

ABCS Insights Ranks No. 59 on the 2025 Inc. 5000 List of America's Fastest-Growing Private Companies While Achieving No. 3 National Ranking Among Advertising, Marketing, and Public Relations Companies



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KISSIMMEE, Fla., Aug. 12, 2025 /PRNewswire/ -- Inc., the leading media brand and playbook for the entrepreneurs and business leaders shaping our future, today announced that ABCS Insights is No. 59 on the annual Inc. 5000 list, the most prestigious ranking of the fastest-growing private companies in America. The list provides a data-driven snapshot of the most successful companies within the economy's most dynamic segment—its independent, entrepreneurial businesses. Past honorees include companies such as Microsoft, Meta, and Under Armour. The top 500 will be listed in the Fall issue of *Inc.* magazine.

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Inc.5000



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Founded in 2020, ABCS Insights has quickly emerged as a disruptive force in the media measurement space. The company provides **full-funnel campaign validation and optimization**—including brand lift, consideration lift, and sales lift—by linking ad exposure to business outcomes using **privacy-safe** (PII-free and cookieless), **deterministic datasets**. Its measurement platform draws on a unified panel that includes:

- A **23 million-household** receipt panel
- A **20 million-member** U.S. survey panel
- A **70 million-user** location data panel

Through a **test-versus-control methodology** and precise audience segmentation, ABCS empowers clients to improve ROI across channels and stages of the customer journey.

The firm's rapid growth has been fueled by high demand for **independent, transparent, and verifiable advertising performance data**—especially as marketers increasingly seek to justify media spend across retail media networks, connected TV, out-of-home, and other digital ecosystems.

"This recognition is a testament to the value our team delivers to media publishers, advertising agencies, and brands seeking real-world, measurable outcomes from their campaigns," said **Jerome Shimizu**, CEO of ABCS Insights. "We're honored to be among the top 100 fastest-growing companies in the country and proud to represent the future of advertising measurement."

Among the top 500 companies on the list, the median three-year revenue growth rate reached 1,552 percent, and those companies have collectively added more than 48,678 jobs to the U.S. economy over the past three years.

"As brands demand higher accountability from their media partners, our focus on **outcomes over proxies** has resonated deeply with the market," Shimizu added. "We see this recognition not just as a milestone, but as momentum to keep innovating."

For the full list, company profiles, and a searchable database by industry and location, visit:

www.inc.com/inc5000.

"Making the Inc. 5000 is always a remarkable achievement, but earning a spot this year speaks volumes about a company's tenacity and clarity of vision," says Mike Hofman, editor-in-chief of Inc. "These businesses have thrived amid rising costs, shifting global dynamics, and constant change."

Methodology

Companies on the 2025 Inc. 5000 are ranked according to percentage revenue growth from 2021 to 2024. To qualify, companies must have been founded and generating revenue by March 31, 2021. They must be U.S.-based, privately held, for-profit, and independent—not subsidiaries or divisions of other companies—as of December 31, 2024. (Since then, some on the list may have gone public or been acquired.) The minimum revenue required for 2021 is \$100,000; the minimum for 2024 is \$2 million.

About ABCS Insights

Founded in 2020 and headquartered in Kissimmee, Florida, ABCS Insights is a leading provider of outcome-based advertising measurement. With a mission of "**Making Media More Valuable**," the company empowers media publishers, advertising and media agencies, and intermediaries such as SSPs and DSPs to quantify the real-world impact of advertising. Using a privacy-first, cookieless, and PII-free methodology, ABCS links media exposure to business outcomes through deterministic, test-versus-control models and scalable, survey-based approaches. ABCS also provides advanced audience segmentation and in-flight optimization capabilities, powered by a unified dataset covering over 40 million U.S. households.

For more about ABCS Insights visit www.abcsinsights.com.

About Inc.

Inc. is the leading media brand and playbook for the entrepreneurs and business leaders shaping our future. Through its journalism, Inc. aims to inform, educate, and elevate the profile of its community: the risk-takers, the innovators, and the ultra-driven go-getters who are creating the future of business. Inc. is published by Mansueto Ventures LLC, along with fellow leading business publication Fast Company. For more information, visit www.inc.com.

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