

Insider Intelligence Research Methodology

At Insider Intelligence, we believe the best research is independent, unbiased, transparent, and based in sound methodology. That means we pursue research that will explain clearly what trends are affecting your industry, and which technologies are changing how you do business. We aim to bring you a view of the most credible research in the market today, and a clear-eyed analysis of what to expect.

Unmatched Accuracy

Our proven methodology ensures confidence in our numbers and enables businesses to make better decisions. Just take a look at some of our FY 2021 estimates to understand why over 100,000 leading professionals worldwide rely on our data:

Company	Our Estimate (in millions)	Actual	Delta
Amazon Ad Revenue	\$31,535	\$31,160	1.2%
Facebook Ad Revenue	\$114,934	\$114,934	-0.5%
Google Network	\$31,298	\$31,701	-1.3%
Snapchat Revenue	\$4,138	\$4,117	0.5%

Our Approach: AFOA

Our research methodology is born out of eMarketer's AFOA research process. Refined over 20 years, AFOA stands for Aggregate, Filter, Organize, and Analyze.

The underlying principle is that by searching out and vetting all relevant data available, and organizing it into a coherent narrative, we provide an unbiased and reliable view of the markets we cover.

We do that by following and cataloging data from over 3,000 sources; we have extensive relationships with data partners who provide us with detailed research and information. In addition to meticulously combing through these sources, our team moves at the speed of the news, processing more than 2,500 headlines a day—including forecasts, surveys, projections, white papers, trade publications, government publications, press releases—and tagging each by topic. This research is the foundation from which our analysts create forecasts and analysis to understand what trends are driving the changes that affect your business.

Insider Intelligence Core Tenets

All of our research, forecasts and reports are based on these values:

■ **A holistic, multi-source approach.**

A foundation of our research is that multiple sources and a variety of perspectives lead to better analysis. By tracking and validating existing research, Insider Intelligence analysts can see where trends are aligning and where the outliers are. Our analysts then can draw sound conclusions and better make predictions as to the most likely outcomes.

■ **Transparency and clarity.**

Insider Intelligence cites third-party research from credible sources. An Insider Intelligence chart always includes the source of the data, the methodology, and both the date of the survey and the date it was published, allowing readers to quickly evaluate the source and the information included.

■ **Independent and unbiased.**

Analysts at Insider Intelligence are not consultants and do not work on behalf of clients. Their job is to deliver cogent analysis of current trends and then make educated predictions of what's next. We aren't interested in duplicating credible research that already exists—instead, we use numerous external data sources as a basis for building our own models. We pursue research that helps us fill in the gaps in the market and to answer questions where no reliable answer is available. We have no stake in the outcome other than intellectual honesty.

Our Primary Research

Insider Intelligence is well-known for its forecasts and third-party data charts. In addition, we conduct primary research in two circumstances where the AFOA methodology isn't possible:

1. **For our benchmarks and rankings.**

Our benchmarking and ranking products often require nuanced survey questions and methodology. These products mandate detailed questions and the ability to do specific cuts of the data, neither of which is possible with third-party data sources. Primary research is used in this case to ensure an unbiased approach to these evaluations.

2. **When data isn't available anywhere else.**

When we aggregate and filter, we sometimes find that there are gaps that mean we don't have a full picture of what is happening in the landscape. In that case we will field surveys that will give us the answers.

The Impact of Our Data

With Insider Intelligence, our clients no longer need to sift through all the data and try to make sense of conflicting figures—we analyze all the research so you can focus on:

Developing your strategy.

Size up markets and burgeoning trends to determine where to funnel your resources over the next five years.

Empowering your teams.

Keep your organization up to speed on the key changes affecting the digital ecosystem so they can get to work executing your strategy.

Building thought leadership.

Maintain your competitive edge by staying ahead of consumer behaviors and trends.

Answering key questions.

With our data at your fingertips, be prepared to answer internal and external questions.

Winning new business.

Incorporate our data or create your own custom forecasts to use in your pitches and secure more clients.

Supporting your agenda.

Convince internal stakeholders to move forward on critical campaigns using transparently sourced and vetted data.