

Virtual Market Research using the Digital Ecosystem

Our digital lifestyle has enabled us to virtually share views and opinions with our peers. This trend has resulted into an ever-evolving digital data repository that provides an unparalleled source of fresh and rich insights to help us understand our consumers better. MavenMagnet has developed innovative research capabilities for extracting these insights.

Our approach is zero-touch, non-intrusive, and discovery-based. In addition to social networks, we tap into more than 500,000 forums, communities, message boards, news sites, blogs, and product reviews. We analyze all forms of consumer data including text, videos, and images to provide data-driven quantified insights without making consumers sit through discussions or fill questionnaires.

At MavenMagnet, we have developed global research capabilities to conduct market research in every country across the globe, and in any language. We can maintain a steady pipeline of consumer intelligence for your brand undeterred by macroeconomic hindrances.

