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YouGov Direct launches in US, appoints Ted Marzilli as YouGov Direct CEO

YouGov, the international research and data analytics group, has launched YouGov Direct, its innovative digital advertising and consumer data platform, in the United States and appointed Ted Marzilli as YouGov Direct CEO.

Marzilli will lead the immediate roll out of YouGov Direct in the U.S. The blockchain-based market research platform, which debuted in the U.K. in 2019, gives consumers control of their data by allowing them to extract fair value for its use, and gives marketers and advertisers lightning fast results for their market research questions.

With YouGov Direct, consumer 'members' make their opinion and behavioral data available for in-depth, targeted research by opting-in to share information. The opt-in is granted at a granular and transparent level, gives them direct control of their data and an opportunity to receive fair compensation from its use. YouGov Direct is designed to adhere to and function fully within CCPA and GDPR privacy requirements.

Marzilli, based in New York City, led the YouGov Data Products global business unit for the past 10 years and has been responsible for sales, delivery, marketing and ongoing product development of the global Data Products offerings at YouGov. He has nearly 20 years of experience in the market research, media and FMCG industries. The YouGov Group's 2018/19 financial results released on October 8th, 2019, reported £41.5m in global revenue for Data Products, equating to a twenty-fold increase over the decade under Marzilli's leadership.

Stephan Shakespeare, Chief Executive Officer of the YouGov Group said:

"YouGov Direct will reinvent the market research and digital advertising status quo by taking consumer opinion data to the next level for ethically-activated and targeted market research within the digital advertising space. Ted Marzilli was our only choice to deliver YouGov Direct to market. Ted's track record is second to none; his knowledge and experience in the research industry, as well as his success of leading on new product innovations, make him the best candidate to head this ground-breaking new product development team and be appointed as CEO of YouGov Direct."

Prior to joining YouGov, Marzilli was Senior Vice President, Corporate Development at The Nielsen Company where he developed global strategy and launched innovative services related to loyalty marketing, in-store media and the financial services industry.

More information on YouGov Direct can be found [here](#).

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About YouGov

YouGov is an international research and data analytics group.

Our mission is to supply a continuous stream of accurate data and insight into what the world thinks, so that companies, governments and institutions can better serve the people and communities that sustain them.

We are driven by a set of shared values.

We are fast, fearless and innovative. We work diligently to get it right. We are guided by accuracy, ethics and proven methodologies. We trust each other and bring these values into everything that we do.

Each day, our highly engaged proprietary global panel of over 8 million people provides us with thousands of data points on consumer opinions, attitudes and behaviour. We combine this continuous stream of data with our research expertise to provide insights that enable intelligent decision-making and informed conversations.

Our integrated suite of products, services and tools operates as a systematic platform serving YouGov data and intelligence for all stages of the marketing workflow.

With operations in the UK, North America, Mainland Europe, the Nordics, the Middle East and Asia Pacific, YouGov has one of the world's largest research networks.

YouGov

Best panel

Best data

Best tools

For further information visit yougov.com.