



InsightHub

The enterprise insight platform that enables brands to inform every decision at speed.



Why Choose InsightHub?

InsightHub is the online research engine from FlexMR that empowers global firms to streamline, scale and supercharge consumer insight.

The platform brings together fieldwork, analysis and activation tools in a single, secure environment. That is what makes it a full end-to-end insights engine.

Built from the ground up to meet the needs of modern insight teams, InsightHub can be configured to host long-term communities, dedicated panels and short-term projects all in the same easy-to-use space.

The platform is equipped with qual and quant research tools, is capable of running unlimited concurrent projects, can be fully branded and is available across devices.

InsightHub supports 60+ languages and a range of sample sources. Participants can be drawn from the database, third party panels, uploaded files or open survey links.

Trusted by leading brands such as Unilever, Philips, The Home Depot and British Gas to deliver transformational results - InsightHub is a comprehensive solution that offers unrivalled return on research investment.

Key Benefits & Advantages

InsightHub offers a host of benefits to insight professionals, marketers and senior management teams. These are a selection of the most important:

A Flexible, Scalable Platform

InsightHub is a modern research platform, built with flexibility at its heart and to evolve as research requirements grow.

Agile Project Management

Decisions must be made at the speed of business. InsightHub enables this with tools designed to streamline research processes.

Cross-Department Access

The platform is so easy to use, access can be provided to users outside of research departments to further the role of insight.

Streamlined Workflows

Multiple research tools can be integrated to improve project management workflows and increase efficiency.

Expert Advice

No-one knows InsightHub like we do. Our friendly team of expert researchers are always on hand to provide tailored advice and support.

“InsightHub moves research outside of the marketing department and makes it centrally accessible across entire organisations. That’s something we’re really excited about.”

Paul Hudson, CEO at FlexMR

Driving Informed Decisions at Speed

The future is fast. We believe that to remain competitive, companies must embed - at the heart of their operations - cutting edge research technology that delivers consistent & reliable insights at speed.

InsightHub has been designed to do exactly this. With enterprise features included as standard, an easy-to-use interface and access to both qualitative and quantitative tools, the platform makes it easy to inform decisions with relevant insight.

On-demand access to this insight enables organisations to stretch research budgets further and remain competitive in the face of uncertainty. It is our belief that this unique blend of integrated technology is key to our clients' continued success.

In particular, we believe the following three groups benefit most from the InsightHub platform:



Research and Insight Teams

InsightHub is an all-in-one, flexible research platform that simplifies processes and scales with teams as they grow. It enables researchers to retain control, while providing access to individuals across the enterprise to grow the role of insight in decision-making processes.



Brand and Product Managers

Data can be dry and uninspiring. Instead of just producing massive volumes of numbers to analyse, InsightHub enables brand and product managers to interact with customers firsthand and bring their experiences to life.



Senior Management Teams

Forward-thinking brands are putting customers at the centre of every business decision. InsightHub provides a smart, efficient way to gather customer opinion at the speed senior management teams operate.

What is an End-to-End Insights Platform?

Our client partnerships are built on more than just research expertise. We understand the challenges that insight teams face from recruiting the right participants to engaging stakeholders and decision makers.

InsightHub has been developed to support and fuel growth across the four key stages of any research activity.

1 - Recruit: From launch, InsightHub helps insight professionals build a fully-profiled database of members from open screener surveys, access panels and existing customer data.

2 - Research: A diverse set of research tools support a continuous schedule of activity and promote ongoing member engagement.

3 - Analyse: Qual and quant analysis tools help our clients build, share and export reports that combines data from multiple methods and tasks.

4 - Activate: InsightHub enables all clients to engage stakeholders and decision makers through managed platform access and creative reporting.



RECRUIT

RESEARCH

ANALYSE

ACTIVATE

