



Luck or smart customer marketing? 🍀

1 message

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It's Your Lucky Day

Is it a pot of gold, or is it just G2 Tea? Pour yourself a glass of Guinness (or matcha) to really get into the spirit.

No need to wish on a four-leaf clover because we have everything you need in this edition:

- **The season premiere of a new sales strategy**
- **All about getting customers (and keeping them)**
- **“It is not delegation without accountability.”**
- **Blending up your favorite tech news**

READING TEA LEAVES



Secure Your Luck on This World Backup Day 🍀🔒

We know your biggest nightmare is losing all your family photos and cute pics of your pets. Unfortunately, it happens often. So don't test your luck; celebrate **World Backup Day** on March 31 by making copies of your memories and securing sensitive files.

Personal data loss hurts, but it's even worse for businesses. **Almost 70% of small businesses close 🚫 within a year of a significant data loss.** That's right, Consoltech's data proves that organizations that consider data loss as a "possible risk" rather than a financial and security disaster will have a challenging time in a cyber-first world.

"With the increasing volume and sophistication of cyber threats, today's businesses recognize the necessity of implementing more advanced, AI-driven data protection strategies. This trend suggests a shift from traditional, manual backup processes to intelligent systems capable of predictive analytics and real-time threat detection, ultimately making data resilience a core component of organizational strategy."

- Tian Lin, Sr. Research Analyst, G2

Prioritizing data loss prevention (DLP) has many benefits, from protecting critical data from external threats to improving incidence response time. On the other hand, undermining the role of storing business information in secure platforms can lead to a loss of intellectual property and harm your reputation. It's time to invest in DLP strategies for your personal and professional use.

Secure your luck and data with backup software →

INDUSTRY INSIGHTS



The to Increasing Retention with Customer Marketing




The Next Generation of Sales? Buyer Enablement

HOT FROM THE KETTLE

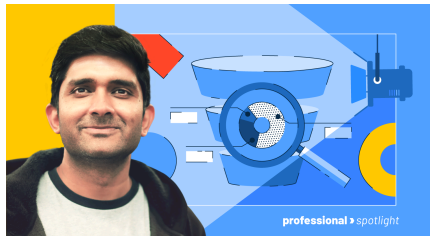


A Matcha Made in Heaven

Ready for a new destination for the most relevant and up-to-date information in the enterprise technology sector? Check out G2 TechBlend, where G2 and TechTarget are partnering to offer a blend of insights, news, and analysis on business-oriented software and technology trends. 

[Check it out →](#)

PROFESSIONAL SPOTLIGHT



Factors.ai's Praveen Das on B2B Sales and Account Intelligence

Praveen Das knows that building a startup is no walk in the park. In fact, it's probably best compared to a race.

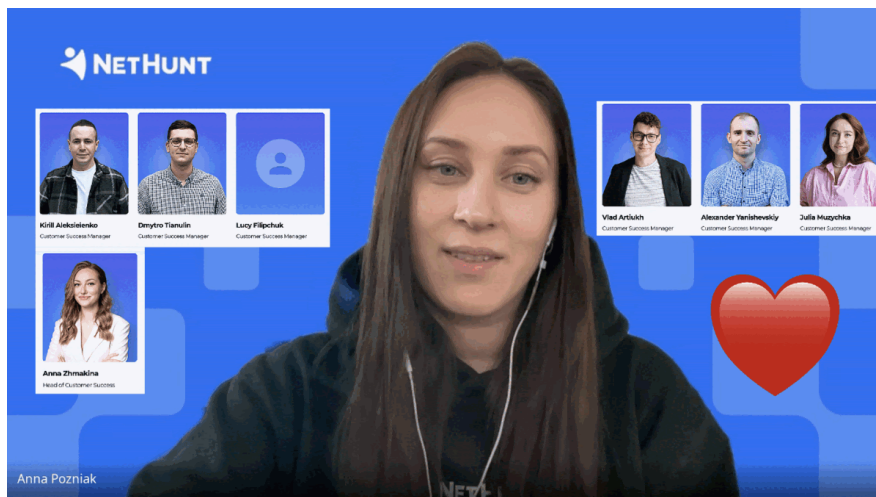
We sat down with Factors.ai co-founder to talk about B2B marketing strategies, account intelligence, and his journey from the corporate world to his current role.

Here's a little taste:

- **What's Praveen's favorite beverage?** Once again, we received a tea-riffic answer.
- **It's okay to play favorites,** and Praveen has one in his software stack (hint: it's known for its famous "Knock Brush" notification).
- **Praveen had a big career growth moment.** It's when he decided to let go of micromanagement and embrace empowerment.
- **What does Praveen believe will be the outcome of embracing AI?** "Unimagined levels of efficiency and success."
- **And he leaves us with some sound career advice:** Don't go by what people think. Lean toward what you truly think is best for you.

[Read more →](#)

BAD REVIEWS



You Win Some, You Lose Some

No matter how lucky you feel, you're just not gonna please everyone. Let's take another look at how NetHunt turned a bad hand into a good opportunity and addressed Bad Reviews head-on. In this video, their CMO, Anna Pozniak, explains everything you need to know about using NetHunt effectively and how they're becoming the Marie Kondo of CRM.

[Watch now →](#)

QUICK SIPS

- Wedding season is approaching, and to-be-weds everywhere are stressed. What if it rains? What if the caterer cancels? What if the groom shows up [wearing an Apple Vision Pro](#)?
- Before Siri, before Alexa, there was Eliza. What, you've never heard of her? Probably because she was a [chatbot from the 1960s](#) (yeah, you read that right).
- *Who can take a sunrise / Sprinkle it in dew?* The candy man can, but not the one who showed up at the AI-marketed, [comically dismal Willy Wonka event](#) in Glasgow.
- Generative AI can pretty much create everything, from text to photos to videos and, now, music. Hmm, we wonder what a concert for [AI-generated music](#) would be like.
- Michael Cera carrying a bunch of lotion. ASAP Rocky getting chased down the street. Charli XCX leaking her record label's ideas. Seriously, are [celebrity marketing stunts](#) going too far?

BLOW OFF STEAM



Food for thought: Backups are like insurance. You hope you never need them, but you're glad you have them when you do.



Did you know? Human error causes [23% of data breaches](#). 🤖

G2 AWARDS



224% YoY

**Most Traffic
Growth**

[AWS Channel
Partners](#)



20% off

**G2 Deal of the
Month**

[Paymo](#)



+1,227

**Most Review
Growth**

[Grammarly](#)

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