

Insight Platforms Audience Profile



Insight Platforms attracts over
250,000 visitors
annually

Compared to other industry media, the **Insight Platforms audience** has:

- ✓ Comparable **reach**
- ✓ Higher **engagement**
- ✓ Greater **geographic** spread

insight
platforms
.com

Average Monthly Engagement, Nov 2023 – Jan 2024

 SimilarWeb

Metric	 insightplatforms...	 greenbook.org	 quirks.com	 esomar.org	 research-live.com
 Monthly visits	29,842	58,494 	31,857	55,228	42,829
 Visit duration	00:03:32 	00:01:55	00:01:23	00:01:42	00:01:19
 Pages per visit	2.52	2.14	1.66	2.79 	1.64
 Bounce rate	60.37%	70.05%	68.39%	66.16%	58.65% 
 Page Views	75,103	125,410	52,917	154,026 	70,187

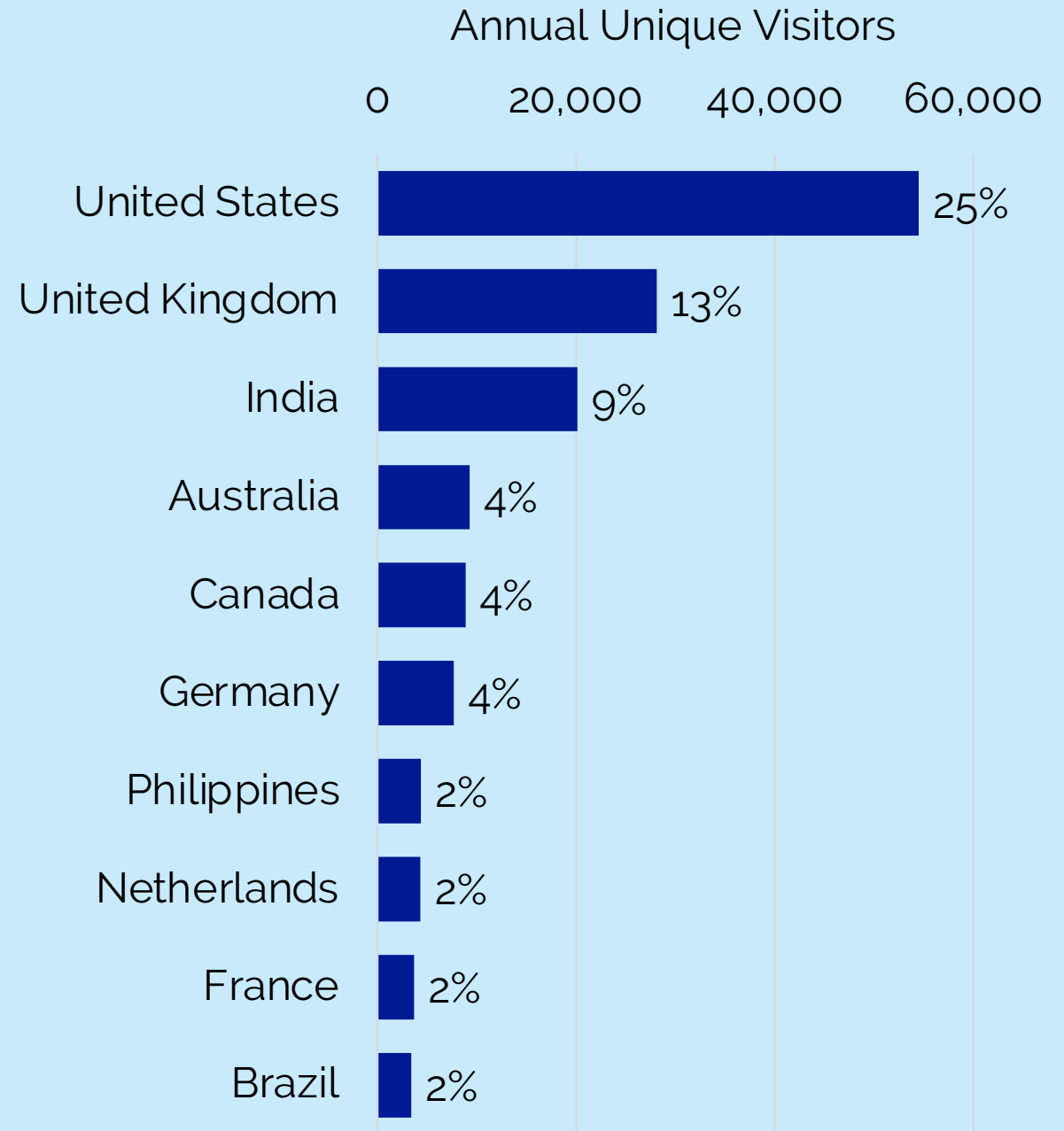
Audience Breakdown

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



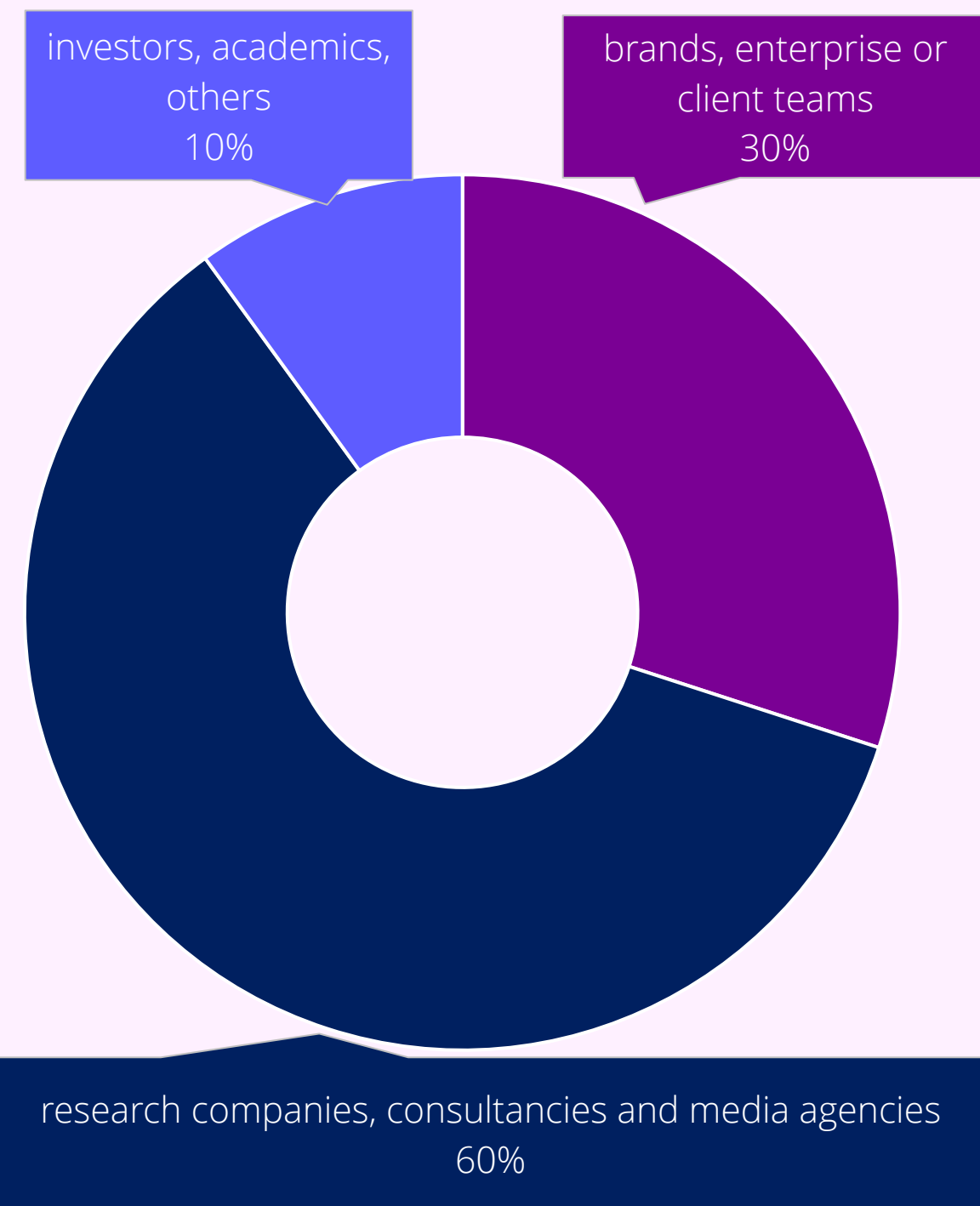
Audience Breakdown

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



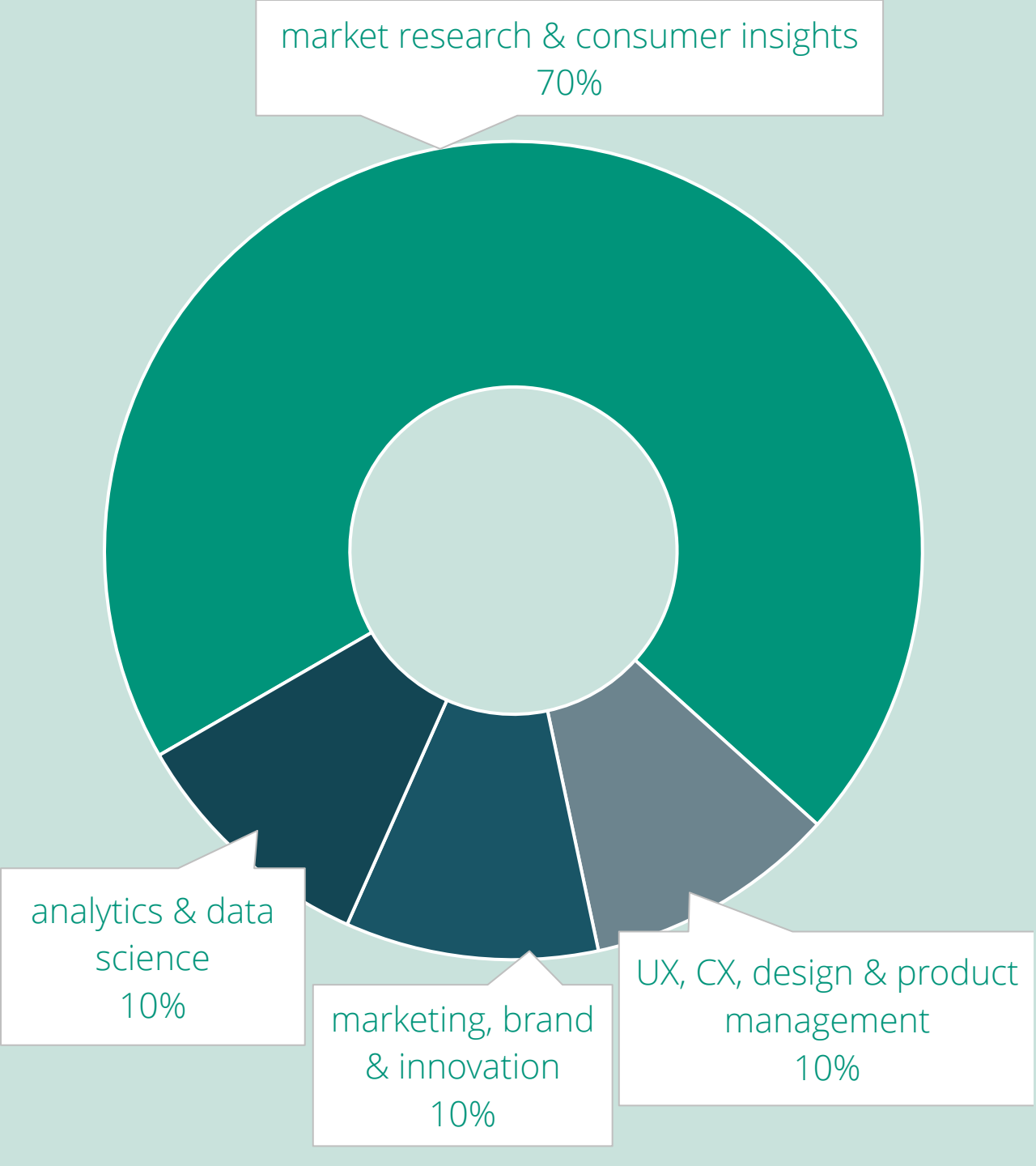
Audience Breakdown

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





Job titles Insight Platforms email subscribers and account holders, August 2023 (n=10k)

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