



The Triple Threat for Marketing
and Insights in 2023:

Scale, Pace, & Fidelity

White Paper



With the average customer insights and market research project taking 6-12 weeks to complete¹, the economies of scale challenge between speed and data quality have always been present for Marketing & Insights leaders. Given the current macroeconomic climate, the pressure to accelerate that timeline, without sacrificing quality, is high. Additionally, a fact-based or data-based approach is the key to any successful marketing operating system to deliver predictively accurate growth and hard-cost savings.

There are several external factors impacting Marketing and Insights teams as we finish out 2022:

- Consumer prices continue to rise, the CPI rose by 0.4% in October².
- Personal savings are at their lowest level since 2008³.
- Signal loss resulting from privacy changes is driving up Cost per Mile (CPM) & Customer Acquisition Costs (CAC)⁴.

Overwhelmingly, we are hearing more and more from our customers who are leading research, innovation, and customer experience initiatives that internally they need to:

1. Increase their own **scale** to meet the increasing demand for accurate, forward-looking insights and customer feedback from market research projects.
2. Increase the **pace** of insights received, i.e. accelerate completion times due to market changes.
3. Improve the **fidelity** of the data being analyzed to mitigate a loss of confidence from their internal partners in the results/findings being delivered.

¹ MarketResearch.com - <https://blog.marketresearch.com/considering-custom-3-custom-market-research-project-structure-timeline>

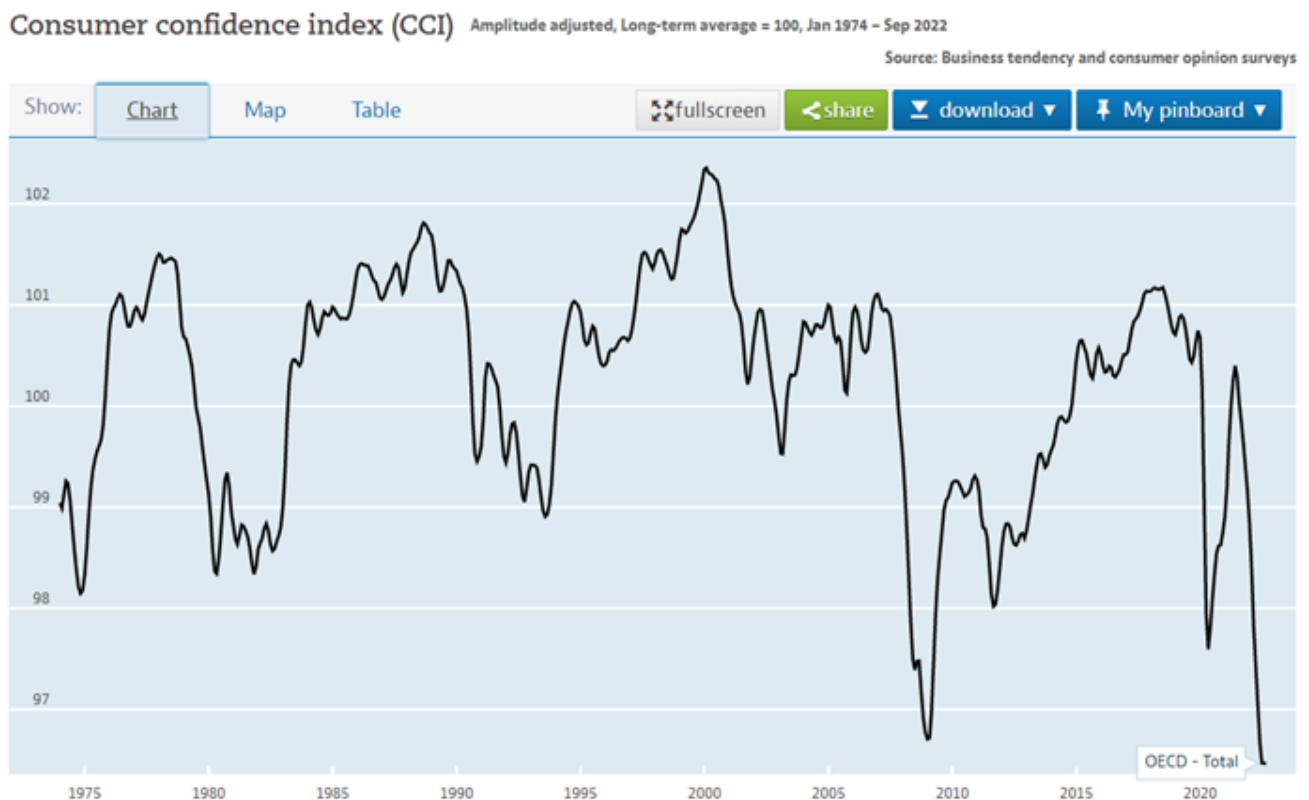
² CNBC - <https://www.cnbc.com/2022/11/10/consumer-prices-rose-0point4percent-in-october-less-than-expected-as-inflation-eases.html>

³ BEA - <https://www.bea.gov/data/income-saving/personal-saving-rate>

⁴ IAB - https://www.iab.com/wp-content/uploads/2022/10/IAB_Brand_Disruption_Report_2023.pdf



When managing anywhere between 50 and 100 independent research projects in a year, the options to meet this "triple threat" can feel overwhelming. It's a triple threat to Marketing & Insights teams that is exacerbated at a time when consumer confidence is at its lowest point since the Organisation for Economic Co-operation and Development (OECD) started measuring the metric nearly 50 years ago, see the figure below:



Source: Organisation for Economic Co-operation and Development (OECD)

As we look ahead to 2023, the correlation between scale, pace, and fidelity is essential for 3 reasons:

1. The rapid changes in consumer confidence require agility to avoid falling out of touch with consumers' behaviors, needs, wants, priorities, and spending habits.
2. Though overall consumer confidence is at an all-time low, consumer spending remains very high⁵ and there are nuances in consumer sentiment, needs, wants, and behaviors that must be considered to ensure distinct segments in the market are not overlooked. Opportunities do exist.
3. Global economic pressures are showing signs of being felt by Marketing as was highlighted in IPA Bellwether's 2022 Q3 report: "Total marketing budgets increase, but at [the] slowest pace since Q1 2021."⁶

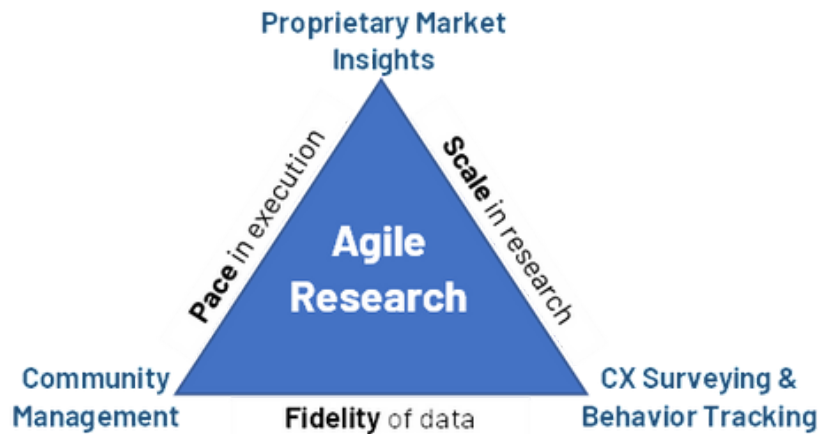
Though these points sound like headwinds, they present a real opportunity for organizations who continue to "be bold". McKinsey captured this well in a recent article stating, "Companies that make bold moves during uncertain times generate greater returns in future business cycles."⁷

For those in Marketing and Insights, the confluence of scale, pace, and fidelity exists in the form of what OSG Analytics refers to as **Agile Research**. Agile Research results in delivering predictively accurate insights in weeks, instead of months. How is this possible? It's possible by bringing together core capabilities in research and applying them seamlessly in the form of technology that organizations can access on their own.

⁵ Reuters - <https://www.reuters.com/markets/us/us-consumer-spending-beat-expectations-september-inflation-still-rising-2022-10-28/>

⁶ IPA Bellwether Report - 2022 Q3

⁷ McKinsey - <https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/the-great-uncertainty-us-consumer-confidence-and-behavior-during-inflationary-times>



Agile Research puts Marketing & Insights leaders in a strong position to "be bold" to deliver greater scale with existing budgets, and accelerate ideas that impact topline revenue as more and more CFOs "...prioritize solutions that accelerate topline revenue growth"⁸. The feedback we're seeing from our customers supports the impact possible when applying Agile Research as a strategy. It directly connects research into the core marketing operating system, **improving the effectiveness and efficiency of strategic marketing and insight processes and operations, delivering direct impact to the business:**

- Amplifying throughput quality and velocity including decisions around Product, Market Positioning, Pricing, Messaging, Creative and Go-to-Market strategy.
- Simultaneously, lowering the cost of Marketing and Insights execution, examples include:
 - ✓ **Reduction in recruitment costs** when leveraging community respondent pools for multiple projects.
 - ✓ **Shorter surveying times** as demographic and usage information is already known.
 - ✓ **Accelerated time-to-insight** as the need to develop a new respondent environment is mitigated.

As Marketing & Insights Leaders begin 2023 planning, consider Agile Research as a part of your planning to evangelize on the current climate and position your organization for "greater returns".

⁸ Gartner - Disruptions Derail Progress in Martech Utilization

Product Highlight



At OSG Analytics, the Agile Research capabilities are built into the OSG o360™ technology solution. OSG o360™ is a consumer targeting technology, built for identifying market needs through customer data. By tracking the omnichannel customer journey through structured and unstructured observations, our product can help identify jobs, outcomes, constraints, and benefits customers seek along their journey. By identifying these innovation corridors and testing, validating, and sizing them, our product can help create a continuous stream of innovations. [Contact the OSG team](#) or [visit the OSG website](#) to learn more about their technology solutions.

About the Author



Shawn Flynn – Thought Leadership at OSG

Shawn Flynn is an accomplished senior leader with over 20 years' experience partnering and leading organizations focused on helping top global B2B and B2C brands deliver business impact. Shawn has extensive knowledge in business strategy, business analytics, and deep value advisory services. Shawn has a highly successful track record of leading groups that effectively synthesize research and data with strategy to convey a meaningful story to deliver impact for customers.

The Power of OSG Analytics

OSG is a **global technology and analytics provider** that delivers outcomes on customer engagement to Fortune 500 clients with the help of leading analytical technologies and world-class global resources. OSG uniquely combines historical data with the future needs of patients, physicians, consumers, or customers of our clients by going beyond the “who” and the “what” and understanding the “**how**” and “**why**” **behind their decision-making**. OSG focuses on the 3E’s, Behavioral Expectations, Superior Experiences, Guaranteed Engagement, to help drive growth through **customer-centricity**.

Contact us on [our website](#) and follow us on social media:

