



# tracker studies

Longitudinal studies are increasingly being considered as a way of gauging market progression, anticipating changes in consumer demand or behaviour and spotting key trends as they emerge. Our Tracker Studies are a long-term research project used to build deep consumer insights over time.

Our periodic research includes brand trackers, consumer trackers and sector specific trackers. Contact us to understand what we cover and how the data we have can benefit your business.



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# profiling & segmentation

Not all customers have similar needs and preferences. Segmenting markets and customers can help you make better decisions, be more relevant, and focus your efforts on the segments that will deliver the greatest benefit to your business.

We do not believe in a one fits all approach to data. That is why we develop the most appropriate methodology based on your business objectives. Depending on your needs and situations, segments may be based on behaviour, perceived benefits, psychographics, customer lifecycle, project lifecycle, occasions, geography, demographics, and/or firmographics. These segments may be either predetermined or developed using advanced techniques.



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# data analytics

You have data which you don't analyse and which is disorderly. You want to undertake modelling and sensitivity to predict future outcomes. You believe that your data could be put to better use.

We harvest consumer and behavioural data and infuse them with analytical processes, for our clients to gain a tremendous competitive advantage. This advantage is based on the ability to serve customers' ever-changing needs and demands in ways that are better and faster.



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# panel surveys

Panel surveys are driving quick and efficient consumer feedback from target audiences. Our panel is statistically designed and we administer our surveys by using innovative techniques for which we are today well known. Our panel has a track record of high engagement and is meant for businesses looking for credible and time-tested research.

Our panel is representative of the entire market and permits our clients to determine the attitudes, values and beliefs of consumers and gain an overall understanding of consumer behaviour.



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Your innovative and differentiated  
research partner

At VERDE, we combine state-of-the-art research methods with storytelling to make research findings clear, concise, and actionable, as we believe that good, innovative market research should be judged by the actual impact it has on product development, marketing, and business strategy.

Our mission is to provide a differentiated market research offering beyond just delivering traditional reports. We use the innovative tools of design, science, technology and strategic consulting to ensure that our research enables business action.

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