

Market Research Services

Consumer & B2B Primary Research

Do You Know Your Customers?

Many businesses struggle to understand their customers beyond basic demographics and purchase history. Understanding of customer attrition, preferences, motivations, perceptions, and decision-making processes often eludes marketers, yet are fundamental to successful marketing.

Market research is uniquely capable of exploring these threats and opportunities to inform strategies and tactics in increasingly competitive marketplaces. By identifying what customers and prospects want and need, and comparing it to their actions, more effective marketing programs and communications can be developed which ultimately lead to improved revenue and stronger customer relationships.

Through proven techniques, our research services provide marketers with the ability to understand key audience segments, brand perceptions, consideration sets, purchase decision factors, brand switching drivers, price elasticity, and how these change over time. At Marketing IQ, we champion proven research methodologies and innovative approaches to meet our clients' unique needs.

Key Benefits

- Integrated Research & Behavioral Data Approach
- Identifies & Prioritizes Key Opportunities
- Informs Brand, Acquisition, and Retention Initiatives
- Builds Trust & Transparency
- Informs Executive Decision-Making
- Provides Highly Actionable Results

Beyond Traditional Research



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Understand the “Why”

Summary statistics are important, but leaders need decisive answers and insights to help propel their business forward. We encourage our clients to focus research on actionable design that answers critical business questions and focuses improvement efforts. Research answers questions such as:

- Why have my customers stopped engaging or buying?
- Why have one-time buyers not come back?
- Where else do my customers shop?
- How can we improve the customer journey?
- What are the gaps between our brand positioning and customer perceptions?
- How can we make our loyalty program more valuable to customers?

Coupled with your customer and prospect data, our integrated research approach provides businesses with a perspective not offered by traditional research services.

Formulate Problem

Research Design

Collection Method

Test & Train

Sample & Collection

Analyze & Report

Contact us to learn more:

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About Marketing IQ

Marketing IQ was founded in 2009 to help businesses become data-driven by improving their understanding of the customer and leveraging their assets, including consumer and B2B research data, all the way from compliance to outbound communication programs. Not with theoretical or academic solutions, but practical and tactical outcomes.

We have helped a wide array of businesses from multi-national technology and data management firms to growing restaurant groups and multi-channel retailers by developing and implementing innovative and highly actionable data frameworks that power insights-driven communication programs. All based on a robust understanding of their customer and prospect audiences that is designed to drive, and effectively measure, engagement, conversion, and ROI.