

InSites Consulting Reports Double Digit Growth

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Global consumer collaboration agency InSites Consulting just announced it grew revenues with more than 20% throughout this fiscal year and anticipates to close the fiscal (June 30, 2016) with a € 23 million in revenues or a 30% organic growth. Its 4 client-facing offices based in Ghent, Rotterdam, New York and London amount for respectively approximately 40%, 30%, 20% and 10% of corporate revenues.

Co-founder and CEO Kristof De Wulf: "Our purpose to empower people to shape the future of brands seems to resonate strongly with clients, consumers, as well as with our own people. The key drivers behind our recent growth are our sustained focus on helping companies benefit from structural consumer collaboration, the steep growth we realized in the US, where revenues almost doubled, and our relentless efforts to shift the boundaries of our profession through continuous innovation."

Having recently been awarded with the ESOMAR Best Paper Overall Award and the GOR Best Practice Award for its recently launched corporate SaaS solution, the Insight Activation Studio, InSites Consulting is taking consumer collaboration to the next level. The Insight Activation Studio facilitates the discovery of consumer insights for all employees, allows employees to share their own unique observations and ideas through photos, videos and/or stories, and facilitates consumer insight exchange and collaboration among employees.

Tom De Ruyck, Managing Partner and Insight Activation Studio ambassador: "We believe the future of the market research industry is all about impact, not just insights which are merely a stepping stone to get there. We work hard to build an integrated insight impact eco-system for clients and are proud that almost 50% of our business is already eco-proof."

When it comes to future plans, InSites Consulting anticipates to further extend its footprint in Europe as well as in the US and to accelerate investments in technology & IT development to support its corporate purpose. Kristof De Wulf: "We are living exciting and challenging times. We are very confident about our future and excited about the potential new technology offers to radically transform the landscape of the market research industry."