



Says

What have we heard them say?  
What can we imagine them saying?

Marketing insights benefit both parties by **meeting your target audience's needs and wants while also profiting**. This is especially true when marketing a previously unused or unknown innovation. In other words, the best market insights help those selling the invention and the companies needing it.

Great insights **go beyond what consumers say they do and even go beyond their current behaviors and choices**. Instead, great insights impact future choices, attitudes, and behaviors. A great insight is unexpected yet obvious too.



Does

What behavior have we observed?  
What can we imagine them doing?

1. Industry Associations often supply research data.
2. Government reports – local, state and federal may indicate inbound and outbound investment analysis.
3. International and domestic trade shows are a great way to gather information and to meet competitors, customers and prospects

- Brand Research. What it is. ...
- Campaign Effectiveness. ...
- Competitive Analysis. ...
- Consumer Insights. ...
- Customer Satisfaction Research. ...
- Customer Segmentation Research. ...
- Product Development. ...
- Usability Testing.

Utilizing market insights is crucial because it **aids in predicting potential changes in the market or industry**. Finding patterns in customer behavior, such as spending patterns or levels of content engagement, can be done very effectively by analyzing data.

1. The strengths and weaknesses of the economy.
2. The size of the market and levels of competition.
3. The competitive landscape.
4. Customer behavior and sales funnel data.
5. Language, cultural barriers, and societal barriers to entry.

Market research will **provide a spotlight on consumer concerns**. You will get insights on consumer behaviour, what motivates them and challenges they are facing. With this information, you are able to create the 'need-factor' in your product/service.



**GUNASUNDARI. M**  
UNVEILING MARKET INSIGHTS



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

Businesses can use market analysis **to prepare their business plans and gain a deeper understanding of the market size, potential audience, profitability, and growth rate**. The analysis enables businesses to make informed decisions, identify opportunities, and develop strategies to achieve their goals and objectives.

- Research your industry. ...
  - Investigate the competitive landscape. ...
- Identify market gaps. ...
  - Define your target market. ...
- Identify barriers to entry. ...
- Create a sales forecast.

It can **reveal how customers and prospects view your existing business and products, and show you if you are or are not meeting your customers' needs**. It's even possible you may uncover some opinions about your business and/or products that you weren't aware of.

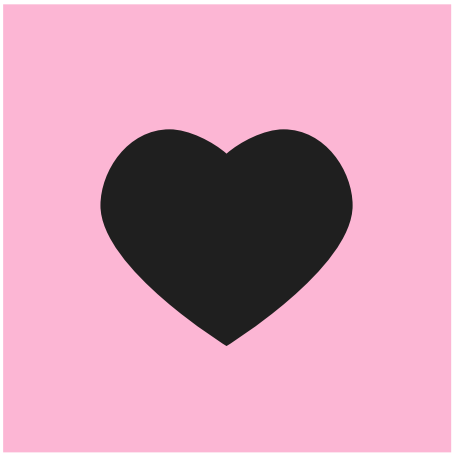
Consumer insight can **provide a business with the opportunity to better personalize and tailor products to the needs, wants, and demands of their customers**. Organizations that leverage their customer behavior to generate insights outperform their peers by 85% in sales growth, according to Microsoft

While the majority of respondents express concern and fear over the current economy, the data would indicate that those who are confident now will be the ones that capitalize on the economic growth ahead. We do not see evidence that pulling back spending, investment, or even hiring at a time like this would make sense. Now is the time to invest in your customers, research new product ideas, and strengthen your brand's awareness.

Market Report 2023 the increase in usage of internet of things (IoT) devices is the major driver for the consumer identity and access management market's growth in the forecast period. The internet of things (IoT) is a system of interrelated, internet-connected objects which can collect and transfer data over a wireless network without human intervention. IoT poses new security and privacy risks, possibly jeopardizing customer trust and the value of these new technologies. As a result, IoT organizations are adopting CIAM since it plays a critical role in ensuring user identity security. For instance, according to the TechJury Report, 35 billion IoT devices are projected to be installed across the world by the end of 2021.

Major competitors in the consumer identity and access management market are IBM, Microsoft, Okta, Ping Identity Corporation, ForgeRock, LoginRadius, Janrain Inc., Salesforce, SAP, Akamai Technologies, Onegini.

**Understanding Customer Behavior:** Consumer research allows businesses to gain insights into the behavior, attitudes, and buying patterns of their target audience. By analyzing this data, companies can make informed decisions about product development, marketing strategies, and even pricing.  
**2. Informed Decision-Making:** Relying on gut feelings or assumptions can be risky in a competitive market. Consumer research provides objective data that can guide decision-making, ensuring that your efforts are aligned with what your customers actually want.  
**3. Tailoring Marketing Strategies:** One-size-fits-all marketing is a thing of the past. Through consumer research, you can segment your audience based on demographics, psychographics, and behaviors. This enables you to create highly targeted and effective marketing campaigns that resonate with specific consumer groups.



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?