



Rep Data delivers quality results for complex and highly competitive industry sectors.



Challenge

Providing market research services and insights to a wide variety of corporations, hedge funds, private equity firms, family offices, professional service firms, and nonprofit organizations can be challenging. Some of these sectors are particularly competitive and fast-paced, with each brand looking for its “edge”, and seeking to prove its worth above contenders in the marketplace. Often these brands accomplish their goals by having better data and insights at their disposal. This means market research must provide quality outcomes, on time, every time—something that can be difficult to achieve with very niche audiences and nuanced projects.

A market research firm specializing in this challenging field came to Rep Data to help it stay ahead of client projects. The firm’s team knew it was vital to understand each specific project’s feasibility from the very beginning. In the past, the firm’s team had been promised proper quotas and representative audiences for targeted projects, and been disappointed with the outcomes. This caused a domino effect as clients were frustrated that critical projects concluded with no usable insights due to a lack of quality respondents.

“Rep Data’s experience in the industry gives them a good sense of whether something is doable or not. This expertise, coupled with their skilled field management and quality respondent sourcing, helps me sleep soundly because I know I won’t wake up in the morning with my project on fire. Our partnership with Rep Data has improved our partnerships with our own clients.”

The Solution

Rep Data was able to use its extensive on-the-ground experience in the sampling space to provide practically instant feedback on even the most nuanced projects. For the specialist market research firm, Rep Data’s team has been consistently able to provide guidance from the outset as to whether or not a specific project would be viable, so there are no surprises at the results stage.

In addition to this project-by-project “sanity check”, Rep Data is also able to draw upon its hundreds of panel suppliers to provide representative samples for even the most complex of projects. For example, one of the firm’s projects required an extremely specific audience of high net worth individuals who were interested in purchasing high-end artwork. Even for this very specific audience, Rep Data was able to provide a significant group of respondents that met the criteria, resulting in solid insights for the end client.

The Outcome

The specialist market research firm has been better able to stay ahead of client demands by conveying, up front, whether or not a specific project is attainable. In addition, by partnering with Rep Data, the company has been able to fill more specialized projects with quality respondents, resulting in insights that are comprehensive and statistically significant. This means more happy clients.



And because Rep Data takes the data collection process heavy lifting on itself, the firm’s team has been able to take on more projects overall.

Ready to ensure project success with quality respondents? Reach out:

