



The 2018
AMA Gold
Top 50 Report



2018 marks the 45th year of the publication of the AMA Gold Top 50 Report of U.S. market research and analytics companies. Jack Honomichl, who in 1974 was the research beat reporter for Advertising Age, first published the Top 10 Report of U.S. Research Companies in Advertising Age.

The industry and this report have changed and grown substantially in 45 years, but there are many long-established and respected research institutions (some whose names have changed) included in this report that reflect the tradition as well as the transformation of our storied industry.

The total research revenue for the top 50 companies in 2017 was \$24.08 billion. More than 46% of that revenue, \$11.24 billion, was generated in the U.S. while more than 53%, \$12.83 billion, was generated outside the country.

The total market research industry, represented by the top 50 and 148 full-service companies comprised by the Insights Association (the national association of the marketing research and analytics industry, which was formed through the 2017 merger of Council of American Survey Research Organizations (CASRO) and Marketing Research Organization (MRA)), is valued at a total worldwide revenue of \$25.55 billion (\$12.34 billion of which was earned in the U.S. and \$13.20 billion of which was earned outside the country).

In early 2018, invitations to participate in the annual top 50 ranking of U.S. research companies were sent to about 75 companies whose annual U.S. revenue was estimated to be about \$15 million. These companies were asked to submit their 2017 research revenue figures for inside and outside the U.S., as well as the comparable data for 2016, to determine the annual rate of revenue growth or decline of each. If a firm made an acquisition or divestiture during 2017 or 2016, we made adjustments to ensure an apples-to-apples comparison.

U.S. Growth Rate in 2017

The growth rate for the top 50 companies in the U.S. market in 2017 was 3.4%.

The growth rate for the 198 companies included in the report was 3.5%. After adjustment for inflation—Consumer Price Index (CPI) of 2%—the real-growth rate for 2017 is 1.5%. This is a substantial decrease in growth as compared to the previous two years, when the growth rate reported for all of the companies included in the report was 5.7% (4.4% real growth) in 2016 and 4.8% (4.7% real growth) in 2015.

Figure 1 compares the reports from 2010 to 2017, showing the slow and intermittent recovery from the recession, followed in 2015 and 2016 by a significant increase of more than 4% in the industry's real-growth rate.

We can also look to the U.S. gross domestic product as another benchmark. In Figure 2, the annual U.S. GDP shows the yearly growth of the estimated value of all the country's produced goods and provided services. As previously reported, the U.S. research industry's annual growth rate has historically tracked ahead of the annual GDP real-growth rate, except during the recession of 2009 and in 2012. The U.S. research industry's growth rate exceeded the GDP growth rate by 2% in 2015 and in 2016 doubled that figure to 4%. In 2017 the U.S. research industry is tracking slightly ahead of GDP at 1.2%.

Global Growth Rate in 2017

The growth rate of the top 50 companies' global revenue in 2017 was 3.7%, slightly higher than the 3.4% growth rate for U.S. revenue. The total non-U.S. revenue for the top 50 companies continues to be greater than their total U.S. revenue. In Figure 3, the non-U.S. revenue for the top 50 companies represents 53.3% of the total 2017 revenue. One significant reason for this global focus is that almost one-fourth of the top 50 companies

FIGURE 1: MARKET RESEARCH INDUSTRY GROWTH BY YEAR, 2010 TO 2017

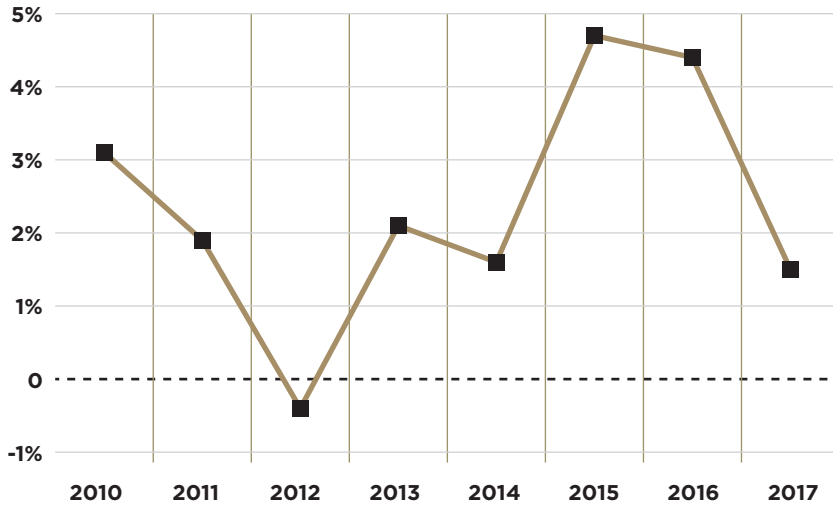
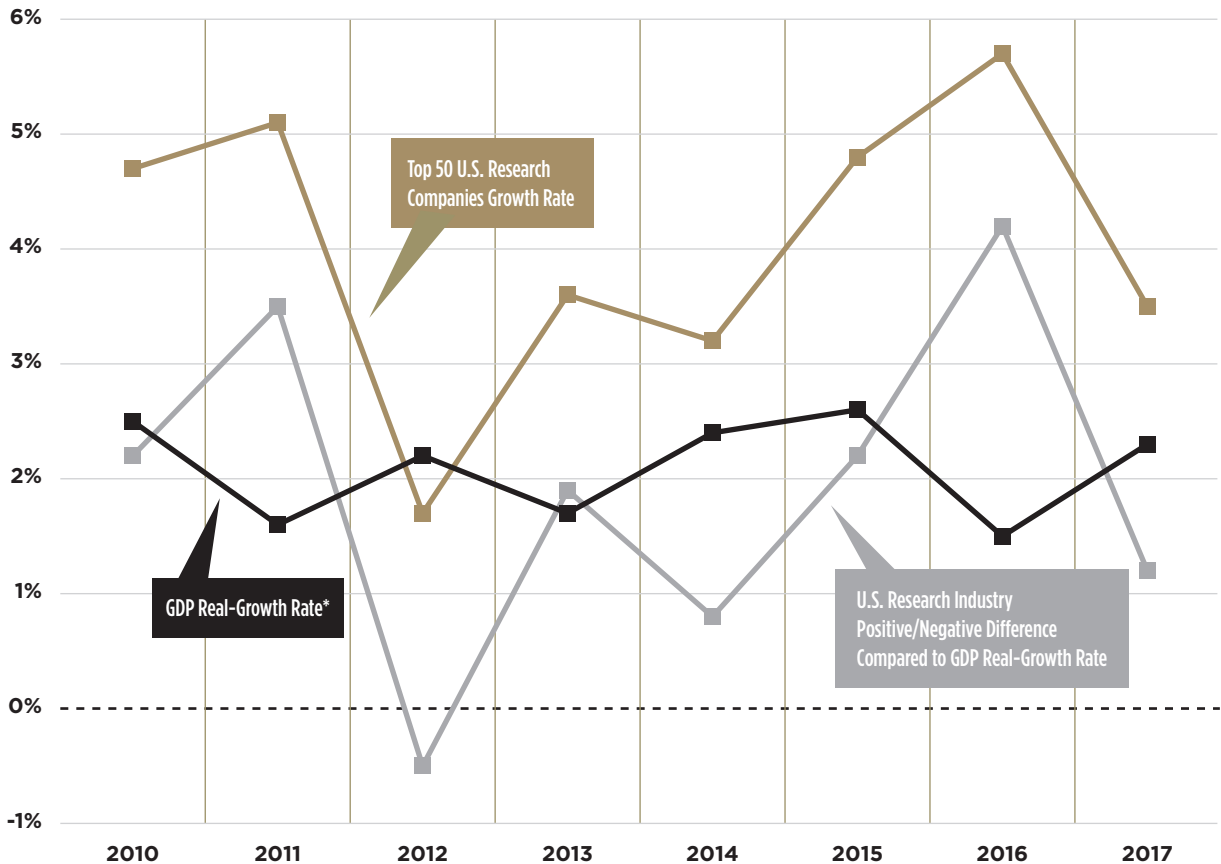
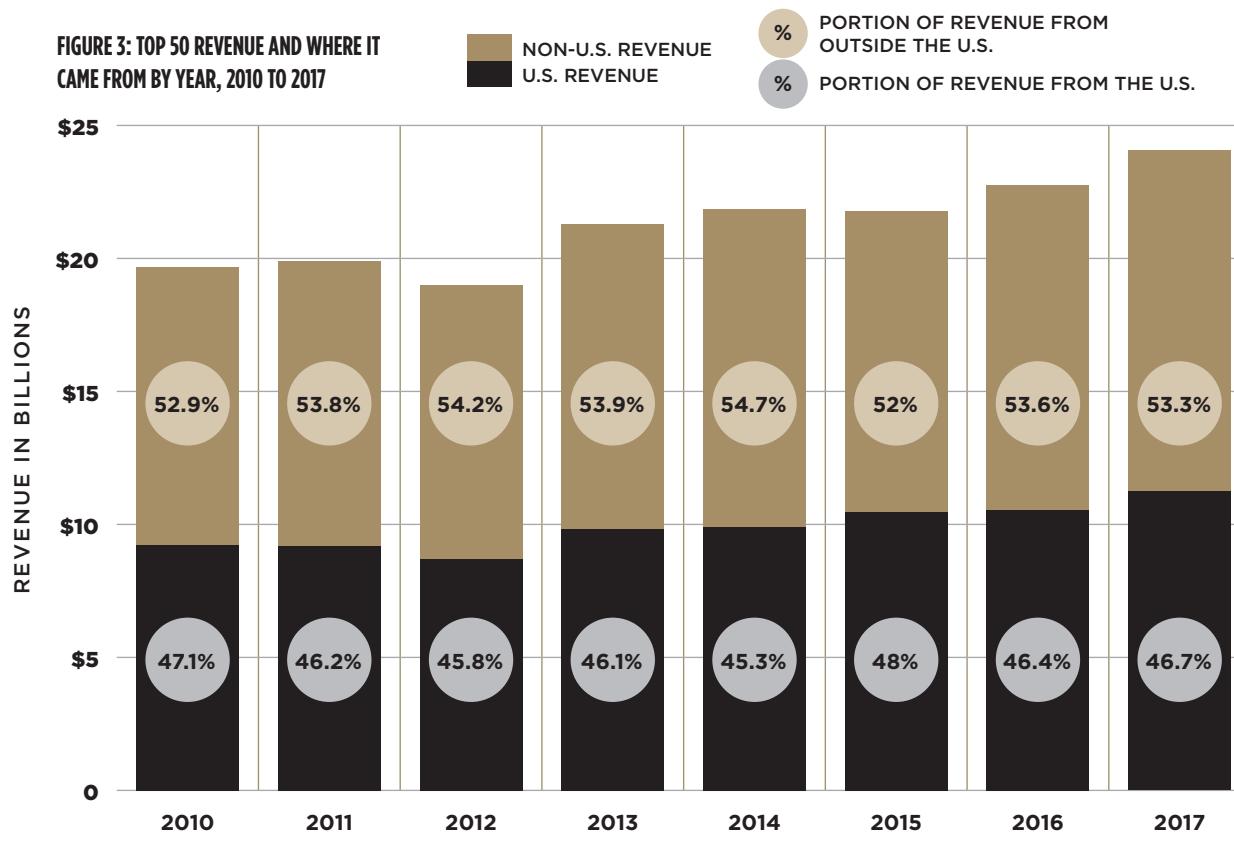


FIGURE 2: CHANGES IN GDP AND MARKET RESEARCH GROWTH RATES BY YEAR, 2010-2017



*Figures provided by the Bureau of Economic Analysis and World Bank.

FIGURE 3: TOP 50 REVENUE AND WHERE IT CAME FROM BY YEAR, 2010 TO 2017



are headquartered in other countries. Seven are headquartered in the U.K.—Cello Health, dunnhumby, Informa Financial Intelligence, Kantar, Nielsen, Wood MacKenzie and YouGov—and two are headquartered in France—Ipsos and PRS IN VIVO. GfK is headquartered in Germany. Macromill is headquartered in Japan, and Maru/Matchbox is headquartered in Canada.

It is interesting to note that almost 20% of the top 50 companies are not engaged in any international research, although this number has decreased since 2010.

The Employment Picture

In 2017 the number of full-time U.S. employees working for the top 50 companies was 38,890, an increase of 5.8% from the previous year. The U.S. average revenue earned per full-time employee in 2017 was \$287,000.

Changes in Top 50 List

New This Year

There are five new companies on the list.

- At No. 7, comScore rejoins the top 50 after not participating last year. ComScore is a global, multiple-platform measurement company that specializes

in media planning, audience measurement and segmentation and competitive intelligence.

- At No. 11, Forrester Research Services is the research and analytics division of Forrester, a global research and advisory firm that works with business and technology leaders to develop customer-centric strategies that drive growth.
- At No. 31, FocusVision is a survey research, reporting and analytics company that also provides live video, digital qualitative research and research technology solutions to U.S. and global clients.
- At No. 41, ScreenEngine/ASI is a market research and information company that specializes in and serves the entertainment industry, focusing across the four screens: movies, television, computers and mobile.
- At No. 47, Edelman Intelligence is a boutique and global research and analytics consultancy that helps organizations and businesses measure markets, environment and audience to improve impact and outcomes.

Not Here This Year

There are five former top 50 companies that are not on the list this year. Abt Associates, MarketCast, Service

Management Group and Simmons Research chose not to participate in the report this year. Acturus was acquired by Macromill.

2017 Top 50 Revenue Increases and Decreases

Figure 4 compares U.S. revenue increases and decreases for the top 50 companies for the past three years.

In 2017, one-fifth of the companies reported double-digit increases in year-over-year revenue, with an average increase of 18.6%. Of the companies that experienced double-digit growth, three achieved 20% or more year-over-year growth in 2017.

- SSRS, a social science, public opinion and policy research company, recorded a 33.2% increase.
- Edelman Intelligence, a global research and analytics consultancy, grew by 28.1%.
- YouGov, an international data and analytics company, increased its 2017 revenue by 21.6%.

Nearly half of the top 50 companies reported that revenue was flat or decreased in 2017, averaging a 4.7% drop. One-third of the top 50 companies reported single-digit increases in year-over-year revenue, averaging 5.5% growth. The number of companies with single-digit increases has remained stable over the past three years. The greatest swing, particularly from 2016 to 2017, has been the decline of double-digit increases in year-over-year revenue and the corresponding rise in companies whose year-over-year revenue decreased in 2017.

Moving Up

Companies Moving Up Three or More Positions

- Cello Health plc (up eight positions from No. 42 to No. 34) combines health insight, consulting, communications and digital capabilities.
- SSRS (up six positions from No. 39 to No. 33) is a social science, public opinion, and policy research company.
- Informa Financial Intelligence (up five positions from No. 22 to No. 17) is a research, analysis and intelligence company for the financial industry.
- Macromill (up four positions from No. 29 to No. 25) is a global provider of online panel research and market and consumer insights.
- YouGov (up three positions from No. 27 to No. 24) is a national and international data and analytics company.
- Gongos (up three positions from No. 45 to No. 42) is a decision intelligence and customer experience company.

The Top 10

The addition of comScore to the top 10 and the absence

of Abt Associates change the composition of this year's top 10, and the lineup has changed slightly.

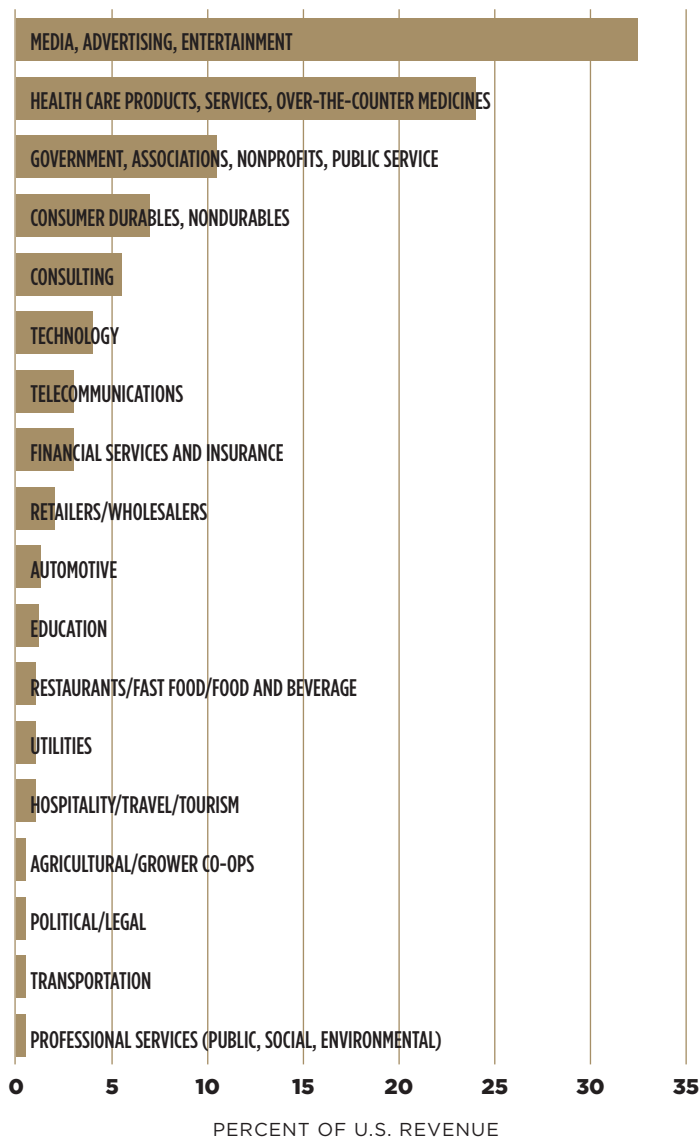
Three companies moved down one position to accommodate comScore's No. 7 position in the top 10:

- At No. 8, GfK, which leads the list with the largest percentage of non-U.S. revenue at almost 82%, provides market research, data science, technology and knowledge to support business clients around the globe.
- At No. 9, The NPD Group combines its information assets, analytic solutions focused on market forecasting and expertise in more than 20 industries to help clients measure, predict and improve.
- At No. 10, ICF is a global consulting services provider with 5,000 professionals designing and implementing

FIGURE 4: CHANGES IN REVENUE AMONG THE TOP 50

	YEAR	2016	2017
DOUBLE-DIGIT INCREASES	NUMBER OF COMPANIES	19	10
	AVERAGE RATE OF CHANGE	21.2%	18.6%
	TOTAL REVENUE (BILLIONS)	\$2.45	\$1.88
SINGLE-DIGIT INCREASES THAT EXCEED INFLATION RATE	NUMBER OF COMPANIES	16	16
	AVERAGE RATE OF CHANGE	4.3%	5.5%
	TOTAL REVENUE (BILLIONS)	\$3.49	\$6.15
FLAT (INCREASE DOES NOT EXCEED INFLATION RATE) AND DECREASES	NUMBER OF COMPANIES	15	24
	AVERAGE RATE OF CHANGE	-3.7%	-4.7%
	TOTAL REVENUE (BILLIONS)	\$4.59	\$3.21

FIGURE 5: REVENUE BY INDUSTRY SERVED



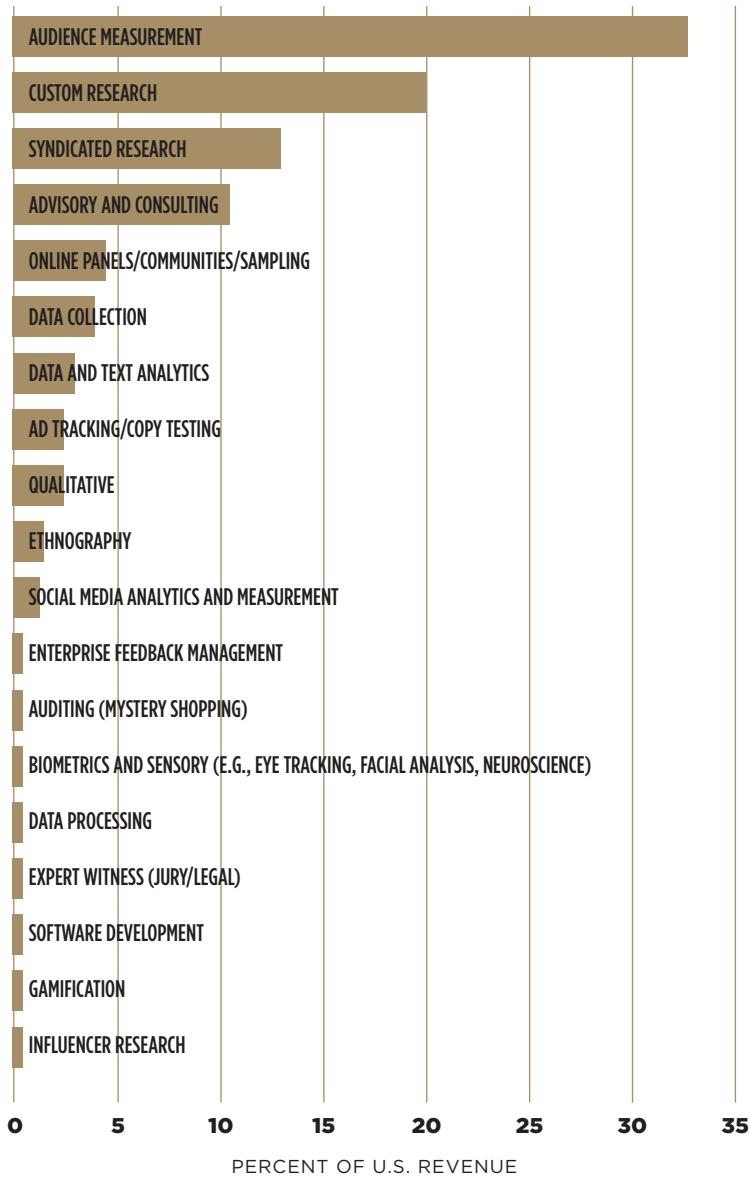
complex research projects for national and international government agencies, universities, nonprofits and commercial organizations.

The top six companies have maintained their positions in the lineup.

- At No. 6, Westat is a 100% employee-owned professional services firm providing statistical, behavioral, employment and social policy research as well as evidence-based evaluations and solutions for government agencies, foundations and commercial businesses.
- At No. 5, Ipsos provides strategic research, digital platforms, Big Data analytics and advisory services. Ipsos in the U.S. has centers of expertise in data science, neurosciences and behavioral sciences at Duke University, Yale University, Massachusetts Institute of Technology and Stanford University.
- At No. 4, IRI's five key areas of expertise are market performance and strategy; consumer and shopper intelligence; media; analytics and retail execution; and data management, cloud and software solutions.
- At No. 3, Kantar, WPP's data investment management division, has nine operating brands, each respected in its particular sphere of expertise: Kantar Consulting, Kantar Health, Kantar IMRB, Kantar Media, Kantar Millward Brown, Kantar Public, Kantar TNS, Kantar WorldPanel and Lightspeed.
- At No. 2, IQVIA, formed through the 2016 merger of Quintiles and IMS Health, is a global provider of information, innovative technology solutions and contract research services helping health care clients find better solutions for patients.
- At No. 1, Nielsen is a global media and consumer measurement company, utilizing technology and digital capabilities and platforms to develop a comprehensive understanding of what consumers watch and what they buy.

The top 10 companies' total 2017 revenue of \$20.37 billion represents nearly 80% of the total 2017 revenue for all 198 companies included in this year's report. Nielsen accounts for 25% of the total 2017 revenue for all of the 198 companies. The top 10 companies represent 73.5% (\$9.07 billion) of the total U.S. revenue and 85.6% (\$11.30 billion) of the total non-U.S. revenue for all of the 198 companies in this year's report.

FIGURE 6: REVENUE BY TYPE OF SERVICE PROVIDED



Methodology

Invitations to marketing research firms with estimated revenue greater than \$15 million are sent in February of each year requesting revenue information for the prior calendar year, and for the year preceding to assess the growth rate. Other company data are also requested, including a description of the company’s management, services, specializations, etc. Top 50 rankings are based on U.S. revenue. The rate of growth from year to year has been adjusted to account for revenue gains or losses from acquisitions or divestitures. Verification of revenue is required of each private firm for ranking by a third party, generally it’s an outside accounting firm.

The Insights Association and AMA have been working cooperatively with Michigan State University’s Research Transformed Collaborative under the leadership of Michael Brereton, adjunct professor at the Broad School of Business at MSU. We owe a special thank you to Brereton and Michigan State University for their support and for providing the Qualtrics platform for hosting the Top 50 questionnaire. We will continue to collaborate with our national and international association colleagues, especially the other national research associations in the Global Research Business Network (GRBN), as well as with ESOMAR.

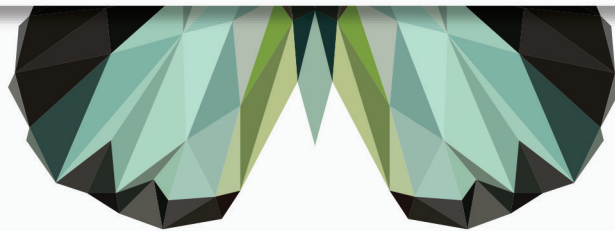
For further information, contact Diane Bowers at diane.bowers@insightsassociation.org.

About the Author

DIANE BOWERS is a consultant to research and data analytics businesses and industry associations, including the Insights Association, the national association for the research and analytics industry and profession, established in 2017 through the merger of CASRO and MRA. Formerly, she was the president of CASRO, board chair of the Global Research Business Network and a board member of the Americas Research Industry Alliance. Bowers currently serves on the board of directors of The Roper Center for Public Opinion Research at Cornell University. She is also a past president of the Market Research Council and the Research Industry Coalition, and a long-time member of AAPOR, AMA and ESOMAR.



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THE 2018 *AMA Gold* TOP 50 REPORT

U.S. Rank 2018	U.S. Rank 2017	Organization	U.S. Headquarters	Year Founded	Website	2017 Research Revenue				2017		2016 Research Revenue		Worldwide Total ^o
						U.S. Market ^o	U.S. Market YOY % Change	Non-U.S. Market ^o	Worldwide Total ^o	% Non-U.S.	U.S. Full-time Employees	U.S. Market ^o	Non-U.S. Market ^o	
1	1	Nielsen	New York, NY	1923	nielsen.com	\$3,730	2.9%	\$2,842	\$6,572	43.2%	10,149	\$3,626	\$2,683	\$6,309
2	2	IQVIA†	Danbury, CT/Durham, NC	2016	iqvia.com	\$1,430	5.3%	\$2,035	\$3,465	58.7%	5,525	\$1,358	\$1,943	\$3,301
3	3	Kantar†	New York, NY	1993	kantar.com	\$970	-2.4%	\$3,025	\$3,995	75.7%	3,300	\$994	\$2,853	\$3,847
4	4	Information Resources, Inc. (IRI)	Chicago, IL	1979	irworldwide.com	\$733.4	14.7%	\$416	\$1,149.4	36.2%	1,746	\$639.2	\$387.5	\$1,026.7
5	5	Ipsos	New York, NY	1975	ipsos.com/en-us	\$569	0.2%	\$1,405	\$1,974	71.2%	2,191	\$568	\$1,391	\$1,959
6	6	Westat	Rockville, MD	1963	westat.com	\$551.1	10.1%	\$6.4	\$557.5	1.1%	1,877	\$500.7	\$10.8	\$511.5
7	--	comScore	Reston, VA	1999	comScore.com	\$322.3	4.9%	\$71.2	\$403.5	17.7%	1,478	\$316.8	\$82.7	\$399.5
8	7	GfK†	New York, NY	1934	gfk.com	\$300	-3.3%	\$1,350	\$1,650	81.8%	890	\$310.2	\$1,367	\$1,677.2
9	8	The NPD Group	Port Washington, NY	1966	npd.com	\$289.4	11.7%	\$93	\$382.4	24.3%	1,100	\$259	\$82	\$341
10	9	ICF	Fairfax, VA	1969	icf.com	\$170.6	4.2%	\$57.9	\$228.5	25.3%	1,028	\$163.7	\$59.6	\$223.3
11	--	Forrester Research Services†	Cambridge, MA	1983	forrester.com	\$166.7	0.1%	\$49.8	\$216.5	23%	400	\$165.7	\$49.5	\$215.2
12	11	Wood Mackenzie†	New York, NY	1973	woodmac.com	\$132.7	--	\$312	\$444.7	70.2%	300	\$132.8	\$310	\$442.8
13	13	DRG (Decision Resources Group)†	Burlington, MA	1990	decisionresourcesgroup.com	\$129.5	1.2%	\$51.3	\$180.8	28.4%	560	\$128	\$50	\$178
14	12	MaritzCX	Lehi, UT	1973	maritzcx.com	\$124.4	-3.2%	\$42.9	\$167.3	25.6%	574	\$128.5	\$40.7	\$169.2
15	15	Lieberman Research Worldwide (LRW)	Los Angeles, CA	1973	lrwonline.com	\$107.8	16.8%	\$40.1	\$147.9	27.1%	534	\$92.3	\$39	\$131.3
16	14	dunnhumby†	Cincinnati, OH	2001	dunnhumby.com	\$103	-3.7%	\$355	\$458	77.5%	230	\$107	\$360	\$467
17	22	Informa Financial Intelligence *	Boston, MA	2016	financialintelligence.informa.com	\$102.4	-1.3%	\$34	\$136.4	24.9%	484	\$103.8	\$33.3	\$137.1
18	16	NRC Health	Lincoln, NE	1981	nchealth.com	\$99.6	9.3%	\$4.7	\$104.3	4.5%	413	\$91.1	\$4.9	\$96
19	19	C-SPACE†	Boston, MA	1999	cspace.com	\$67.6	1.5%	\$17.8	\$85.4	20.8%	300	\$66.6	\$16.8	\$83.4
20	18	Burke	Cincinnati, OH	1931	burke.com	\$67.3	-5.3%	\$7.9	\$75.2	10.5%	263	\$71.1	\$8.9	\$80
21	17	ORC International	Princeton, NJ	1938	orcinternational.com	\$67	-12.1%	\$36	\$103	35%	231	\$76.2	\$42.3	\$118.5
22	20	Market Strategies International	Livonia, MI	1989	marketstrategies.com	\$65.1	1.2%	\$0.9	\$66	1.4%	270	\$64.3	\$1.1	\$65.4
23	21	Convergys Analytics†	Cincinnati, OH	1998	convergys.com/analytics	\$63	4.7%	\$8	\$71	11.3%	710	\$60.2	\$7.2	\$67.4
24	27	YouGov*	Redwood City, CA	2000	today.yougov.com	\$56.3	21.6%	\$87.3	\$143.6	60.8%	182	\$46.3	\$83.3	\$129.6
25	29	MACROMILL**†	Cincinnati, OH	2000	macromill.com	\$49	8.9%	\$281.5	\$330.5	85.2%	275	\$45	\$266.2	\$311.2

U.S. Rank 2018	U.S. Rank 2017	Organization	U.S. Headquarters	Year Founded	Website	2017 Research Revenue				2017		2016 Research Revenue		
						U.S. Market YOY % Change	U.S. Market	Non-U.S. Market°	Worldwide Total°	% Non-U.S.	U.S. Full Time Employees	U.S. Market°	Non-U.S. Market°	Worldwide Total°
26	23	Morpace	Farmington Hills, MI	1975	morpace.com	-12.2%	\$48.8	\$5.5	\$54.3	10.1%	210	\$55.6	\$4.4	\$60
27	25	Market Force†	Louisville, CO	2005	marketforce.com	--	\$48	\$7	\$55	12.7%	300	\$48	\$7	\$55
28	24	PRS IN VIVO, a BVA Company*	Tenack, NJ	1972	prs-ivivo.com	-4.2%	\$46	\$47	\$93	50.5%	172	\$48	\$49	\$97
29	28	Directions Research	Cincinnati, OH	1988	directionsresearch.com	-2.4%	\$43.9	\$0	\$43.9	0%	144	\$45	\$0	\$45
30	31	Hanover Research	Arlington, VA	2003	hanoverresearch.com	7.3%	\$42.5	\$2.4	\$44.9	5.3%	332	\$39.6	\$1.3	\$40.9
31	--	FocusVision†	Stamford, CT	1990	focusvision.com	2.9%	\$39.5	\$11	\$50.5	21.8%	353	\$38.4	\$9.6	\$48
32	34	Phoenix Marketing International	Rhinebeck, NY	1999	phoenixmi.com	9.4%	\$37.4	\$2.8	\$40.2	7%	145	\$34.2	\$2	\$36.2
33	39	SSRS*	Glen Mills, PA	1983	ssrs.com	33.2%	\$36.9	\$1.4	\$38.3	3.7%	181	\$27.7	\$1	\$28.7
34	42	Cello Health plc**	New York, NY	2004	cellohealthplc.com	14.8%	\$36.5	\$94.8	\$131.3	72.2%	260	\$31.8	\$90.2	\$122
35	36	Radius GMR	New York, NY	1960	radius-global.com	3%	\$34	\$1	\$35	2.9%	97	\$33	\$1	\$34
36	37	Fors Marsh Group*	Arlington, VA	2002	forsmarshgroup.com	6.5%	\$32.8	\$0	\$32.8	0%	175	\$30.8	\$0	\$30.8
37	38	Manu/Matchbox	Chicago, IL	2016	manumatchbox.com	5.3%	\$32	\$10	\$42	23.8%	69	\$30.4	\$10	\$40.4
38	33	MarketVision Research	Cincinnati, OH	1983	mv-research.com	-8.3%	\$31.9	\$0	\$31.9	0%	135	\$34.8	\$0.2	\$35
39	32	LRA, a Deloitte business	Horsham, PA	1981	www2.deloitte.com/us/lra	-22.3%	\$30.7	\$6.2	\$36.9	16.8%	340	\$39.5	\$7.3	\$46.8
40	41	Keiton Global	Culver City, CA	2003	keitonglobal.com	3.8%	\$27.2	\$7.2	\$34.4	20.9%	94	\$26.2	\$6.6	\$32.8
41	--	Sreen Engine/ASI	Los Angeles, CA	2010	sreenengineasi.com	18.2%	\$26	\$0	\$26	0%	83	\$22	\$0	\$22
42	45	Gongos, Inc.	Royal Oak, MI	1991	gongos.com	16.6%	\$24.6	\$1.7	\$26.3	6.5%	133	\$21.1	\$2.1	\$23.2
43	40	The Link Group	Atlanta, GA	1994	tlg.com	-9.1%	\$24	\$0.5	\$24.5	2%	75	\$26.4	\$1.6	\$28
44	44	NAXION	Philadelphia, PA	1911	naxionthinking.com	--	\$21.8	\$0	\$21.8	0%	76	\$21.8	\$0	\$21.8
45	46	Bellomy Research	Winston-Salem, NC	1976	bellomyresearch.com	-0.5%	\$19.7	\$0	\$19.7	0%	125	\$19.8	\$0	\$19.8
46	48	Chadwick Martin Bailey	Boston, MA	1984	cmblf.com	4.8%	\$19.7	\$0	\$19.7	0%	75	\$18.8	\$0	\$18.8
47	--	Edelman Intelligence	New York, NY	1999	edelmanintelligence.com	28.1%	\$18.7	\$9.1	\$27.8	32.7%	116	\$14.6	\$9.1	\$23.7
48	49	Hypothesis, Inc.	Los Angeles, CA	2000	hypothesisgroup.com	4.5%	\$18.5	\$0	\$18.5	0%	48	\$17.7	\$0	\$17.7
49	47	KSS&R (Knowledge Systems & Research, Inc.)	Syracuse, NY	1983	ksrinc.com	-11.1%	\$16.9	\$1.4	\$18.3	7.7%	88	\$19	\$1.5	\$20.5
50	50	RT Research	Norwalk, CT	1979	RTResearch.com	-14.7%	\$14.5	\$0	\$14.5	0%	54	\$17	\$0	\$17
Top 50 Total							\$11,249.7	\$12,839.7	\$24,089.4	53.3%	38,890	\$10,875.7	\$12,376.7	\$23,282.4
All Other Insights Association Research Company Members (148 companies not included in the Top 50)							\$1,093.9	\$369	\$1,462.9	25.2%	4,500	\$1,055.4	\$356.1	\$1,411.5
Total							\$12,343.6	\$13,208.7	\$25,552.3	51.7%	43,390	\$11,931.1	\$12,732.8	\$24,663.9

* Percent change calculation reflects adjustment of previously reported 2016 U.S. research revenue due to acquisition/divestiture activity or other business change during 2017.

† Some or all figures are not made available by this company, so figures are based on research and estimation by the report author.

-- This company did not participate in last year's Top 50 Report.

° Data are represented in millions of dollars.



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Clear thinking for a complex world.

1 Nielsen nielsen.com

FOUNDED: 1923

2017 U.S. REVENUE: \$3.73 BILLION

PERCENT CHANGE FROM 2016: +2.9%

2017 NON-U.S. REVENUE: \$2.84 BILLION

PERCENT FROM OUTSIDE U.S.: 43.2%

2017 WORLDWIDE REVENUE: \$6.57 BILLION

U.S. EMPLOYEES: 10,149



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

2017 Acquisitions:

- vBrand, a technology start-up with an advanced machine-learning platform.
- Vision IQ, an independent provider of multitouch attribution modeling of advertising on digital platforms.
- Gracenote, the industry's premier provider of media and entertainment metadata spanning across platforms, including multichannel video programming distributors, smart televisions, streaming music services, connected devices, media players and in-car infotainment systems.

Nielsen provides a comprehensive understanding of what consumers watch, 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 manage supply and demand, media spend and supply chain issues as well as better understand behavior.

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, which includes streaming audio, out-of-home measurements for television consumption and deeper measurement of multicultural audiences in the U.S.

2 IQVIA[†] iqvia.com

FOUNDED: 2016

2017 U.S. REVENUE: \$1.43 BILLION

PERCENT CHANGE FROM 2016: +5.3%

2017 NON-U.S. REVENUE: \$2.03 BILLION

PERCENT FROM OUTSIDE U.S.: 58.7%

2017 WORLDWIDE REVENUE: \$3.46 BILLION

U.S. EMPLOYEES: 5,525



Ari Bousbib
CHAIRMAN AND CEO; MBA, COLUMBIA UNIVERSITY

IQVIA is a global provider of information, innovative technology solutions and contract research services focused on helping health care 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 health care 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 health care 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 health care 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% 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 health care forward with breakthrough approaches to developing and commercializing treatments, improving care provision and aligning with health care stakeholders globally.

†Some or all figures are not made available by this company, so figures are based on research and estimation by the report author.



FOUNDED: 1993
2017 U.S. REVENUE: \$970 MILLION
PERCENT CHANGE FROM 2016: -2.4%
2017 NON-U.S. REVENUE: \$3.02 BILLION
PERCENT FROM OUTSIDE U.S.: 75.7%
2017 WORLDWIDE REVENUE: \$3.99 BILLION
U.S. EMPLOYEES: 3,300



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

Kantar is home to some of the world's leading research, data and insights brands. For the benefit of our clients, including more than half of the Fortune 500 companies, Kantar connects these specialists and provides access to the wider WPP Group of companies and other partners.

Kantar comprises nine specialized operating brands, each of them highly respected in its particular sphere of expertise:

- Kantar Consulting is a specialist growth consultancy with more than 1,000 analysts, thought leaders, software developers and expert consultants.
- Kantar Health is a global health care consulting firm and trusted adviser to pharmaceutical, biotech and medical device and diagnostic companies.
- Kantar IMRB provides comprehensive research support for 40 of the top 50 brands in India, Pakistan, Bangladesh and Sri Lanka.
- Kantar Media provides strategic advice and competitive intelligence to brands, publishers, agencies and industry bodies.
- Kantar Millward Brown is 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 is a global provider of consumer panels that offer continuous measurement and analysis of consumer purchasing and usage behavior.
- Lightspeed is a global provider of

online quantitative and qualitative research from proprietary access panels, custom panels and innovative mobile surveys.

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

Our offerings cover the breadth of techniques and technologies from purchase and media data to predicting long-term trends, from neuroscience to exit polls and 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 figures are based on research and estimation by the report author.*

4 Information Resources, Inc. (IRI)

iriworldwide.com

FOUNDED: 1979
2017 U.S. REVENUE: \$733.4 MILLION
PERCENT CHANGE FROM 2016: +14.7%
2017 NON-U.S. REVENUE: \$416 MILLION
PERCENT FROM OUTSIDE U.S.: 36.2%
2017 WORLDWIDE REVENUE: \$1.14 BILLION
U.S. EMPLOYEES: 1,746



Andrew M. Appel
PRESIDENT AND CEO; MBA, UNIVERSITY OF CHICAGO



Richard H. Lenny
CHAIRMAN; MBA, NORTHWESTERN UNIVERSITY

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 is the majority investor.

In 2013, IRI acquired Aztec, gaining a presence in Australia, Canada, Hong Kong, New Zealand, South Africa, Sweden and

the U.K., enabling personalized cross-media, one-to-one 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.

In 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 for growth in real time.

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 U.S.A 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.

FOUNDED: 1975

2017 U.S. REVENUE: \$569 MILLION

PERCENT CHANGE FROM 2016: +0.2%

2017 NON-U.S. REVENUE: \$1.4 BILLION

PERCENT FROM OUTSIDE U.S.: 71.2%

2017 WORLDWIDE REVENUE: \$1.97 BILLION

U.S. EMPLOYEES: 2,191



Didier Truchot

CHAIRMAN AND CEO; B.S., PANTHEON-SORBONNE UNIVERSITY



Pierre LeManh

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

Ipsos delivers information and analysis that provide 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 and analytics. These clients span across industries including tech, consumer goods, retail, auto, government, health care and financial services.

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 U.S. comprises centers of expertise in data science, neurosciences and behavioral sciences as well as leading strategic partnerships in academia (Duke, Yale, MIT and Stanford) dedicated to advancing our understanding and application of behavioral sciences 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 and consisting of manufacturers, retailers, Duke and Ipsos experts.

FOUNDED: 1963

2017 U.S. REVENUE: \$551.1 MILLION

PERCENT CHANGE FROM 2016: +10.1%

2017 NON-U.S. REVENUE: \$6.4 MILLION

PERCENT FROM OUTSIDE U.S.: 1.1%

2017 WORLDWIDE REVENUE: \$557.5 MILLION

U.S. EMPLOYEES: 1,877



James E. Smith

CEO; PH.D., UNIVERSITY OF SOUTHERN CALIFORNIA



Scott Royal

PRESIDENT; PH.D., JOHNS HOPKINS UNIVERSITY

Westat is a 100% employee-owned research and professional services company. In 2017 we welcomed Scott Royal as Westat president. Royal brings extensive experience in research services executive management, as well as a 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 and 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.



FOUNDED: 1999

2017 U.S. REVENUE: \$332.3 MILLION

PERCENT CHANGE FROM 2016: +4.9%

2017 NON-U.S. REVENUE: \$71.2 MILLION

PERCENT FROM OUTSIDE U.S.: 17.7%

2017 WORLDWIDE REVENUE: \$403.5 MILLION

U.S. EMPLOYEES: 1,478



Bryan Wiener
CEO; MBA, NEW YORK UNIVERSITY

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 9 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% 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.



Improving Lives Through Research®

Westat offers innovative professional services to help clients improve outcomes in health, education, social policy, and transportation. We are dedicated to improving lives through research.

www.westat.com



An Employee-Owned Research Corporation®





FOUNDED: 1934

2017 U.S. REVENUE: \$300 MILLION

PERCENT CHANGE FROM 2016: -3.3%

2017 NON-U.S. REVENUE: \$1.35 BILLION

PERCENT FROM OUTSIDE U.S.: 81.8%

2017 WORLDWIDE REVENUE: \$1.65 BILLION

U.S. EMPLOYEES: 890



Peter Feld

CEO; M.S., RWTH AACHEN UNIVERSITY

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 and 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-launch, post-launch or even mid-flight to optimize marketing spend immediately.
- Growing relationships: Increasing loyalty along experience points and building strong, durable relationships with customers and stakeholders.

Research we provide includes: 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 and user experience.

Our industry focus provides GfK market researchers with a thorough understanding of business issues and questions specific to their concerns. Industries we serve include: automotive, consumer goods, fashion and lifestyle, health, media and entertainment, public services, retail, technology and travel and hospitality.

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

9 The NPD Group

npd.com

FOUNDED: 1966

2017 U.S. REVENUE: \$289.4 MILLION

PERCENT CHANGE FROM 2016: +11.7%

2017 NON-U.S. REVENUE: \$93 MILLION

PERCENT FROM OUTSIDE U.S.: 24.3%

2017 WORLDWIDE REVENUE: \$382.4 MILLION

U.S. EMPLOYEES: 1,100



Tod Johnson

EXECUTIVE CHAIRMAN;

M.S., CARNEGIE MELLON UNIVERSITY



Karyn Schoenbart

CEO; B.A., UNIVERSITY OF MASSACHUSETTS

2017 Acquisitions:

- Nielsen Book Scan, a data provider and market research company for the book publishing industry.
- CiR, a travel retail specialist.

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, food service, 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 food service 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 more than 1,300 retailers representing bricks-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; more than 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.

Solutions

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Solutions

Audience
Insights
Solutions

Interactive
Data
Solutions

Audience
Insights
Solutions

Integrated
Research
Solutions

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10 ICF icf.com

FOUNDED: 1969

2017 U.S. REVENUE: \$170.6 MILLION

PERCENT CHANGE FROM 2016: +4.2%

2017 NON-U.S. REVENUE: \$57.9 MILLION

PERCENT FROM OUTSIDE U.S.: 25.3%

2017 WORLDWIDE REVENUE: \$228.5 MILLION

U.S. EMPLOYEES: 1,028



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

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 U.S., 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 U.S. 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 new website last year. In addition, the survey research practice will complete the certification process for ISO 20252, providing independent third-party validation that our quality processes and procedures are comprehensive,

transparent and documented.

Moving forward, we will complete installation of our state-of-the-art, 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 tackling problems with ingenuity on issues that matter profoundly to our clients.

11 Forrester Research Services[†] forrester.com

FOUNDED: 1983

2017 U.S. REVENUE: \$166.7 MILLION

PERCENT CHANGE FROM 2016: +0.1%

2017 NON-U.S. REVENUE: \$49.8 MILLION

PERCENT FROM OUTSIDE U.S.: 23%

2017 WORLDWIDE REVENUE: \$216.5 MILLION

U.S. EMPLOYEES: 400



George F. Colony
CHAIRMAN AND CEO;
B.A., HARVARD UNIVERSITY

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 and marketing and strategy 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 figures are based on research and estimation by the report author.

12 Wood Mackenzie[†] woodmac.com

FOUNDED: 1973

2017 U.S. REVENUE: \$132.7 MILLION

PERCENT CHANGE FROM 2016: --

2017 NON-U.S. REVENUE: \$312 MILLION

PERCENT FROM OUTSIDE U.S.: 70.2%

2017 WORLDWIDE REVENUE: \$444.7 MILLION

U.S. EMPLOYEES: 300



Stephen Halliday
CEO; B.S., UNIVERSITY OF EDINBURGH

Acquired by Verisk Analytics in 2015, Edinburgh, Scotland-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 40 years, Wood Mackenzie has assessed and valued



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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 policymakers to 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 20 countries, our teams work across every sector of energy, metals and mining, covering more than 150 countries to provide an integrated perspective across entire industries.

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

13 DRG (Decision Resources Group)[†]

decisionresourcesgroup.com

FOUNDED: 1990

2017 U.S. REVENUE: \$129.5 MILLION

PERCENT CHANGE FROM 2016: +1.2%

2017 NON-U.S. REVENUE: \$51.3 MILLION

PERCENT FROM OUTSIDE U.S.: 28.4%

2017 WORLDWIDE REVENUE: \$180.8 MILLION

U.S. EMPLOYEES: 560



Jon Sandler

CHAIRMAN AND CEO;
MBA, HARVARD UNIVERSITY

DRG is a global information and technology services company that provides proprietary data and solutions to the health care industry. We have brought together best-in-class companies to provide end-to-end solutions to complex challenges in health care. 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 health care 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 health care 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 1,000 employees in 17 offices worldwide,

including New York, London and Hong Kong.

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

14 MaritzCX

maritzcx.com

FOUNDED: 1973

2017 U.S. REVENUE: \$124.4 MILLION

PERCENT CHANGE FROM 2016: -3.2%

2017 NON-U.S. REVENUE: \$42.9 MILLION

PERCENT FROM OUTSIDE U.S.: 25.6%

2017 WORLDWIDE REVENUE: \$167.3 MILLION

U.S. EMPLOYEES: 574



Mike Sinoway

PRESIDENT AND CEO; MBA, ARIZONA STATE UNIVERSITY

MaritzCX is a customer experience software and research company that focuses on customer experience management for big business. We believe organizations need 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 being 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, B-to-B and many more. MaritzCX's global reach includes more than 830 full-time employees and more than 800 part-time, contract employees in 19 offices around the world. MaritzCX provides solutions to more



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than 500 clients and 1.6 million users who speak 72 languages in 100 countries.

15 Lieberman Research Worldwide (LRW)

lrwonline.com

FOUNDED: 1973

2017 U.S. REVENUE: \$107.8 MILLION

PERCENT CHANGE FROM 2016: +16.8%

2017 NON-U.S. REVENUE: \$40.1 MILLION

PERCENT FROM OUTSIDE U.S.: 27.1%

2017 WORLDWIDE REVENUE: \$147.9 MILLION

U.S. EMPLOYEES: 534



David Sackman

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



Jeff Reynolds

PRESIDENT AND COO; M.A., NORTHWESTERN UNIVERSITY

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 into 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 more than 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, multicountry 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 research and development efforts in the area of machine learning and AI, and it will expand its tracking business unit to meet client demand.

16 dunnhumby†

dunnhumby.com

FOUNDED: 2001

2017 U.S. REVENUE: \$103 MILLION

PERCENT CHANGE FROM 2016: -3.7%

2017 NON-U.S. REVENUE: \$355 MILLION

PERCENT FROM OUTSIDE U.S.: 77.5%

2017 WORLDWIDE REVENUE: \$458 MILLION

U.S. EMPLOYEES: 230



Jose Luis Gomes

MANAGING DIRECTOR, NORTH AMERICA; B.S., ALLIANCE MANCHESTER BUSINESS SCHOOL

Dunnhumby is a customer science company that analyzes data and applies insights for nearly 1 billion shoppers across the globe to create personalized customer experiences in digital, mobile and retail environments. Our strategic process, proprietary insights and multichannel media capabilities build loyalty with customers to drive competitive advantage and sustained growth for clients.

Dunnhumby uses data and science to understand customers, then applies that insight to create personalized experiences that build lasting emotional connections with retailers and brands. It's a strategy that demonstrates when companies know and treat their customers better than the competition, they earn more than their loyalty, they earn a competitive advantage.

Dunnhumby was established in the U.S. to help retailers and manufacturers put the

customer at the heart of their business decisions. Analyzing data from millions of customers across the country, we enable clients to use this insight to deliver a better shopping experience and more relevant marketing to their customers.

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

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

Dunnhumby Ltd., a privately held and wholly owned subsidiary of Tesco PLC, employs more than 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 figures are based on research and estimation by the report author.

17 Informa Financial Intelligence*

financialintelligence.informa.com

FOUNDED: 2016

2017 U.S. REVENUE: \$102.4 MILLION

PERCENT CHANGE FROM 2016: -1.3%

2017 NON-U.S. REVENUE: \$34 MILLION

PERCENT FROM OUTSIDE U.S.: 24.9%

2017 WORLDWIDE REVENUE: \$136.4 MILLION

U.S. EMPLOYEES: 484



Craig Woodward

PRESIDENT; B.S., BABSON COLLEGE

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.

**Percent change calculation reflects adjustment of previously reported 2016 U.S. research revenue due to acquisition/divestiture activity or other business change during 2017.*

18 NRC Health

nrchealth.com

FOUNDED: 1981

2017 U.S. REVENUE: \$99.6 MILLION

PERCENT CHANGE FROM 2016: +9.3%

2017 NON-U.S. REVENUE: \$4.7 MILLION

PERCENT FROM OUTSIDE U.S.: 4.5%

2017 WORLDWIDE REVENUE: \$104.3 MILLION

U.S. EMPLOYEES: 413



Michael D. Hays
CEO; B.S., UNIVERSITY OF NEBRASKA

NRC Health (formerly National Research

Corporation) has helped health care organizations illuminate and improve the moments that matter to patients, residents, physicians, nurses and staff for more than 37 years. The company offers performance measurement and improvement services to hospitals, health care systems, physicians, health plans, senior care organizations, home health agencies and other health care organizations.

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

- Experience solutions: Real-time feedback, CAHPS, workforce engagement, post-acute customer experience, care transitions and clinician experience capture personal experiences while delivering insights to power a new benchmark: n=1. Developing a longitudinal profile of customers' health care wants and needs allows for organizational improvement, increased provider and staff engagement, loyal relationships and personal well-being.
- The Loyalty Index: Composed of seven aspects that combine to provide a 360-degree view of health care consumer loyalty, the index is a single, trackable metric to identify emerging trends in consumer behavior and benchmark against peers. Health care marketers develop an informed marketing strategy, proactively

implement change, prove marketing ROI and ultimately grow market share.

- Market Insights: This large U.S. consumer database gives partners access to the opinions of 310,000 health care consumers in 300 markets and resources to better understand target audiences and gauge consumer response to communications. Partners receive tailored insight that helps validate and optimize marketing strategies.
- The Transparency Solution: Star ratings are calculated from existing patient, resident and family survey data and published to organizations' websites. NRC Health leverages feedback from survey vendors to publish consumer ratings and reviews to provider profile pages, service line pages and clinic pages. This enables health care organizations to paint a true picture of the care they provide.
- The Governance Institute: NRC Health partners with organizations to improve governance efficiency and effective decision-making by providing trusted, independent information, tools and resources to board members, executives and physician leaders, supporting the efforts of health care boards across the nation to lead stronger organizations and build healthier communities.

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19 C Space[†] cspace.com

FOUNDED: 1999

2017 U.S. REVENUE: \$67.6 MILLION

PERCENT CHANGE FROM 2016: +1.5%

2017 NON-U.S. REVENUE: \$17.8 MILLION

PERCENT FROM OUTSIDE U.S.: 20.8%

2017 WORLDWIDE REVENUE: \$85.4 MILLION

U.S. EMPLOYEES: 300



Charles Trevail

CEO; B.A., UNIVERSITY OF DURHAM



Jessica DeVliieger

PRESIDENT, AMERICAS;
B.A., CORNELL UNIVERSITY

C Space is a global customer agency that marries art and science to create rapid customer insight and business change.

We work with some of the world's best-known brands such as Walmart, Samsung and IKEA to build customers into the ways companies work and deliver on "customer-inspired growth." By building real, ongoing relationships with customers, online and in-person, brands can stay relevant, deliver superior experiences, launch successful products and build loyalty.

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

In 2017, C Space had another successful year of business growth due to our expanded and new client engagements. C Space also announced an official partnership with Interbrand, the world's leading branding agency, bringing the worlds of brands and customer experience together to drive future growth for clients. C Space launched the third annual "Customer Quotient (CQ)" report, proving once again that the companies that act more human outperform the ones who don't.

CEO of C Space and Interbrand, Charles Trevail, has topped the business podcast charts with the launch of the "Outside In" podcast, where he interviews leaders from business, media and academia to discuss how consumers are changing and share best practices on how to create a

customer-inspired organization. And, we were recognized by the Market Research Society by winning three coveted awards: Best Agency, Business Impact of the Year and Healthcare Research Award.

In 2018, C Space will continue to invest in its people, existing capabilities such as data and analytics, as well as new initiatives such as the Co-Lab Accelerator.

†Some or all figures are not made available by this company, so figures are based on research and estimation by the report author.

20 Burke burke.com

FOUNDED: 1931

2017 U.S. REVENUE: \$67.3 MILLION

PERCENT CHANGE FROM 2016: -5.3%

2017 NON-U.S. REVENUE: \$7.9 MILLION

PERCENT FROM OUTSIDE U.S.: 10.5%

2017 WORLDWIDE REVENUE: \$75.2 MILLION

U.S. EMPLOYEES: 263



Jeff Miller

PRESIDENT AND CEO;
MBA, UNIVERSITY OF CINCINNATI

Burke is an employee-owned, full-service custom marketing research supplier. Burke's reputation for excellence derives from our ability to consistently deliver actionable decision support solutions to clients worldwide. Using an objectives-driven focus, Burke researchers are known for their expertise in defining business objectives, crafting smart research designs utilizing both traditional and emerging tools and approaches, executing complex projects, employing advanced data analysis techniques and communicating the business significance of research results. This expertise extends across a range of industries, both domestic and international, and across many data collection platforms. All of Burke's core competencies are supported by a dedication to continuous research and development efforts. In addition, Burke shares best practices in marketing research and consumer insights through courses conducted by its educational group, the Burke Institute.

In 2014, Burke acquired Seed Strategy, a growth acceleration firm that specializes in new-product innovation and strategic

brand development. The combined organization is a world-class consultancy with the unique ability to meet clients' needs with a seamless marriage of Burke's research-based decision support and Seed Strategy's expertise in innovation and implementation.

Burke's primary areas of focus include: brand strategy, innovation, product development, retailer and shopper insights, customer engagement, health care and employee engagement. They work across various industries in the U.S. and abroad, including: packaged goods, financial services, restaurants, travel/hospitality, telecom, retail, health care and automotive.

21 ORC International orcinternational.com

FOUNDED: 1938

2017 U.S. REVENUE: \$67 MILLION

PERCENT CHANGE FROM 2016: -12.1%

2017 NON-U.S. REVENUE: \$36 MILLION

PERCENT FROM OUTSIDE U.S.: 35%

2017 WORLDWIDE REVENUE: \$103 MILLION

U.S. EMPLOYEES: 231



Brian Cruikshank

PRESIDENT, NORTH AMERICA;
B.A., UNIVERSITY OF ST. THOMAS

ORC International helps global leaders uncover the truth about their business and fuel their most important decisions, so they can optimize today, differentiate tomorrow and win in the future. A top 20 global business intelligence firm, ORC works with some of the world's leading organizations to better understand their employees, customers and markets and transform their business performance. ORC operates in 16 countries with more than 500 associates worldwide.

With clients in more than 50 countries, our core expertise is providing in-depth data and insight, but our value is putting those findings into context for clients, uncovering important points of differentiation/distinction, helping clients navigate disruption and most importantly, providing strategic guidance on activation, execution and measurement to help clients transform their organizations. This is our focus and a true differentiator for our firm. As part of Engine Group, an independent,



Maximize the impact of your campaigns and outreach with our full-service research offerings.



Audience profiling



Brand tracking



Quick turnaround research



Custom analysis

collaborative agency network, ORC is well-positioned to provide clients end-to-end business insights integrated with digital, brand and media capabilities.

ORC continues to be a leader in the market as industry experts with the integrated and prescriptive solutions aligned with our clients' changing needs. Solutions include:

- Strategy: growth and expansion, innovation, competitive intelligence and expert network.
- Markets and products: brand/communication, product development and demand generation.
- Employee: employee engagement, employee lifecycle and employee polling.
- Customer: customer maturity, customer acquisition, customer experience and customer retention.
- Tools: CARAVAN omnibus surveys, online digital communities, generational consumer trends and insights.

In 2017, ORC began the process of evolving its offerings to incorporate integrated solutions and tools designed for enhanced decision-making. Combining research expertise, strategic and consultative approach and global program execution, our offerings will continually give clients reliable, measurable and trustworthy insight to grow their businesses. ORC also plans to evolve its technology platform, further incorporating predictive analytics and solutions and enhancing Accesspoint through best-in-class technology partnerships and providers.

22 Market Strategies International

marketstrategies.com

FOUNDED: 1989

2017 U.S. REVENUE: \$65.1 MILLION

PERCENT CHANGE FROM 2016: +1.2%

2017 NON-U.S. REVENUE: \$0.9 MILLION

PERCENT FROM OUTSIDE U.S.: 1.4%

2017 WORLDWIDE REVENUE: \$66 MILLION

U.S. EMPLOYEES: 270



Melissa Sauter

PRESIDENT; M.A., UNIVERSITY OF MICHIGAN

Market Strategies International is the research consulting partner that helps the

world's most successful businesses thrive. We have earned a reputation as a leader in scientific research services, innovative techniques and marketing and data science capabilities—skills we use to help clients grow their businesses by applying exceptional insight through the lens of deep industry knowledge.

We specialize in consumer and retail, energy, financial services, health, technology and telecommunications. Focusing on select industries allows us to function as a trusted business partner who not only understands but enhances our clients' knowledge and experience. This fosters powerful, lasting partnerships. Our custom research specialties include brand, communications, CX, product development and segmentation. Our syndicated research, known as "Cogent Reports," offers a portfolio of traditional products in the wealth management, energy and health spaces as well as portal-based research solutions that provide continuous data collection and online reporting. But it's the blending of data streams that truly leads to better consultative insights.

Market Strategies' consultants combine primary research with data from our syndicated studies, benchmarking and self-funded studies to deliver the most complete and accurate insights available in the industry. Our dedicated information design team transforms findings into stories by creating concise, infographic-style deliverables and sticky portal solutions. Each year, Market Strategies conducts several international tracking programs and custom research assignments for its clients, involving work in more than 40 countries across five continents.

We are headquartered in Livonia, Michigan, with regional offices in Atlanta; Cambridge, Massachusetts; Little Rock, Arkansas; and Portland, Oregon.

23 Convergys Analytics[†]

convergys.com/analytics

FOUNDED: 1998

2017 U.S. REVENUE: \$63 MILLION

PERCENT CHANGE FROM 2016: +4.7%

2017 NON-U.S. REVENUE: \$8 MILLION

PERCENT FROM OUTSIDE U.S.: 11.3%

2017 WORLDWIDE REVENUE: \$71 MILLION

U.S. EMPLOYEES: 710



Andrea J. Ayers

PRESIDENT AND CEO;

B.A., LOUISIANA STATE UNIVERSITY

Convergys is a world leader in customer experience outsourcing with 115,000 employees in 150 locations in 33 countries around the world. We partner with our clients to improve customer loyalty, reduce costs and generate revenue through an extensive portfolio of services, including customer care, analytics, voice of the customer, technical support, collections, home agent and sales.

Convergys has a dedicated team of 700 professionals who deliver data-driven insights to improve the customer experience through analytics and consulting solutions, including journey mapping, post-contact surveys, relational loyalty research, customer segmentation and profiling, call elimination analysis, customer effort analysis, digital channel optimization and integrated contact center analytics.

In 2017, we achieved a client net promoter score of 84, a 12-point increase over 2016. We soft-launched ConvergysCX, a new voice-of-the-customer platform, which integrates customer experience feedback in real time from disparate data sources into a centralized CX view driven by in-platform text analytics, data visualization and predictive modeling capabilities.

In March 2018, Convergys announced ConvergysCX to the market. ConvergysCX forms the foundation of our customer experience as a service (CXaaS) delivery model that combines services and technology to transform the way companies use feedback. ConvergysCX incorporates inner loop, outer loop and service recovery components into a single solution. Our services overlay adds a deeper level of analytic insight to drive

action in the enterprise. During 2018, the platform will evolve to include additional data integration technologies and onboard analytic capabilities. We will continue transitioning existing clients to ConvergysCX.

Later in the year, Convergys will open a state-of-the-art center of excellence that will accelerate our digital innovation and design initiatives.

Convergys' global headquarters is located in Cincinnati with 28 international offices in South America, Europe, the Middle East, Africa and the Asia-Pacific region, including China.

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

24 YouGov® yougov.com

FOUNDED: 2000

2017 U.S. REVENUE: \$56.3 MILLION

PERCENT CHANGE FROM 2016: +21.6%

2017 NON-U.S. REVENUE: \$87.3 MILLION

PERCENT FROM OUTSIDE U.S.: 60.8%

2017 WORLDWIDE REVENUE: \$143.6 MILLION

U.S. EMPLOYEES: 182



Stephan Shakespeare

CEO AND FOUNDER; M.S., OXFORD UNIVERSITY

YouGov is an international data and analytics group headquartered in the U.K. Our core offering of opinion data is derived from our highly participative panel of 5 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.

YouGov, which began operating in the U.S. in 2007, provides custom research, as well as syndicated products such as

YouGov BrandIndex, YouGov Profiles and the Affluent Perspective.

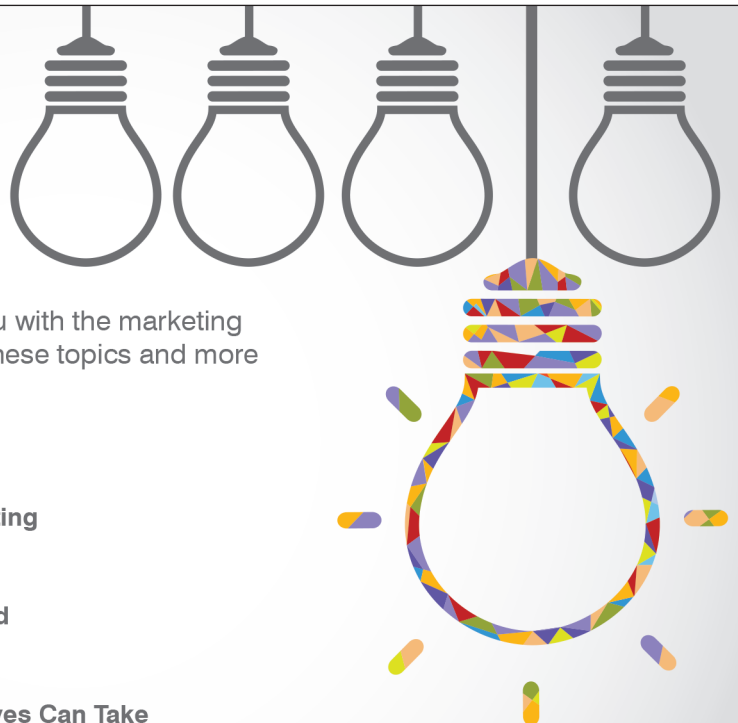
- YouGov BrandIndex: Through this daily measure of brand perception, tracking thousands of brands across dozens of industry sectors, subscribers gain a real-time picture of brand performance across 16 key measures with demographic and behavioral filters available. BrandIndex is available in 32 countries and conducts more than 5 million interviews every year.
- YouGov Profiles: Profiles is a segmentation and media-planning product for brands and their agencies. Powered by the world's largest connected data set, Profiles gives marketers a richer, more detailed portrait of their customers' complex lives across more than 200,000 variables, including demographics, attitudes and opinions, brand usage and perception, media consumption, lifestyle and social media and digital engagement.
- YouGov Omnibus: a 24-hour, nationally representative omnibus with specialist studies including B-to-B, children, homeowners, international and citybus



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- and an extensive field and tab division.
- Custom research: YouGov offers a full range of research and consulting services to help companies make smarter decisions about their markets, customers and offerings. YouGov addresses business questions related to market structure and composition, innovation and product development, product/service optimization, customer experience branding and market effectiveness.
 - Scientific research: The scientific research group provides full-service survey research for academics, health researchers, policy think tanks and corporate clients. Survey methodologists serve clients who conduct survey research intended for peer-to-peer review. Survey research includes multiwave panels, cross-national studies, surveys with complex experimentation and hard-to-reach target populations.

**Percent change calculation reflects adjustment of previously reported 2016 U.S. research revenue due to acquisition/divestiture activity or other business change during 2017.*

25 The Macromill Group* †

group.macromill.com

FOUNDED: 2000
2017 U.S. REVENUE: \$49 MILLION
PERCENT CHANGE FROM 2016: +8.9%
2017 NON-U.S. REVENUE: \$281.5 MILLION
PERCENT FROM OUTSIDE U.S.: 85.2%
2017 WORLDWIDE REVENUE: \$330.5 MILLION
U.S. EMPLOYEES: 275



Scott Ernst
GLOBAL CEO AND REPRESENTATIVE EXECUTIVE OFFICER; B.S., UNIVERSITY OF PENNSYLVANIA

2017 Acquisitions:

- Acturus, Inc., a U.S.-based marketing research company
- Centan, a neuromarketing company in Japan

Macromill was founded in 2000, listed on the Tokyo Stock Exchange in 2004 and moved to its First Section in 2005. In January 2014, Macromill was acquired by Bain Capital. In November 2014, Macromill

merged with MetrixLab, creating the Macromill Group. The Macromill Group operates several brands in 25 offices with 1,600 research experts across the Americas, Europe and Asia. The group's leading business units are Macromill and MetrixLab.

Macromill, one of the leading marketing research companies in Japan, stands at the forefront of innovation, delivering unique marketing solutions. We offer exclusive access to the highest-quality online panel with more than 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, point-of-sale 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, headquartered in Rotterdam, the Netherlands, is one of the fastest-growing providers of market and consumer insights. We turn 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.

**Percent change calculation reflects adjustment of previously reported 2016 U.S. research revenue due to acquisition/divestiture activity or other business change during 2017.*

†Some or all figures are not made available by this company, so figures are based on research and estimation by the report author.

26 Morpace

morpace.com

FOUNDED: 1975
2017 U.S. REVENUE: \$48.8 MILLION
PERCENT CHANGE FROM 2016: -12.2%
2017 NON-U.S. REVENUE: \$5.5 MILLION
PERCENT FROM OUTSIDE U.S.: 10.1%
2017 WORLDWIDE REVENUE: \$54.3 MILLION
U.S. EMPLOYEES: 210



Duncan Lawrence
PRESIDENT AND CEO;
MBA, MICHIGAN STATE UNIVERSITY

As a group of inquisitive researchers, Morpace views each of our client's initiatives as a journey to bring them closer to their customers. We are truth-seekers who understand that data is about humanizing numbers for business impact. Our band of truth-seekers are experts in automotive, financial services, health care, retail and consumer goods, helping clients make smarter decisions in three core research pillars: brand, product development and customer experience.

Proud moments of 2017:

- Developed DataDialogue: a suite of solutions that combine Internet of Things data collected directly from customers' devices with market research insights to provide ongoing contextual understanding of user behavior and product usage.
- Insight community expansion: Spread expertise into new industries including agriculture, financial services and education while increasing impact of deliverables and flexibility of service.
- Journey and experience mapping (JEM) growth: Thinking of their future strategy, clients found JEM's holistic view of the entire customer experience with their company invaluable, particularly the insights into how customers feel at each touch point.
- Leveraging of ROI Brain: a media optimization solution working with Morpace's "Brand Tracking of the Future" to provide actionability that improves marketing effectiveness.
- Testing "System 1" versus "System 2" thinking: conducted a pilot test of "System 1" measurement using automotive designs and semantic priming, allowing Morpace to help its clients design research that captures

both types of reactions, which influences decision-making.

- Quantifying qualitative: leveraged emerging technology solutions to capture emotional qualitative insight at quantitative scale.
- Continued syndicated tracking of essential automotive topics: powertrain, mobility, autonomy and electrification to keep ourselves and our clients relevant.

Looking forward to 2018:

- DataDialogue: expanding contextualization of Big Data in custom solutions offered across the four industries we serve.
- DataDialogue | Pulse: releasing an innovative mobile solution for fleet professionals that harnesses vehicle data; combines it with context, business operations and environmental data; and delivers actionable insights to improve fleet profitability.
- Insight communities: continuing to grow this powerful service to new clients and industries.
- Journey and experience mapping: hosting a four-part webinar series that will explore different qualitative research methods used within our JEM methodology.

27 Market Force[†]

marketforce.com

FOUNDED: 2005

2017 U.S. REVENUE: \$48 MILLION

PERCENT CHANGE FROM 2016: --

2017 NON-U.S. REVENUE: \$7 MILLION

PERCENT FROM OUTSIDE U.S.: 12.7%

2017 WORLDWIDE REVENUE: \$55 MILLION

U.S. EMPLOYEES: 300



Ray Walsh

CEO; B.S., OKLAHOMA STATE UNIVERSITY

Market Force Information (Market Force) provides location-level customer experience management solutions to protect your brand's reputation, delight customers and make more money.

Founded in 2005, we continue to grow our global presence with offices in the U.S., Canada, U.K., France and Spain. We are proud to serve more than 350 clients ranging from the Fortune 10 brands to

emerging brands with high growth potential. Our clients' success is our own, and with that comes a deep commitment to helping our clients optimize growth for every location.

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

- Complete more than 100,000 mystery shops.
- Collect, process and analyze millions of employee and customer experience surveys.
- Manage more than 100,000 inbound calls to our contact center.
- Host more than 1 million user logins on our KnowledgeForce reporting platform.

Our multilocation solutions provide a robust framework for measuring and improving operational excellence, customer experience and financial KPIs.

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

†Some or all figures are not made available by this company, so figures are based on research and estimation by the report author.

28 PRS IN VIVO^{*}

prs-invivo.com

FOUNDED: 1972

2017 U.S. REVENUE: \$46 MILLION

PERCENT CHANGE FROM 2016: -4.2%

2017 NON-U.S. REVENUE: \$47 MILLION

PERCENT FROM OUTSIDE U.S.: 50.5%

2017 WORLDWIDE REVENUE: \$93 MILLION

U.S. EMPLOYEES: 172



Scott Young

PRESIDENT; MBA, NORTHWESTERN UNIVERSITY

At PRS IN VIVO, we believe primarily in what people do, rather than what they say. We know that real-life purchase decisions are overwhelmingly behavioral ("thinking fast"), rather than rational ("thinking slow") and that they are greatly influenced by context. These core principles are reflected in all of our research methodologies, which emphasize shoppers' behavior and purchase selections and focus on confirming that brands are seen, understood and shop-able at shelf.

They also guide our investments in unique offerings to understand, document and predict shopper behavior, including a global network of more than 20 ShopperLabs and unmatched scope, database and expertise in eye-tracking. We have more than 45 years of expertise and have conducted research in 49 countries.

PRS IN VIVO helps consumer marketers to succeed through:

- In-store and online studies to better understand shopper behavior, in both physical and e-commerce shopping contexts.
- Qualitative studies to develop, screen and refine new product, packaging and merchandising concepts.
- Quantitative studies to pretest and quantify new packaging, merchandising and display systems (for physical stores and e-commerce).
- Volume forecasting and product testing for both innovations and brand restages.
- "Nudge" initiatives to facilitate behavioral change, create new consumer habits and drive category growth.

BVA, one of largest market research companies in France, is the majority shareholder in PRS IN VIVO. The firm has

approximately 300 employees across offices in New York; Chicago; Paris; London; Geneva; Rome; Frankfurt, Germany; Singapore; and Shanghai. Major clients include Nestle, Colgate, L'Oreal SA, Amazon, Johnson & Johnson, Walgreens and Pfizer Inc.

** Percent change calculation reflects adjustment of previously reported 2016 U.S. research revenue due to acquisition/divestiture activity or other business change during 2017.*

29 Directions Research

directionsresearch.com

FOUNDED: 1988

2017 U.S. REVENUE: \$43.9 MILLION

PERCENT CHANGE FROM 2016: -2.4%

2017 NON-U.S. REVENUE: --

PERCENT FROM OUTSIDE U.S.: --

2017 WORLDWIDE REVENUE: \$43.9 MILLION

U.S. EMPLOYEES: 144



Jim Lane

PRESIDENT AND CEO; MBA, NORTHWESTERN UNIVERSITY

Directions Research is a privately held firm based in Cincinnati with multiple regional offices. Ownership of the firm is in the hands of 37 members of its entrepreneurial senior staff.

Independently recognized as one of the leading business decision insight firms in the nation, the firm combines a highly experienced staff with a unique mix of innovative and proven approaches to answer pressing business issues. Directions' clients value how the firm combines primary and connected data from various inputs to create a holistic picture and disseminate the story in a way that influences decisions effectively. Through digital dashboards, infographics, written reports and other unique visualizations, the firm communicates its knowledge in a manner that is right for today's leaders.

Directions excels in innovation and optimization, customer and brand experience, strategic business intelligence and visualization across a wide range of industries. The firm offers B-to-C and B-to-B services globally, surveying audiences using a broad selection of data

collection techniques and combining those findings with existing client knowledge.

Technology plays a large role in everything the firm touches. Combining the speed and actionability of client-facing digital dashboards with deep analytics and data modeling, Directions delivers industry-leading insights to broad audiences quickly.

Directions' staff has an excellent mix of client- and supplier-side experience. The organization allows senior researchers to work with clients on a day-to-day basis. The company's staff averages more years of insight experience per person than most other research firms.

Directions invests in research and development designed to examine issues of interest to clients and the industry. Recently, these efforts included:

- The launching of CrowdSight, an advanced idea-screening platform that combines predictive markets, choice design and interactive open-ends.
- AppTrack, tracking the use and satisfaction of restaurant apps offered to mobile order and deliver loyalty program benefits.

30 Hanover Research

hanoverresearch.com

FOUNDED: 2003

2017 U.S. REVENUE: \$42.5 MILLION

PERCENT CHANGE FROM 2016: +7.3%

2017 NON-U.S. REVENUE: \$2.4 MILLION

PERCENT FROM OUTSIDE U.S.: 5.3%

2017 WORLDWIDE REVENUE: \$44.9 MILLION

U.S. EMPLOYEES: 332



Wesley Givens

CEO; B.A., WASHINGTON AND LEE UNIVERSITY



Peter Dodge

CHAIRMAN, FOUNDER; B.A., WASHINGTON AND LEE UNIVERSITY

Headquartered in Arlington, Virginia, Hanover Research is a brain trust designed to level the information playing field. Hanover is made up of hundreds of researchers who support thousands of organizational decisions every year. One of the industry's fastest-growing companies, Hanover attributes this market success to its unique positioning as the only firm that

provides tailored research through an annual, fixed-fee model.

Hanover serves more than 1,000 organizations and companies worldwide, from established global organizations to emerging companies to educational institutions. From CEOs and CMOs to superintendents, provosts and chief academic officers, to vice presidents of finance and heads of advancement, our research informs decisions at any level and across any department, capitalizing on the exposure to myriad industries and challenges.

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

Custom research services:

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

Core practice areas:

- Hanover's corporate practice drives growth with a customer-centric lens on which markets to enter, products to develop, messaging to refine and sales strategy to deploy.
- Hanover's higher-education practice provides key insights across both academic and administrative areas, including enrollment management, academic development, student experience, finance, advancement, marketing and grants solutions.
- Hanover's K-12 education practice

provides key insights for leadership across instructional and administrative departments, including ensuring college and career readiness, evaluating programs, building safe and supportive environments, engaging families and communities, recruiting, retaining and developing talent and improving operations.

31 FocusVision[†]

focusvision.com

FOUNDED: 1990

2017 U.S. REVENUE: \$39.5 MILLION

PERCENT CHANGE FROM 2016: +2.9%

2017 NON-U.S. REVENUE: \$11 MILLION

PERCENT FROM OUTSIDE U.S.: 21.8%

2017 WORLDWIDE REVENUE: \$50.5 MILLION

U.S. EMPLOYEES: 353



Zlatko Vecutic

CEO; MBA, COPENHAGEN UNIVERSITY

FocusVision is a full-spectrum, research technology solutions provider.

In 1992 we were the first company to live-stream focus groups. This saved our clients a lot of time and money. As we grew and learned more, and as the world of research technology matured, we realized no single-track research approach was satisfying clients' requirements. So, we acquired market-leading companies in surveys, reporting and digital qualitative research and refined our own video solution. These companies were Decipher, Revelation, InterVu, 24Tru, Research Reporter and Kinesis.

We now operate globally as one company under the FocusVision brand with more than 400 employees and offices in the U.S., U.K., Bulgaria and Singapore.

Our offering allows our clients to gather, analyze and share data for various purposes, including customer satisfaction surveys, brand tracking, live remote focus groups, building and engaging with online communities, communications testing, segmentation, NPS, product testing and so on.

In 2017, we ran more than 35,000 projects, including more than 60 million survey completes and 21,000 research days of live video.

FocusVision provides its research technology solutions to professional research agencies and directly to client enterprises. We are trusted by 18 of the top 20 Fortune 100 companies, the top 10 health care companies and the top 10 consumer packaged goods companies.

Our clients include Facebook, Procter & Gamble Co., Microsoft Corp., General Motors Co., eBay Inc., Eli Lilly and Co., McDonald's Corp., PepsiCo Inc., Pfizer Inc., Salesforce, Ipsos, 3M Co., Procter & Gamble Co., L'Oreal SA, Universal Music, Comcast Corp. and Walmart Inc.

Our focus is to bring together the best in surveys and reporting, live video and digital qualitative research solutions, so our clients can get the best insights possible from anywhere and everywhere.

Our vision is to provide them with the most flexible, secure and productive research environment in the world.

In 2018, we're staying ahead of industry

SIS INTERNATIONAL RESEARCH™

WISDOM WINS

STRATEGY RESEARCH & CONSULTING

- » Market Entry & Opportunity
- » Customer Journey Research
- » Competitive Analysis

FIELDWORK & DATA COLLECTION

Consumer, B2B, Healthcare, Automotive, Industrials, Low Incidence research

- » **Qualitative:** Focus Groups, Interviews, Ethnography, Home Visits, Usability tests
- » **Quantitative:** CATI Telephone interviews, Intercepts, Car Clinics, Online Surveys

CHOOSE SIS INTERNATIONAL

- » 30+ years experience
- » Worldwide offices
- » Focus group facility in NYC
- » Rapid bid turnaround
- » Multilingual capabilities
- » Around-the-clock service

www.sisinternational.com • research@sisinternational.com

shifts by focusing on innovating our technology for the modern insights professional at the enterprise level and beyond.

†Some or all figures are not made available by this company, so figures are based on research and estimation by the report author.

32 Phoenix Marketing International

phoenixmi.com

FOUNDED: 1999

2017 U.S. REVENUE: \$37.4 MILLION

PERCENT CHANGE FROM 2016: +9.4%

2017 NON-U.S. REVENUE: \$2.8 MILLION

PERCENT FROM OUTSIDE U.S.: 7%

2017 WORLDWIDE REVENUE: \$40.2 MILLION

U.S. EMPLOYEES: 145



Allen R. DeCotiis

CHAIRMAN AND CEO;
PH.D., EMORY UNIVERSITY



Martha Rea

PRESIDENT;
B.S., UNIVERSITY OF SOUTH FLORIDA

Phoenix Marketing International, with its flagship office in Rhinebeck, New York, is a privately owned company founded in 1999 by Allen R. DeCotiis, Ph.D., chairman and CEO, and Martha Rea, president.

Phoenix Marketing International helps clients improve their brand and communications, create and refine the products and services that they deliver and optimize the customer experience, driven by those commitments. By utilizing the strengths of senior industry specialists, Phoenix provides its clients with disruptive insights across the automotive, financial services, health care, converged technology and media, restaurant, consumer goods and travel/leisure sectors. With the recent acquisition of TV Brand Effect assets from Nielsen, Phoenix now provides a global and comprehensive family of ad and brand performance measures in the industry, offering a one-stop solution for the most timely and accurate information to make decisions along the campaign continuum—pre-launch, in-flight, as well as an

intelligence-building resource to inform future campaigns.

Our unique communications platform is made up of custom and syndicated solutions, including a large-scale tracking advertising/communication audit and performance evaluation system (AdPi and BrandPi Audits).

Our customer experience platform is a sophisticated and highly flexible solution, which allows for custom survey design combined with an immediate, case-based, state-of-the-art technology platform with a sophisticated analytics and graphical reporting dashboard. However, we built a technology platform to enable the CX program, not to be the CX program. Decades of experience and bright minds meld research and technology together to take customer experience programs to a whole new level.

Our innovative analytics group is expert in helping test and develop new innovative marketing opportunities and model these utilizing advanced data integration and analytic capabilities.

Research is reborn every day at Phoenix, always pushing the industry by developing and applying new approaches, tools and techniques resulting in faster, more disruptive insights. Phoenix has a truly global footprint and continues to invest in top-tier talent and stay true to our brand promise: to be “boldly intelligent” research professionals, utilizing state-of-the-art methods.

33 SSRS*

ssrs.com

FOUNDED: 1983

2017 U.S. REVENUE: \$36.9 MILLION

PERCENT CHANGE FROM 2016: +33.2%

2017 NON-U.S. REVENUE: \$1.4 MILLION

PERCENT FROM OUTSIDE U.S.: 3.7%

2017 WORLDWIDE REVENUE: \$38.3 MILLION

U.S. EMPLOYEES: 181



Melissa J. Herrmann

PRESIDENT; M.A., UNIVERSITY OF PENNSYLVANIA

SSRS (formerly known as ICR and SSRS/ Social Science Research Solutions) is a subsidiary of Mount Laurel, New Jersey-based A.U.S. Inc., a privately held company. SSRS is a full-service market and survey

research firm managed by a core of dedicated professionals with advanced degrees in the social sciences. SSRS provides the analytical, administrative and management capabilities needed for project execution. The company designs and implements solutions to complex strategic, tactical, public opinion and policy issues in the U.S. and in more than 40 countries worldwide. Its in-house resources include two interviewing centers and the corporate headquarters.

SSRS focuses on public opinion polling, social science research, policy research, multicultural research and sports/leisure. SSRS has expertise surveying low-incidence populations, creating sophisticated sample designs and with all modes of data collection.

SSRS is also a provider of omnibus research services in the U.S., including the SSRS Omnibus, a weekly nationally representative survey of 1,000 adults, with interviews in Spanish and 600 interviews on cellphones. SSRS assures coverage of the growing millennial population by interviewing a minimum of 80% of respondents on cell phones.

The company also conducts online research, including the SSRS Probability Panel, which recruits panelists through the SSRS Omnibus. Surveys are designed to ensure a positive panelist experience.

** Percent change calculation reflects adjustment of previously reported 2016 U.S. research revenue due to acquisition/divestiture activity or other business change during 2017.*

34 Cello Health plc*†

cellohealthplc.com

FOUNDED: 2004

2017 U.S. REVENUE: \$36.5 MILLION

PERCENT CHANGE FROM 2016: +14.8%

2017 NON-U.S. REVENUE: \$94.8 MILLION

PERCENT FROM OUTSIDE U.S.: 72.2%

2017 WORLDWIDE REVENUE: \$131.3 MILLION

U.S. EMPLOYEES: 260



Stephen Highley

GROUP COO

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 health care 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. It also 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 U.S. with the acquisition of New Jersey-based Defined Healthcare Research Inc., a leading business development strategy firm servicing life sciences firms with a particular focus in biotech.

*Percent change calculation reflects adjustment of previously reported 2016 U.S.

research revenue due to acquisition/divestiture activity or other business change during 2017.

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

35 RADIUS GMR

radius-global.com

FOUNDED: 1960

2017 U.S. REVENUE: \$34 MILLION

PERCENT CHANGE FROM 2016: +3%

2017 NON-U.S. REVENUE: \$1 MILLION

PERCENT FROM OUTSIDE U.S.: 2.9%

2017 WORLDWIDE REVENUE: \$35 MILLION

U.S. EMPLOYEES: 97



Chip Lister
MANAGING DIRECTOR;
B.A., TEMPLE UNIVERSITY

Radius Global Market Research is one of the largest custom market research companies in the world. Our goal is to provide a clear view of the dynamics for success in today's complex and competitive marketplace. We partner with leading global organizations in the U.S., Europe, Asia and the Middle East to help drive their brands' growth.

Our attitudinal and behavioral solutions are focused on providing strategic insights into three critical areas of brand performance: optimizing brand offerings, identifying differentiating innovations and delivering compelling customer propositions.

In 2017, Radius experienced the following business growth:

- 20% increase in number of returning clients.
- 12% increase in new clients.
- 62% increase in number of brand-tracking studies.
- 50% growth in qualitative projects through integrating in-the-moment approaches.

Our client initiatives for 2018 include:

- Continuing to deliver story-driven reports by increasing our information design capabilities.
- Focusing on driving even deeper insights by bringing our advanced analytics team into 100% of the work we

conduct.

- Strengthening our behavioral and neuroscience offerings in our current solutions.
- Sharing our knowledge at leading industry conferences on topics ranging from Big Data, implicit association versus MaxDiff, brand tracking and segmentation.

Radius partners with Fortune 1,000 and other growth-oriented organizations in the following industries: beverage, communications, education, energy and utilities, financial services, food services, health care pharmaceuticals, home improvement and durables, media and entertainment, packaged goods, personal care, retail, technology, transportation and travel/hospitality.

36 Fors Marsh Group*

forsmarshgroup.com

FOUNDED: 2002

2017 U.S. REVENUE: \$32.8 MILLION

PERCENT CHANGE FROM 2016: +6.5%

2017 NON-U.S. REVENUE: --

PERCENT FROM OUTSIDE U.S.: --

2017 WORLDWIDE REVENUE: \$32.8 MILLION

U.S. EMPLOYEES: 175



Sean M. Marsh
CEO; PH.D., GEORGE MASON UNIVERSITY

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

As a certified B Corporation, FMG's business practices create positive impact beyond our client portfolio, extending into the community through pro bono service to nonprofits that are aligned with FMG's corporate values. FMG was created with the vision of becoming a refreshingly different type of research and consulting firm by solving challenges through solutions steeped in scientific theory, methodological rigor and feasibility. This vision has shaped core capabilities led by experts in their field, which include health communications, human capital

management, policy evaluation, surveys and data collection, digital marketing and design and data science.

Last year, FMG worked with the Food and Drug Administration to reduce smokeless tobacco use in teenagers, with Oculus to propel the innovation of the next generation of virtual reality platforms, with the Department of Defense to provide understanding and insights on the American youth market, with the Coast Guard to improve internal communications among a globally positioned workforce and with the Newseum Institute to help understand citizens' perceptions and attitudes toward the five freedoms of the First Amendment.

In 2018, FMG opened a second office in Columbus, Ohio, to oversee the growing volume of data collection and analysis that support national and global programs and established two new divisions—the learning and training division and the customer experience division—providing a greater range of consultancy and implementation services.

New client partners include the Postal Service, Pew Research Center, the Chamber of Commerce, Deltek and Centers for Medicare and Medicaid Services.

The success of FMG's approach is reflected in 15 years of sustained growth since its inception, continued hiring of notable subject matter experts and business leaders and long-term client relationships.

**Percent change calculation reflects adjustment of previously reported 2016 U.S. research revenue due to acquisition/divestiture activity or other business change during 2017.*

37 Maru/Matchbox marumatchbox.com

FOUNDED: 2016

2017 U.S. REVENUE: \$32 MILLION

PERCENT CHANGE FROM 2016: +5.3%

2017 NON-U.S. REVENUE: \$10 MILLION

PERCENT FROM OUTSIDE U.S.: 23.8%

2017 WORLDWIDE REVENUE: \$42 MILLION

U.S. EMPLOYEES: 69



Ged Parton
CEO; M.A., OXFORD UNIVERSITY

Maru/Matchbox is a sector-driven consumer intelligence firm focused entirely on better client outcomes. Their expert teams are deeply invested in key sectors of the economy, including consumer packaged goods, financial services, retail, technology, agency, public affairs and media and entertainment. They deliver insights and analysis backed by superior quality data, knowledge, understanding and real-world context.

Maru/Matchbox began pioneering insight communities almost 20 years ago. Insight communities help clients gain a real-time window into their customers' needs and motivations. They deliver actionable customer intelligence based on meaningful relationships between brands and their customers.

In 2017, Maru/Matchbox focused on bringing deeper, faster and ongoing access to their customers and stakeholders more than ever before through solution innovation.

- They launched Global Connect, a multimarket community platform designed to fuel global and local learnings.
- They developed Innovation Forum, a community of tech enthusiasts who inform innovation trends across sectors.
- They constructed MoneyScreen, the most extensive monitor and predictor of innovation in financial services.
- They built MiTelemundo Hispanic Community, the most robust community of Hispanics in the U.S.
- Connection Compass was developed to help charities increase their donor base.
- They created Virtual Mailbox and Inbox, an interactive platform for improving direct mail and e-mail marketing campaigns.

In 2018, Maru/Matchbox is releasing a series of innovative research solutions.

- Idea Filter is idea testing honed to the essentials, allowing clients to test widely and identify fresh ideas that make a difference.
- Instant Insights pairs sector-focused research advisors with agile survey and data aggregation technology to offer insights at the speed of your business.
- Assurance shortens the validation process without sacrificing depth of insight or quality of data and allows their customers to reliably validate qualitative insights in days—not months.

- Eye is a consumer intelligence platform that will allow clients to improve business decisions by pairing research data with other sources, such as financial or operational, to identify relationships.
- HUB is our globally scalable ecosystem offering multimode data collection, analysis and reporting.

Maru/Matchbox is also committed in 2018 to continuing to demonstrate innovation and thought leadership through its ongoing publication of articles, e-books and white papers.

38 MarketVision Research mv-research.com

FOUNDED: 1983

2017 U.S. REVENUE: \$31.9 MILLION

PERCENT CHANGE FROM 2016: -8.3%

2017 NON-U.S. REVENUE: --

PERCENT FROM OUTSIDE U.S.: --

2017 WORLDWIDE REVENUE: \$31.9 MILLION

U.S. EMPLOYEES: 135



Tyler McMullen
PRESIDENT AND CEO;
MBA, UNIVERSITY OF VIRGINIA

MarketVision Research is a full-service marketing research consultancy, providing clients with actionable insights about their markets, customers, brands and products. Research areas of focus include product and portfolio development, pricing, branding, segmentation and customer satisfaction. The company offers a full suite of quantitative and qualitative research capabilities and works across industry groups. The firm invests significantly in its education program and frequently shares findings with the research community. MarketVision also leads a variety of research training and development programs for clients and individuals.

The "Research on Research" program explored the following topics:

- Conjoint and mobile participation: in coordination with the GRBN, research evaluating the impact of excluding mobile participants from pricing research conducted using discrete choice techniques.
- Impact of rising oncology medication costs on patients: exploring the topic of

rising costs of medication and the trade-offs patients make to maintain treatment.

- Participant engagement initiative: in coordination with the GRBN, research to assess the impact of a poor participant experience in survey research and identify new ways to improve the relationship we have with this valuable resource.

Unique capabilities:

- Optimization: MarketVision's "marketing sciences" group is recognized as a leader in discrete choice modeling and optimization with application to areas such as product and service development, branding, packaging and pricing.
- Online communities (MROCs): Since 2007, MarketVision has provided online communities that are managed and developed entirely in-house. We released version 3.0 of our communities platform in 2017 with a focus on improving participant engagement and with additional support for mobile participation.
- Product testing: MarketVision has its own product fulfillment center and warehouse to support client needs for product testing. We expanded our warehouse capabilities in 2016 and doubled the amount of product we manage year over year in 2017. This continues to be an important one-stop shop for our clients' product testing needs.

Major activities in 2017:

- Company headquarters relocation: MarketVision headquarters relocated to a larger facility in northern Cincinnati.
- MROC 3.0: We released our third-generation software platform for online community research.

39 LRA, a Deloitte business

www2.deloitte.com/us/en/pages/risk/solutions/lra-by-deloitte-service-offerings.html

FOUNDED: 1981

2017 U.S. REVENUE: \$30.7 MILLION

PERCENT CHANGE FROM 2016: -22.3%

2017 NON-U.S. REVENUE: \$6.2 MILLION

PERCENT FROM OUTSIDE U.S.: 16.8%

2017 WORLDWIDE REVENUE: \$36.9 MILLION

U.S. EMPLOYEES: 340



Rob Rush

MANAGING DIRECTOR; B.S., CORNELL UNIVERSITY

LRA, a Deloitte business, is a leading global provider of customer experience measurement services for multinational companies with complex customer interactions. LRA's innovative brand standards audits, quality assurance inspections, mystery shopping programs, research and consulting services have helped ensure our clients deliver consistent, memorable and differentiated experiences to their customers. Many of the world's preeminent global hospitality brands, as well as companies in the gaming, dining, health care, sports and entertainment, real estate, retail and travel industries choose LRA to help them measure and improve the customer experience in more than 145 countries around the globe.

LRA's research offerings are focused on helping our clients to define and measure the "current state" of the customer experience and then identify measures to enhance or reinvent that experience in order to drive customer satisfaction, loyalty, advocacy and positive customer outcomes and behaviors.

Our standard offerings include:

- Field/operational research.
- Audits and inspections (quality assurance, brand standards, operational excellence, emotional audits, etc.).
- Mystery shopping (service, sales, operations, brand).
- Customer/employee research.
- Qualitative/exploratory research (focus groups, IDIs).
- Customer "tracking" survey research.
- Customer "relationship" studies.
- Employee engagement studies.

- Conjoint/decision modeling studies.
- Customer segmentation and personae development studies.
- Touch point/"moment of truth" focused surveys.
- Modeling the "emotional connection" of customers to company and its impact on behavior, spending and share of wallet.

We are somewhat unique in the industry for our focus on gathering the field/operational data via our audits and inspections and mystery shopping offerings. This capability allows us to complement the sentiment/directional data we are gathering from customers with very granular, specific data about how an operation is running or an experience is being delivered in the field.

We gained a number of clients outside of our core hotel vertical, with new client wins in restaurants/food service, automotive, life sciences/health care, consumer products and retail.

Plans for 2018 include the further development and scaling of our TrueView technology platform, which combines mobile data collection, visual dashboards and reporting and data aggregation and analytics capabilities to provide clients a holistic view of their customer experience and operational data from multiple sources, helping enhance operational decision-making and overall strategic focus.

40 Kelton Global

keltonglobal.com

FOUNDED: 2003

2017 U.S. REVENUE: \$27.2 MILLION

PERCENT CHANGE FROM 2016: +3.8%

2017 NON-U.S. REVENUE: \$7.2 MILLION

PERCENT FROM OUTSIDE U.S.: 20.9%

2017 WORLDWIDE REVENUE: \$34.4 MILLION

U.S. EMPLOYEES: 94



Tom Bernthal

CEO AND CO-FOUNDER; B.S., UNIVERSITY OF WISCONSIN-MADISON



Gareth Schweitzer

PRESIDENT AND CO-FOUNDER; B.A., MCGILL UNIVERSITY

Kelton Global is an insights and strategy consultancy. We help businesses grow by uncovering human truths and transforming

them into innovative solutions for the world's biggest, most well-loved brands.

Kelton's suite of offerings includes:

- Qualitative research: applied ethnographies, consumer inspiration sessions, LifeStories, In-Situ observations, Kelton SmartCommunities, trend scanning, semiotic analysis, archetype studies and analysis, co-creation and digital anthropology.
- Quantitative research: customer brand health tracker; people, ideas and trends tracking; customer segmentation; attitudes and usage; consumer choice modeling; price perception and elasticity; line extension analysis; portfolio optimization; messaging/positioning optimization; package testing; new-product testing and brand and ad optimization.
- Design: product, service and communications innovation; customer journey mapping; prototype optimization; visual merchandising; information design; concept ideation; path to purchase; and new-product development.
- Communications: information design, video documentary, language and message development, strategic thought-leadership research and data for dissemination.
- Strategic consulting: brand landscape analysis, brand positioning, marketing strategy, agency search and briefing and new concept generation and launch strategy.

In 2017, Kelton focused on growing relationships with new clients while continuing to provide our innovative, qualitative, quantitative and cultural insights work for clients like Coca-Cola Co., Pfizer Inc., Revlon and Harley-Davidson. We increased our international revenue by offering services to additional global brands, developing more proprietary products to compete at the highest level in the market research space and growing our unrivaled team to support our consistent revenue growth.

In April 2018 Kelton Global was sold to LRW (Lieberman Research Worldwide).

41 Screen Engine/ASI

screenengineasi.com

FOUNDED: 2010

2017 U.S. REVENUE: \$26 MILLION

PERCENT CHANGE FROM 2016: +18.2%

2017 NON-U.S. REVENUE: --

PERCENT FROM OUTSIDE U.S.: --

2017 WORLDWIDE REVENUE: \$26 MILLION

U.S. EMPLOYEES: 83



Kevin Goetz
CEO; B.A., RUTGERS UNIVERSITY



Robert Levin
PRESIDENT; B.A., UNIVERSITY OF ILLINOIS

Screen Engine/ASI (SE/ASI) is a full-service research and analytics firm focused primarily on serving the entertainment and media industries with research products designed to help our clients realize their goals and objectives.

SE/ASI conducts research across all entertainment distribution platforms, including film, television and over-the-top (OTT) platforms. Clients include all the major and mini-major movie studios, independent movie studios and distributors, broadcast and cable networks, OTT platforms, production companies, home entertainment, gaming and new technologies.

Founded in 2010, Screen Engine soon became a leading resource for the movie industry, not only for content research (the company conducts recruited audience research screenings on more than 70% of all domestic wide-release movies), but also for marketing and pre-greenlight research as well.

In 2014, Screen Engine expanded beyond the movie industry with the acquisition of ASI, for decades the leader in TV pilot testing. Since the acquisition, SE/ASI has significantly expanded its television research activities beyond just pilot testing with clients that include both broadcast and cable networks as well as the leading OTT platforms.

The company provides clients with research data and insights to help them better assess:

- The capability of their content: prior to greenlighting production, understanding what is the content's DNA and depth of

audience appeal.

- The playability of content: putting the content in front of an audience to assess what is both driving as well as limiting the audience's intensity of recommendation.
- The marketability of content: both from a strategic and tactical view, what marketing communications have the potential to generate the greatest urgency to see and view the content.
- The "buzzability" of content: from critics to audience reactions, both online and offline, what will be the likely volume and sentiment of opinion and discussion.

SE/ASI's growth has been driven by the top-tier talent the company has attracted to serve its clients with research and insights that help them in making their many critical management decisions. As it has since its founding and as it will continue to do so, the company consistently invests in both improving its products and innovating with new approaches and methodologies.

42 Gongos

gongos.com

FOUNDED: 1991

2017 U.S. REVENUE: \$24.6 MILLION

PERCENT CHANGE FROM 2016: +16.6%

2017 NON-U.S. REVENUE: \$1.7 MILLION

PERCENT FROM OUTSIDE U.S.: 6.5%

2017 WORLDWIDE REVENUE: \$26.3 MILLION

U.S. EMPLOYEES: 133



Camille Nicita
PRESIDENT AND CEO;
MBA, WAYNE STATE UNIVERSITY

As a decision intelligence company, Gongos brings a consultative approach in developing growth strategies grounded in operationalizing customer centricity.

From product innovation to portfolio management, customer experience to consumer journeys, pricing strategies to marketing optimization and trend analysis to predictive modeling, Gongos builds a laser-sharp consumer orientation across organizations to drive greater customer attraction, retention and lifetime value.

Partnering with its clients' insights and analytics, marketing, strategy and customer experience groups, Gongos serves as a

Gain Insights Others Can't

Maru/Matchbox is a market leader in the use of technology and insight communities to produce outcomes-focused market research. We have been applying new technology to push the boundaries of customer intelligence for over a decade.

Our expert teams are deeply invested in key sectors of the economy, delivering insights and analysis backed by superior quality data.

Challenge conventional business thinking and push the boundaries to better understand consumer actions today.



Consulting services



Community-based research



Qualitative insight

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

In 2017, Gongos launched its Decision Intelligence|Customer Experience (DICE) assessment that enables executives to evaluate how their organizations perform on 11 key measures related to operationalizing customer centricity. Real-time output generates comparative and cumulative results relative to their industry peers.

Gongos' consultative tools also include its Decision Intelligence Framework and its Human Decision-Making Framework, which helps to determine what clients already know about consumers from the rational, emotional and physical aspects of decision-making; identify the gaps that exist; and design approaches to fill in those gaps.

In 2018, the company introduced the Gongos Innovation Studio, an agile process to guiding customer-centric growth through human-centered design. Additionally, this year Gongos is also exploring ways to leverage its i°Communities platform to enhance its clients' capacity to engage and empower employees to fulfill their customer experience strategy.

43 **The Link Group** tlg.com

FOUNDED: 1994

2017 U.S. REVENUE: \$24 MILLION

PERCENT CHANGE FROM 2016: -9.1%

2017 NON-U.S. REVENUE: \$0.5 MILLION

PERCENT FROM OUTSIDE U.S.: 2%

2017 WORLDWIDE REVENUE: \$24.5 MILLION

U.S. EMPLOYEES: 75



Brad Camrud

PRESIDENT; MBA, UNIVERSITY OF ARIZONA



Tom Pfeil

CO-FOUNDER AND PARTNER; MBA, UNIVERSITY OF TEXAS AT AUSTIN

The Link Group (TLG) is a privately held market research consultancy founded in 1994, with offices in Atlanta and Durham, North Carolina. TLG has been exceeding clients' expectations for more than 20 years by offering a strategic partnership approach to designing and executing custom, qualitative and quantitative market research.

TLG has been guided by two key principles since its inception: "Smarter Research. Better Service." Their commitment to smarter research has allowed TLG to take a creative, custom, immersive approach to their clients' business needs that results in actionable and insightful reports. TLG delivers better service by maintaining consistent, singular points of contact across projects, allowing them to collaborate nimbly and responsively, which results in 99% of revenue coming from repeat clients.

"Smarter Research and Better Service" start and end with TLG's people. TLG hires an inquisitive brand of outgoing problem-solvers and gives them the autonomy and flexibility they need to succeed in a highly collaborative environment, which translates to quality work for their clients. TLG boasts an extremely low turnover rate of just 4%, which means clients can count on consistent relationships and the fundamental knowledge across projects, which helps TLG deliver more strategic insights.

TLG continues to expertly execute research primarily for Fortune 500 firms in the health care, retail, consumer packaged goods and finance industries across methodologies. In addition, TLG has recently been using innovative methodologies to uncover deep insights and build on those insights across customer groups:

- **LinkEQ:** TLG has developed a validated, proprietary methodology based on the principles of behavioral economics that allows TLG and their clients to reveal emotional associations that respondents may themselves be unable to access directly over the course of a traditional market research survey.
- **Lexicon research:** By allowing one customer group to listen to and offer feedback on interviews with another customer group, TLG has helped clients successfully identify lexical discrepancies between these groups, which helps TLG's clients communicate with their

customers in a way that is relevant and accessible to them.

44 **NAXION†** naxionthinking.com

FOUNDED: 1911

2017 U.S. REVENUE: \$21.8 MILLION

PERCENT CHANGE FROM 2016: --

2017 NON-U.S. REVENUE: --

PERCENT FROM OUTSIDE U.S.: --

2017 WORLDWIDE REVENUE: \$21.8 MILLION

U.S. EMPLOYEES: 76



Susan Schwartz McDonald

**PRESIDENT AND CEO;
PH.D., UNIVERSITY OF PENNSYLVANIA**

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

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

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

custom panels for B-to-B markets.

Project leaders with sector experience and research proficiency are supported by in-house methodologists and a wide portfolio of advanced analytic tools, including proprietary modeling services and software, all of them highly customized. The firm continues to invest significant resources in intellectual capital to enhance enterprise decision support with cutting-edge methods, including specialized “small data” choice models, new predictive techniques using Big Data and brand-customized text analytics. Its Farsight suite supports the building of highly dynamic models capable of producing forecasts for complex market scenarios, including paradigm-shift technologies, and gives market monitoring programs a forward-looking perspective that guides timely market interventions. Other services include litigation and regulatory support, often involving expert testimony in cases involving trademark confusion, deceptive advertising and brand equity. NAXION’s strong commitment to operational excellence is reflected in ISO certification and in-house operations capabilities to deliver exceptional levels of quality control.

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

45 **Bellomy Research** bellomyresearch.com

FOUNDED: 1976

2017 U.S. REVENUE: \$19.7 MILLION

PERCENT CHANGE FROM 2016: -0.5%

2017 NON-U.S. REVENUE: --

PERCENT FROM OUTSIDE U.S.: --

2017 WORLDWIDE REVENUE: \$19.7 MILLION

U.S. EMPLOYEES: 125



John Sessions
CEO; MBA, WAKE FOREST UNIVERSITY

Bellomy Research, based in Winston-Salem, North Carolina, is a privately held, family-owned company. Bellomy focuses on driving successful business outcomes through the design and delivery of

solutions that yield deeper customer understanding. We surround our clients’ business challenges with an unparalleled mix of knowledge and experience, marketing science and proprietary research technology.

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

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

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

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

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

46 **Chadwick Martin Bailey** cmbinfo.com

FOUNDED: 1984

2017 U.S. REVENUE: \$19.7 MILLION

PERCENT CHANGE FROM 2016: +4.8%

2017 NON-U.S. REVENUE: --

PERCENT FROM OUTSIDE U.S.: --

2017 WORLDWIDE REVENUE: \$19.7 MILLION

U.S. EMPLOYEES: 75



James Garrity
CEO; MBA, BABSON COLLEGE

Chadwick Martin Bailey (CMB) is a full-service market strategy firm helping leading brands adapt, innovate and grow through thoughtful quantitative and qualitative research, advanced and predictive analytics and strategic consulting. The CMB team is a strategic partner delivering insights and recommendations to the most innovative and fast-growing companies around the world.

CMB’s consultative approach is centered on identifying and delivering insights and recommendations that support confident, strategic decision-making across each of its six practice areas: digital media and entertainment, financial services, health care, retail, technology/telecom and travel/hospitality. CMB specializes in innovative custom solutions to help brands in four critical areas:

- Market strategy: target the right segments, create opportunity and build brands that compete and thrive.
- Brand: build deep connections at every stage of the customer journey.
- Product/service: accurately capture and translate evolving customer needs into tangible innovation roadmaps.
- Journey: consistently deliver extraordinary and differentiating

customer experience.

In 2017, CMB made additional investments in several areas, including:

- BrandFx: CMB's consumer-powered brand measurement solution is anchored in behavioral psychology and the science of consumer decision-making. This consumer-centric lens focuses brands on what consumers want from them—social identity, emotional and functional benefits driving purchase, loyalty and advocacy—and provides specific guidance and critically, concrete recommendations.
- Thoughtful and creative co-creation solutions: Inventive co-creation workshops put customers in the driver's seat, utilizing principles of "System 1" and "System 2" thinking, improvisation practices and divergent/convergent exercises to put customers in the driver's seat and uncover unique and meaningful insights.
- Groundbreaking research on the role of emotion and identity in the adoption of virtual assistants: Findings included analysis indicating that how much a current virtual assistant category rejecter relates to their image of the type of person who uses a virtual assistant is the No. 1 predictor of whether they are likely to try the technology in the future.

In the fall of 2017, CMB became a wholly owned subsidiary of ITA Group, a worldwide leader in engagement and experiential solutions. This partnership provides a strong foundation for expanded insights and solutions in the incentives, engagement and cultural transformation categories in 2018. In addition to these expanded capabilities, CMB will continue to invest in the advanced and predictive analytics, creative storytelling and consulting initiatives that help leading brands make critical, game-changing decisions.

47 Edelman Intelligence

edelmanintelligence.com

FOUNDED: 1999

2017 U.S. REVENUE: \$18.7 MILLION

PERCENT CHANGE FROM 2016: +28.1%

2017 NON-U.S. REVENUE: \$9.1 MILLION

PERCENT FROM OUTSIDE U.S.: 32.7%

2017 WORLDWIDE REVENUE: \$27.8 MILLION

U.S. EMPLOYEES: 116



Antoine Harary
GLOBAL MANAGING DIRECTOR;
M.A., CELSA SORBONNE UNIVERSITY

Edelman Intelligence (EI) is the global research and analytics consultancy of Edelman, a leading global communications marketing firm. Headquartered in New York with 12 offices globally, EI houses more than 250 consultants, strategists, researchers, data scientists, data visualization specialists and analysts worldwide. Our specialists are method-agnostic and leverage the best of primary research, secondary research, advanced analytics and business science to solve business and communications issues for our clients.

Our intelligence offering spans the spectrum of client needs, from mapping the current environment and targeting key audiences, to optimizing content and measuring business impact. In addition to having access to more than 70 technology platforms and partnerships, we have proprietary tools in measurement, business science and analytics, as well as behavioral content testing, including:

- Command Center: an offering inclusive of technology, process and human expertise built to monitor, measure and analyze mentions of any brand, topic or issue and visualize data via customized dashboards with advanced KPIs.
- SWIPE: a mobile, browser-based research tool that functions like an app and allows teams to test content and gather insights from a target audience before publication to optimize strategy for engagement and impact.

Beyond client engagements, EI conducts two annual international intellectual property studies:

- "The Edelman Trust Barometer," now in its 18th year, explores trust in

institutions, surveying 33,000 respondents annually across 28 countries.

- "Earned Brand," which explores brand-consumer relationships, surveying 13,000 respondents across 13 countries.

In 2017, we expanded into new markets including Seattle, Atlanta, Australia and North Asia; deepened our bench of managers; and further developed our business science and advanced analytics capability.

Our plans in 2018 include launching TRU.S.T3D, a data management and visualization platform to reflect the diversity of drivers and outcomes of a company's trust capital. We will continue to develop branded capabilities and proprietary products that cut across all forms of intelligence—primary, secondary and business science and analytics—to solve business challenges and communications issues facing our clients and the world.

48 Hypothesis

hypothesisgroup.com

FOUNDED: 2000

2017 U.S. REVENUE: \$18.5 MILLION

PERCENT CHANGE FROM 2016: +4.5%

2017 NON-U.S. REVENUE: --

PERCENT FROM OUTSIDE U.S.: --

2017 WORLDWIDE REVENUE: \$18.5 MILLION

U.S. EMPLOYEES: 48



Maria Stark
FOUNDER; MBA, UNIVERSITY OF SOUTHERN CALIFORNIA



Jeff Seltzer
MANAGING PARTNER; M.A., SAN DIEGO STATE UNIVERSITY

Hypothesis is a consumer-centric insights, design and strategy agency located in Los Angeles and Seattle.

The Hypothesis approach is foundational, forward-looking, empathetic and emphasizes cross-category learning. Hypothesis clients include many of the "most dynamic companies" and several of the top five "most admired companies of the world."

We continued our rapid growth in 2017, driven by a combination of new clients and

THANK YOU, AGAIN.

*From our team of consultants, marketing scientists, designers,
and strategists: thank you to our clients for their partnership, trust,
and for helping us continue our climb up the AMA Top 50.*

hypothesis

www.hypothesisgroup.com

MØMENTUM

by hypothesis

www.momentumbyhypothesis.com

custom projects, including in-context, immersive qualitative research, brand positioning and custom brand tracking.

In 2018, we'll continue our growth by developing our qualitative practice, emphasizing our design-forward deliverables, adding to our overall capabilities and our talented team. This year, we're excited to announce the launch of our brand strategy practice, Momentum by Hypothesis. The Momentum group will help clients bridge insights and brand strategy and help clients with their "now what" question through a range of consulting and workshop offerings.

49 **KS&R** (Knowledge Systems & Research) ksrinc.com

FOUNDED: 1983

2017 U.S. REVENUE: \$16.9 MILLION

PERCENT CHANGE FROM 2016: -11.1%

2017 NON-U.S. REVENUE: \$1.4 MILLION

PERCENT FROM OUTSIDE U.S.: 7.7%

2017 WORLDWIDE REVENUE: \$18.3 MILLION

U.S. EMPLOYEES: 88



Rita L. Reicher

**CHAIRMAN AND PRESIDENT; PH.D., YALE
UNIVERSITY**

KS&R (Knowledge Systems and Research), based in Syracuse, New York, is a privately held, full-service custom marketing research company. For seven years in a row, KS&R has received the highest Gold Index composite score of any provider in the Prevision/Inside Research survey of marketing research buyers. This is a strong testament to our passion for excellence and client-first business philosophy.

KS&R's clients range from Fortune Global 500 companies to startups. We have diverse industry experience with particular strengths in technology, entercom, business services and health care sectors. We often engage with clients at the beginning of their planning and initiatives with approaches such as "insight fusion" and "knowledge planning" workshops. Our customized, multidisciplinary solutions enable KS&R to lend strong partnership and thinking to inform business decisions throughout an

entire initiative—from crisp identification of the business issues to detailed recommendations. KS&R uses established qualitative and quantitative research methodologies, but also employs innovative tools, including video open ends, instant chat during online surveys and mobile capabilities such as geofencing and ethnographies.

In 2017, KS&R acquired Delta Marketing Dynamics (DMD) to provide our health care clients with a more complete view of the ecosystem in which they operate. KS&R can now offer key insights from our pharmacy (specialty, retail and hospital) expertise and access to our proprietary high-quality panels of decision-makers and influencers.

KS&R's marketing sciences team continues to pioneer new approaches from text analytics using "Theme Finder" to predictive modeling, including Bayesian Network Predictive Driver Analytics. In 2017, KS&R launched Knowit, a suite of easy-to-use, value-priced research solutions to help small businesses grow. Knowit uniquely combines affordable insights with professional guidance and consultation.

Our focus for 2018 is continuing to deliver agile research to clients while increasing the effectiveness of our consulting engagements through innovative tools and high-impact socialization approaches such as white paper publications, business intelligence tools, gallery walks and operationalization workshops.

50 **RTi Research** rtiresearch.com

FOUNDED: 1979

2017 U.S. REVENUE: \$14.5 MILLION

PERCENT CHANGE FROM 2016: -14.7%

2017 NON-U.S. REVENUE: --

PERCENT FROM OUTSIDE U.S.: --

2017 WORLDWIDE REVENUE: \$14.5 MILLION

U.S. EMPLOYEES: 54



David Rothstein

CEO; MBA, UNIVERSITY OF ROCHESTER

RTi turns data into meaning. We are an innovative, global, full-service market research company, and for more than three decades, our clients have counted on us to connect the dots, tell the story and

influence decisions.

We are a four-time winner of the Connecticut Top Workplace Award: Only happy employees can make happy clients! Through our extraordinarily talented, passionate and dedicated team, we provide unparalleled marketing-focused research and brand strategy services to the largest and most highly regarded brands and companies within their respective industries.

In addition to our broad offering of traditional research tools and methods, RTi continuously develops specialized products leveraging technology, advances in data collection modes and analytics as imaginative as they are rigorous. All of this is in support of helping our clients make increasingly complex business decisions in an increasingly complex and fast-moving business environment.

What really distinguishes RTi is how we translate research findings into a coherent and meaningful story, something that can be easily communicated throughout an organization and, most important of all, acted upon. Increasingly, we are doing this by providing high-quality, highly creative videos that transform research insights into memorable, emotionally engaging stories that can be easily and quickly shared throughout the organization. Supporting that effort and endeavoring to teach these concepts to our clients, we are excited to have just introduced our online course, "From Data to Meaning, Storytelling for Market Research." We find that clients begin working with RTi because they seek higher-level, more insightful thinking and more attentive service from a research partner that understands what it takes to support their personal success as well as their company's. Clients stay with us because we deliver.