



Insight Platforms attracts over

200,000 visitors

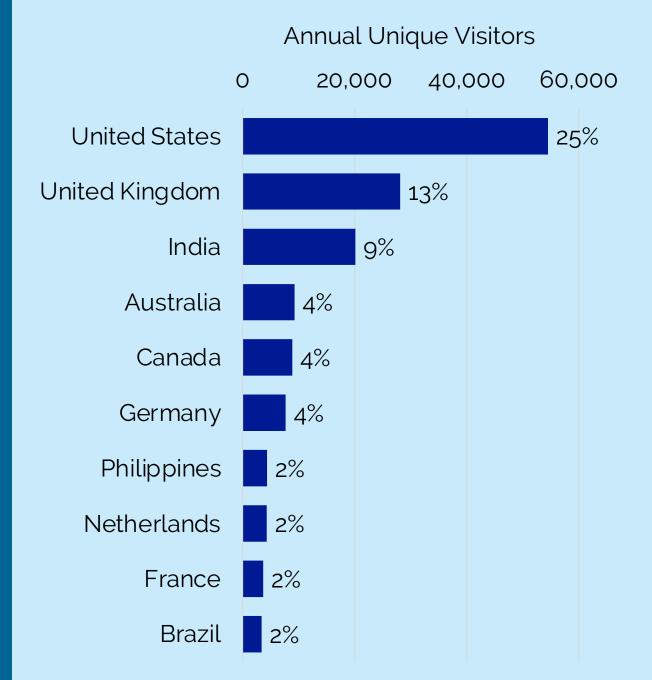
annually

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



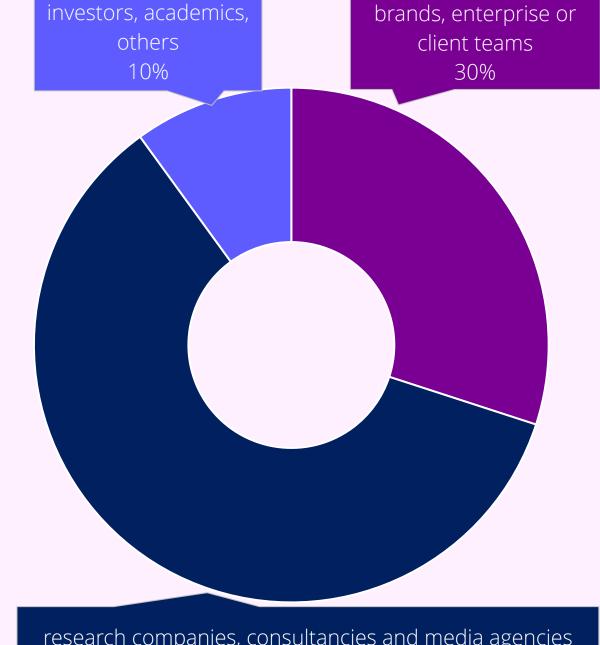


Audience Breakdown

BY ORGANISATION TYPE

Our audience comprises:

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



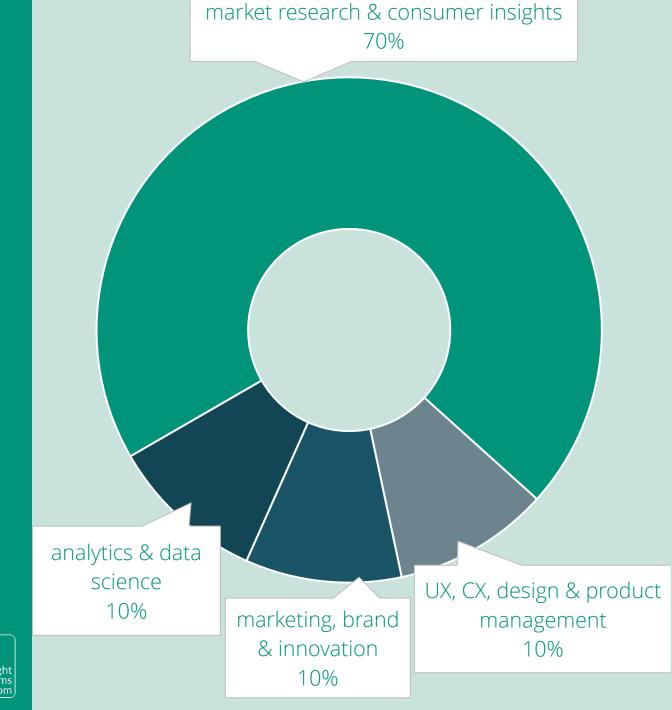
research companies, consultancies and media agencies 60%

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)





consumer insights manager senior research manager market research manager business development manager marketing manager senior consultant research executive market research product manager development manager senior ux researcher customer experience ux research product marketing manager business development data analyst managing partner associate director senior research executive market researcher Senior vice president qualitative research research analyst

research consultant product marketing

