

GUTS + DATA IS NOW ENACT INSIGHT.

Over the past few years, the entertainment industry has gone through a period of enormous change only to come out stronger...and so has our company. In 2019, we began building a product called *Enact* (originally short for Entertainment Audience Choice Tracker) with the goal of changing the way people thought about ad testing, campaign tracking, and release date planning. The product was built on the belief that we needed to look at the entertainment industry and its consumers *holistically*, instead of through a narrow lens of only one form of distribution.

Flash forward to the present day, *Enact* has now tracked the campaigns of over 800 streaming and theatrical titles, tested over 2000 trailers and commercials, and collected over 625,000 respondent surveys. Through *Enact*, we are working with many of the biggest companies in the theatrical and streaming spaces to help guide their marketing campaigns through a new era of entertainment creation and consumption.

In a short amount of time, “Enact” has grown to become synonymous with everything we believe our company stands for: innovative research methodology, high-quality data, and strategic, actionable insights. **So today, we’re making it official: Guts + Data is now ENACT INSIGHT.**

The name [Guts + Data](#) was tied to an article from 2016, the year the company was formed. The mission of our company remains the same: to help the art of entertainment flourish through cutting-edge market research and data analytics.

And our people remain the same (although the team has definitely gotten a little bigger!). We are driven by a group of individuals we like to call “creative quants” - industry veterans, strategists, data scientists, and engineers who understand how to combine expert intuition, tacit knowledge, data analytics, and creativity into entertainment marketing solutions.

As a full-service market research and analytics firm, our revolutionary tracking product is just one of the many offerings we provide to our clients. If you’d like to inquire about all the possible ways we can work together, we’d love to hear from you.