

IBISWorld for Marketing

IBISWorld's extensive report collection has the answers that help you to cut hours from first-stage project research, identify and win new business, and deliver client-relevant messages

IBISWorld provides industry intelligence that analyses the performances of 700+ Australian industries.

Each industry report provides the most detailed performance data and analysis on the market, including supply chain information, forecasts, risk scores, operating strengths and weaknesses, analysis of external drivers, major player market strategies, and industry profit and cost benchmarks.

Our report titles are based on the four-digit level of the Australian New Zealand Standard Industry Classification.

IBISWorld is an online industry solution. Reports are updated up to four times per year and are available in three user-preferred lengths: four-page iExpert Summaries, Industry Reports of 40 pages and 20-page Risk Rating Reports. Our strategic database covers all reports to give you a bird's-eye view of the economy. Report data and analysis can be downloaded as value-added content for your presentations.

IBISWorld's extensive report collection has the answers that cut hours from first-stage project research, help you identify and win new business, and deliver client-relevant messages that strengthen existing relationships.

Identify Target Markets

Quantify the size of potential markets and industry verticals with in-depth industry research. Understand how a product or service behaves in the real world, including the effect of substitute goods and services, and the supply chain that gets a product to market.

Identify Sweet Spots

Segment your customers by industry, size, location and other factors to uncover

new opportunities, and understand threats and weaknesses in your marketing strategy.

IBISWorld reports highlight who buys a good or service and what they spend, buyer demographics and motivations, and what external variables affect buyers' choices.

Find New Business

Direct Business Development staff towards companies that require your goods or services based on growth prospects, industry characteristics that fit your target markets, and known pain points.

Manage existing marketing information and fill in critical missing data such as industry revenue growth and risks, cost and profit benchmarks, and major player market share to increase the value of your customer and prospect files.

Improve Your Sales Strike Rate

Once you have a prospect in front of your sales executives, ensure that your staff talk the talk with industry profiles that effectively target key business issues, including M&A activity, outsourcing opportunities and regulatory change.

Use IBISWorld's conversation-starter Q&As and summaries of industry key trends and benchmarks to support and develop the pitch message.

Stay Ahead of the Competition

Stay informed of relevant news, trade articles, industry and analyst reports to gain critical insight into your competition. Differentiate yourself in the marketplace with intelligence on company strategies, revenue forecasts and forward-looking industry risk scores.

Select Clients

Sensis

Adecco Group

Mindshare

M&C Saatchi

Bauer Media Group