

Delivering Diamonds in B2B Research



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THE QUIRK'S EVENT
FOR MARKETING RESEARCH & INSIGHTS PROFESSIONALS

B2B Tracking Research that's as Fast, Fresh and Insightful as Consumer Research

What are the key challenges in B2B Research?



Complexity at Scale



Respondent Attention



Relevance in Context

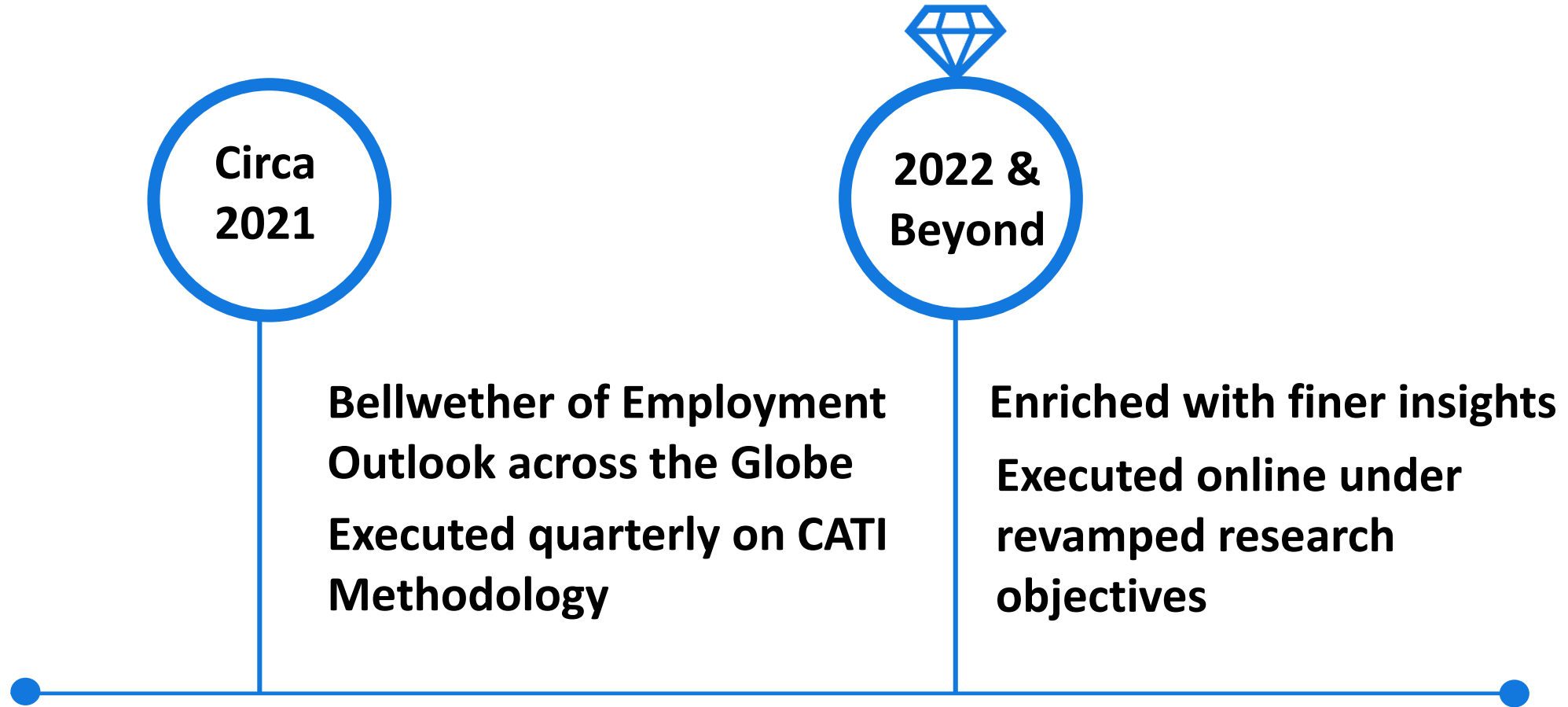


Insights Leading to Action

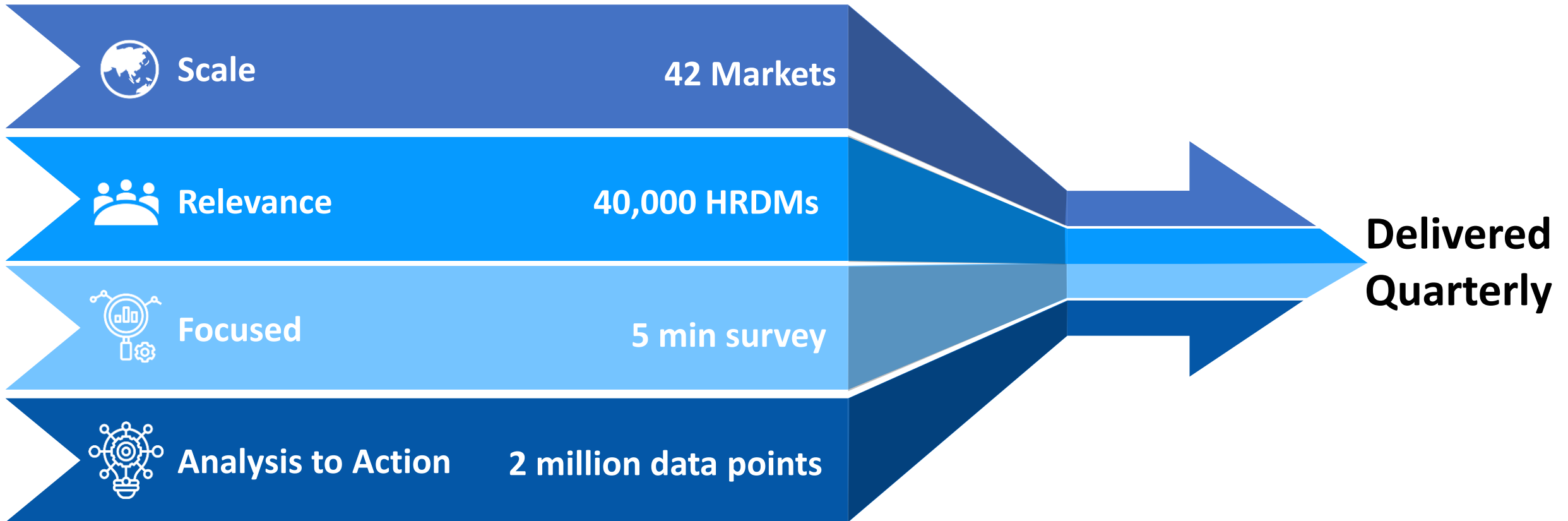
B2B Research is typically custom-made, high cost, and time-consuming

Does it really need to be?
Can it be done at scale and speed like B2C research to be a benchmark for global trends?

Recruiting hiring managers in 42 markets was difficult already then COVID/remote working changed everything



A real B2B research diamond: insights across 42 markets



Real diamonds are one element: carbon under pressure B2B research diamonds are also formed under pressure



High Performing
Tech



High Performing
Team



Streamlined
Processes



High Performing Tech Eco-system



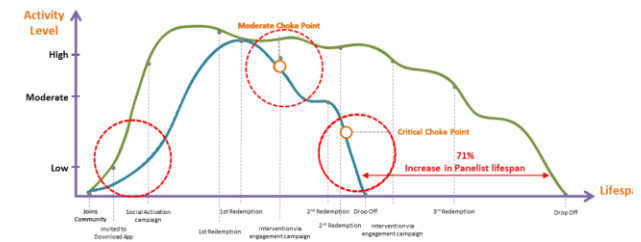
Digital-led Smart Sourcing

Recruitment at scale, driven by content and SEO



Predictive Understanding of Panelist Experience

Optimized Targeting & Engagement

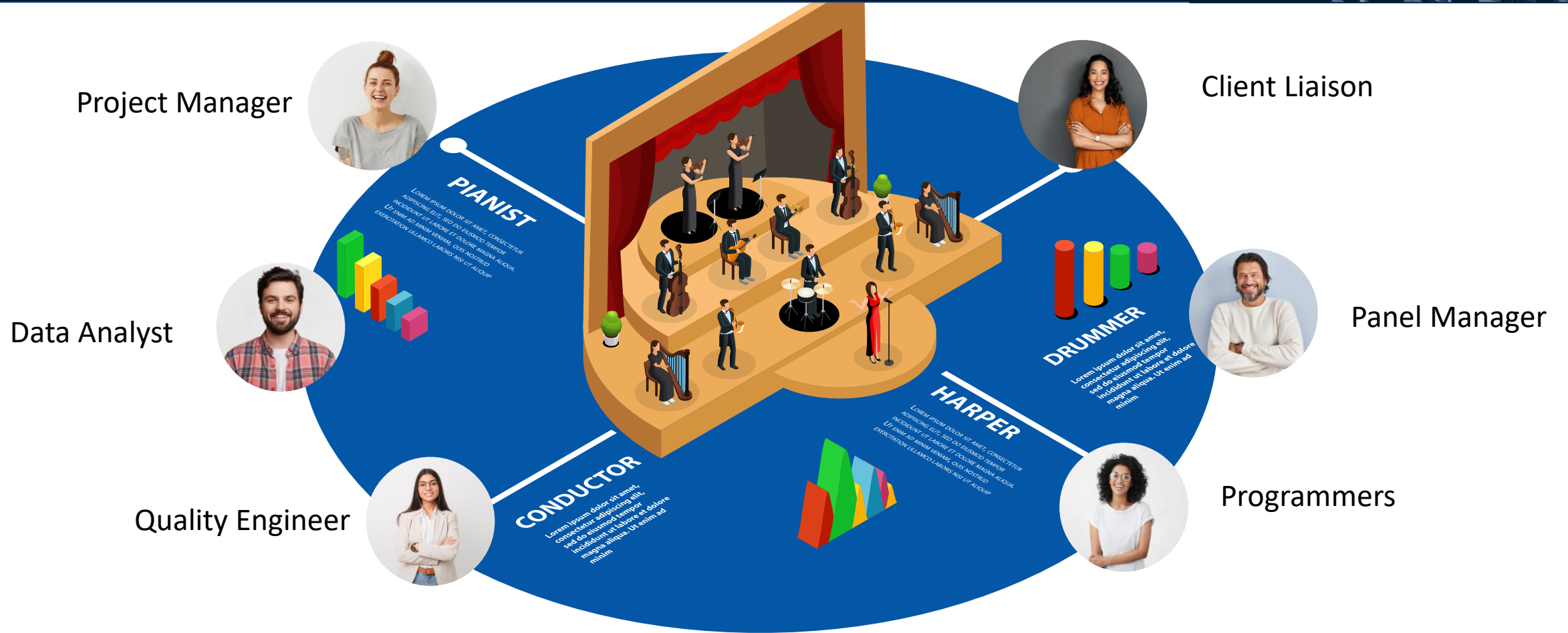


AI Based Quality Filters

Rapid responsiveness & data quality at scale



The Team



Key Takeaways

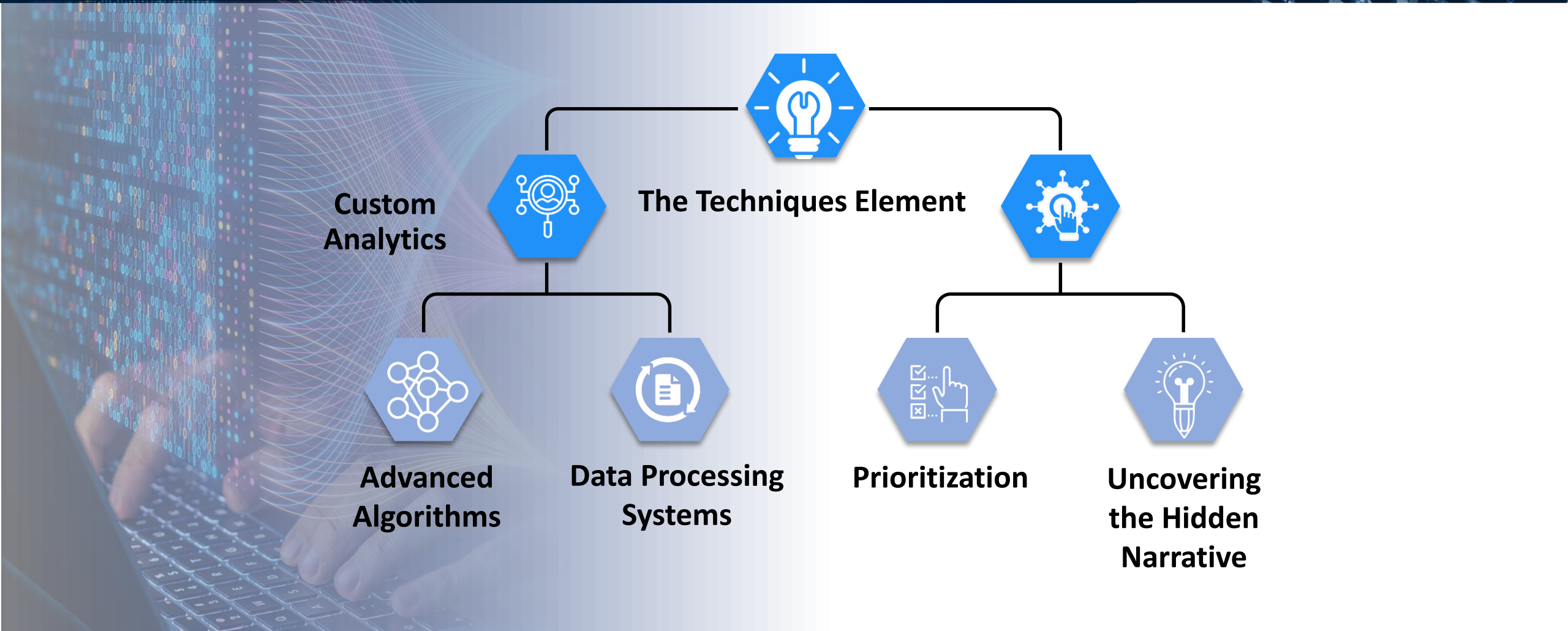
High Trust

Tools/Information Share

Clear Roles/Handovers and Expectations Flexibility

Transparent Tools/Information Share

High Tech, High Touch



Key Takeaways:

- We use standardization and algorithms to deal with data at scale

Our people work with clients to understand the context and relevance

“People won't be replaced by AI; they'll be replaced by people using AI”

And here's what the diamond buyer has to say....



Mara Stefan

Vice President of Global Insights
at ManpowerGroup

Key Takeaways:

- Heavy Lifting provides reliable local and global insights on time, on point, every time.
- It gives them time and content to put their brand/pov/marketing/pr outreach/ on it
- The diamonds are laid out for them to select from and put it in the setting

Future Directions



Integration (Tech & Team)

Standardization / Automation / AI

Vigilance

The image consists of three vertical panels, each with a blue background and a white icon at the bottom. The first panel, titled 'Integration (Tech & Team)', features a globe with a network of white lines and dots overlaid on it. The second panel, titled 'Standardization / Automation / AI', shows a person's hands typing on a laptop keyboard, with a glowing blue brain-like network structure superimposed over the scene. The third panel, titled 'Vigilance', depicts a pair of hands holding a glowing yellow light, with a central 'Ai' chip icon surrounded by circuitry and various icons like a gear, a cloud, and a robot head.

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