



GLOBAL RESEARCH BUSINESS NETWORK

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The 2018 GRBN Global Top 25 Report

This year marks a change in the Global Top 25 Report itself, with a new partnership between the report author, Diane Bowers, and the Global Research Business Network, the report publisher. The new publication will be named the "GRBN Global Top 25 Report."

The Global Research Business Network provides a direct connection with over 40 regional federations and national research associations, and their member research businesses and professionals. In addition, GRBN provides a worldwide platform for communication about the top 25 companies, about business trends, and about research industry transformation.

We look forward to this new partnership and the opportunity to improve the GRBN Global Top 25 Report and the analysis and measurement of our dynamic research and data analytics industry.

Key Takeaways

Key Takeaways	3
Main findings	4
Table of Top 25 companies	11
Company profiles	12



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Key Takeaways

The total revenue increased by about \$1.5 billion for the Global Top 25 companies in 2017, an average growth rate of 5.9%

The revenue for twelve of the Global Top 25 companies was “flat” or decreased in 2017. The average growth rate for these twelve companies in 2017 is -3.1%.

One of the Global Top 25 companies experienced a 33% growth in 2017. When adjusted for this outlier, the 2017 growth rate for the Global Top 25 companies is 3.7%

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Main findings



For the past four years the Global Top 25 Report and the U.S. Top 50 Report have highlighted the expansion and transformation of the market research industry globally and nationally. This year marks a change in the Global Top 25 Report itself, with a new partnership between the report author, Diane Bowers, and the Global Research Business Network, the report publisher. The new publication will be named the “GRBN Global Top 25 Report”.

TOTAL REVENUE AND GROWTH RATE

The total 2017 revenue for the 25 companies in the GRBN Global Top 25 Report is \$26,248.9 million versus \$24,775.8 million in 2016, a growth rate of 5.9% (3.8% when adjusted for inflation). The 2017 growth rate is 1.3% higher than the 4.6% growth rate recorded by last year's top 25 companies. However, it is important to note that one company in this year's global top 25 achieved a 33% growth rate in 2017, which significantly inflates the growth rate for all of the 25 companies. If you correct for this outlier, then the growth rate in 2017 was 3.7% or .9% lower than 2016's growth rate of 4.6%.

CURRENCY EXCHANGE RATE FLUCTUATIONS

The currency exchange rate fluctuation between 2016 and 2017 had a mixed effect on the growth rate in 2017. The Global Top 25 companies submit their annual revenue in their “parent” or Home Country currency. These figures are converted to U.S. dollars based on the average year currency exchange rates provided by the U.S. Federal Reserve Bank. In 2017 the currency exchange rate against the U.S. Dollar had a negative impact on the British Pound and a slightly negative impact on the Japanese Yen. The currency exchange rate between the Euro and the U.S. dollar was relatively the same from 2016 to 2017.

Main findings

YEAR-OVER-YEAR INCREASES & DECREASES IN REVENUE (SEE EXHIBIT 1)

In this year's Global Top 25 Report 12 out of the 25 companies had a flat growth rate or a decrease in their revenue. The average growth rate for these 12 companies was -3.1%. There were four fewer companies in 2017 versus 2016 that had revenue increases that exceeded the rate of inflation. Six companies had double-digit revenue increases, which combined to an average of 15.8%

increase in revenue. Seven companies had single-digit revenue increases exceeding the inflation rate, averaging 5.5% increase in revenue in 2017.

		2017	2016
DOUBLE-DIGIT REVENUE INCREASES	NUMBER OF COMPANIES	6	8
	AVERAGE RATE OF CHANGE	15.8 %	16.6 %
	TOTAL REVENUE (000 MILLION)	\$4,500	\$5,298.4
SINGLE-DIGIT REVENUE INCREASES THAT EXCEED THE INFLATION RATE	NUMBER OF COMPANIES	7	9
	AVERAGE RATE OF CHANGE	5.5 %	4.6 %
	TOTAL REVENUE (000 MILLION)	\$15,279.5	\$12,173.2
REVENUE DECREASES AND FLAT REVENUE (REVENUE DOES NOT EXCEED INFLATION RATE)	NUMBER OF COMPANIES	12	8
	AVERAGE RATE OF CHANGE	-3.1 %	-11 %
	TOTAL REVENUE (000 MILLION)	\$6,469.4	\$5,077.0
TOTALS	NUMBER OF COMPANIES	25	25
	AVERAGE RATE OF CHANGE	5.9% (3.8% when adjusted for inflation)	4.6% (3.3% when adjusted for inflation)
	TOTAL REVENUE (000 MILLION)	\$26,248.9	\$22,548.6

Main findings

COMPOSITION OF THE GLOBAL TOP 25

COUNTRIES AND CURRENCIES (SEE EXHIBIT 2)

There are five countries and four currencies represented in this year's Global Top 25 Report.

The British Pound is the home country currency for eight of the Top 25 companies and 46.4% of the total 2017 global revenue. The United Kingdom contingent includes three Top 10 companies, beginning with #1 and #2 on the list, Nielsen and Kantar, and #9 dunnhumby. The other British companies are #11 Wood MacKenzie, #16 Cello Health, #19 Euromonitor International, #21 Mintel, and #24 YouGov.

The U.S. Dollar is the currency for the twelve U.S. companies, representing 36.2% of the total 2017 Global Revenue. Four U.S. companies are included in the Top 10--#3 IQVIA, #4 Gartner Research, #7

IRI (Information Resources), and #8 Westat. The other U.S. companies are: #12 comScore, #13 The NPD Group, #15 ICF, #17 Forrester Research Services, #18 DRG (Decision Resources Group), #22 MaritzCX, #23 LRW (Lieberman Research Worldwide), and #25 Informa Financial Intelligence.

The Euro represents 14.5% of the total 2017 global revenue, with 8.2% of that revenue coming from France, including #5 on the Top 10, Ipsos, and #20 BVA. Germany's 6.3% of the global revenue is represented by one company, GfK, #6 on the Top 10 list.

The Japanese Yen represents 2.9% of the 2017 global revenue, and includes two companies, beginning with #10 on the Top 10 list, INTAGE Holdings, along with #14 Macromill Group.

Home country	Number of Companies (% of Total)	2017 Global Revenue (% of Total)	Percent Change from 2016	Revenue from Home Country (% of Total 2017 Global Revenue)	Revenue from Outside Home Country (% of Total 2017 Global Revenue)	2016 Global Revenue (% of Total)
United States (U.S. Dollar)	12 (48%)	\$9,506.5 (36.2%)	12.0%	\$5,570.8 (58.6%)	\$3,935.7 (41.4%)	\$8,490.8 (34.2%)
United Kingdom (British Pound)	8 (32%)	\$12,181.4 (46.4%)	3.8%	\$1,796.5 (14.7%)	\$10,384.9 (85.3%)	\$11,733.5 (47.4%)
Japan (Yen)	2 (8%)	\$767.5 (2.9%)	3.6%	\$645.3 (84.1%)	\$122.2 (15.9%)	\$740.7 (3.0%)
France (Euro)	2 (8%)	\$2,143.5 (8.2%)	--	\$226.0 (10.5%)	\$1,917.5 (89.5%)	\$2,133.6 (8.6%)
Germany (Euro)	1 (4%)	\$1,650.0 (6.3%)	-1.6%	\$400.0 (24.2%)	\$1,250.0 (75.8%)	\$1,677.2 (6.8%)
Totals	25	\$26,248.9	5.9%	\$8,638.6 (32.9%)	\$17,610.3 (67.1%)	\$24,775.8

Main findings

NEW ADDITIONS TO THIS YEAR'S GLOBAL TOP 25

THERE ARE FIVE ADDITIONS TO THIS YEAR'S LIST OF THE GLOBAL TOP 25 COMPANIES.

- At #4 on the Global Top 25 with \$2,471.3 million in global revenue is Gartner Research, the largest business segment of Gartner, Inc. headquartered in Stamford, Connecticut. Gartner Research provides research and independent, objective insights, advice and tools, primarily through a subscription-based digital media service to global clients.
- At #12, comScore, headquartered in Reston, Virginia, rejoins the global top 25 after not participating last year. With 2017 global revenue of \$403.5 million, comScore is a global multiple-platform measurement company that specializes in media planning, audience measurement and segmentation, and competitive intelligence.
- At #17, with \$216.5 million, Forrester Research Services is the research and analytics division of Forrester, a global research and advisory firm, headquartered in Cambridge, Massachusetts, that works with business and technology leaders to develop customer-centric strategies that drive growth.
- At #19, Euromonitor International, headquartered in London, is a global research and advisory firm with \$180.0 million revenue in 2017. Euromonitor publishes more than 17,000 reports on 27 industries, 200 sub-categories and thousands of companies in 210 markets and countries.
- At #25, with \$136.4 million in 2017 revenue, Informa Financial Intelligence is a research, analysis, and intelligence company for the financial industry headquartered in Boston, Massachusetts. Global financial institutions and banks look to Informa Financial Intelligence for key research and forward-focused analysis.

ABSENT FROM THIS YEAR'S LIST

This year's Global Top 25 does not include five companies that were included among last year's Global Top 25. These companies are Mediametrie in France; Video Research in Japan; and Abt Associates, NRC Health, and ORC International in the U.S.

MOVING UP AND DOWN

With the addition of Gartner Research at #4 on the Global Top 25 list, all but the three top companies moved at least one position down on the list.

- YouGov, headquartered in London and specializing in proprietary data products and syndicated research, moved from #21 to #24.
- LRW (Lieberman Research Worldwide), a research, consulting and global analytics company headquartered in Los Angeles, moved from #20 to #23.
- MaritzCX, a customer experience software and research company headquartered in Lehi, Utah, moved from #17 to #22.
- Mintel, a global marketing intelligence company headquartered in London, moved from #18 to #21.
- BVA, headquartered in Balma, France, specializing in customer experience research moved from #16 to #20.
- DRG (Decision Resources Group), a healthcare research and consulting company headquartered in Burlington, Massachusetts, moved from #15 to #18.
- Cello Health, a healthcare research and consumer strategic marketing company headquartered in London, moved from #25 to #16.
- ICF, providing research and technical training to government and multinational organizations and headquartered in Fairfax, Virginia, moved from #13 to #15.
- Macromill, a global online and consumer insights and analytics company headquartered in Tokyo, moved from #12 to #14.
- The NPD Group, a data-driven global information and business solutions company headquartered in Port Washington, New York, moved from #11 to #13.
- Wood MacKenzie, an Edinburgh-based research and commercial intelligence firm specializing in energy, metals, and mining industries, moved from #8 to #11.

Main findings

HOW GLOBAL? (SEE EXHIBIT 3)

Many of the global top 25 companies focus their business within their home country. This is true even for some of the largest companies on the list. Looking at the revenue derived from the Home Country and revenue from Outside the Home Country, this year's global top 25 companies have a slightly stronger "Home" focus than last year's global top 25 companies. The percent of global revenue from Outside the Home Country is 67% percent—about 3 percentage points lower than last year's global top 25 report.

Sixteen companies in the Global Top 25 (including four companies in the Top 10) derive more than

60% of their annual revenue from their home country. Even so, the revenue generated by the global top 25 companies outside their home countries is more than twice the revenue they generate in their home countries.

Percent of Revenue from Outside Home Country	Number of Companies	Total Global Revenue (% of Total)	Percent Change from 2016	Revenue from Home Country (% of Total)	Revenue from Outside Home Country (% of Total)	Research-Only Full-Time Employees	Average Number of Countries with Offices
1% - 25%	7	\$2,113.4 (8.1%)	4.9%	\$1,876.2 (21.7%)	\$237.2 (1.3%)	10,482	12
26% - 50%	11	\$6,116.8 (23.3%)	15.3%	\$3,939.8 (45.6%)	\$2,177.0 (12.4%)	27,365	21
51% - 75%	2	\$3,683.2 (14.0%)	4.5%	\$1,488.1 (17.2%)	\$2,195.1 (12.5%)	55,472	54
75% - 100%	5	\$14,335.5 (54.6%)	2.9%	\$1,334.5 (15.5%)	\$13,001.0 (73.8%)	106,457	78
TOTAL	25	\$26,248.9	5.9%	\$8,638.6	\$17,610.3	199,776	33

Exhibit 3: How global are the top 25 companies?

Main findings

THE TOP 10

The Top 10 companies account for 86.6% (\$22,742.7 million) of the total 2017 global revenue of \$26,248.9 million for the Global Top 25. Moreover, these companies represent \$16,552.4 million (94%) of the 2017 revenue from Outside the Home Country and \$6,190.3 million (71.7%) of the total 2017 Home Country revenue for the Global Top 25. These ten companies together have 182,777 employees or 91.5% of the total number of employees for the Global Top 25 companies.

Three of the Top 10 companies are headquartered in the United Kingdom—Nielsen, Kantar, and dunnhumby. Four are headquartered in the United States—IQVIA, Gartner Research, IRI, and Westat. Ipsos is headquartered in France, GfK is headquartered in Germany, and INTAGE Holdings is headquartered in Japan.

With Gartner Research filling the #4 position on the Top 10 list, only Nielsen, Kantar, and IQVIA maintained their ranking at #1, #2, and #3 on the Top 10 list. There were adjustments in the rank order of all the other Top 10 companies.

- #10, INTAGE Holdings, a Tokyo-based company specializing in standardized syndicated data and customized research services, moved from #9 on last year's list.
- #9, dunnhumby, a London-based retail, manufacturer, and grocery customer science measurement company, was #10 on last year's list.
- #8, Westat, headquartered in Rockville, Maryland, provides statistical studies and survey research for government and international organizations. #7 on last year's list.
- #7, IRI, headquartered in Chicago, delivers market, consumer and media exposure information, prescriptive analytics, and technology platforms. #6 on last year's list.
- #6, GfK, headquartered in Nuremberg, Germany, specializes in consumer experience, integrating online and offline data for business solutions. #5 on last year's list.
- #5, Ipsos, headquartered in Paris, has five research specializations: Ipsos Marketing, Ipsos Connect, Ipsos Loyalty, Ipsos Public Affairs, and Ipsos Observer. #4 in last year's Top 10.
- #3, IQVIA, a new U.S.-based formed from the merger of IMS Health with Quintiles,

specializing in the field of healthcare intelligence.

- #2, Kantar, the London-based Data Investment Management division of WPP plc, includes 12 specialist operating brands for research, data, analytic, strategic, and consultative services.
- #1, Nielsen, headquartered in London, is a global media and consumer measurement and data company with offices in over 100 countries.

At number one, Nielsen's 2017 global revenue of \$6,572.0 million represents 25% of the total global revenue of the Top 25. Nielsen's 2017 revenue from Outside the Home Country of \$6,392.4 million represents 36.3% of the total Outside Home Country revenue for the Global Top 25 companies.

PORTFOLIO OF SERVICES

Reading through the Profiles of the Global Top 25 companies confirms that their services are expanding and changing. Most companies are vested in online research, panel research, social media measurement, data analytics, and customer experience. The Global Top 25 companies are increasing their focus on and investment in social media, predictive analytics, data visualization, and enterprise feedback management, among other emerging sub disciplines that are being studied by Michael Brereton and the Research Transformed Collaborative at Michigan State University, as well as GRBN and other research associations around the world.

These company profiles of the Global Top 25 show that syndicated and tracking studies, along with the measurement of audiences, consumer purchases and behavior, as well as subscriptions and contracts for research and data analytics products and services on industries, trends, media, marketing, etc. are moving research expenditure into the client's "essential, must have" budget, rather than the discretionary category. Please take time to read through the company profiles to see how these leading edge companies are expanding and transforming their portfolios.

Main findings

Methodology

With the help of the Global Research Business Network (GRBN), which includes the national research associations in over 40 countries around the world, invitations are sent out to research and data analytics firms with estimated revenue more than \$75 million. We ask for 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. 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. For further information, contact Diane Bowers at dianebowersadvisorysvcs@gmail.com.

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ABOUT GRBN

GRBN, the Global Research Business Network, connects 45 research associations and over 3500 research businesses on six continents. More than US\$25 billion in annual research revenues (turnover) are generated by these businesses. GRBN's mission is to promote and advance the business of research by developing and supporting strong autonomous national research associations and undertaking global industry initiatives.

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THE 2018 GRBN GLOBAL TOP 25 REPORT

Global rank		Organization	Year founded	Headquarters	Home Country	Research Only Full-Time Employees	Total Number and Wholly Owned Subsidiaries	2017 Research revenue					2016 Research revenue		
2018	2017							Global Revenue Research	Percent change from 2016	Revenue from home country	Revenue from outside home country	Percent of global revenue from outside home country	Home country revenue	Outside home country revenue	Global revenue
1	1	Nielsen Holdings plc* **	1923	London	U.K.	46,000	106	\$6,572.0	4.2%	\$179.6	\$6,392.4	97.3%	\$207.8	\$6,101.2	\$6,309.0
2	2	Kantar* **	1993	London	U.K.	30,000	100	\$3,995.0	3.8%	\$588.2	\$3,406.8	85.3%	\$606.7	\$3,240.3	\$3,847.0
3	3	IQVIA*	2016	Danbury, CT; Durham, NC	U.S.	55,000	105	\$3,465.0	5.0%	\$1,430.0	\$2,035.0	58.7%	\$1,358.0	\$1,943.0	\$3,301.0
4	--	Gartner Research*	1972	Stamford, CT	U.S.	10,400	100	\$2,471.3	33.1%	\$1,433.2	\$1,038.1	42.0%	\$1,077.1	\$779.9	\$1,857.0
5	4	Ipsos SA	1975	Paris	France	16,660	88	\$1,974.0	1.0%	\$131.0	\$1,843.0	93.4%	\$133.8	\$1,828.2	\$1,962.0
6	5	GfK*	1934	Nuremberg	Germany	12,990	74	\$1,650.0	-1.6%	\$400.0	\$1,250.0	75.8%	\$408.0	\$1,269.2	\$1,677.2
7	6	IRI (Information Resources)	1979	Chicago, IL	U.S.	5,000	9	\$1,149.4	12.0%	\$733.4	\$416.0	36.2%	\$639.2	\$387.5	\$1,026.7
8	7	Westat	1963	Rockville, MD	U.S.	1,900	6	\$557.5	9.0%	\$551.1	\$6.4	1.1%	\$500.7	\$10.8	\$511.5
9	10	dunnhumby* **	2001	London	U.K.	2,300	29	\$458.0	-1.9%	\$326.5	\$131.5	28.7%	\$344.8	\$122.2	\$467.0
10	9	INTAGE Holdings Inc.***	1960	Tokyo	Japan	2,527	9	\$450.5	2.0%	\$417.3	\$33.2	7.4%	\$410.1	\$31.5	\$441.6
11	8	Wood MacKenzie* **	1973	Edinburgh	U.K.	1,337	20	\$444.7	--	\$302.0	\$142.7	32.1%	\$307.1	\$135.7	\$442.8
12	--	comScore	1999	Reston, VA	U.S.	1,700	23	\$403.5	1.0%	\$332.3	\$71.2	17.6%	\$316.8	\$82.7	\$399.5
13	11	The NPD Group	1966	Port Washington, NY	U.S.	1,650	25	\$382.4	12.1%	\$289.4	\$93.0	24.3%	\$259.0	\$82.0	\$341.0
14	12	Macromill Group*	2000	Tokyo	Japan	2,000	13	\$317.0	6.0%	\$228.0	\$89.0	28.1%	\$214.6	\$84.5	\$299.1
15	13	ICF	1967	Fairfax, VA	U.S.	1,500	12	\$228.5	2.3%	\$170.6	\$57.9	25.3%	\$163.7	\$59.6	\$223.3
16	25	Cello Health plc* **	2004	London	U.K.	472	3	\$218.2	-2.6%	\$58.1	\$160.1	73.4%	\$58.1	\$165.9	\$224.0
17	--	Forrester Research Services*	1983	Cambridge, MA	U.S.	515	10	\$216.5	1.0%	\$166.7	\$49.8	23.0%	\$165.7	\$49.5	\$215.2
18	15	Decision Resources Group (DRG)*	1990	Burlington, MA	U.S.	1,000	6	\$180.8	1.6%	\$129.5	\$51.3	28.4%	\$128.0	\$50.0	\$178.0
19	--	Euromonitor International* **	1972	London	U.K.	2,100	14	\$180.0	12.5%	\$157.9	\$22.1	12.3%	\$138.3	\$21.7	\$160.0
20	16	BVA	1970	Balma	France	804	9	\$169.5	-1.2%	\$95.0	\$74.5	44.0%	\$97.0	\$74.6	\$171.6
21	18	Mintel* **	1972	London	U.K.	1,200	14	\$169.0	12.7%	\$148.5	\$20.5	12.1%	\$129.9	\$20.1	\$150.0
22	17	MaritzCX	1973	Lehi, UT	U.S.	824	5	\$167.3	-1.1%	\$124.4	\$42.9	25.6%	\$128.5	\$40.7	\$169.2
23	20	Lieberman Research Worldwide (LRW)	1973	Los Angeles, CA	U.S.	550	3	\$147.9	12.6%	\$107.8	\$40.1	27.1%	\$92.3	\$39.0	\$131.3
24	21	YouGov **	2000	London	U.K.	807	22	\$144.5	8.1%	\$35.7	\$108.8	75.3%	\$32.3	\$101.4	\$133.7
25	--	Informa Financial Intelligence	2016	Boston, MA	U.S.	540	8	\$136.4	--	\$102.4	\$34.0	24.9%	\$103.8	\$33.3	\$137.1
						199,776		\$26,248.9	5.9%	\$8,638.6	\$17,610.3	67.1%	\$8,021.3	\$16,754.5	\$24,775.8

Data are represented in millions of U.S. dollars

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

** 2017 currency exchange rate from British Pounds to US Dollars deflated the growth rate percentage

*** Fiscal year ended March 31, 2017

Company Profiles

1. NIELSEN HOLDINGS PLC * **

nielsen.com



Dwight M. Barns
CEO; B.S., MIAMI UNIVERSITY

FOUNDED	1923
HOME COUNTRY	UK
2017 GLOBAL REVENUE	\$6,572.0 M
PERCENT CHANGE FROM 2016	4.2 %
2017 HOME COUNTRY REVENUE	\$179.6 M
2017 REVENUE FROM OUTSIDE HOME COUNTRY	\$6,392.4 M
PERCENT FROM OUTSIDE HOME COUNTRY	97.3 %
GLOBAL EMPLOYEES	46000
NUMBER OF COUNTRIES WITH OFFICES	106

2017 ACQUISITIONS:

vBrand, a technology start-up with an advanced machine learning platform.

Vision IQ, an independent provider of Multi-Touch Attribution (MTA) modeling of advertising on digital platforms.

Gracenote, industry's premier provider of media and entertainment metadata spanning across platforms including multichannel video programming distributors (MVPDs), smart televisions, streaming music services, connected devices, media players and in-car infotainment systems.

Nielsen provides a comprehensive understanding of what consumers watch and what they buy and how those choices intersect. Nielsen delivers critical media and marketing information, analytics and manufacturer and retailer expertise, and its information, insights and solutions help clients maintain and strengthen their market positions and identify opportunities for profitable growth.

Nielsen's two reporting segments, Buy (consumer purchasing measurement and analytics) and Watch (media audience measurement and analytics), are built on proprietary data assets that yield insights for clients to successfully measure, manage, and grow their businesses. The information from the Buy and Watch segments together deliver insights into the effectiveness of branding, advertising and consumer choice by linking media consumption trends with consumer purchasing data to better understand behavior and better manage supply and demand as well as media spend and supply chain issues.

Representing about 49% of consolidated revenues in 2017, The Buy segment

provides retail transactional measurement data, consumer behavior information and analytics primarily to businesses in the consumer packaged goods industry. Nielsen tracks billions of sales transactions per month in retail outlets globally, and the data is used to measure sales and market share, enabling clients to better manage brands and supply chain issues, uncover new sources of demand, launch and grow new services, analyze their sales, improve their marketing mix, and establish more effective consumer relationships.

The Watch segment represents about 51% of 2017 consolidated revenue, providing viewership and listening data and analytics primarily to the media and advertising industries across the television, radio, online and mobile viewing and listening platforms. The Watch data is used by media clients to understand their audiences, establish the value of their advertising inventory and maximize the value of their content, and by advertising clients to plan and optimize their spending. Nielsen measures eight hours a day per person of dynamic media consumption, and includes streaming audio, out-of-home measurements for television consumption and deeper measurement of multicultural audiences in the U.S.

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

***2017 currency exchange rate from British Pounds to US Dollars deflated the growth rate percentage*

2. Kantar * **

kantar.com



Eric Salama
CHAIRMAN AND CEO; M.S., BIRKBECK COLLEGE

FOUNDED	1993
HOME COUNTRY	UK
2017 GLOBAL REVENUE	\$3,995.0 M
PERCENT CHANGE FROM 2016	3.8 %
2017 HOME COUNTRY REVENUE	\$588.2 M
2017 REVENUE FROM OUTSIDE HOME COUNTRY	\$3,406.8 M
PERCENT FROM OUTSIDE HOME COUNTRY	85.3 %
GLOBAL EMPLOYEES	30000
NUMBER OF COUNTRIES WITH OFFICES	100

Kantar is the world's leading marketing data, insight and consultancy company. We know more about how people live, feel, shop, vote, watch and post worldwide than any other company. Working across the entire sales and marketing lifecycle, we help brands uncover growth in an extraordinary world. Kantar is part of WPP and its services are employed by over half of the Fortune 500 companies in 100 countries.

Kantar is comprised of nine specialized operating brands, each of them highly-respected in its particular sphere of expertise.

Kantar Consulting, a specialist growth consultancy with over 1,000 analysts, thought leaders, software developers and expert consultants

Kantar Health, a global healthcare consulting firm and trusted advisor to pharmaceutical, biotech, and medical device and diagnostic companies

Kantar IMRB provides comprehensive research support for 40 of the top 50 brands in India, as well as in Pakistan, Bangladesh and Sri Lanka

Kantar Media provides strategic advice and competitive intelligence to brands, publishers, agencies and industry bodies

Kantar Millward Brown, a global research agency specializing in advertising effectiveness, strategic communication, media and brand equity research

Kantar Public works with its clients to build a better public realm, advising on public policy, service delivery, and communications

Kantar TNS advises clients on specific growth strategies around new market entry, innovation, brand switching and stakeholder management

Kantar WorldPanel, a global provider of consumer panels that offer continuous

measurement and analysis of consumer purchasing and usage behavior
Lightspeed, a global provider of online quantitative and qualitative research from proprietary access panels, to custom panels, and innovative mobile surveys

Kantar's value to clients lies increasingly in the connections we can make between these operating brands. 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.

Our 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*

***2017 currency exchange rate from British Pounds to US Dollars deflated the growth rate percentage*

Company Profiles

3. IQVIA *

iqvia.com



Ari Bousbib
CHAIRMAN AND CEO;
MBA, COLUMBIA UNIVERSITY

FOUNDED	2016
HOME COUNTRY	US
2017 GLOBAL REVENUE	\$3,465.0 M
PERCENT CHANGE FROM 2016	5.0 %
2017 HOME COUNTRY REVENUE	\$1,430.0 M
2017 REVENUE FROM OUTSIDE HOME COUNTRY	\$2,035.0 M
PERCENT FROM OUTSIDE HOME COUNTRY	58.7 %
GLOBAL EMPLOYEES	55000
NUMBER OF COUNTRIES WITH OFFICES	105

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.

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 maintains one of the world's largest and most comprehensive collections of healthcare information—including more than 530 million longitudinal anonymous patient records spanning sales, prescription and promotional data, medical claims, electronic medical records and social media. The company maintains 30 petabytes of proprietary data sourced from more than 120,000 data suppliers and covering 900,000 data feeds globally. Based on this data, IQVIA delivers information and insights on more than 85 percent of the world's pharmaceuticals. We standardize, organize, structure and integrate this data by applying our

sophisticated analytics and leveraging our global technology infrastructure. This helps our clients run their organizations more efficiently and make better decisions to improve their clinical, commercial and financial performance.

With more than 55,000 employees, we conduct operations in more than 100 countries.

Above all, IQVIA is committed to helping clients drive healthcare forward with breakthrough approaches to developing and commercializing treatments, improving care provision and aligning with healthcare stakeholders globally.

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

4. GARTNER RESEARCH *

gartner.com



Eugene A. Hall
CEO;
MBA, HARVARD UNIVERSITY

FOUNDED	1972
HOME COUNTRY	US
2017 GLOBAL REVENUE	\$2,471.3 M
PERCENT CHANGE FROM 2016	33.1 %
2017 HOME COUNTRY REVENUE	\$1,433.2 M
2017 REVENUE FROM OUTSIDE HOME COUNTRY	\$1,038.1 M
PERCENT FROM OUTSIDE HOME COUNTRY	42.0 %
GLOBAL EMPLOYEES	10,400
NUMBER OF COUNTRIES WITH OFFICES	100

Gartner Research, the largest of four business segments in Gartner Inc., 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.

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 12,000 distinct organizations worldwide. We publish tens of thousands of pages of original research annually, and our analysts answer over 380,000 client inquiries every year. Our size and scale allow us to commit vast resources toward broader and deeper analyst coverage, and to deliver insight to our clients based on what they need and where they are. The ongoing interaction between our research analysts and our clients enables us to identify the most pertinent topics to them and develop relevant product enhancements to meet the evolving needs of users of our research.

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 for individual users over a defined period of time. We typically have a minimum contract period of 12 months for our research subscription contracts, and as of December 31, 2017, more than half of our contracts are multi-year.

Gartner's traditional strengths in IT, marketing and supply chain research were enhanced in 2017 with Gartner's acquisition of CEB, Inc., which added CEB's best practice and talent management research insights across a range of business functions, to include human resources, sales, legal and finance.

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

Company Profiles

5. IPSOS SA

ipsos.com



Didier Truchot
CHAIRMAN AND CEO;
ECONOMICS,
PANTHEON-SORBONNE
UNIVERSITY



Pierre LeManh
CEO;
NORTH AMERICA; MBA, ECOLE
SUPERIEURE SCIENCES
ECONOMIQUES ET
COMMERCIALES

FOUNDED	1975
HOME COUNTRY	FRANCE
2017 GLOBAL REVENUE	\$1,974.0 M
PERCENT CHANGE FROM 2016	1.0 %
2017 HOME COUNTRY REVENUE	\$131.0 M
2017 REVENUE FROM OUTSIDE HOME COUNTRY	\$1,843.0 M
PERCENT FROM OUTSIDE HOME COUNTRY	93.4%
GLOBAL EMPLOYEES	16,660
NUMBER OF COUNTRIES WITH OFFICES	88

Ipsos delivers information and analysis that provides our clients with a total understanding of people, markets and societies. Operating across 89 markets worldwide, Ipsos supports our clients' objectives through specialized expertise in Social and Opinion Research, Market Strategy and Understanding, Qualitative, and Social Intelligence & Analytics. These clients span across industries including tech, consumer goods, retail, auto, government, healthcare, financial services, amongst many others.

Ipsos assists companies and institutions in understanding how the world is changing, the behavior and opinions of citizens and consumers and the trends underway, enhancing their reputation and communications.

Ipsos supports our clients' marketing strategies to optimize their brand portfolio, leverage consumers' path to purchase, innovate effectively, improve products or services and maximize commercial effectiveness thanks to a range of capabilities including survey and passive data, deep observation and listening, social intelligence and digital communities, insights curation and knowledge platforms, big data analytics and advisory services. We also measure, manage and improve customer relationships and employee engagement. Leading edge solutions integrating technologies for the Voice of the Customer and the Employee provide real-time and predictive insights for key stakeholders. Our 2015 acquisition of RDA continues to provide expanded solutions in automotive satisfaction and quality.

We also measure and weigh our clients' brands, advertising and media optimizing

communications and content in a highly digitized world with fragmented audiences. Ipsos continues to be on the forefront of the MADTech revolution, delivering insights based on the facts that empower content, platforms and brands to be chosen by more people, more easily and more often.

Ipsos in the US comprises centers of expertise in Data Science, Neurosciences and Behavioral Sciences as well as leading strategic partnerships in academia dedicated to advancing our understanding and application of behavioral sciences (Duke, Yale, MIT and Stanford) with two Think Tanks:

- Yale/Ipsos Behavioral Sciences Think Tank: developing and conducting research and experiments on the practical application of behavioral sciences principles in key areas of consumer marketing.
- Duke/Ipsos Research Center: progressing our understanding of the science of decision making, focusing on in-store shopper marketing, consisting of manufacturers, retailers, Duke and Ipsos experts.

6. GFK *

gfk.com



Peter Feld
CEO;
M.SC., RWTH AACHEN UNIVERSITY

FOUNDED	1934
HOME COUNTRY	GERMANY
2017 GLOBAL REVENUE	\$1,650.0 M
PERCENT CHANGE FROM 2016	-1.6 %
2017 HOME COUNTRY REVENUE	\$400.0 M
2017 REVENUE FROM OUTSIDE HOME COUNTRY	\$1,250.0 M
PERCENT FROM OUTSIDE HOME COUNTRY	75.8 %
GLOBAL EMPLOYEES	12,990
NUMBER OF COUNTRIES WITH OFFICES	74

Our world is changing fast. Consumers, users, and buyers are calling the shots. New things become possible every second. And more complicated, too. Our clients are businesses around the globe. To make the best possible decisions every day, they need to really know what is going on, now and in the future.

We don't have a crystal ball, either. But we love data and science and we understand how to connect the two. We care about attention to detail and accuracy. We are digital engineers who build world-class research, powered by high technology. Because people who know best lead the way. This is why GfK means Growth from Knowledge.

Understanding client challenges with expertise across a variety of industries, GfK helps clients take on some of their most important challenges:

- Developing strategic opportunities: Discovering trends and interpreting data to make better business decisions; identifying and nurturing areas of strategic potential.
- Creating experiences: Designing and testing new experiences along the customer journey and forecasting potential prior to launch.
- Optimizing in-market experiences: Tracking current market development pre- or post-launch or even mid-flight to optimize marketing spend immediately.
- Growing relationships: Increasing loyalty along experience points, building strong, durable relationships with customers and stakeholders.

Research we provide: * Brand and customer experience; * Consumer panels; * Digital market intelligence; * Distribution and supply chain management; * Geomarketing; * Market opportunities and innovation; * Media measurement; * Mystery shopping; * Online pricing intelligence; * Point of sales tracking; * Product catalogs; * Promotion and causal retail; * Public communications and social science; * Retail analytics; * Shopper; * Social media intelligence; * Trends and forecasting; * User experience

Industries we serve: 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, Health, Media & Entertainment, Public Services, Retail, Technology, and Travel and Hospitality.

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

Company Profiles

7. IRI (Information Resources)

IRIworldwide.com



Andrew M. Appel

**PRESIDENT AND CEO;
MBA,
UNIVERSITY OF CHICAGO**



Richard H. Lenny

**CHAIRMAN;
MBA, MARKETING AND
FINANCE, KELLOGG GRADUATE
SCHOOL OF BUSINESS,
NORTHWESTERN UNIVERSITY**

FOUNDED	1979
HOME COUNTRY	US
2017 GLOBAL REVENUE	\$1,149.4 M
PERCENT CHANGE FROM 2016	12 %
2017 HOME COUNTRY REVENUE	\$733.4 M
2017 REVENUE FROM OUTSIDE HOME COUNTRY	\$416.0 M
PERCENT FROM OUTSIDE HOME COUNTRY	36.2 %
GLOBAL EMPLOYEES	5,000
NUMBER OF COUNTRIES WITH OFFICES	9

IRI delivers market, consumer and media exposure information, prescriptive analytics, technology platforms, and the foresight that leads to action. The New York-based private equity firm New Mountain Capital, LLC is the majority investor.

In 2013 IRI acquired Aztec, gaining a presence in Australia, Canada, Hong Kong, New Zealand, South Africa, Sweden, and the United Kingdom, enabling personalized cross-media, 1:1 shopper insight, activation measurement and optimization.

In 2014, IRI joined forces with comScore and Rentrak to create a comprehensive data set and offer an integrated solution for linking media consumption to purchasing.

Strategies for 2018: IRI will drive consumer personalization by continuing to integrate multiple, disparate big data sources to create sophisticated end-to-end capabilities that enable its clients to more effectively plan, target, activate, measure and optimize their businesses in real time for growth.

The IRI Partner Ecosystem includes such companies as 84.51°, Adobe, Alphonso, The Boston Consulting Group, comScore, Experian, GfK, Gigwalk, Ipsos, Limbik, MasterCard Advisors, MaxPoint, Oracle, Pinterest, Research Now, Simulmedia, SPINS, Survey Sampling International, and Univision, Viant and others.

Retail Coverage in 2018: IRI Data Cloud™ integrates previously unavailable de-identified frequent shopper program data from top retailers, including Ahold Delhaize USA BevMo!, BJ's, Rite Aid, Southeastern Grocers, Walgreens Boots

Alliance and others, to provide clients with insights into consumer and shopper behavior for improved audience development and advertising targeting, measurement and optimization.

IRI delivers growth to our clients through five key areas of expertise:

- **Market Performance and Strategy** – IRI answers critical market questions focused on issues such as achieving growth in a mature market and what clients should consider when launching a product.
- **Consumer and Shopper Intelligence** – IRI solutions focus on deep shopper insights, segment planning, opportunity sizing and activation strategies that empower companies to “win” the sale and the shopper.
- **Media** – IRI media solutions enable clients to measure the efficiency and effectiveness of their media spending.
- **Analytics and Retail Execution** – IRI helps clients analyze data to pinpoint new opportunities to optimize pricing, promotions and assortments.
- **Data Management/Cloud/Software** – IRI data management, cloud and software solutions help clients better leverage data to gain faster insights and action.

8. WESTAT

westat.com



James E. Smith

**CEO;
PH.D., UNIVERSITY
OF SOUTHERN
CALIFORNIA**

Scott Royal

**PRESIDENT;
PH.D., JOHNS HOPKINS
UNIVERSITY**

FOUNDED	1963
HOME COUNTRY	US
2017 GLOBAL REVENUE	\$557.5 M
PERCENT CHANGE FROM 2016	9 %
2017 HOME COUNTRY REVENUE	\$551.1 M
2017 REVENUE FROM OUTSIDE HOME COUNTRY	\$6.4 M
PERCENT FROM OUTSIDE HOME COUNTRY	1.1 %
GLOBAL EMPLOYEES	1,900
NUMBER OF COUNTRIES WITH OFFICES	6

Westat is a 100 percent employee-owned research and professional services company. In 2017 we welcomed Scott Royal, Ph.D., as Westat President. Dr. Royal brings extensive experience in research services executive management as well as substantive background in public health and epidemiology. During 2017, we expanded our capabilities in integrated mental health and employment practices, behavioral health, justice and child welfare, and statistical research and analysis. Our research assists clients with evidence-based evaluations and solutions in health, education, social policy, transportation, and other areas. Clients include the U.S. Government, state and local agencies, commercial businesses, and foundations.

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.

Company Profiles

9. dunnhumby * **

dunnhumby.com



Guillaume Bacuvier
CEO;
MBA, INSEAD; MSC, TELECOM PARISTECH

FOUNDED	2001
HOME COUNTRY	UK
2017 GLOBAL REVENUE	\$458.0 M
PERCENT CHANGE FROM 2016	-1.9 %
2017 HOME COUNTRY REVENUE	\$326.5 M
2017 REVENUE FROM OUTSIDE HOME COUNTRY	\$131.5 M
PERCENT FROM OUTSIDE HOME COUNTRY	28.7 %
GLOBAL EMPLOYEES	2,300
NUMBER OF COUNTRIES WITH OFFICES	29

dunnhumby is a customer science company that is a privately held and wholly owned subsidiary of Tesco PLC. 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's customer science business model revolves around the customer, helping companies predict and meet the needs of their best customers. Analysing data from nearly one billion customers worldwide, dunnhumby uncovers valuable insights: what customers want, where they want it and how much they're willing to pay for it. Then, those insights are turned into action, offering personalized experiences, in and out of store, online and off, before, during and after the trip, earning the customer's loyalty. Additionally, dunnhumby uses these insights to transform clients into customer-first organizations. 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. 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.

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

***2017 currency exchange rate from British Pounds to US Dollars deflated the growth rate percentage*

10. INTAGE HOLDINGS INC. ***

intageholdings.co.jp/English



Kenji Miyakubi
PRESIDENT AND REPRESENTATIVE DIRECTOR;
B.A., EHIME UNIVERSITY, JAPAN

FOUNDED	1960
HOME COUNTRY	JAPAN
2017 GLOBAL REVENUE	\$450.5 M
PERCENT CHANGE FROM 2016	2 %
2017 HOME COUNTRY REVENUE	\$417.3 M
2017 REVENUE FROM OUTSIDE HOME COUNTRY	\$33.2 M
PERCENT FROM OUTSIDE HOME COUNTRY	7.4 %
GLOBAL EMPLOYEES	2,527
NUMBER OF COUNTRIES WITH OFFICES	9

INTAGE Inc. was founded in 1960 and was listed on the Tokyo Stock Exchange in November 2001 and on its First Section in March 2009. In 2013 the company migrated to a holding company structure, becoming the INTAGE Group.

With 14 consolidated group companies in Japan, offices in nine countries across Asia, and partners around the world, the Group provides industry-wide, standardized syndicated data and customized research services for a wide range of consumer markets, service industries and the healthcare sector globally. Maximizing on digital and mobile capabilities, it provides comprehensive, tailored research solutions and actionable business intelligence to support clients' management strategies and marketing decisions.

INTAGE Group's principal services include:

- **Panel Research:** Continuous collection of data from retail stores (SRI) and consumer monitors (SCI). Data collected over many years are compiled as an index essential to grasp consumer market trends and competitor conditions that is used by about 400 leading companies in Japan.
- **Custom Research:** Customized research to address customer issues. The Group proposes the optimal methods, design, research contents, and analysis methods using its strong research capabilities in fields such as fast moving consumer goods, durable consumer goods, and healthcare.
- **Communications:** INTAGE Group makes full use of its verification, planning, platform construction

and other know-how to propose means of communication based on the accurate and abundant data of it.

- **CRO (Contract Research Organization):** INTAGE Group supports and conducts various works related to clinical testing, post-marketing surveillance and safety information on behalf of pharmaceutical manufacturers.
- **Development, operation and consulting:** INTAGE Group works in software development and sales through to systems operations, upkeep and management, as well as data center operations. Its services extend in support of management strategies, encompassing evaluation, analysis, and consultation.

INTAGE Group has set "Take the Initiative—in the field of data-activation" as the basic policy of its 12th Medium-Term Management Plan, to ensure sustainable Group growth: becoming a client information partner, evolving into a strategic partner.

****Fiscal year ended March 31, 2017.*

Company Profiles

11. WOOD MACKENZIE * **

woodmac.com



Neal Anderson
PRESIDENT AND CEO;
MSC, PETROLEUM GEOLOGY, IMPERIAL COLLEGE
LONDON

FOUNDED	1973
HOME COUNTRY	UK
2017 GLOBAL REVENUE	\$444.7 M
PERCENT CHANGE FROM 2016	-
2017 HOME COUNTRY REVENUE	\$302.0 M
2017 REVENUE FROM OUTSIDE HOME COUNTRY	\$142.7 M
PERCENT FROM OUTSIDE HOME COUNTRY	32.1 %
GLOBAL EMPLOYEES	1,337
NUMBER OF COUNTRIES WITH OFFICES	20

Acquired by Verisk Analytics in 2015, Edinburgh-based Wood Mackenzie provides commercial intelligence for the energy, metals and mining industries through objective analysis and advice on assets, companies and markets. For more than forty years, Wood Mackenzie has assessed and valued thousands of individual assets and companies around the world, evaluating economic indicators and analyzing market supply, demand and price trends. The firm produces research and analysis across oil, gas, power, coal, chemicals, metals and mining giving clients a forward-looking view of the challenges, opportunities and risks facing their business and sector.

Wood MacKenzie offers a combination of:

- Robust proprietary data through which Wood MacKenzie can forecast and value with confidence, providing clients with strategic advice.
- Expert, knowledgeable and collaborative people: The firm's global teams of experts rigorously evaluate the data, to ensure in-depth understanding of our chosen markets.
- Integrated analysis and advice: The depth and breadth of the firm's research and the collaboration between sector and regional teams ensures a thoroughly integrated view, combining

global understanding with detailed regional knowledge.

Wood Mackenzie's clients include international and national energy and metals companies as well as financial institutions and governments. The firm works with a range of diverse teams within those client companies, from strategy and policy makers, business developers and market analysts, through to corporate finance, risk teams and investors.

Wood MacKenzie's research, analytics, and consulting services help clients to understand their markets, value assets, reduce risk, identify and screen opportunities, assess competitors, strengthen strategy, and pitch for new business.

We have been careful to maintain our commitment to insight based on proprietary information and deep industry knowledge as we have grown and entered new markets.

With 25 offices in twenty countries, our teams work across every sector of energy, metals and mining covering more than 150 countries in order to provide an integrated perspective across entire industries.

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

***2017 currency exchange rate from British Pounds to US Dollars deflated the growth rate percentage*

12. comScore * **

comscore.com



Bryan Wiener
CEO;
MBA, STERN SCHOOL OF BUSINESS, NEW YORK
UNIVERSITY

FOUNDED	1999
HOME COUNTRY	US
2017 GLOBAL REVENUE	\$403.5 M
PERCENT CHANGE FROM 2016	1 %
2017 HOME COUNTRY REVENUE	\$332.3 M
2017 REVENUE FROM OUTSIDE HOME COUNTRY	\$71.2 M
PERCENT FROM OUTSIDE HOME COUNTRY	17.6 %
GLOBAL EMPLOYEES	1,700
NUMBER OF COUNTRIES WITH OFFICES	23

comScore is a global leader in cross-platform measurement of audiences, advertising and consumer behavior. comScore combines proprietary TV, digital and movie viewing data with vast demographic details to measure consumers' multiscreen behavior at scale. comScore's products and solutions are powered by industry-leading census, big data and panel information assets. comScore has more than 3,200 clients and a footprint in 70 countries.

comScore offers solutions to support every phase of the advertising life cycle – across all platforms. Since 2015, comScore has delivered cross-platform campaign and audience ratings, integrating over five platforms, including behavior across 69 million television screens, 194 million computers and 240 million mobile devices and tablets in the U.S.

comScore tracks satellite, telco, cable and over-the-air television viewing built from the ZIP code-level up. In February 2018, comScore integrated an additional nine million TV households into its national and local TV measurement systems, expanding its coverage to 69 million TVs across the U.S. With this integration, comScore now measures nearly one of every two TV households within 52 of the 210 local markets, and nearly one in every four TV homes nationally.

comScore provides audience measurement using its Unified Digital Measurement methodology, which accounts for all site visitors and helps customers understand the size and quality of their audiences. Its unduplicated measurement enables users to properly quantify and monetize their unique audiences by removing repeat

consumers as they move between screens.

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

comScore provides solutions for film exhibitors and distributors in 65 countries around the world. Measuring approximately 95 percent of the global box office, comScore offers movie analytics and measurement services to help marketers and theaters optimize ticket sales and improve efficiencies across their businesses.

Company Profiles

13. THE NPD GROUP

npd.com



Karyn Schoenbart

**CEO;
B.A., UNIVERSITY OF
MASSACHUSETTS**



Tod Johnson

**EXECUTIVE CHAIRMAN;
M.S.I.A., CARNEGIE MELLON
UNIVERSITY**

FOUNDED	1966
HOME COUNTRY	US
2017 GLOBAL REVENUE	\$382.4 M
PERCENT CHANGE FROM 2016	12.1 %
2017 HOME COUNTRY REVENUE	\$289.4 M
2017 REVENUE FROM OUTSIDE HOME COUNTRY	\$93.0 M
PERCENT FROM OUTSIDE HOME COUNTRY	24.3 %
GLOBAL EMPLOYEES	1,650
NUMBER OF COUNTRIES WITH OFFICES	25

NPD's global information and business solutions provide data-driven confidence and a winning advantage to the world's leading brands.

NPD offers uniquely combined information assets, analytic services, and expertise in more than 20 industries to help our clients measure markets, predict trends, and improve performance. Information is available for the following industries: apparel, automotive, appliances, beauty, books, consumer electronics, e-commerce, entertainment, fashion accessories, food, foodservice, footwear, home, jewelry, juvenile products, mobile, office supplies, retail, sports, technology, toys, travel retail, video games, and watches. NPD Tracking Services encompass retail tracking, distributor tracking, and consumer tracking, including Checkout, which delivers the most comprehensive view of consumer purchase behavior for general merchandise and foodservice categories, across all retail channels over time.

NPD offers weekly tracking, store-level enabled data (for looking at geographies or custom store groupings), and account level information (for participating retailers). Information is collected from over 1300 retailers representing brick-and-mortar and e-commerce, 12 million consumer interviews conducted annually, and more than 3 million consumers who make physical and/or digital receipts available for Checkout, some of which is done in partnership with Slice Intelligence.

NPD also offers Analytic Solutions focusing on market forecasting, new product forecasting, pricing and promotion evaluation, and segmentation. The firm's Advisory Services include Connected Intelligence, which offers reports and

analysis on the connected world including content, devices, and services.

In addition to its data and analytics, NPD is known for their thought leadership in retail trends and their deep industry expertise across the industries that they track.

In 2017, NPD expanded its Checkout service, with new longitudinal buyer-based metrics and advanced analytics. It also enhanced e-commerce tracking to cover marketplaces (first- and third-party sales) for Amazon, Jet, and Walmart, 400+ e-commerce retailers, and direct-to-consumer and emerging players. NPD acquired the Book point-of-sale business from Nielsen and acquired CiR, a Travel Retail specialist.

In 2018, NPD will hold its executive summit, IDEA: Under Fire. On Fire. It will continue development of its Checkout offering and its portfolio of analytic solutions and analyses to help clients understand shifting consumer preferences and behaviors and the evolving retail landscape.

14. MACROMILL GROUP *

macromill.com



Scott Ernst

**GLOBAL CEO AND REPRESENTATIVE EXECUTIVE OFFICER;
B.S., ECONOMICS, MARKETING AND ENTREPRENEURIAL
MANAGEMENT, THE WHARTON SCHOOL, UNIVERSITY OF
PENNSYLVANIA**

FOUNDED	2000
HOME COUNTRY	JAPAN
2017 GLOBAL REVENUE	\$317.0 M
PERCENT CHANGE FROM 2016	6.0 %
2017 HOME COUNTRY REVENUE	\$228.0 M
2017 REVENUE FROM OUTSIDE HOME COUNTRY	\$89.0 M
PERCENT FROM OUTSIDE HOME COUNTRY	28.1 %
GLOBAL EMPLOYEES	2,000
NUMBER OF COUNTRIES WITH OFFICES	13

Macromill Group is a rapidly-growing global market research and digital marketing solutions provider. We bring together the collective power of our specialist companies to provide innovative data and insights that drive clients' smarter decisions. Our industry-leading digital research solutions deliver rapid and cost-effective solutions to the challenges businesses face today. We are headquartered in Tokyo and Rotterdam with over 30 offices across the Americas, Europe and Asia. Macromill serves more than 3800 brands and agencies in more than 90 countries with over 1700 experts worldwide.

The group's leading business units are Macromill and MetrixLab.

Macromill stands in the forefront of innovation, delivering unique marketing solutions. We offer exclusive access to the highest-quality online panel with over 2 million members including 1 million Yahoo! Research Monitor members. Using our self-developed platform "AIRs," we provide full-service online research including automated survey creation and completion, data tabulation, and analysis. Our business portfolio has rapidly grown and is constantly evolving. Today, it includes services such as offline quantitative research, mobile research, POS database research (QPR), digital marketing (Accessmill), a DIY survey platform (Questant) and more. Headquartered in Tokyo, our global network can reach 87 countries across the world.

Metrixlab turns data from online surveys, social media, mobile devices and enterprise systems into valuable business information and actionable consumer insights. This helps leading companies drive product innovation, brand engagement and customer value. Owned

and group panels provide expansive access to global respondents in mature and emerging markets. Our teams deliver strategic and tactical decision support by pushing the boundaries of data analysis innovation, combining cutting-edge technology with data science and proven marketing research methodologies. Clients across the globe rely on our hyper efficient data and insights ecosystem to deliver fast and affordable results.

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

Company Profiles

15. ICF

icf.com



Sudhakar Kesavan
CEO;
M.S., MASSACHUSETTS INSTITUTE OF TECHNOLOGY

FOUNDED	1967
HOME COUNTRY	US
2017 GLOBAL REVENUE	\$228.5 M
PERCENT CHANGE FROM 2016	2.3 %
2017 HOME COUNTRY REVENUE	\$170.6 M
2017 REVENUE FROM OUTSIDE HOME COUNTRY	\$57.9 M
PERCENT FROM OUTSIDE HOME COUNTRY	25.3 %
GLOBAL EMPLOYEES	1,500
NUMBER OF COUNTRIES WITH OFFICES	12

ICF is a global consulting services provider with more than 5,000 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 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 will complete the certification process for ISO 20252, providing independent third-part validation that our quality processes and procedures are comprehensive, transparent, and documented.

Moving forward, we will complete 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 matters profoundly to our clients.

16. CELLO HEALTH PLC * * *

cellohealtholc.com



Mark Scott
CEO;
MBA, Harvard University

FOUNDED	2004
HOME COUNTRY	UK
2017 GLOBAL REVENUE	\$218.2 M
PERCENT CHANGE FROM 2016	-2.6 %
2017 HOME COUNTRY REVENUE	\$58.1 M
2017 REVENUE FROM OUTSIDE HOME COUNTRY	\$160.1 M
PERCENT FROM OUTSIDE HOME COUNTRY	73.4 %
GLOBAL EMPLOYEES	472
NUMBER OF COUNTRIES WITH OFFICES	3

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.

In February 2017, Cello Health announced further expansion in the United States with the acquisition of New Jersey-based company Defined Healthcare Research Inc., a leading business development strategy firm servicing life sciences firms with a particular focus in biotech.

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

***2017 currency exchange rate from British Pounds to US Dollars deflated the growth rate percentage*

Company Profiles

17. Forrester Research Services *

forrester.com



George F. Colony

**CHAIRMAN AND CEO;
A.B., HARVARD UNIVERSITY**

FOUNDED	1983
HOME COUNTRY	US
2017 GLOBAL REVENUE	\$216.5 M
PERCENT CHANGE FROM 2016	1.0 %
2017 HOME COUNTRY REVENUE	\$166.7 M
2017 REVENUE FROM OUTSIDE HOME COUNTRY	\$49.8 M
PERCENT FROM OUTSIDE HOME COUNTRY	23.0 %
GLOBAL EMPLOYEES	515
NUMBER OF COUNTRIES WITH OFFICES	10

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 primary syndicated research product, Research in 2017, provides clients with access to our core syndicated research designed to inform their strategic decision-making. Research includes our Playbooks, a set of integrated reports, tools, and guidance for critical business initiatives, and our Reports, designed to deepen clients' understanding of market, customer, and technology trends through data-driven reports, case studies, predictions, and strategic road maps.

Our syndicated research also includes The Forrester Wave™ our primary mechanism for evaluating enterprise technologies, which provides a detailed analysis of vendors' technologies and services based on transparent, fully accessible criteria, and measurement of characteristics weighted by us, allowing clients to compare products and develop a custom shortlist based on the client's unique requirements. In 2017, we also introduced our first Forrester Industry Waves, which evaluate the digital experiences of firms that serve end customers.

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. 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.

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.

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

18. DECISION RESOURCES GROUP (DRG) *

decisionresourcesgroup.com



Jon Sandler

**Chairman and CEO;
MBA, Harvard University**

FOUNDED	1990
HOME COUNTRY	US
2017 GLOBAL REVENUE	\$180.8 M
PERCENT CHANGE FROM 2016	1.6 %
2017 HOME COUNTRY REVENUE	\$129.5 M
2017 REVENUE FROM OUTSIDE HOME COUNTRY	\$51.3 M
PERCENT FROM OUTSIDE HOME COUNTRY	28.4 %
GLOBAL EMPLOYEES	1000
NUMBER OF COUNTRIES WITH OFFICES	6

DRG 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.

DRG, which was acquired by Piramal Group in 2012, has more than 1000 employees in 17 offices worldwide, including New York, London, and Hong Kong.

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

Company Profiles

19. EUROMONITOR INTERNATIONAL

* **

euromonitor.com



Tim Kitchin

CEO;
BA, HONS GEOGRAPHY, LEEDS UNIVERSITY

FOUNDED	1972
HOME COUNTRY	UK
2017 GLOBAL REVENUE	\$180.0 M
PERCENT CHANGE FROM 2016	12.5 %
2017 HOME COUNTRY REVENUE	\$157.9 M
2017 REVENUE FROM OUTSIDE HOME COUNTRY	\$22.1 M
PERCENT FROM OUTSIDE HOME COUNTRY	12.3 %
GLOBAL EMPLOYEES	2,100
NUMBER OF COUNTRIES WITH OFFICES	14

Established in 1972, Euromonitor International is one of the world's leading providers of strategic market research.

Euromonitor's research solutions support market research needs for every region, country, category and channel.

- Passport is a global market research database providing insight on industries, economies, and consumers worldwide, helping our clients analyze market context and identify future trends impacting businesses globally.
- Each year Euromonitor publishes more than 17,000 reports on 27 industries, 200 sub-categories and thousands of companies in 210 markets and countries.
- Our research consulting team answers your commercial questions with data and insights generated by our research experts, our industry knowledge, and a network of 1,200 on the ground analysts in 100 developed, emerging and frontier markets.
- With unlimited access to more than 5,000 industry and country reports across 80 countries and daily breaking new articles on factors influencing the business landscape, Research Monitor is an ideal resource for business research. A business reference database on industries, countries, and consumers worldwide, Research Monitor features simple search functionality and content in many languages.

With a global network of analysts and market research on every key trend and driver, Euromonitor's market research reports empower

organizations and brands of all sizes with strategic data, analysis and consumer trends.

*Some or all figures are not made available by this company so instead are based on research and estimation by the Report author
**2017 currency exchange rate from British Pounds to US Dollars deflated the growth rate percentage

20. BVA

bva-group.com



Gérard Lopez

PRESIDENT, BVA GROUP;
POST GRADUATE DIPLOMA IN MANAGEMENT AND ECONOMICS

FOUNDED	1970
HOME COUNTRY	FRANCE
2017 GLOBAL REVENUE	\$169.5 M
PERCENT CHANGE FROM 2016	-1.2 %
2017 HOME COUNTRY REVENUE	\$95.0 M
2017 REVENUE FROM OUTSIDE HOME COUNTRY	\$74.5 M
PERCENT FROM OUTSIDE HOME COUNTRY	44.0 %
GLOBAL EMPLOYEES	804
NUMBER OF COUNTRIES WITH OFFICES	9

Pascal Gaudin

MANAGING DIRECTOR, BVA GROUP;
MASTER'S IN MATHEMATICS AND ECONOMETRICS

Alain Sivan

MANAGING DIRECTOR, BVA GROUP;
ENGINEER, ECOLE NATIONALE SUPÉRIEURE DE BIOLOGIE APPLIQUÉE

Eric Singler

MANAGING DIRECTOR, BVA GROUP;
MBA, INSTITUT D'ÉTUDES POLITIQUES DE PARIS

Scott Young

GLOBAL CEO, PRS IN VIVO

We are BVA-Group: a fast-growing research and consulting firm, expert in behavior, ranked in TOP 20 WW. We bring data to life and convert deep understanding of customers and citizens into behavior change strategies. We operate both for public and private clients with methodologies fueled by data-science and behavioral science.

Our PGC department (PRS IN VIVO) is a Global leader in packaging & shopper research, and BVA Group is a European leader in Customer Experience research (feed-back-management, mystery-shopping, quality monitoring, customer satisfaction & NPS, ethnography, etc.).

More than 100 Leading Brands are using our behavioral insights to provide seamless shopper journeys and design successful new products or services, including

solutions from our multi-awarded Global Nudge-unit.

BVA has offices in New York, Chicago, Paris, London, Geneva, Rome, Frankfurt, Singapore and Shanghai.

Company Profiles

21. MINTEL * **

forrester.com



Peter Haigh

CEO;
B.A., BUSINESS STUDIES, LONDON SOUTH BANK
UNIVERSITY

FOUNDED	1972
HOME COUNTRY	UK
2017 GLOBAL REVENUE	\$169.0 M
PERCENT CHANGE FROM 2016	12.7 %
2017 HOME COUNTRY REVENUE	\$148.5 M
2017 REVENUE FROM OUTSIDE HOME COUNTRY	\$20.5 M
PERCENT FROM OUTSIDE HOME COUNTRY	12.1 %
GLOBAL EMPLOYEES	1,200
NUMBER OF COUNTRIES WITH OFFICES	14

Mintel is a global market intelligence agency, with offices in London, Chicago, Shanghai, Belfast, Kuala Lumpur, Mumbai, Düsseldorf, New York, São Paulo, Singapore, Sydney, Tokyo and Toronto.

Market intelligence is what sets us apart and what defines us as a brand – literally in fact: when the company was founded in 1972 it took its name from an amalgamation of the two words.

We have been defining and refining the Market Intelligence Mix ever since, to offer our clients a unique perspective on the consumer landscape ahead and a clear roadmap to navigate it with.

So what goes in to the market intelligence mix? Of course there's data, and there's market research, but there is also market analysis, product intelligence, competitive intelligence and, most importantly, the expertise to combine these elements in an expert synthesis that generates insight and recommendation rooted in cast-iron fact.

- Market Research—The vast range of primary research we carry out and commission is the bedrock of our market intelligence, creating data series we can assess incrementally over the long term to track trends and forecast the future.
- Market Analysis—Our specialist team of market analysts scours the globe for trade, industry and government data, which our statisticians then integrate into meaningful sizing models and future value forecasts for thousands of sectors worldwide.
- Product Intelligence—Our Global New Products Database (GNPD) has been supporting innovators for 40 years, capturing, compiling data and explaining what the data means from thousands of new products every day.

- Competitive Intelligence—Keeping our clients abreast of their rivals' strategies, communications and results, helps them choose the right response to gain or maintain that crucial competitive edge.

Mintel covers 33,000 product launches a month and tracks consumer spending across 34 countries.

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

**2017 currency exchange rate from British Pounds to US Dollars deflated the growth rate percentage

22. MARITZCX

maritzcx.com



Mike Sinoway

PRESIDENT AND CEO;
MBA, ARIZONA STATE UNIVERSITY

FOUNDED	1973
HOME COUNTRY	US
2017 GLOBAL REVENUE	\$167.3 M
PERCENT CHANGE FROM 2016	-1.1 %
2017 HOME COUNTRY REVENUE	\$124.4 M
2017 REVENUE FROM OUTSIDE HOME COUNTRY	\$42.9 M
PERCENT FROM OUTSIDE HOME COUNTRY	25.6 %
GLOBAL EMPLOYEES	824
NUMBER OF COUNTRIES WITH OFFICES	5

MaritzCX™ is a CX software and research company that focuses on customer experience management for big business. We believe organizations need customer experience (CX) programs that drive high value and high return. We help increase customer retention and lifetime value by ingraining customer experience-driven insight and action into the DNA of business operations.

MaritzCX offers 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. In 2017, the company saw its global CX platform revenue increase by 35% year-over-year and subsequently realized a 19% growth in revenue outside the U.S.

We are committed to be our client's customer experience partner, helping them drive high-value customer experiences.

MaritzCX specializes in solutions for key industries, including automotive, financial services, retail, technology, B2B, and many more. MaritzCX's global reach includes more than 830 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.

Company Profiles

23. LIEBERMAN RESEARCH WORLDWIDE (LRW)

LRWonline.com



David Sackman

**CHAIRMAN AND CEO;
B.A., UNIVERSITY OF
CALIFORNIA AT LOS
ANGELES**



Jeff Reynolds

**PRESIDENT AND COO;
M.A., NORTHWESTERN
UNIVERSITY**

FOUNDED	1973
HOME COUNTRY	US
2017 GLOBAL REVENUE	\$147.9 M
PERCENT CHANGE FROM 2016	12.6 %
2017 HOME COUNTRY REVENUE	\$107.8 M
2017 REVENUE FROM OUTSIDE HOME COUNTRY	\$40.1 M
PERCENT FROM OUTSIDE HOME COUNTRY	27.1 %
GLOBAL EMPLOYEES	550
NUMBER OF COUNTRIES WITH OFFICES	3

LRW is a leading global analytics and insights consultancy, providing full service, custom research and consulting engagements for top global brands. Known for its ability to turn insight to impact, LRW translates sophisticated data analytics and deep human understanding into business success.

LRW leverages its proprietary “so what?®” consulting model and industry leading Marketing Science and Pragmatic Brain Science® teams. They use tech-enabled methods to acquire, integrate and analyze multiple streams of data to solve client business problems.

LRW has been advising top global brands on issues of strategy, branding, communications, product development, innovation and customer experience since 1973. LRW conducts research in over 90 countries worldwide in 66 languages and is recognized for its innovation in marketing research and for its tracking innovations business unit, which conducts large, custom, multi-country tracking programs for top global brands.

LRW serves a wide range of industries, including entertainment, pharmaceuticals, technology, consumer packaged goods, retail, food service, financial and business services, automotive, and many more.

In 2017, LRW held its 12th Annual Client Symposium showcasing innovations in the areas of digital and behavioral analytics, path to purchase methodologies and models, brand health measurement, and advanced frameworks and tools in Pragmatic Brain Science®. Also in 2017, LRW increased the integration of LRWTonic and LRWMotiveQuest in the areas of online communities, creative qualitative

techniques, and social media anthropology, respectively.

In 2018, LRW plans to make more targeted acquisitions to bolster and expand its digital analytics capabilities, CX, innovations and consulting practices. LRW will increase R&D efforts in the area of machine learning and AI, and it will expand its tracking business unit to meet client demand.

24. YUOGOV **

yougov.com



Stephan Shakespeare

**CEO AND FOUNDER
EDUCATION: MS, OXFORD UNIVERSITY**

FOUNDED	2000
HOME COUNTRY	UK
2017 GLOBAL REVENUE	\$144.5 M
PERCENT CHANGE FROM 2016	8.1 %
2017 HOME COUNTRY REVENUE	\$35.7 M
2017 REVENUE FROM OUTSIDE HOME COUNTRY	\$108.8 M
PERCENT FROM OUTSIDE HOME COUNTRY	75.3 %
GLOBAL EMPLOYEES	807
NUMBER OF COUNTRIES WITH OFFICES	22

YouGov is an international research data and analytics group. Our core offering of opinion data is derived from our highly participative panel of 6 million people worldwide. We combine this continuous stream of data with our deep research expertise and broad industry experience into a systematic research and marketing platform. This allows us to deliver data, analyses and reports that can be used to plan, manage and refine all types of campaigns whether they have commercial, political, social or other objectives.

Our unique fully integrated online model has a well-documented and published track record illustrating the accuracy of its survey methods and in turn the quality of its client service work. We can conduct research in all continents and our online model allows clients to get international results faster and more cost-effectively than traditional methods, with no compromise on quality.

Our suite of proprietary data products includes: YouGov BrandIndex, the daily brand perception tracker; YouGov Profiles, our tool for media planning and audience segmentation; and YouGov Omnibus, the fastest, most cost-effective way to obtain answers from both national and selected samples. Additionally, our custom research specialists also conduct a full spectrum of quantitative and qualitative research tailored to meet our clients' specific needs.

Plans for 2018 and beyond include further geographic expansion, continued investment in our suite of proprietary technologies and data products, and roll-out of new sector verticals.

***2017 currency exchange rate from British Pounds to US Dollars deflated the growth rate percentage*

Company Profiles

21. **INFORMA FINANCIAL INTELLIGENCE**

financialintelligence.informa.com



Craig Woodward

**PRESIDENT;
B.S., BABSON COLLEGE**

FOUNDED	2016
HOME COUNTRY	US
2017 GLOBAL REVENUE	\$136.4 M
PERCENT CHANGE FROM 2016	-- %
2017 HOME COUNTRY REVENUE	\$102.4 M
2017 REVENUE FROM OUTSIDE HOME COUNTRY	\$34.0 M
PERCENT FROM OUTSIDE HOME COUNTRY	24.9 %
GLOBAL EMPLOYEES	540
NUMBER OF COUNTRIES WITH OFFICES	8

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.

CEO SUMMIT MIAMI JANUARY 21-23, 2019

*A Unique
Collaborative
Exchange*

The CEO Summit is designed for C-level executives (CEOs, CFOs, COOs, presidents, business owners, etc.) of small to mid-sized marketing research companies.

Intimate and rich with shared insights, the event will challenge your thinking, expand your knowledge and tangibly strengthen your business.

The CEO Summit extends over three days and will provide an environment where leaders can share their experience and concerns in a setting of openness and trust. You will be provoked, prodded and challenged to explore the most pressing MR leadership issues through remarkable keynotes, hot topic presentations, break-out sessions, and panel discussions.

The Summit will be held at the Shelborne, South Beach in Miami, is limited to 75 attendees, and will sell out.

INSIGHTSASSOCIATION.ORG/CEOSUMMIT