

Go-to-Market Strategy for IoT: Consumer Insights

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Abstracts

Go-to-Market Strategy for IoT: Consumer Insights examines smart product and service familiarity in the current marketplace. It presents the current state of the home security market and updates analysis on the smart home product market with new data. Details about how to leverage marketing channels to drive product adoption within particular segments provide current companies with a way to evaluate their current strategy to address this still nascent market.

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