



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

The discovery of a relevant, actionable and previously unrealized reality about a target market as the result of deep subjective data Analysis.

The Benefit of market Research
1. Identify opportunities of growth
2. Complete more effectively
3. Stay on top of trends.
4. Maintain a customer - ontric Approach.

Markating compaign evaluation:
Some market research focures specifically on marketing compaign effectiveness.

Customer segmentation Research :
An important types of marketing research , expecially for new bussiness, is customer expectation.

The last few years of discription and economic obstudes have been challenge to say the least .

Shoppers increasingly rely on online sources to make purchase decisions.

Whose global market value is projected to grow from \$1.03 billion in 2021 to \$3.09 billion by 2028 as they attract audiences of all ages.

The New york times acquisition of "WORDLE" example: brought it tens of millions of new users.



NM2023TMID26839
Unveiling Market Insights

Utilizing market insights is crucial because it aids in predicting potential changes in the market or industry.

Provides more in depth information about the needs, wants, expectations and behaviour Analytics of clients.

Translate big data into meaningful information that you can use to inform decisions and drive betles result.

How do develop market insights?
1. Industry Associations often supply research data.

Helps companies of all kinds prepare for changing shifts in attitude, preference, or dermanel among consumer.

The retail journey begins by understanding the needs and desires of your customers.

International and domestic trade shows are a great way to gather information and to meet competitors customers and prespects.

Satisfied customers become brand advocates, sharing positive experiences and recommendations.



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?