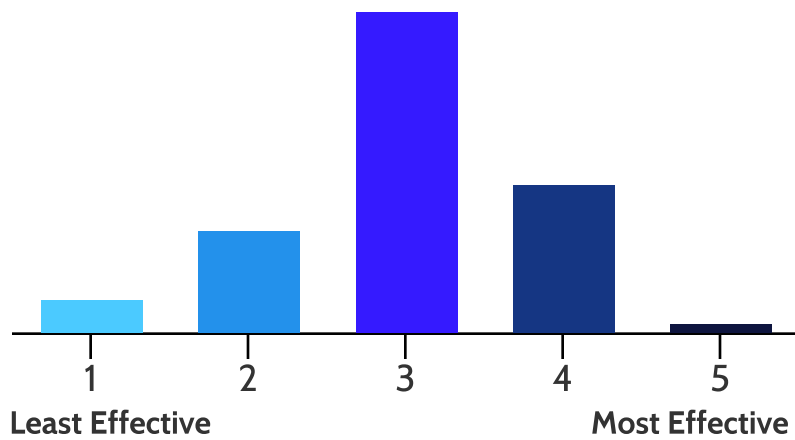


2018 Fletcher/CSI Effective CI Survey Highlights



CI UNIT OVERVIEW

Only 28% of participants across all industries rate their CI units as very effective (4 or 5)



Most CI projects across all industries are initiated by the following functions:

C-Suite	Marketing
Strategy	Brand/Product Management

Project Breakdown: 46% Push/54% Pull

Push: CI unit sends information without specific requests
Pull: Users make specific requests from CI unit

RESEARCH ACTIVITIES

Effective CI Units Facilitate:



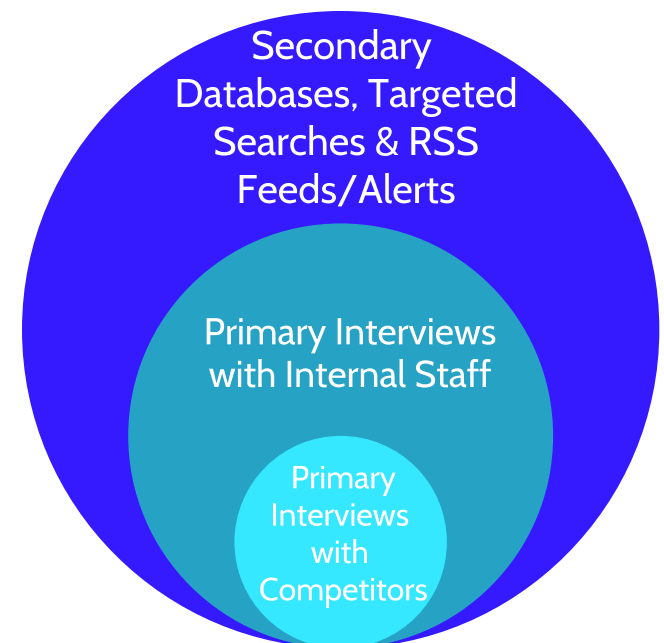
20-40 win/loss deals per year

1 or more strategy workshops per year



2-5 trade shows per year

87% of participants rely on secondary resources and use minimal primary, but effective CI units conduct more interviews



REPORT FORMATS AND PRESENTATIONS

Recurring Reports:



86% of effective CI units produce recurring reports (monitoring updates and newsletters)

Top 3 Report Formats:



Competitive Deep Dives
Ad-hoc Summaries
Newsletters

Top 3 Presentations:



Formal In-Person Readouts
Internal Storage System
Info. Submitted without Presentation