Aimpoint Research™ is a global marketing research firm providing the insight leaders require to make better, more informed decisions that reduce risk, optimize resources and maximize success. Different from other research firms, we blend best practices from military intelligence disciplines with those of the consumer market research industry. Aimpoint Research provides unprecedented insight into the minds of those who most impact our clients' success and help them channel that knowledge into successful organizational strategies. For over two decades, Aimpoint Research has helped corporate, organizational, government, and thought leaders achieve their objectives with actionable intelligence.