



Get a comprehensive understanding of your audience and market

Our services offerings are tailored to meet the diverse needs of businesses, our three-tiered approach ensures you receive actionable data, market validation, and strategic guidance at any stage.

Valuable Insights at Any Stage of Business

Stop assuming. Make informed decisions backed by actionable market intelligence. Position your brand ahead of the curve with a clear market understanding.



Starter

Gain a clear understanding of your market context and actionable insights for market and audience validation.

Premium

Leverage a market scorecard for strategic decision-making and refined communication aligned with your industry.

Elite

Empower your business with a custom research strategy and a marketing roadmap for sustainable growth.

Scroll to see all options 

Starter

Description

Ideal for businesses seeking foundational market insights. The Starter package offers a comprehensive analysis of your industry, competition, and audience. Validate your market positioning and receive guidance on the next steps for effective research.

What's Included

- **Market Overview:** Receive an insightful analysis of industry dynamics, competitor landscape, and key economic indicators. Understand the broader market context.
- **Market Analysis:** Validation of product, industry, and audience, assessing demand, market size, economic indicators, and market saturation.
- **Deliverables:** Acquire a Market Analysis Report providing actionable insights for market and audience validation, along with recommendations for the next steps in your research journey.

Cost

Price: \$100/hr

***Estimated Time:** 20-35 hours

*Subject to change.

We will give an accurate time estimate upon proposal delivery.

Premium

Description

Elevate your research with the Premium package. In addition to the Starter benefits, dive into your first-party data and align your communication style with industry standards. Receive a detailed comparison report to gauge your company's market standing.

What's Included

- **Everything in the Starter package, plus**
- **First Party Data Review:** In-depth analysis of your company's data in relation to the market.
- **Publication Research:** Exploration of the market's voice and industry communication, evaluating your alignment.
- **Deliverables:** Receive a comprehensive Market Analysis Report and a detailed Comparison Report. The comparison report includes a valuable market scorecard highlighting your company's position relative to your market.

Cost

Price: \$140/hr

***Estimated Time:** 60-85 hours

*Subject to change.

We will give an accurate time estimate upon proposal delivery.

Elite

Description

For businesses aiming for a holistic research approach. The Elite package includes a full market research plan, a custom survey, and audience interviews. Uncover in-depth insights, receive a 6-month Marketing Strategy Roadmap, and identify key growth areas.

What's Included

- **Everything in the Starter & Premium package, plus**
- **Full Market Research Plan:** Development of a customized research plan tailored to your business.
- **Custom Survey and Audience Interviews:** Creation and Implementation of one survey and up to 15 targeted audience interviews.
- **Deliverables:** Obtain a 6-month Marketing Strategy Roadmap, offering product positioning recommendations, emotional drives for up to 3 audience segments, an optimal market strategy, and key growth areas.

Cost

Price: \$175/hr

***Estimated Time:** 120-155+ hours

*Plus, incurred cost (reports, databases, tools, participants, etc.)

**Subject to change.

We will give accurate time estimate upon proposal delivery

For Questions or Additional
Information

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