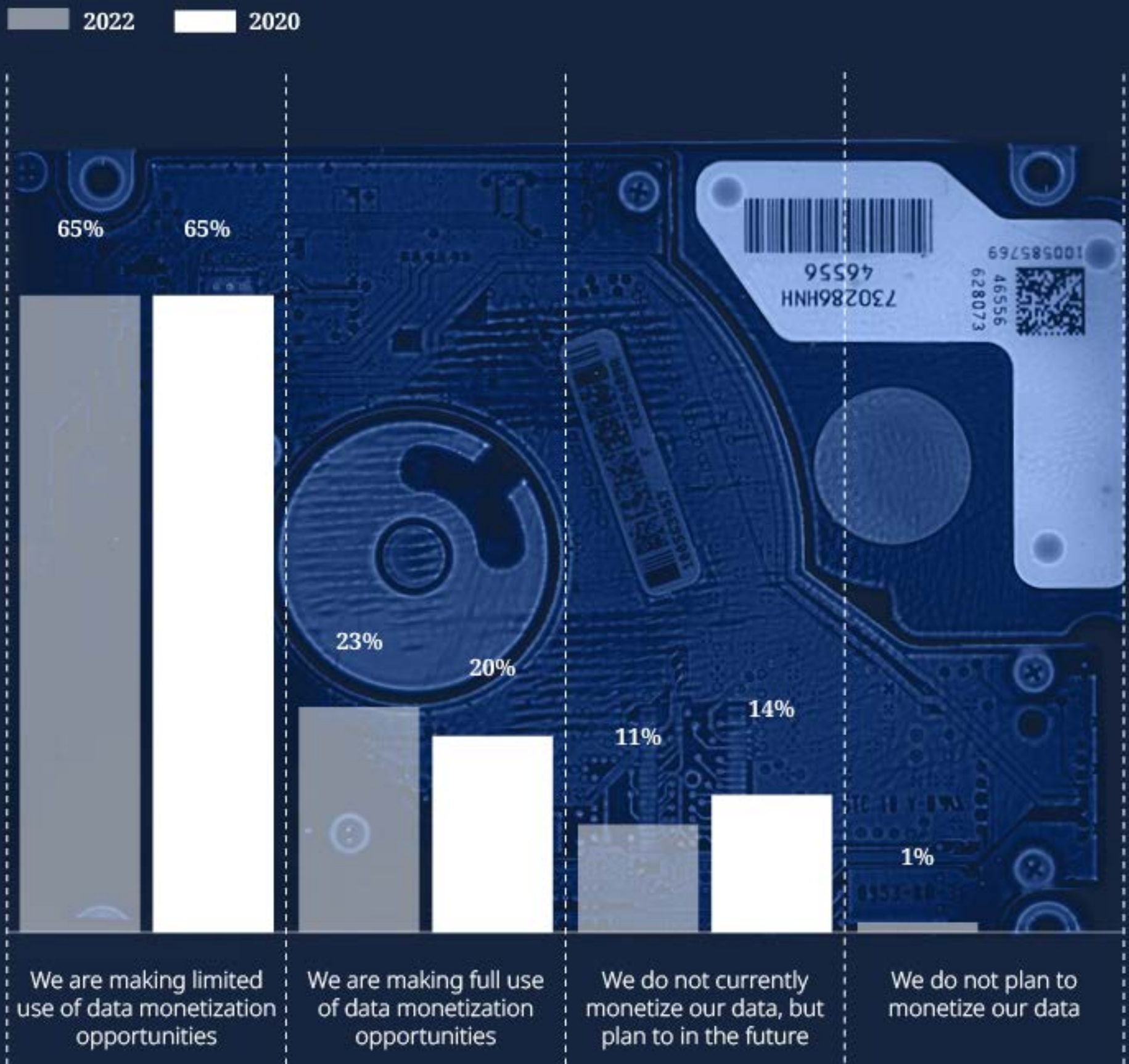


Use of data monetization in your company



Almost nine in ten of those who see growth opportunities from data monetization are already making at least limited use of these opportunities. However, less than a quarter are currently exploiting these opportunities to the full.