



Virtual Market Research

WITH

actual people

A New Offering from Insights in Marketing

It's All About Connection

At Insights in Marketing we pride ourselves on connection. Connection with our clients and connecting those same clients to their consumers. As virtual market research has grown more necessary, we felt it was time we created a solution that could transform the experience. At IIM we believe market research should be fun, engaging, creative, and smart. We started with these values as we created a seamless, brand specific platform that mirrors our in-person experience from start to finish.

What is SpeakEasy?

SpeakEasy is an intuitive online platform designed by Insights in Marketing to create an exceptional start to finish market research experience. A dedicated project manager and technical support advisor make it easy to speak to expertly screened consumer groups, and elevate the market research experience for everyone involved.

Why SpeakEasy?

- A dedicated project manager to provide a single point of contact for all online and in-person research
- A dedicated In-house technical support advisor
- An intuitive online platform to make market research easy for clients and consumer participants
- Best-in-class consumer screening practices
- Engaging online discussion group moderation
- Unsurpassed market research analysis and consumer insights
- Seamless interface with third-party technology platforms
- Flexible scheduling

Who We Are

All great ideas have to start somewhere, and Insights in Marketing uncovers actionable consumer insights that inspire organizations to innovate and grow. We have been connecting people to global brands for over 30 years because we are smart research partners that understand how to unpack, prioritize, and target essential insights to uplift our client's brands.