

Market size, share and industry analysis for a leading consulting firm

5-7

Days saved in overall process through automated solution

15%

Cost saved through correct target audience

5%

New sales strategy helped to increase sales

CLIENT CHALLENGES

- Identifying correct target audience and markets in North America
- Identifying competitors
- Gathering data for analysis that covers the entire spectrum and produces intelligent results

IMPACT DELIVERED:

- Harmonised data collection and consolidation across 10+ markets
- Generated automated insights across categories, markets and demographics for real-time decision making

CLIENT BENEFITS:

- Automated research solution
- Real-time insights across 10+ markets
- Knowledge of the size of the home automation market, share and technology
- Ability to build a strong marketing and sales strategy

About Acuity Knowledge Partners

Acuity Knowledge Partners is a leading provider of high-value research, analytics and business intelligence to the financial services sector. The company supports over 350+ financial institutions and consulting companies through a team of over 3,000+ subject matter experts who work as an extension of the clients' teams based out of various global delivery centres.

We empower our clients to drive revenues higher. We innovate using our proprietary technology and automation solutions. We enable our clients to transform their operating model and cost base.

© 2021 Acuity Knowledge Partners. All Rights Reserved.

contact@acuitykp.com | acuitykp.com

