

IBISWorld for Marketing

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

DDB Worldwide

IBISWorld provides industry intelligence that analyzes the business operating risks and opportunities in 700 U.S. industries.

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

Our reports are published at the 5-digit level of the North American Industry Classification System (NAICS)

IBISWorld is an online industry solution. Reports are updated three times per year on average and are available in three user-preferred lengths: 4-page iExpert Summaries, Industry Reports of 40-pages and 20-page Risk Rating Reports. Our Strategic Database covers all reports to give you a “bird’s-eye” view of the economy. Report data and analysis can be downloaded as value-added content for your presentations.

IBISWorld’s extensive report collection has the answers that cut hours from first-stage project research, help you identify and win new business and deliver client-relevant messages that strengthen existing relationships.

Identify Target Markets

Quantify the size of potential markets and industry verticals with in-depth industry research. Understand how a product or service behaves in the ‘real world’, including the affect of substitute goods and services and the supply chain that gets a product to market.

Identify ‘Sweet Spots’

Segment your customers by industry, size, location and other factors to uncover new

opportunities and understand threats and weaknesses in your marketing strategy.

IBISWorld reports highlight who buys a good or service and what they spend, buyer demographics, their motivations, what external variables affect their choices, such as economic changes.

Find New Business

Direct Business Development towards companies that require your goods or services based on growth prospects, industry characteristics that fit your target markets and known ‘pain points’. IBISWorld’s 700 industry reports, contain data and analysis on close to 4,000 product lines.

Manage existing marketing data and fill-in critical missing data such as NAICS codes, industry revenue growth and risks, cost and profit benchmarks and major player market share to increase the value of your customer and prospect files.

Improve Your Sales Strike Rate

Once you have a prospect in front of your Sales executives ensure that they “talk the talk” with industry profiles that effectively target key business issues, including M&A activity, outsourcing opportunities and regulatory change.

Use IBISWorld’s conversation-starter Q&As and summaries of industry key trends and benchmarks to support develop the pitch message.

Stay Ahead of the Competition

Stay informed of relevant news, trade articles, industry and analyst reports to gain critical insight into your competition. Differentiate yourself in the marketplace with intelligence on company strategies, revenue forecasts and forward-looking industry risk scores.

Selected Clients

Active Media
Adecco Employment Services
American Express
Fedex
ScentAir
Snap-On Tools
US Postal Service
Vistaprint