Get the MarketLine Advantage
In an information-rich world, finding facts you can rely upon isn’t always easy. MarketLine is the solution.

At MarketLine, we make it our job to sort through the data and deliver accurate, up-to-date information on companies, industries and countries across the world. No other business information company comes close to matching our sheer breadth of coverage.

Unlike many of our competitors, we cut the ‘data padding’ and present information in easy-to-digest formats, so you can absorb key facts in minutes, not hours.

Why choose MarketLine?

- Reliable, concise, accessible insights
- Competitive pricing
- Extensive company and industry coverage
- Vast geographic spread
- Instant delivery
- Over 10 years’ experience
- Current and informed data
- Great customer service

We do the work for you...

Profiling all major companies, industries and geographies, MarketLine is one of the most prolific publishers of business information today.

Our content is produced by an internal team of analysts, drawing on primary and secondary research and prepared under an established methodology that’s been tried and tested over 10 years.

With stringent checks and controls to capture and validate the accuracy of our data, you can be confident in MarketLine to deliver quality data in an instant.

No other business information company comes close to matching our sheer breadth of coverage - 30,000+ companies, 4,000 industries and 110 countries.
Get the MarketLine Advantage

...for unlimited access to one of the biggest sources of company, industry and country information.

Advantage is our interactive, subscribers-only platform, giving you anytime access to a unique mix of company, industry, financial and country data, for every major marketplace in the world.

Along with this incredible wealth of qualitative and quantitative information, the advantage platform features highly advanced search functionality, a user-friendly interface and navigational aids to help you access what you need in seconds.

Developed with you in mind

We’ve developed the advantage platform specifically with our users in mind – you told us what you want and we’ve delivered it.

Advantage gives you access to our entire information library from one place, in just a few clicks. With keyword search functionality, it’s as simple to use as conducting a general search on the web and you can access it from anywhere – at home or at work.

Much of our information is presented in graphical format so you can integrate our data into your plans and presentations with ease. Our breadth of industry coverage also means we don’t just cover the obvious sectors, but the really niche ones too, so you’ll always find what you need to support your strategic decision making.

And, because we believe that everyone deserves access to first-class information, our subscription service provides a competitive edge at a competitive price.

That’s why we call it the MarketLine advantage.

MarketLine advantage is a dynamic platform featuring:

- Coverage of 33,000+ companies, updated annually
- 5,000+ industry Profiles, updated annually
- 110 Country Profiles, updated annually
- Country Statistics Database covering 215 countries and 46 political and geographic groupings
- Company Analysis Tools - an interactive suite of four tools covering over 400,000 companies
- 300,000+ financial deals related to companies and industries tracked by MarketLine with updates added daily
- 500,000+ news articles related to companies and industries tracked by MarketLine with articles added daily
- 330+ company-focused Case Studies with new titles added monthly

Five-star service

MarketLine advantage is simple to use, even for first-timers. However, if you ever get stuck or can’t find what you’re looking for, our dedicated customer service consultants are always on hand to help.

The Advantage platform can also be translated into over 50 languages, making it the ideal enterprise-wide solution.

Add us to your address book:
e: reachus@marketline.com
t: +44 (0) 20 7936 6400
MarketLine
Coverage

From Aerospace and Automotive to Media, Mining and Textiles, MarketLine covers every major industry in every major marketplace, worldwide.
MarketLine
Coverage

Whether you want to zoom in and learn more about a specific company, or step back to look at an industry and its geographic context, MarketLine can help. We cover business information from the ground up, so you can connect the dots and make better business decisions.
MarketLine

Products

MarketLine has seven core products that make finding exactly what you’re looking for easier than ever.

While MarketLine products can be purchased individually from our online research Store, advantage subscribers pay a one-off fee and enjoy unlimited access to our entire product portfolio, at a much-reduced cost and with bonus access to exclusive subscriber content.

The MarketLine product portfolio includes:

1. COMPANY INFORMATION

**MarketLine profiles 33,000+ companies at different depths, based on the size of each organization. Advantage subscribers get access to over 2,500 SWots, 12,600 company Profiles, and 16,800 company capsules.**

**Company SWOTs: 2,500**

Taking an analytical approach to data, MarketLine Company SWOTs uncover the strengths, weaknesses, opportunities and threats facing the biggest corporations and public companies globally, so you can make informed assessments in minutes. These are available exclusively to our advantage subscribers.

**SWOTs contain:**

- Latest financial data for public companies
- Merger and acquisition activity
- Lists of products and services
- Competitor information

**Example title:**

*DST Systems Inc: SWOT Analysis*

**Company Profiles: 12,600**

Available exclusively to advantage subscribers, Company Profiles are a first stop resource for company data, covering everything from history and personnel to competitors, products and services.

Company Profiles are either newly created or fully updated annually, meaning approximately 1,050 standard Company Profiles are added to or amended on advantage every month.

**Company Profiles contain:**

- Company overview
- Key facts
- Business description
- History
- Listing of key employees
- Key employee biographies
- Listing of major products and services
- Listing of top competitors
- Company view
- Locations and subsidiaries

**Example title:**

*Pfizer Inc – Company Profile*

**Company capsules: 16,800**

A more streamlined version of Company Profiles, Company Capsules are either newly created or fully updated on an annual basis, so you can expect about 1,400 Company Capsules to be changed and added to advantage each month.

**Company Capsules contain:**

- Company overview
- Key facts
- Listing of key employees
- Listing of major products and services
- Listing of top competitors
- Locations and subsidiaries

**Example title:**

*Kraft Foods – Company Capsule*
MarketLine’s industry Profiles will help you form a clear picture of individual sectors, including who is operating within them and how they are performing.

Our profiles also utilize the globally recognized Porter’s five forces analysis framework to evaluate the competitive pressures on “players” (rival companies) in a particular market. Industry Profiles are the ideal starting point for gaining a top-level view of individual sectors across the globe and are updated annually.

Example title: Mining in Germany

MarketLine country analysis Profiles source and pull together key market data to paint a top-level picture of the business landscape in over 110 countries.

Using the globally recognized PESTLE/PEST country analysis framework, our Country analysis Profiles contain data on the current strengths and challenges as well as future prospects and risks facing each country.

Example title: Country Analysis Report: Austria - In-depth PESTLE Insights

Case Studies analyze the latest innovative company strategies – or ineffective ones, for that matter – to highlight and share key business lessons.

From social media initiatives to unusual store formats and online retailing, Case Studies present examples of best/wrong practices across a wide variety of industries and geographies, bringing innovation into full focus. Over 200+ Case Studies are available on MarketLine advantage with new titles being added continuously.

Example title: Manchester United: Monetizing a successful football club

MarketLine’s country Statistics database contains over half a million data points across 215 countries and 46 political and geographic groupings.

The database is exclusively available to advantage subscribers and has 750 indicators.

Macroeconomic criteria:
- GDP
- Inflation
- Consumption expenditure
- Disposable income
- National savings
- Unemployment

Demographic criteria:
- Household numbers
- Household types
- Population by age, gender
- Household with/without children
This is a complete suite of interactive company analysis tools that will enable users to analyse companies, industries and geographies to gain insights into prospects, markets and competitors. Using these tools, you will be able to evaluate potential markets for investment, track real-time market developments and custom build your own list of prospects in industries & geographies of your choosing.

With Advantage, you will have access to four interactive tools:

- **FINANCIAL DEALS TRACKER**
  A real time database of global information on mergers and acquisitions (M&A), private equity, venture finance, and private placement transactions, IPOs, and partnerships across various industries. Users can track real time market developments and build insightful reports.

- **COMPANY REPORT GENERATOR**
  An analytical tool that enables users to generate comprehensive “all-in-one” company reports featuring analytical text and charts on-demand. Users can select datasets including company overview, history, SWOT analysis, M&A, partnerships and agreements, news and product information.

- **COMPANY PROSPECTOR**
  A list builder tool which enables clients to generate lists of potential business partners, clients, and investment targets in industries/countries of interest. It enables users to perform competitor & vendor analytics on targeted industry and geography.

- **INVESTMENT & ADVISORY PROSPECTOR**
  An analytical interactive tool that enables users to custom-generate lists of advisory & investment firms operating in specific industries. It is useful for building investment/acquisition case studies and to understand the investment and inorganic strategy of companies.

MarketLine’s company news will keep you informed of the latest developments affecting the organizations on your radar.

We track activity across 11,000+ companies within a specified list of industry sectors. Currently there are over 300,000 news articles on advantage and each year 60,000+ new articles are added to our platform. MarketLine tracks:

- New business start-ups
- Market entry & market exit
- Business expansion
- Reorganization
- Operating/financial results
- Product re-call
- Termination of project/contract/ brand/ service
- Regulatory approvals and disapprovals
- New discoveries
- Franchises
- Patents
- Contracts & orders
- Research & Development Learnings
- Guidance
- Legal or corporate changes
- Management changes

Identifying and tracking major financial activity across our full scope of company and sector coverage, MarketLine delivers Financial deal information to help you spot opportunities and threats in your market.

Made available exclusively to our advantage subscribers, MarketLine covers:

- Mergers & acquisitions
- Private equity backed buyouts, investments and exits
- Venture capital investments, buyouts and exits
- IPOs and secondary and follow-on offerings
- Private placements and exits

Additional non-corporate finance deals including partnership agreements, joint ventures, co-development and research, licensing and co-marketing agreements are also available.
Get Started

A subscription to MarketLine Advantage gives you access to our entire online information library, with its simple navigation, intuitive design and unbeatable mix of coverage.

Get in touch to arrange an obligation-free product demonstration of MarketLine advantage from one of our helpful consultants.

e: reachus@marketline.com  t: +44 (0) 20 7936 6400

Speak to our consultants at:

London
United kingdom

John Carpenter House
John Carpenter Street
London, EC4Y 0AN
United kingdom

T: +44 (0) 20 7936 6400