



NewtonX 2020 Year in Review

Your Answer to High Quality B2B Niche Audiences at Scale

In 2020, NewtonX continued to disrupt traditional B2B research models.



32%

Customer Base Expansion



42,300+

Surveys and Interviews for clients such as Gartner, Intel and GfK.

Trending Audiences & New Categories to Watch

Advertising & Media
ITDM
Talent/HR
Insurance
App Development
Healthcare
Real Estate
Government & Policy

As we welcome the new year, we see several trends continuing and new best practices emerging in 2021:

Fraud and Bad Data Continue to Proliferate B2B Research

30-40%

of the data sold today is thrown away, *and in some cases...*

73%+ of it goes unused for analytics.

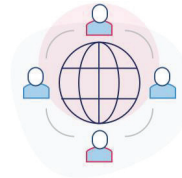
Source : Experian

Our Unique Approach Directly Addresses Fraud and Bad Data



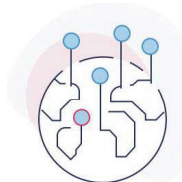
Full Service

Flexible end-to-end service



100% Verified

Two-point process, resulting in 0% fraud



1.1b Reach

A dynamic network of high-caliber professionals

CASE 1

Challenge: A known media and financial services company couldn't field an audience of N400 working with one of the big three management consultancies.

Solution: NewtonX reprogrammed and re-fielded a survey, delivering results in **10 days**.

CASE 2

Challenge: Microsoft was working with the leading Expert Network with no results.

Solution: Microsoft received a qualified expert **within 48 hours** from NewtonX.

We're powering the research for some of the world's most forward-thinking brands.

VITAL FINDINGS Gartner amazon HUGE KANTAR

dynata citi COMCAST EY ACTIVISION



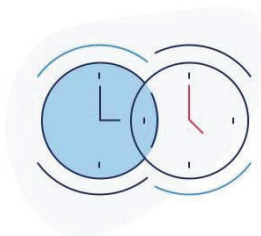
NewtonX delivers the highest quality research for B2B audiences.

NewtonX is the only B2B research provider connecting forward-thinking companies with the exact professionals who can solve any business problem.

NewtonX has some of the fastest survey response rates in the industry.

"I'd love to take the opportunity to share how happy we are with the tracker...since we trust the sample so much, senior leadership uses it as the single source of truth for perceptual KPIs in the security space."

—Senior Manager of Market Research, Microsoft



7000

completes delivered for one client in **2 months**.



96%

of our clients do a second project with us after the first.

Got your next question in mind? We're here to help.

info@newtonx.com



ESOMAR²⁰
corporate



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