

Premium Directory Listings

Stand Out, Build Awareness,
Generate Leads

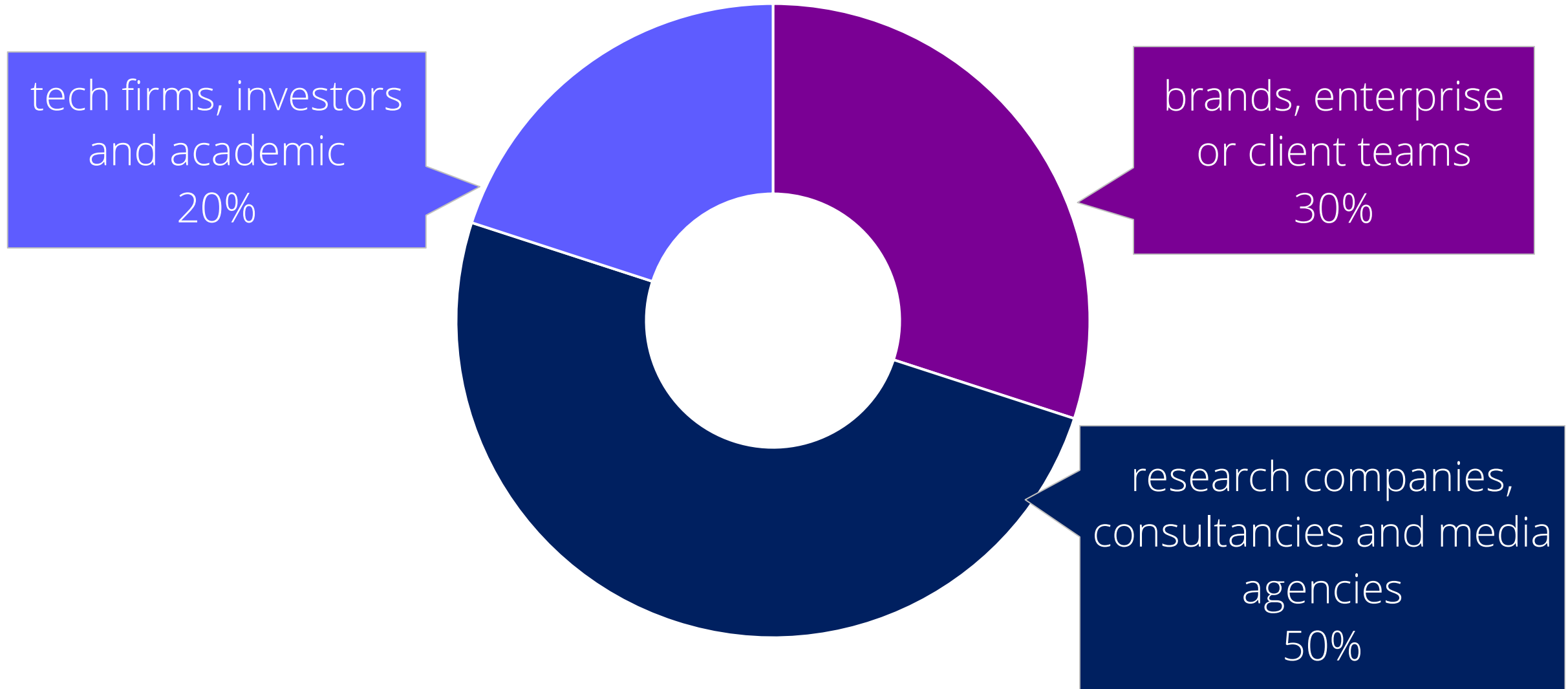
2023

Insight Platforms attracts nearly
200,000 visitors
annually

Audience Profile: Location



Audience Profile: Company Type



Audience Profile: Job Titles



The directory lists over

1,200 companies

offering technology, data or services

There are over

400 categories

spanning MR, UX, CX, analytics & more

All Categories

AB Testing and Optimisation	Access Panels	Advanced Statistical Techniques	Advertising Testing
Advertising Tracking	Advertising/Campaign Effectiveness	Agile Qualitative Research	
APIs	Artificial Intelligence	App Analytics	
Audience and Market Measurement	Automated Reporting	Audience Panel	
Behavioural Analytics	Behavioural Science	Automated Survey Research	
Brainstorming	Brand Research	Behavioural Tracking	
CAPI (Face-to-Face Interviews)	CATI (Telephone Interviews)	Brand Tracking	
Cloud-based Analytics	Co-creation	Chat/Messaging Surveys	
Computer Vision Analysis	Concept Screening	Coding/Data Entry	
Consultancy	Content Testing	Concept Testing	
Conversion Rate Optimisation (CRO)		Conversational AI	
Customer Advisory Board	Mobile Surveys	Neuromarketing	
Customer Panels	Omnibus Surveys	Online Collaboration	
Data Analytics	Online Panel/Sample Exchange	Online Qualitative	
Data Visualisation	Panel Management Software	Passive Metering and Behavioural Tracking	
Diary Studies	Prediction Markets	Predictive Analytics	
DIY Surveys	Product Feedback Management	Product Testing	
End-to-End Survey Platform	Project Management	Public / Government	
Expert Communities	Qualitative Data Analysis	Qualitative Pre-Tasking	
Feedback Analytics	Rapid Surveys	Remote Qualitative Research	
Image Analytics	Reporting	Research Management	
	Screen Recording	Sentiment Analysis	
	Shopper Panel	Shopper Research	
	Social Media Recruitment	Statistics and Data Science	
	Survey Gamification	Survey Research	
	Syndicated Reports	Tabulation & Analysis	
	Transcription	Tree Testing	
	TV Audience Measurement	User and Respondent Recruitment	
	User Feedback	Verbatim Response Coding	
	User Testing	Virtual Reality	
	Video Diary Studies	Voice of Customer Surveys	
	Voice Assistants	Website Analytics	
	Webcam Interviews		

Survey Research

Survey Research includes software for designing, managing and analysing surveys; agile 'DIY' research tools for ad or concept testing, end-to-end automated platforms and more.



Advertising Testing



Agile Quantitative Research



Automated Survey Research



UX Research

UX Research includes usability testing, journaling, product feedback and more.



Chatbots



Customer Panels



Survey Panel

User Research Management

Video Analytics

Virtual Store Environments

Voice Research

Visual Analytics

Voice Surveys



Behavioural Research

Behavioural Research includes categories such as customer journey mapping, behavioural economics, diary studies, passive measurement, eye tracking and more.



Behavioural Science



Biometrics



Crowdsourcing



Eye Tracking



Qualitative Research

Qualitative Research includes online focus groups & forums, ethnographies, insight communities, video research and more.



Agile Qualitative Research



Biometrics



Co-Creation



Crowdsourcing



Insight Communities



Mobile Ethnography



Online Focus Groups and Forums

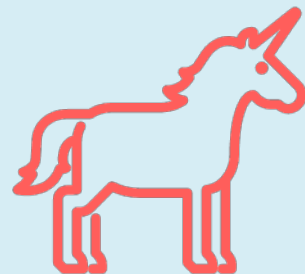


Video Research and Forums

Premium Listings help you to



Be found
more easily

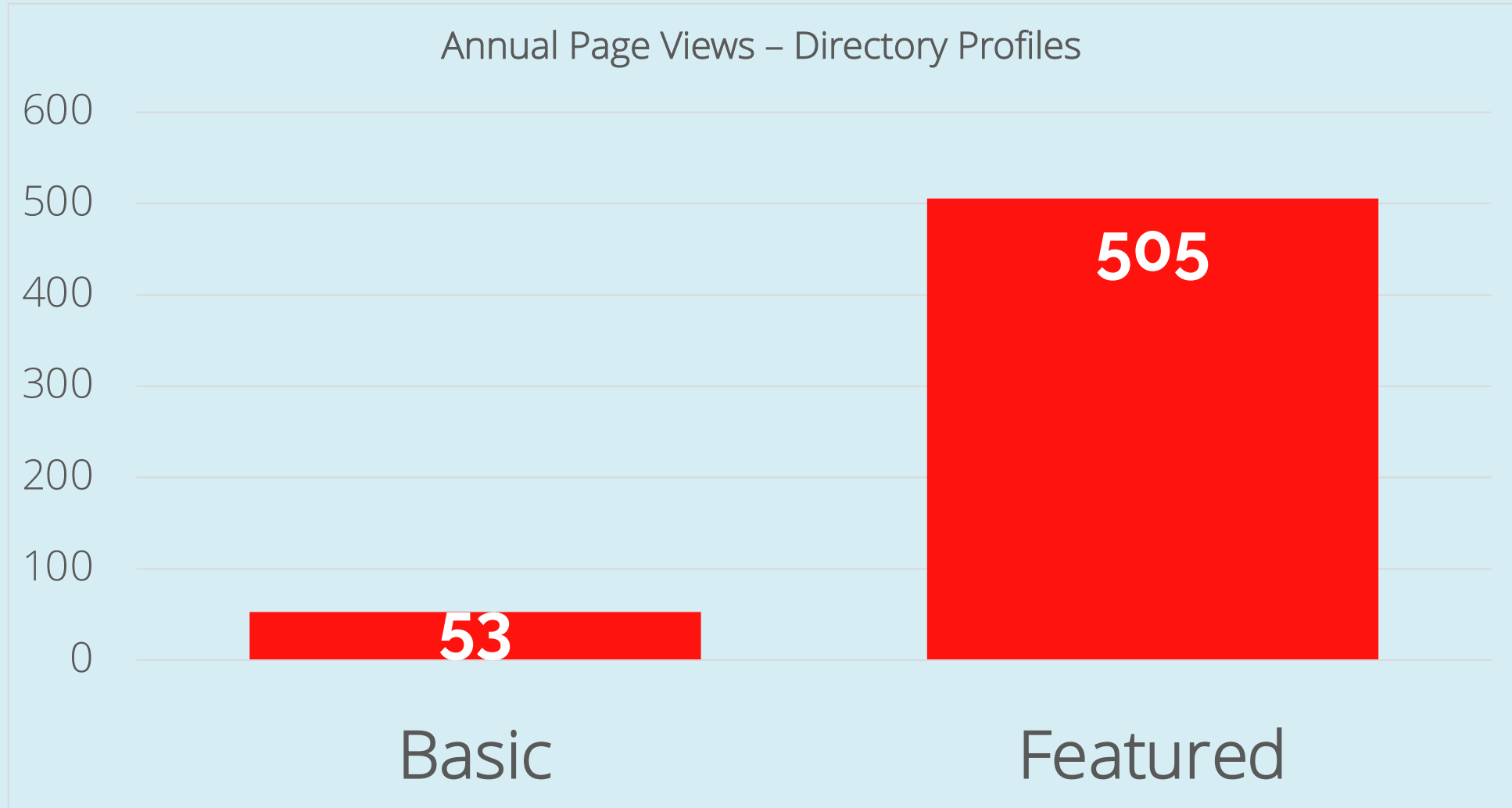


Stand out
from the crowd

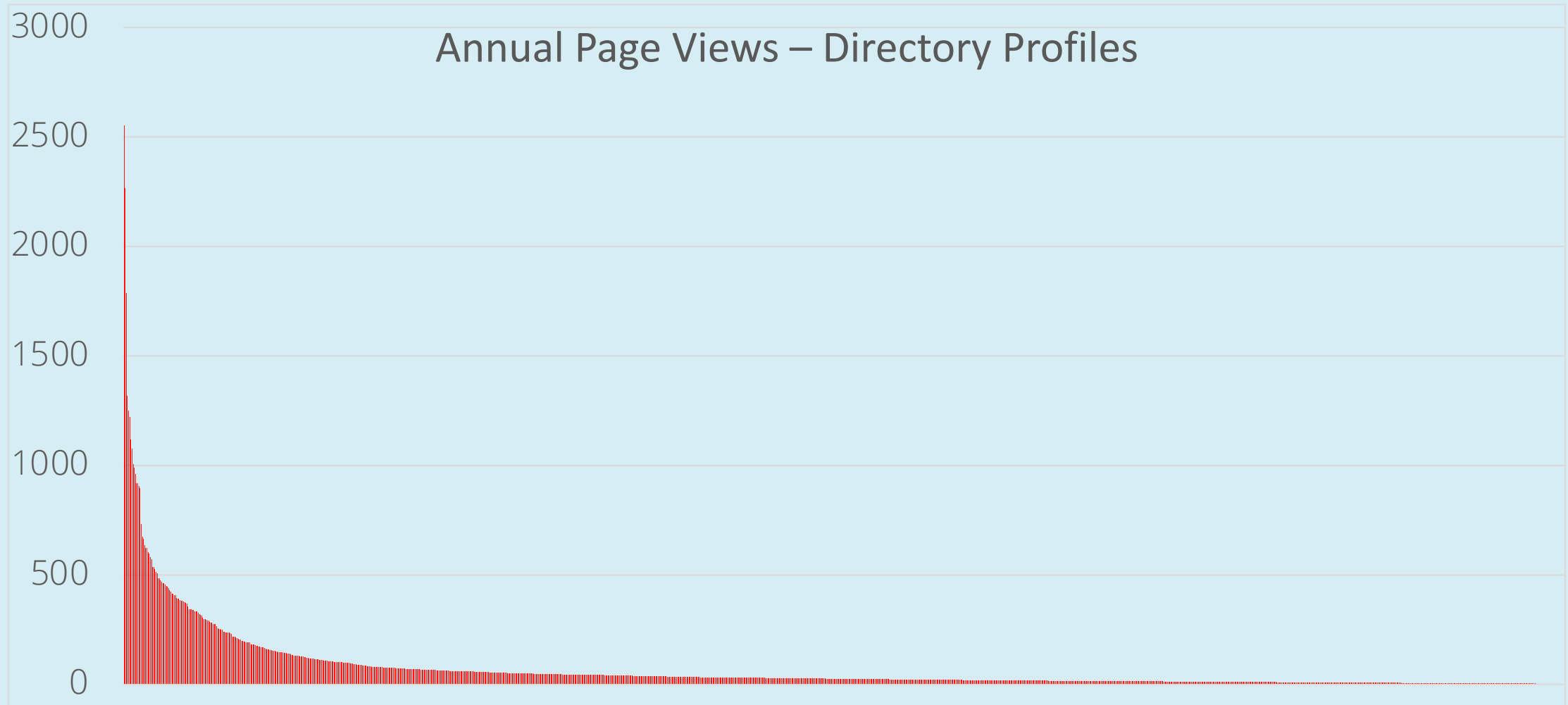


Attract
the right buyers

Featured Listings get 10x attention on average



Most free profiles struggle to get noticed



Directory Listing Packages

Basic Free

- ✓ Single category
- ✓ Short description

Startup £295 - \$375

- ✓ 5 Categories
- ✓ Full description
- ✓ 5 Images / screenshots

Featured £1,450 - \$1,750

- ✓ All Startup features
- ✓ Includes **any 3 bolt-on** options
- ✓ Additional bolt-ons a la carte

Featured Listing Bolt-On Options

full
company
profile

standout
positions

blog
articles

ebook
campaign

product
pages

lightning
demo

jobs
pack

courses
pack

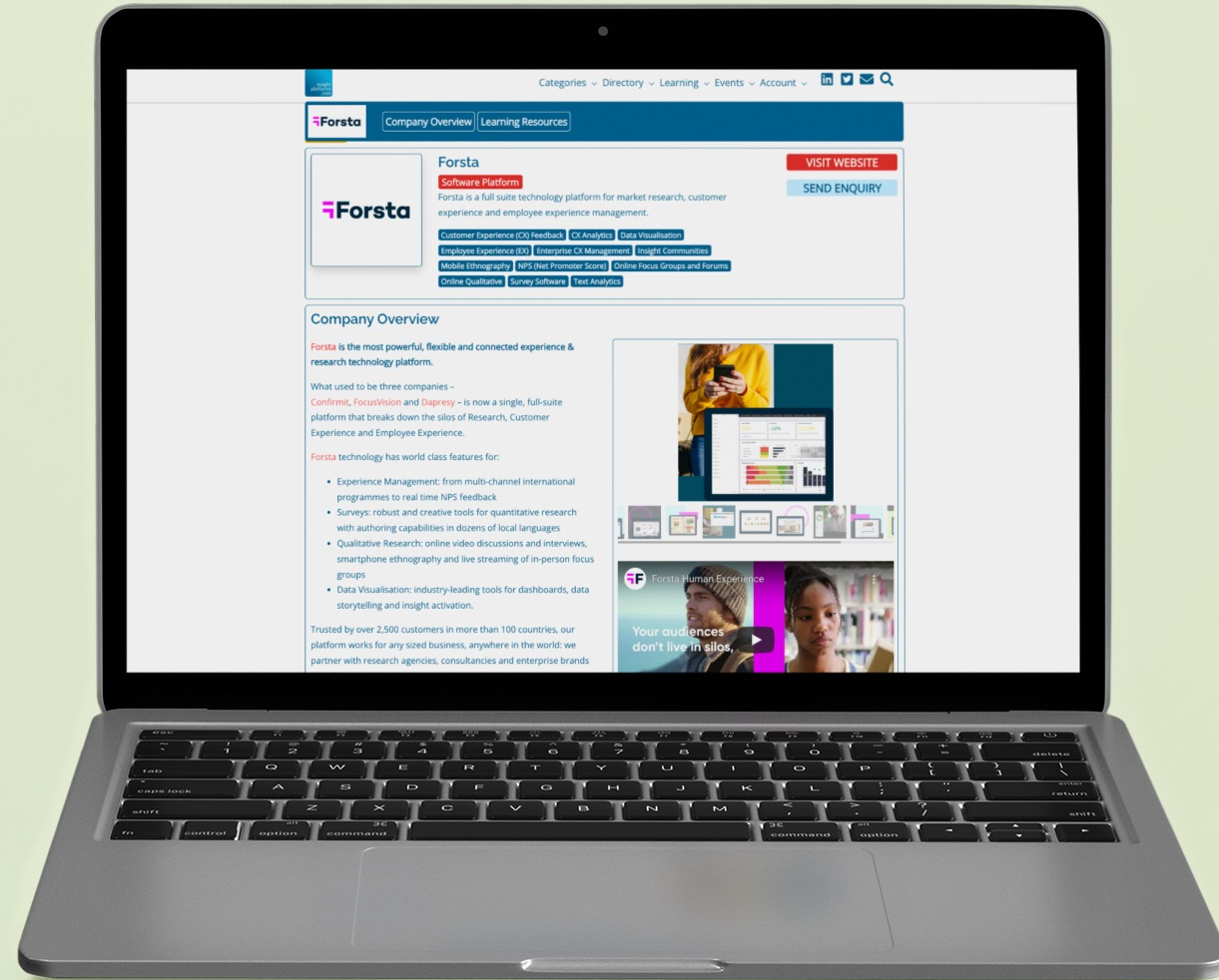
Full Company Profile

INCREASE FINDABILITY | DRIVE CLICK-THROUGHS

Build a full company profile to showcase your offer:

- ✓ 10 categories
- ✓ 10 images
- ✓ Enquiry form
- ✓ Embedded video

£500 | \$650 | €600



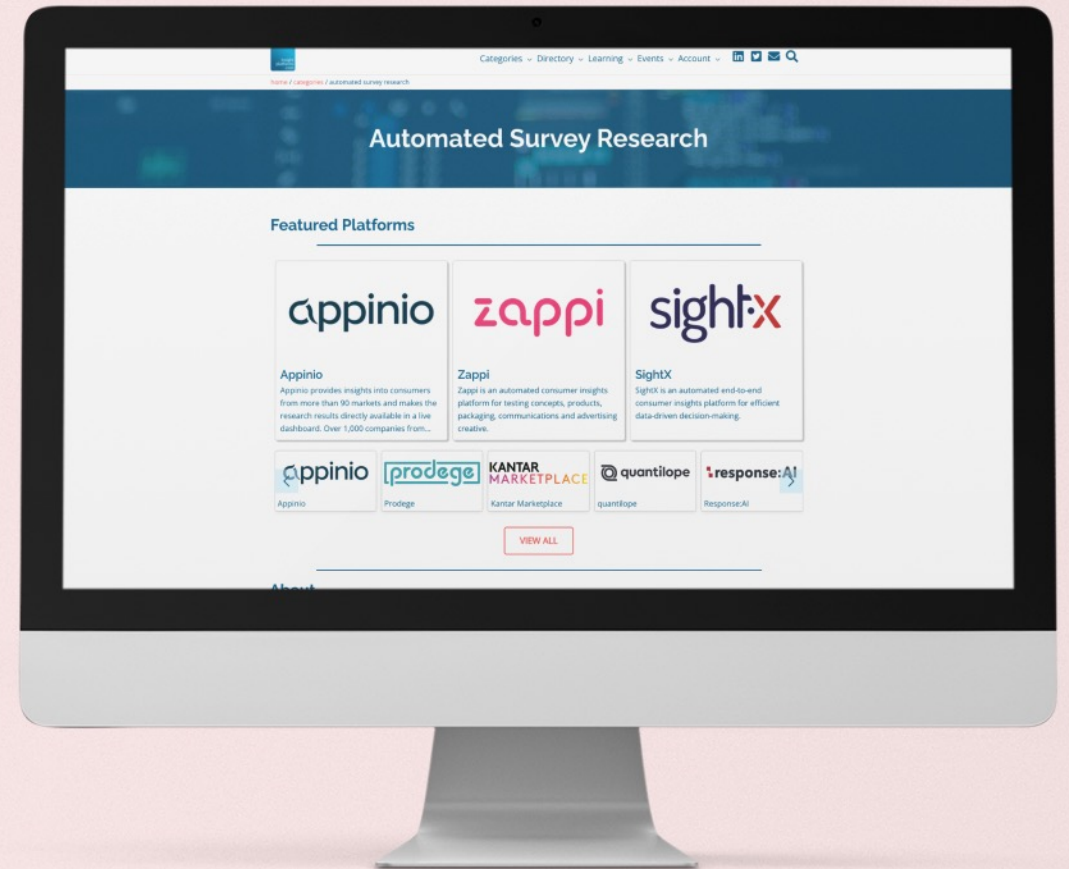
Standout Positions

BUILD & MAINTAIN BRAND AWARENESS

Stand out from the crowd on high traffic pages:

- ✓ Homepage 'featured' carousel
- ✓ Leaderboard slots on one or two main topic pages
- ✓ Choose either 1 top row slot or 2 second row slots on different pages

£500 | \$650 | €600



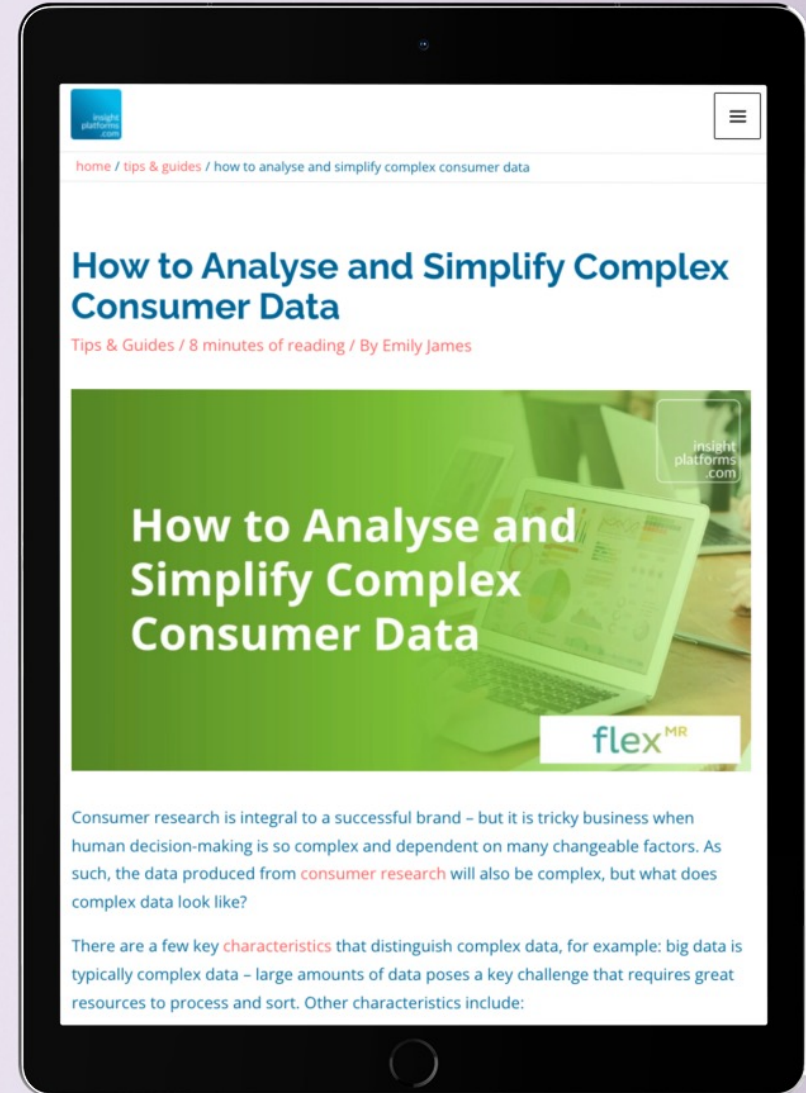
Blog Articles

DRIVE AWARENESS & CLICK-THROUGH TRAFFIC

Publish original or existing content:

- ✓ Includes 2 thought leadership or educational articles
- ✓ Fully managed service
- ✓ Articles promoted to email and social audience

£500 | \$650 | €600



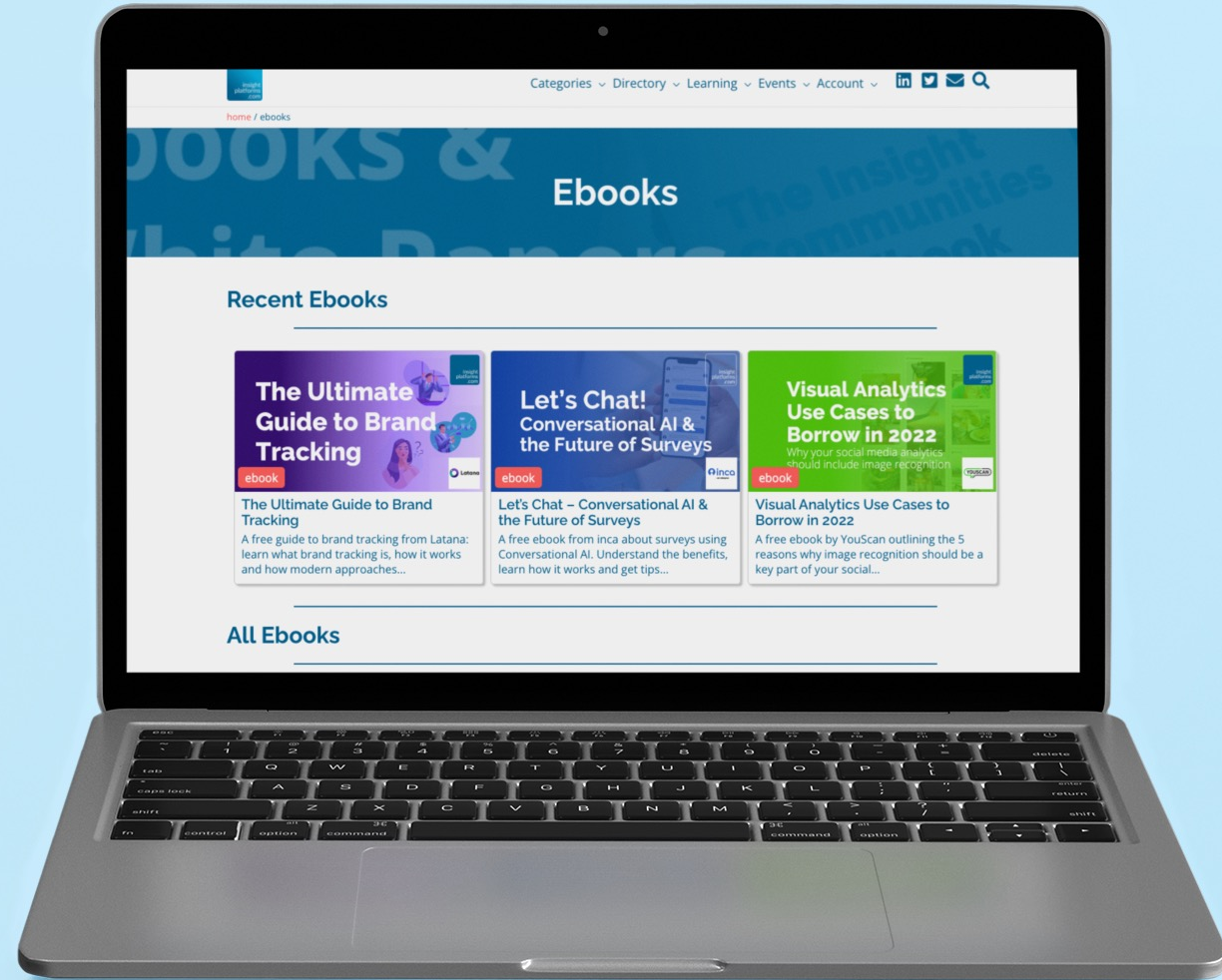
Ebook Campaign

BUILD AWARENESS | GENERATE LEADS

Get your content in front of our audience

- ✓ Thought leadership and educational material
- ✓ Email and social media promotions
- ✓ Real-time lead alerts

£500 | \$650 | €600



Real Time Lead Alerts for Ebook Downloads

New Cool Company Demo View on Insight Platforms



Mike Stevens

Tue 13/04/2021 14:52

To: sales@recollective.com; 4flmffgz@robot.zapier.com

** THIS EMAIL CONTAINS PII - YOUR ORGANISATION IS LEGAL
MANAGE THIS DATA ACCORDING TO GDPR **

Your demo video just gained a new viewer! Your demo video j
viewer!

Event: Demo

Email: bob@ilovewatchingdemos.com

First Name: Roberto

Last Name: Perreault

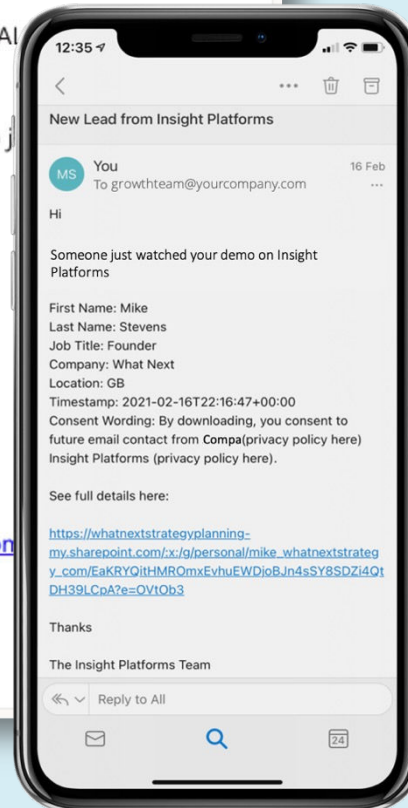
Job Title: Research Consultant

Company: I Love Wqatching Demos Inc

Country: US.

View all your leads here: https://whatnextstrategyplanning-my.sharepoint.com/:x/g/personal/mike_whatnextstrategy_com/EaKRYGtHMRQmxEvhuEWDjoB.Jn4sSY8SDZi4G1DH39LCpA?e=OV1Ob3

Reply | Reply all | Forward



2. Send me some emails you want to use as templates for extracting data.
3. Highlight and {{name}} parts of the emails you'd like to extract.
4. Choose where you want me to send you the extracted emails.

Send me emails, I'll send you data.



Insight Platforms Lead Alert Automation

2 backlinks Add comment

If you receive lead alert emails from Insight Platforms, you can automatically add these to your CRM platform to trigger follow-up sequences or add them to a sales rep's target list.

Requirements

1. Zapier account: <https://zapier.com/>
2. Compatible CRM: Salesforce, HubSpot, Pipedrive, Pipeline Deals or any of the 900+ CRM apps that integrate with Zapier <https://zapier.com/apps/categories/sales-crm>
3. Zapier email parser (free): <https://parser.zapier.com/>
4. 30 mins setup and testing.

Steps

The following steps assume you have already create your Zapier account and connected your

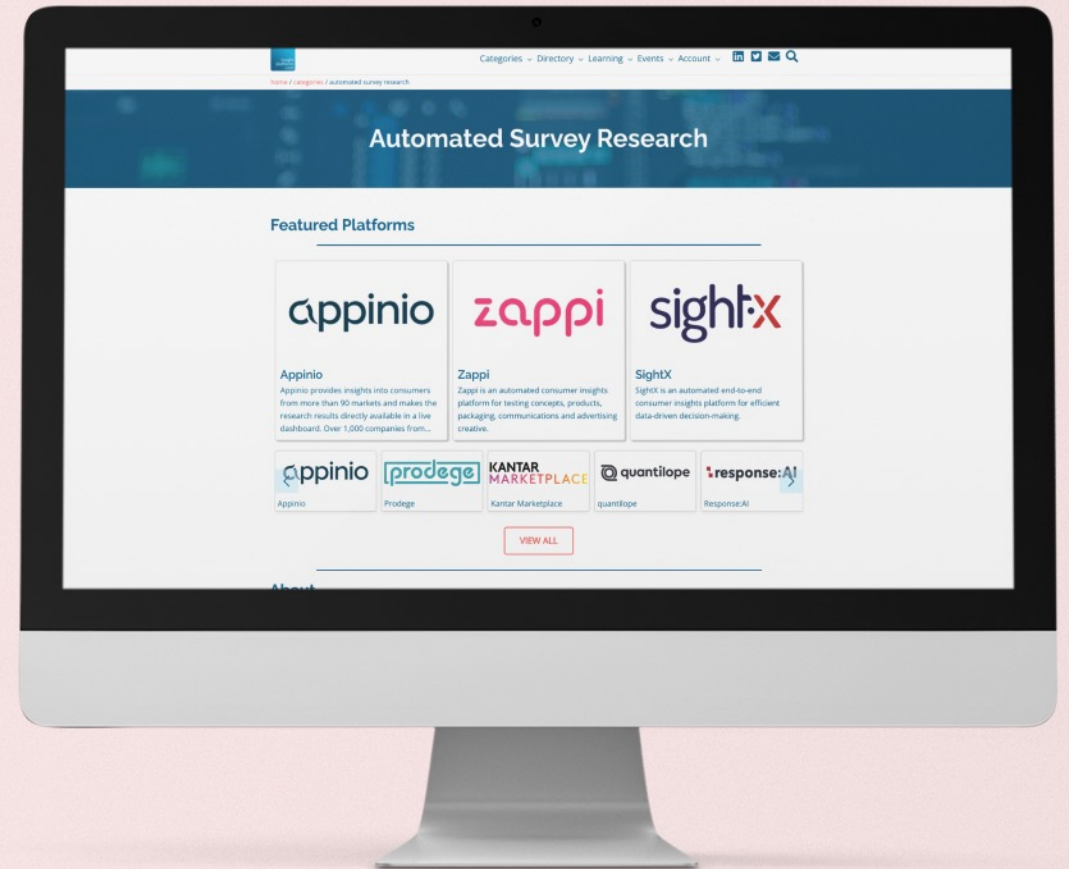
Product Pages

INCREASE FINDABILITY & BUILD AUTHORITY

Add product or service profiles to your company listing:

- ✓ Up to 6 product / service profiles
- ✓ Full description, 5 categories, 5 images
- ✓ Link to specific pages on your site

£500 | \$650 | €600



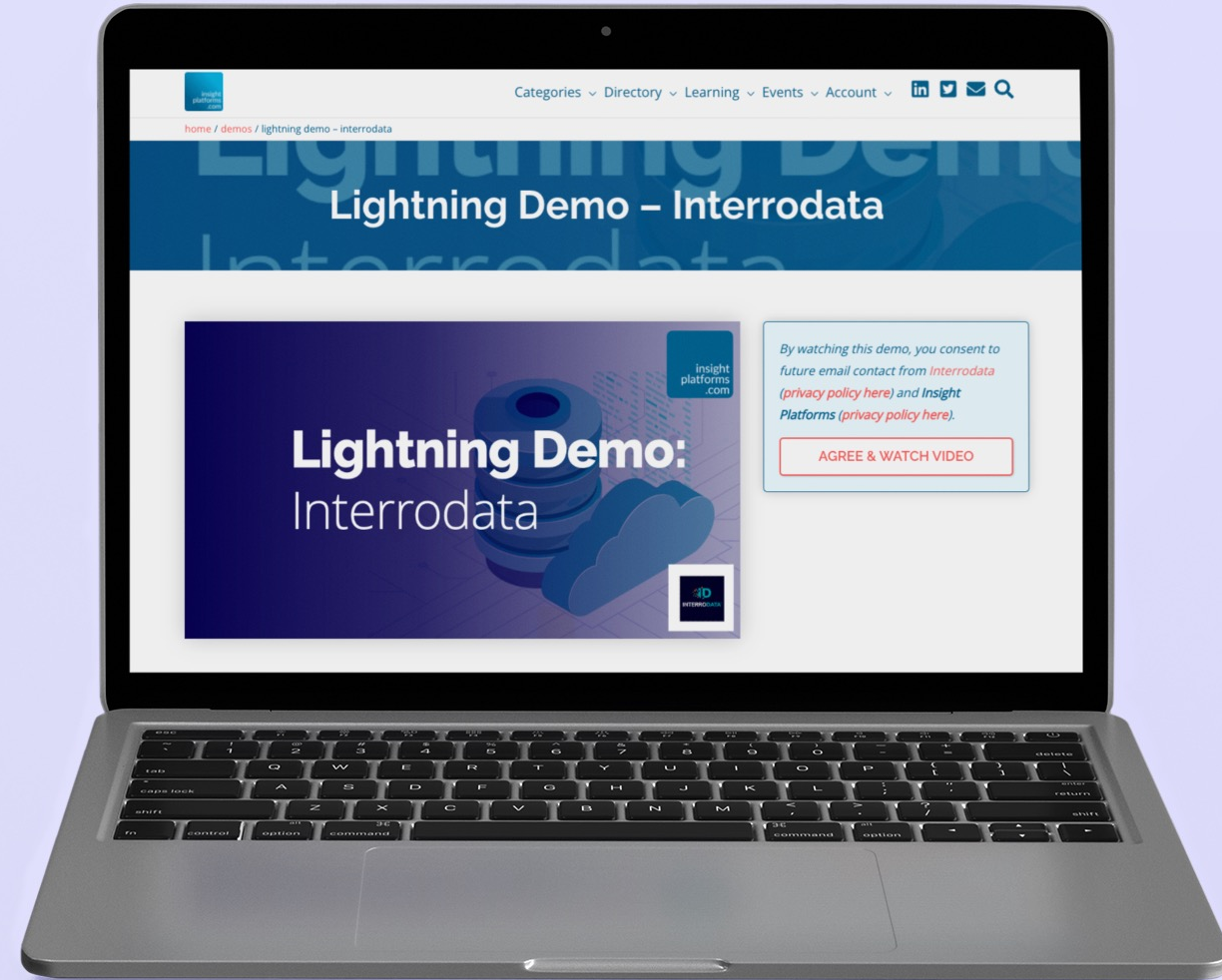
Lightning Demo

EDUCATE BOTTOM-OF-FUNNEL BUYERS

Publish a product demo or company intro video:

- ✓ 10 minutes max
- ✓ Linked from company listing, *Demos* and topic pages
- ✓ Open access or gated with lead capture

£500 | \$650 | €600



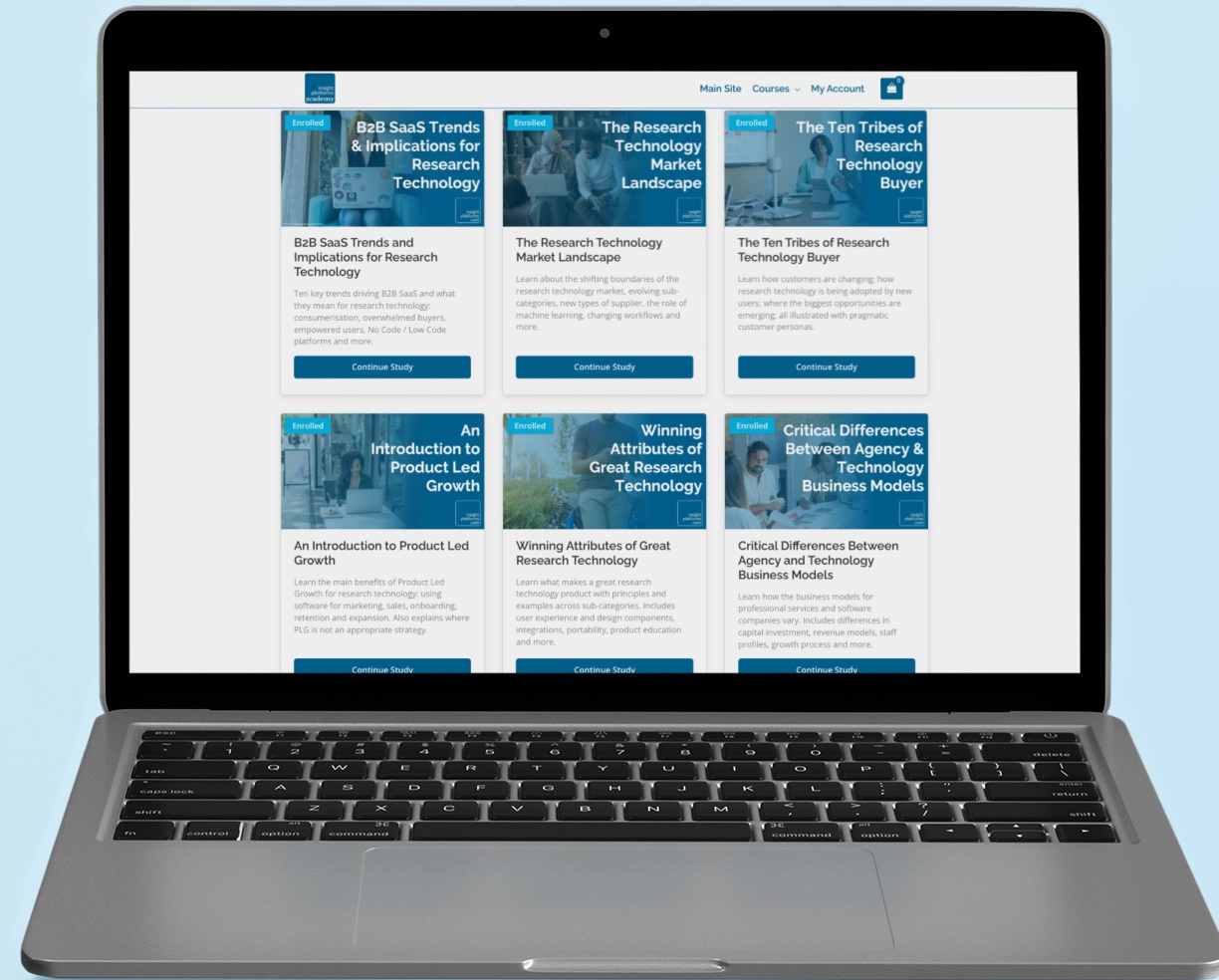
Courses Pack

EDUCATE YOUR TEAM

Build skills in the **Insight Platforms Academy**:

- ✓ Enrol in 6 on-demand mini-courses (+/- 90 mins)
- ✓ **Research Essentials:** foundational learning about research methods
- ✓ **Research Technology:** knowledge for product, growth & leadership teams

£500 | \$650 | €600



Jobs Pack

GROW YOUR TEAM

Publish ads on our jobs board:

- ✓ 6 standard (£99) or 3 featured (£199) jobs
- ✓ Linked from your company listing, *Jobs* and topic pages
- ✓ Promoted to email subscribers

£500 | \$650 | €600



Speak to us about Featured Listings and other Insight Platforms opportunities

[Book a meeting online](#)

email mike@whatnextstrategy.com

call +44 (0) 7796 270 215



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2023