Introducing MetrixLab part of the Macromill Group



We are the

fastest-growing* global market research company

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

We combine

Pushing

OUR STRENGTHS

the boundaries of research



Global We deliver scale

countries with a global network of experts

and scope in more than 90



on digital media and deliverables,

data integration, Al and automation



and co-develop

with clients to stay ahead of the market



capabilities with digital technology to deliver fast,

scalable and costeffective results

together to drive

OUR APPROACH

Working

real business impact



Agility &

Brand

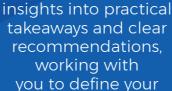
engagement

Brand assessment,

creative development

and media

effectiveness



Actions

We turn your

Product

innovation

Market exploration,

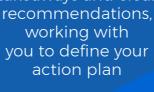
product and packaging

development, and sales activation

OUR EXPERTISE

Covering the

lifecycles of brands



We facilitate bigpicture learnings to inspire your entire strategy and longterm improvements

Meta-

learnings

Customer

value

Customer acquisition,

experience

and retention





and products

world's top 100 brands**

Our clients include

half of the

Nestlé's story Beyond their expertise in the topic,

the key strength of MetrixLab lies in their

flexibility and dedication to our project

See it from our client's point of view:

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

Francky David

Global HCP & Consumer Insights | Nestlé Nutrition

in terms of innovation.

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CONNECT | www.linkedin.com/company/metrixlab

Find out what we can do for you

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

* ESOMAR Global Market Research