



GRIT



2021 TOP 50
INNOVATIVE
COMPANY

Lessons from History: How Humanity's Ability to Change Can Guide the Evolution of Insights



The market research industry has been changing rapidly.



From the growth
of market research
overall...





According to HubSpot,
69% of marketers
planned to increase their
market research in 2021.



2021 also saw the first rise
in market research
budgets since 2015.

To the shift to
online research...



89%

According to Statista, 89% of people who conduct quantitative research use online surveys. Only 10% use the mail.

To a boom in
research technology.



We estimated that the size of the research technology eco-system is more than \$16.5 billion worldwide across 1,200+ companies.

Market Research Agencies & Consultancies

Research

issis npd SKIM Burke ENGINE maru GfK

KANTAR Reach3 tmc feedback firstmonday GutCheck MATERIAL+

YouGov STRAT7 RAIC System1 SENTIENT

Savanta PHOENIX eyeseee protabrand ADVANIS

IRI 360 DIG CRGGlobal NielsenIQ

Consulting Firms

McKasey & Company

pwc ECG

Deloitte

KPMG nurwood

Analytics / Visualization

Text Analytics

Gavagai MonkeyLearn LUMINOSS Thematic SPONSORIT LEXALYTICS

Social Media Listening & Analytics

Klarity linfluence sproutsocial Brandwatch PULSAR myforce

Dashboards, Visualization & Infographics

VIDEO CANVA HESQURY QLIK

+bleuu GoodData PIKTOCHART dapresy

Power BI Scanner QED

Survey Analysis

CRUNCHIO mTab

DISPLAYR

Statistics & Data Science

IBM SPSS OUTRA stata alteryx fQcaldata DataLion

Visual Analytics

ascibe

VisualEyes clarifai DASHMYTE

SEO & Keyword Search

ahrefs

Market Research Platforms

Full Stack Survey Platforms

Alchemer sighthx asklan Qualtrics IntelliSurvey SurveyMonkey QuestionPro Decipher qualtrics

Employee Experience

Culture Amp Feedback

Meetoo "Receptiviti" GLINT Limeade Maritz

Agile Research

quantilope WIZOR ATTEST Responsio

Toluna oppinio Feedback Loop zappi methodology

Marketplaces

LUCID 

dynata Kantar Profiles Cint

Brand Tracking

Letana proquod BERA Streetbees

Syndicated Insights

comscore repute

Media Measurement

SWAYABLE nielsen LUCID 

MOAT iVolve comscore KANTAR MEDIA

Mobile Ethnography

OnePoll indeemo OnePulse zinklar Pilotly GAUGE MAKER/SIGHTS KANTAR MARKETPLACE

User Experience

usability Testing

userzoom mase helio User testing userlytics

Qualitative

bigsoft 2020 CMNTY FocusVision

Vopopeme discuss.io usaa interviews Medalla

remesh hubux arca GatorScore

Further dscout recollective

Communities

APUELCYCLE poterdote Alida samoninjo platform flex

Eye Tracking

eye square tobipro

eye tracker LUMEN

VISION Element Human

Sample & Fielding

Global Audience

prodage Dalia omee Personalia research BitBurst

datadiggers theoremtech Tapjoy

BRANDD

DMP / Identity

IDS LivioRamp

TAPAD LOTAME theTradeDesk neustar TEALUM ORACLE

Quality

IMPERIUM SAMPLESCAN

TransUnion distil

Regional Audience

Bilendi dataSpring DISQO respondi norstat inBrainal Pureprofile

Rakuten GMO RESEARCH device netquest

Expert Networks

AlphaSights

GLG Third Bridge

Loyalty

Rewards rybben TREMENDOUS VIRTUAL INCENTIVES

Behavioral Analytics

verto Reach.Miles

CRM

HubsSpot monday.com

Market Makers

REPDATA QUEST PERFORMANCE IFA GATELLE GLOBAL MIS GROUP

wiseworks

But history has shown us that change is very natural for humans.



So how can we apply what history has taught us to make it easier to adapt to a changing market research landscape?



Domesticating fire
served many
purposes.



Research technology
can also serve more
than one purpose.





The invention of writing by the Sumerians in 3500 BCE was largely necessary to record information.



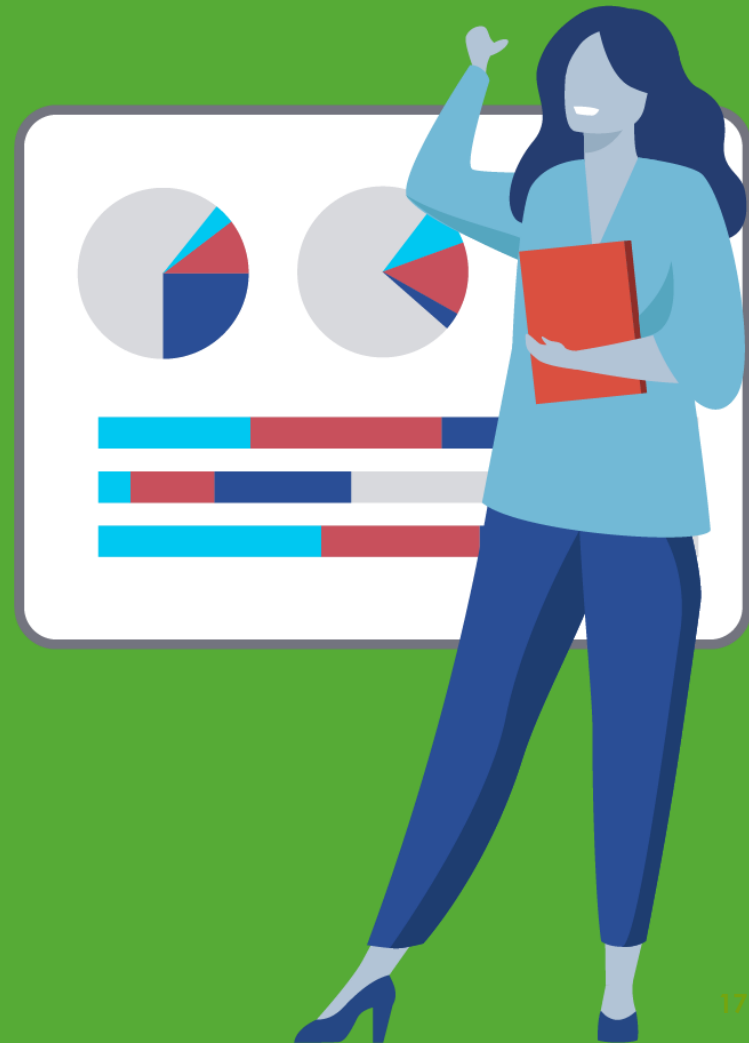
We continue to have an increased need for better ways to record and access data. According to Statista, by 2025 data creation will be over 180 zettabytes.



The advance of science and medicine turned fatal injuries into minor ones. Pre-modern humans had an average life expectancy of 30 years, and today it is about 70 years globally.



What were once major undertakings in market research can be done with much greater ease.



The Industrial Revolution saw a rise from 15% of England's population living in cities to 85%, requiring a massive culture shift.



We can shift our corporate culture to see insights as a must-have rather than a nice-to-have.



Humans required cooperation and communities to survive and raise children. Even the earliest humans had communities of 20-50 members.



The Insights Team needs a community and support in order to meet demand. ResTech can help.



Humans developed new belief systems that allowed them to better cooperate in large numbers. Money is one such example that dates back to 600 BCE.



We can create a cohesive belief system around what market research looks like today and in the future.



What does this look
like in practice?



*“We need to be
more agile.”*

- CMO, RBC



*“Lets us handle
common research
tasks ourselves.”*

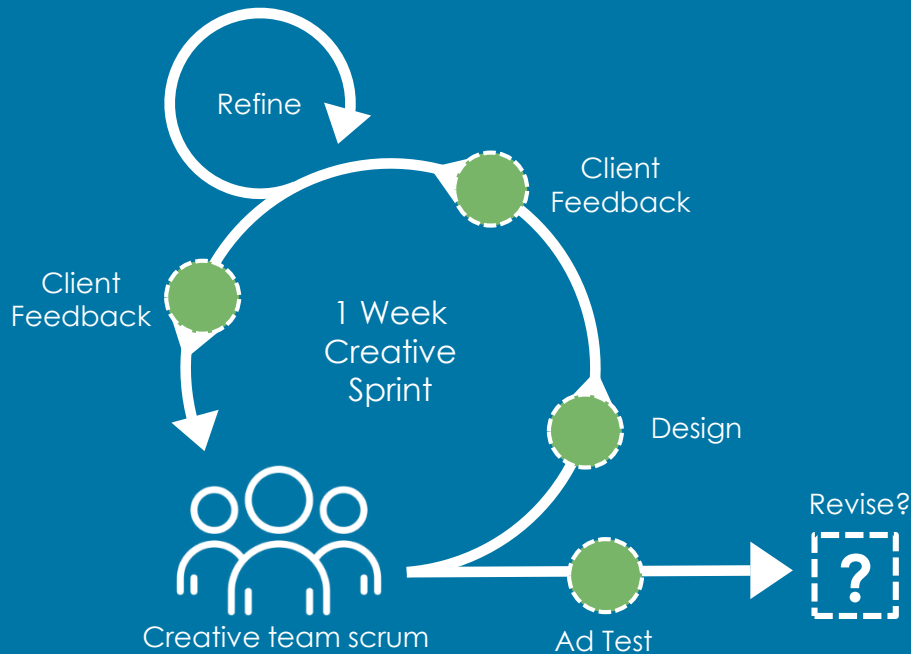
- CMO, Bank of Montreal



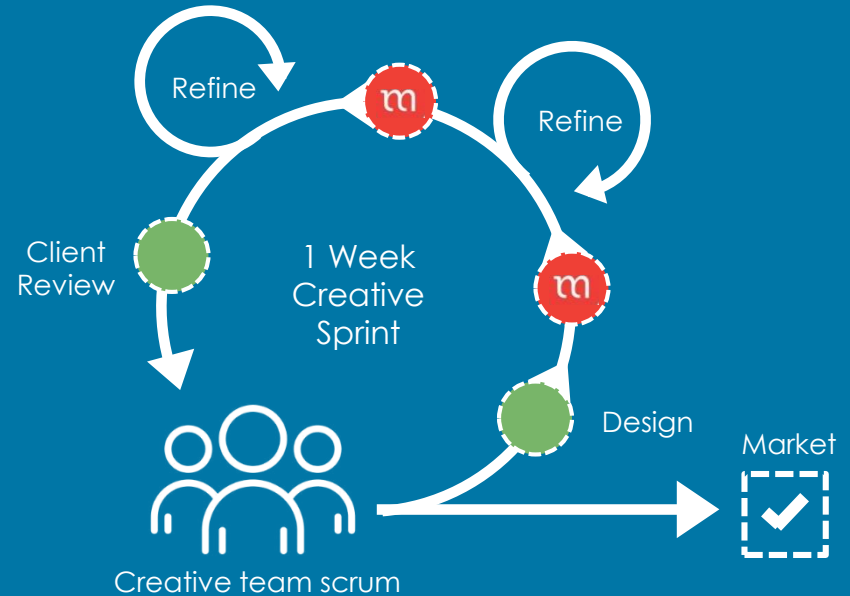
“80% of marketing programs have no consumer feedback.”

- VP, Loblaw's

A New Approach to Testing



Typical ad testing process



With consumer feedback

Testing for every step of the creative process



Test early, test often, test everything!

- Transition from tribal to agricultural civilization took about 3,000 years
- Transition from agricultural to industrial civilization took about 300 years
- Transition from industrial to modern knowledge civilization has taken about 30 years



Ray Kurzweil, a leading futurist, predicts that in the next 100 years, we will experience 20,000 years' worth of change.



Key Takeaways:

- Change isn't new to humans, and we can learn from our past how to approach our future
- Research Technology can help facilitate the changes in the market research industry rather than make them more burdensome
- We need to embrace a cultural shift as much as a technological one to successfully transition into the new era of insights

Thanks