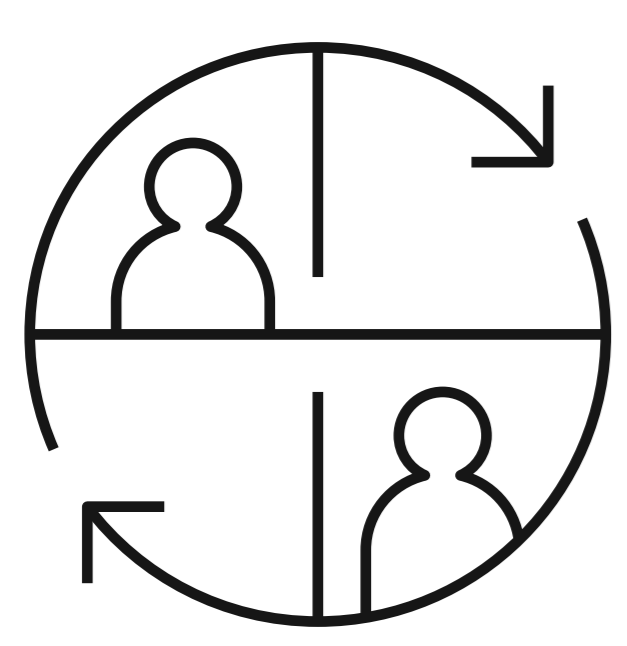
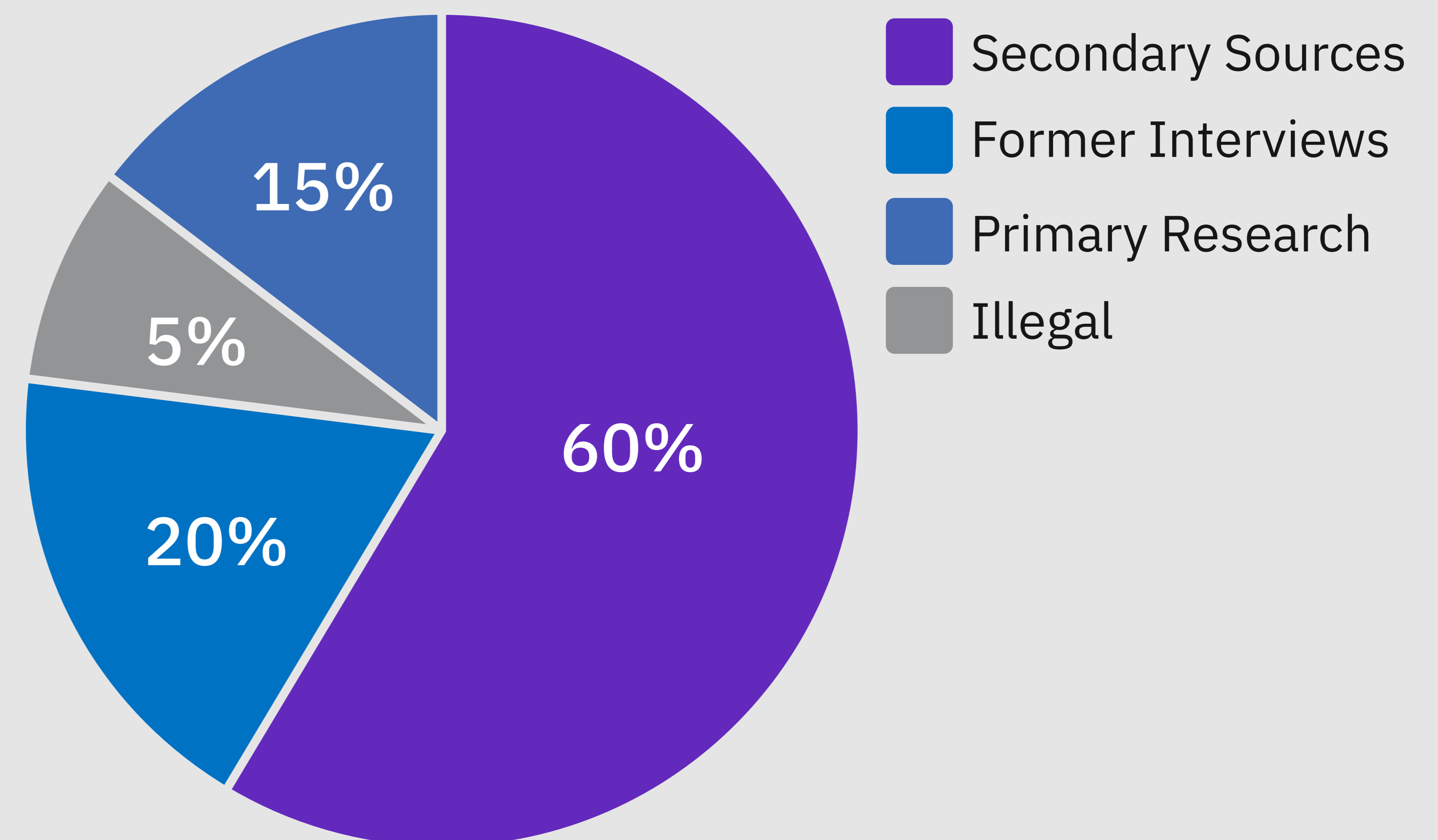


Optimizing market and competitive intelligence by integrating primary and Secondary research through AI-enabled solutions



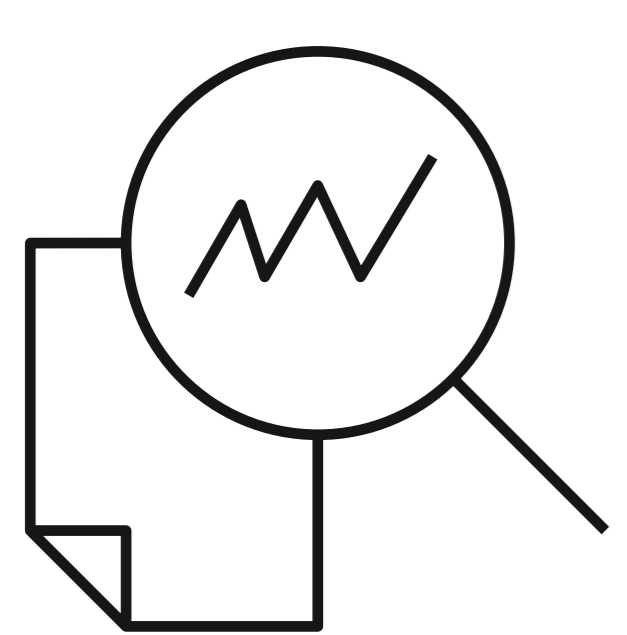
Data research channels

95% of all information needed is available using primary and secondary data



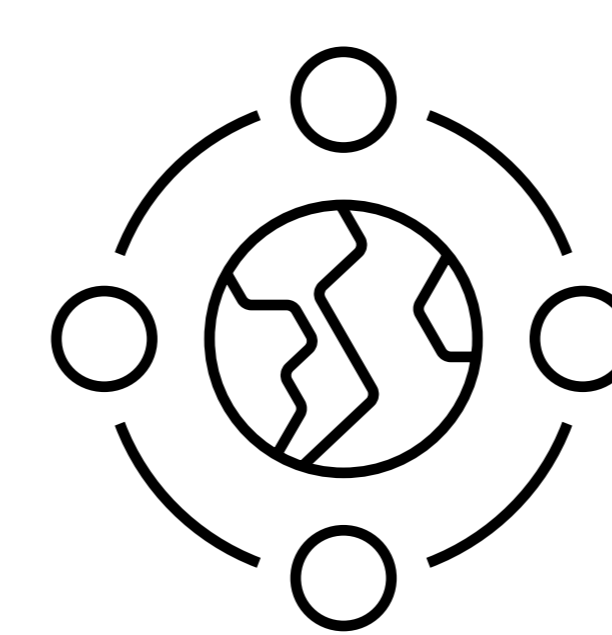
CI/MI budgeting to get informative insights

- Single largest non-salary expense is for secondary data.
- Primary data is a much smaller share of non-salary expense.



Primary research

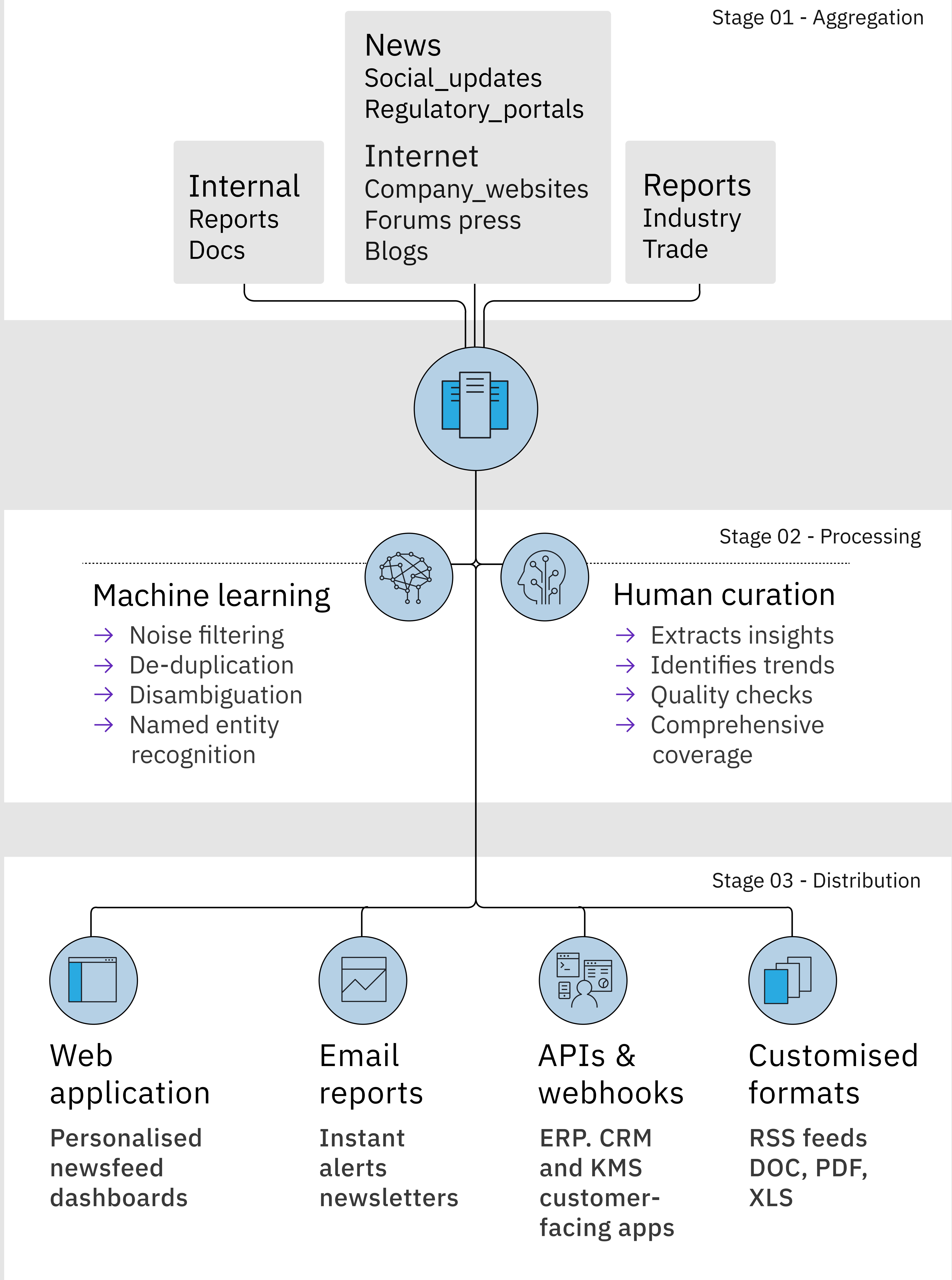
- Unfiltered information
- Unique information
- Time Sensitive
- Up-to-date information



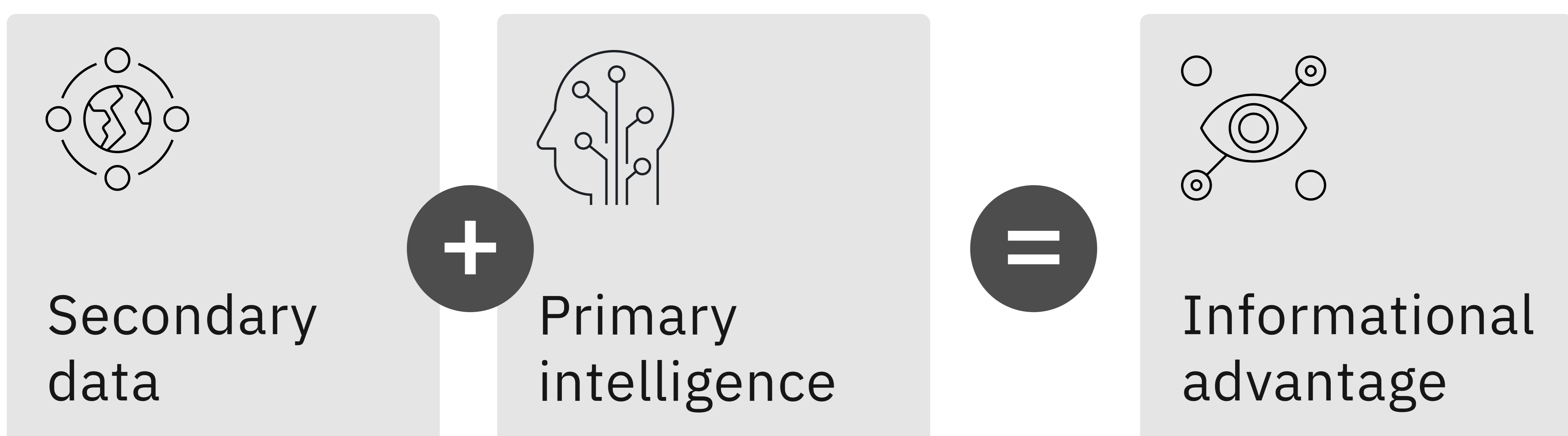
Secondary research

- Continuous monitoring
- AI makes it affordable & efficient
- Curated by human analysts
- Distribution of intelligence

How AI has changed secondary data collection and analytics



Unifying primary and secondary research data



Know more about how to leverage technology to integrate primary and secondary research

[Watch webinar](#) →