

IBISWorld for Advertising

“IBISWorld is an essential resource in understanding our clients’ business and identifying and winning new ones.”

DDB Worldwide

IBISWorld provides industry intelligence on 700+ U.S. industries. Our reports give you the insight to target and win new business and meet the needs of your existing clients.

Each industry report provides the most detailed performance data and analysis on the market; supply chain information; forecast revenue data; operating strengths and weaknesses; analysis of external drivers; major player market strategies; and industry profit and costs benchmarks.

IBISWorld reports are updated three times per year on average and available in three user-preferred lengths: 4-page iExpert Summaries, Industry Reports of 40-pages and 20-page Risk Reports. Report data can be downloaded to create graphs and charts for your reports and presentations to prospects and clients.

The best information will come from the client themselves, but richer intelligence will come from the conversations where you ask questions with real ‘cut through’.

Know Your Client’s Product

Understand how a product or service behaves in the ‘real world’. Reports show the total size of the market for a good or service, substitutes and the industry supply chain connections that get a product to market.

Know Your Client’s Customer

Understand why a customer buys a product. IBISWorld reports highlight who buys and what they spend, buyer demographics, their motivations, what external variables affect their choices, such as economic changes, and how companies should differentiate themselves in the marketplace.

Know Your Client’s Competitors

Review the competitive landscape of an industry - and substitute industries - to benchmark your clients against successful, (and, occasionally, not so successful) competitors and industry best practice.

Know Your Own Business

Direct account executives and Business Development towards companies that require creative marketing services, such as those that are in a fast growing industry and therefore trying to develop brand presence and win market share. Maybe they are in a declining industry and trying to find new buyers, at home or abroad or introduce new products.

Once in front of a prospect or client get the right tools for the job. Don’t look for a needle in a haystack online, rely on partisan, incomplete or out-of-date sources. Use IBISWorld for data and analysis to support your pitch.

Know Your Own Risk

Executives use our 12-month Risk Rating forecasts and analysis for risk assessment. A single numerical score helps you identify the potential risks prior to accepting a client engagement, as well as understanding the risks facing your existing client portfolio.

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IBISWorld produces the market’s largest collection of U.S. industry information. We are a company committed to the accurate and objective presentation of data and analysis for time-constrained, information-hungry professionals.

IBISWorld provides its subscribers with actionable insights that guide decisions and help businesses grow. IBISWorld was established in 1971 and operates six offices in four countries.

Visit us at www.ibisworld.com/

Selected Clients

DCI Marketing

Interpublic Group

Leo Burnett

Thought District

Vistaprint