

Introducing MetrixLab

part of the Macromill Group



We are the
fastest-growing*
global market
research company

We combine
pioneering digital technologies,
global capabilities and
an **agile approach** to help you
**make smarter
business
decisions faster**

OUR STRENGTHS

Pushing
the boundaries
of research



Fast & efficient

We combine global capabilities with digital technology to deliver fast, scalable and cost-effective results



Innovative

We pioneer new technologies and solutions, and co-develop with clients to stay ahead of the market



Digital

Experts in digital solutions, we focus on digital media and deliverables, data integration, AI and automation



Global

We deliver scale and scope in more than 90 countries with a global network of experts

OUR APPROACH

Working
together to drive
real business impact



Agility & flexibility

We tailor our solutions and adjust our approach to meet your specific business needs



Actions

We turn your insights into practical takeaways and clear recommendations, working with you to define your action plan



Meta-learnings

We facilitate big-picture learnings to inspire your entire strategy and long-term improvements



Brand engagement

Brand assessment, creative development and media effectiveness



Product innovation

Market exploration, product and packaging development, and sales activation



Customer value

Customer acquisition, experience and retention

OUR EXPERTISE

Covering the
lifecycles of brands
and products

Our clients include
**half of the
world's top 100
brands****

See it from our client's point of view:

Nestlé's story

Beyond their **expertise in the topic**, the key strength of MetrixLab lies in their **flexibility and dedication to our project**, you feel like you are their unique client and they will do what it takes in order for you to be satisfied with the outcome.

You somehow benefit from the strength of a small agile agency which is **tailoring the service** to your needs coupled together with the resources and expertise of bigger agencies.

Finally, MetrixLab is not an agency of status-quo, you know **there is always something brewing** that might benefit you at some stage in terms of **innovation**.

Francky David

Global HCP & Consumer Insights | Nestlé Nutrition

Find out what we can do for you

CHAT | www.metrixlab.com

EMAIL | info@metrixlab.com

CONNECT | www.linkedin.com/company/metrixlab

* ESOMAR Global Market Research 2013/2014/2018, Macromill's revenue CAGR growth between 2012 & 2013 and 2017 (4yr & 5yr CAGR) are highest among the largest 25 global marketing research companies (excluding IQVIA (ex-QuintilesIMS), a health care IT service provider)

** 2016 BrandZ report, MetrixLab clients