

Elevate your marketing insights with an approach that combines Quantitative **with** Qualitative



Segmentation



Quantitative survey to identify segments behaviorally, demographically, and/or attitudinally



Qualitative video interviews or diaries with each segment to create video reel profiles that add color and context around segments/ personas

Attitude & Usage



Quantitative research to understand knowledge, perceptions, and usage in a particular area



Qualitative follow-up research to deep dive into specific findings or segments of interest from the quant survey

Journey/VOC



Qualitative research to map the complete customer journey and identify key touch points/ moments of truth



Quantitative tracking research to monitor satisfaction on key touch points (followed by additional periodic **qualitative** to “deep dive” into issues)

Concept Testing



Qualitative research to understand needs and ideate concepts, then **qualitative** to get reactions to initial concepts and identify refinements



Quantitative concept testing – monadic testing or optimization using discrete choice modeling

Market Positioning



Qualitative research to understand a particular market, who the key competitors are, and here there is “white space” where needs are unmet



Quantitative market positioning including brand mapping, testing positioning, value props, etc.