

WHAT IRPS CAN LEARN FROM THE SELL SIDE

All firms are fighting to retain and grow market share in the highly competitive research space. Are IRPs holding their own?

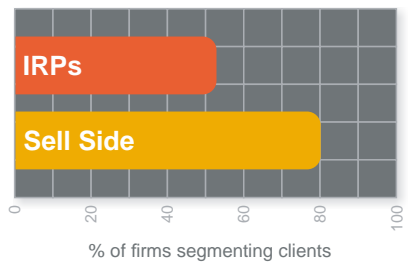
INSIGHTS

There are key differences between IRPs and Sell Side firms when it comes to capturing and leveraging insights to support client servicing and editorial focus.

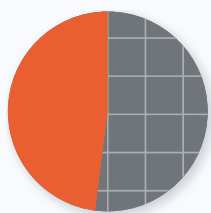


SEGMENTATION

Sell Side firms are more likely to be segmenting client and prospect data.

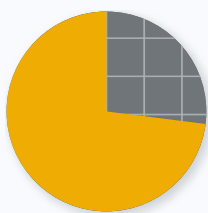


PRODUCT DEVELOPMENT



IRPs

% using new digital technologies to improve research delivery



Sell Side

Sell Side firms are investing more in advanced digital technologies such as machine learning, personalisation, APIs and data visualisation tools to innovate their core offerings.

Are there lessons that IRPs can learn from the Sell Side?

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