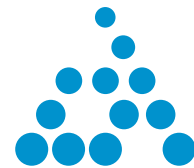


# Go-to-market with clarity and confidence



AGGREGATE INSIGHTS

Only the best-informed organizations can thrive in today's business environment. Validate your go-to-market assumptions with Aggregate Insights, and ensure your company is one of them.

Aggregate Insights derisks critical decisions, identifies stronger market opportunities, and reveals faster paths to growth by talking directly with in-market buyers and experts to prove, disprove, or refine your internal hypotheses.

We collaborate with you to identify your most critical knowledge gaps, then deliver the data, insights, and strategic guidance you need to take effective action.

Whether you aim to improve your market fit or accelerate your sales in this fast-growing and competitive sector, we have the experience and expertise to deliver the insights and assets you need to achieve your goals.



## EXPERT HANDS

We bring unmatched expertise to a new category of research, with over 100+ market validation projects for 35+ high growth customers since 2018.



## CANDID MARKET FEEDBACK

Our dedicated recruiting and panel management team ensures access to your ideal buyers and industry experts who are ready to provide you with unfiltered feedback.



## INSIGHTS & EXECUTION

We have decades of client-side sales, marketing, and product experience to help you execute on our research findings and insights.

## How can Aggregate Insights help?

### PRODUCT MARKET FIT

Identify and prioritize what to build and when, based on your buyers' biggest and most urgent pain points.

- ▶ New Product Validation
- ▶ Roadmap Feedback
- ▶ User Research

### GO-TO-MARKET STRATEGY

Help sales close more deals with the most compelling message, assets, and market intelligence.

- ▶ Positioning & Messaging
- ▶ Message Testing
- ▶ Competitive Intelligence

### SALES MOTION

Close and win more opportunities faster with the repeatable sales strategies, plays, and processes.

- ▶ Win/Loss Analysis
- ▶ Churn Analysis
- ▶ Channel Intelligence

Find better market fit with Aggregate Insights.

Send us an email at [contact@aggregateinsights.com](mailto:contact@aggregateinsights.com) to learn more.