

2x Businesses with competitive intelligence metrics are twice as likely to see revenue increases¹

Making market intelligence a must have. Not a nice to have.

Especially when 66% of consumers expect brands to understand their individual needs,² and 63% of consumers won't buy from brands that have poor personalization.³

Put simply, the more you know about your audience and market, the more likely you are to succeed.

But with so many options, where do you turn?

With 100+ brands, world-class OMDIA research and consultancy, in-house persona development strategists, spend prediction solutions, competitor reviews and 1,000+ industry experts, we're top of our game.

We identify your buyer needs and gaps so you can inform your marketing strategies and differentiate yourself from competitors.

Interested in finding out more? [Get in touch](#)

Sources: ¹ Hubspot, ² Salesforce, ³ Smart Insights.

