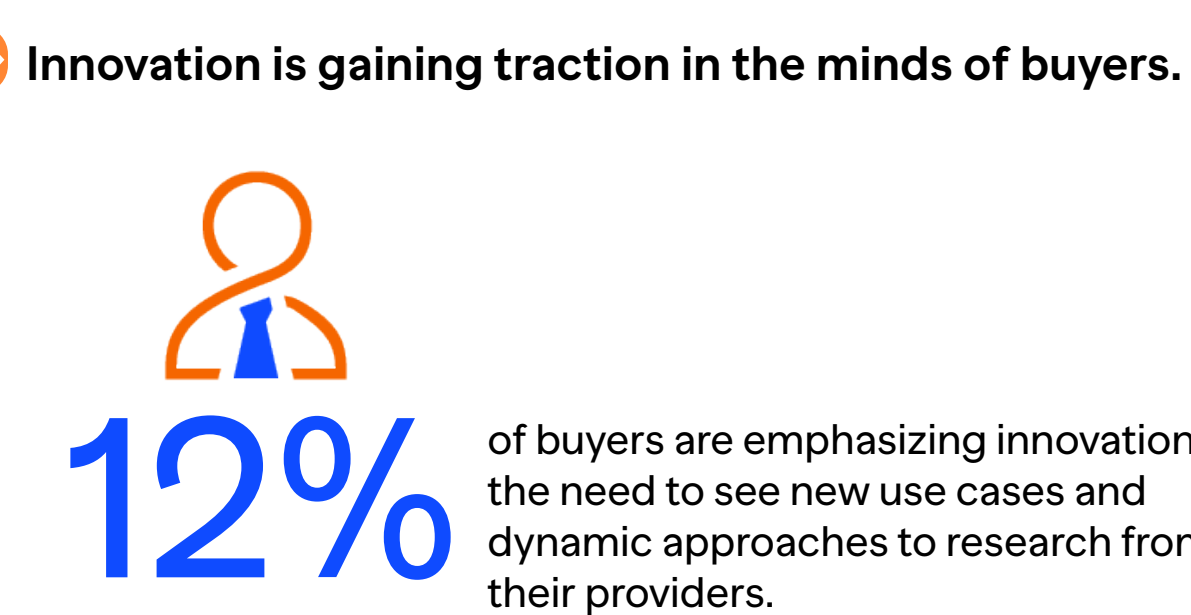
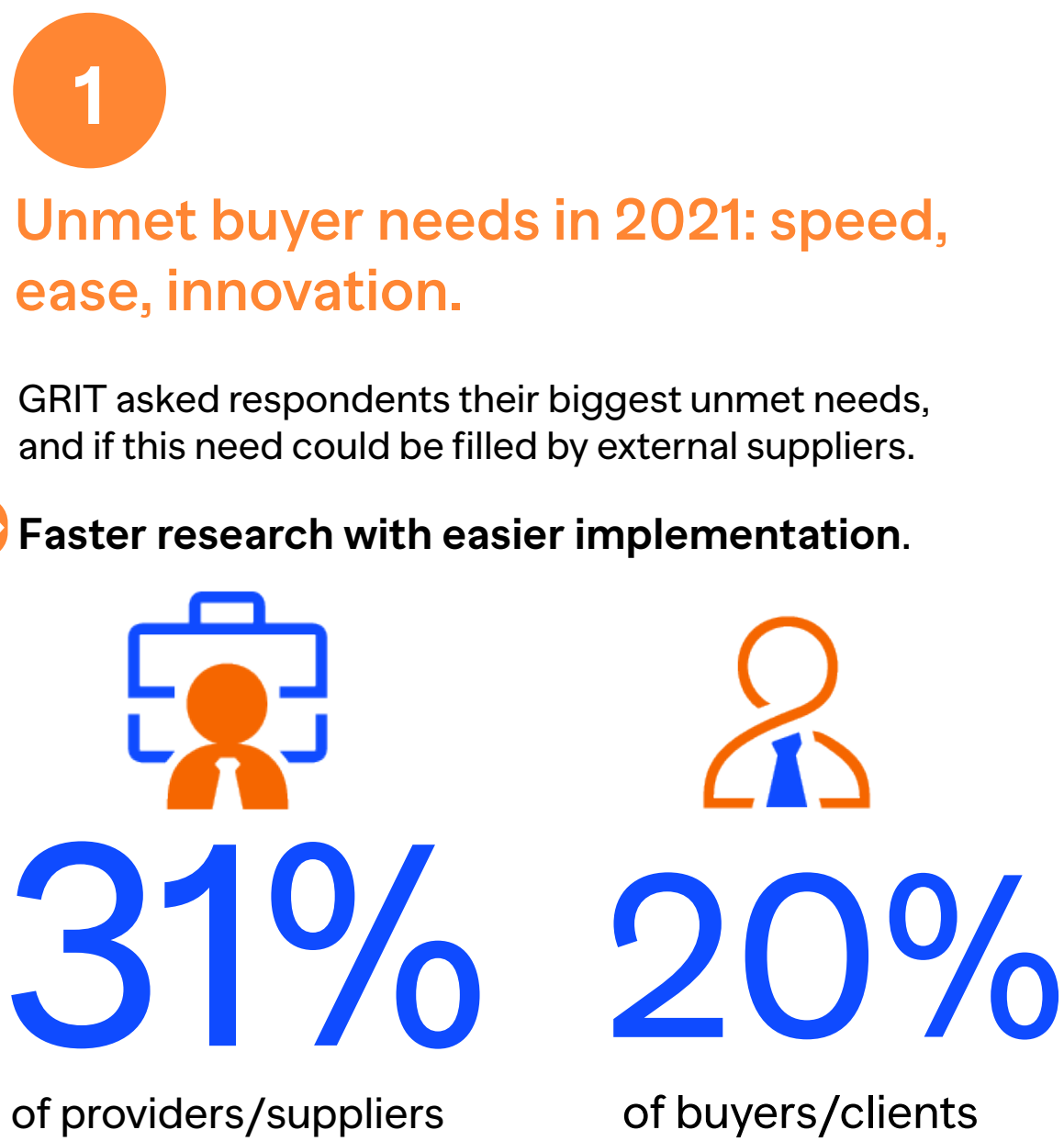


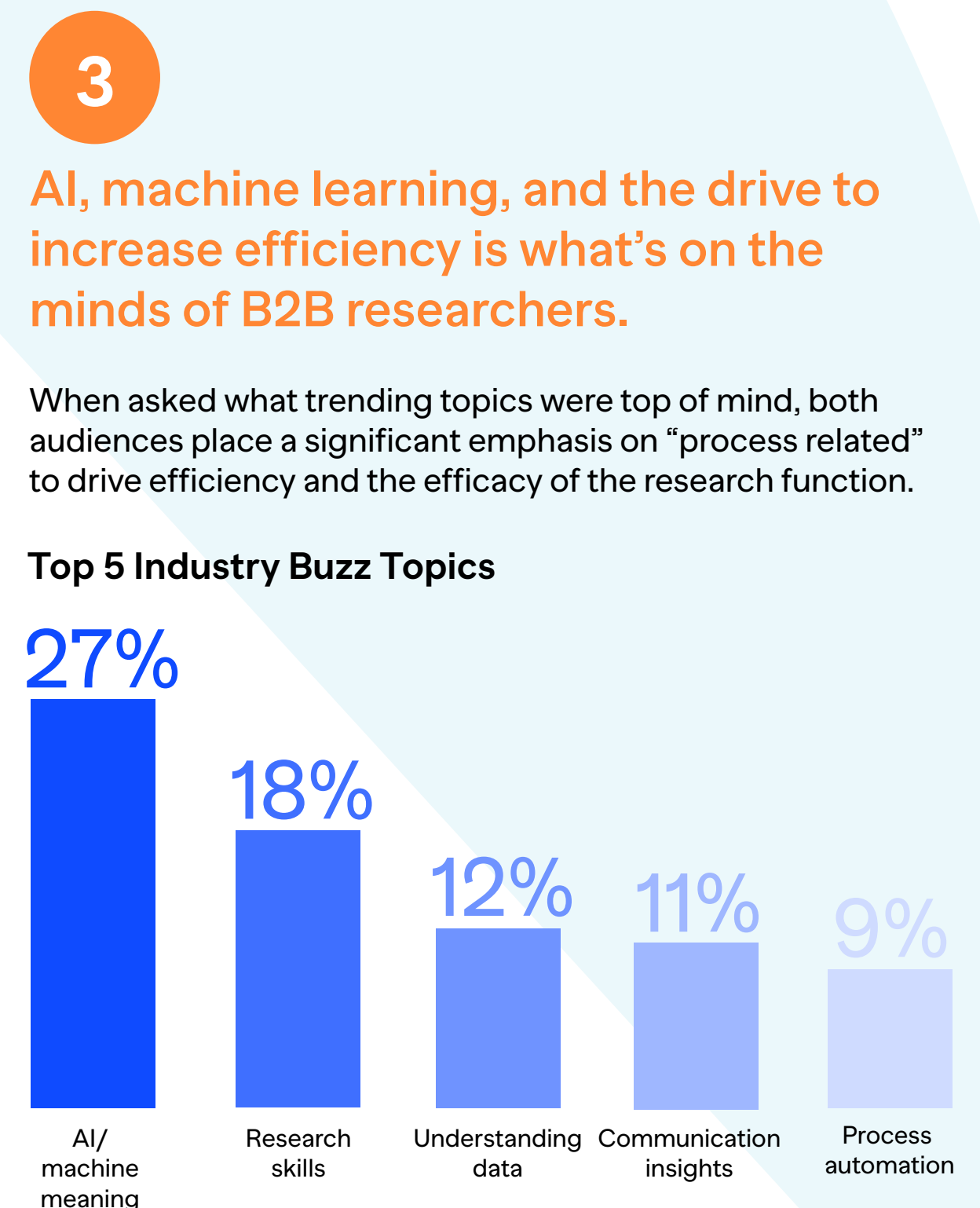
Everything you need to know about the 2021 GRIT Report

Each year leading market research publisher, GreenBook, releases the GRIT Report, the #1 strategic planning tool in insights today. This year, GreenBook approached NewtonX to help find 200 client-side buyers. Here are six key takeaways from the 200+ page report.

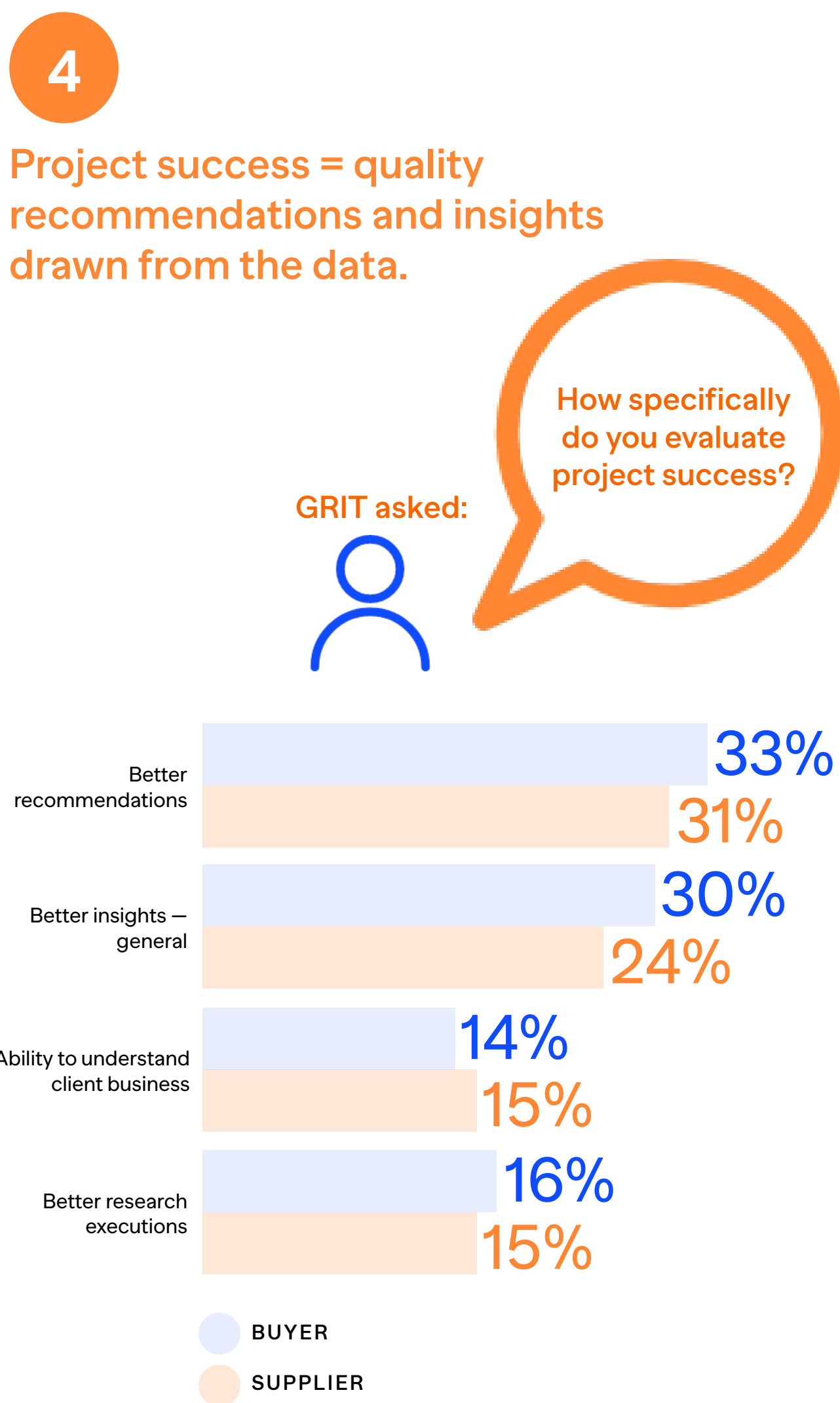


Top priority skills GRIT tested in 20W1

	Suppliers	Buyers
#1	Innovation focused	Business knowledge
#2	Analytical skills	Innovation focused
#3	Business knowledge	People skills
#4	People skills	Analytical skills



86% of technology providers cited an increase in growth.



5
The best of the best: what best practices are "always" or "frequently" pursued?

	Suppliers	Buyers
#1	Research initiatives align with senior stakeholders' business objectives	Future growth strategy
#2	Future growth strategy	Research initiatives align with senior stakeholders' business objectives
#3	Explore new methods, technologies, business models, and partners	Regularly interacting with senior stakeholders
#4	Regularly interacting with senior stakeholders	Use multiple data sources instead of a single study to address business issues
#5	Give client access to active dashboards and visualization tools	Involved in strategic planning sessions at the business unit level



The new face of market research delivers accurate, automated verification that actively seeks out the right respondents and clean data.

Check out the full [GRIT Report](#) for a much deeper dive into the most recent findings!