

INTEGRATED QUALITATIVE RESEARCH ENVIRONMENT

HARNESS A DEEPER UNDERSTANDING OF CUSTOMERS WITH INSTANT, MEASURABLE OPINION

Effective qualitative research combines engaged respondents, extensive moderation, innovative exploration and in-depth analysis.

Traditionally, online qualitative platforms have focused purely on technology. Too often, they provide limited analysis capabilities with recruitment and engagement reliant on costly third-parties or the experience and expertise of in-house teams.

Research leaders need a quick and easy way of integrating all online qual elements into one simple-to-use platform to free moderators to go deeper to uncover greater insights.

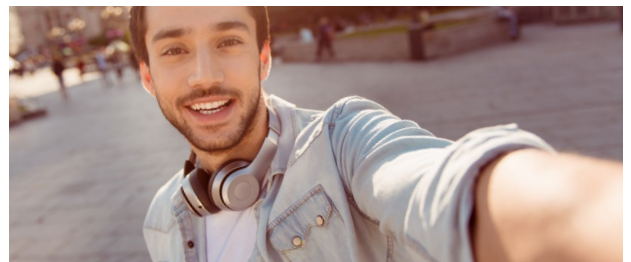
Our Solution

Ready in just minutes, Maru/HUB's Instant Qualitative Environment brings together cutting-edge qualitative methodologies, in-depth analysis tools and direct access to quality, known respondents together in one secure, engaging platform.

Designed to engage, explore and analyze qualitative research deeper than ever before, Maru/HUB's Instant Qualitative Environment is managed by an international team of qualitative experts.

Ideal for ad hoc exploration and in-depth, complex studies, Maru/HUB's Instant Qualitative Environment combines;

- Flexible recruitment options from customer lists, existing projects and known respondents
- Cutting-edge, immersive methodologies utilizing System 1 approaches
- Expert moderation to uncover a holistic understanding of consumer response
- Real-time, in-depth analysis capabilities powered by AI



Combining qualitative research with behavioral science

Supported by an expert team of qualitative strategists, Maru/HUB's Instant Qualitative Environment integrates a range of System 1 tools and projective techniques to dig deeper into human decision-making processes. Uncover unconscious attitudes, biases and thought processes through imagery, media and creative questioning for a more holistic understanding of consumer response.

Benefits



Agile; create and deploy projects in a matter of minutes



Integrated; dig deeper and interrogate results with direct access to powerful analysis functionality



Secure; data and results stored in Maru/HUB ISO27001 accredited platform

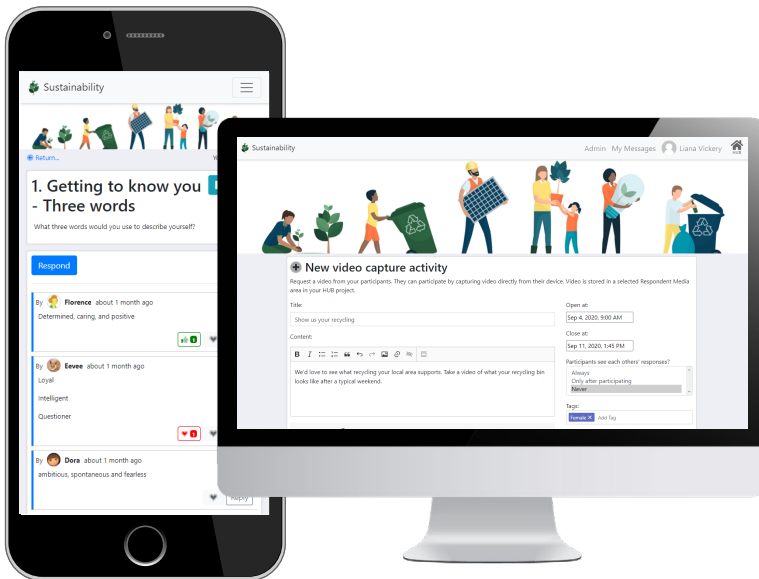


Flexible; create and adapt projects to meet the unique needs of each engagement

Uncover hidden insights at speed

In-built analysis and reporting tools make it easier and faster to get to the insights that matter.

Maximize opportunities by unearthing the areas that matter the most to customers. AI-powered Topic Modelling can even help uncover trends and patterns in data overlooked by human interpretation.



Expert support for insights you can trust

With an average of over 20 years of experience, our global team of qualitative strategists lead engagement across the entire qualitative project life cycle, ensuring you uncover the insights you need to take decisive, confident action.

- **Design;** we'll create the ideal qualitative project for your business and budget
- **Execution;** we'll match the right participants to your projects, recruiting from existing CX or Panel Community research or your customer database
- **Moderation;** we'll make sure you make the most of your investment, digging deeper into participant responses
- **Outcomes;** we'll discover new insights by adding context to results

Unlock deeper, more meaningful insights with an integrated qualitative research platform hosted on the world's biggest insights ecosystem, Maru/HUB

Our research capabilities are deeply rooted in our proprietary Maru/HUB platform, which powers our research worldwide. HUB allows multiple data streams to be integrated in a single ecosystem, facilitating the real-time analysis of behavioral, transactional and attitudinal information to deliver insights at speed.

For more information, contact a sales representative today.

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