Content strategy grounded in real research

Months before this project, I had conducted my own search for a particular type of NLP vendor, partnering with Moody’s Procurement team.

That research became a valuable source of content for Daily Briefing. Rather than creating realistic sample content, I could use actual vendor information to quickly build a dashboard and populate every required field.

Not realistic content—real content.

Note: data I used is publicly available on Google and LinkedIn. Nothing I’m showing is confidential.

NLP vendor Research

Company	Specialty	Employees	HQ location	Moody’s vendor?
Appen	IT services & consulting; data labeling platforms	16,600	Sydney, Australia	**No**
Gramener	Data infrastructure & analytics; low-code data and AI products	300	Princeton, NJ	**No**
HumanFirst	Software development; natural language understanding (NLU)	12	Montreal, Canada	**No**
DataForce AI	Translation & localization; language and technology solutions	9,500	New York, NY	**No**

Historical research • Employee counts recorded from LinkedIn.
Source: original vendor research notes. Vendor status as recorded at the time.

NLP vendor Research

Company	Specialty	Employees	HQ location	Moody’s vendor?
Conversation Design Institute	Conversation design training & education	20	Amsterdam, Netherlands	**No**
Ascendion	Software engineering; talent orchestration	1,380	Basking Ridge, NJ	**Yes**
Compunnel	IT services & consulting; digital transformation & modernization	2,000	Plainsboro, NJ	**Yes**

Historical research • Employee counts recorded from LinkedIn.
Source: original vendor research notes. Vendor status as recorded at the time.