



Market research done with velocity, and a smile.

## Questions We Can Help You Answer

### 1. What is our brand stature and where do we fit in the competitive landscape?

- Brand Tracking
- Market Opportunity & TAM Analysis
- Competitor Intelligence
- Opportunity & Threat Identification

### 2. What are foundational insights that can drive acquisition and retention?

- Segmentation
- Motivations & Barriers Measurement
- Customer Personas
- Pain Points Identification
- Win-Loss Analysis & Churn Prevention
- Strategic Partnership Evaluation

### 3. How can we improve our products and services to increase value and loyalty?

- Product Satisfaction Tracking
- Customer Journey
- Feature Usage & Satisfaction
- Feature Preferences & Trade-Offs
- Jobs to be Done (JTBD) Assessment
- Pricing & Packaging Optimization

### 4. What creative and messaging resonates best with our audience(s)?

- Messaging Development
- Creative & Messaging Testing
- Messaging Hierarchy Generation
- Claims Validation
- Positioning & Naming
- Pre-Post Campaign Lift

### 5. How can we improve our employee satisfaction and performance?

- Employee Satisfaction Tracking
- Employee Segmentation & Personas
- Skills Assessment & Gap Analysis
- Tools Assessment & Gap Analysis

## How We Do It



Large-scale surveys



1:1 interviews



User testing



Short, intercept surveys



Focus groups



Data mining



Social media analysis



Discussion boards



Statistical modeling