An Opening Note

Two thousand and twenty has been a huge shock for our personal, public, and professional life in the U.S. and around the world. Our industry (like every industry) has struggled to sustain business by adopting new and different ways of working, communicating, marketing, and providing services. As we navigate through this difficult time and (hopefully soon) control and even vanquish this pandemic, I am confident that working together we will reestablish a stable and predictable environment and economy for our lives, our communities, and our businesses.

With the publication of the 2020 U.S. Top 50 Report, we are continuing to document the development, progress and transformation of our industry. Over the past 47 years, this report has focused on survey research and marketing research. Now, with the expansion and transformation of our products and services, we showcase the U.S. Research and Data Analytics Industry. This year we will be taking a broader view of the 2019 U.S. industry to include the full scope of current services among the Top 50 companies and in the industry as a whole.


Insights Association—the U.S. association for professionals, businesses, and corporate clients in research, insights, and data analytics—will be publishing the Top 50 Report on their website. Also, IA has provided information about 211 research and data analytics company members (outside of the Top 50 companies) so that we can broaden the assessment of the U.S. industry.

Michigan State University is represented through its “Research Transformed Collaborative,” an initiative launched and led by Michael Brereton, Professor in the Department of Marketing, Eli Broad College of Business. As he has done in previous Top 50 Reports, Michael Brereton has contributed an update on the transforming industry, featuring a new approach to defining and measuring the key segments of our insights and analytics services.

In addition, I am pleased to announce that the 2020 U.S. Top 50 Report is sponsored by AMA, ESOMAR, and GRBN.

The American Marketing Association advances the profession and excellence of marketing through a membership of 30,000 professional marketers and academicians. Once again, AMA will be publishing the U.S. Top 50 Report in “Marketing News” in the fall issue.

ESOMAR is the global voice of the data, research, and insights community. For many years ESOMAR has included the U.S. Top 50 Report in either their monthly magazine or in their annual industry report. This year, ESOMAR published the U.S Top 50 Report in the recently-released ESOMAR Global Market Research Report 2020.

The Global Research Business Network is an association of research business associations around the world. Its members include four regional federations and over 40 national associations. Its mission is to promote and advance the business of research.

All of the associations and institutions that have partnered or sponsored the 2020 U.S. Top 50 Report are committed advocates for the industry, its professionals, and its businesses. Please connect with them—you can depend on their interest, their care, and their knowledge.

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Recruiting Expertise and Advanced Technology for Global Qual and Quant Research Success

COMPREHENSIVE ONLINE SOLUTIONS

ONLINE QUANT
Highly effective automated processes of sampling, panel management, and integrated global panel access via high API connectivity

ONLINE QUAL
A unique suite of innovative proprietary online qualitative platforms helping you deliver the most impactful global insights
2019 In Sum

Total 2019 U.S. research revenue for the Top 50 companies, along with 211 Insights Association (IA) research company members is $15,609.3 million. All of these 261 companies are research and analytics businesses whose areas of expertise and specialization reflect the breadth of our changing and expanding research industry, which includes data analytics, strategic consulting services, technology services and platforms, as well as market, opinion, social, and survey research. They are all for-profit firms that are either U.S. companies or have a U.S. headquarters and operations.

The U.S. research revenue for the Top 50 companies in 2019 is $14,874.3 million, or 50.2% of the worldwide total revenue for the Top 50 of $29,608.1 million.

Non-U.S. 2019 revenue for the Top 50 companies is $14,733.8 million, or 49.8% of worldwide revenue.

These companies were asked to submit 2019 U.S. and non-U.S. research revenues, as well as the comparable data for 2018, in order to determine the annual rate of revenue growth or decline. If a company made an acquisition or divestiture in 2019 that information was disclosed and appropriate adjustments were made to ensure an apples-to-apples comparison.

The Top 50 companies also provided Profiles of their companies, describing their services and specializations, major accomplishments in 2019, and new initiatives and services moving forward.

The additional 211 IA member companies reported a total of $735.0 million in U.S. revenue in 2019. The median U.S. revenue of these 211 companies is under $1 million; while the average is $3.5 million. 30% of the 211 companies conduct research outside of the U.S. These 63 companies account for a total of $98 million non-U.S. revenue in 2019.

The total 2019 revenue for the 261 companies included in the U.S. Top 50 Report is $30,441.1 million ($15,609.3 million U.S. revenue and $14,831.8 million non-U.S. revenue).

In 2019, these 261 companies had an estimated 53,707 full-time U.S. employees.
2019 In Detail

TOP 50 & ALL OTHER IA MEMBERS GROWTH RATE

The growth rate in the U.S. market for the Top 50 companies in 2019 was 4.8%. The growth rate for the Top 50 companies and the 211 all other Insights Association members was 4.6%. After adjustment for inflation—Consumer Price Index (CPI) of 1.7%—the real-growth rate for 2019 is 2.9%.

Figure 1 compares the Top 50 Reports for the past dozen years, showing the fluctuating recovery from the Great Recession in 2008 and 2009. There have been three periods of back-to-back strong growth rates in the past twelve years: 2010-2011; 2015-2016; and 2018-2019. In the first two back-to-back growth periods, the growth rate increased YOY. The growth rate for 2018 and 2019, however, has reversed the pattern, with 2019's 4.6% growth rate declining one full percentage point from 2018's 5.6% growth rate.

The annual U.S. Gross Domestic Product (GDP) growth rate offers another benchmark against which to measure the industry’s annual growth. In Figure 2, the annual U.S. Real GDP Growth Rate shows the yearly growth of the estimated value of all the country’s goods produced and services provided. As reported in previous Top 50 reports, the U.S. research industry’s annual growth rate, historically, has tracked ahead of the annual real GDP growth rate, except in 2009 during the Great Recession and, again, in 2012. In 2019 the 4.6% growth rate of the 261 companies in the Top 50 report doubled the Real GDP Growth Rate of 2.3%.

![Table](https://example.com/table.png)

*Bureau of Economic Analysis and World Bank*
### TOP 50 GLOBAL GROWTH RATE

Figure 3 shows the global growth rate and percentage of total revenue for the Top 50 companies for the past 10 years. There was a surprising development in the Top 50 global revenue data for 2019. For the first time in many, many years, non-U.S. revenue did not exceed U.S. revenue for the Top 50 companies. Top 50 global revenue in 2019 was $14,733.8 million or 49.8% of total Top 50 revenue.

<table>
<thead>
<tr>
<th>Year</th>
<th>U.S. Revenue $ (000)</th>
<th>Non-U.S. Revenue $ (000)</th>
<th>Worldwide Total Revenue $ (000)</th>
<th>% Non-U.S. Revenue</th>
<th>Number of Companies without International Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>$9,246.2</td>
<td>$10,421.4</td>
<td>$19,697.7</td>
<td>52.9%</td>
<td>15</td>
</tr>
<tr>
<td>2011</td>
<td>$9,190.0</td>
<td>$10,686.5</td>
<td>$19,876.5</td>
<td>53.8%</td>
<td>12</td>
</tr>
<tr>
<td>2012</td>
<td>$8,693.2</td>
<td>$10,298.9</td>
<td>$18,992.1</td>
<td>54.2%</td>
<td>10</td>
</tr>
<tr>
<td>2013</td>
<td>$9,825.6</td>
<td>$11,480.7</td>
<td>$21,306.3</td>
<td>53.9%</td>
<td>8</td>
</tr>
<tr>
<td>2014</td>
<td>$9,895.6</td>
<td>$11,962.5</td>
<td>$21,858.1</td>
<td>54.7%</td>
<td>10</td>
</tr>
<tr>
<td>2015</td>
<td>$10,464.2</td>
<td>$11,318.0</td>
<td>$21,782.2</td>
<td>52.0%</td>
<td>9</td>
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<tr>
<td>2016</td>
<td>$10,552.7</td>
<td>$12,195.0</td>
<td>$22,747.7</td>
<td>53.6%</td>
<td>8</td>
</tr>
<tr>
<td>2017</td>
<td>$11,249.7</td>
<td>$12,839.7</td>
<td>$24,089.4</td>
<td>53.3%</td>
<td>9</td>
</tr>
<tr>
<td>2018</td>
<td>$13,634.0</td>
<td>$14,793.1</td>
<td>$28,427.1</td>
<td>52.0%</td>
<td>8</td>
</tr>
<tr>
<td>2019</td>
<td>$14,874.3</td>
<td>$14,733.8</td>
<td>$29,608.1</td>
<td>49.8%</td>
<td>8</td>
</tr>
</tbody>
</table>

The global revenue growth rate for the Top 50 was 3.0% in 2019, which is one percentage point lower than the average global revenue growth rate for the past four years, and 1.8% lower than the growth rate for U.S. revenue.

### THE EMPLOYMENT PICTURE

In 2019 the number of full-time U.S. employees among the Top 50 companies was 51,067, an increase of 7.3% over 2018.

For the Top 50 companies the U.S. revenue per full-time employee in 2019 was $291,270. Figure 4 shows how revenue per employee for the Top 50 has trended since 2010.
Connect the Dots
Elevate your research from Information to Inspiration
NEW THIS YEAR
There are three returning Top 50 companies:

- At #25, Burke, Inc., established in 1931 and headquartered in Cincinnati, continues to push the boundaries of what marketing research can be, seamlessly uniting research, strategy, and education, with a long tradition of innovation.

- At #45, NAXION, established in 1911 and headquartered in Philadelphia, guides strategic business decisions globally in healthcare, information technology, financial services, energy, heavy equipment, and other B2B markets.

- At #50, RTi, established in 1979 and headquartered in Norwalk, CT, turns data into meaning through smart research design, flawless execution, and innovative storytelling all of which helps clients influence organizational change.

NOT HERE THIS YEAR
There are three previous Top 50 companies that are not on the list this year:

- FocusVision, in Stamford, CT, did not respond to the invitation email.

- LRA, a Deloitte Company in Horsham, PA, chose not to participate this year.

- Research America, in Newtown Square, PA, chose not to participate this year.

NAMES CHANGES
Only one company had a name change this year:

- At #14, Material is the new brand name for Lieberman Research Worldwide (LRW Group), which acquired five companies in 2018 and is taking steps to unify these companies under one brand.

REVENUE INCREASES AND DECREASES
Figure 5 compares U.S. revenue increases and decreases for the Top 50 companies in the Top 50 Reports for the past four years.

In 2019, 28% (14) of the Top 50 companies reported double-digit increases in YOY revenue, with an average increase of 17.2%. Five out of the fourteen companies achieved 20% or more YOY growth in 2019.

- #11, Forrester Research Services (Cambridge, MA), realized a 32.9% increase, in part because of the acquisition of SiriusDecisions, providing operational research services to B2B firms.

- #39, The Link Group (Atlanta, GA), which provides quantitative and qualitative research for the healthcare, retail, CPG, and finance industries, increased their 2019 revenue by 23.9%.

- #29, Cello Health plc (New York, NY), which includes four global capabilities-Insight, Consulting, Communication, and Signal (a digital platform), increased its 2019 revenue by 23.3%.

- #29, Fors Marsh Group (Arlington, VA), which utilizes behavioral and data science to improve organizational processes, business solutions, and customer experiences, increased their 2019 revenue by 22.1%.

- #42, Chadwick Martin Bailey (Boston, MA), a consultative primary research company providing insights and strategy on brand development and management, increased their 2019 revenue by 20.6%.

40% or 20 of the Top 50 companies reported single-digit increases in YOY revenue, with the average percent of increase at 3.9%.

The 34 companies (68% of the Top 50) that had revenue increases in 2019 exceeding the rate of inflation averaged 8.6% increase in revenue. These 34 companies were responsible for $9,697.3 million (65.2%) of the total 2019 U.S. revenue of $14,874.3 million.

32% of the Top 50 companies or 16 companies realized a decrease in revenue or their 2019 revenue growth did not exceed the rate of inflation (1.7%). These 16 companies represented $5,177.0 million or 34.8% of total 2019 U.S. revenue for the Top 50 companies. It is notable that the average decrease in 2019 revenue for these 16 companies was -1.6%, which is the lowest average decrease in revenue growth in the last five years.
### CHANGES IN TOP 50 RANKINGS

The changes in ranking for the 47 Top 50 companies that were included in last year’s Top 50 report were fairly evenly divided, with 13 companies moving up in the Top 50 ranking, 17 moving down in the ranking, and 17 maintaining their same position as last year. Of the 30 companies that changed their ranking, 77% moved only one or two positions up or down in the ranking.

### THE TOP TEN


The U.S. revenue for the Top Ten represents over 80% of the total U.S. revenue for the Top 50 companies and 76.4% of the total 2019 U.S. revenue for the 261 companies included in this report. The Top Ten’s non-U.S. revenue in 2019 represents 86.9% of the total non-U.S. revenue for the Top 50 companies, and 86.3% of the total non-U.S. revenue for all 261 companies.

#### #10, GfK (New York, NY) founded in 1934, continues to lead the Top Ten with the largest percentage of non-US research at 80% of their total revenue.

GfK connects data and science through innovative research solutions to answer clients’ questions about consumers, markets, brands, and media.

#### #9, comScore (Reston, VA) founded in 1999, provides cross-platform measurement of audiences, advertising and consumer behavior through products and solutions that are powered by industry-leading census, big data and panel information assets that serve 3,200 clients around the world.

#### #8, The NPD Group (Port Washington, NY) founded in 1966, combines data, industry expertise, and prescriptive analytics across many industries to measure markets, predict trends, and improve performance. NPD’s syndicated services include retail tracking, distributor tracking, and consumer tracking.

#### #7, Westat (Rockville, MD) founded in 1963, is a 100 percent employee-owned research and professional services company that provides extensive survey design and operations capabilities in support of modern data collection from households, institutions, businesses, and individuals.

### Figure 5

<table>
<thead>
<tr>
<th>Year</th>
<th># Cos.</th>
<th>Avg. Rate of YOY Growth</th>
<th>Total Revenue (% of Total Top 50 U.S. Revenue)</th>
<th># Cos.</th>
<th>Ave. Rate of YOY Growth</th>
<th>Total Revenue (% of Total Top 50 U.S. Revenue)</th>
<th># Cos.</th>
<th>Ave. Rate of YOY Growth</th>
<th>Total Revenue (% of Total Top 50 U.S. Revenue)</th>
<th>TOTAL ANNUAL U.S. REVENUE from Top 50 Report</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>14</td>
<td>17.2%</td>
<td>$1,569.0 (10.5%)</td>
<td>20</td>
<td>3.9%</td>
<td>$8,128.3 (54.7%)</td>
<td>16</td>
<td>-1.6%</td>
<td>$5,177.0 (34.8%)</td>
<td>$14,874.3</td>
</tr>
<tr>
<td>2018</td>
<td>13</td>
<td>22.7%</td>
<td>$2,320.2 (17.0%)</td>
<td>25</td>
<td>4.7%</td>
<td>$9,467.5 (69.5%)</td>
<td>12</td>
<td>-4.9%</td>
<td>$1,846.3 (13.5%)</td>
<td>$13,634.0</td>
</tr>
<tr>
<td>2017</td>
<td>10</td>
<td>18.6%</td>
<td>$1,880.7 (16.7%)</td>
<td>16</td>
<td>5.5%</td>
<td>$6,158.1 (54.7%)</td>
<td>24</td>
<td>-4.7%</td>
<td>$3,210.9 (28.6%)</td>
<td>$11,249.7</td>
</tr>
<tr>
<td>2016</td>
<td>19</td>
<td>21.2%</td>
<td>$2,455.5 (23.3%)</td>
<td>16</td>
<td>4.3%</td>
<td>$3,498.9 (33.1%)</td>
<td>15</td>
<td>-3.7%</td>
<td>$4,598.3 (43.6%)</td>
<td>$10,552.7</td>
</tr>
<tr>
<td>2015</td>
<td>15</td>
<td>21.2%</td>
<td>$1,437.9 (13.8%)</td>
<td>19</td>
<td>4.0%</td>
<td>$7,023.8 (67.1%)</td>
<td>16</td>
<td>-8.8%</td>
<td>$2,002.5 (19.1%)</td>
<td>$10,464.2</td>
</tr>
</tbody>
</table>
→ #6, Ipsos (New York, NY) founded in 1975, Ipsos covers the whole information production and analysis chain, from the collection of raw data to the activation of the information generated with the client, along with a solid tradition of innovation through new methodological developments and products.

→ #5, Information Resources Inc. (Chicago, IL) founded in 1979, a provider of big data, predictive analytics and forward-looking insights that help CPG, OTC health care organizations, retailers, financial services and media companies grow their businesses and connect with consumers and key constituents.

→ #4, Kantar (New York, NY) founded in 1993, is a data, insights, and consulting company providing techniques and technologies, from purchase and media data to predicting long term trends; from neuroscience to exit polls; from quantitative to qualitative research, incorporating ethnography and semiotics.

→ #3, Gartner Research (Stamford, CT) founded in 1972, is the largest of four business segments in Gartner Inc., delivering objective advice to leaders across the enterprise, primarily through a subscription-based digital media service, combining proprietary research methodologies with extensive industry relationships.

→ #2, IQVIA (Danbury, CT; Durham, NC) founded in 2016, provider of information, innovative technology solutions and contract research services focused on helping healthcare clients find better solutions for patients by applying human data science to enable companies to reimagine and develop new approaches.

→ #1, Nielsen (New York, NY) founded in 1923, provides a comprehensive understanding of what consumers watch and what they buy and how those choices intersect and it delivers critical media and marketing information, analytics and manufacturer and retailer expertise.

The Top 10 companies’ total 2019 revenue of $24.73 billion represents 83.5% of the total Top 50 companies’ 2019 revenue and 81.2% of total 2019 revenue for the 261 companies included in this year’s Top 50 Report. Nielsen itself with its $6.49 billion accounts for 21.3% of the total 2019 revenue for all 261 companies.

**REVENUE BY INDUSTRY SERVED AND BY TYPE OF SERVICE**

We asked the Top 50 companies (a) to estimate the percent of their annual U.S. revenue by the client industry and also (b) to estimate the percent of revenue by the type of service they provided to their clients.

**REVENUE BY INDUSTRY SERVED**

The first question is included in the annual ESOMAR Global Market Research Report, so the data are useful for comparative purposes.

![Figure 6](image.png)
REVENUE BY TYPE OF SERVICE PROVIDED
The second question aligns with our efforts to assess and measure the transformation of the industry, including new markets, new methods, and new tools.

2019 U.S. RESEARCH & ANALYTICS INDUSTRY: THE FULL SCOPE
For many years I have measured the U.S. research industry for ESOMAR’s annual Global Market Research Report. The scope of that process has expanded over time, and I now conduct research and analysis of four broad industry segments in order to estimate the annual revenue of the U.S. research and data analytics industry.

Here are the segments and my estimate of the annual U.S. revenue for each segment. My estimates are conservative, focusing on both avoiding double-counting of revenue and ensuring that the revenue is attributable to our industry.

- “Traditional” survey/market/qual/quant research, for-profit companies-- $16,730.7 million
- Technology-enabled (includes DIY)-- $6,545.0 million
- Advisory/Consulting services-- $2,985.0 million
- Web, text, data analytics-- $2,525.0 million

Based on the estimated revenue for these four segments, the 2019 revenue for the U.S. research and data analytics industry was $28,785.7

This list of segments serves as an introduction to Michael Brereton's article, co-authored with Reg Baker and Melanie Courtright, on “Measuring the Transformation of Insights & Analytics,” which will be published separately as part of ESOMAR’s Global Market Research Report 2020.

ABOUT THE AUTHOR
Diane Bowers is a consultant to research and data analytics businesses and industry associations, in the U.S. and internationally. Formerly, she was the president of CASRO, Board Chair of the Global Research Business Network, a Board member of the Americas Research Industry Alliance, and a Board member of The Roper Center for Public Opinion Research at Cornell University. She is also a past president of the Market Research Council and the Research Industry Coalition, and a long-time member of AAPOR, AMA, and ESOMAR.

METHODOLOGY
Invitations to marketing research and analytics firms with estimated revenue more than $12 million are sent out requesting revenue information for the prior calendar year and for the year preceding that, in order to assess the growth rate. Other company data are also requested, including a description of the company’s management, services, specializations, etc. Top 50 rankings are based on U.S. revenue. The rate of growth from year to year has been adjusted to account for revenue gains or losses from acquisitions or divestitures. Verification of revenue is required of each private firm for ranking by a third party, generally it’s the outside accounting firm.
THE PILLARS OF MEMBER VALUE

PROTECT
- Protect the industry from restrictive regulation, deficient practice, and nefarious practitioners.
  - IA Code of Standards
  - Privacy for America
  - ISO Contributions
  - U.S. Census Coalition

CONNECT
- The hub of the Insights community – opportunities to build peer relationships and resources in person and online.
  - On-Site & Virtual Conferences
  - Chapter/Local Events
  - Online Forums & Career Center
  - International Programs

INFORM
- Deliver best-in-class learning events, publications, training, news, and thought leadership.
  - Conferences & Webinars
  - Legislative Alerts
  - Benchmarking Surveys
  - Legal & Privacy Officers Forum
  - Exclusive Publications & Resources

PROMOTE
- Promote the industry and its members to enable business growth and evolution.
  - Seals & Certifications
  - Blue Book Resource Directory
  - Media & Business Organization Outreach
  - National & International Partnerships

www.insightsassociation.org
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<td>1</td>
<td>Nielsen**</td>
<td>New York, NY</td>
<td>1923</td>
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<td>$3,875</td>
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<td>IQVIA* **</td>
<td>Danbury, CT; Durham, NC</td>
<td>2016</td>
<td>iqvia.com</td>
<td>$2,220</td>
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<td>Gartner Research**</td>
<td>Stamford, CT</td>
<td>1972</td>
<td>gartner.com</td>
<td>$1,800</td>
<td>4.7%</td>
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<td>4</td>
<td>Kantar**</td>
<td>New York, NY</td>
<td>1993</td>
<td>kantar.com</td>
<td>$950</td>
<td>2.7%</td>
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<td>5</td>
<td>5</td>
<td>IRI (Information Resources, Inc.)**</td>
<td>Chicago, IL</td>
<td>1979</td>
<td>iriworldwide.com</td>
<td>$815.0</td>
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<td>6</td>
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<td>$682.0</td>
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<td>7</td>
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<td>Rockville, MD</td>
<td>1963</td>
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<td>9</td>
<td>The NPD Group</td>
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<td>comScore* **</td>
<td>Reston, VA</td>
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<td>$336.1</td>
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<td>10</td>
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<td>Forrester Research Services**</td>
<td>Cambridge, MA</td>
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<td>$233.7</td>
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<td>Costa Mesa, CA</td>
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<td>Fairfax, VA</td>
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<td>Material*</td>
<td>Los Angeles, CA</td>
<td>1973</td>
<td>materialplus.io</td>
<td>$166.7</td>
<td>0.3%</td>
</tr>
<tr>
<td>-------------</td>
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</tr>
<tr>
<td>15</td>
<td>14</td>
<td>Wood Mackenzie**</td>
<td>New York, NY</td>
<td>1973</td>
<td>woodmac.com</td>
<td>$150.0</td>
<td>3.4%</td>
</tr>
<tr>
<td>16</td>
<td>15</td>
<td>DRG (Decision Resources Group)**</td>
<td>Burlington, MA</td>
<td>1990</td>
<td>ionresourcesgroup.com</td>
<td>$140.0</td>
<td>2.2%</td>
</tr>
<tr>
<td>17</td>
<td>17</td>
<td>MaritzCX**</td>
<td>Lehi, UT</td>
<td>1973</td>
<td>maritzcx.com</td>
<td>$118.0</td>
<td>0.0%</td>
</tr>
<tr>
<td>18</td>
<td>20</td>
<td>NRC Health</td>
<td>Lincoln, NE</td>
<td>1981</td>
<td>nrchealth.com</td>
<td>$113.0</td>
<td>10.8%</td>
</tr>
<tr>
<td>19</td>
<td>18</td>
<td>Informa Financial Intelligence**</td>
<td>Boston, MA</td>
<td>2016</td>
<td>financialintelligence.informa.com</td>
<td>$107.0</td>
<td>1.9%</td>
</tr>
<tr>
<td>20</td>
<td>19</td>
<td>dunnhumby**</td>
<td>Cincinnati, OH</td>
<td>2001</td>
<td>dunnhumby.com</td>
<td>$100.0</td>
<td>-3.8%</td>
</tr>
<tr>
<td>21</td>
<td>21</td>
<td>Escalent</td>
<td>Livonia, MI</td>
<td>1975</td>
<td>escalent.co</td>
<td>$97.1</td>
<td>-3.4%</td>
</tr>
<tr>
<td>22</td>
<td>22</td>
<td>Concentrix**</td>
<td>Fremont, CA</td>
<td>1983</td>
<td>concentrix.com</td>
<td>$95.0</td>
<td>11.8%</td>
</tr>
<tr>
<td>23</td>
<td>23</td>
<td>Phoenix Marketing International</td>
<td>Rhinebeck, NY</td>
<td>1999</td>
<td>phoenixmi.com</td>
<td>$77.0</td>
<td>-3.8%</td>
</tr>
<tr>
<td>24</td>
<td>27</td>
<td>YouGov*</td>
<td>Redwood City, CA</td>
<td>2000</td>
<td>yougov.com</td>
<td>$76.8</td>
<td>11.8%</td>
</tr>
<tr>
<td>25</td>
<td>-</td>
<td>Burke</td>
<td>Cincinnati, OH</td>
<td>1931</td>
<td>burke.com</td>
<td>$71.1</td>
<td>9.0%</td>
</tr>
<tr>
<td>26</td>
<td>25</td>
<td>Engine Insights**</td>
<td>New York, NY</td>
<td>1938</td>
<td>engine-insights.com</td>
<td>$71.0</td>
<td>4.4%</td>
</tr>
<tr>
<td>27</td>
<td>24</td>
<td>C Space**</td>
<td>Boston, MA</td>
<td>1999</td>
<td>cspace.com</td>
<td>$70.0</td>
<td>2.9%</td>
</tr>
<tr>
<td>28</td>
<td>26</td>
<td>Macromill Group**</td>
<td>Cincinnati, OH</td>
<td>2000</td>
<td>macromill.com</td>
<td>$68.5</td>
<td>2.2%</td>
</tr>
<tr>
<td>29</td>
<td>37</td>
<td>Cello Health plc**</td>
<td>New York, NY</td>
<td>2004</td>
<td>cellohealthplc.com</td>
<td>$64.5</td>
<td>23.3%</td>
</tr>
<tr>
<td>30</td>
<td>28</td>
<td>NRG (National Research Group)**</td>
<td>Los Angeles, CA</td>
<td>1978</td>
<td>nationalresearchgroup.com</td>
<td>$59.0</td>
<td>1.7%</td>
</tr>
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</tr>
<tr>
<td>31</td>
<td>Fors Marsh Group (FMG)*</td>
<td>Arlington, VA</td>
<td>2002</td>
<td>forsmarshgroup.com</td>
<td>$57.5</td>
<td>22.1%</td>
<td>$0.0</td>
</tr>
<tr>
<td>32</td>
<td>Directions Research</td>
<td>Cincinnati, OH</td>
<td>1988</td>
<td>directionsresearch.com</td>
<td>$54.2</td>
<td>17.8%</td>
<td>$0.0</td>
</tr>
<tr>
<td>33</td>
<td>Hanover Research</td>
<td>Arlington, VA</td>
<td>2003</td>
<td>hanoverresearch.com</td>
<td>$52.7</td>
<td>14.1%</td>
<td>$2.6</td>
</tr>
<tr>
<td>34</td>
<td>SMG**</td>
<td>Kansas City, MO</td>
<td>1991</td>
<td>smg.com</td>
<td>$52.0</td>
<td>4.0%</td>
<td>$6.0</td>
</tr>
<tr>
<td>35</td>
<td>Market Force**</td>
<td>Louisville, CO</td>
<td>2005</td>
<td>marketforce.com</td>
<td>$50.0</td>
<td>2.0%</td>
<td>$7.0</td>
</tr>
<tr>
<td>36</td>
<td>Radius GMR</td>
<td>New York, NY</td>
<td>1960</td>
<td>radius-global.com</td>
<td>$42.0</td>
<td>0.0%</td>
<td>$1.0</td>
</tr>
<tr>
<td>37</td>
<td>BVA Group**</td>
<td>Teaneck, NJ</td>
<td>1970</td>
<td>bva-group.com/en</td>
<td>$36.0</td>
<td>2.6%</td>
<td>$147.0</td>
</tr>
<tr>
<td>38</td>
<td>SSRS</td>
<td>Glen Mills, PA</td>
<td>1983</td>
<td>ssrs.com</td>
<td>$34.3</td>
<td>-1.2%</td>
<td>$1.2</td>
</tr>
<tr>
<td>39</td>
<td>The Link Group</td>
<td>Atlanta, GA</td>
<td>1994</td>
<td>tlg.com</td>
<td>$34.2</td>
<td>23.9%</td>
<td>$0.3</td>
</tr>
<tr>
<td>40</td>
<td>MarketVision Research</td>
<td>Cincinnati, OH</td>
<td>1983</td>
<td>mv-research.com</td>
<td>$33.2</td>
<td>2.5%</td>
<td>$0.0</td>
</tr>
<tr>
<td>41</td>
<td>Screen Engine/ASI</td>
<td>Los Angeles, CA</td>
<td>2010</td>
<td>screenengineasi.com</td>
<td>$33.0</td>
<td>10.0%</td>
<td>$1.9</td>
</tr>
<tr>
<td>42</td>
<td>Chadwick Martin Bailey</td>
<td>Boston, MA</td>
<td>1984</td>
<td>cmbinfo.com</td>
<td>$28.7</td>
<td>20.6%</td>
<td>$0.0</td>
</tr>
<tr>
<td>43</td>
<td>Maru/Matchbox**</td>
<td>Chicago, IL</td>
<td>2016</td>
<td>marumatchbox.com</td>
<td>$28.0</td>
<td>3.7%</td>
<td>$14.0</td>
</tr>
<tr>
<td>44</td>
<td>Gongos, Inc.</td>
<td>Royal Oak, MI</td>
<td>1991</td>
<td>gongos.com</td>
<td>$24.2</td>
<td>-3.6%</td>
<td>$1.2</td>
</tr>
<tr>
<td>45</td>
<td>NAXION</td>
<td>Philadelphia, PA</td>
<td>1911</td>
<td>naxionthinking.com</td>
<td>$22.7</td>
<td>12.9%</td>
<td>$0.0</td>
</tr>
<tr>
<td>46</td>
<td>KS&amp;R</td>
<td>Syracuse, NY</td>
<td>1983</td>
<td>ksrinc.com</td>
<td>$21.7</td>
<td>-1.4%</td>
<td>$3.6</td>
</tr>
<tr>
<td>47</td>
<td>Edelman Intelligence</td>
<td>New York, NY</td>
<td>1999</td>
<td>edelmanintelligence.com</td>
<td>$21.0</td>
<td>12.9%</td>
<td>$11.5</td>
</tr>
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</tr>
<tr>
<td>48</td>
<td>47</td>
<td>Bellomy**</td>
<td>Winston-Salem, NC</td>
<td>1976</td>
<td>bellomy.com</td>
<td>$21.0</td>
<td>1.4%</td>
</tr>
<tr>
<td>49</td>
<td>48</td>
<td>Hypothesis</td>
<td>Los Angeles, CA</td>
<td>2000</td>
<td>hypothesisgroup.com</td>
<td>$18.3</td>
<td>-4.7%</td>
</tr>
<tr>
<td>50</td>
<td>-</td>
<td>RTi</td>
<td>Norwalk, CT</td>
<td>1979</td>
<td>Rtiresearch.com</td>
<td>$12.9</td>
<td>-3.0%</td>
</tr>
</tbody>
</table>

|              |             |             |                   |              |               | $14,874.3  | 4.8%        | $14,733.8    | $29,608.1      | 49.8%    | 51,067              | $14,194.9  | $14,300.2   | $28,495.1    |

| All Other Insights Association Research Company Members (211 companies not included in the Top 50) | $735 | 1.4% | $98.0 | $833.0 | 11.8% | 2,100 | $725 | $110 | $835 |

| Total        | $15,609.3  | 4.6% | $14,831.8 | $30,441.1 | 48.7% | 53,707 | $14,919.9 | $14,410.2 | $29,330.1 |

* "% Change" calculation reflects adjustment of previously reported 2018 U.S. Research Revenue due to acquisition/divestiture activity or other business change during 2019

** Some or all figures are not made available by this company so instead are based upon research and estimation by the Report author

- This company did not participate in last year’s Top 50 Report
A More Expansive View of Insights

This Top 50 Report has long been the industry standard for annually documenting US market sizing and patterns in the business of marketing research. It has traditionally focused on only the ‘Full Service’ research agency segment, which now reflects only a limited portion of the broader market size assumed in a model of industry transformation.

To assess the size, growth, and largest players in a more broadly defined insights landscape, a collaborative effort was undertaken this year by ESOMAR, the Insights Association, and the Master of Science in Marketing Research Program at Michigan State University.

Using data provided by the analytics company Outsell, we developed a taxonomy that defines a broadened Insights & Analytics market that includes eight industry segments: Full Service Research, Syndicated & Vertical Reports, Sample Panel Providers, DIY Platforms, EFM (Enterprise Feedback Mgmt.), Digital Data Analytics, Social Listening & Communities, and Consulting Firms.

While the Top 50 Report lists companies yielding about USD $15 billion in aggregate revenue, this new Insights & Analytics definition with its much-expanded list of ‘insights’ activities, tracks companies yielding about USD $47 billion in aggregate revenue.

- Read More about Measuring the Transformation of Insights & Analytics
- Access the Top 50 Expanded Insights & Analytics Market List
- View the 8 Market Segment Leader Lists
- For a discussion of many of these same issues from a global perspective, consult the ESOMAR Global Market Research Report 2020
THROUGH THE PEAKS AND VALLEYS, AND EVERYWHERE IN-BETWEEN. WE’VE GOT IT COVERED.

ONLINE QUAL | ONLINE DIAL TESTING | IN-PERSON DIAL TESTING
NIELSEN**

nielsen.com
Founded: 1923

David Kenny
CEO and Chief Diversity Officer
MBA, Harvard University

2019 U.S Revenue: $3,875.0 million
Percent Change from 2018: 1.6%
2019 Non-U.S. Revenue: $2,623.0 million
Percent from Outside U.S.: 40.4%
2019 Worldwide Revenue: $6,498.0 million
U.S. Employees: 10,300

Other Offices: Multiple offices in the U.S. and offices in over 100 countries

Nielsen is a global measurement and data analytics company that provides a complete and trusted view of consumers and markets worldwide. Nielsen is divided into two business units: Nielsen Global Media and Nielsen Global Connect.

Nielsen Global Media provides media and advertising clients with unbiased and reliable metrics that create the shared understanding of the industry required for markets to function, enabling its clients to grow and succeed across the $600 billion global advertising market. Nielsen Global Media helps clients to define exactly who they want to reach, as well as optimize the outcomes they can achieve. The company’s cross-platform measurement strategy brings together the best of TV and digital measurement to ensure a more functional marketplace for the industry.

Nielsen Global Connect provides consumer packaged goods manufacturers and retailers with accurate, actionable information and a complete picture of the complex and changing marketplace that brands need to innovate and grow their businesses. Nielsen Global Connect provides data and builds tools that use predictive models to turn observations in the marketplace into business decisions and winning solutions. The business’s data and insights, combined with its open, cloud native measurement and analytics platform that democratizes the power of data, continue to provide an essential foundation that makes markets possible in the rapidly evolving world of commerce. With Nielsen Global Connect’s set of guiding truths, businesses have the tools to create new opportunities.

On November 7, 2019, Nielsen announced its plan to spin-off the company's Global Connect business, creating two independent, publicly traded companies – the Global Media business and the Global Connect business.

**Some or all figures are not made available by this company so instead are based on research and estimation by the Report author

IQVIA* **

iqvia.com
Founded: 2016

Ari Bousbib
Chairman and CEO
MBA, Columbia University

2019 U.S Revenue: $2,220.0 million
Percent Change from 2018: 8.6%
2019 Non-U.S. Revenue: $2,166.0 million
Percent from Outside U.S.: 49.4%
2019 Worldwide Revenue: $4,386.0 million
U.S. Employees: 6,000

Other Offices: Multiple offices in the U.S. and offices in more than 100 countries

IQVIA is a global provider of information, innovative technology solutions and contract research services focused on helping healthcare clients find better solutions for patients. Formed through the 2016 merger of Quintiles and IMS Health, IQVIA applies human data science – leveraging the analytic rigor and clarity of data science to the ever-expanding scope of human science – to enable companies to reimagine and develop new approaches to clinical development and commercialization, speed innovation, and accelerate improvements in healthcare outcomes.

IQVIA has three operating segments: Technology & Analytics Solutions, Research & Development Solutions, and Contract Sales & Medical Solutions. For purposes of this report on the research and data analytics industry, only the revenue from the Technology & Analytics Solutions segment has been included.
Powered by the IQVIA CORE™, we deliver unique and actionable insights at the intersection of large scale analytics, transformative technology and extensive domain expertise, as well as execution capabilities to help biotech, medical device, and pharmaceutical companies, medical researchers, government agencies, payers and other healthcare stakeholders tap into a deeper understanding of diseases, human behaviors and scientific advances, in an effort to advance their path toward cures.

IQVIA has one of the largest and most comprehensive collections of healthcare information in the world, which includes more than 800 million comprehensive, longitudinal, non-identified patient records spanning sales, prescription and promotional data, medical claims, electronic medical records, genomics, and social media. Our scaled and growing information set contains over 35 petabytes of proprietary data sourced from more than 150,000 data suppliers and covering over one million data feeds globally. Based on this data, we deliver information and insights on over 85% of the world’s pharmaceuticals, helping our clients run their organizations more efficiently and make better decisions to improve their clinical, commercial and financial performance.

* '% Change' calculation reflects adjustment of previously reported 2018 U.S. research revenue due to acquisition/divestiture activity or other business change during 2019.

**Some or all figures are not made available by this company so instead are based on research and estimation by the Report author.

GARTNER RESEARCH

gartner.com
Founded: 1972

Eugene A. Hall
CEO
MBA, Harvard University

2019 U.S. Revenue: $1,800.0 million
Percent Change from 2018: 4.7%
2019 Non-U.S. Revenue: $1,474.5 million
Percent from Outside U.S.: 45.0%
2019 Worldwide Revenue: $3,274.5
U.S. Employees: 4,500

Other Offices: Multiple offices in the U.S. and offices in over 100 countries

Gartner Research delivers independent, objective advice to leaders across an enterprise through subscription services that include on-demand access to published research content, data and benchmarks, and direct access to a network of approximately 2,300 research experts located around the globe. Gartner research is the fundamental building block for all Gartner products and services. We combine our proprietary research methodologies with extensive industry and academic relationships to create Gartner products and services that address each role across an enterprise.

Within the Research segment, Global Technology Sales (“GTS”) sells products and services to users and providers of technology, while Global Business Sales (“GBS”) sells products and services to all other functional leaders, such as supply chain, marketing, HR, finance, legal and sales.

Our research agenda is defined by clients’ needs, focusing on the critical issues, opportunities and challenges they face every day. We are in steady contact with over 15,000 distinct client enterprises worldwide. We publish tens of thousands of pages of original research annually, and our research experts have more than 400,000 direct client interactions every year.

Our proprietary research content, presented in the form of reports, briefings, updates and related tools, is delivered directly to the client’s desktop via our website and/or product-specific portals. Clients normally sign subscription contracts that provide access to our research content and advisory services for individual users over a defined period. We typically have a minimum contract period of twelve months for our research and advisory subscription contracts and, at December 31, 2019, a significant portion of our contracts were multi-year. delivers independent, objective advice to leaders across the enterprise, primarily through a subscription-based digital media service. Gartner research is the fundamental building block for all Gartner services. We combine our proprietary research methodologies with extensive industry and academic relationships to create Gartner solutions that address each role.

**Some or all figures are not made available by this company so instead are based on research and estimation by the Report author.
KANTAR**

kantar.com
Founded: 1993

Eric Salama*
Chairman and CEO
MSc, Birkbeck College, London

*Eric Salama stepped down as Kantar CEO in February 2020

2019 U.S Revenue: $950.0 million
Percent Change from 2018: 2.7%
2019 Non-U.S. Revenue: $2,900.0 million
Percent from Outside U.S.: 75.3%
2019 Worldwide Revenue: $3,850.0 million
U.S. Employees: 3,585

Other Offices: Multiple offices in the U.S. and offices in 100 countries

Kantar is one of the world’s largest data, insights and consulting companies, bringing together some of the world’s leading research, data and insights expertise. Our offer covers the breadth of techniques and technologies, from purchase and media data to predicting long term trends; from neuroscience to exit polls; from large scale quantitative studies to qualitative research, incorporating ethnography and semiotics.

In April 2019, all services and offerings of the various Kantar companies were combined under the Kantar brand name. This operational change enables Kantar to build platforms and offers on a global scale and to remove barriers to collaboration and co-creation within the organization to better meet client’s needs.

As part of this branding strategy, we launched several initiatives:

- Kantar Marketplace, a global on-demand research and insights store
- Kantar’s new Brand Guidance System that intelligently integrates validated survey measures with social, search, sales media, and behavioral data to provide actionable insights to optimize brand or campaign performance
- Integration of big data, artificial intelligence, and analytical capabilities from across the company into one resource that unlocks deeper insights to fuel growth.

Kantar’s strength lies in the unrivalled diversity of our people, methodologies, specialisms and points of view that seamlessly fuse to give us a unique and complete understanding of people, across the world. We go beyond the obvious – with intelligence, passion and creativity – to discover new directions, set strategies and plan actions that inspire extraordinary success.

**Some or all figures are not made available by this company so instead are based on research and estimation by the Report author**

INFORMATION RESOURCES, INC. (IRI)**

iriworldwide.com
Founded: 1979

Andrew M. Appel
President and CEO
MBA, University of Chicago

2019 U.S Revenue: $815.0 million
Percent Change from 2018: 1.9%
2019 Non-U.S. Revenue: $510.0 million
Percent from Outside U.S.: 38.5%
2019 Worldwide Revenue: $1,325.0 million
U.S. Employees: 3,639

Other Offices: Multiple offices in the U.S. and Puerto Rico and in Australia, Canada, France, Germany, Greece, Hong Kong, Italy, Korea, Netherlands, New Zealand, South Africa, Spain, Sweden, United Kingdom

IRI is a leading provider of big data, predictive analytics and forward-looking insights that help CPG, OTC health care organizations, retailers, financial services and media companies grow their businesses. A confluence of major external events — a change in consumer buying habits, big data coming into its own, advanced analytics and personalized consumer activation — is leading to a seismic shift in drivers of success in all industries. With the largest repository of purchase, media, social, causal and loyalty data, all integrated on an on-demand, cloud-based
technology platform, IRI is empowering the personalization revolution, helping to guide its more than 5,000 clients around the world in their quests to remain relentlessly relevant, capture market share, connect with consumers, collaborate with key constituents and deliver market-leading growth.

2019 was a year of significant achievements for IRI as we announced the integration of artificial intelligence and machine learning into our leading suite of analytics solutions; retained 100% of our major CPG clients and welcomed new strategic partnerships with top retailers in the U.S. We continued to grow our team, adding several innovators to our leadership team, while continuing to invest in our employees by providing ongoing training.

**Some or all figures are not made available by this company so instead are based on research and estimation by the Report author.**

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**IPSOS**

ipsos.com/en-us

Founded: 1975

**Didier Truchot**

Chairman and CEO
Economics, Pantheon-Sorbonne University

**Pierre LeManh**

CEO, North America
MBA, Ecole Superieure Sciences Economiques et Commerciales

2019 U.S. Revenue: $682.0 million
Percent Change from 2018: 16.2%
2019 Non-U.S. Revenue: $1,685.0 million
Percent from Outside U.S.: 71.2%
2019 Worldwide Revenue: $2,367.0 million
U.S. Employees: 2,025

Other Offices: Multiple offices in the U.S. and offices in 89 other countries

In this unique year, Ipsos has remained strong and reaffirmed its ambition and sense of purpose to deliver reliable information for a true understanding of Society, Markets and People. Ipsos activates this vision for more than 5,000 customers through its presence in 90 markets both globally and locally. Ipsos covers the whole information production and analysis chain, from the collection of raw data to the activation of the insights. It has a solid tradition of innovation expressed by new methodological developments and continuously renewed product range.

2019 was the first full year of Ipsos’ growth strategy, Total Understanding, which created 17 Service Lines and brought together more than 75 different services for greater specialization, speed and consistency in all markets. It was also the first year integrating our acquisitions of four key divisions of GfK Research, and Synthesio, a leader in platforms dedicated to listening to the web and analyzing social media data. The results were a clear success, as 2019 was a milestone year as Ipsos passed the €2 billion mark.

2020 has demonstrated the critical need for our services as we have developed new offerings and new ways of working to continue providing our clients with the data and analyses that is irreplaceable for understanding their customers and markets. Ipsos remains committed to improving its operational performance by developing new tools, including Ipsos.Digital (a Do-It-Yourself solution, enabling clients and Ipsos teams to carry out surveys at competitive rates. In addition, Ipsos is stepping up the development of data analyses and Artificial Intelligence solutions, thus accelerating the process of optimizing, identifying and using the data contained in the countless databases available to the company and its clients. Meanwhile, it continues strengthening its Neuroscience, Behavioral Sciences and Data Science offers.

Accelerating the use of multiple information channels allows us to realize the promise of Total Understanding creating the conditions for “research” and “advisory” divisions to work together to answer the challenges faced by businesses and client institutions.

* % Change calculation reflects adjustment of previously reported 2018 U.S. research revenue due to acquisition/divestiture activity or other business change during 2019.
Westat is a 100 percent employee-owned research and professional services company. Westat provides extensive survey design and operations capabilities in support of modern data collection from households, institutions, businesses, and individuals. We apply multiple modes of data collection and survey management to achieve maximum response rates.

The company’s focus areas and capabilities include:

- Statistical analysis and methodological research in survey design, experiments and testing, data science and analytics, statistical disclosure control, and qualitative research
- Program, process, and outcome evaluation using diverse methodologies from design to implementation to guide each program to success
- Health research, including behavioral and mental health, clinical studies and clinical trials, public and international health, health care delivery, patient safety, and health communications campaigns
- Social policy research and technical assistance for implementing innovative evaluation, quality improvement, and service delivery systems
- Education programs for supporting teachers, conducting evaluations, and providing technical assistance
- Transportation studies of travel behaviors, safety, and human factors using advanced technologies such as instrumented vehicles and simulators, field observational studies, and online and mobile device based surveys

To support our research projects, Westat designs tailor-made approaches for clients as well as invests in many general and specialized IT technologies and products. Westat also provides licensing, training, and support for Blaise®, a major data collection software system produced by Statistics Netherlands and used internationally.

Westat will continue its commitment to quality work as we grow our capabilities in each of these areas to meet clients’ needs.

**Some or all figures are not made available by this company so instead are based on research and estimation by the Report author**

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NPD's global information and advisory services help the world's
leading brands achieve data-driven growth. NPD combines data, industry expertise, and prescriptive analytics across more than 20 industries to help our clients measure markets, predict trends, and improve performance.

NPD syndicated services include retail tracking, distributor tracking, and consumer tracking. NPD offers weekly data, store-level enabled data (for looking at geographies or custom store groupings), and account level information (for participating retailers). Point-of-sale data is collected from over 600,000 doors worldwide plus e-commerce and mobile platforms. Consumer information is collected via online surveys and NPD’s Checkout service, which uses receipt harvesting to track and analyze purchasing and behavior. Prescriptive analytics include market forecasting, new product forecasting, pricing and promotion evaluation, and segmentation.

With deep expertise in more than 20 industries, NPD provides thought leadership to the C-suites of many of the world’s leading brands. Senior industry advisors are available for strategy sessions to guide long range planning or address specific needs, such as preparing for earnings calls. Topics include industry and category performance, the state of retail, and winning strategies of best-in-class companies.

In 2019, NPD increased the size of its Checkout omnichannel panel to over 100,000 consumers, making it the largest longitudinal panel collecting receipts for online and in-store purchasing for general merchandise and foodservice. In 2019, NPD signed an agreement with Nielsen, whereby Nielsen will license Checkout data covering CPG categories on an exclusive basis. As a longitudinal panel, Checkout offers clients the opportunity to understand consumer behavior, such as online and in-store shopping patterns, over time. In 2019, NPD also launched new tracking services in the Americas (U.S. sports equipment and B2B verticals, Brazil toys), Europe (Germany beauty), and Asia (Japan foodservice and China toys).

Looking ahead, NPD will continue the expansion of the Checkout panel and services and introduce new industry tracking services in Asia and other markets. The firm is also introducing faster data reporting options and additional advisory services for executives as industries continue to grapple with the immediate and long-term effects of COVID-19, which is impacting consumer behavior and purchasing in new and unexpected ways.

NPD Practice Areas cover apparel, automotive aftermarket, appliances, beauty, books, consumer electronics, e-commerce, entertainment, fashion accessories, food, foodservice, footwear, home, juvenile products, mobile, office supplies, retail, sports, technology, toys, video games, and watches.

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**COMSCORE**

comScore.com
Founded: 1999

**Bill Livek**

CEO & Executive Vice Chairman
B.S. Southern Illinois University

| 2019 U.S Revenue:         | $336.1 million |
| Percent Change from 2018: | -6.5%          |
| 2019 Non-U.S. Revenue:    | $52.5 million  |
| Percent from Outside U.S.:| 13.5%          |
| 2019 Worldwide Revenue:   | $388.6 million |
| U.S. Employees:           | 870            |

Other Offices: Multiple offices in the U.S. and offices in 25 countries

comScore is a global information and analytics company that measures advertising, content, and the consumer audiences of each, across media platforms. comScore creates its products using a global data platform that combines information on digital platforms (smartphones, tablets and computers), television (“TV”) and movie screens with demographics and other descriptive information.

comScore has developed proprietary data science that enables measurement of person-level and household-level audiences, removing duplicated viewing across devices and over time. This combination of data and methods enables a common standard for buyers and sellers to transact on advertising. This helps companies across the media ecosystem better understand and monetize their audiences and develop marketing plans and products to more efficiently and effectively reach those audiences. Our ability to unify behavioral and other descriptive data enables us to provide audience ratings, advertising verification, and granular consumer segments that describe hundreds of millions of consumers.

comScore offers several solutions to help advertisers maximize cross-platform marketing effectiveness – be it measuring brand impact, viewability, or ad and audience delivery validation – as well as power cross-platform advertising for better targeting and stronger advertising ROI. comScore Advanced Audience segments go beyond age and gender to help advertisers better target
Leading companies and individuals across insights and data analytics rely on Blue Book to connect with reputable business partners. We are committed to providing expert, personal support to each of our 700+ clients. It’s this dedication to serve and give back to the insights community that keeps Blue Book the #1 trusted business directory.

Companies listing in Blue Book have agreed to abide by the IA Code of Standards and Ethics for Marketing Research and Data Analytics. A level of trust and integrity found in no other directory.

BLUE BOOK
THE SOURCE FOR INSIGHTS SOLUTIONS

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<tr>
<th>ORGANIC SEARCH</th>
<th>SOCIAL TRAFFIC</th>
<th>GOOGLE ADS</th>
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<tr>
<td>10%↑</td>
<td>49%↑</td>
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Users who find Blue Book from organic search.
Increase of traffic from social media over last year.
Google Ads increase of clicks.

THE RESEARCH BUYER’S CHOICE FOR FINDING TRUSTED PARTNERS

BLUEBOOK.INSIGHTSASSOCIATION.ORG
consumers based on lifestyles, behaviors, demographics and interests. comScore pioneered this concept in digital, local and national TV.

comScore’s customers include digital publishers, television networks, movie studios, content owners, advertisers, agencies and technology providers. The platforms we measure include televisions, smartphones, computers, tablets, over-the-top (“OTT”) devices and movie theaters. The information we analyze crosses geographies, types of content and activities, including websites, mobile applications (“apps”), video games, television and movie programming, electronic commerce (“e-commerce”) and advertising.

* ‘% Change’ calculation reflects adjustment of previously reported 2018 U.S. research revenue due to acquisition/divestiture activity or other business change during 2019.

**Some or all figures are not made available by this company so instead are based on research and estimation by the Report author.

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GfK


gfk.com

Founded: 1934

Peter Feld

CEO

MSc, RWTH Aachen University

Gregg Lindner

President of Americas

MS, University of Maryland

2019 U.S Revenue: $320.0 million
Percent Change from 2018: 3.2%
2019 Non-U.S. Revenue: $1,280.0 million
Percent from Outside U.S.: 80.0%
2019 Worldwide Revenue: $1,600.0 million
U.S. Employees: 860

Other Offices: Multiple offices in the U.S. and offices in 100 countries

GfK connects data and science. Innovative research solutions provide answers for key business questions around consumers, markets, brands and media – now and in the future. As a research and analytics partner, GfK promises its clients all over the world “Growth from Knowledge.”

The increasing speed of product innovation, the rise of new channels, and emerging customer needs are all part of business today. Our clients are businesses around the globe. To make the best possible business decisions every day, they need more than purely descriptive data; they require actionable recommendations based on advanced analytics and powered by leading-edge technology. We are in the unique position to leverage proprietary and third-party data to create indispensable predictive market and consumer insights and recommendations.

Our industry focus provides GfK market researchers with a thorough understanding of business issues and questions specific to their concerns. Industries we cover include Automotive, Consumer Goods, Fashion & Lifestyle, Media & Entertainment, Retail, Technology, and Travel and Hospitality.

An important event for GfK in North America has been the joint venture between MRI and Simmons Research. MRI-Simmons is the leading provider of insights on the American consumer. With thousands of attitudinal and behavioral data points, gathered through ongoing surveys and passive measurement, MRI-Simmons empowers advertisers, agencies and media companies with deeper insights into the “why” behind consumer behavior.

**Some or all figures are not made available by this company so instead are based on research and estimation by the Report author.

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Forrester Research Services

forrester.com

Founded: 1983

George F. Colony

Chairman and CEO

A.B., Harvard University

2019 U.S Revenue: $233.7 million
Percent Change from 2018: 32.9%
2019 Non-U.S. Revenue: $65.0 million
Percent from Outside U.S.: 21.8%
2019 Worldwide Revenue: $298.7 million
Forrester Research Services is the research component of Forrester, one of the most influential research and advisory firms in the world. We work with business and technology leaders to develop customer-obsessed strategies that drive growth. Forrester's unique insights are grounded in annual surveys of more than 675,000 consumers and business leaders worldwide, rigorous and objective methodologies, and the shared wisdom of our most innovative clients.

Our Research offerings consist of a library of cross-linked documents that interconnect our playbooks, reports, data, product rankings, best practices, evaluation tools, and research archives. Research access is provided through role-based websites that facilitate client access to research and tools that are most relevant to their professional roles, including community tools that allow interaction between and among clients and our analysts.

Our Age of the Customer Research offering, which combines our Business Technology (BT) and Marketing and Strategy (M&S) Research offerings, is closely aligned with our strategy of addressing our clients’ and prospects’ opportunities and challenges in the Age of the Customer.

Forrester Research’s research and decision tools enable clients to better anticipate and capitalize on the disruptive forces affecting their businesses and organizations, providing insights and frameworks to drive growth in a complex and dynamic market.

In 2019, Forrester integrated three acquisitions: SiriusDecisions, FeedbackNow, and GlimpzIt. SiriusDecisions is the largest acquisition in the history of Forrester. The SiriusDecisions product line has become a new Forrester offering: operational research for B2B chief marketing officers, chief sales officers, and chief product officers. This research includes frameworks, models, templates, and data to guide companies in the execution and alignment of marketing, sales, and product.

**Some or all figures are not made available by this company so instead are based on research and estimation by the Report author.**
research across industries including automotive, financial services, insurance, telecommunications, travel, healthcare, utilities and consumer electronics.

**Some or all figures are not made available by this company so instead are based upon estimation by the Report authors**

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ICF*

icf.com
Founded: 1969

John Wasson
President & CEO
MS, Massachusetts Institute of Technology

2019 U.S Revenue: $173.7 million
Percent Change from 2018: .5%
2019 Non-U.S. Revenue: $52.6 million
Percent from Outside U.S.: 23.2%
2019 Worldwide Revenue: $226.3 million
U.S. Employees: 5,311

Other Offices: Multiple offices in the U.S. and in Belgium, Canada, China, India, and United Kingdom

ICF is a global consulting services provider with more than 7,000 professionals focused on making big things possible for our commercial and government clients in the United States, Europe and Asia. Employees are survey researchers, business analysts, policy specialists, technologists, digital strategists, social scientists and creatives. A significant percentage, who work in 65 countries globally, have earned advanced educational degrees, bringing deep specialization to client engagements.

Clients work with ICF on issues that matter profoundly to their success, whether it’s a product or program that matters to the business or a social issue or policy that matters to the world. We offer comprehensive survey research services that empower clients to gain valuable and actionable insights on issues that matter.

For more than 40 years, we have demonstrated design, methodological, and statistical knowledge through the implementation of large and complex survey research projects.

Our clients consist of United States federal, state, and local agencies, universities, nonprofits, and commercial organizations.

Our survey research services include:

→ Analyzing, reporting, and presenting findings
→ Conducting surveys through a variety of data collection methods
→ Designing samples, data collection protocols, and instruments
→ Protecting all processes and data through quality assurance and system security

The company recently celebrated 10 years of being publicly traded on NASDAQ, and launched a new brand, visual identity and a new website last year. In addition, the Survey Research Practice completed the certification process for ISO 20252, providing independent third-party validation that our quality processes and procedures are comprehensive, transparent, and documented.

Moving forward, we recently completed the installation of our state-of-art and fully integrated and security-enhanced data collection system, allowing ICF to securely and most efficiently collect survey research data across all modes. We continue to be dedicated to solving the world’s most complex challenges and tackle problems with ingenuity on issues that matter profoundly to our clients.

* ‘% Change’ calculation reflects adjustment of previously reported 2018 U.S. research revenue due to acquisition/divestiture activity or other business change during 2019.

14

MATERIAL*

materialplus.io
Founded: 1973

David Sackman
Chairman and CEO
BA, University of California at Los Angeles

2019 U.S Revenue: $166.7 million
Percent Change from 2018: .3%
In 2019, Material (under the name LRW Group) acquired five companies: Killer Visual Strategies, an award-winning visual communication agency based in Seattle; Greenberg Strategy, a Bay Area research and strategy consultancy with a strong presence in the tech community; Karma Agency, a strategic communications firm based in Philadelphia; Salt Branding, a Bay Area consultancy; and T3, an Austin-based digital marketing agency. This year, Material is taking steps to unify these companies under one brand, integrating their services and building a collaboration that will provide seamless, end-to-end marketing solutions for clients. This year, LRW Group rebranded as Material, formally integrating ten companies into one modern unified offering.

Material is a radical collaboration of the top research and analytics firms seamlessly paired with the most creative and strategic marketing agencies, all with the shared mission of igniting growth for the world’s top B2B and B2C brands, from Fortune 500 companies to disruptive start-ups. We offer a full range of marketing services — from data analytics and insights, to consulting and strategy development, to customer experience programs and creative executions. Material employs a roster of 1,200 strategists, creators, technologists, designers, researchers, and storytellers that work side-by-side with clients to solve modern-day problems, build customer loyalty, and make an impact on the world around us.

In everything we do,
We make an impression.
We make a difference.
We make an impact.
And we help brands do the same.

From insights to activation, our companies span a wide breadth of marketing services and include: Karma Agency, Kelton, Killer Visual Strategies, LRW, LRWGreenberg, LRWMotiveQuest, LRWTonic, Salt, Stratativity and T3.

* ‘% Change’ calculation reflects adjustment of previously reported 2018 U.S. research revenue due to acquisition/divestiture activity or other business change during 2019.
Today we are part of the Verisk family which has broadened our data and analytics platform and strengthened our ability to provide intelligence that helps drive growth and serve thousands of industry market leaders. What endures is our focus on delivering excellent, forward-looking research, which underpins the analysis and advice we offer, and the knowledge that our success is intrinsically linked to the needs of our clients.

**Some or all figures are not made available by this company so instead are based on research and estimation by the Report author**

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### 16

**DRG (DECISION RESOURCES GROUP)**

decisionresourcesgroup.com

Founded: 1990

**Vivek Sharma**  
CEO  
MIB, Thunderbird University

*In March 2020, Thomas Halliday was appointed Global Head of DRG, replacing Vivek Sharma

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
<th>Change</th>
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<tr>
<td>2019 U.S Revenue:</td>
<td>$140.0 million</td>
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<tr>
<td>Percent Change from 2018:</td>
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<tr>
<td>2019 Non-U.S. Revenue:</td>
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<tr>
<td>Percent from Outside U.S.:</td>
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<td>2019 Worldwide Revenue:</td>
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<td>U.S. Employees:</td>
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Other Offices: Multiple offices in the U.S. and in Canada, India, Japan, Singapore, and the United Kingdom

DRG, the Health Science & Analytics Division of Piramal Enterprises Ltd, is a global information and technology services company that provides proprietary data and solutions to the healthcare industry. We have brought together best-in-class companies to provide end-to-end solutions to complex challenges in healthcare. DRG reframes these challenges, enabling our customers to see the opportunities. Pharmaceutical, biotechnology, medical technology and managed care companies rely on this analysis and data to make informed decisions critical to their success.

Framing the current status and future trends in target healthcare markets using data, primary research and secondary research is a core competency of DRG. Product offerings include: High-value analytics, syndicated research, proprietary databases, decision support tools, and advisory services.

DRG has a number of key specialties including syndicated research focused on new therapeutic opportunities; portfolio planning, changing industry dynamics and global treatment patterns; insights and data on physician and consumer healthcare e-marketing; and proprietary databases and analytics covering more than 90% of the U.S. managed care markets.

Also included are longitudinal data and analytics on marketed drug reimbursement profiles; qualitative insights on drug-specific reimbursement drivers for existing and emerging therapies; managed markets training; and evidence-based market access solutions.

In March 2020, Clarivate Analytics completed the acquisition of DRG and appointed Thomas Halliday as Global Head of DRG.

**Some or all figures are not made available by this company so instead are based on research and estimation by the Report author**

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### 17

**MARITZCX**

maritzcx.com

Founded: 1973

**Mike Sinoway**  
President & CEO  
MBA, Arizona State University

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<tr>
<th>Category</th>
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<td>2019 Non-U.S. Revenue:</td>
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<td>Percent from Outside U.S.:</td>
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<td>2019 Worldwide Revenue:</td>
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<td>U.S. Employees:</td>
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Other Offices: Multiple offices in the U.S. and in Australia, China, Germany, Singapore, and the United Kingdom

MaritzCX is a software and research company that focuses on customer experience management for big business. We offer a
unique combination of award-winning CX Software, industry-leading data and research science, deep vertical market expertise, and managed program services. We provide a full-service professional CX approach designed to continuously improve the customer experience across an enterprise’s customers, employees, prospects, and partners.

Our research insights include our leading CXStandards competitive benchmarking research that delivers quarterly benchmarks for 55 CX categories across 16 industries. Our CXEvolution study of over 10,000 practitioner feedback informed large enterprises of their CX gaps.

Our focus is to leverage the MaritzCX platform, our industry-leading studies and research services to drive more meaningful experiences between or clients and their customers by adding product and research services and continued thought leadership in the CX market. In addition, MaritzCX has received CMS-certification for HCAHPS surveys, becoming the industry’s first CX platform company to offer an inclusive CX-based patient experience platform.

We specialize in solutions for key industries, including automotive, financial services, retail, technology, B2B and many more. Our global reach includes more than 900 full-time employees and over 800+ part-time/contract employees in 19 offices around the world. MaritzCX provides solutions to more than 500 clients and 1.6 million users who speak 72 languages in 100 countries.

We are committed to be our client’s customer experience research partners.

**Some or all figures are not made available by this company so instead are based on research and estimation by the Report author**

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**NRC HEALTH**

nrcHealth.com

Founded: 1981

Michael D. Hays
Founder and CEO
BS, University of Nebraska

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2019 U.S Revenue: $113.0 million
Percent Change from 2018: 10.8%
2019 Non-U.S. Revenue: $3.6 million
Percent from Outside U.S.: 3.1%
2019 Worldwide Revenue: $116.6 million
U.S. Employees: 448

Other Offices: Multiple offices in the U.S. and Canada

NRC Health (formerly National Research Corporation) has helped healthcare organizations illuminate and improve the moments that matter to patients, residents, physicians, nurses, and staff for over 38 years. The company offers performance measurement and improvement services to hospitals, healthcare systems, physicians, health plans, senior care organizations, home health agencies and other healthcare organizations.

NRC Health solutions help organizations stay at the forefront of healthcare by understanding the totality of healthcare consumer and staff experiences. Primary solutions include:

- Experience solutions (Real-time feedback, CAHPS, workforce engagement, post-acute customer experience, care transitions, and clinician experience) capture personal experiences, while delivering insights to power a new benchmark: n=1. Developing a longitudinal profile of customers’ healthcare wants and needs allows for organizational improvement, increased provider and staff engagement, loyal relationships and personal wellbeing.

- The Loyalty Index is composed of seven aspects that combine to provide a 360° view of healthcare consumer loyalty—a single, trackable metric to identify emerging trends in consumer behavior and benchmark against peers. Healthcare marketers develop an informed marketing strategy, proactively implement change, prove marketing ROI, and ultimately grow market share.

- Market Insights is a large U.S. consumer database that gives partners access to the opinions of 310,000 healthcare consumers in 300 markets, and access to resources to better understand target audiences and gauge consumer response to communications. Partners receive tailored insight that helps validate and optimize marketing strategies.

- The Transparency solution calculates star ratings from existing patient, resident, and family survey data, and publishes those ratings to organizations’ websites.
NRC Health leverages feedback from survey vendors to publish consumer ratings and reviews to provider profile pages, service line pages, and clinic pages. This enables healthcare organizations to paint a true picture of the care they provide.

The Governance Institute supports the efforts of healthcare boards across the nation – to lead stronger organizations and build healthier communities. NRC Health partners with organizations to improve governance efficiency and effective decision-making by providing trusted, independent information, tools, and resources to board members, executives, and physician leaders.

NRC Health (formerly National Research Corporation) has helped healthcare organizations illuminate and improve the moments that matter to patients, residents, physicians, nurses, and staff for over 38 years. The company offers performance measurement and improvement services to hospitals, healthcare systems, physicians, health plans, senior care organizations, home health agencies and other healthcare organizations.

19
INFORMA FINANCIAL INTELLIGENCE

financialintelligence.informa.com
Founded: 2016

Craig Woodward
President
BS, Babson College

2019 U.S Revenue: $107.0 million
Percent Change from 2018: 1.9%
2019 Non-U.S. Revenue: $36.0 million
Percent from Outside U.S.: 25.2%
2019 Worldwide Revenue: $143.0 million
U.S. Employees: 500

Informa Financial Intelligence is a leading provider of business intelligence, market research, and expert analysis to the financial industry. The world’s top global financial institutions and banks look to Informa Financial Intelligence for our authority, precision, and forward-focused analysis.

Informa Financial Intelligence consists of key research, analysis, and industry experts, such as Informa Research Services, EPFR Global, Informa Global Markets, iMoneyNet, Informa Investment Solutions, eBenchmarkers, and Mapa Research.

Informa Financial Intelligence provides fund and wealth managers, traders, insurers, analysts, and investment and retail bankers with the intelligent advantage to make informed decisions, understand past trends, forecast future performance, drive profitability, and increase returns.

Because of their strong background in the financial industry, the research teams of Informa Financial Intelligence are highly qualified to help financial institutions with their market research needs. Informa’s researchers are experts in benchmarking studies, competitive intelligence, new product development and usability testing, customer/member satisfaction and loyalty research, brand/advertising awareness research, and mystery shopping services for sales and service quality evaluation, legal and match pair testing, compliance, discrimination, and misleading sales practices testing. Informa is considered a leader in the use of market research to limit the risk associated with allegations of discrimination, UDAAP (unfair, deceptive, or abusive acts or practices), predatory lending, and misleading sales practices.

Informa Financial Intelligence serves more than 1,700 client firms, in 63 countries, with more than 40,000 end users.

**Some or all figures are not made available by this company so instead are based on research and estimation by the Report author**

20
DUNNHUMBY

dunhumby.com
Founded: 2001

Jose Luis Gomes
Managing Director, North America
Bachelors, Alliance Manchester Business School
2019 U.S Revenue: $100.0 million
Percent Change from 2018: -3.8%
2019 Non-U.S. Revenue: $335.0 million
Percent from Outside U.S.: 77.0%
2019 Worldwide Revenue: $435.0 million
U.S. Employees: 230

Other Offices: dunnhumby has offices in Boston, Chicago, Cincinnati, New York, and Sacramento, as well as offices in the UK and 24 other countries.

dunnhumby is a customer science company that analyzes data and applies insights for nearly one billion shoppers across the globe to create personalized customer experiences in digital, mobile, and retail environments. Our strategic process, proprietary insights, and multichannel media capabilities build loyalty with customers to drive competitive advantage and sustained growth for clients. dunnhumby uses data and science to understand customers, then applies that insight to create personalized experiences that build lasting emotional connections with retailers and brands. It’s a strategy that demonstrates when companies know and treat their customers better than the competition, they earn more than their loyalty, they earn a competitive advantage.

dunnhumby was established in the U.S. to help retailers and manufacturers put the customer at the heart of their business decisions. Analyzing data from millions of customers across the country, we enable clients to use this insight to deliver a better shopping experiences and more relevant marketing to their customers.

By putting best customers at the center of every decision, dunnhumby’s approach delivers measurable value, competitive edge and even more customer data to fuel ongoing optimization, setting clients up for long-term success.

dunnhumby serves a prestigious list of retailers and manufacturers in grocery, consumer goods, health, beauty, personal care, food service, apparel, and advertising, among others. Clients include: Tesco, Procter & Gamble, Coca-Cola, Macy’s and PepsiCo.

dunnhumby Ltd., is a privately held and wholly owned subsidiary of Tesco PLC employs over 2,000 experts in offices throughout Europe, Asia, Africa and the Americas and includes social marketing experts BzzAgent and programmatic advertising company Sociomantic.

Melissa Sauter
CEO
MA, University of Michigan

2019 U.S Revenue: $97.1 million
Percent Change from 2018: -3.4%
2019 Non-U.S. Revenue: $5.5 million
Percent from Outside U.S.: 5.4%
2019 Worldwide Revenue: $102.6 million
U.S. Employees: 352

Other Offices: Multiple offices in the U.S. and in the U.K. and China

Escalent is a human behavior and analytics firm specializing in industries facing disruption. We transform data and insights into an understanding of what drives human behavior, and we help businesses turn those drivers into actions that build brands, enhance customer experiences, and inspire product innovation.

Escalent specializes in Automotive & Mobility, Consumer & Retail, Energy, Financial Services, Health, Technology and Telecommunications. Focusing on select industries allows us to function as a trusted business partner who knows the challenges our clients face and understands how to engage their most valuable audiences.

In December 2019, Escalent acquired Javelin Strategy & Research, a research-based advisory firm with deep expertise in the digital financial ecosystem. The acquisition expanded Escalent’s presence in retail and small business banking. It is the combination of Escalent’s industry expertise, data assets, proprietary methodologies and creative storytelling that fosters lasting partnerships.

We have three centers of excellence: Qualitative Research combines emerging technologies, anthropology, and ethnography to tap into human insights that reveal real needs and potential; Marketing & Data Sciences combine survey, behavioral, transactional, and third-party data to solve tough research challenges; and Insight Communities provide private,
online platforms for brands to engage with groups of stakeholders to quickly and easily draw insight.

Escalent’s syndicated research includes a portfolio of wealth management and energy products as well as portal-based solutions that provide continuous data collection and online reporting. Our Automotive & Mobility division launched two new subscription offerings: EVForward™ to predict the next generation of EV buyers and Fleet Advisory Hub™, a member base of 7,000+ fleets to help commercial and fleet vehicle companies evolve. We also launched Evoke™, curated images that have been scientifically tested and linked to specific emotions to understand what consumers are feeling; and Catapult, a brand solution comprised of three qualitative modules that is redefining category appraisals.

Each year, Escalent conducts international tracking programs and custom research for its clients across five continents. We are headquartered in Livonia, Mich., with offices in Cambridge, MA; Irvine, CA; Little Rock, AR; London, Ontario; Nashville, TN; North Little Rock, AR; Pleasanton, CA; Portland, OR; the UK and China.

CONCENTRIX**

Concentrix.com
Founded: 1983

Chris Caldwell
President and CEO

2019 U.S. Revenue: $95.0 million
Percent Change from 2018: 11.8%
2019 Non-U.S. Revenue: $130.0 million
Percent from Outside U.S.: 57.8%
2019 Worldwide Revenue: $225.0 million
U.S. Employees: 253

Other Offices: Multiple offices in the U.S. and about 40 other countries

Concentrix is a wholly owned subsidiary of SYNNEX Corporation (NYSE: SNX), specializing in a technology-enabled customer engagement and improving business performance for clients around the world. With over 225,000 staff in more than 40 countries, Concentrix provides services to clients in ten industry verticals: automotive, banking and financial services, insurance, healthcare, technology, consumer electronics, media and communications, retail and e-commerce, travel and transportation, energy and the public sector.

The Concentrix Voice of the Customer (VOC) solution combines technology with experience management (XM) services provided by our in-house team of hundreds of CX professionals.

Powered by analytic tools and artificial intelligence (AI), our customer feedback platform ConcentrixCX helps companies listen, analyze and act on omnichannel customer feedback at any point in the customer journey, at scale. Features include data capture and integration, real-time reporting and analytics, and coaching/employee engagement tools. Concentrix continues to invest in enhanced platform functionality – for example, multi-source data expansion of our proprietary text analytics engine, including structured and unstructured customer feedback sources such as surveys, social, messaging, complaints and email. New digital data collection capabilities include a conversational feedback bot and embedded micro-journey surveys.

ConcentrixCX has been recognized by leading analyst firms Gartner and Forrester, earning the highest possible scores in 9 criteria, including speech analytics and speech-to-text, and VoE (as it relates to the customer experience) in the Forrester WAVE™: Customer Feedback Management Platforms, Q1 2020.

Concentrix experience management services range from program management to strategic advisory services, and are custom-tailored to free clients’ internal teams to focus on transformational impact. Our CX experts specialize in quantitative and qualitative techniques, delivering data-driven insights through solutions like survey design, relational loyalty research, CX journey analytics, digital channel optimization, customer segmentation, customer effort assessment and integrated CX analytics.

Concentrix clients see substantial lifts in customer satisfaction and loyalty metrics including CSAT and NPS, and key operational metrics such as first contact resolution, churn/attrition and customer revenue.

Our internal integration activities after the 2018 purchase of Convergys ran smoothly, and concluded in 2019. Concentrix global headquarters are located in Fremont, California, with 275+ locations internationally.

**Some or all figures are not made available by this company so instead are based on research and estimation by the Report author
In 2019, Phoenix expanded its in-market ad effectiveness solution, Brand Effect, to incorporate ad performance measurement tracking in all OTT (over the top) streaming content across all distribution platforms, including Smart TVs and other OTT devices, allowing clients to understand the impact of cross-media ad exposure on total campaign performance.

Phoenix continues to evolve its CX solution, launching Competitive Customer Experience (CCX), a measurement of how consumers perceive their overall experience with a brand, including key touchpoints along the journey. Grounding recent experiences with your brand, competitor brands, and non-categorical benchmarking, we are able to evaluate brand opinion, understand what drives great CX outside of the category, focus on emotional drivers of brand CX, and provide an external view of culture, consistency, and brand promises.

Research is reborn every day at Phoenix, always pushing the Industry by developing and applying new approaches, tools and techniques – resulting in faster, more disruptive insights.

Global Advertising and Brand Specialist Phoenix Marketing International (Phoenix MI) operates in all major industries, utilizing modern technology, innovative research techniques, and customized approaches to help clients elevate their brand, refine their communications, and optimize their customer experience. Founded in 1999, Phoenix has over 350 employees across seven offices in the US, as well as offices in Hamburg, Mexico City, and London.

With the launch of Phoenix’s AdPi Brand Effect Platform, clients now have access to continuous advertising measurement & performance improvement insights through a single platform, providing the ability to analyze their campaigns at any stage in the advertising lifecycle, and the flexibility to draw upon each piece-part as needed. Through more than 20 years of experience and testing thousands of ads per month, Phoenix developed 19 category-specific ad measurement models that uncover the drivers and creative attributes that explain the “whys” behind your ad’s creative performance, with forward-looking estimates for Ad Memorability and Brand Linkage.

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Is Your Company’s Research Quality Process Management System Best-in-Class?

Recently updated to meet the changing needs of those working in market research, insights and data analytics, the new ISO 20252 standard provides a framework that helps ensure a consistent level of quality across offices, project teams and outsourced suppliers.

“ISO certification is simply the most powerful way for insights companies to secure real operational improvements and market differentiation.”

Craig Overpeck, CEO, BioInformatics, Inc.

Through the Certification Institute for Research Quality (CIRQ), a successful audit and certification to ISO 20252 establishes guidelines that ease training, transitions, and trouble-shooting. Companies that go through implementation create a Research Process Management System which maximizes quality and efficiency, while reducing duplication of work and overall cost.

Certification demonstrates to existing and potential clients that your company takes quality and compliance seriously.

ISO 20252 is an internationally coveted credential proven to:

- Increase revenue via less re-work, improved employee efficiency and greater client satisfaction
- Improve employee morale and training
- Lower risk from systematic data protection and security controls

As an insights and data analytics business leader, it is essential that you provide an efficient research quality process management system to serve your clients. Contact Juliana Wood, CIRQ’s Director of Certifications, at (202) 800-2545 today to learn more about how certification to ISO 20252 can give your organization a competitive edge.

Visit cirq.org for more information.
people. The YouGov Global Panel provides us with thousands of data points on consumer attitudes, opinions and behaviour. We capture these streams of data in the YouGov Cube, our unique connected data library that holds over 10 years of historic single-source data. In 2019, YouGov panellists completed over 25 million surveys.

YouGov’s data-led offering supports and improves a wide spectrum of marketing activities of a customer-base including media owners, brands and media agencies. We work with some of the world’s most recognised brands.

Our syndicated data products include the daily brand perception tracker, YouGov BrandIndex, and the media planning and segmentation tool, YouGov Profiles. Our market-leading YouGov RealTime service provides a fast and cost-effective solution for reaching nationally representative and specialist samples. YouGov’s Custom Research division offers a wide range of quantitative and qualitative research, tailored by sector specialist teams to meet user’s specific requirements. YouGov data is delivered through Crunch, the most advanced analytics tool for research data, combining super-fast processing with drag-and-drop simplicity. We have a strong record for data accuracy and innovation.

A study by the Pew Research Center concluded YouGov “consistently outperforms competitors on accuracy” as a vendor of choice. We are the market research pioneer of Multilevel Regression with Post-stratification (MRP) for accurate predictions at a granular level.

With operations in the UK, North America, Europe, the Nordics, the Middle East and Asia Pacific, YouGov has one of the world’s largest research networks.

* % Change calculation reflects adjustment of previously reported 2018 U.S. research revenue due to acquisition/divestiture activity or other business change during 2019.

25

BURKE

burke.com
Founded: 1931

Diane Surrête
President & CEO
BS, Accounting, Bentley University

2019 U.S Revenue: $71.1 million
Percent Change from 2018: 9.0%
2019 Non-U.S. Revenue: $6.9 million
Percent from Outside U.S.: 8.8%
2019 Worldwide Revenue: $78.0 million
U.S. Employees: 253

Since 1931, Burke Inc. has consistently redefined expectations in the marketing research industry. From segmentation, to customer engagement programs, to product innovation, to brand tracking, we pride ourselves on designing—and executing—objectives-driven quantitative and qualitative research. Working across a variety of industries, we help our clients gain actionable perspective on their most critical business challenges, providing a range of solutions from agile to integrated strategic decision support.

Today, Burke continues to push the boundaries of what marketing research can be, seamlessly uniting research, strategy, and education. Backed by Seed Strategy—our strategic consulting subsidiary—we have the capabilities to support our clients throughout every phase of the product/service life cycle, with expertise in strategy, innovation, branding, and marketing. In addition, we provide comprehensive training on research fundamentals and best practices through the Burke Institute—our dedicated education division and the industry’s leader in research and insights training. Wherever our clients find themselves on the path to success, we’re uniquely equipped to help them move forward with clarity, confidence, and purpose.

Continuing our long tradition of research innovation, Burke recently unveiled two new offerings: Geode|AI—an integrated insights system that analyzes multiple data sources to uncover patterns, relationships, and critical insights that are often hidden; and Quantiment*—a robust machine-learning solution that jointly extracts richer insights from structured and unstructured data.
ENGINE INSIGHTS**

Enginegroup.com/us/solutions/insights
Founded: 2004

Don Simons
CEO, Insights North America at Engine
MBA, International/Global Studies, Hofstra University

2019 U.S Revenue: $71.0 million
Percent Change from 2018: 4.4%
2019 Non-U.S. Revenue: $44.0 million
Percent from Outside U.S.: 38.3%
2019 Worldwide Revenue: $115.0 million
U.S. Employees: 240

Other Offices: Multiple offices in U.S. and in the United Kingdom, Europe, and Asia-Pacific

Engine is a new kind of data-driven marketing solutions company. Powered by data, driven by results and guided by people, we help our clients make connections that count—leading to bottom line growth, an inspired workplace and business transformation.

Engine has four major marketing solutions divisions. Engine Content, pairs an award-winning creative talent team with highly strategic media planning and buying team in order to design brand experiences with a deep understanding of modern media and platforms. Engine Distribution brings together the best minds in media, data, analytics and technology to build custom media strategies, plans and solutions that drive business and organizational growth. Engine Technology is composed of 4 MarTech products that can be used together or separately—EMX, Local Marketing Cloud, Balihoo Co-op Center and Engine Connect, a data platform that aggregates and operationalizes client data, proprietary data, and third-party partners’ data. These products combine data and marketing technology to ensure programmatic success, and that your ads reach niche audiences, with personalized messaging that drives traffic and boosts revenue.

Engine Insights (formerly ORC International) connects traditional market research with cutting-edge products to deliver you a 360-degree view of your customers, employees and markets. Our extended suite of solutions and products are designed to support your business growth: from helping you understand and outperform the competition to operationalizing both survey and behavioral data to identify, attract, engage and retain your audiences.

Engine Insights’ client services and products include custom research and omnibus surveys; customer experience, customer retention, and brand engagement studies; and data management and data analytics. These services help clients to:

→ Think beyond products and services to drive business revenue
→ Use insights to inform more relevant messaging and creative
→ Get a complete 360-degree view of your customers
→ Segment audiences for better targeting
→ Develop the perfect product and take it to market
→ Create unique experiences that engage your customers and keep them loyal for a lifetime
→ Build an internal culture that attracts, retains and engages the best talent

**Some or all figures are not made available by this company so instead are based on research and estimation by the Report author.

C SPACE**

cspace.com
Founded: 1999

Jessica DeVlieger
President, Americas
B.A., Cornell University

2019 U.S Revenue: $70.0 million
Percent Change from 2018: 2.9%
2019 Non-U.S. Revenue: $18.0 million
Percent from Outside U.S.: 20.5%
2019 Worldwide Revenue: $88.0 million
U.S. Employees: 354
C Space, part of the Interbrand Group, is a global customer agency that marries art and science to create rapid customer insight and business change.

We work with some of the world’s best known brands – like Walmart, Samsung, IKEA and more – to build customers into the ways companies work and deliver on “Customer Inspired Growth”. By building real, ongoing relationships with customers – online and in-person – brands can stay relevant, deliver superior experiences, launch successful products, and build loyalty. Through our Customer as a Service approach of research, consulting, and communications, we help businesses minimize risk and maximize growth.

We integrate customers into the ways our clients work. By bringing stakeholders together around the customer, our clients create greater clarity and alignment in the actions that will most effectively drive customer growth.

C Space’s customized programs are tailored based on specific business needs and include private online communities, immersive storytelling, data & analytics, activation events, innovation projects and business consulting.

C Space continues to invest in its people, existing capabilities like data & analytics, as well as new initiatives.

**Some or all figures are not made available by this company so instead are based on research and estimation by the Report author**
Cello Health plc consists of four global capabilities that enable us to offer best-in-class services and an integrated partnership approach to our clients. This unique mix of capabilities, combined with our collaborative approach, results in a unique ‘fusion’ of expertise, providing powerful advisory and implementation solutions.

Cello Health Insight is a global marketing research company, providing business intelligence to the healthcare and pharmaceutical sectors. Cello Health Insight specializes in getting to the heart of our clients’ questions, using a large pool of creative and academic resources and providing design of materials and deliverables through a hand-picked project team – selected to best meet the needs of each individual project.

Cello Health Consulting is the strategic consulting arm of Cello Health, focused on delivering business results by unlocking the potential within organizations, people, assets and brands. Cello Health Consulting works alongside clients to create practical solutions which ensures buy-in and builds relationships. Cello Health Consulting focuses on four key practices: Brand and Portfolio Strategy, Business Sciences, Early Product Commercialization, and Organizational Excellence.

Cello Health Communications combines science, strategy and creativity to unlock the potential of brands and assets. It focuses on Evidence2Engagement, building a foundational evidence base and translating that into outcome-focused behavior change; and it focuses on how data and other insights are applied in a strategic framework to support clinical and commercial success. Cello Health Communications services underpin differentiated positioning and deliver brand optimization, focusing on multiple areas of development and launch through to commercial maturity.

Cello Signal is a full-service digital capability bringing impactful messages alive in communications campaigns, content and film.

National Research Group (NRG), acquired by Stagwell Media from Nielsen in 2015, is a leading global insights and strategy firm at the intersection of entertainment and technology. Rooted in four decades of industry expertise, the world’s leading marketers turn to us for insights into growth and strategy for any content, anywhere, on any device. Working at the confluence of content, culture and technology, NRG offers bold insights for storytellers everywhere.

Some agencies specialize in qual, others focus on quant - but we connect the two disciplines with hybrid teams expert in both...
modalities. We’re a one-stop, custom consultancy that tailors our approach to solve your biggest challenges.

The foundation of our qualitative work is a team of passionate, subject matter experts who connect deeply with consumers in any environment. NRG’s qual services include: Focus Groups, In Depth Interviews (IDI’s), Ideation & Co-Creation Workshops, Expert Think Tanks (Roundtables), In-person Intercepts, Ethnography, and Influencer Meets.

We use qual to discover the subconscious drivers that fuel our quantitative truths. Our quantitative work is anchored in sophisticated techniques with a focus on agility, creativity and rigor. We are method agnostic and work collaboratively with you to solve complex problems in a simple way. NRG’s quant services include: Ad & Campaign Effectiveness, Attitude & Usage, Brand Management, Concept Development, Creative Testing, Customer Satisfaction, Forecasting & Demand Planning, Path-to-Purchase, Positioning & Messaging, Price & Feature Optimization, Segmentation, and Tracking.

Storytelling is at the heart of what we do. We synthesize disparate data into memorable, easy to understand and actionable narratives that empower our client to make informed decisions. Our final deliverable works hard so you don’t have to.

NRG has offices in North America, the United Kingdom, France, Germany, Italy, and Spain. As well as, Russia, China, Japan, South Korea, and Australia.

**Some or all figures are not made available by this company so instead are based on research and estimation by the Report author.

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**FORS MARSH GROUP (FMG)**

Forsmarshgroup.com

Founded: 2002

Sean M. Marsh

CEO
PhD, George Mason University

<table>
<thead>
<tr>
<th>2019 U.S. Revenues:</th>
<th>$57.5 million</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent Change from 2018:</td>
<td>22.1%</td>
</tr>
<tr>
<td>2019 Non-U.S. Revenue:</td>
<td>--</td>
</tr>
</tbody>
</table>

FMG applies behavioral and data science to improve organizational processes, business solutions, and customer experiences. This work is conducted within seven core U.S. markets: health, defense, technology, finance, homeland security, policy, and consumer.

In 2018, we consistently received an average of 4.0 or better out of 5 across all of our client survey metrics, including the likelihood of the client to recommend FMG to others, the client’s likelihood of using FMG in a similar effort, and whether FMG’s performance exceeded expectations. Also, FMG has received 182 completed Contract Performance Assessment Reporting System (CPARS) ratings from federal clients, and each federal client has indicated that they would recommend FMG for future projects.

FMG’s work for our clients wins industry and federal awards. FMG has been named as a top market research company by GreenBook and the American Advertising Federation (AAF) and has been named to the American Marketing Association’s (AMA) list of top market research companies in the United States for five consecutive years. FMG was also a finalist for the American Council for Technology and Industry Advisory Council’s (ACT-IAC) Igniting Innovation 2018 award for creating an innovative eLearning program that improved program awareness and usability for the General Services Administration’s (GSA) Center for Acquisition Professional Excellence (CAPE). Additionally, we received the Department of Homeland Security’s 2018 Secretary’s Award for Leadership Excellence in partnership with our client the U.S. Citizenship and Immigration Services’ (USCIS) Office of Human Capital and Training (HCT).

For 2019 and beyond, we are focused on continuing this momentum and expand in important areas. In our human capital practice, we are furthering our work in the cybersecurity industry to help the DoD attract top cyber talent and to protect our nation’s infrastructure. We are also expanding our efforts in public service recruiting through new partnerships with the U.S. Army, U.S. National Guard, and AmeriCorps. We are proud that our partnership with these institutions will help shape the future of the United States. For our health division, we are leveraging our deep experience in health communications to fight the opioid crisis by reducing stigma and removing barriers that victims face in receiving help—potentially one of the biggest challenges facing America today.

* % Change’ calculation reflects adjustment of previously reported 2018 U.S. research revenue due to acquisition/divestiture activity or other business change during 2019.
DIRECTIONS RESEARCH

directionsresearch.com
Founded: 1988

Jim Lane
President and CEO
MBA, Kellogg School of Management, Northwestern University

2019 U.S. Revenues: $54.2 million
Percent Change from 2018: 17.8%
2019 Non-U.S. Revenue: --
Percent from Outside U.S.: --
2019 Worldwide Revenue: $54.2 million
U.S. Employees: 181

Directions Research is a privately held firm based in Cincinnati with multiple regional offices. The firm is a combination of Directions on the quantitative side of the business and SEEK executing its qualitative approaches. Ownership of the firm is in the hands of 40 members of its entrepreneurial senior staff from both operating divisions.

Independently recognized as one of the leading business decision insight firms in the nation, the firm combines a highly experienced staff with a unique mix of innovative and proven approaches to answer pressing business issues. Directions & SEEK routinely combine primary and connected data from multiple sources to create holistic and actionable analytic stories for their clients. Through digital dashboards, infographics, written reports, and other unique visualizations, the firm communicates its knowledge in a manner that is right for today’s leaders.

Directions & SEEK excel in innovation, optimization, customer and brand experience, brand strategy, strategic business intelligence, and visualization across a wide range of industries. The firm offers B-to-C and B-to-B services globally, surveying audiences using a broad selection of data collection techniques and combining those insights with existing client knowledge. Directions’ and SEEK’s staff have an excellent mix of client- and supplier-side experience. The organization allows senior researchers to work with clients on a day-to-day basis.

SEEK (acquired in 2018) is a qualitative insight and innovation consultancy, operating as an independent but connected division of Directions. SEEK empathically connects brands with the humans they serve, transforming the brand-to-consumer relationship into a human-to-human one. The SEEK approach builds brand advocacy for clients with the human-centric approach to innovation, activating empathy as an innate problem-solving capability.

Technology plays an increasingly more significant role in everything the firm touches. In 2019, the firm executed on the delivery of a forward looking next gen platform creating industry-leading flow and machine learning of data through the organization, elevating the ability to deliver quality cost effective insights to clients at increasingly fast speeds.

In early 2020 Directions was an industry leader in speed and value as it provided free COVID attitude tracking to the world staring as early as March 9th.

HANOVER RESEARCH

hanoverresearch.com
Founded: 2003

Wesley Givens
CEO
BA, Washington and Lee University

Peter Dodge
Chairman, Founder
BA, Washington and Lee University

2019 U.S. Revenues: $52.7 million
Percent Change from 2018: 14.1%
2019 Non-U.S. Revenue: $2.6 million
Percent from Outside U.S.: 4.7%
2019 Worldwide Revenue: $55.3 million
U.S. Employees: 358

Headquartered in Arlington, Virginia, Hanover Research is a brain trust designed to level the information playing field. Hanover is made up of hundreds of researchers who support thousands of organizational decisions every year. One of the industry’s fastest growing companies, Hanover attributes this market success to its unique positioning as the only firm that provides tailored research through an annual, fixed-fee model.
Hanover serves over 1,000 organizations and companies worldwide from established global organizations, to emerging companies to educational institutions. From CEOs and CMOs to Superintendents, Provosts and Chief Academic Officers, to VPs of Finance and Heads of Advancement, our research informs decisions at any level and across any department capitalizing on the exposure to myriad industries and challenges.

Founded in 2003, Hanover operates on an annual fixed-fee model, and partnership provides our clients with access to a team of high-caliber researchers, survey experts, analysts, and statisticians with diverse skills in market research, information services, and analytics. There is no limit on the type of challenge that can be asked or on the quantitative and qualitative approaches Hanover utilizes to deliver solutions – most of which are very difficult to replicate internally.

Custom Research Services:

- **Secondary Research:** market segmentation and evaluation; labor and demographic trends and forecasts; vendor and product reviews; best practices reports.
- **Survey:** survey design, administration, and analysis; open-ended response coding.
- **Qualitative Primary Research:** focus group design and administration; in-depth interview design, outreach, administration and analysis.
- **Data Analysis:** data segmentation and mining; conjoint analysis; linear regression; descriptive and predictive analytics; data forecasting and modeling.

Core Practice Areas:

- **Hanover’s Corporate practice** drives growth with a customer-centric lens on which markets to enter, product to develop, messaging to refine, and sales strategy to deploy.
- **Hanover’s Higher Education** provides key insights across both academic and administrative areas, including enrollment management, academic development, student experience, finance, advancement, marketing, and grants solutions.
- **Hanover’s K-12 Education practice** provides key insights for leadership across instructional and administrative departments including ensuring college and career readiness, evaluating programs, building safe and supportive environments, engaging families and communities, recruiting, retaining and developing talent, and improving operations.

34

**SMG**

smg.com

Founded: 1991

**Andy Fromm**

Chairman and CEO
B.A., Boston University

2019 U.S. Revenue: $52.0 million
Percent Change from 2018: 4.0%
2019 Non-U.S. Revenue: $6.0 million
Percent from Outside U.S.: 10.3%
2019 Worldwide Revenue: $58.0 million
U.S. Employees: 400

Other Offices: Boston, MA; and in London and Tokyo

Customer wants and needs change fast. Your competitors are innovating, too. If you’re not listening to customers and making changes based on their feedback, there’s no way you can keep up. As a leading customer experience management (CEM) firm, SMG helps you get smarter about your customers and employees to drive changes that boost customer loyalty and improve business performance. We combine technology and services to collect, analyze, and share feedback and behavioral data—so it’s easier for you to deliver and activate customer insights across your enterprise.

SMG partners with more than 350 brands around the globe to create better customer and employee experiences, which drive loyalty and performance. SMG uniquely combines technology and insights to help clients listen better, act faster, and outperform competitors. SMG is a technology-enabled research firm with a global footprint—evaluating over 150 million surveys annually, in 50 languages across 125 countries.

Strategic solutions include omniCXTM, Brand Research, and Employee Engagement. SMG’s omniCX solution uses multiple research methodologies in capturing solicited and unsolicited consumer feedback across in-store, online, contact center,
and social channels. Results are aggregated and reported via smg360™—a real-time, role-based reporting platform providing access to all customer and related data.

SMG's research professionals partner with clients to derive business-changing insights. Within Brand Research, SMG offers traditional brand tracking as well as access to dynamic customer and competitor data through market intelligence tool BrandGeek™. Fueled by SurveyMini®—SMG’s location-based mobile research app—BrandGeek contains consumer feedback and behavioral data relating to 4,500+ brands across 500,000+ locations.

SMG’s Employee Engagement solution helps clients understand and manage the entire employee life cycle—with onboarding, exit, and core engagement surveys. SMG’s integrated program includes goalsetting, survey design, reporting, analytics, action-planning, and follow-up.

**Some or all figures are not made available by this company so instead are based on research and estimation by the Report author**

Founded in 2005, we continue to grow our global presence with offices in the United States, Canada, United Kingdom, France and Spain. We are proud to serve over 350 clients ranging from the Fortune 10 brands to emerging brands with high growth potential. Our clients’ success is our own, and with that comes a deep commitment to helping our clients optimize growth for every location.

Market Force operates at scale across the globe. Each month, we:

- Complete over 100,000 mystery shops
- Collect, process, and analyze millions of employee and customer experience surveys
- Manage over 100,000 inbound calls to our contact center
- Host over one million user logins on our KnowledgeForce® reporting platform

Our multi-location solutions provide a robust framework for measuring and improving operational excellence, customer experience, and your financial KPI’s.

- Measurement channels: mystery shopping, customer experience surveys, contact center calls, social media, employee engagement surveys
- KnowledgeForce® technology platform and Eyes:On™ mobile app
- Predictive Analytics to determine what matters most and the ROI for investing in improvements
- Market Research services (e.g., customer segmentation, Attitude Trial and Usage studies, custom research projects)
- Strategic Advisory Services to design and implement effective measurement systems and improve performance

**Some or all figures are not made available by this company so instead are based on research and estimation by the Report author**
RADIUS GMR

radius-global.com
Founded: 1960

Chip Lister
Managing Director
BA, Temple University

2019 U.S. Revenues: $42.0 million
Percent Change from 2018: --
2019 Non-U.S. Revenue: $1.0 million
Percent from Outside U.S.: 2.3%
2019 Worldwide Revenue: $43.0 million
U.S. Employees: 127

Other Offices: Multiple offices in the U.S. and in London, Beijing, and Dubai

In 2019, we became radius-illumination following the merger of Radius Global Market Research and Illumination Research in 2018. Together, we are one of the largest independent custom insights providers in the world. Our focus is guiding brands at critical points along their growth journey, tackling issues such as identifying compelling innovations, creating relevant customer segmentations, and developing strategies for deeper loyalty and engagement.

Throughout 2019 we experienced tremendous growth based on our unique and creative integration of data science and immersive techniques:
• +10% growth in revenue among our top clients
• 100% retention of our top 30 clients
• +55% in number of tracking programs
• +15% growth in new client relationships

We partner with Fortune 500 leaders as well as challenger, disruptor, and emerging brands in the United States, Europe, Asia and the Middle East. Our top sectors include:

→ Financial Services
→ Personal Care
→ Healthcare + Pharmaceuticals
→ Technology
→ Home Improvement + Durables

Our 2020 initiatives to fuel brand growth for our clients include:

→ Provide agile and robust solutions such as InnovationSprint™ to accelerate new product and service development
→ Increase our information design capabilities so clients can easily take action on the results
→ Focus on driving deeper insights by combining our advanced analytics strength with immersive customer understanding in our designs
→ Expand our solutions through the integration of new technologies and behavioral approaches
→ Share our knowledge at leading industry conferences on topics ranging from big data, implicit association vs. max/diff, brand tracking, and segmentation.

BVA GROUP**

Bva-group.com/en
Founded: 1970

Gerard Lopez
CEO
MS, Toulouse University of Economics, France

2019 U.S. Revenues: $36.0 million
Percent Change from 2018: 2.6%
2019 Non-U.S. Revenue: $147.0 million
Percent from Outside U.S.: 80.3%
2019 Worldwide Revenue: $183.0 million
U.S. Employees: 120

Other Offices: New York, Chicago, and France, Germany,
United Kingdom, Italy, Hong Kong, China, Switzerland, Chile, Australia

BVA Group is a fast-growing research and consulting firm, expert in behavioural science, ranked in the top 20 world-wide agencies. BVA brings data to life and converts deep understanding of customers and citizens into behaviour change strategies. We operate both for public and private clients with methodologies fuelled by data-science and behavioural science.

Our FMCG specialist--PRS IN VIVO--is a global leader in packaging and shopper research. PRS IN VIVO helps consumer marketers to succeed through:

- In-store and online studies to better understand shopper behavior, in both physical and e-commerce shopping contexts;
- Qualitative studies to develop, screen and refine new product, packaging and merchandising concepts;
- Quantitative studies to pre-test and quantify new packaging, merchandising and display systems (for physical stores and e-commerce);
- Volume forecasting and product testing for both Innovations and Brand Re-Stages; and
- “Nudge” initiatives to facilitate behavioral change, create new consumer habits and drive category growth.

BVA Group is a European leader in Customer Experience research (feedback-management, mystery-shopping, quality monitoring, customer satisfaction & NPS and ethnography).

More than 100 leading brands use our behavioural insights to provide seamless shopper journeys and design successful new products and services, including solutions from our multi-awarded Global Nudge-Unit.

**Some or all figures are not made available by this company so instead are based on research and estimation by the Report author.**
impact of the COVID-19 crisis on Americans. The reports, which have been released publicly, include: “The Impact of Coronavirus on American Sports Fans”, “The Impact of Coronavirus on Americans: Feelings of Safety in Groups”, “COVID-19 and Attending Events Today”, and more.

THE LINK GROUP

tlg.com
Founded: 1994

Brad Camrud
President
Masters in International Marketing from Thunderbird

Tom Pfeil
Co-Founder and Partner
MBA, University of Texas at Austin

2019 U.S. Revenues: $34.2 million
Percent Change from 2018: 23.9%
2019 Non-U.S. Revenue: $.3 million
Percent from Outside U.S.: .9%
2019 Worldwide Revenue: $34.5 million
U.S. Employees: 85

The Link Group (TLG) executes research for Fortune 500 firms in the healthcare, retail, CPG, and finance industries across both qualitative and quantitative methodologies and around the globe. We attribute our success to our core business philosophy: Smarter Research and Better Service. Our commitment to Smarter Research has allowed TLG to take a creative, custom approach to our clients’ business needs that results in actionable and insightful reports. We deliver Better Service by maintaining a consistent research team across projects, allowing the team to anticipate and respond to client needs. This business philosophy of Smarter Research and Better Service has resulted in 99% of revenue coming from repeat clients.

Ultimately, our success comes down to our people. We hire an inquisitive brand of outgoing problem solvers and give them the autonomy and flexibility they need to succeed in a highly collaborative environment. Because of our company culture and such benefits like paid maternity / paternity leave and a structured mentorship program, we boast an extremely low turnover rate of just 4%, which allows us to build strong client relationships and leverage fundamental knowledge to deliver more strategic insights for our clients.

This past year, we have continued to hone our research approaches to help elevate traditional research methods. For our Messaging and Positioning work, we have developed a framework which triangulates quantitative survey data to determine how well messaging concepts will activate, communicate, and engage the customer. In our Segmentation studies, we blend science and art to create models which align with the client’s brand strategic vision by creating differences that are meaningful and actionable from a marketing perspective. And we have leveraged our knowledge of behavioral economics to develop a validated, proprietary quantitative methodology, LinkEQ, which allows us to reveal latent emotional associations.

In 2020, TLG is excited to welcome a class of nine new hires, 2 of which are slated to start in our new Sarasota office.

MARKETVISION RESEARCH

mv-research.com
Founded: 1983

Tyler McMullen
President and CEO
MBA, University of Virginia

2019 U.S. Revenues: $33.2 million
Percent Change from 2018: 2.5%
2019 Non-U.S. Revenue: --
Percent from Outside U.S.: --
2019 Worldwide Revenue: $33.2 million
U.S. Employees: 140

Other Offices: Multiple offices in the U.S.

MarketVision Research is a full-service marketing research firm, providing clients with actionable insights about their markets, customers, brands and products. Research areas of focus include product and portfolio development, pricing, branding, segmentation and customer experience. The company offers a full suite of quantitative and qualitative research capabilities and works across industry groups. These include:
→ Optimization and discrete choice modeling as it applies to product and service development, branding, packaging and pricing

→ Online Communities that are managed and developed entirely in-house with a focus on improving participant engagement and with additional support for mobile participation

→ Hybrid Research, which utilizes 20 in-house moderators, along with marketing science professionals and global project managers, to facilitate qualitative and quantitative research seamlessly

In 2019 the Research on Research program explored:

→ Auto-Advance of Survey Questions to understand the potential to improve participant engagement.

→ Initiated cross-industry internal research to better understand the brand and shopping behavior of the Sandwich Generation, defined as those who care for both children and parents in the home.

→ Understanding the impact of brand and trust on consumer preferences for Healthcare Services.

Major activities in 2019:

Leadership in Marketing Research Education: Increased board participation to include University of Georgia, Michigan State University, and University of Texas, Arlington

Industry Association Participation: Speakers at many research conferences including Insights Association Corporate Researchers Conference, Quirks Events (NYC and CHI), AMA Northeast Ohio Annual Conference, Pharmaceutical Marketing Research Conference, IIEX Health, Intellus. Allyson Sovinsky – recipient of 2019 QRCA Young Professionals Award

Next Generation Research: Foundational research initiative across teams to reset our expectations and to better deliver our services to younger consumers. Qualitative research highlighted how ‘traditional’ research misses out on important expectations for participation among younger consumers, from recruitment through final participation. A series of videos were developed and learning was shared with internal audience teams as well as through external industry conference presentations (AMA Northeast Ohio Annual Conference, Quirks NYC)

Screen Engine/ASI is a research-based consumer insights firm that stands for delivering its entertainment and media clients actionable insights and recommendations, not simply data. SE/ASI strives to help clients mitigate risk and maximize the potential for success. Through its Motion Picture and TV Groups, SE/ASI works across all distribution platforms for both domestic and internationally produced content.

The Company is centered on assessing the “abilities” of content as it migrates from the earliest stages of development through multi-channel distribution. Capability/Sustainability research measures the inherent interest in an idea and its elements. Playability/Repeatability research informs and identifies how emotionally engaging the content is. Marketability research identifies the most responsive audience(s) and the most persuasive marketing messaging. Buzzability research informs urgency, volatility, and positivity of word of mouth and other influencers.

The Motion Picture Group is the leader in traditional and digital in theater and online recruited audience screenings. Offerings also include PostTrak™, a syndicated domestic and international in theater exit poll, ScreenExperts™, an early assessment of critical response, creative ad testing, positioning and brand studies, custom work, and location based and online focus group
research. A cross platform team within this Group works with home entertainment, OTT, and gaming clients.

The TV Group is the leader in location based ViewTrac™ dial testing of pilots, programs, on-going series and conducts online dial testing as well. Other offerings include location based and online focus groups, promo testing, positioning/brand studies, and a variety of custom studies including custom trackers. SE/ASI syndicates Tracktion™ trackers including, a TV tracker, a theatrical movie tracker, a home entertainment tracker, and a PVOD tracker. All groups work in the company’s Media Lab equipped for biometric and new technology research. When appropriate, SE/ASI engages in advanced analytics techniques including but not limited to, segmentation, conjoint, maxdiff, and TURF analysis.

In 2019, we acquired two companies. TicktBox™, an intelligent digital marketing and ticketing platform and tdg (The Diffusion Group) a firm that produces actionable insights on the connected consumer in the age quantum media.

In 2020, CMB continued its growth trajectory—including building expertise in gaming and digital platforms and expanding its qualitative and advanced analytics teams. A thought leader in the application of consumer psychology to real world business issues, CMB conducted self-funded research among tens of thousands of consumers to capture the four core benefits that motivate decision-making—identity, emotion, social and functional—providing an in-depth look at over 80 global brands. Further self-funded research explored the accelerating journey and path to purchase of today’s gamers.

In 2021, CMB will continue to increase capacity and increase R&D efforts in the area of machine learning and AI, conduct self-funded research in categories including payments, streaming, and 5G, and continue the growth of its agile qualitative practice.

CMB is a research and strategy firm, helping the world’s leading brands engage, innovate, and grow amid deep disruption. The Company leverages the best of advanced analytics, consumer psychology, and market strategy to tackle critical business initiatives, including market identification, segmentation, brand health, loyalty & advocacy, and product & service development.

For over 35 years, CMB has helped the most successful brands and their executives give voice to their market through a relentless business decision focus, creative problem-solving and storytelling, deeply consultative approach, and flawless execution. With dedicated Financial Services, Media & Entertainment, Tech & Telecom, Retail, and Healthcare practices—CMB’s expert teams understand the complex and evolving technological, social, cultural, and economic forces that drive disruption and create opportunity.
Vancouver and Toronto in Canada; London and Southampton in United Kingdom; Buenos Aires in Argentina

Maru/Matchbox began disrupting the market research industry in 2000. Powered by proprietary technology, their expert teams are deeply invested in key sectors of the economy, including consumer goods & services, financial services, retail, technology, healthcare, public services, and media & entertainment. They provide organizations with the tools and insights to connect with the people that matter most, so they can build and maintain a competitive advantage.

In 2019, Maru/Matchbox released a series of innovative research solutions.

Digital Media Measurement is a campaign evaluation approach that enables you to better understand how content, channels and brand interact to deliver effective communication.

Creative Insight measures people’s implicit and explicit responses to advertising, giving you a complete picture of how your ad is working. It is designed to evaluate any type of ad or brand communication, across all channels; with best in class benchmarks.

Listed analyzes how members of communities relevant to you react to content, tweets, and even websites.

Brand Emotion utilizes visual semiotics to identify and leverage the emotional profile of a brand.

Maru/Moto—the Maru Group’s Latin America business, and Maru/edr—the Maru Group’s UK CX business, aligned to become Maru/Matchbox. The change was a result of strengthening and integrating the company’s multi-market offer and technology across North America, Latin America and European offices.

Maru/Matchbox continues to demonstrate innovation and thought leadership through relentless publication of articles and whitepapers.

**Some or all figures are not made available by this company so instead are based on research and estimation by the Report author.**

Gongos, Inc. is a consultative agency that places customers at the heart of business strategy. Partnering with insights, analytics, marketing, strategy, and customer experience groups, Gongos operationalizes customer centricity by helping companies both understand their customer needs and deliver on them better than anyone else.

From product innovation to portfolio management, customer experience to consumer journeys, pricing strategies to marketing optimization, and trend analysis to predictive modeling, Gongos provides both outside-in and inside-out approaches across organizations to drive greater customer attraction, retention and lifetime value.

Gongos further serves as a translator to help cross-functional teams fuel the competency to gain and apply consumer wisdom, transform decisions into action, and navigate organizational change. Coalescing enterprise data with primary research and curating insights for multiple audiences further empowers stakeholders to achieve greater ROI by ensuring information is designed to influence actions and behaviors from executives to the frontline.

Gongos’ consultative tools stem from change management principles that help organizations navigate the transformation often necessary to create a more outside-in perspective as they reorient around the customer. Gongos’ approaches to engage multiple audiences include communication strategies and tactics grounded in frameworks such as its adoption-to-advocacy model and human-centered design.
Gongos continues to offer its Decision Intelligence|Customer Experience (DICE) assessment to new audiences. The survey enables executives to evaluate how their organizations perform on 11 key measures related to operationalizing customer centricity. Real-time output generates comparative and cumulative results relative to industry peers and serves as a launchpad for organizational change.

This year, Gongos introduced its “Customer as a Stakeholder™” service model for its i°Communities®, after conducting a global study of consumers across China, India, South Korea, Brazil, Germany, the U.K., and the U.S. to determine the importance customers attach to being seen as stakeholders by corporations. The service model facilitates a more reciprocal relationship between customers and corporations to ensure a more authentic fusion of the customer into decision making.

In 2020, Gongos was named a Forbes “Small Giant” company. The list celebrates America’s best small companies that put purpose before profit, and greatness over fast growth.

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NAXION

naxionthinking.com
Founded: 1911

Susan Schwartz McDonald
President and CEO
Ph.D., University of Pennsylvania’s Annenberg School

2019 U.S. Revenue: $22.7 million
Percent Change from 2018: 12.9%
2019 Non-U.S. Revenue: --
Percent from Outside U.S.: --
2019 Worldwide Revenue: $22.7 million
U.S. Employees: 78

NAXION guides strategic business decisions globally in healthcare, information technology, financial services, energy, heavy equipment, and other B2B markets, drawing on depth of marketing experience in key verticals and skilled application of sophisticated and inventive methodologies. The firm’s NAScence Group helps life science innovators develop commercialization strategy through clinical trials design and selection of target indications, forecasting, brand planning, and other research-based consulting services.

Established as the world’s first market research unit in 1911 by Curtis Publishing Company, NAXION operated independently as National Analysts for a quarter-century, and for another two decades as a division of the global consulting firm, Booz-Allen & Hamilton, spurring an evolution beginning in 1970 from market research organization to data-powered boutique consultancy. The firm was spun off as an independent organization in 1992 and reorganized as a woman-owned ESOP (Employee Stock Ownership Plan) in 2004.

Engagements routinely include market segmentation, opportunity assessment and innovation, demand forecasting and pricing, positioning, brand health, market monitoring, and lifecycle management. The firm deploys multiple data streams including primary research (qualitative and quantitative), secondary data, customer databases, and other complex datasets to develop an integrative perspective on business problems. The firm also builds custom panels for B2B markets.

Project leaders with sector experience and research proficiency are supported by in-house methodologists and a wide portfolio of advanced analytic tools including proprietary modeling services and software, all of them highly customized. The firm continues to invest significant resources in intellectual capital to enhance enterprise decision support with cutting-edge methods, including specialized “small data” choice models, new predictive techniques using Big Data, and brand-customized text analytics. Its Farsight® suite supports the building of highly dynamic models capable of producing forecasts for complex market scenarios including paradigm-shift technologies, and gives market monitoring programs a forward-looking perspective that guides timely market interventions. Other services include litigation and regulatory support, often involving expert testimony in cases involving trademark confusion, deceptive advertising, and brand equity. NAXION’s strong commitment to operational excellence is reflected in ISO certification and in-house operations capabilities to deliver exceptional levels of quality control.
KS&R, based in Syracuse, New York, is a privately held, strategic consultancy and full-service marketing research company. For nine years in a row, KS&R has received the highest Gold Index composite score of any provider in the Prevision/Inside Research survey of marketing research buyers. This is a testament to our passion for excellence and “client first” business philosophy – where we empower our clients with timely, fact-based insights so they can make smarter decisions and be confident in their actions.

KS&R creates and executes global custom market research solutions for some of the best-known corporations in the world (in more than 100 countries and 50 languages). We have extensive and diverse industry experience with particular strength in healthcare (pharma and device), technology, entercom, transportation, professional services and retail/e-commerce. Team members often include business strategists with client-side experience and deep industry knowledge.

In 2019, KS&R leveraged our expansive network of pharmacy panels to build world-class capabilities for pharma inventory measurement and healthcare insights. Our marketing scientists have driven marked advances in pricing decision support, which have now been validated by positive in-market results. We have expanded our portfolio to include insights fusion across multiple channels of content (primary research, social media, web-based information, etc.). And finally, we recently introduced our KS&R Win-Loss program that provides actionable insights for how organizations can improve their value proposition and sales performance to close more deals.

As we look forward, KS&R will further build our capacity in customer/user experience and design, expand our advanced analytics teams, and continue to invest in innovation for insights visualization, mobile and virtual engagement, and advanced technologies (machine learning, RPA, and AI).

Edelman Intelligence (EI) is the global research and analytics consultancy of Edelman – the world’s largest global communications firm. Based in New York, NY, with employees in 18 offices internationally, EI houses more than 200 consultants, strategists, researchers, data scientists, data visualization specialists, and analysts worldwide. Our specialists are method-agnostic, and leverage the best of primary and secondary research, advanced analytics, and business science to solve business and communications issues for our clients. Our offering spans the full spectrum of client needs, from mapping the current environment and targeting key audiences, to optimizing content and measuring business impact.

EI partners with early-stage start-ups and Fortune 100 companies alike, providing strategic research, analytics, and insights-
based marketing and communications counsel for a broad range of stakeholders and scopes, including government and public affairs, corporate reputation and risk strategy, crisis and issues management, employee experience and talent advisory, executive positioning, strategic communications and public relations, marketing and branding strategy, customer experience and insights, mergers, acquisitions and market entry strategy, and more.

Key accomplishments in 2019 included advancement of our Edelman Trust Management (ETM) capabilities, including an evolution of our offering focused specifically on providing guidance for measuring and building trust in brands. Developed building from our 20+ years studying trust through the Edelman Trust Barometer and our initial iteration of ETM (which explores corporate trust), this proprietary model for brand trust measurement was created in partnership with renowned academics from Harvard Business School and INSEAD, Edelman Brand experts and external marketing thought leaders. In recent months, this model has been engineered to consider fundamental transformations to consumer/brand relationship dynamics that the COVID-19 pandemic has accelerated.

Further, our team has been working to more deeply integrate advanced predictive analytics and performance marketing capabilities into our core offering, and expand our data and technology partnerships to enhance the value we bring to clients as a holistically-minded, full service research and analytics partner, equipped to move seamlessly from insight development to activation. Our team looks forward to sharing an expanded set of new and evolved offers and products building from this effort and related investments in 2020.

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Bellomy, based in Winston-Salem, N.C., is a privately held, family-owned, full-service market intelligence company. Bellomy focuses on driving successful business outcomes through the design and delivery of solutions that yield deeper customer understanding. We surround our clients’ business challenges with an unparalleled mix of knowledge and experience, marketing science, and proprietary research technology.

Our work involves both B2C and B2B environments—with qualitative and quantitative insight solutions spanning market segmentation, customer experience and journeys (including digital user experiences), brand equity, product innovation, shopper insights, marketing optimization, social research platforms, and research technology. We work with clients across a broad range of categories and industries including consumer packaged goods, financial services, automotive, retail, restaurant and hospitality, telecommunications and technology, apparel/textiles, utilities, healthcare, insurance, and home improvement.

Bellomy serves as an extension of its clients’ marketing research and customer experience departments by integrating a broad set of capabilities and areas of expertise, including:

- **Segmentation**—a collaborative, outcome-oriented approach to segmentation, ensuring actionable segments that are stable, meaningful, differentiated, and embraced.
- **Customer (and digital) Experience**—combining marketing science and technology creates our systematic approach to understanding and measuring differentiated customer experiences.
- **Shopper Insights**—our approach to understanding shoppers gets to the “why” behind consumer behavior.
- **Social Research Platforms**—engages customers and key stakeholder communities via a broad array of activities including discussions, quick polls, surveys, video chats, and digital diaries.
- **Brand Equity**—measuring and understanding a brand’s place in the hearts and minds of the market provides direction on how to convert prospects to customers and increase devotion to the brand.
- **Product Innovation**. Design, optimize, and validate innovation with insights at every stage.
Marketing Optimization. Tools to define the optimal mix of product, price, package, and messaging.

In addition, Bellomy clients are able to leverage SmartIDEAS™, our enterprise consumer knowledge and insight platform.

Bellomy is a founding sponsor of the Center for Retail Innovation at the Wake Forest University School of Business and a member of UGA’s Advisory Board in the MMR program. Bellomy has client service offices in Boston, Cincinnati, Dallas, and Los Angeles.

HYPOTHESIS

hypothesisgroup.com
Founded: 2000
Maria Stark
Founder
MBA, University of Southern California
Jeff Seltzer
Managing Partner
M.A., San Diego State University

2019 U.S. Revenue: $18.3 million
Percent Change from 2018: -4.7%
2019 Non-U.S. Revenue: --
Percent from Outside U.S.: --
2019 Worldwide Revenue: $18.3 million
U.S. Employees: 61

Other Offices: Seattle and Chicago

Hypothesis uses insights, strategy and design to help important brands do amazing things. We specialize in tough questions that take creative, multidimensional approaches, thoughtful strategy and a broad business perspective. Our approach combines inventive consumer-centric qualitative research, advanced analytics, strategic thinking and data visualization. Our award-winning Design team translates complex information into compelling, easy-to-understand deliverables to socialize learnings and engage teams.

In 2018 we added important new capabilities with the launch of Momentum, a strategy that team turns insight into application with downstream marketing and implementation planning. The Momentum team has worked alongside Hypothesis consultants on strategic engagements with clients focused on brand strategy, product development, and led dozens of workshops with senior and C-level executives to socialize insights and ideate on next steps.

In 2019 our focus on growth continues with our expansion to the mid-West and establishment of our Chicago office. From this office we will be able to service new, and current clients in the Mid-West and East Coast. Founded in 2000, Hypothesis is one of the largest, independent agencies and works with global Fortune 500 companies and important brands of all sizes. We are headquartered in LA with offices in Seattle and Chicago.

RTI RESEARCH

RTiResearch.com
Founded: 1979
David Rothstein
CEO
MBA, University of Rochester

2019 U.S. Revenue: $12.9 million
Percent Change from 2018: -3.0%
2019 Non-U.S. Revenue: --
Percent from Outside U.S.: --
2019 Worldwide Revenue: $12.9 million
U.S. Employees: 45

In a world awash in data, the challenge is to turn data into something meaningful, something that can be communicated simply and acted upon effectively. At RTi, we meet that challenge head-on, turning data into meaning through smart research design, flawless execution, and innovative storytelling. Everything we do is aimed at helping our clients move their ideas and insights through their organizations to influence change.

We’ve conducted research in just about every category, in the U.S. and globally. Informed by 40 years of experience across categories and cultures, we know what works and what doesn’t; when to leverage new technology and methods, and when traditional approaches are best. Contact us today and see what we mean.