B2B International Honoured as a 2018 Achievement in Insight and Research Award Double Winner

Friday 28 September, 2018

Inaugural Confirmit AIR Awards Recognize Innovation and Business Impact in Market Research

B2B International, the world's most experienced b2b market research company, has been awarded two 2018 Confirmit AIR (Achievement in Insight and Innovation) Awards in both the *Agency* and *Project and Innovation* categories. This recognition demonstrates B2B International's outstanding performance in Market Research practices and its continued commitment to providing exceptional guidance and value to clients. In particular, it recognizes B2B International's innovative approach to b2b win / loss research that yielded significant results for its end client.

The AIR Awards were inaugurated this year as a way to recognize those Confirmit customers who are driving forward the Market Research industry by innovating and delivering insights that fuel business performance. Receiving a Confirmit AIR Award demonstrates B2B International's exemplary application of Market Research vision, methodologies, and insights. B2B International earned Confirmit AIR Awards in the *Agency* and *Project and Innovation* categories based on the development and impact of innovative research approaches such as its b2b win / loss programme that have delivered real impact for its clients.

"We are delighted to receive both the *Agency* award, and the Judge's Choice Award for *Project Innovation*" said Matthew Powell, Director of London, B2B International. "The team here at B2B International is always striving to push the boundaries of what we do for clients, and Confirmit's platforms help enable this innovation. It is fantastic to be recognized for this work."

"We're delighted to honor B2B International as a 2018 Confirmit AIR Award winner for their proven innovation and excellence in Market Research," said Ken Østreng, CEO, Confirmit. "The ability of Market Research businesses to deliver fast, business-critical insights to their clients is at the heart of the industry's future. The entire Confirmit team is very proud to work with such innovative and successful MR partners and we congratulate them on their well-deserved win."

For more information about B2B International and its win / loss research approach please visit https://www.b2binternational.com/research/services/win-loss-research/.

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About the Confirmit AIR Awards

The Confirmit AIR (Achievement in Insight and Research) Awards have been created to recognize innovation and excellence in Market Research and Insight practices. Open exclusively to Confirmit clients, the AIR Awards provide an opportunity for Market Research agencies and enterprise insight teams to showcase their success by demonstrating their commitment to delivering insight that drives business performance.

With over 20 years of experience in driving and supporting the Market Research industry worldwide, Confirmit is delighted to share its clients' successes and honor the people and businesses whose dedication to insight and analytics fuel this dynamic industry. For more information on awards criteria, visit: https://www.confirmit.com/Company/Awards/AIR-Awards/

About B2B International

B2B International is the largest specialist business to business market research agency in the world. It has offices covering Europe, North America and Asia and specializes in developing bespoke market research solutions for global clients, including 600 of the world's largest 1,500 companies among its client base. Visit https://www.b2binternational.com/ for more information.

About Confirmit

Confirmit is the world's leading SaaS vendor for multi-channel Customer Experience, Employee Engagement, and Market Research solutions. The company has offices in Oslo (headquarters),

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Grimstad, London, Moscow, New York, San Francisco, Sydney, Vancouver, and Yaroslavl. Confirmit's software is also distributed through partner resellers in Madrid, Milan, Salvador, and Tokyo.

Confirmit powers Global 5000 companies and Market Research agencies worldwide with a wide range of software products for feedback / data collection, panel management, data processing, analysis, and reporting. Customers include Aurora, British Standards Institution, Cross-Tab, Dow Chemical, GfK, GlaxoSmithKline, GMO Research, KeepFactor, Nielsen, Research Now, RS Components, QRS, SSI, and Swisscom. Visit www.confirmit.com for more information.

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