



Total Market Clarity

Primary Source Insights for Market-Facing Teams

What if your team could always know precisely what your buyers think, what makes or breaks a deal, and why some customers needlessly churn?

With Aggregate Insights, you can.

Attract, acquire, and retain more business with the competitive advantage only primary market insights can provide.

With Aggregate Insights, you have your very own Go-To-Market Superpower.

HOW AGGREGATE INSIGHTS CAN HELP

Market Insights

We enable market-facing teams with the best messaging and tactics to win by assessing market dynamics via primary interviews and secondary research to deliver a broad view of your risks and opportunities.

Differentiation Validation

We work with you to identify what is unique, valuable, durable, and provable about your offering - then test those unique characteristics with buyers to uncover what they truly value.

Win/Loss + Churn Analysis

Win more deals by utilizing direct feedback from new customers and lost prospects to make the right adjustments to your GTM strategy. And, keep more current customers with candid feedback from lost customers about why they left.

Persona Development

Knowing what drives your buyers can help you close more deals. We speak directly to in-market ICP decision-makers to discover what would drives their decisions.



EXPERT HANDS

Every Aggregate Insights program includes both expert qualitative researchers and an industry subject matter expert, so our point of view is fully informed by market feedback and vertical expertise.



ENDLESSLY CURIOUS

No generic "live surveys" or secondary-only research. We are laser-focused on recruiting the perfect ICPs for high-value firsthand insight gathering through expert elicitation techniques.



INSIGHTS AND EXECUTION

Expert Depth + Executive-Caliber Insights. More than just delivering insights, we work hand in hand with clients to plan strategies and tactics to put them to use.