



Most U.S. business buy the wrong software



Our **2024 Tech Trends Survey** reveals **58% of companies** regret a software purchase made within the last 12-18 months.



The problems start with the initial list of vendors - something that **98% of buyers** make when buying software.



91% of these buyers go
on to purchase from
their initial list...



...and regret their purchase
decision **60% of the time**



Vendor social media posts
(77%) and Google Search
(67%) often lead to regretful
initial vendor lists.



how can buyer **avoid** **software regret?**

To avoid software regret, research, compare, read reviews, and try demos before buying.

