What’s the difference between a good brand and a great brand? Consumer insights. And how are they derived? Through data.

Decision making is powered by data. So when you’re looking to better understand your consumers or to more precisely identify target audiences to improve your brand’s performance, you need to tap into a broad network to capture the right data.

Establishing the industry’s largest partnership arrangement between selected data companies, Lightspeed now brings together survey research data with extensive consumer profile data to generate the marketing insights you need. From research requirements to market activation, Gravity Network helps you discover truth through data.
Through Gravity Network, Lightspeed has direct access to the WPP/Kantar powerhouse of data in conjunction with a well cultivated network of established quality data providers.

Gravity Network includes all of Lightspeed’s access to internet consumers, DOI panels, and programmatic suppliers

Select Gravity Network partners include: GroupM’s [m]PLATFORM, Cint, Lucid’s Fulcrum Platform, Kantar Millward Brown’s Ignite, Wunderman Data Products’ Zipline, Tap Research, ProdegeMR, P2Sample and Dalia.

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DISCOVERING TRUTH THROUGH DATA

Quality-seeking researchers, marketers and brands choose Lightspeed as their trusted global partner for digital data collection. Our innovative technology, proven sampling methodologies and operational excellence facilitate a deep understanding of consumer opinions and behavior. With 700 employees working in 14 countries, we maximise online research capabilities. We empower clients by revealing information that is beneficial, providing clarity and research data that illuminates.

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