

## For Immediate Release

Date: 20 October 2020

### Trend-Monitor announces a new flexible, cost-effective Insight Management Service

Specifically tailored to the UK home improvement sector, this new service is for forward-thinking business leaders who want to quickly start generating actionable insights from their available data to drive strategy and innovation

As industry insight experts, Trend-Monitor is able to show businesses that they already have access to more data than they realise, and work with them to turn this data into an ongoing programme of actionable market and consumer insights to support business strategy, new product development and marketing communications

*“We found that businesses are often overwhelmed by the amount of data available to them, as well as the different sources and formats. It can be confusing to know what to look for and what to ignore, and time-consuming to bring it all together into an holistic programme of insights that are relevant to a specific target market and business strategy”*. Says Jane Blakeborough, research director at Trend-Monitor

Using a systemised approach to insight management, the Trend-Monitor four-stage process checks data integrity in terms of validity, timeliness and compatibility, filters out the noise, identifies and fills the information gaps, and joins the dots between internal and external data assets by applying a converged analysis system.

In-house insight management teams are usually only found in larger organisations which gives a definite advantage when planning future business strategies. With this in mind, the new Trend-Monitor service has been set up to be a flexible and cost-effective way for small to medium sized manufacturers and multiple retailers to access their own insight generation programme.

*“We offer a customised insight service with the benefit of our industry knowledge and analytics expertise at a fraction of the cost it would be to employ someone in-house to run an insights programme”* says Jane Blakeborough

Understanding today's market and what drives customers purchasing decisions in the current economic climate is more important than ever before. One thing is for certain – there will be change and disruption and managing a path through this takes more than a gut instinct for the market, it requires *timely and predictive insights generated from validated data and information*.

***This is exactly what the Trend-Monitor Insight Management Service provides for its clients.***

## ENDS

For further information on the Trend-Monitor Insight Management Service visit <https://trend-monitor.co.uk/trend-monitor-insight-management-service/>

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Link to Trend-Monitor logo

<https://www.dropbox.com/s/nwm5si9bxxq3ia7/TM-Logo-1.0.png?dl=0>

## About TREND-MONITOR LTD

TREND-MONITOR is the leading provider of consumer insight, trend analysis and market intelligence for the UK home improvement sectors. By identifying emerging consumer, industry and macro trends, TREND-MONITOR assesses the overall affect these trends will have the way we use our homes and the products we will buy for our homes over the next 10 years

The **Trend-Monitor Insight Management Service** is a systemized process for manufacturers and multiple retailers in the UK home improvement sector who want to generate an ongoing programme of actionable market and consumer insights to support business strategy and new product development.