



Eliminate time wasted finding insights.

Transform the way your employees share insights across the organization.

Insights teams aren't getting the credit they deserve. That's because the research they curate and manage isn't being leveraged to help support data-driven business decisions.

The Challenge

In an average year, companies spend \$6.7 billion on market research (MDX research)

Only 49% of business decisions are based on the analysis of data and information, relying on the personal opinion of the internal decision maker instead (Forrester)

Only 17% of companies have fully integrated their customer data across all areas of the organization (Kapost)

We believe this problem can be solved with an intuitive, easy-to-use, and searchable platform.

Bloomfire exists to organize insights and make them accessible, shareable, and searchable for teams.

Companies that use Bloomfire are more:

Aligned

- Provide employees with easy access to insights
- Ensure that information shared across the organization is consistent and up to date

Bloomfire customers engage with content on 89% of all workdays in the year.

Productive

- Find what you need with a simple keyword search
- Eliminate redundant research
- See what's happening in real time via email alerts, Slack, or Microsoft Teams

80% of customers report their users save at least one hour a week on average.

Influential

- Establish insights as a key part of the organization and a source of competitive advantage
- Spur conversation and collaboration around research to make insights top of mind

95% of customers say content is more frequently viewed and better understood with Bloomfire.



“Bloomfire has saved our employees so much time looking for the information that they need to do their daily jobs. Within a few weeks, we were getting feedback that it was saving them 20-30 minutes a day. If you calculate their salaries and what that amount of time is worth, it's huge.”

-DIANA POWELL, Conagra

What Bloomfire can do for you:

Centralize Research

Provide your stakeholders with a single platform where they can access all your team's research and know that it's up to date.

Locate Research

Search for keywords or phrases across all documents types, including videos, thanks to Bloomfire's proprietary AI-powered search engine.

Enable Self-Service

Empower team members and stakeholders to find the insights they need to make data-driven decisions.

Integrate Vendor Research

Add your secondary research sources to Bloomfire so all research types become searchable and accessible in one place.

Bloomfire in Action:

1. Search

Find exactly what you're looking for with a quick search. Bloomfire even transcribes spoken words in videos so they are searchable.

2. Collaborate

Enable teams to collaborate and provide input on insights, ask questions, and make suggestions about future research.

3. Curate

Embed executive summaries into your posts and provide stakeholders with key information without having to read the full report, and keep information up-to-date with bulk curation tools.

4. Analyze

See how teams are interacting with your insights. Quickly identify trends and gaps in your research to help you drive better results.

REGENERON

DELTA
FAUCET COMPANY

CONAGRA
• BRANDS •

PennyMac[®]

BRUNSWICK

KING'S HAWAIIAN

ORVIS

Lubrizol

Start your insights transformation journey today www.bloomfire.com/insights

Bloomfire is the leader in knowledge engagement, delivering an experience that connects teams and individuals with the information they need to do their jobs. Our cloud-based knowledge engagement platform gives people one centralized, searchable place to engage with shared knowledge and grow their organization's collective intelligence. For more information or to schedule a demo, visit www.bloomfire.com