

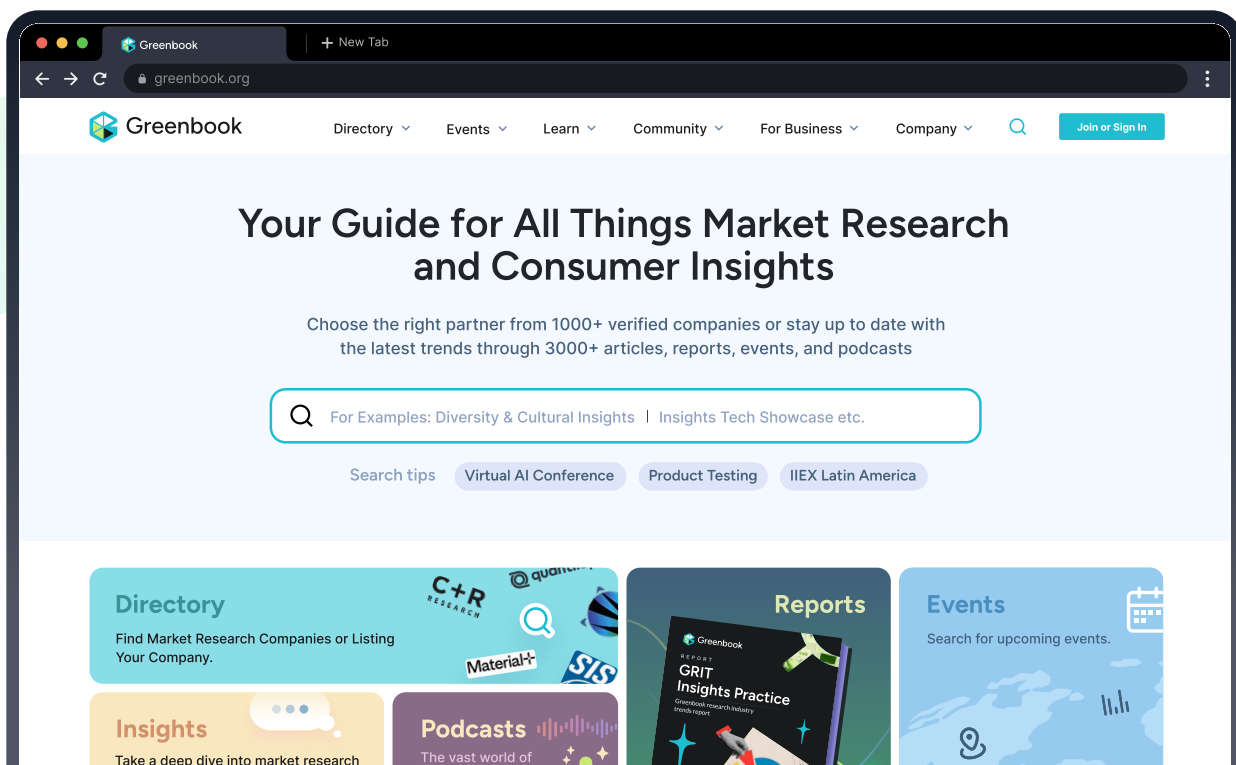


Greenbook DIRECTORY

**One company profile.
Many ways to reach market research buyers.**

The right listing in the Greenbook Directory ensures buyers find you first, view your expertise as credible, and include you on their shortlist.

**Be there when buyers look for partners.
Generate leads. Grow your business.**



The Greenbook Directory is the definitive place for market research buyers to find research agencies, suppliers, facilities, platforms, and tools

RENEW YOUR LISTING





Why the Greenbook Directory Matters for Your Marketing in the Age of AI.



Don't miss out on AI search and discovery.

Market research buyers are changing how they search, shifting from traditional search engines to AI-first search, which often leaves individual company websites hidden. For research businesses, this means fewer clicks, fewer leads, and fewer opportunities to make the shortlist.

To reach buyers at every stage of their journey, research companies need visibility on AI search platforms.

This is where the Greenbook Directory adds value.

With over **60 years of industry authority**, **1,000+ company profiles**, and **387 specialties**, it is one of the most cited and trusted sources in market research. Structured and content-rich, the Directory is optimized for inclusion and citation in AI answer engines.

A Directory profile makes it easier for AI search to surface your company, products, and people, citing Greenbook as the authority. We support you in building brand presence where it counts.



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Go Where The Buyers Go

Greenbook ensures you're in front of the right people at the right time:

78,000+

subscribers engage with
Greenbook every month

50%+

are researchers and business
leaders who are decision-
makers

387

directory categories cover
everything buyers are looking
for

Don't miss out on AI search and discovery.

By contextualizing, structuring, formatting, and enriching our data, we ensure that your company listing is optimized for AI answer engines as well as traditional search.



Gain credibility instantly.

As a respected, independent resource, the Directory helps you establish buyer confidence by showcasing your successful projects, reviews, testimonials, and badges in a trusted editorial environment.

Generate strong, sustained ROI.

Incredibly cost-efficient compared to other marketing channels, listings create visibility, offer reassurance, and drive leads continuously, compounding value over time.

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RENEW YOUR LISTING



Enhanced. Smarter. Listing Packages.



We've reimagined the listing packages in the Greenbook Directory to supercharge your marketing in the era of growing buyer expectations and changing search habits.



Starter:

Take advantage of a no-cost option that offers basic presence. Each Starter listing displays a selection of top alternative providers.



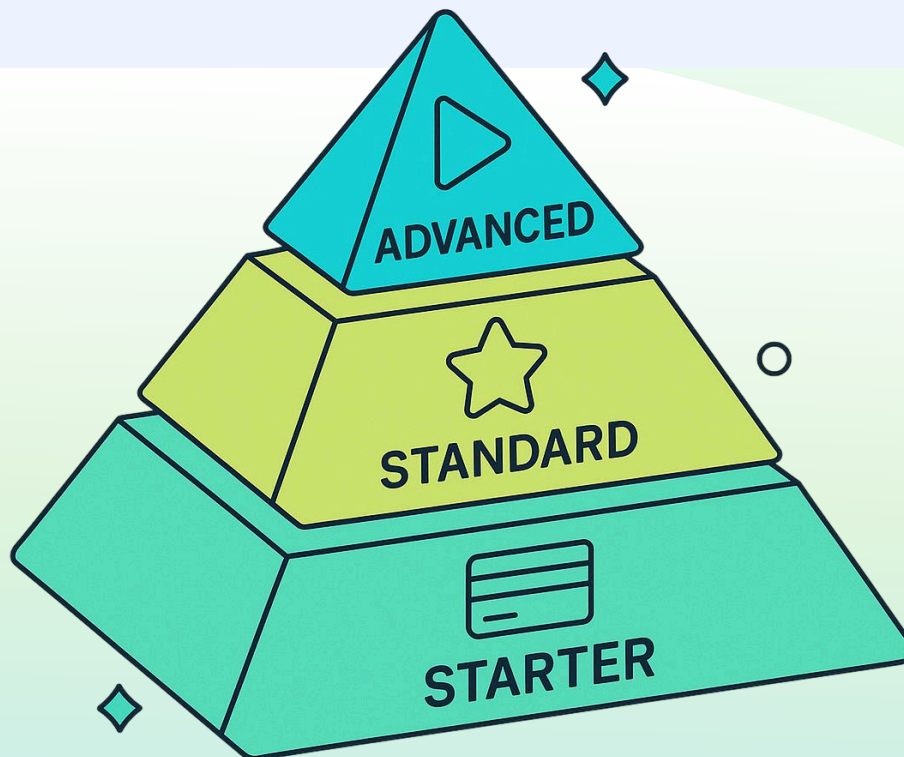
Standard:

This premium level removes competitor mentions, showcases your expertise, and unlocks features optimized for AI search like project descriptions, curated FAQs, and testimonials. Participate in all newly released Buyer's Guides that cover your services.



Advanced:

Go beyond the Standard listing with full access to all features, giving your company the most expansive reach and the best placement. Capture buyers' attention with video and use premium content to transform your profile into an AI-ready information hub.



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Choose the Listing Package That Best Matches Your Goal.



Standard and Advanced packages set you apart and protect your competitive position:

- No competitor mentions on your listing page
- Stronger visibility in AI search and discovery
- Include capability proofs that buyers and AI models prioritize
- **Eligible for Greenbook Buyer's Guides for additional exposure**

Starter

Be where the buyers go.
Build presence with a free profile.

\$0 / year

[Choose Starter](#)

- ✓ Company description & logo
- ✓ Included in 5 categories
- ✓ Image gallery: 2 images
- ✓ Collect reviews



Each Starter listing displays a selection of top alternative providers

Standard

Gain full exposure across the Directory and Buyer's Guides. Support your visibility in AI search.

\$995 / year

[Choose Standard](#)

Everything in **Starter +**

- ✓ Included in **15 categories**
- ✓ Image gallery: **8 images**
- ✓ Position in search results: **above Starter**
- ✓ Included in Greenbook **Buyer's Guides**
- ✓ **Project showcase**
- ✓ Top benefits

Advanced

Stand out with maximum visibility that drives awareness, builds trust, and generates leads.

\$1,595 / year

[Choose Advanced](#)

Everything in **Standard +**

- ✓ Included in **25 categories**
- ✓ Image gallery: **20 images**
- ✓ Position in search results: **above Standard**
- ✓ **Embedded video**
- ✓ **Links to website**, news, and other resources
- ✓ **Special products & services**
- ✓ Branch offices

Top Placement

FEATURED EXPERT

Secure placement at the top of key pages where your listing will be seen by all prospective buyers. Present your company as the expert for a specific type of service or in a particular geographical area.

from \$150 /year for **top positions**
from \$100 /year for **banner ads**

Available with all listing packages

Choose a Listing Package That's Right for You



Greenbook puts you in front of a targeted, high-quality audience at a fraction of the cost of other B2B marketing channels, online or offline.

Company information

Listing packages now combine logo placement, market research specialties (categories), software specifications, or facility details, offering more value and higher ROI at a lower cost that fits your marketing budget.

Starter	Standard	Advanced
\$ 0 / year	\$ 995 / year	\$ 1,595 / year
Choose Starter	Choose Standard	Choose Advanced

Showcase your business identity

Logo	✓	✓	✓
Company description	✓	✓	✓
Top alternative providers	✓	–	–
Specifications for software or facility (if applicable)	✓	✓	✓
Contact information	✓	✓	✓
Key people	Unlimited	Unlimited	Unlimited
Special designations (e.g. women-owned)	✓	✓	✓
Industry affiliations	✓	✓	✓
International capabilities	–	✓	✓
Email inquiry form	–	✓	✓
Call-to-action buttons	–	✓	✓
Social media	–	✓	✓
List of top benefits	–	✓	✓
Product & service listing	–	–	Unlimited
Branch office listing	–	–	Unlimited

The Greenbook Directory is the definitive place for market research buyers to find research agencies, suppliers, facilities, platforms, and tools

RENEW YOUR LISTING



Choose a Listing Package That's Right for You



Marketing content

Capture the attention of prospective buyers with images, photos, or a video. Highlight your special products and add links to showcase your strengths and benefits.

Search results

Buyers search the directory by using market research specialties. Selecting all specialties that describe your services and expertise is the simplest and most effective way to be found.

Starter

\$0 / year

Choose Starter

Standard

\$995 / year

Choose Standard

Advanced

\$1,595 / year

Choose Advanced

Tell your story and prove your expertise

Inclusion in Greenbook Buyer's Guides (where applicable)	–	✓	✓
Special features and attributes (from Greenbook Buyer's Guides)	–	✓	✓
Photo gallery – images	up to 2	up to 6	up to 12
Greenbook expert-written FAQs (optimized for AI search & discovery)	–	✓	✓
Featured as top alternative provider (where applicable)	–	✓	✓
Project showcase – include examples of successful projects	–	Unlimited	Unlimited
Embedded video	–	–	✓
Links to multiple pages on company website	–	–	Up to 6
Links to company news and other external resources	–	–	Unlimited

Be discovered where buyers are looking

Priority placement in search results	–	above Starter	above Standard
Included in search results for specialties (categories)	up to 5	up to 15	up to 25
Purchase additional specialties	\$40/pc	\$40/pc	\$40/pc
Included in results for location	✓	✓	✓
Purchase top placement in search results by specialty or location (optimized for AI search & discovery)	✓	✓	✓
Link to company website directly from search results	–	✓	✓

The Greenbook Directory is the definitive place for market research buyers to find research agencies, suppliers, facilities, platforms, and tools

RENEW YOUR LISTING





Trust and credibility

Instantly establish credibility with Greenbook badges and boost buyer confidence by showcasing ratings, reviews, and testimonials from your top clients.

Customer support

Our Directory Advisors are always ready to assist you with any questions or requests you may have.

	Starter	Standard	Advanced
	\$ 0 / year	\$ 995 / year	\$ 1,595 / year
	Choose Starter	Choose Standard	Choose Advanced
Build confidence and win buyer trust			
Invite clients to provide reviews, ratings, and testimonials	✓	✓	✓
Highlight best testimonials	—	✓	✓
Manage reviews and ratings	—	✓	✓
Display Greenbook badges in company profile	✓	✓	✓
Display Greenbook badges in search results	—	✓	✓
Get help when you need it			
Account & listing support	✓	✓	✓
Monthly e-newsletter with special offers & tips	✓	✓	✓
Custom recommendations	on request	on request	✓





Secure Top Placement for Maximum Leads



FEATURED EXPERT



Stand Out with Featured Expert Positions

+ ADD TO YOUR LISTING PACKAGE

A Featured Expert position is the most effective enhancement in the directory to generate views and drive traffic to your website.

- ✓ Appear above competitors at the top of your chosen pages.
- ✓ Present your firm as the leading expert in specific services or geographic regions.
- ✓ Become a Featured Expert for an entire year for as little as \$150.

Raise Awareness with Banner Ads

+ ADD TO YOUR LISTING PACKAGE

Gain exposure and highlight your brand with prominent, large-format banner ads.

- ✓ Target prospective clients with specialty-focused or location-based ads.
- ✓ Banner ads display between top listings and are impossible to miss.
- ✓ Run your banner ads on your targeted pages for as little as \$100 for an entire year.

Need help with your ad?

We'll design it at no extra cost.

The screenshot displays the Greenbook Directory website interface. At the top, the navigation bar includes 'Greenbook', 'Directory', 'Events', 'Learn', 'Community', 'For Business', 'Company', and a search icon. Below the navigation bar, the page is titled 'Market Research Specialty' and shows '42 results in Market Research Companies'. A 'Sort by' dropdown menu is set to 'Featured'. The main content area is titled 'Compare Experts in Market Research Services' and features three featured expert listings. Each listing includes a company logo, a star rating (4.9), a location, social links, and a 'Save to my lists' button. The first listing is for 'TRC Market Research' in Fort Washington, Pennsylvania. The second is for 'Logica Research' in San Francisco, California. The third is for 'C+R Research'. Each listing also includes a 'Visit website' button and a link to 'Learn more about [Company Name]'. A large banner ad is visible between the TRC and Logica listings, featuring a megaphone icon and the text 'BANNER AD'.

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Compelling for Buyers. Optimized for AI

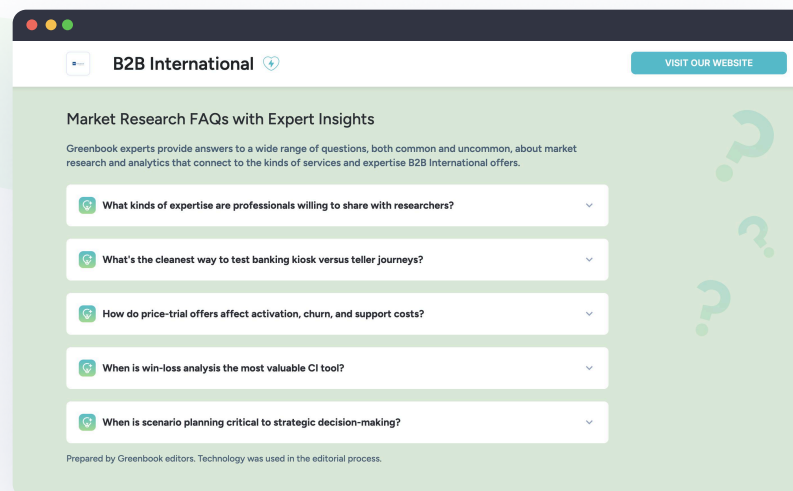


Buyers don't only browse, they build shortlists. AI doesn't only scan, it synthesizes. To be recommended by AI and chosen by buyers, your profile needs structured, proof-based content that is properly formatted.



Expert-written FAQs:

Greenbook experts answer a wide range of questions, both common and uncommon, about market research and analytics. These frequently asked questions connect to the services your company offers and are embedded in your listing. **We provide the expert content that strengthens your visibility.**



Content integration:

Add webinars, podcasts, reports, news, and more. This aligns with the success formula for both buyers and **AI: authority, context, and clear attribution.** Make sure your expert voice is in the conversation.

The result: Buyers are confident to engage. Leads follow.



Project showcase:

Share short descriptions of successful projects - examples of what you do. Buyers want proof of expertise before they engage, and nothing builds trust faster than seeing your track record. Submitting a Project is quick and simple **with a built-in AI assistant.** Projects will travel beyond your listing, on Greenbook.org, in our emails, and off-site in AI and **search to help brands find ideas and resources** as they think through solutions to their specific problems.

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RENEW YOUR LISTING



Buyers Choose the Firms They Trust. So Does AI



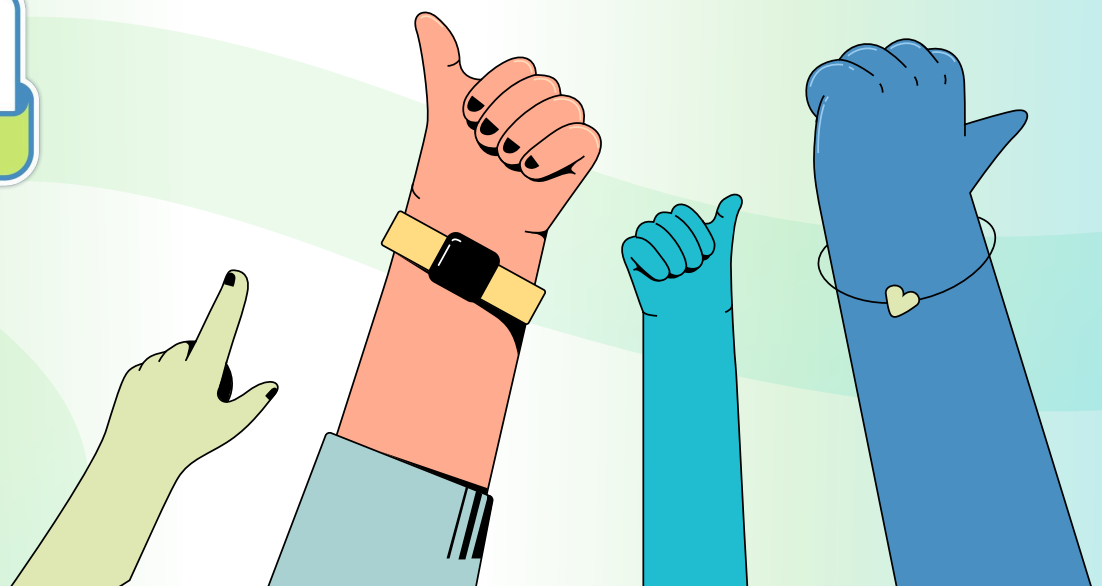
AI tools weigh credibility signals heavily. Reviews, testimonials, and authoritative mentions shape which firms are recommended. Without them, you risk being overlooked.

Standard and Advanced listing packages enable full credibility features:

- Collect and manage client reviews and testimonials - highlight the best! These reviews are fully visible to search and AI crawlers and structured in a way that adds to your online presence.
- Earn badges that travel with your brand across the web and social media. These Greenbook-branded trust marks speak to the reputation you have built in the industry.
- Build authority that both humans and algorithms respect.



Greenbook Directory. Trusted by market researchers. Trusted by AI models.
Built to help you earn the trust of your prospective clients.



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RENEW YOUR LISTING



Include Your Company in Upcoming Buyer's Guides



Reach buyers who are actively researching solutions and building shortlists of providers. Secure your spot in an upcoming **Buyer's Guide with a Standard or Advanced listing package.**

The Greenbook Buyer's Guides help buyers explore best practices, compare tools, and evaluate leading suppliers in one convenient resource. Each Guide is available as a downloadable PDF and integrated into the Directory, making it easier for buyers to identify the right partners

We promote every Buyer's Guide **across Greenbook channels** and target market researchers who have shown interest in the topic. Buyers receive the information they need before selecting their next research partner. Make sure your company is included.



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RENEW YOUR LISTING



Renewal Instructions

Keep Your Competitive Edge

At a time when AI is rewriting B2B search and discovery, Greenbook Directory is your smartest marketing investment. Don't let competitors win by default.

Don't wait, renew your listing today:

- ➔ Renew one month early → **save \$100 with early-bird discount**
- ➔ Miss your listing expiration deadline → **Standard and Advanced listings revert to Starter**, with a selection of top alternative providers on top. Your Standard or Advanced listing selections remain saved for when you are ready to renew.

Renewing is fast — under 10 minutes:

1



Join or Sign In

Go to **greenbook.org**
and select **MANAGE LISTINGS**

2

Click **REVIEW & RENEW** →
update your listing details and
selections

3

Check out to renew or
upgrade your listing
package

Stay discoverable. Stay trusted. Stay ahead.

Have questions? Need assistance?



Connect with

Erin McDonnell

Your Directory Advisor



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For artwork assistance, and billing contact:



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Senior Account Manager



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