

# Insight Platforms Audience Profile



Insight Platforms attracts over  
**200,000 visitors**  
annually

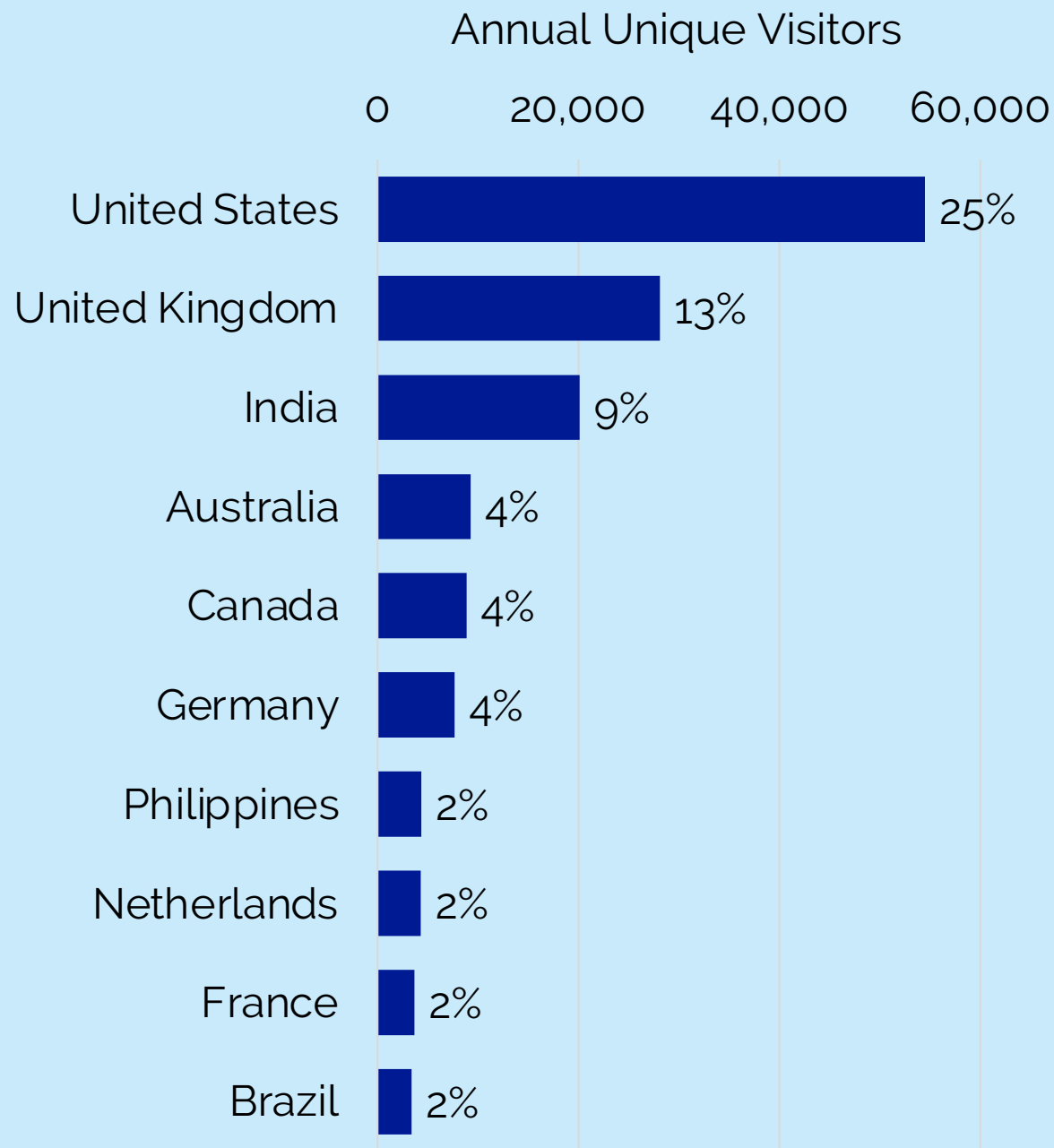
# Audience Breakdown

BY GEOGRAPHY

Our audience is highly diverse internationally:

- ✓ Two-thirds come from the largest ten markets
- ✓ 50% are in US, Canada, UK & Australia
- ✓ Site content is currently English only

Data for 12 months to Aug 2023



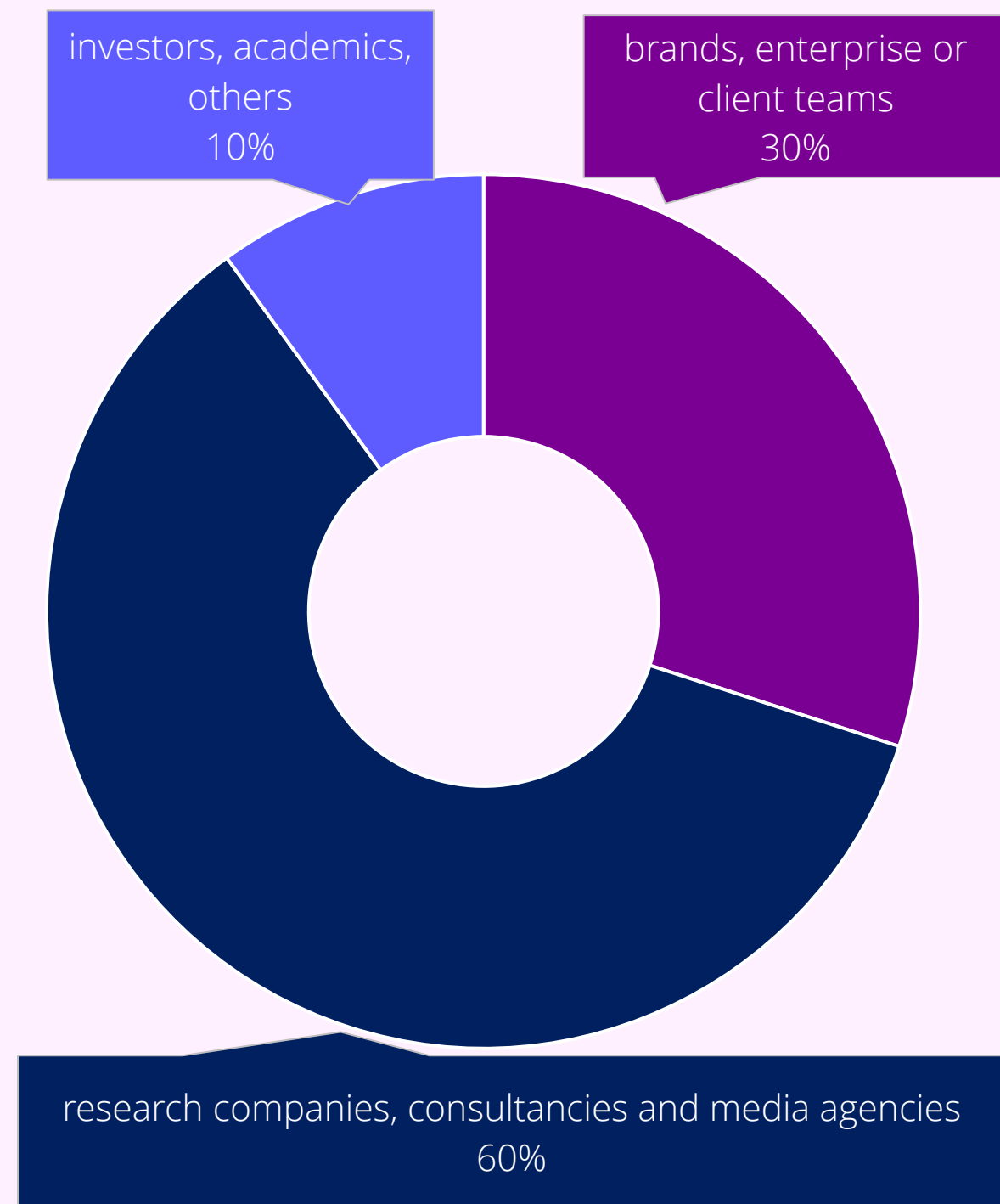
# Audience Breakdown

BY ORGANISATION TYPE

Our audience comprises:

- ✓ Enterprise organisations and brands: 30%
- ✓ Agencies, consultancies and service providers: 60%
- ✓ Other commercial & non-commercial orgs (10%)

Data for 12 months to Aug 2023



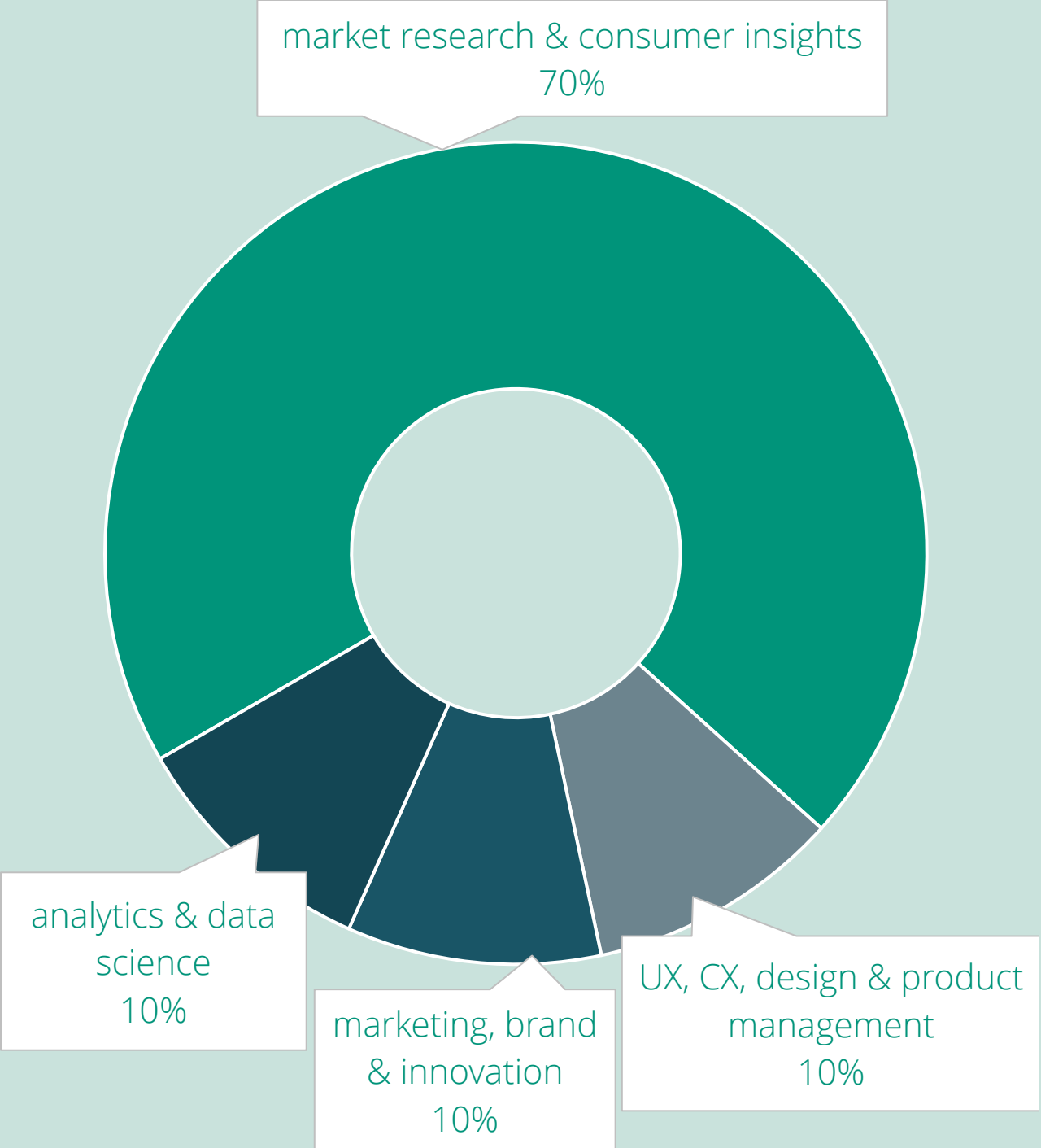
# Audience Breakdown

BY ROLE TYPE

Our content attracts professionals from across the spectrum of research, insights and analytics

- ✓ The largest share are market research and consumer insights experts (70%)
- ✓ UX, CX and analytics roles are growing in importance
- ✓ The audience has a high share of senior roles and decision-makers (see over)

Data for 12 months to Aug 2023





Analysis of job titles held by c. 10k Insight Platforms email subscribers and account holders, August 2023



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