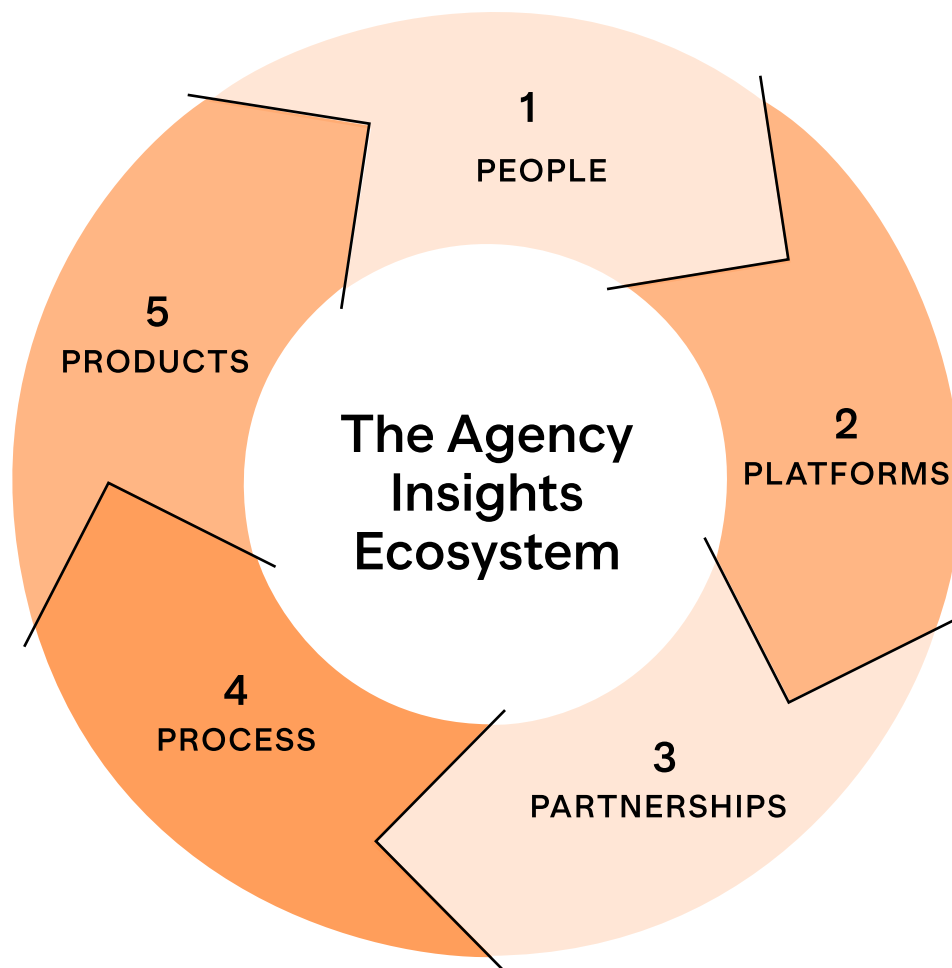


How agencies can build responsive B2B research stacks to win business

For insights that drive big ideas, awards, and the bottom line, agencies and marketing leaders need to build efficient research stacks. Follow the Agency Insights Ecosystem for B2B research partnerships that yield higher win rates and marketing success.



Used by Christian Kugel, Insights Executive with 25+ years of experience across R/GA, NBCUniversal, AOL, Publicis Groupe

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Expertise and proficiency among agency team members aligned to skillsets and use cases	Technology and software to power the creation of insights and analytics	Companies and individuals that fuel specific aspects of projects	Driving efficiency and rigor in working externally (clients), internally (stakeholders), and within the team	Repeatable approaches and deliverables using in-house IP, focused on inspiring strategic and creative work