

A compilation of business vendor use cases among corporate clients

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Introduction

Business information providers (aka vendors) often say, "We have an NDA with most of our clients, so we can't share any information about who's using our product and how." However, most corporate NDAs are designed to protect companies from disclosing only certain strategic consulting projects, for example via embargo. Use cases among corporate clients are often difficult and sometimes even impossible to unearth but their utility for justifying acquisitions, promoting the value of information, and even connecting with industry professionals in higher education is obvious.

Highlighted below are a set of use cases for contextualizing how corporate clients leverage popular business library databases for decision-making and strategy. This compilation should be useful for any business information professional or librarian working with or building a collection of business resources.

CB Insights

CB Insights (aka CBI) is a private market intelligence tool—founded in 2008—that provides detailed analysis and insights on startups, venture capital, private equity, and new and emerging industries. CBI specializes in gathering data on startups and private companies, tracking their financing, and monitoring business trends and strategy. Other similar products include Crunchbase, Tracxn, and Preqin.

How are corporate clients using CB Insights?

The Aeronautics division of Lockheed Martin relies on CB Insights' *Expert Collections* feature to create competitor lists and to identify potential partners. They have also used CBI's proprietary *Mosaic Score* to "map out the entire Lockheed Martin venture capital portfolio," effectively growing the fund four times in four years (Garwood, n.d.).

3M Ventures built a *Market Map* using CBI, prior to their investment in Moxe Health. For some companies, CBI allows them to customize their own market maps to showcase specific sub-industry sectors, and even create "Stories" (Wright, n.d.).

Brown & Brown insurance uses CBI for internal research requests, leveraging CBI's collaborative work management solution called *My Collections* to build and update their own due diligence research. Prior to their acquisition of Coverhound, Brown & Brown was able to "stay on top of the space" the whole way, and on the day their acquisition was announced, they "saw it come up just an hour later in CB Insights" (Saldana, n.d.).

Other clients include: Microsoft, ADP, Reuters, Wells Fargo, Avande, UNIQA, AKbank, Jack Henry, Block, Sitel Group, Citi, IBM, FirstMark, Definitiv Logic, Shoplizza

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Mintel

Founded in 1972, Mintel is a global market research firm recognized for its analysis of consumers and consumer products. Mintel Reports include information on market drivers, market sizes and segmentation, popular brands, market forecasts, and consumer trends. In addition to the Global New Products Database (GNPD) which monitors product innovation, Mintel Reports and consumer data cover categories such as travel, food, beauty, health, technology, automotive and more.

How are corporate clients using Mintel?

General Mills relies on *Mintel Reports* to ideate the early stages of innovation, particularly where texture and flavor preferences are concerned. For example, General Mills has used the ice cream category and adjacent category reports to map consumer trends to product ideas (Mintel, n.d.).

In August of 2020, Gorilla Glue purchased the *Impact of Covid-19 on DIY* report ad-hoc prior to launching product in Italy. The *Mintel Report* helped the company plan out which DIY retailers to target for distribution in 2021. Gorilla Glue was also able to link Mintel's market data to their own proven sales figures (Mintel, n.d. a).

Mediacom uses *Mintel Trends* for inspiration. For more than 10 years, Mediacom has relied on *Mintel Reports* and *Mintel Trends* to understand how consumers are adapting to new technologies, including understanding the "purchase journey" (Mintel, n.d. b).

Other clients include: Whirlpool, Bacardi, Epsilon, Tesco, Homeserve, BASF, Abacus Marketing, Lime Insurance, Sheppy's, Coram, SuperFlora, Sleepeeze, Tmall, Bauer, VocaLink, Wincanton, NARS Cosmetics, Musgrave Group

IBISWorld

IBISWorld—founded in 1971—is a leading publisher of industry research, providing data and reports for over 700 markets. IBISWorld Industry Reports include key performance metrics, industry competitors, outlooks and forecasts, market segmentation, a framework for Porter's Five Forces, and more.

How are corporate clients using IBISWorld?

Countybank in South Carolina uses IBISWorld's Industry analysis to compile credit memos for SBA lending. They also rely on *iExpert Summary Reports* and questions to "prepare talking points...[and] to add credibility to their conversations with clients" (Pickhardt, n.d.).

Horizon Media uses IBISWorld *Industry Reports* to quickly get up to speed on emerging markets (e.g. Industry Spotlights). IBISWorld reports frequently help Horizon Media to develop brand and marketing strategies that are properly tailored to niche markets (Nayerman, n.d.).

Other clients include: VISA, Deloitte, Bank of Montreal, BerryDunn, ADP, Ogletree Deakins, Skanska, Ogilvy, Miele, Apple, Grant Thornton, BHP, Aldrich, HSBC, CITI, Santander, Trinity Capital, Morgan Stanley, Gresham, EY

Insider Intelligence

Insider Intelligence—founded in 1996 as eMarketer—provides analysis, market data, and statistics on the internet, e-commerce, online marketing, advertising, social media, and emerging digital technologies around the world.

How are corporate clients using Insider Intelligence?

The Trade Desk uses Insider Intelligence to look up “macro numbers” for industry benchmarking. The company relies on the analysis to answer: “At what pace does [Insider Intelligence] think things are going to grow?” (Insider Intelligence, n.d.)

AdColony uses Insider Intelligence to validate research and to affirm data internal to the company—findings they “know are true.” Using Insider Intelligence’s expansive coverage, (e.g. advertising, real estate, B2B, etc.), AdColony is able to more effectively direct advertising spend. With Insider Intelligence, AdColony also monitors the growth of mobile and mobile video, as well as demographic shifts in target markets (Insider Intelligence, 2020).

Progress Software’s marketing leaders rely on Insider Intelligence data for “bid defenses and RFP defenses.” Through forecasting and benchmark data, Insider Intelligence helps Progress Software teams to “quickly change direction [when necessary]” and to “place more importance on their digital experiences” (Insider Intelligence, 2020a).

Other clients include: eBay, Shutterstock, Starcom, Bayer AG, Carat USA, X Corp, Adobe, Progress Software

Euromonitor Passport

Founded in London in 1972, Euromonitor is a leading provider of global market information. Euromonitor’s Passport is a database that provides intelligence on industries, countries, and consumers. Known for their country reports, Euromonitor market research covers categories such as home care, packaged food, pharmaceuticals, personal accessories, travel, health and wellness, consumer appliances, apparel and footwear, and more.

How are corporate clients using Euromonitor Passport?

Google partnered with Euromonitor to “look into physical retail, e-commerce, and marketplace sales across retail industries in 10 developed markets around the globe.” With Euromonitor’s modeling and analysis, Google was able to analyze growth across all these verticals and to project market share momentum among leading companies and their brands (Pérez & Altman, 2020).

VISA conducts a strategic review of e-Readiness in Latin America every two years. In 2016, they partnered with Euromonitor to identify areas of opportunity for the e-commerce giant, and to investigate global consumers’ willingness to buy online (VISA, 2016).

Other clients include: Oracle, DHL, Haleon, Carl Friedrik, McKinsey, HarvestPlus, Amcor, Shell, X Corp

Statista

Founded in Germany in 2007, Statista is a leading provider of market and consumer data, known for its comprehensive collection of statistics and studies from over 20,000 sources.

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Statista provides access to data, infographics, and market research on topics such as media, technology, health, finance, politics, and much more.

How are corporate clients using Statista?

Forbes partners with Statista every year on surveys like “America’s Best Employers” and others (e.g. “America’s Fastest Growing Companies” partnership with Financial Times) that measure and rank employee experiences. Since media partners are often in the habit of building lists, Statista empowers information providers with primary data (Fillion, n.d.).

Autodesk contracted with Statista to develop compelling storylines about the future of the construction industry (Bertolini, 2018). Statista is where “data meets design”—an ideal place for “customized data storytelling.” Partnering with thought-leaders and knowledge managers at Autodesk, Statista’s “isometric style” brought big data to life, helping teams maximize the impact of their storylines (Statista, n.d.).

Other clients include: LinkedIn, HUFFPOST, BCG, The Wall Street Journal, Forbes, The Independent, Handelsblatt, ABC, The Irish Times, El Mundo, Newsweek, Business Insider, Google, Samsung, PayPal, Adobe, P&G, Advertising Research Foundation, Mindshare, Mashable, Unilever, T-Mobile, Fortune, Reuters

Pitchbook

Pitchbook—founded in 2007—is a financial data and software company, which offers detailed data on private market transactions, companies, investors, and funds. A key feature of Pitchbook is its ability to track the entire lifecycle of private capital markets, from seed funding to exit, offering timely and critical information on the global private equity, venture capital, and mergers and acquisitions spaces.

How are corporate clients using Pitchbook?

Whittaker Associates “uses Pitchbook to transform data into richer business knowledge.” By tracking funds and their investments, Whittaker Associates can observe the “flow of capital into emerging spaces.” They also use Pitchbook to identify executives at top companies, to provide procurement intel and support for clients, and to stay current on shifts within companies and industries (Pitchbook, 2021).

Village Capital relies on Pitchbook to visualize competitive landscapes through data. For agile companies or funds that require flexible and easy access to data, Pitchbook’s “Research Center” provides a corpus of global benchmarks for product viability studies. “Features like the market map overview and company distribution have helped [Village Capital] to structure important research materials and establish [company] opinions regarding specific industries” (Pitchbook, 2021a).

Fifth Wall leverages Pitchbook for due diligence on companies they’re targeting to fund. Pitchbook helps Fifth Wall with identifying startups’ fundraising dates, valuations, and contact information. Specifically, the company leans on Pitchbook data to identify companies that fit “the profile for each new strategy they’re contemplating” (Pitchbook, 2022).

Other clients include: HP, Applied Materials, McKesson, Proctor & Gamble, Fujifilm, NowRx, Bitso, Transine Therapeutics, Anthemis, Index Ventures, Icon Ventures, Graham Partners, GTCR, FTV Capital, Orrick, Goodwin, Cooley, Accord, Blue Owl, Hercules Capital, Trophic,

Eventys Partners, Nfluence Partners, Ducera, LionTree, Zurich, Paragon, eHealth, Lightspeed, Lincoln International, HarbourVest, Toronto Global, NVCA, ACG, Advbeca

Data Axle

Data Axle—founded in 1972 as Infogroup—is a research tool for business, consumer and residential directory information. With data compiled from more than 100 sources, including real estate, tax assessments, B2B records, and demographic and firmographic data, Data Axle contains accurate information on consumers and businesses in the United States and Canada.

How are corporate clients using Data Axle?

Marriott International partnered with Data Axle to conduct a historical analysis of Marriott Rewards' email program to expand programmatic "lifecycle communications" with customers. "Based on Data Axle's strategic guidance, Marriott Rewards launched a communications program with an overarching 'Year in Review' storyline" to boost customer engagement. In this case, Data Axle provided unique data elements for Marriott's "creative storyboarding" (Data Axle, n.d.)

Vendasta Technologies and others (Neustar/Localeze, Factual, Foursquare) have been relying on Data Axle as a "data aggregator" for over seven years. Vendasta specifically relies on Data Axle to "integrate, manage, compile, and distribute data for hundreds of thousands of small businesses" across the company's dashboards. Data Axle also helps Vendasta to accurately validate business listing information (Vendasta, n.d.).

Other clients include: Salesforce, Farmers, Adobe, Snowflake, Amazon, Aflac, Next Door, Morgan Stanley, American Heart Association, Charbroil, Lands' End, AEG, Silver Star, Penny Hoarder, Silver Star Brands, Resideo, Viant, TransUnion, TensorFlow, Oracle, Zagg, Environics Analytics, Unica, Tealium, LiveRamp, Microsoft, Ace Hardware, CVS Health, Verizon, Aetna

BCC Research

Founded in 1971, BCC Research provides detailed market research reports in more than 19 verticals, including industries such as biotechnology, chemical engineering, manufacturing, pharmaceuticals, advanced materials, healthcare, information technology, and more. Research Reports provide the latest trends, opportunities, innovations, and challenges within these spaces.

How are corporate clients using BCC Research?

DuPont uses BCC Research to understand industry drivers in wearable medical devices. Broken down by region, BCC Research helps DuPont to monitor B2B market activity, and track specific discrete technology transformations horizontally (Brown, 2019).

Other clients include: EY, Merck, Apple, BASF SE, Dow Chemical, Meta, P&G, Bain Capital, Medtronic, Caterpillar, Applied Materials

Further Use Cases

For more business vendor use cases, be it for resource justifications, instruction purposes, or outreach, explore the following:

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Mintel. (n.d. a). *Gorilla Glue: Intel client*. <https://www.mintel.com/case-studies/gorilla-glue/>

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