



**RANKED #1
IN CUSTOMER
LOYALTY**



**PRICE
EXPERIENCE
AMONG USERS
RANKED #2**



TOP EOE ATTRIBUTES

**SCIENTIFIC KNOWLEDGE
EASY TO WORK WITH
DATA QUALITY**

**AND OTHER
KEY TO SUCCESS
FACTORS**



**AWARENESS
FAMILIARITY**

**OF OVER 50%
WITH OVER 35%**



**TRUST
CONFIDENCE**

**HOW WELL DO YOU
KNOW US AS A
RESEARCHER?**

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