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The license may not give you all of the permissions necessary for your intended use. For example, other rights such as publicity, privacy, or moral rights may limit how you use the material. Feeling the pinch but still need to deliver? A panel of experts headed by Cints Laura Manning discuss strategic approaches to media measurement during a period of flux. Were delighted to appear on Newsweeks 2025 Global Top 100 Most Loved Workplaces list. Experts discuss how to ensure your surveys quotas and qualifications are helping you get accurate insights in our latest guide. Understanding why, for one brand at least, quality + flavor + value = the recipe for success. Live at the Advertising Week Europe event in London, April 2025. Advertising Weeks Katie Ingram and Cints Ariel Madway took the stage to unpack generational divides. Cints Matthew Braithwaite joined Michael Conte of Marist Poll to dive into some of the tricks of the trade. Read the winning entry from Elevate & Inspire, a competition run as part of our Women @ Cint India initiative. Lets tackle your biggest research finding hurdles! Heres how we do it. Fraud in the research and insights space. Heres how buyers and suppliers can fight back. Survey design can have a dramatic impact on the quality of your research. Download our guide to find out how to improve survey experience for respondents and reduce drop-off rates. Ed Stone, Cints Director of Data Solutions & Measurement gives us the lowdown on how to do more with less. D the ever-evolving measurement landscape. Want to monetize your audience but dont know where to start? Read on to get the lowdown. Discover how the Cint Exchange operates and why it could benefit your business. Cint CEO Patrick Comer discusses Cints recent successful Rights Issue Christopher Pope, Senior Director, Data and Measurement at Cint talks us through marketer concerns and how to solve them. Generate revenue and reward your members with ease by connecting to the worlds largest marketplace as a supply partner. Heres how to boost your research practices with Cint. Brand trackers and brand lift studies are valuable insights tools for measuring consumer sentiment about a brand. Lets explore what makes these types of studies unique and how they can most effectively be applied to your needs. Survey research cant happen without survey respondents. So how can panels and researchers ensure that respondents have a positive experience? Two experts explain why when youre working with programmatic research, quality is key. Our latest report explores the relationship between streaming and advertisers ahead of 2025s Upfronts. Cints Jimmy Snyder, Vice President of Trust and Safety, and Shelby Downes, Senior Program Manager, discuss a range of approaches for taking action against the bots. A panel of experts voice their opinion on how market research and insights professionals can foreground concerns around ethics in the year ahead. A panel of experts voice their opinion on what difficulties insights professionals need to be aware of in the year ahead and how best to approach them. A panel of experts voice their opinion on how market research and insights professionals will continue to foreground automation in their methodological approach. Introduction Across the market research industry, more and more organizations and companies are using AI to speed up audience insights analysis. The reason is simple: AI can streamline previously lengthy processes. Formerly time-consuming work can now be done in seconds, with human beings hard to ensure accuracy. AI tools save time and money but At TMRE 2024 in Orlando, KFCs Renee Reeves joined Cints Ryan Fletcher for a fireside chat on how building the right tech partnerships is the (not-so-secret) recipe for fostering a culture of innovation and setting your insights team up for success. Ready for a slew of parties, or dreading the prospect? Cint explores consumer attitudes toward a potentially massive month of social outings. We examine the relationship between Thanksgiving and one of the biggest sales events of the year, Black Friday Cyber Monday (BFCM). We speak with Andy Perricone, Senior Talent Acquisition Manager at Cint to find out how Cint avoids gendered language in job ads, why it matters, and how we foster inclusivity that attracts the top talent from all genders and backgrounds. In 2025, global advertising spend is predicted to surpass \$1 trilliona milestone so monumental it could stretch dollar bills to the sun and back. However, beneath this record-breaking number lies a complex reality: while data is abundant, marketers and agencies still face significant challenges in unlocking its full potential. A recent research collaboration between Lotame As the festive season approaches, travelers worldwide are packing their bags for one of the busiest travel periods of the year but not without a little help from technology. If the idea of using AI as your personal travel assistant sounds appealing, youre not alone. This year, holiday travel trends reveal not only a The advertising industrys biggest few weeks of the year are here. What do UK viewers and consumers want from their Xmas ads? Ahead of Remembrance Day, Cint asks whether or not wearing a poppy is still a big deal in the UK. Find the full lowdown on Cints Study Creator tool, including the workflow process, benefits, and our latest video tutorial. A huge election is also a huge moment for broadcasters. How will Americans be tuning into election night 2024? Cint and Advertising Week partnered on research looking into the relationship between media influence and voter behavior leading up to this years US and UK elections. Cints experts break down the importance of our Trust Score model We take a look at the difference in spooky, seasonal spending habits and traditions in the US and the UK. Find out how the Brand team used visual cues and language to bring the new brand vision to life. From ordering food online to the rise in quick commerce, our comprehensive Diwali survey reveals how technology is reshaping the way people prepare for and celebrate Diwali. From carnival chasing to pilates, and kitesurfing to kickboxing, our international employees at Cint talk about how their hobbies keep stress under control. Cint is committed to making ourselves a more diverse and inclusive workforce. Heres how were making that happen. It might be the worlds premiere motorsport, but has F1 truly caught the attention of audiences in the US, UK and Australia? A conversation with France Lasnier, SVP, for UK, France, Central Europe and Louis Nix, Senior Analyst, Product Operations, on the importance of a data-driven approach for companies. A conversation with Cint experts Dhruv Mathur, Vice President, Information Security and Caroline Tahon, Data Protection Officer, on keeping data as safe and secure as possible. Push Digital, a campaign agency active in Americas highest stakes races and debates by leveraging their digital expertise to start conversations, persuade audiences, and turn out voters, partnered with Cint on a study to uncover gaps in voter support. Charli XCX might have dominated airwaves this summer, but how did the Brat campaign impact consumer habits? Using CintSnap, we surveyed 300 UK respondents on how they plan to engage with the iconic celebration and what aspects of the event excite them the most. Using CintSnap we surveyed 300 people in the UK on how they plan to engage with the Games, most watched sports, and how brand sponsorship is perceived. Using CintSnap, we surveyed 300 Americans to reveal some trends and preferences on how they gear up for the academic year ahead. Join us in unwrapping the findings and discovering what makes these ads a seasonal staple for UK consumers. When we talk about migrating customers and supply partners to our new platform, we understand that concerns may arise. In this blog post, we want to address some of the worries you may have, and give a little reassurance about the process. Youre in good hands, we promise! The build up to the holiday season is almost palpable, Christmas lights illuminate city centers and cheese fondue and mulled wine start popping up on the menu. 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Political scientists Andrew ODonohue and Daniel Markovits conducted a survey with Cint to understand how prosecution of Donald Trump affected public opinion among independent voters. From London to Malaga and Cairns, Ariel Madway takes us on a journey through Cints busy events season, her planning inspiration and what shes most excited about. Both CTV and linear TV advertising present big opportunities for advertisers. In particular, the booming demand for CTV ads. We look at what the TV upfront and NewFronts are all about and the state of streaming in 2024. We look at two recent reports published in partnership with Cint, that focus on global consumer sentiments around sustainability. In the world of market research, finding and engaging with niche audiences can feel like navigating uncharted territories. Gaining insights demands innovative strategies and streamlined processes. When it comes to social customs and norms, few practices are as divisive as tipping expectations. We use CintSnap to survey consumer behaviour around tipping in the US and UK. Today we give you a look at how we take the pulse of the public, so you dont have to. We delve into techniques and strategies used by big-hitters for leveraging market research data. With the prestigious Academy Awards marking its 96th year, we set out to discover if the glitz and glam of ceremony still holds weight in determining viewing habits of filmgoers, as well as why people tune in, how predictions played out and who they thought should have won the coveted golden globes. To celebrate International Womens Day, we asked some of our incredible women in leadership share their best career advice. International Womens Day is an opportunity to celebrate wins, raise awareness and getconversations going. Weve dived into the narrative at Cint by uncovering the insights around International Womens Day. 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A new year represents new uncharted destinations weve yet to discover, and for some, the usual trusted spots bring familiar comfort to recharge weary batteries. Vishal Bhat Program Manager, Susi Lindner Vice President, and Sonali Kaushal Senior Manager at Cint discuss the importance of being inclusive in language around gender. If Taylor Swift took up the greatest amount of air space and attention in pop culture this year, the rise of artificial intelligence (AI) and its impact on jobs took up the greatest amount of air space and attention in professional settings. Saving money, eating less meat and going soberPatricia Petrat takes a deep dive into how people across the world are ringing in the year ahead. Since theres nothing we love more than a data driven trip down memory lane, were rounded up the top 10 #CintSnaps which got the highest engagement from you this year. 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