



**TRUST ACI TO TURN INSIGHT INTO FORESIGHT.**

**COMMUNITY EXPERTS:** Experience building loyalty, participation

**RESEARCH HERITAGE:** 30+ years of global research experience

**TECHNOLOGY:** Single platform increases speed, efficiency

**INSIGHT:** Better insights for better marketing results

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**WHAT IS EXECUTIVE PLATFORM®?**

- › A global online community of 36,000+ business decision-makers in 12 countries.
- › A marketing tool to reach SMB executives: CEO, CIO, CMO and senior managers.
- › Single technology platform for maximum efficiency, quality and speed.

**MAKE SMARTER MARKETING DECISIONS WITH EXECUTIVE PLATFORM.**

- › Obtain global insights within 12 to 14 days, from this hard-to-reach audience.
- › Enrich your understanding of SMB customers and prospects.
- › Get simultaneous feedback from around the world on new product concepts, packaging and promotional campaigns.
- › Identify growth opportunities in the SMB market.
- › Leverage brand development initiatives.

**MEMBERS ARE ACTIVELY MANAGED FOR MAXIMUM RESULTS.**

- › Multi-faceted recruitment program delivers high-calibre membership.
- › Expert community management increases member satisfaction.
- › Unique executive loyalty program motivates high participation levels.
- › Rigorous monitoring ensures quality control.

**YOUR CONNECTION TO B-TO-B DECISION-MAKERS IN 12 COUNTRIES:**

China (PRC)	India	Spain
Czech Republic	Italy	Switzerland
France	Japan	United Kingdom
Germany	Netherlands	United States

**About Us**

MSI Advanced Customer Insight (ACI) specializes in web-based marketing intelligence solutions for global consumer and business-to-business marketers. ACI, located in the Netherlands, is a subsidiary of MSI International. Visit [www.msi-aci.com](http://www.msi-aci.com).

MSI International is a full-service marketing intelligence firm based in the US, with 100+ employees in four locations – Philadelphia, Amsterdam, Seattle and Paris. MSI's global experience, strategic expertise, and category depth make it the ideal partner for global market research challenges. Visit [www.msimsi.com](http://www.msimsi.com).

