



QUICKSURVEYS HELPS RESEARCH AGENCY EXPAND ITS CLIENT PORTFOLIO.

Business Challenge

This globally known market research company was looking to find a new survey solution with more robust question types and analytics than the Google Surveys platform they used for their Point of Sale (POS) concept testing.

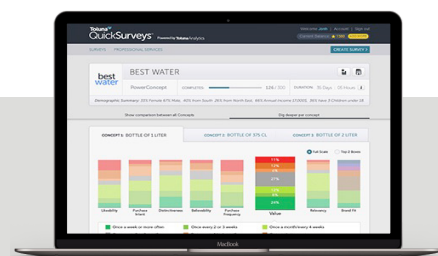
The firm ran concept tests for items you would find at the checkout area of a retail store (gum, candy, lighters, etc.) trying to find out if their client's brands resonated with consumers.

Solution

With Toluna QuickSurveys, they found a solution that suited both their programming and analytics needs. They were able to do more DIY work which provided a more cost effective way to do their concept testing.

Impact

QuickSurveys helped reduce time to insights while keeping costs equivalent to their previous solution. This enabled the firm to expand their business from only test clients to their entire client portfolio as well as new clients.



Industry: Marketing Research

Client Profile:

- Division of one of the world's leading insight information and consultancy groups
- Market research firm specializing in retail and shopper assets
- Operate in 15 global markets
- >20 Offices
- > 400 clients
- Track and forecast the performance of > 1,000 retailers

Client - Marketing Research Firm