



GRIT TOP 50 MOST INNOVATIVE SUPPLIERS

2020 Rank	Supplier	Mentions	2019 Rank	Change
1	Ipsos (Big Sofa + Ipsos)	202	1	0
2	LRW (Kelton Global + all LRW brands)	179	4	2
3	Hotspex	164	6	3
4	PRS IN VIVO (BVA Group + PRS IN VIVO)	140	14	10
5	Kantar (includes all products)	129	2	(3)
6	Zappi	107	5	(1)
7	Qualtrics	103	8	1
8	Nielsen (includes all products)	97	3	(5)
9	Dynata	96	9	0
10	Dig Insights (Dig Insights + Upside)	85	19	9
11	Voxpopme	73	11	0
12	SKIM	69	21	9
13	Delvinia (AskingCanadians + Delvinia + Methodify)	66	12	(1)
14	Shapiro + Raj	66	24	10
15	Toluna	61	20	5
16	Google (includes all products)	60	16	0
17	Lucid (includes all products)	57	17	0
18	Cint (Cint + P2Sample)	55	DEBUT	DEBUT
19	Medallia (LivingLens + Medallia)	53	13	(6)
20	AYTM	48	15	(5)
21	1Q	46	45	24
22	Fuel Cycle	44	26	4
23	GfK	42	23	0
24	My-Take	39	DEBUT	DEBUT
25	Schlesinger Group (OTS + 20/20 Research + MarketCube)	39	49	24

2020 Rank	Supplier	Mentions	2019 Rank	Change
26	System1 Group	39	7	(19)
27	Insites Consulting (Insites Consulting + Join the Dots)	36	10	(17)
28	Remesh	36	18	(10)
29	Reid Campbell Group (Reach3 Insights + Rival Technologies)	31	DEBUT	DEBUT
30	Maru/Matchbox	29	42	12
31	IBM (includes all products)	28	34	3
32	TRC Research	28	33	1
33	Confirmit	27	DEBUT	DEBUT
34	Logit Group	27	DEBUT	DEBUT
35	Haystack Consulting	26	DEBUT	DEBUT
36	Microsoft (includes all products)	26	46	10
37	Amazon (includes all products)	23	DEBUT	DEBUT
38	Discuss.io	23	28	(10)
39	Recollective	23	DEBUT	DEBUT
40	FocusVision (includes all products)	22	22	(18)
41	Black Swan Data	19	37	(4)
42	NAILBITER	18	DEBUT	DEBUT
43	Omnicom (C Space + Hall & Partners + Omnicom)	18	23	(20)
44	Quantilope	18	DEBUT	DEBUT
45	Vision Critical	18	50	5
46	McKinsey	16	35	(11)
47	Potentiate	16	DEBUT	DEBUT
48	Protobrand	16	32	(16)
49	Buzzback	15	DEBUT	DEBUT
50	Canadian Viewpoint	14	DEBUT	DEBUT