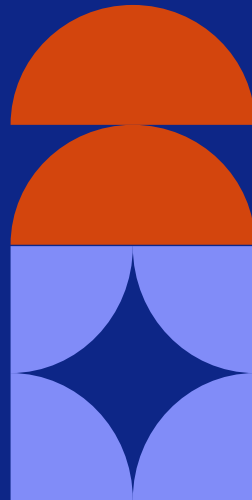
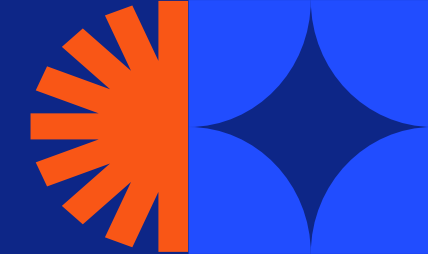
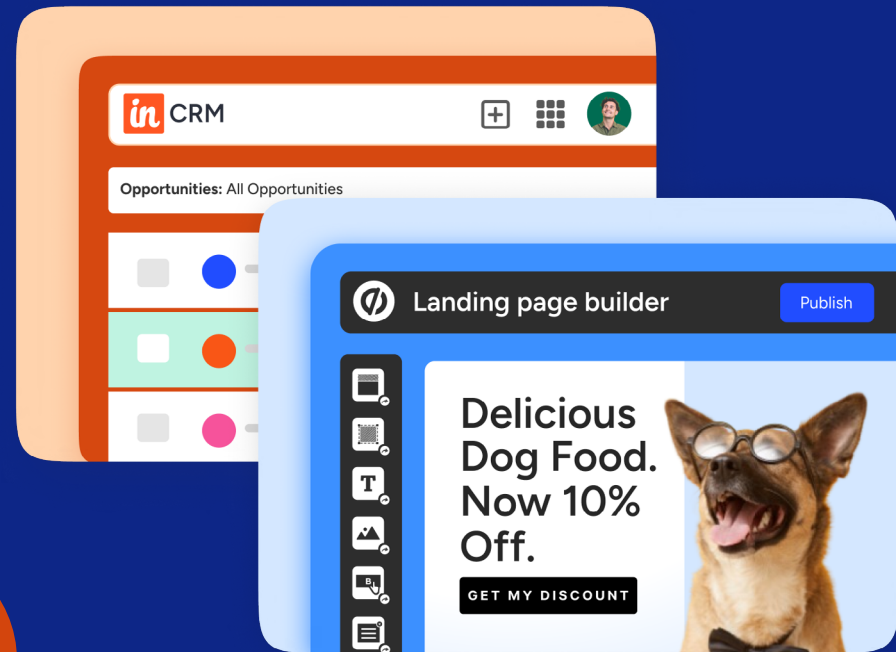
As consolidation happens, lead quality goes up. GTM teams reporting significant tech consolidation efforts are over 2x more likely than others to rate the quality of leads delivered from marketing to sales as excellent (55% vs 20%).

GTM professionals recognize the importance of improving alignment. As GTM teams consolidate tech, alignment-related motivations are as much of a priority as cost reduction. While reducing costs is the top driver for tech consolidation (44%), nearly as important are improving cross-team collaboration (40%) and enhancing integration and data flow (39%). Simplifying the user experience is also a priority for 38% of GTM teams, possibly in hopes of improving adoption and aligning workflows.

What were the main reasons for consolidating or simplifying your tech stack?



Leveraging tech to support alignment



Which tools create alignment?

The tools with the greatest potential to strengthen sales and marketing alignment are the systems that unify customer data and streamline cross-team visibility. CRMs and reporting and analytics tools play a role as the shared source of truth between sales and marketing and top the list at 31%. Close behind are collaboration and project management tools (30%), marketing automation tools (29%), and workflow automation platforms (28%).

Which tools do you believe have the most potential to create alignment between sales and marketing?



Across all GTM roles, there's strong consensus that CRM systems are the biggest drivers of sales and marketing alignment. But from there, each function prioritizes specific tools differently. Marketers are the strongest advocates for marketing automation, workflow automation, and collaboration platforms. Sales, meanwhile, places more emphasis on lead intent tools. This reaffirms the push that marketing teams have to drive collaborative practices through foundational tooling.

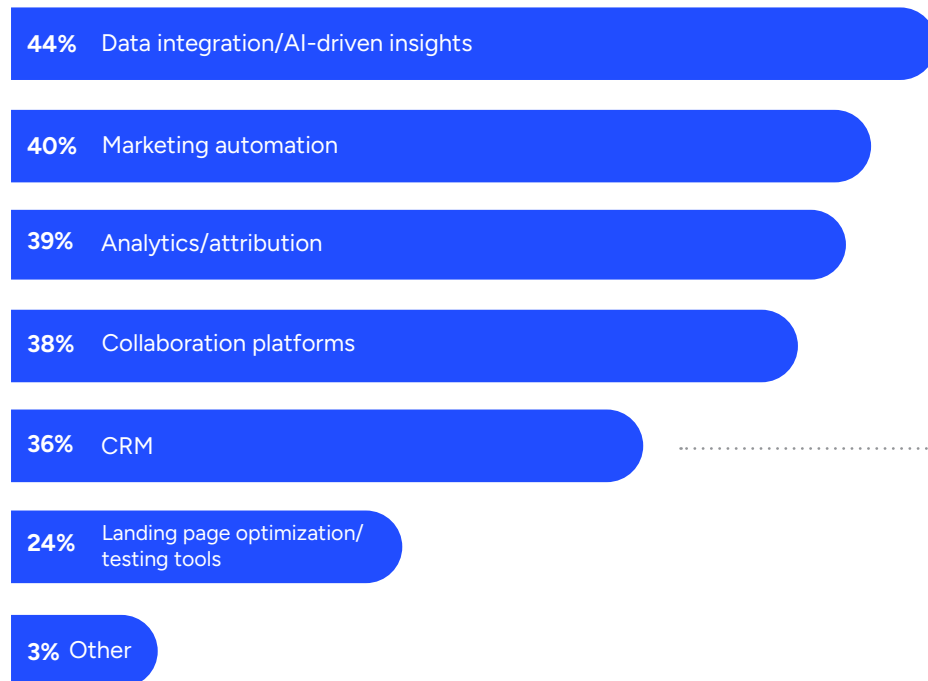
Which tools do you believe have the most potential to create alignment between sales and marketing?

	Sales	Marketing
CRM (e.g., Insightly, HubSpot, Salesforce)	30%	32%
Reporting and analytics tools (e.g., Google Analytics, Looker Studio, Tableau)	25%	34%
Marketing automation or email platform (e.g., ActiveCampaign, Mailchimp)	24%	34%
Workflow automation tools (e.g., Copilot AI, Zapier)	23%	31%
Collaboration or project management tools (e.g., Slack, Asana, ClickUp)	23%	39%
Data enrichment tools (e.g., ZoomInfo, Clearbit)	19%	19%
Conversation intelligence or call recording tools (e.g., Gong)	18%	19%
Lead intent or signal tools (e.g., 6sense, Bombora, Breadcrumbs)	17%	14%
Attribution platforms (e.g., Dreamdata)	14%	15%
None of the above	14%	3%

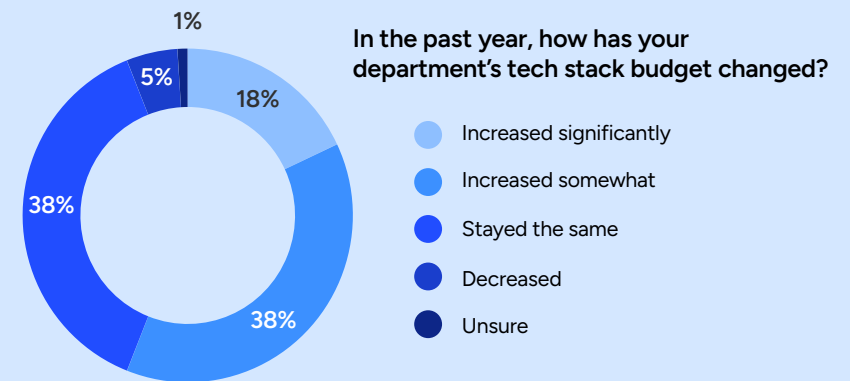
Top-priority performance drivers


Looking ahead, organizations are prioritizing tools that strengthen data connectivity, automation, and insight generation to improve performance in the coming year. Data integration and AI-driven insights top the list at 41%. Close behind are foundational tools like marketing automation (39%), analytics and attribution tools (38%), and collaboration platforms (35%) as teams recognize that strong collaboration has important downstream impacts like improved alignment and data quality. CRMs also play an important role, with 34% of teams citing them as a key factor for improving overall performance.

Which tools or platforms will be most critical to improving performance in the next 12 months?



Investment in tooling is steadily rising. Over half (56%) of GTM teams report tech budget increases over the past year. While companies are simplifying and streamlining their tools, they're still investing in platforms that drive efficiency, data quality, and cross-team alignment. At the same time, 38% say their budget stayed flat.



 Our Alignment Leaders cohort invests more heavily in tech. 23% of this group reports significant increases in tech stack budget in the last year compared to just 11% of others.

GTM teams still aren't connecting alignment to performance.

Despite CRM being listed as the most beneficial tool for improving alignment, only 34% rank it most critical to driving performance in the coming year. The teams that win will be the teams that can draw the line from tech alignment to revenue outcomes.

GTM outlook on making an impact on alignment

Looking ahead, GTM teams agree that improving collaboration frequency and lead qualification and handoff processes would make the biggest impact in driving marketing and sales alignment at their organization. This reinforces earlier data that many alignment issues stem from insufficient exchange between teams. Unifying data, analytics, and reporting (34%) and standardizing tools across teams (31%) are also a priority to make meaningful advances in sales and marketing alignment.

Which of the following would make the biggest impact on improving sales–marketing alignment at your org?



GTM teams may agree alignment matters, but they are not equally aligned on what must change operationally to achieve it. Marketing sees a greater opportunity for impact across nearly every area showing another gap in perception across teams. Marketers feel more strongly about the importance of communication and collaboration as well as unified data and reporting.

Which of the following would make the biggest impact on improving sales–marketing alignment at your org?

	Sales	Marketing
Improving communication and collaboration frequency	35%	47%
Aligning lead qualification and handoff processes	34%	37%
Unifying data, analytics, and reporting systems	28%	38%
Standardizing tools and platforms across teams	28%	35%
Enhancing sales enablement support from marketing	30%	32%
Defining shared goals and KPIs	26%	32%
Integrating campaign planning and execution workflows	23%	26%
None of these	7%	2%

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Participants and Methodology

Participants

Department

Sales	48%
Marketing	43%
RevOps	9%

Job Level

C-Level / Executive	41%
VP / Director / Senior Leadership	25%
Manager / Team or Function Lead	34%

Company Size

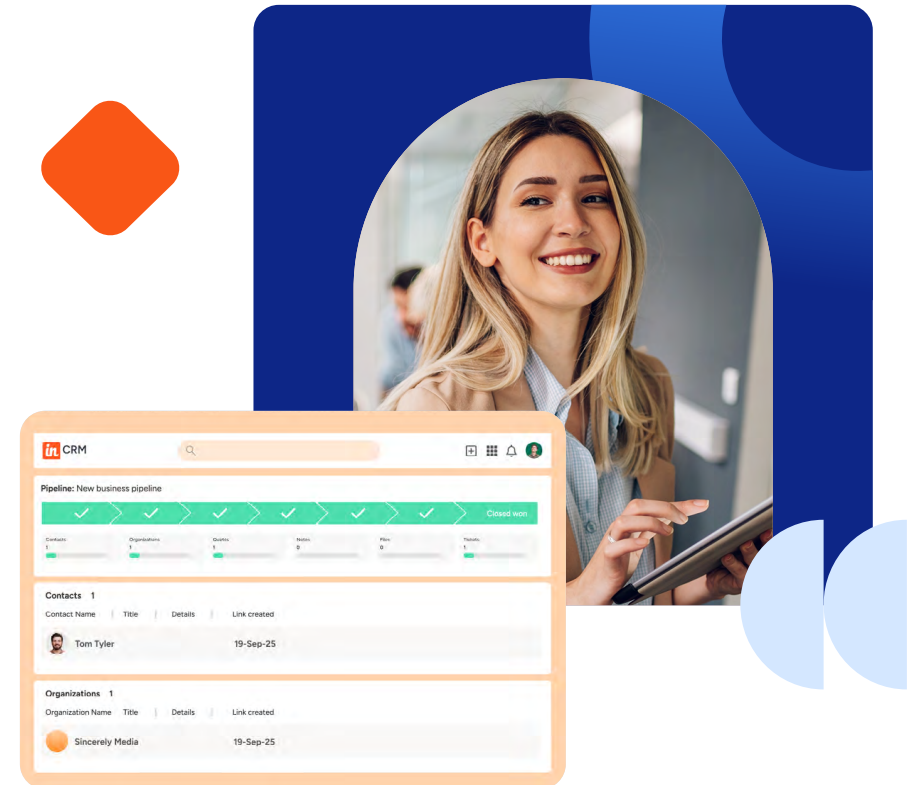
Fewer than 50 employees	50%
51 - 100 employees	32%
101 - 250 employees	18%

Primary Go-to-Market Model

B2B (Business-to-Business)	31%
B2C / DTC (Business-to-Consumer / Direct-to-Consumer)	42%
Both B2B and B2C equally	27%

Methodology

Unbounce Go-to-Market Solutions, in partnership with Ascend2 Research, developed a custom online questionnaire to survey 500 go-to-market professionals in managerial roles and above. These individuals represent organizations in the United States with up to 250 employees. The survey was conducted throughout the months of November and December 2025. All findings are reported at a 95% confidence level.



About the Research Partners



Unbounce Go-to-Market Solutions offers a suite of products that empower you to grow faster. Unbounce landing pages and Insightly CRM give SMBs and lean teams the tools they need to build a revenue engine that performs from click to close. Every solution prioritizes ease of use so your growth isn't blocked by complex processes and manual tasks.

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