



# INSIGHTS & ANALYTICS MARKET & TOP 50 REPORT

U.S., 2022





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# The U.S. Insights & Analytics Industry During 2021

The U.S. Insights & Analytics market experienced a substantial rebound during 2021. The industry realized growth of 16.6% in 2021 vs 2020, compared to 5.7% growth for 2020 vs 2019. Recall that 2020 market performance reflected widespread business disruption; years prior to that typically experienced about 10% growth.

Therefore, by comparison, 2021 would appear to be a true rebound year for our industry. Anecdotally, Insights Association members have broadly described 2021 as an experience of both recovery of lost 2020 business plus a period of healthy organic growth.

The view of the market in this report reflects the Insights Association's broadened definition of the Insights & Analytics industry. This analysis once again outlines the various segments

within this expanded definition and reinforces our understanding that annual revenue growth is not experienced evenly when looking across these various industry segments. The particular segment that most closely aligns to the Insights Association membership, known as the Established Marketing Research segment, experienced a 6.5% growth rate during 2021; this is a significant improvement from the 2.0% contraction experienced during 2020. Yet despite the good news for 2021, this segment continues to experience lower growth rates when compared to most other segments included in the U.S. Insights & Analytics space. In terms of dollar volume, the Established Marketing Research segment remains the largest among all segments; but that relative lead continues to diminish because of this lower growth rate.

This report has been developed by the Insights Association in partnership with ESOMAR and the Master of Science in Marketing Research Program at Michigan State University. Data has been provided by analytics company Outsell and combined with an Insights Association Membership survey fielded in May 2022.

**The U.S. Insights & Analytics market realized growth of 16.6% in 2021. In terms of dollar volume, the Established Marketing Research segment remains the largest; but that lead continues to diminish because of a slower growth rate when compared to other segments.**

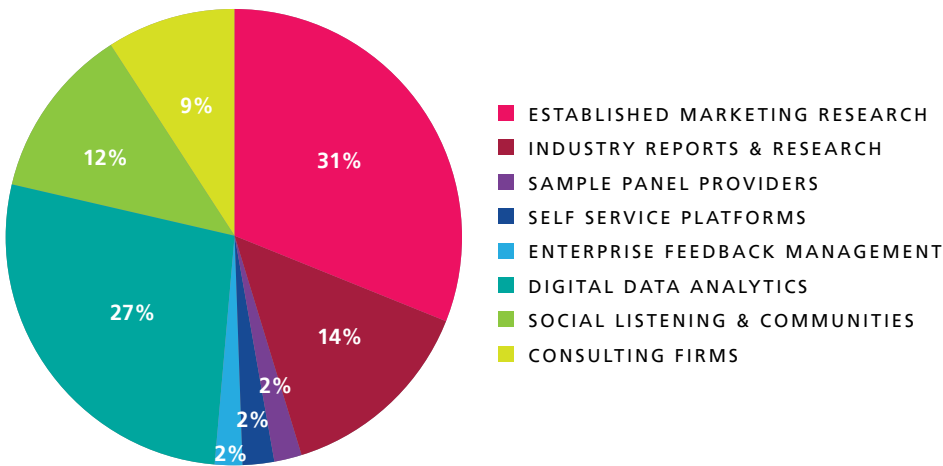


While a majority of industry leaders and associations believe that a significant transformation of our industry is underway, led by emerging segments, relatively little data exists today to understand this evolution and project such movement. The Top50 Report (formerly Honomichl) has long been the industry standard for annually documenting U.S. market sizing and patterns in the business of marketing research.

Traditionally, that study focused on only the 'Full Service' research agency segment of the market and reflected only a limited portion of the broader market size assumed in a model of industry transformation. In response, in 2020 the Insights Association created a taxonomy for defining the broadened Insights & Analytics U.S. market. This measurement construct includes eight industry segments, as illustrated in Exhibit 1.

The total market included in this new Insights & Analytics taxonomy defines a substantially broadened space implying marketing research professionals may view themselves as impacting and competing in a far larger realm of market intelligence services. The Top50 Report traditionally defined the U.S. marketing research space as primarily 'Full Service' agencies yielding about USD \$18 billion in aggregate annual revenue. By comparison, this new Insights & Analytics definition yields a market measure of more than USD \$60 billion in revenue. The largest single segment is Established Marketing Research; but this new Insights & Analytics taxonomy additionally includes a much-expanded list of 'insights' activities such as information management/integration, curation, visualization, and consulting. Also included are services such as panel access and online communities, which were traditionally positioned by the Top50 Report as in support of, but not included in, the marketing research space.

**EXHIBIT 1**  
2021 U.S. MARKET SHARE BY SEGMENT





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Following is a list of the 2021 U.S. Market Top 50 Revenue Leaders applying this broadened Insights & Analytics definition. This table ranks the 50 largest companies in the Insights & Analytics space based upon estimates of each company's 2021 U.S. Market revenue aligned to the expanded list of 'insights' activities.

EXHIBIT 2 - 2021 INSIGHTS & ANALYTICS U.S. MARKET TOP 50 REVENUE LEADERS TABLE ('000 USD)

RANKING	COMPANY	2021 U.S. MARKET REVENUE	INDUSTRY SEGMENT
1	Gartner	\$2,935,056	Industry Reports & Research
2	The Nielsen Company	\$2,870,000	Established Marketing Research
3	Salesforce.com	\$2,575,320	Digital Data Analytics
4	IQVIA	\$2,448,418	Established Marketing Research
5	Adobe Systems	\$2,010,840	Digital Data Analytics
6	CoStar Group	\$1,846,928	Industry Reports & Research
7	IHS Markit	\$1,301,204	Industry Reports & Research
8	NielsenIQ	\$1,069,520	Established Marketing Research
9	IRI	\$1,035,000	Established Marketing Research
10	MailChimp	\$970,000	Digital Data Analytics
11	Booz Allen Hamilton	\$969,667	Consulting Firms
12	Ipsos	\$863,256	Established Marketing Research
13	NICE Systems	\$781,186	Digital Data Analytics
14	Qualtrics	\$763,721	Self Service Platforms
15	HubSpot	\$754,382	Digital Data Analytics
16	Deloitte	\$661,435	Consulting Firms
17	Kantar	\$605,780	Established Marketing Research
18	LiveRamp	\$493,500	Digital Data Analytics
19	Verisk Analytics	\$493,164	Industry Reports & Research
20	Cision AB	\$486,360	Social Listening & Communities
21	ICF	\$445,800	Digital Data Analytics
22	Accenture	\$432,242	Consulting Firms
23	Zeta Global Corp.	\$430,838	Digital Data Analytics
24	Dynata	\$425,000	Sample Panel Providers
25	EY	\$420,912	Consulting Firms
26	McKinsey & Company	\$420,000	Consulting Firms
27	Medallia	\$416,100	Enterprise Feedback Management
28	The NPD Group	\$401,436	Industry Reports & Research
29	Forrester	\$390,509	Industry Reports & Research
30	RAND Corporation	\$372,500	Industry Reports & Research
31	American Institutes for Research	\$359,040	Established Marketing Research
32	Lightspeed	\$341,460	Digital Data Analytics
33	Westat	\$337,983	Established Marketing Research
34	J.D. Power	\$325,010	Industry Reports & Research
35	Comscore	\$319,301	Established Marketing Research
36	Gerson Lehrman Group	\$318,300	Established Marketing Research
37	Sitecore	\$317,490	Digital Data Analytics
38	Momentive	\$292,976	Self Service Platforms
39	Boston Consulting Group	\$290,400	Consulting Firms
40	IDC	\$281,968	Industry Reports & Research
41	Oracle Corporation	\$277,938	Digital Data Analytics
42	Mathematica	\$264,291	Established Marketing Research
43	Sprinklr	\$256,048	Social Listening & Communities
44	PwC	\$251,193	Consulting Firms
45	KPMG	\$249,650	Consulting Firms
46	Abt Associates	\$236,171	Established Marketing Research
47	Meltwater Group	\$221,650	Social Listening & Communities
48	Verint	\$220,377	Enterprise Feedback Management
49	Bain & Company	\$213,440	Consulting Firms
50	Numerator	\$187,142	Sample Panel Providers

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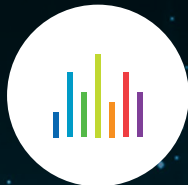
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To help further illustrate the expanded market definition, following is a separate listing of companies included in each of the eight segments, ranked by their **2021 U.S. Market revenue**. Each list includes a maximum of ten companies. Only companies with 2021 U.S. Market revenue of at least \$150 million are included.

**EXHIBIT 3 – LARGEST 2021 U.S. MARKET REVENUE COMPANIES BY SEGMENT**

**SEGMENT: ESTABLISHED MARKETING RESEARCH**  
2021 U.S. Market Revenue

COMPANY	'000 USD
The Nielsen Company	\$2,870,000
IQVIA	\$2,448,418
NielsenIQ	\$1,069,520
IRi	\$1,035,000
Ipsos	\$863,256
Kantar	\$605,780
American Institutes for Research	\$359,040
Westat	\$337,983
Comscore	\$319,301
Gerson Lehrman Group	\$318,300

**SEGMENT: INDUSTRY REPORTS & RESEARCH**  
2021 U.S. Market Revenue

COMPANY	'000 USD
Gartner	\$2,935,056
CoStar Group	\$1,846,928
IHS Markit	\$1,301,204
Verisk Analytics	\$493,164
The NPD Group	\$401,436
Forrester	\$390,509
RAND Corporation	\$372,500
JD Power	\$325,010
IDC	\$281,968
Ascential	\$184,671

**SEGMENT: SAMPLE PANEL PROVIDERS**  
2021 U.S. Market Revenue

COMPANY	'000 USD
Dynata	\$425,000
Numerator	\$187,142
Prodege	\$181,200

**SEGMENT: SELF SERVICE PLATFORMS**  
2021 U.S. Market Revenue

COMPANY	'000 USD
Qualtrics	\$763,721
Momentive	\$292,976

**SEGMENT: SOCIAL LISTENING & COMMUNITIES**  
2021 U.S. Market Revenue

COMPANY	'000 USD
Cision AB	\$486,360
Sprinklr	\$256,048
Meltwater Group	\$221,650
Hootsuite	\$178,920
Khoros	\$156,828

**SEGMENT: ENTERPRISE FEEDBACK MANAGEMENT**  
2021 U.S. Market Revenue

COMPANY	'000 USD
Medallia	\$416,100
Verint	\$220,377
Podium	\$178,500
InMoment	\$177,840

**SEGMENT: DIGITAL DATA ANALYTICS**  
2021 U.S. Market Revenue

COMPANY	'000 USD
Salesforce.com	\$2,575,320
Adobe Systems	\$2,010,840
MailChimp	\$970,000
NICE Systems	\$781,186
HubSpot	\$754,382
LiveRamp	\$493,500
ICF	\$445,800
Zeta Global	\$430,838
Lightspeed	\$341,460
Sitecore	\$317,490

**SEGMENT: CONSULTING FIRMS**  
2021 U.S. Market Revenue

COMPANY	'000 USD
Booz Allen Hamilton	\$969,667
Deloitte	\$661,435
Accenture	\$432,242
EY	\$420,912
McKinsey & Company	\$420,000
Boston Consulting Group	\$290,400
PwC	\$251,193
KPMG	\$249,650
Bain & Company	\$213,440



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EXHIBIT 4 – 2021 U.S. MARKET REVENUE SHARE BY SEGMENT ('000 USD)

SEGMENT	2021	2021 % OF MARKET	2020	2020 % OF MARKET	% CHANGE 2021 VS. 2020	2019	2019 % OF MARKET
Established Marketing Research	\$19,322,004	31%	\$18,146,403	34%	6.5%	\$18,508,959	36%
Digital Data Analytics	\$17,088,383	27%	\$13,142,590	24%	30.0%	\$11,811,037	23%
Industry Reports & Research	\$9,067,476	14%	\$7,977,084	15%	13.7%	\$8,250,586	16%
Social Listening & Communities	\$7,688,037	12%	\$5,910,580	11%	30.1%	\$5,229,919	10%
Consulting Firms	\$5,527,179	9%	\$5,464,321	10%	1.2%	\$4,516,566	9%
Enterprise Feedback Management	\$1,465,340	2%	\$1,140,623	2%	28.5%	\$938,012	2%
Self Service Platforms	\$1,422,599	2%	\$1,060,189	2%	34.2%	\$787,195	2%
Sample Panel Providers	\$1,055,659	2%	\$872,797	2%	21.0%	\$766,204	2%
<b>Total U.S. Market</b>	<b>\$62,636,677</b>		<b>\$53,714,587</b>		<b>16.6%</b>	<b>\$50,808,478</b>	

### Disparity of Growth Among the Segments Continues

The continued expansion of the U.S. Insights & Analytics industry during 2021 once again supports the phenomenon of U.S. businesses' ever-increasing demand for customer-focused, fact-based decision-making capabilities. The U.S. Insights & Analytics market experienced a substantial rebound during 2021. The industry realized growth of 16.6% in 2021 vs 2020 compared to 5.7% growth for 2020 vs 2019. Yet as Exhibit 4 illustrates, once again there is a pattern indicating that segments are not benefiting from the broad Insights & Analytics expansion to the same degree.

A closer look at the segments within the U.S. Insights & Analytics market reveals that 2021 growth was not distributed evenly across the various disciplines that comprise this broad view of the market. The segments most commonly associated with 'ResTech' (i.e. Digital Data Analytics, Enterprise Feedback Management, Social Listening & Communities) continue to experience the highest growth rates, while those most commonly associated with 'Traditional Research' (i.e. Established Marketing Research, Industry Reports & Research) continue to lag in terms of growth rates.

### Segment Trend Drivers and Implications

These trends reinforce the viewpoints building in recent years that U.S. businesses are demonstrating an ever-increasing demand for customer-focused, fact-based decision-making capabilities. Moreover, the industry is begin-

ning to realize that decreasing share of these types of 'marketing research' studies is being delivered by professionals traditionally calling themselves 'marketing researchers'. That is:

**...double-digit growth in...**

- Self Service Platforms
- Enterprise Feedback Management
- Digital Data Analytics
- Social Listening & Communities

**...facilitates the much-observed trends of...**

- insights tasks increasingly being completed by brand's internal resources rather than 'farmed out' to external agencies
- insights tasks increasingly being completed internally by non-researchers with user-intuitive tools
- 'roughly right' and speed of insights being prioritized over precision and depth

**...and also indicates the industry's overall expansion is increasingly reliant upon...**

- the application of technology-enabled subscription 'platforms'
- listening to existing (social media) customer voice rather than gathering bespoke 'asking' customer voice
- quick, agile, cost-effective techniques
- pursuit of aggressive topline growth to support company valuation with a predominant technology positioning

These trends may lend direction to strategic planning efforts of Insights Association members currently focused primarily on offerings associated with the Established Marketing Research disciplines. Perhaps the expansion of offerings through either organic, partnership

or acquisition activities can better position these companies to benefit from the larger growth rates in the 'emerging' segments within the Insights & Analytics space.

For instance, the Established Marketing Research segment experienced a 6.5% growth rate during 2021; a significant improvement from the 2.0% contraction experienced during 2020. Yet this segment continues to experience lower growth rates when compared to most other segments included in the U.S. Insights & Analytics space. In terms of dollar volume, the Established Marketing Research segment remains the largest among all segments, but that relative lead continues to diminish because of lower growth rates. As Exhibit 4 illustrates, this segment is on the verge of being eclipsed by the Digital Data Analytics segment.

### Segment Differences May Drive Global Differences

The disparity in growth rates among segments may also be driving some interesting trends globally. For instance, in the U.S. the 'ResTech' segments represent a larger share of the overall Insights & Analytics market when compared to the relative segment sizes globally. This may be contributing to the higher 2021 growth rate of the overall U.S. Insights & Analytics space (i.e. 16.6% U.S. market vs 13.3% globally). This may also be contributing to an increase in the U.S. market share of the global Insights & Analytics space (i.e. 57.4% in 2021 vs 53.5% in 2020).

# Let's get real:

## THERE'S NO SILVER BULLET FOR CYBERFRAUD

By *InnovateMR Chief Executive Officer, Lisa Wilding-Brown*



Data quality is and will always be at the top of researchers' minds in the insights industry. Even though this issue has grown and changed over time, it remains fundamentally the same: there will always be fraudsters looking to cash out on survey incentives. There isn't a silver bullet for cyber fraud, and there is no way for any one company to completely solve this issue.

In my testing over the years, it isn't a matter of if, but when, you will encounter an issue with sample quality. According to Accenture, 68% of businesses today feel that their cyber security is at risk on multiple fronts, and Cybersecurity Ventures, a leading security publisher recently featured in Forbes, predicts that cyberfraud will cost \$10.5 trillion globally by the end of 2025.

There are many video resources available to fraudsters that explain how to start to process including:

- How to start a device farm and where to buy inexpensive phones.
- A ready-made bot that you can freely use.
- Blueprints of success for a survey screener.
- Leveraging residential proxies which hide their true location.

It's easy to obtain materials in the fraud industry:

- Rent a virtual datacenter for \$120 which will transform a single computer into 1,000 virtual computers with unique device features.
- Rent a residential proxy service for \$60 to spoof your geo-location and IP address.
- Leverage the AWS QA virtual device.

With nominal upfront costs of \$200 or so, a casual fraudster can make \$120,000 annually with ease. For B2B research, which is a common target due the high incentive payout, a fraudster can cash in further at \$180,000 annually.

There are both tactical and strategic things researchers can do to better position themselves, take back their power, and produce higher quality results:

- 1. Assumptions are dangerous.** It is critical to scrutinize your data closely and work with partners who are open about the challenges facing our industry.
- 2. Fraudsters study our ecosystem closely, and they prey on predictability.** Changing our tactics is key to keeping the fraudsters on their toes.
- 3. No one is impervious to fraud, but there are some who are more proactive than others.** It is important to ask the tough questions and work with partners who will give you a transparent view when things go off track.
- 4. Recognize and accept that quality really exists at the participant level.** There are good and bad users in every source online.

Ready for real people, quality data, and faster answers? *Give us a buzz.*

## And ... Membership Has Its Privileges

Examining growth rates may also point to a re-inforcement of the value in Insights Association membership. Insights Association members enjoyed a substantially greater rate of growth in 2021 when compared to the industry at large. As previously indicated, the Established Marketing Research segment experienced a U.S. Market growth rate of 6.5% when comparing 2021 vs 2020. Yet the same calculation yields an aggregate growth rate of 15.0% in 2021 versus year ago among Insights Association members who provided revenue data and are classified into the Established Marketing Research segment. This reinforces a similar pattern of Insights Association members outperforming the market in previous years' data.

## Join the Group of 'Reporting' Members

Understanding the sizing dynamics of our market helps all of us in our strategic planning and positioning efforts. As a service to our members, the Insights Association gathers market and individual company data to share with the membership. In May, members were invited to share their **2021 revenue** through a self-administered survey. Thank you to all that participated. The Association is now creating ways to put that data, combined with other data sources, to work for your benefit. As an example, for your information the following is a listing of Insights Association members for whom we received 2021 U.S. Market revenue data (either through the self-administered survey or through our relationship with Outsell as our secondary market research partner). This table lists the 30 firms with **2021 U.S. Market revenue** exceeding \$14 million.

EXHIBIT 5 – INSIGHTS ASSOCIATION MEMBERS WITH REPORTED 2021 U.S. MARKET REVENUE EXCEEDING \$14 MILLION ('MM USD)

RANKING	COMPANY	2021 U.S. MARKET REVENUE
1	The Nielsen Company	\$2,870.0
2	IQVIA	\$2,448.4
3	Ipsos SA	\$863.3
4	Kantar	\$605.8
5	ICF	\$445.8
6	Dynata	\$425.0
7	Prodege	\$181.2
8	Schlesinger Group	\$177.0
9	Material	\$175.2
10	GfK SE	\$155.4
11	Forsta (Conformit/FocusVision/Dapresy)	\$115.2
12	Escalent	\$113.5
13	YouGov	\$104.0
14	UserTesting	\$103.2
15	Burke, Inc.	\$83.7
16	CINT AB	\$80.3
17	LUCID	\$72.8
18	Big-Village formally Engine Group	\$60.0
19	Directions Inc	\$56.2
20	Edelman Data & Intelligence	\$47.6
21	MarketVision Research	\$40.1
22	Suzy	\$32.0
23	InnovateMR	\$31.0
24	CMB	\$29.1
25	J. Reckner Associates, Inc.	\$27.0
26	Gongos, LLC	\$26.7
27	HYPOTHESIS, INC.	\$24.8
28	KS&R	\$23.7
29	EMI Research Solutions	\$15.5
30	MMR Research Associates	\$14.8



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# ResTech Marches on – But There are Other Undercurrents too...

Simon Chadwick

The Insights Association U.S. Insights & Analytics Market & Top 50 Report for 2021 paints a rosy picture of an industry in vigorous health with something for everyone to feel good about. What a difference a year or so makes! It seems like only yesterday when pundits were predicting the collapse of the insights industry and a slow climb back out of the hole. Worldwide, there was indeed a slowdown but, as we have seen, the U.S. bucked that trend and now seems to be roaring back.

Let's go back to the 2020 Top 50 for a moment and reflect on what we saw there. While Established Research and Industry Reports declined somewhat, ResTech posted modest gains as did, interestingly, the major consulting firms. It was clear from the numbers that while some segments of the industry were adversely affected by the

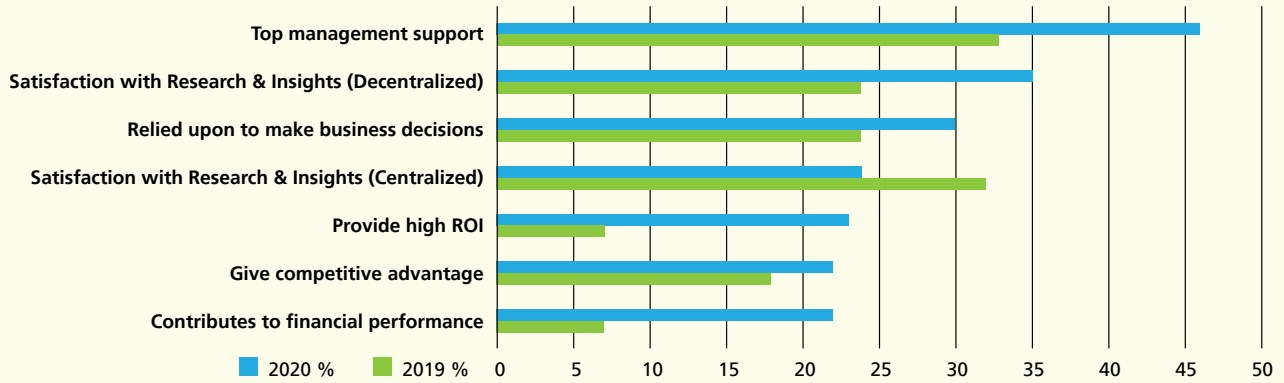
pandemic, overall volume was not. It was just that the distribution of that volume had shifted.

People are probably tired of hearing me say that, if you want to understand trends in the industry, you have to study what's going on with clients. So, what was happening on the client side in 2020? Very simple: managements were panicking; the old models of consumer behavior didn't apply anymore; they wanted a simple – and very quick – answer to a very simple question, "What's happening?". All of a sudden, consumer insights were in the top management spotlight. To answer this question in real time, Consumer Insights (CI) functions had to invest rapidly in self-serve platforms with which they could put questions out into the public and get back answers in hours. Then, managements started

to ask, "What's going to happen?". That forced CI functions to switch rapidly from the rear-view mirror to foresight and prediction. They had to pivot to strategic work. But budgets weren't going up, so more and more of the 'standard work' that they did went on to platforms, freeing up money for more strategic work. And then came the big question: "How will we compete in this new world?". And that's where the consultants came in.

If you thought this was conjecture, the ARF put that out of your mind with a seminal study of their corporate members late last year when they reported that the proportion of insourced projects rose significantly in 2020 (to nearly half) and was expected to rise again in 2021. Oh, and by the way, budgets would increase in 2021, a result of a dramatic rise in perceived value from their CI functions.

## MANAGEMENT VIEW OF RESEARCH & INSIGHTS PERFORMANCE (TOP BOX ONLY)



Source: ARF Second Organizational Benchmark Study 2021. N = Advertiser Senior Management (US)

## What gave CI functions the ability to lift their game so dramatically was two things:

1. Greater access to technology that allowed not only for insourcing but also for rapid (real time) answers to urgent questions.
2. Their ability to enter into a strategic role and chart the future for their organizations.

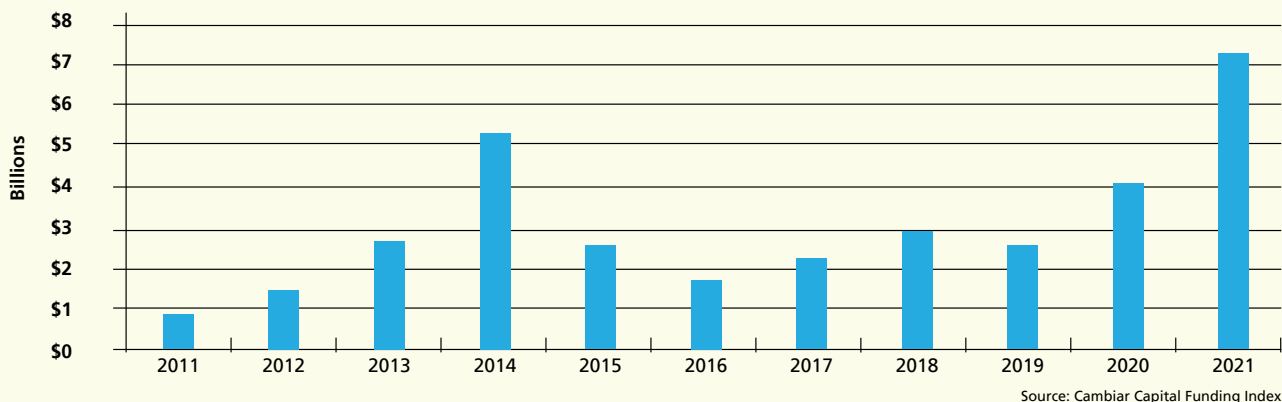
Ironically, both of these things took business away from Established Research and moved it significantly towards both ResTech and large management consulting companies.

Fast forward to 2021 and we see a continuation of the march of ResTech but an interesting recovery by Established Research, while consulting companies seemed to have

stalled. One can only imagine that, the main panic being over, the need to bring in expensive purveyors of strategic insights waned and that there was a renewed appreciation of some of the strategic skills of Established Research, especially among those who had invested in the addition of strategy, design and activation to their product portfolios.

On the ResTech side of things, 2021 appears to have been a golden year – not just in terms of revenue but also where inward investment was concerned. 2021 saw an all-time record \$9 billion invested in market research and marketing analytics technology firms – a staggering amount when you consider that this amounts to 10% of the global industry's entire revenue stream.

## TOTAL INVESTMENT IN RESEARCH AND ANALYTICS 2011-2021

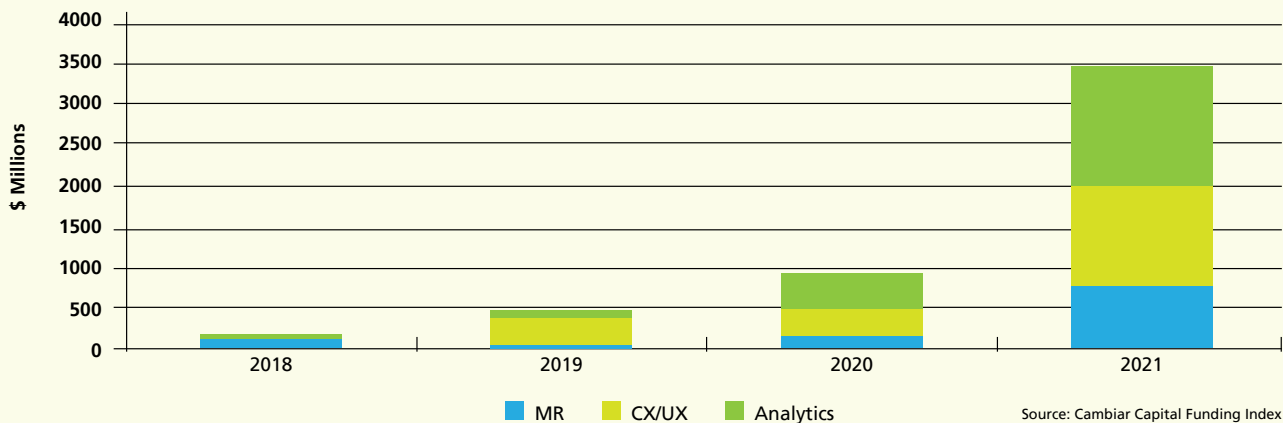


Source: Cambiar Capital Funding Index

(Note: the numbers above represent only those transactions that were announced. We believe we capture about 80% of inward investment but that unannounced transactions probably add to the total – hence the estimation of \$9 billion in total investment).

What is striking about the 2021 numbers, however, is that almost 50% of all inward investment went to one type of product: the self-serve platform. This was true both for research and for analytics.

## INVESTMENT IN PLATFORMS 2018-2021



Clearly, the momentum behind encouraging new entrants into the platform segment has been building up since 2019, but last year it exploded. Part of this might be due to the growth figures being seen in this segment, albeit from a relatively small base; part from VCs seeing the rise of platform unicorns such as Qualtrics and Medallia. Recently, a colleague of mine described my analysis of VC mentality as “a herd of wildebeest thundering in search of a Unicorn”. And there may be something to that. But the self-serve platform business is by no means homogeneous. By our count, there are at least 22 different,

viable genres of platform in the insights space, ranging from full stack to qualitative to communities to social media listening and beyond. Between them, they account for over 230 separate companies vying for a slice of the pie. By no means all of them will survive and indeed some segments, such as CX platforms, are notorious graveyards for eager entrepreneurs.

Nonetheless, ResTech now represents nearly half of our industry and, with the change in client needs and the ardor of venture capital not to miss out on potential returns,

it will continue to grow in importance for some years to come. The self-serve platform will be a significant part of that. There will undoubtedly be a period (still to come) of culling and consolidation, with a few rising to the top and dominating each of the segments (or more).

But that is not to count out Established Research. It still has its place, is still robust and, with the arrival of new business models, will likely still be with us a decade from now and beyond.



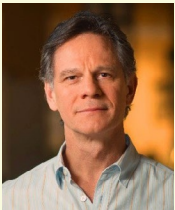
This report reflects a continued effort by the Insights Association in partnership with ESOMAR and the Master of Science in Marketing Research Program at Michigan State University to develop an understanding of the broadened U.S. Insights & Analytics market. Each year the segment definitions, and the companies included therein, evolve as our experience with the topic deepens. For example, this year we expanded the scope of companies included in the 'ResTech' segments. We believe this was required to accurately reflect the continued hyper-expansion of these offerings within our space (normalization of the data occurred to ensure annual growth rates are accurate). However, there may now be a lack of familiarity among

IA Members for some companies now making the top 50 list.

For instance, MailChimp began as an email automation solution, but now offers services such as predictive analytics and audience segmentation. Similarly, Lightspeed was originally a point-of-sale data platform, but now specializes in AI-driven analytics. Both companies represent the fastest growing area of the expanded Insights & Analytics space; the integration and reporting of disparate data sources. Services provided by these companies may include some data gathering, but their primary focus is data analysis and curation.

Another area of our market understanding still under 'construction' is related to the Consulting Firms segment. It would appear that a majority of industry leaders support the belief that consulting services in our space represent a significantly expanding discipline in terms of importance and volume. Thus far we have discovered very few firms that focus exclusively on delivering consulting services within an Insights & Analytics context; yet a large number of firms report that at least some of their activity is focused on consulting services. So, look for the continued evolution of our efforts to understand and measure this particular segment.

### About The Authors and Contributors



Michael Brereton has a passion for understanding, and playing a leadership role in, the transformation of the marketing research industry. In 2014 he retired from Maritz Research after twenty-seven years with the company, the most recent eleven years as President and CEO. Michael is currently with the Master of Science in Marketing Research Program (MSMR) at Michigan State University's Eli Broad College of Business. The MSMR Program was created to develop the next generation of leadership for the rapidly evolving insights & analytics space. The MSMR Program is consistently ranked as the #1 Master's Program in Marketing Research in North America.



Simon Chadwick founded Cambiar in 2004 to provide strategic assistance to research and insight companies as they faced rapid and fundamental change. With 40 years of guiding and managing international organizations of various sizes and stages, Simon's advice and counsel have helped many companies increase their value – to stakeholders, investors and clients. He is an acknowledged industry leader, author and conference speaker. In addition to his role at Cambiar, Simon is also a Fellow of the Market Research Society, Insights Association Laureate and former Chair of IA's Board, Editor-in-Chief of Research World, ESOMAR's global magazine. He holds an MA in Philosophy, Politics and Economics from Oxford University, UK, and has done post-graduate studies at both Columbia and Harvard business schools in Change Management and Strategic Management.

The Insights Association protects and creates demand for the evolving Insights and Analytics industry by promoting the indisputable role of insights in driving business impact. All revenue is invested in quality standards, legal and business advocacy, education, certification and direct support to enable our members to thrive. Our members are the world's leading producers of intelligence, analytics and insights defining the needs, attitudes and behaviors of consumers, organizations and their employees, students and citizens. With that essential understanding, leaders can make intelligent decisions and deploy strategies and tactics to build trust, inspire innovation, realize the full potential of individuals and teams, and successfully create and promote products, services and ideas. Learn more at: [insightsassociation.org](http://insightsassociation.org)