

B2B Quantitative Market Insights

Whether you need to evaluate entering a market, quickly test a new idea, or optimize your messaging, our experienced team of quantitative researchers can help you reach the right groups and execute surveys that meet your research objectives.

GLG Surveys assemble trusted samples from the world’s largest and most varied source of first-hand expertise so you can quickly field-test your strategies. Our team of research specialists supports all phases of a project, including scoping, questionnaire design, panel selection, quality review, data interpretation, and data visualization.

Some of the more common surveys our clients leverage include voice of customer, brand equity, market assessment, channel checks, and competitive landscape analyses.

Fast and Responsive

Our dedicated teams are highly responsive to your needs throughout the project, delivering powerful insights quickly so you can act with confidence.

Unique Access

We bring you the world’s largest and most varied source of first-hand expertise:

- Create B2B panels built from more than 700,000 Council Members.
- Access an additional 10 million+ professionals and consumers through our panel partners.

Precise Matches

We deliver the best people to answer your most difficult questions. Our experts are screened, with profiles that offer extensive insights into their background and expertise.

Verified Data

We build quality validation into all stages of the Surveys process, with careful review of respondents and controls to prevent fraudulent or duplicate panelists. Before data reaches you, we review it extensively to ensure the highest quality.

Reach a Variety of Experts across Every Sector

Our Council Members are available when you need to query high-level audiences in any industry:

135,000+

Healthcare & Biomedical

150,000+

Consumer Goods & Services

5,000+

Accounting & Financial Analysis

155,000+

Technology, Media, & Telecom

10,000+

Real Estate

20,000+

Legal & Regulatory Affairs

150,000+

Energy & Industrials

85,000+

Financial & Business Services

The World's Knowledge Marketplace

GLG's network includes more than 700,000 experts worldwide. Our global team works with you to identify and recruit the professionals who can add the most sophisticated insights to your research.

Growing Expertise

Our global team hand-selects and adds more than 200 new expert professionals to our network per day on average.

Precise Matches

We combine the human insight of our team with an artificial intelligence (AI)-driven matching platform to find the right people.

Highest Standards

Our unparalleled Compliance Framework allows clients to engage with experts through a trusted platform, supported by dedicated tools, thoughtful protocols, and trained professionals.

GLG's Full Suite of Services That Connect You to The World's Knowledge Marketplace Include:



GLG Consultations

GLG Consultations connect you with an expert in a specific topic, business, or industry for a call or an in-person or video meeting.



GLG Events

GLG Events offer real-time engagements, from teleconferences and remote or in-person roundtables that respond to shifting market dynamics to custom workshops and focus groups.



GLG Library

A subscription to GLG Library gives you access to thousands of teleconference transcripts and webcast replays from events led by our global subject-matter experts.



GLG Placements

GLG Placements bring C-suite professionals to you so you can quickly get your team up to speed.



GLG Projects

GLG Projects engage our experts for longer-term and more in-depth, multi-mode consultations.



GLG Surveys

GLG Surveys help you meet your research objectives by delivering a full spectrum of insights, leveraging the world's most robust and diverse source of first-hand B2B expertise.

Want to Know More?

We'd love to talk. Call us: +1 212 984 8500 Visit us: glg.it