

Data, Research, Insights



Your business intelligence partner

Data, research and insights are the most essential tools for growing your business or organisation.

Market research ...

1

... Impacts

people's lives, in the way it shapes business decisions, consumer products, institutions and society.

2

... Helps

companies, brands and organisations identify the value they provide to their target audience or customers.

3

... Finds

solutions to your challenges - ensuring that your decisions are based on and guided by sound evidence.

By interpreting the complex world we live in, market research helps brands, organisations and governments understand their target markets, people's attitudes, beliefs and value systems.

The deeper your understanding of your potential customers or audience, the more relevant your product or company is.

Market research is business intelligence.



About ESOMAR

Consumer insights play a key role in marketing your product in the most successful way and from one reliable organisation: ESOMAR.

With 70 years of experience in growing the data, research and insights industry, ESOMAR is your gateway to achieving business intelligence.

ESOMAR's network of 5000 individual members and 500 corporate members, connects you to the partners you need.

Through the internationally recognised ICC/ESOMAR Code on Market, Opinion, Social Research and Data Analytics, ESOMAR offers a framework you can use to monetise your data points safely, ensuring you respect volatile local and global legislation that affects your business.

Membership at ESOMAR provides expert advice, support and legal updates – helping you understand the market research industry and how it can benefit your business as a whole.

70 years of experience

 **130** countries


500+
companies




4900+
members

ANA
the first **artificial intelligence search engine** for market research

 **92** local representatives


15,000+
Twitter **followers**


6,500+
Facebook


12,000+
LinkedIn


35,000
professionals


Instagram


YouTube


ICC/ ESOMAR
Code

The tools and solutions to answer your #growthhacking needs:



How can ESOMAR help you grow your business and help you understand your market?

ESOMAR membership offers access to in-market representatives and counsel to provide local guidance.

Our huge library of resources directly demonstrates the impact market research has on businesses and organisations.

The ESOMAR member mark is a world renowned trademark for quality and ethical conduct.

How do you commission and carry out research?

Access to research guidelines and preferential event rates to ESOMAR training and educational platforms.

Access to ESOMAR's industry benchmark studies further offer industry overview and analysis, on the global as well as regional level, often also used as a point of reference for business investment plans, growth opportunities, research projects, market studies and reports, as well as advertisements.



What type of research fits your business needs?

Through the wide variety of freely accessible webinars and 2000+ research papers, ESOMAR membership offers access to a rich library of knowledge that helps to ensure the research you need is fit-for-purpose.

Stay up to date with what is happening right now in the world of data, research and insights by joining our communities online.





How much should research cost?

Available and free to members, the ESOMAR Global Prices Study informs you of the worldwide price averages of market research within your country, region and globally - a unique guide when planning and purchasing market research.

How can you select the best research partner, ensuring they can be trusted?

All ESOMAR members have undersigned the ICC/ESOMAR Code, giving you the assurance that the network you are part of, follows the same internationally recognised standards.

Being a member of the ESOMAR Community ensures you are exposed to an internationally diverse network of potential research partners through our online and face-to-face events, news and Directory of Research.



Is the research you are conducting or commissioning following international standards?

As a member you undersign the ICC/ESOMAR Code which allows you not only to "require" prospective suppliers to attain higher standards, but also provides you with the additional surety of being able to "complain" in the event of a proven breach.

ESOMAR's core mission is to demonstrate the vital impact research has on growing your business and understanding your audience better.



How can you gain understanding of data protection and ethical conduct requirement regulations?

ESOMAR membership offers reassurance with our professional standards and disciplinary support systems and regular updates on the latest legislative and government affairs developments.

ESOMAR's guidelines and on-demand webinars, as well as our member's only helpdesk and complaints handling service, helps to ensure your work follows the highest industry standards.

How can you stay on top of the latest innovations in research?

The ESOMAR community is a platform for top industry thought leaders and innovators. With a calendar of various global and regional events and an unlimited on-demand access to all our content (papers, event presentations, webinars, magazine) and our artificial intelligence system ANA, ESOMAR ensures you always stay on top of the latest trends from anywhere in the world.



How can you network and learn from others?

ESOMAR offers an exclusive global peer-to-peer network of other research buyers and users, where you can connect and exchange insights and challenges.



Join us and discover how
ESOMAR can benefit you

Talk to our Membership Team:
+31 20 589 78 99

Email our Membership Team:
membership@esomar.org

Visit us online:
www.esomar.org

Are you researching your products and customers the correct way?



In a world with so much freely available data, companies have unlimited opportunities for generating insights.

Market research transforms data into valuable insights to empower decision-making for growth.



'Big' data hides many risks of data privacy infractions that could cost your company a fine at the very least.

There is a lot to be aware of, from privacy laws to ensuring your customers are not being harmed in the research process.



So how do you make sure data remains a safe and essential source of value, rather than a possible liability?

ESOMAR ensures you do gain real-time insights without taking any big-time data risks.

Contact us

Email us:

membership@esomar.org

Talk to our Team:

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