
MARKET DELVERS

www.marketdelvers.com



Our journey: from inception to industry leadership

How we started

In 2014, our team, originally part of a Research and Development group, successfully expanded into the Market Research industry, focusing on primary data collection. Recognizing the potential and demand in this field, we evolved into an independent entity by 2023. This transformation has empowered us to craft our own strategic path, create distinct value propositions, and make pivotal decisions that drive our business forward.

Where we are now

Today, we stand as a trusted provider of high-quality data, contributing to critical research across various sectors, including Life Sciences, Pharmaceuticals, Consumer Products, and Technology. Our commitment to excellence has earned us collaborations with MSMEs, Fortune 100 companies, esteemed research institutions, and government agencies. By consistently delivering accurate and reliable data, we play a vital role in supporting research and decision-making processes across industries.



Our services: comprehensive Research solutions

At Market Delvers, we provide a full range of both quantitative and qualitative research services designed to deliver deep insights into market dynamics, consumer behavior, and strategic business decisions. Our services are tailored to meet the unique needs of our clients across various industries.

Quantitative research services



Online surveys

Design and implementation of structured surveys to gather statistical data.



Data processing and reporting

Comprehensive analysis and reporting to turn raw data into actionable insights.



Telephone surveys

Conducting surveys via phone to reach diverse populations and gather accurate data.



Programming and hosting

Custom survey programming and secure hosting to ensure smooth data collection.



Panel and sample management

Expert management of panels and samples to ensure representative and reliable data.

Qualitative research services



In-depth interviews

Conducting one-on-one interviews to gain detailed insights into individual perspectives.



Usability testing

Testing products or services with real users to identify usability issues and improve user experience.



Focus groups

Facilitating group discussions to explore attitudes, opinions, and reactions in a collaborative environment.



Online communities and forums

Engaging with target audiences in online spaces to gather qualitative insights and foster discussions.

Why Clients Choose Us



Reputation and track record

A proven history of delivering high-quality results.



Expertise and specialization

In-depth knowledge across diverse industries.



Advanced research methods

Utilization of cutting-edge tools and techniques.



Customization and flexibility

Tailored solutions to meet specific client needs.



Team expertise

A skilled team with specialized knowledge.



Data privacy and security

Rigorous measures to protect client data.



Transparent pricing

Competitive rates with clear pricing structures.



Effective communication

Consistent updates and detailed reporting.



Regulatory compliance

Adherence to industry regulations and standards.



Scalability

Efficient turnaround times with the ability to scale as needed.

Impact of Our Services on Clients



Identifying emerging trends

Helping clients stay ahead in their industry.



Customer insights

Gaining a deep understanding of target audiences.



Competitive analysis

Providing a clear view of market competition.



Product development

Assisting in the creation of innovative products.



Market validation

Confirming market demand and viability.



Pricing strategies

Optimizing pricing for maximum profitability.



Marketing and communication

Enhancing client outreach efforts.



Risk mitigation

Identifying and addressing potential risks.



Global market expansion

Supporting clients in entering new markets.



Data-driven decision making

Empowering clients with actionable insights.

Why we are the preferred supply partner



Successful past engagements: clients continue to partner with us due to our consistent, high-quality results and reliability.



Industry expertise: our specialized knowledge aligns perfectly with our clients.



Cost-effectiveness: we offer competitive pricing without compromising on quality.



Global reach: we have the resources and presence to conduct research internationally.



Strong relationships: our effective communication fosters positive, long-term collaborations.



Peer recommendations: word of mouth and industry recommendations have strengthened our client base.



Shared values: our commitment to ethical practices, sustainability, and diversity resonates with our clients' values.

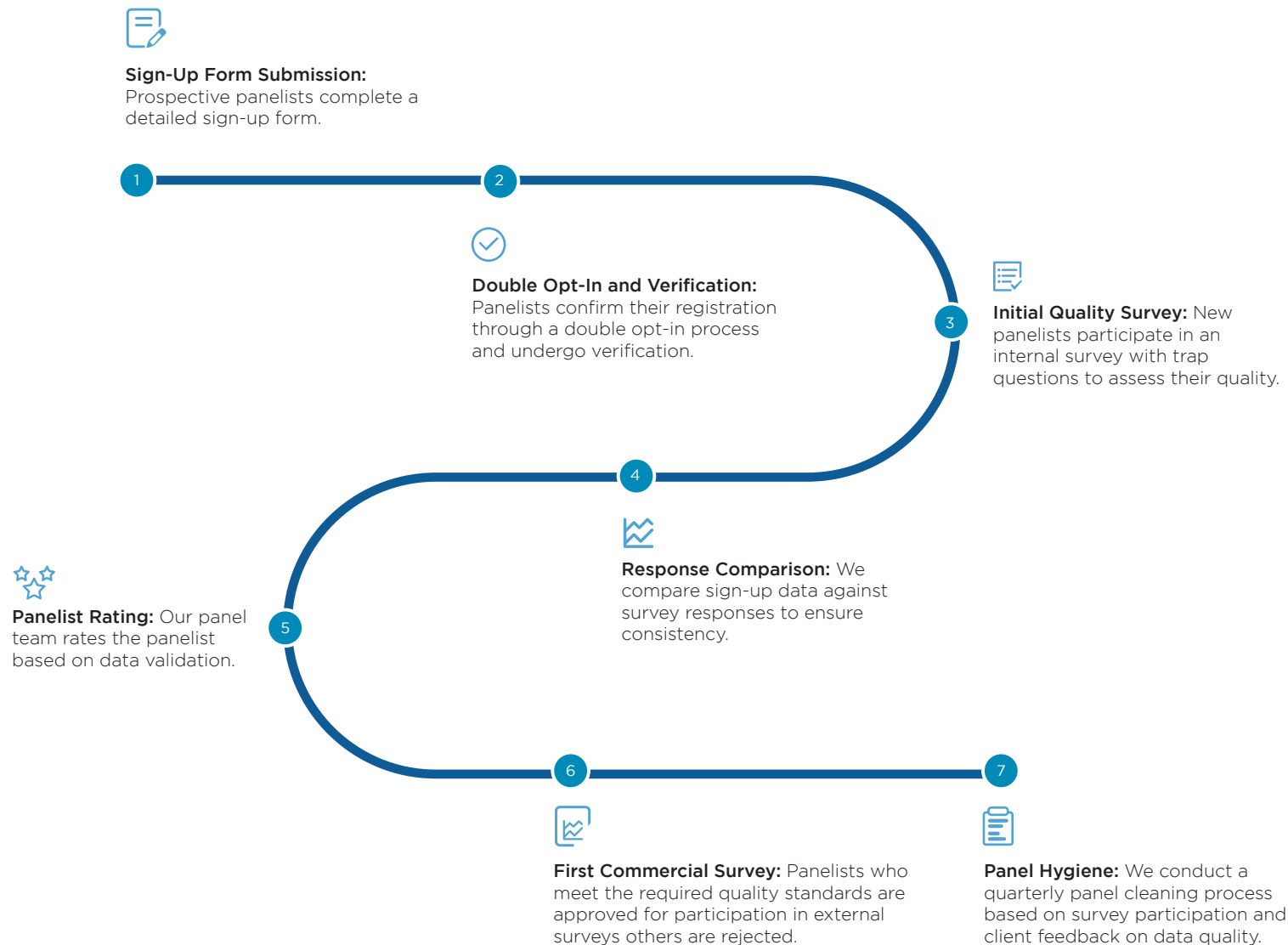


How we recruit and manage our global panel

At Market Delvers, we adhere to a rigorous and standardized panel recruitment process to ensure the integrity and quality of our data. We recruit individuals from a variety of trusted sources, including social media ads and targeted recruitment campaigns.

Once recruited, each respondent goes through a thorough registration process to confirm their authenticity and reliability.

Panel recruitment and verification process:



Strategies for panel attraction and retention:

To build and maintain a thriving panel that provides valuable insights, we focus on consistent, transparent, and meaningful communication. Here are the strategies we implement:

- **Defining Target Audience:** We clearly identify the audience segments we want to engage.
- **Creating an Attractive Value Proposition:** We ensure that potential panelists understand the benefits of joining.
- **Implementing Referral Programs:** We encourage existing panelists to refer others.
- **Utilizing Social Media Marketing:** We leverage social media platforms to reach a broader audience.
- **Email Marketing Campaigns:** We conduct targeted email campaigns to attract and engage panelists.
- **Partnerships and Collaborations:** We partner with trusted organizations to expand our panel reach.
- **Incentivizing Sign-Ups:** We offer incentives to encourage sign-ups and streamline the registration process.
- **Engagement Strategies:** We keep our panelists engaged through regular communication and interactive content.
- **Performance Monitoring and Analysis:** We continuously monitor panel performance and make necessary adjustments.
- **Feedback Mechanism:** We actively seek and incorporate feedback from panelists to improve their experience.



Our Mechanism for Detecting Fraudulent Activity in Online Surveys

Maintaining the integrity of survey data is paramount. At Market Delvers, we employ a robust set of security measures to detect and prevent fraudulent responses in online surveys. Our approach integrates advanced tools and vigilant monitoring to ensure the highest quality data for our clients.

Key Security Measures:

1. **CAPTCHA and Bot Protection:** We use CAPTCHA and other bot detection methods to ensure respondents are human, not automated scripts.
2. **IP Address Tracking:** We monitor IP addresses to detect multiple submissions from the same location, which may signal fraudulent behavior.
3. **Browser and Device Analysis:** We collect and analyze browser and device information to identify suspicious changes or inconsistencies.
4. **Time Stamps:** We track the length of interview (LOI) for each response unusually fast completions or odd submission times are flagged for review.
5. **Email Verification:** Respondents must verify their email addresses, adding an extra layer of authentication.
6. **Attention Checks:** We include attention-check questions within surveys to identify respondents who are not fully engaged.
7. **Data Consistency Checks:** We analyze responses for internal consistency, looking for contradictions or illogical patterns.
8. **Survey Pacing Monitoring:** We monitor the time between survey completions, with rapid submissions flagged for potential fraud.
9. **Monitoring and Auditing:** We regularly audit survey responses and conduct post-survey reviews to identify and remove any fraudulent data.

By combining these measures, we significantly enhance the validity of our clients' survey data, reducing the risk of fraudulent activity. We remain vigilant and continuously update our security protocols to address emerging threats.

Quality measures for expert recruitment in qualitative research

Recruiting the right participants is crucial to the success of qualitative research. At Market Delvers, we ensure that our participants meet specific criteria that align with our clients' research objectives, enhancing the quality and reliability of our findings.

1. **Clear Participant Criteria:** We define strict eligibility requirements based on demographics, experiences, and other relevant characteristics.
2. **Diverse Sampling:** We recruit a diverse participant pool to capture a wide range of perspectives and insights.
3. **Multi-Channel Recruitment:** Beyond our panel, we utilize various channels such as social media, community organizations, and academic networks to reach a representative sample.
4. **Rigorous Screening:** We implement a thorough screening process to ensure participants meet the study's qualifying criteria.
5. **Informed Consent:** Participants are fully briefed on the research goals, their role, and any potential risks or benefits, and we obtain informed consent before data collection.
6. **Ethical Standards:** We adhere strictly to ethical guidelines, ensuring participant confidentiality, anonymity, and respect for their rights.
7. **Fair Compensation:** We offer fair compensation to participants for their time and insights, following ethical guidelines.
8. **Continuous Monitoring:** Our project managers actively monitor recruitment progress, adjusting strategies as needed to maintain high data quality.





Industry-level measures for ensuring cati quality standards

At Market Delvers, we implement rigorous industry-level measures to ensure our CATI teams maintain the highest quality standards in every project:

1. **ISO 27001 Compliance:** We strictly adhere to ISO 27001 regulations to secure data. Our internal server in India is protected by firewall services and Microsoft AD. If required, we can store data in the client's local environment.
2. **Comprehensive Training Programs:** All CATI team members undergo mandatory, in-depth training to ensure they are well-equipped to conduct high-quality interviews.
3. **Regular Quality Monitoring and Feedback:** We continuously monitor performance and provide feedback to maintain and improve the quality of our interviews.
4. **Standardized Scripts and Guidelines:** We use standardized scripts and guidelines to ensure consistency and accuracy across all interviews.
5. **Advanced Technology and Tools:** Our teams utilize the latest technology and tools to enhance data collection, storage, and security.
6. **Ongoing Training and Development:** We offer ongoing training and professional development opportunities to keep our CATI teams at the forefront of industry best practices.
7. **Client Feedback and Satisfaction:** We prioritize client feedback to continuously refine our processes, ensuring we meet and exceed client expectations.

What makes us the perfect partner for all your research needs?

At Market Delvers, we're committed to optimizing your research experience with strategies designed to boost efficiency, cut costs, and deliver exceptional value:

1. **Streamlined Research Processes:** We simplify and enhance every step of the research journey, minimizing the time and resources required for data collection, analysis, and reporting.
2. **Harness Automation:** By leveraging advanced automation tools, we handle repetitive tasks like data cleaning, coding, and analysis, allowing us to accelerate project timelines and reduce manual effort. Our automation also extends to survey design, data collection, and reporting.
3. **Invest in Technology:** We invest in cutting-edge technology, software solutions, and data analytics tools to elevate our research capabilities, improve data quality, and drive overall efficiency.
4. **Transparent Pricing Models:** Our standardized pricing models and packages make cost negotiations straightforward and transparent. With clear cost breakdowns and optional add-ons, you can easily understand and manage your investment.
5. **Optimized Sample Recruitment:** We use online panels, social media, and digital marketing to efficiently reach your target audience. Our precise screening and profiling ensure high-quality and representative samples.
6. **Commitment to Continuous Improvement:** We are dedicated to ongoing evaluation and enhancement of our processes, methodologies, and technologies. Through regular training and client feedback, we continually refine our services to exceed expectations and stay ahead of market trends.

Choose us to experience a research partnership that's efficient, transparent, and focused on delivering outstanding results.

www.marketdelvers.com





Clients' testimonials

“

Working with Market Delvers was a game-changer for us. Their in-depth interviews revealed insights we hadn't uncovered through quantitative research alone. The team was professional, thorough, and a pleasure to work with.

– **Jane.D,** VP of Marketing

“

The ethnographic research conducted by Market Delvers was pivotal to the success of our new product launch. Their findings led to crucial design adjustments, making our product a market leader. We highly recommend their qualitative research services.

– **John.S,** Head of Product Development

“

Our collaboration with Market Delvers on focus groups was invaluable for our rebranding efforts. The insights we gained were profound and actionable, guiding us in crafting a brand message that truly resonates with our target audience.

– **Emily.J,** Brand Manager

“

The usability testing sessions organized by Market Delvers provided critical feedback on our website's user experience. They helped us identify and resolve several issues that were affecting our conversion rates.

– **Michael.L,** Director of UX

“

The brand health tracking study conducted by Market Delvers offered valuable insights into our brand's performance over time. Their meticulous data collection and analysis helped us understand shifts in brand perception and identify areas for improvement.

– **Laura.M,** Brand Manager

“

The quantitative market research conducted by Market Delvers provided deep, data-driven insights that were instrumental in making critical business decisions. We value their partnership and expertise.

– **Brian.A,** Chief Market Analyst

Panel Demographics

Americas

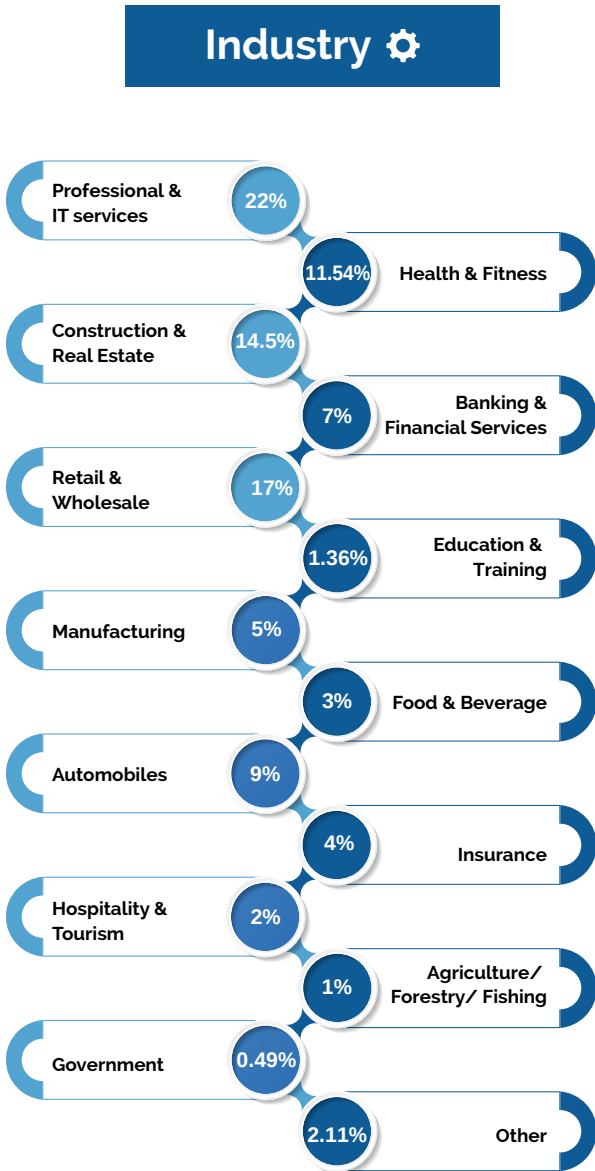
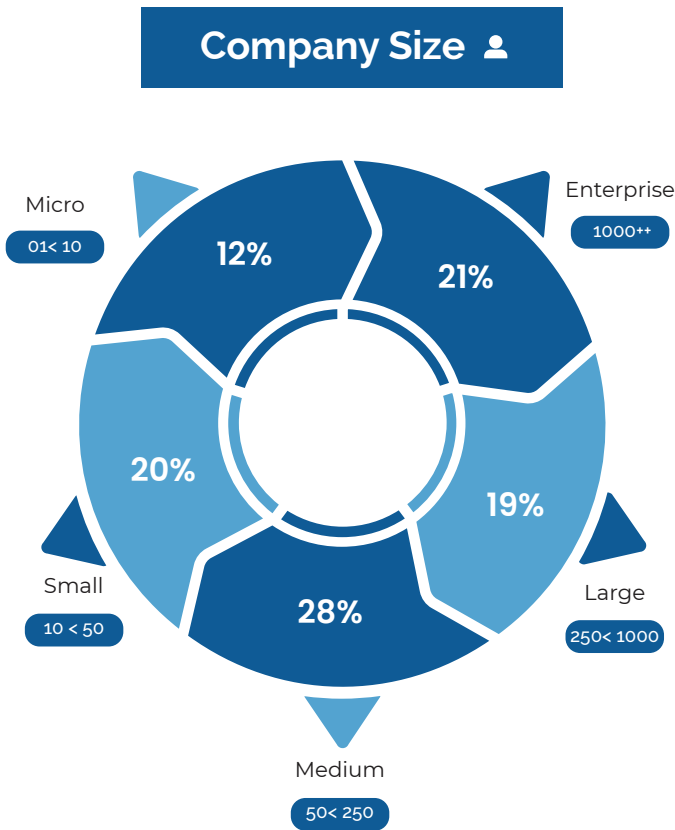
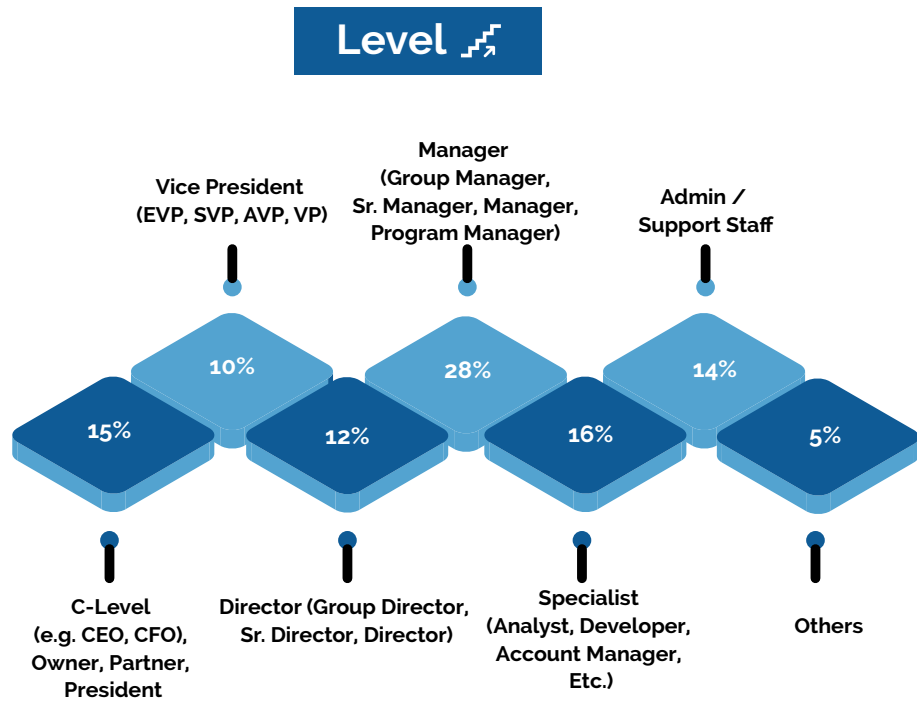
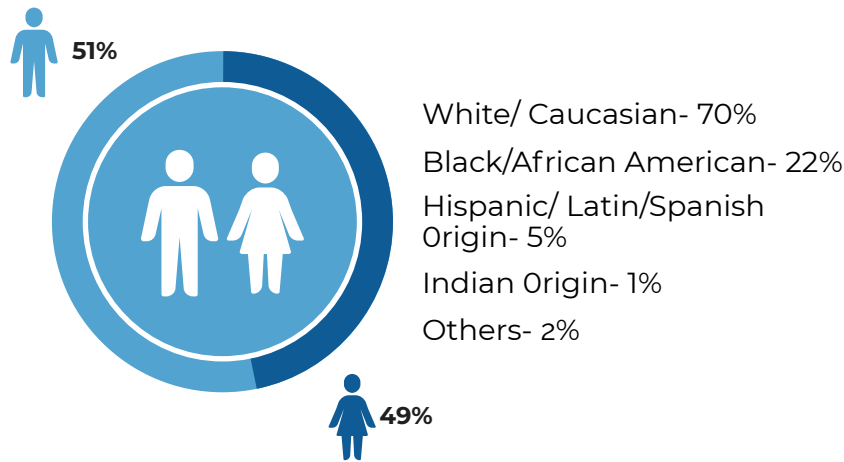
Diverse Insights from the Americas:
Connecting Cultures and Markets

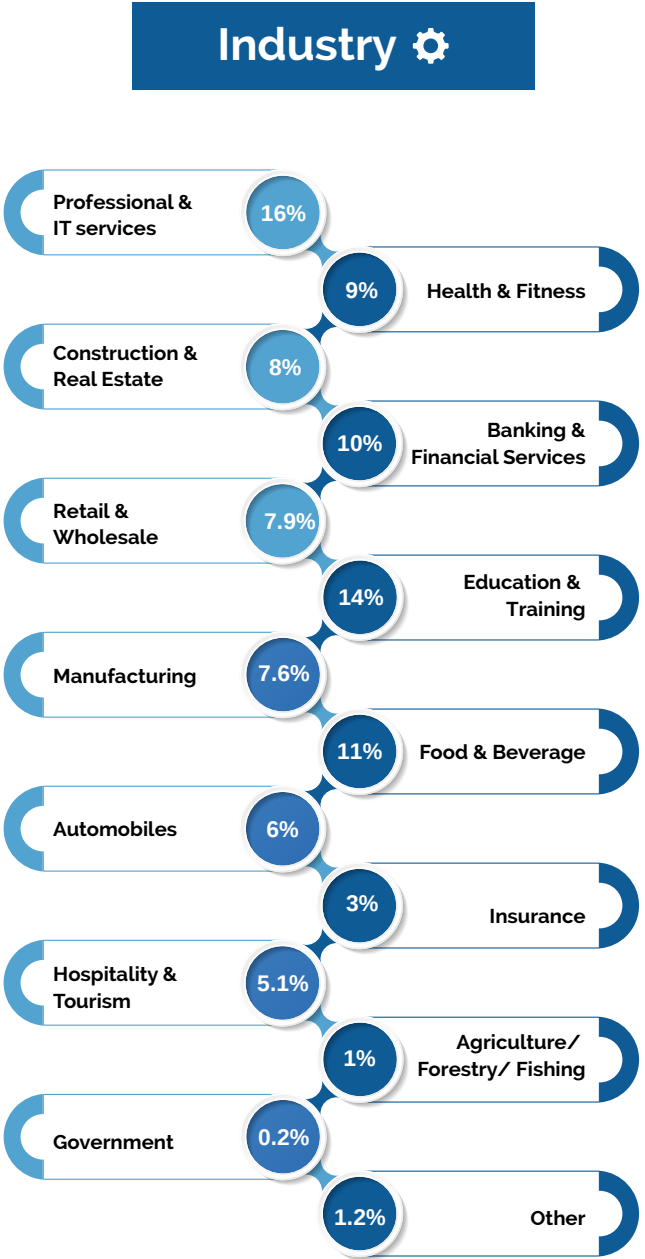
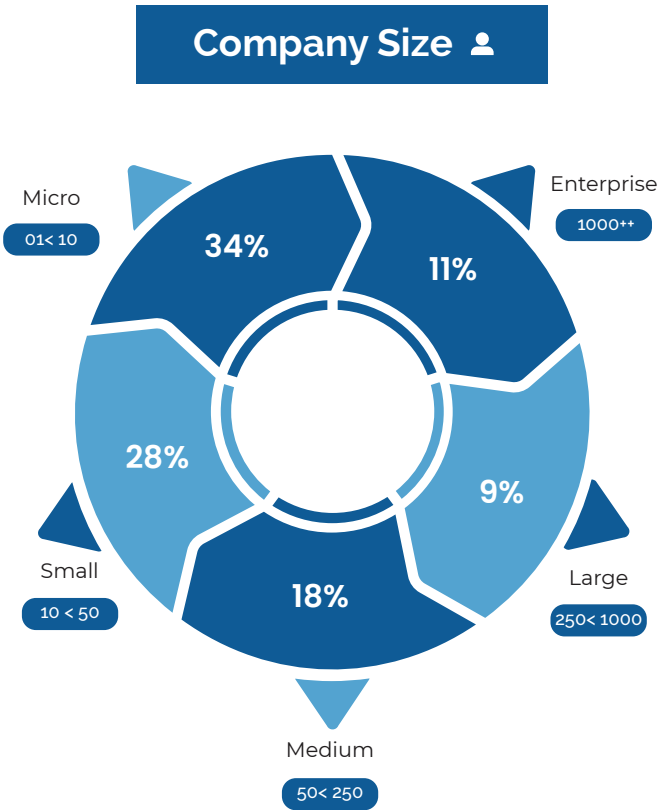
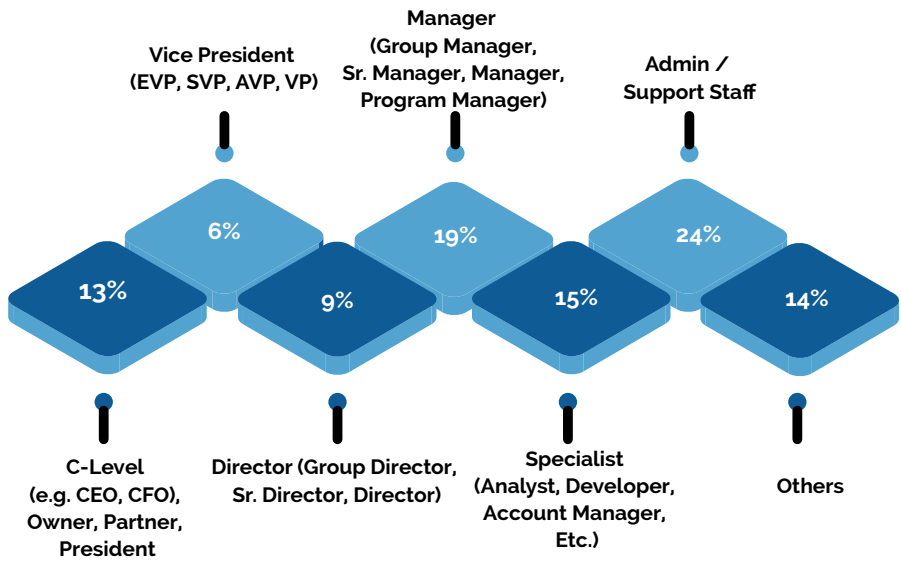
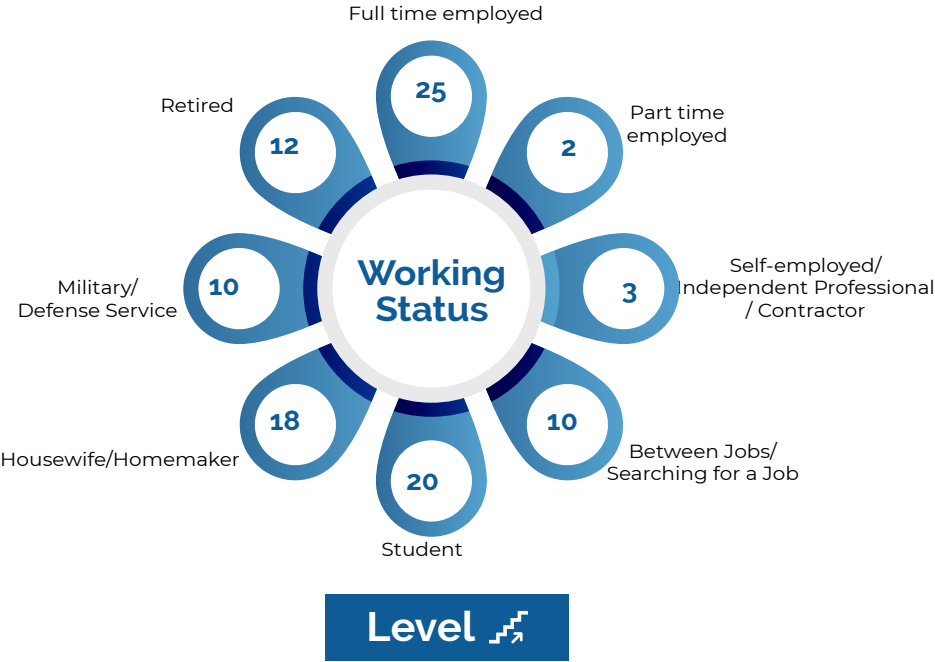


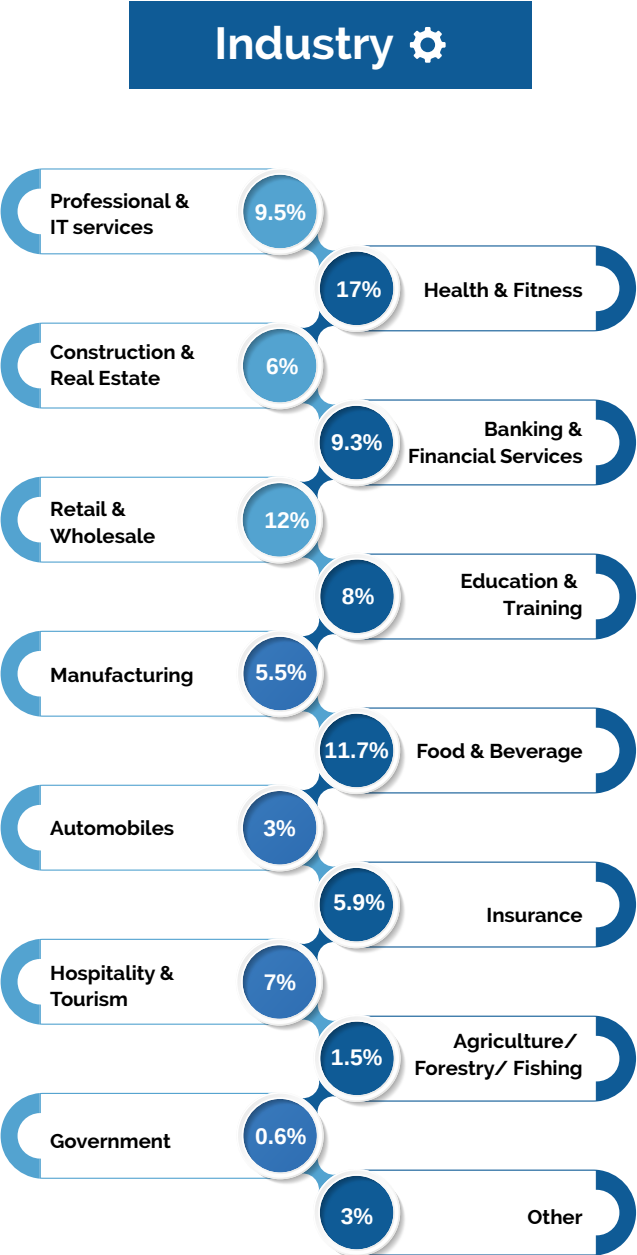
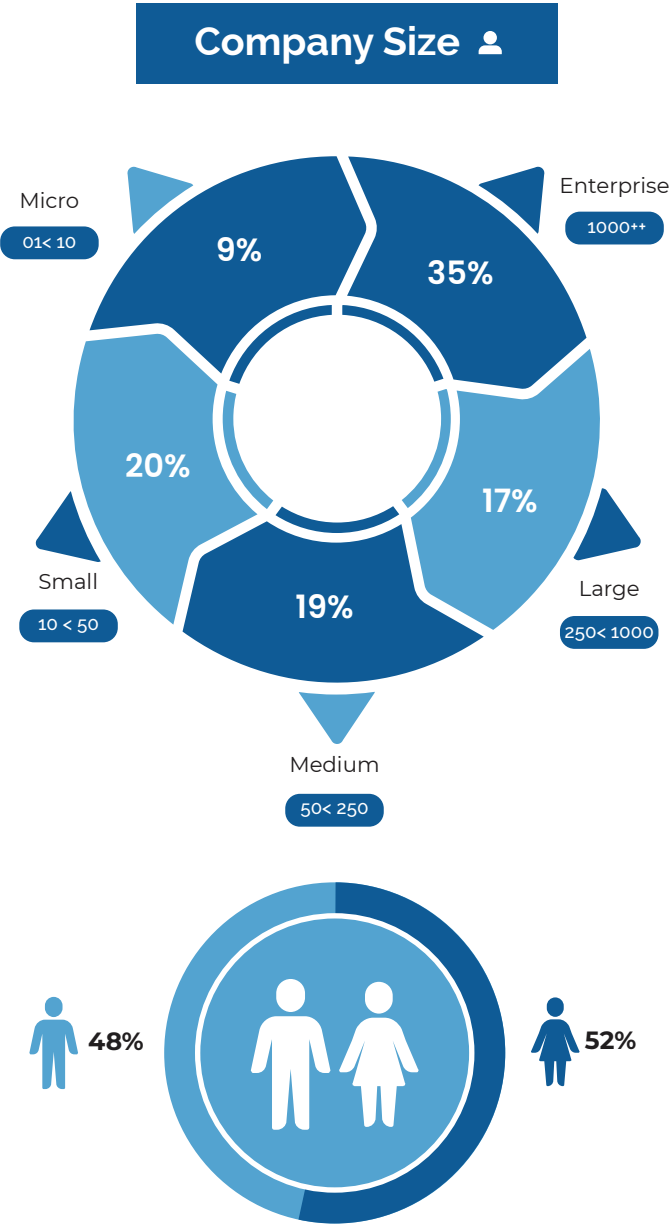
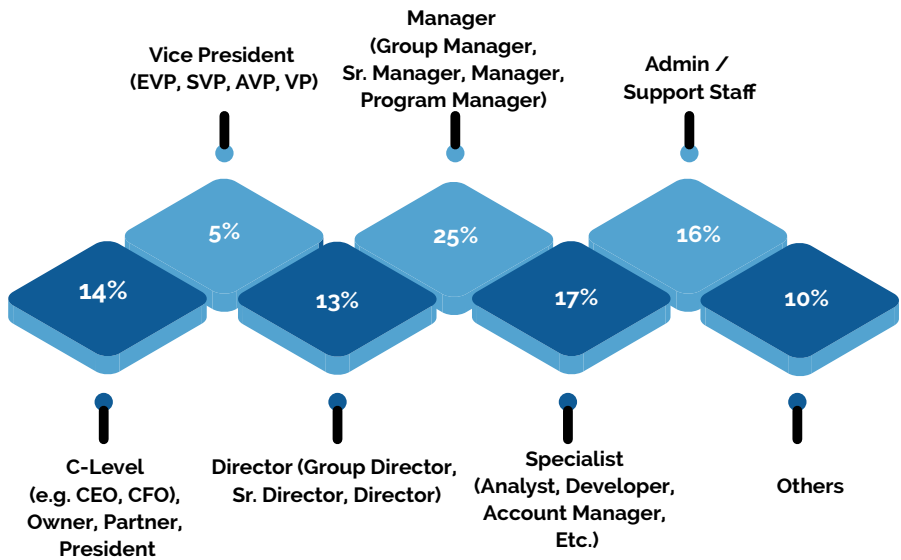
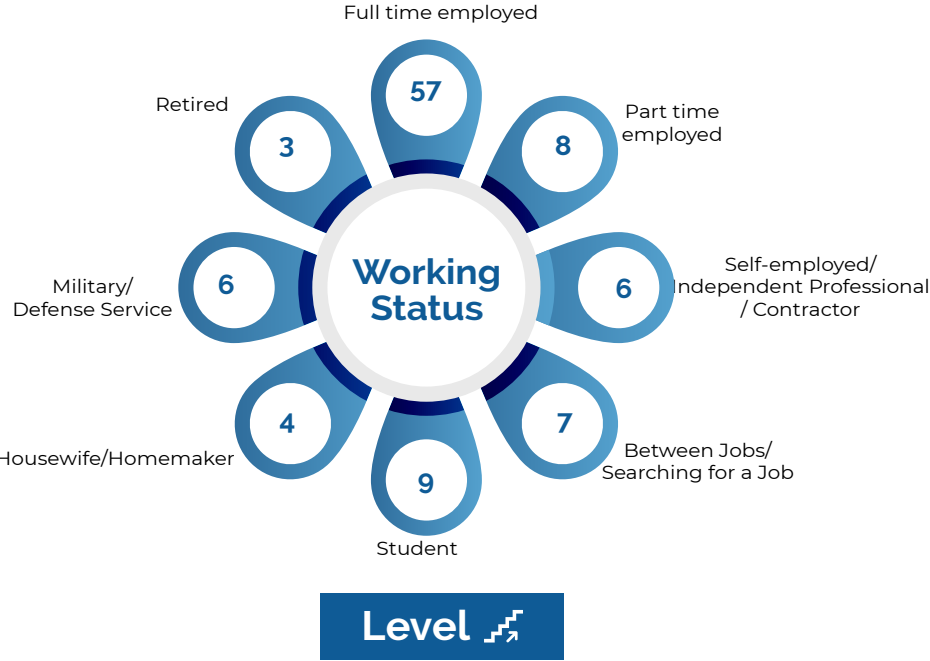
USA

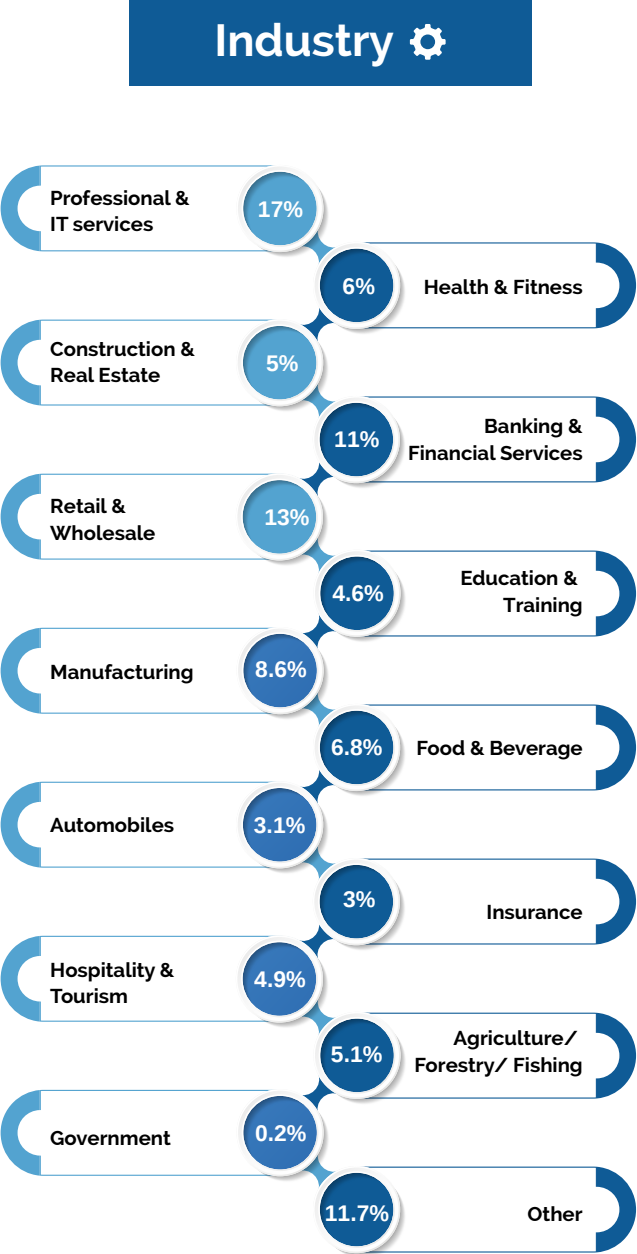
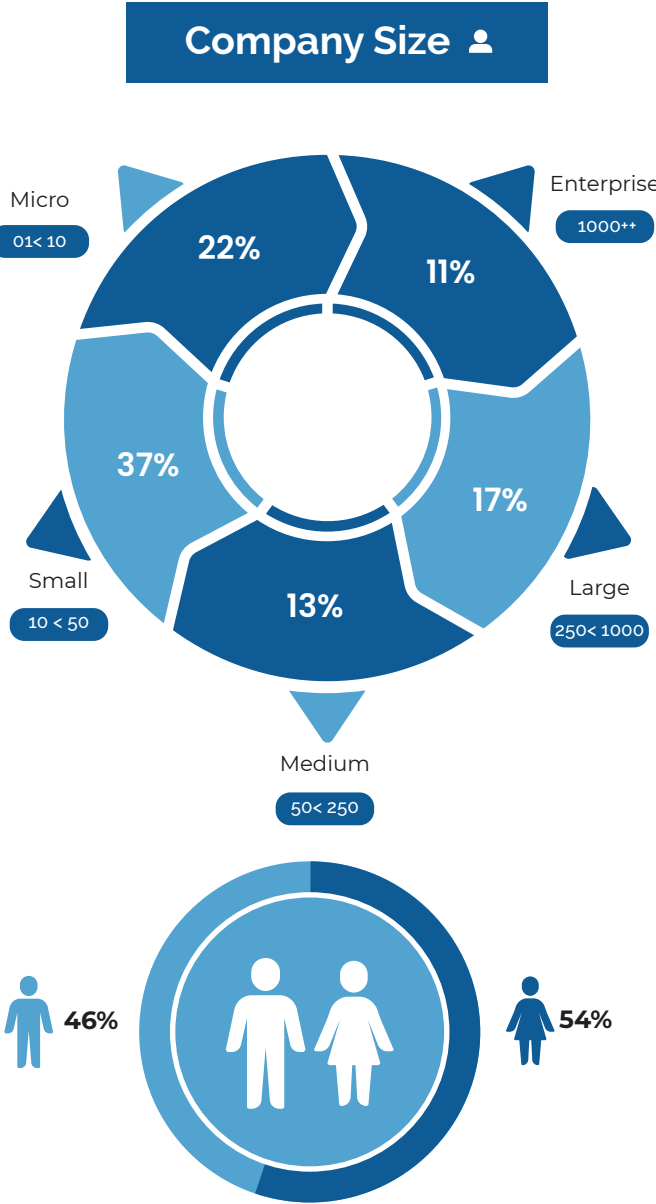
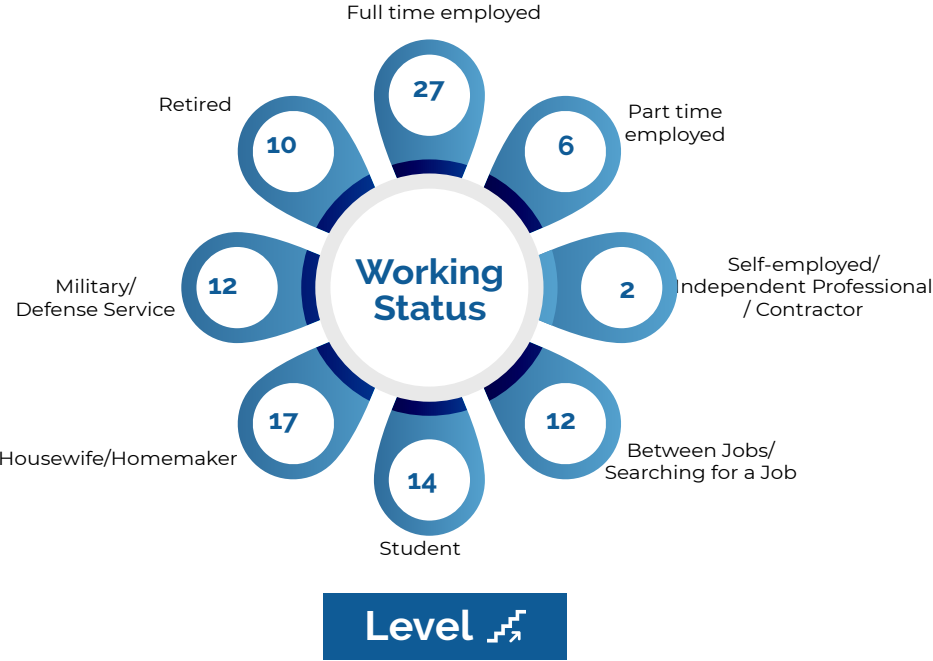


Panellist Counts-247512 | Response Rate -16-20% | B2B-141815









Panel Demographics

Europe

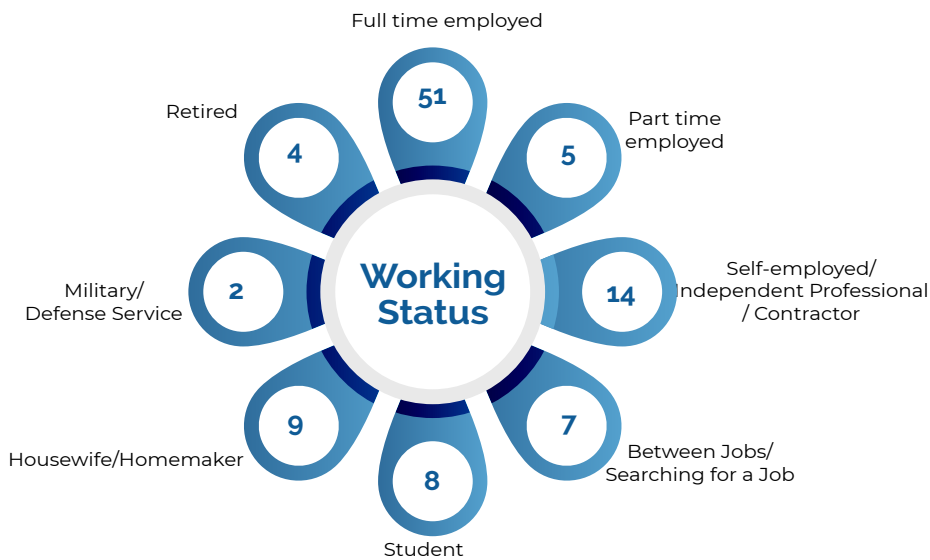
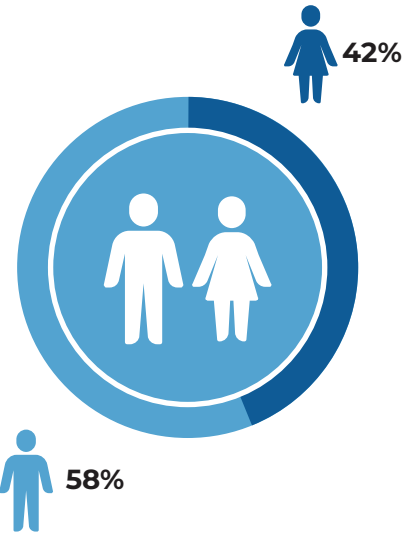
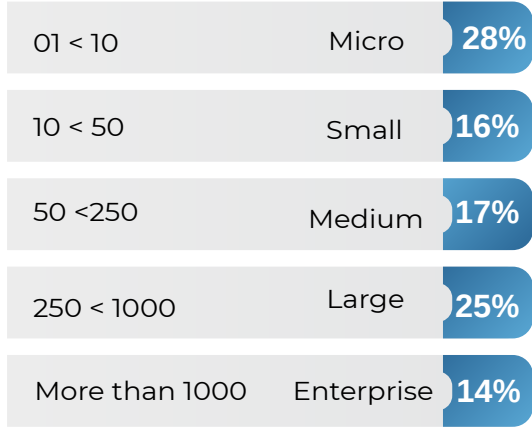
European Perspectives:
Unveiling the Rich Tapestry of Insights



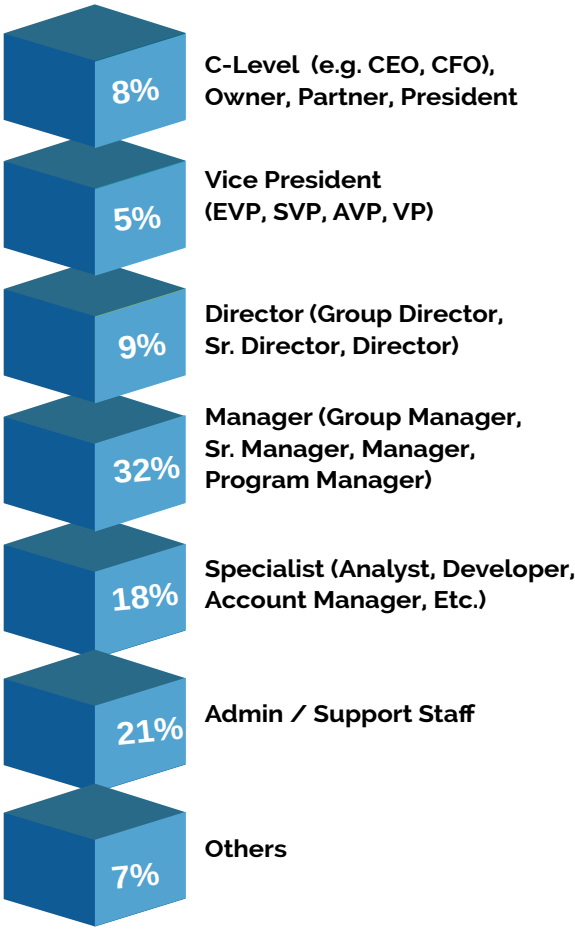


Panelist Counts-83526 | Response Rate -52-56% | B2B-50241

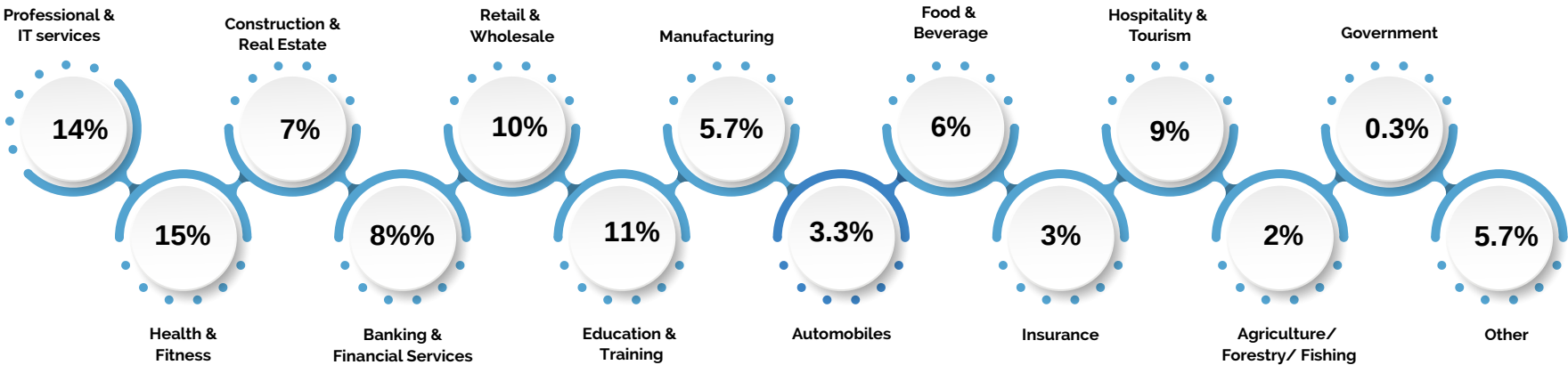
Company Size

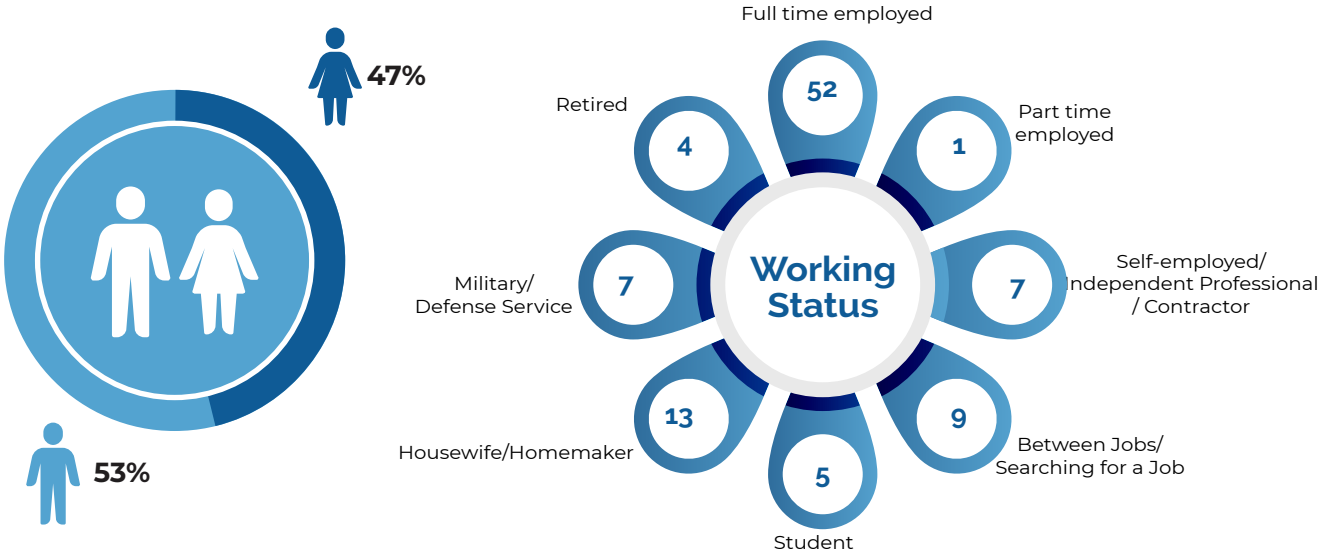
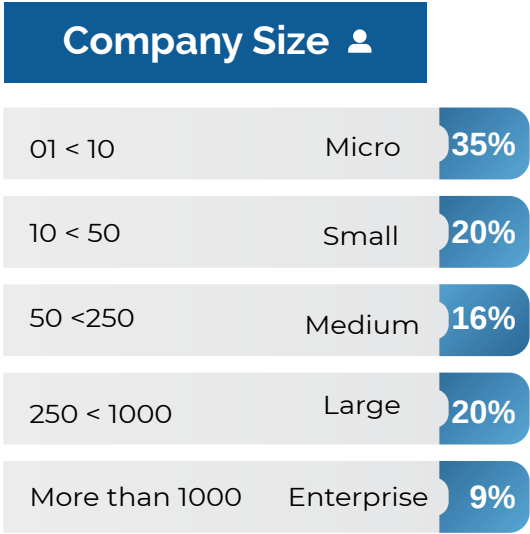


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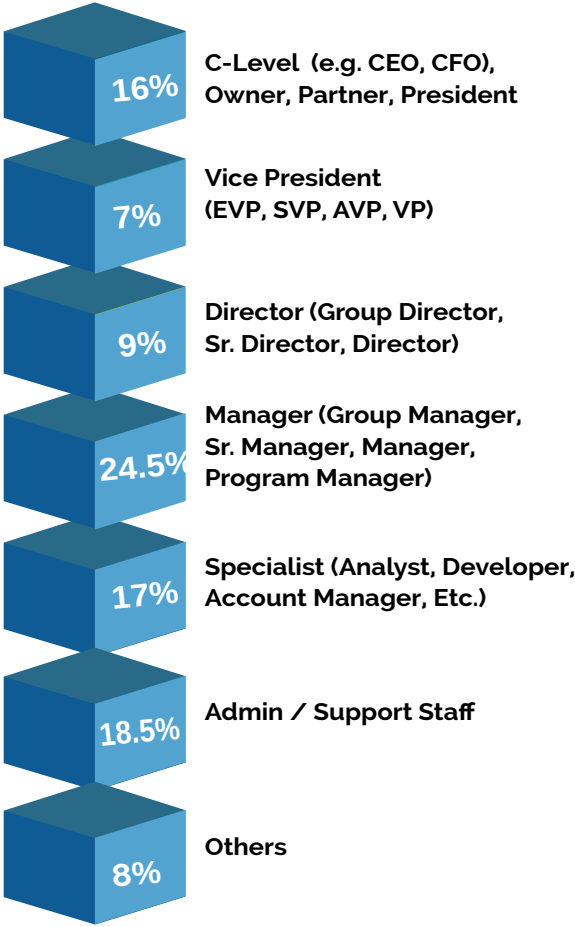


Industry

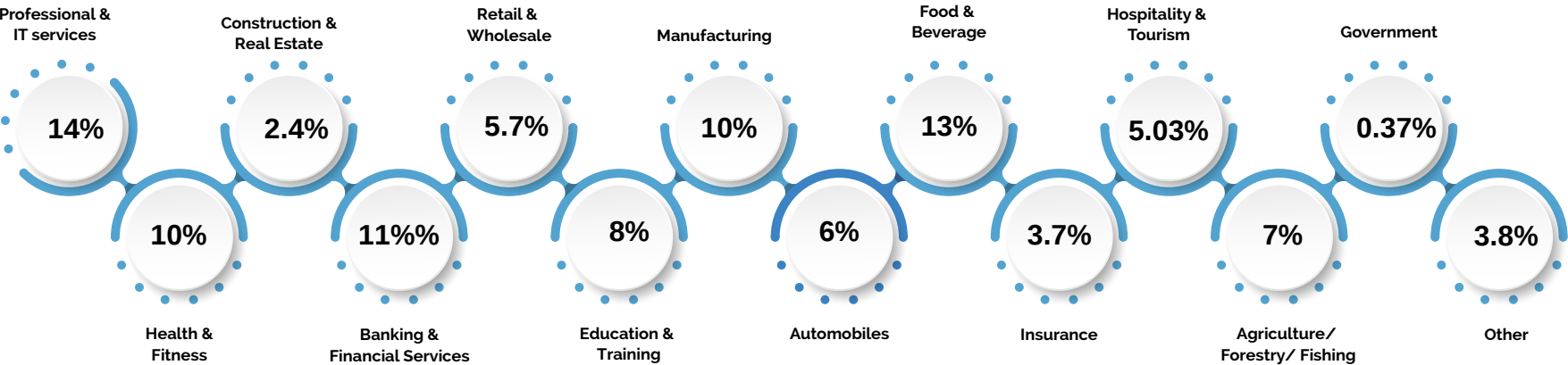




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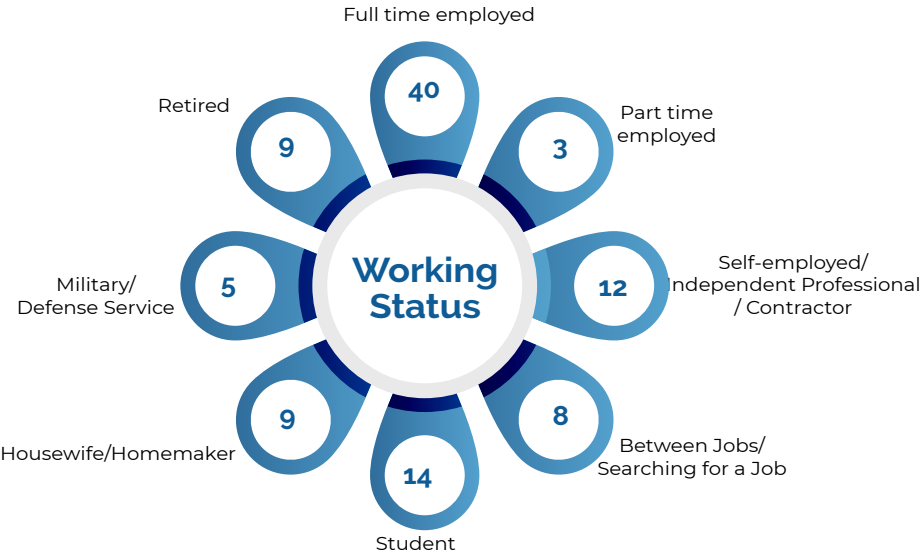
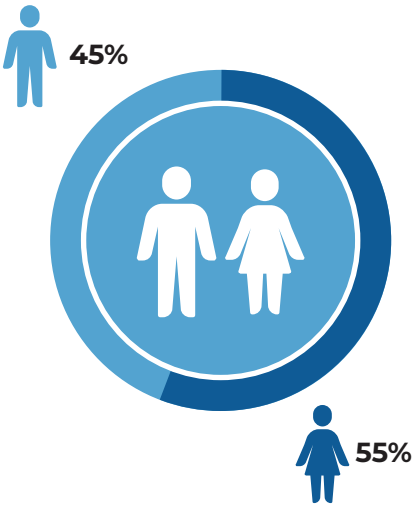
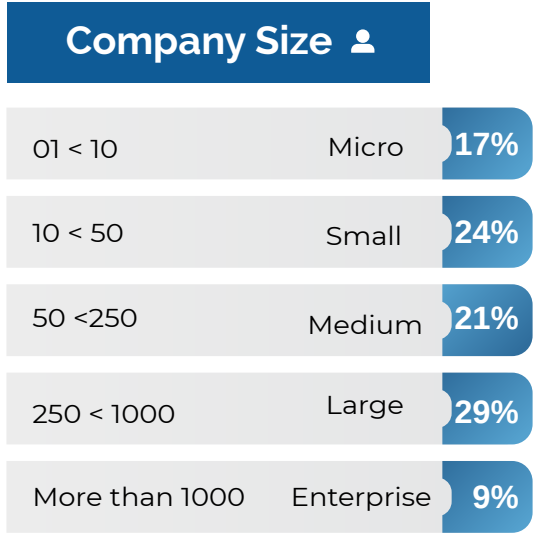
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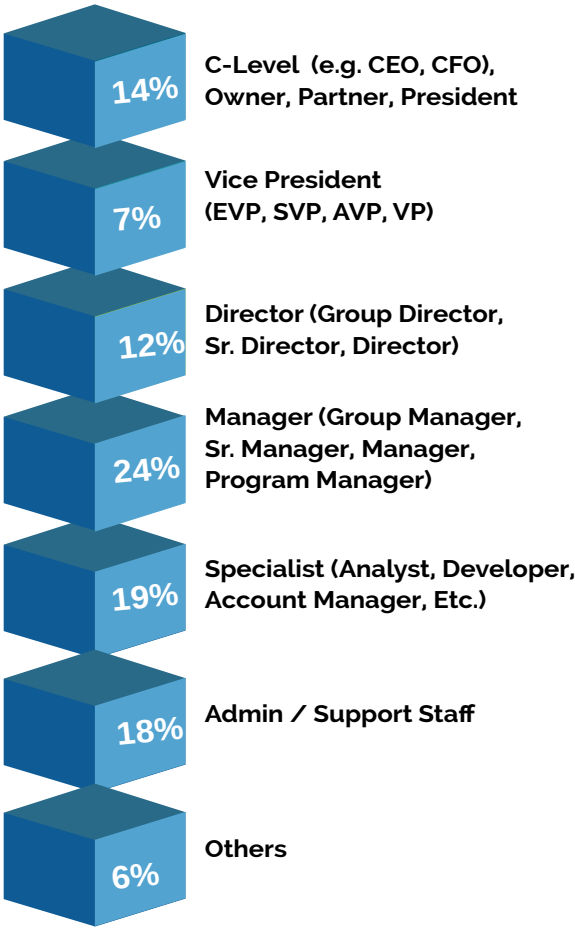
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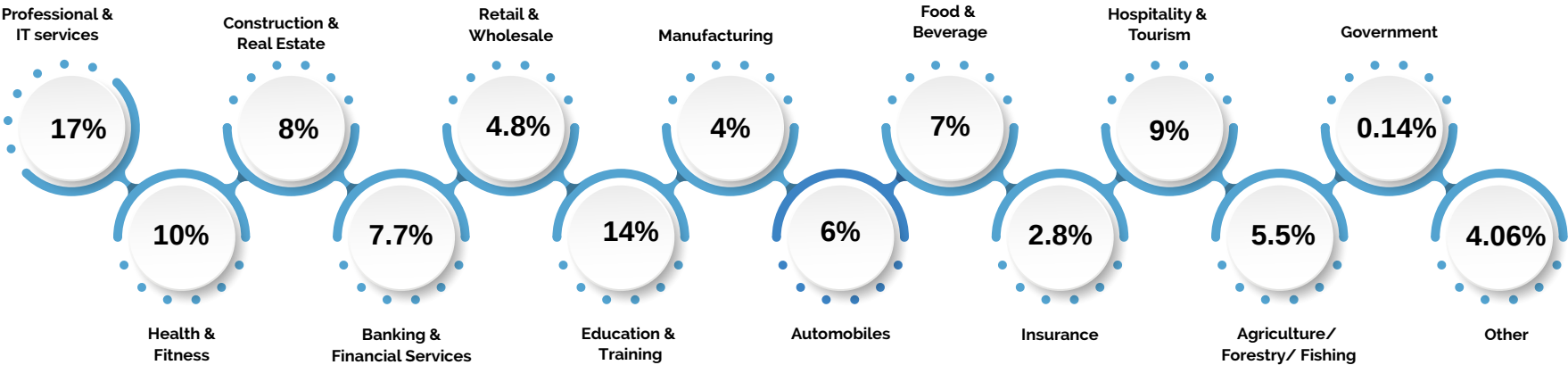
Panellist Counts-69864 | Response Rate -45-50% | B2B-39523



Level



Industry

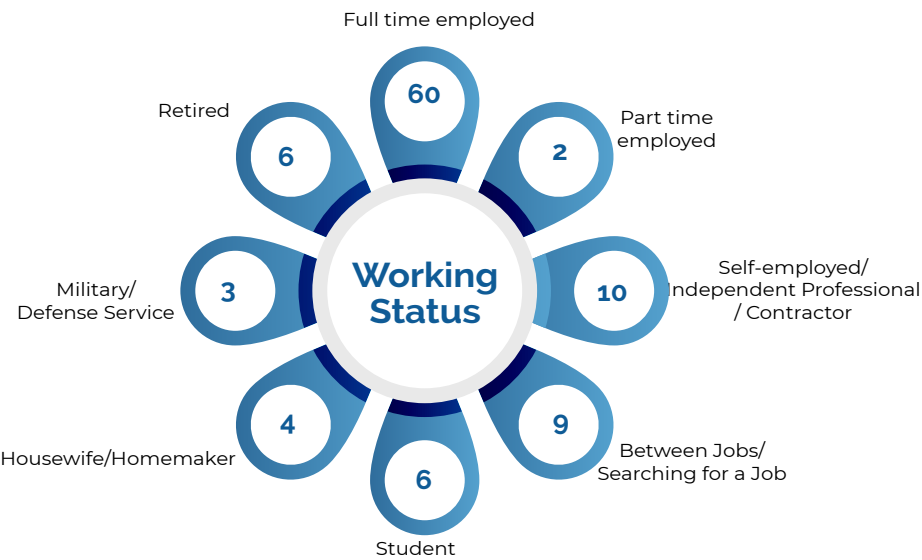
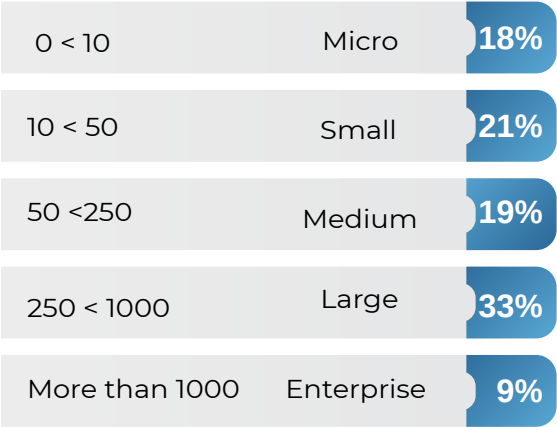


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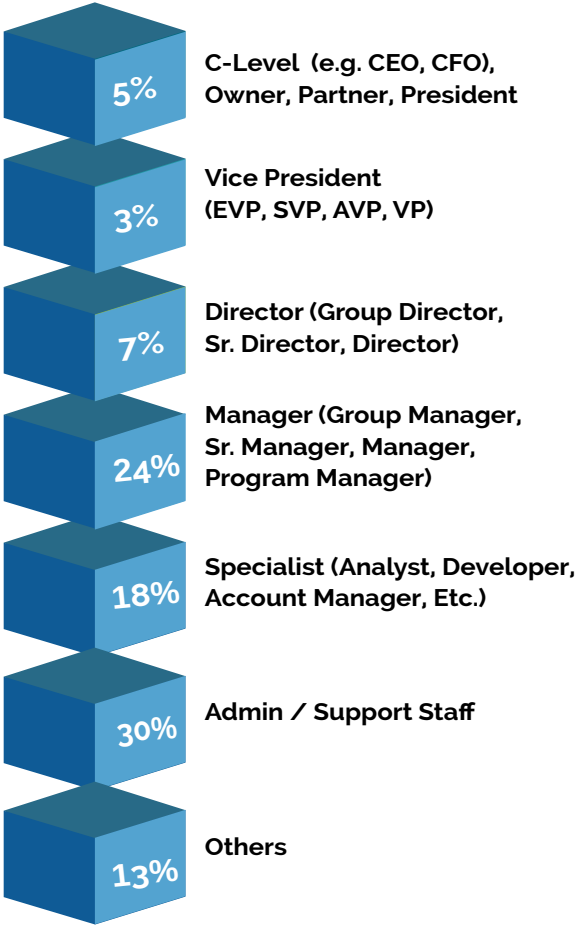


Panellist Counts-42673 | Response Rate -42-45% | B2B-28513

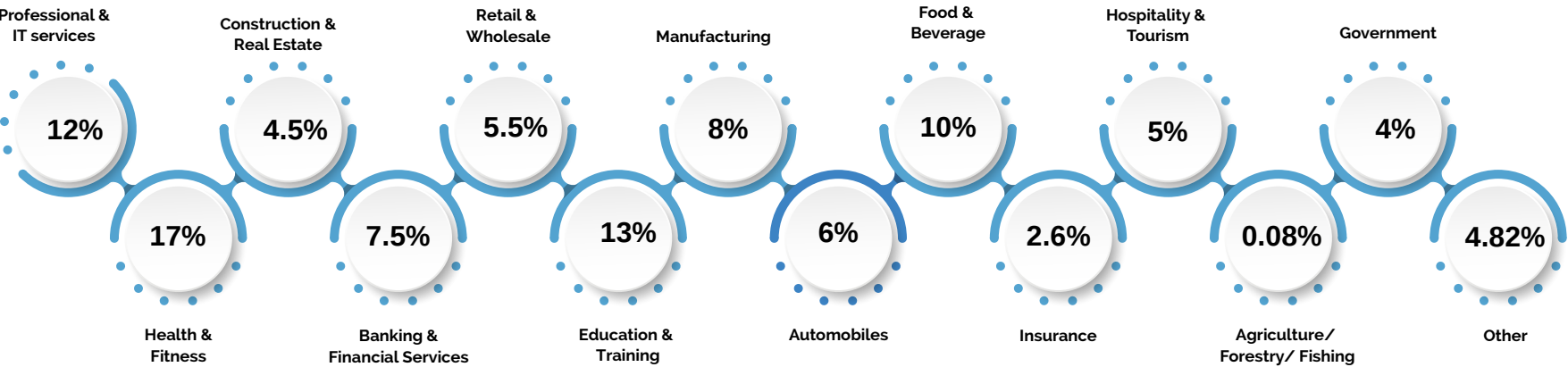
Company Size



Level



Industry

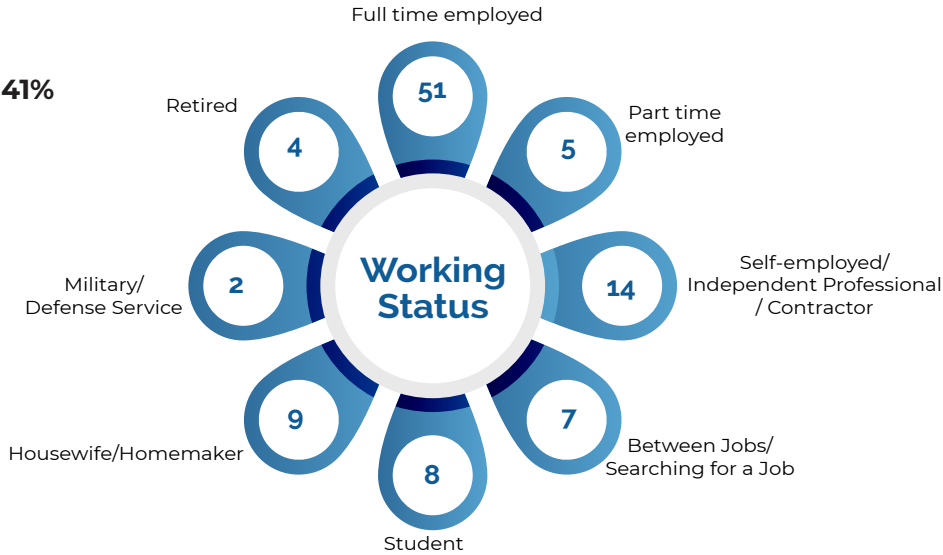
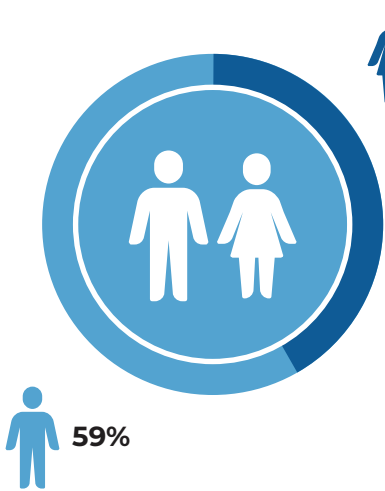
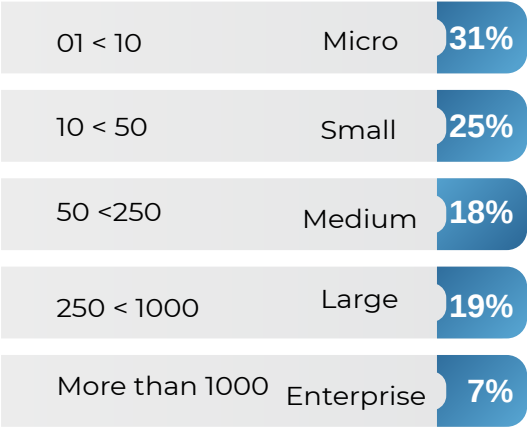


GERMANY

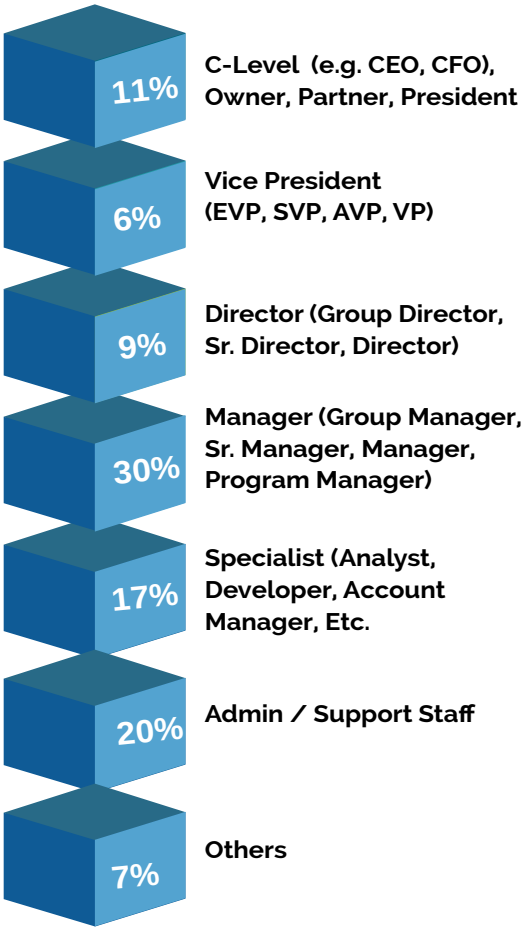


Panellist Counts-48755 | Response Rate -25-30% | B2B-29313

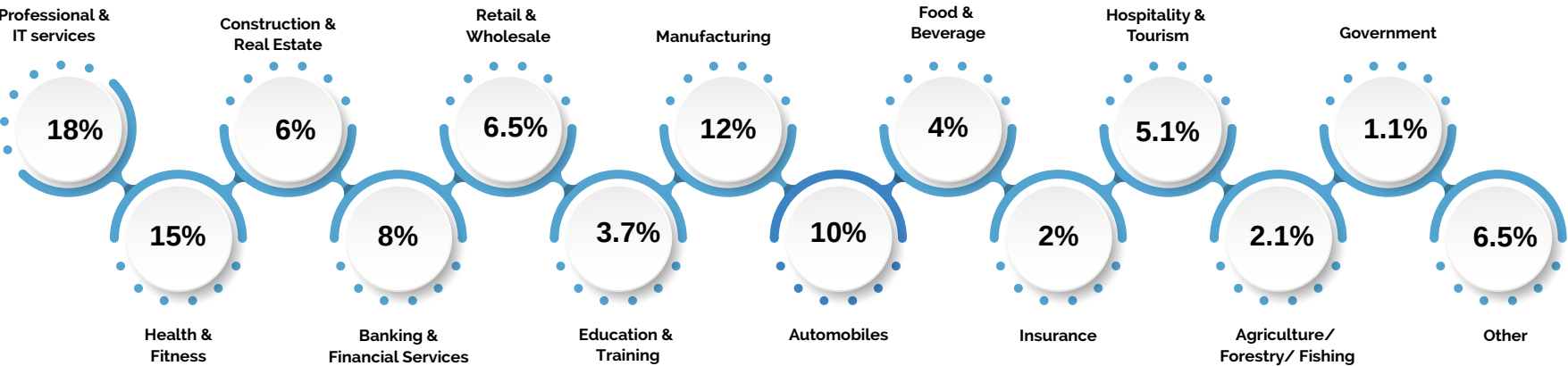
Company Size



Level



Industry



Panel Demographics

Asia-Pacific

Asia-Pacific:

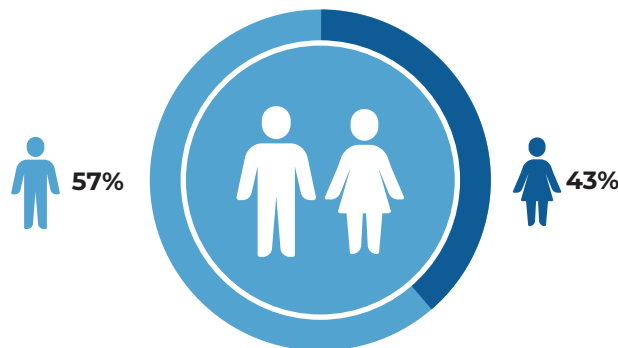
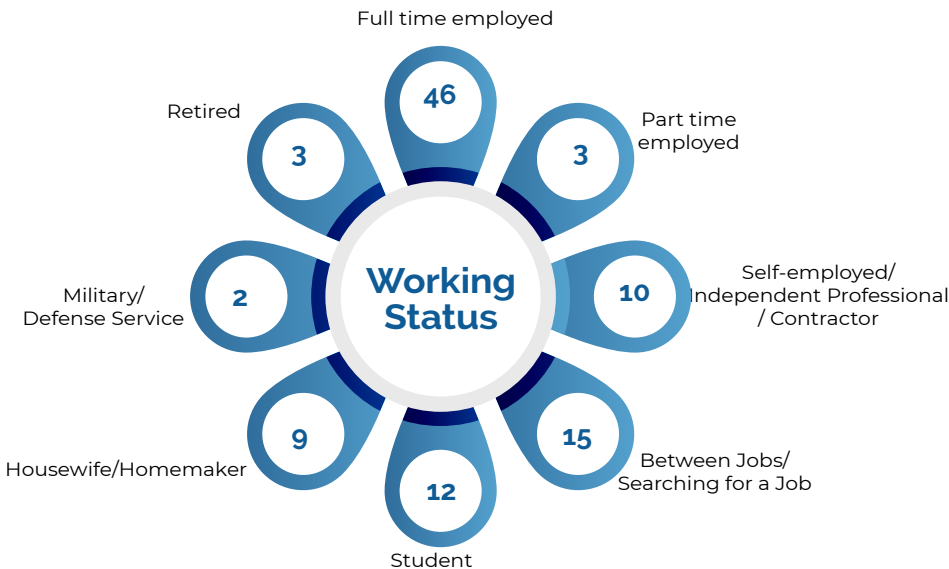
Bridging Markets with Cultural Insights



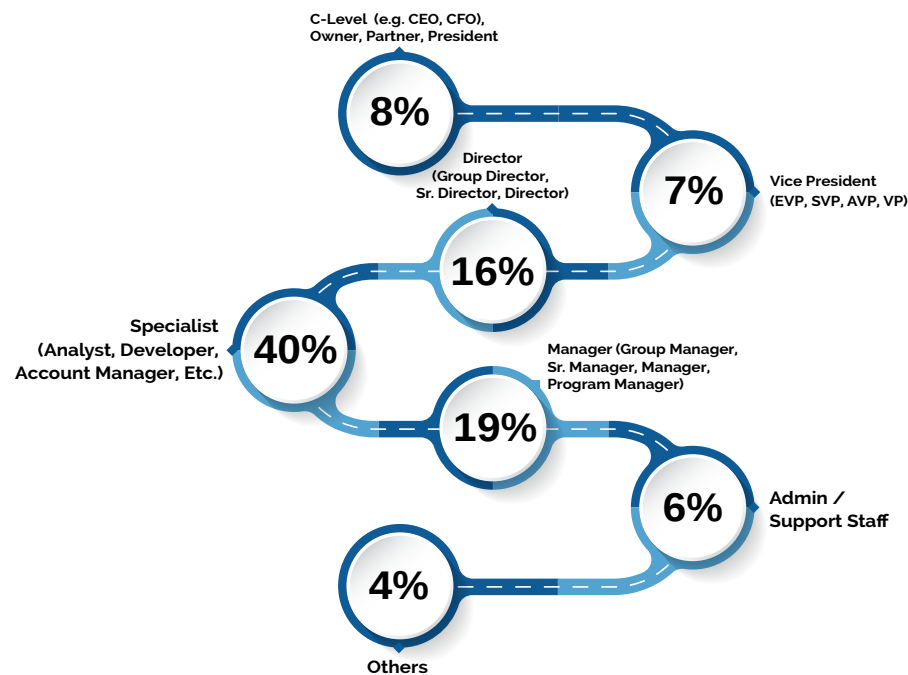
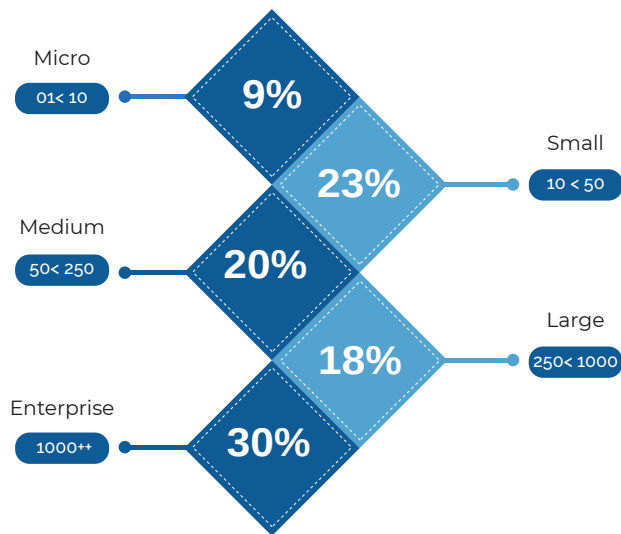
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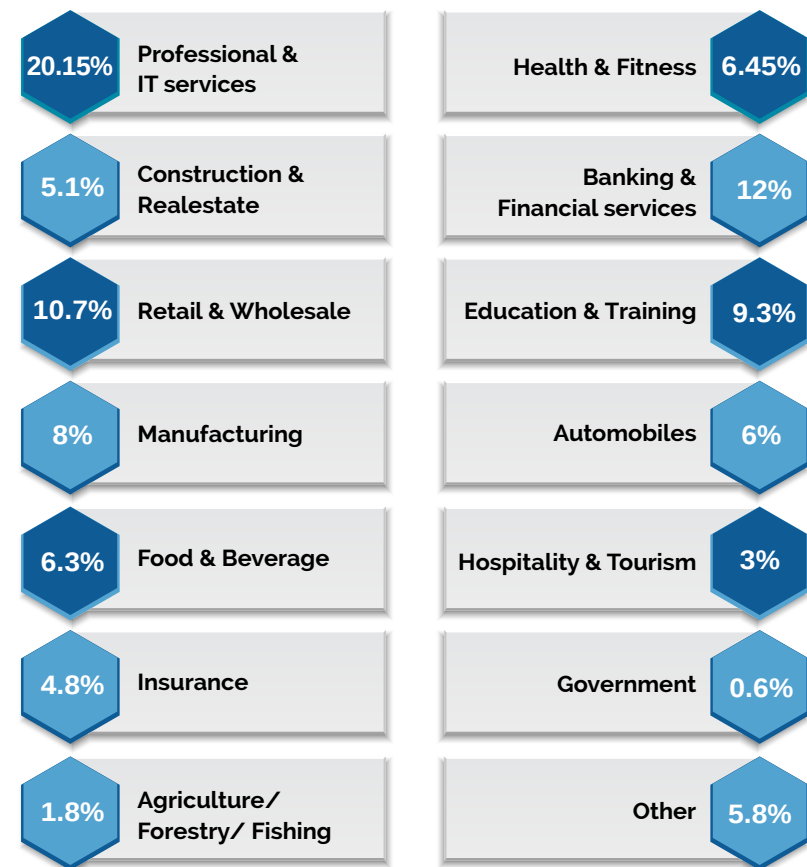
Panellist Counts-260161 | Response Rate -30-45% | B2B-143617



Company Size



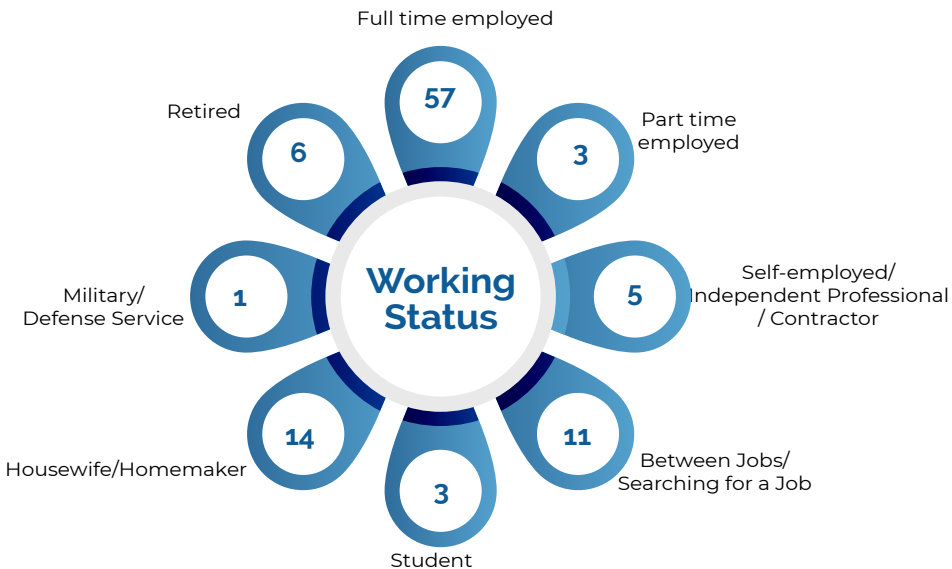
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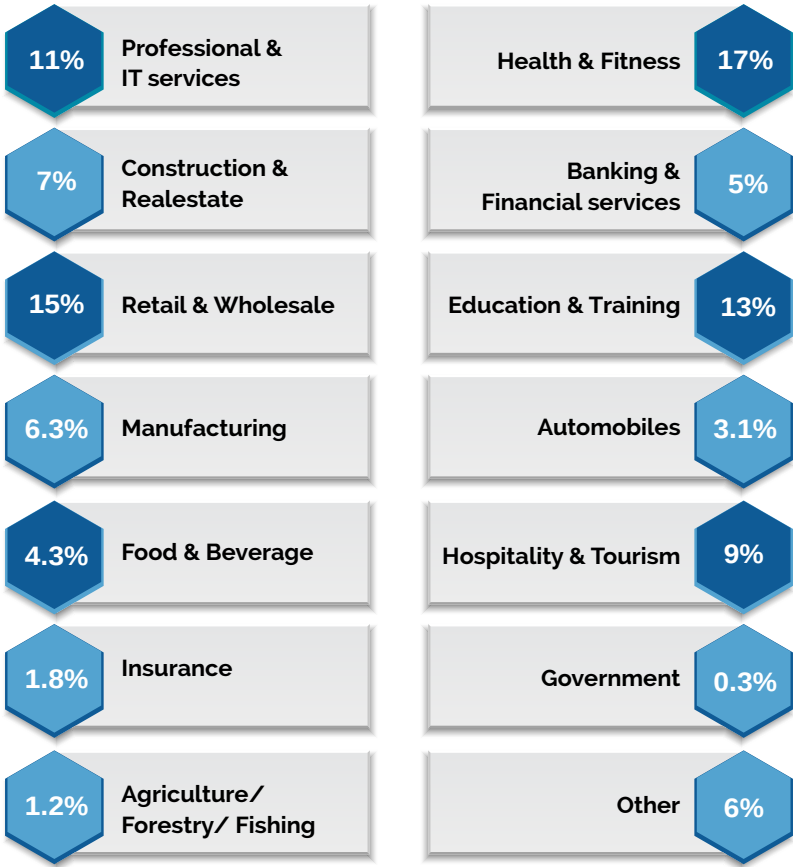
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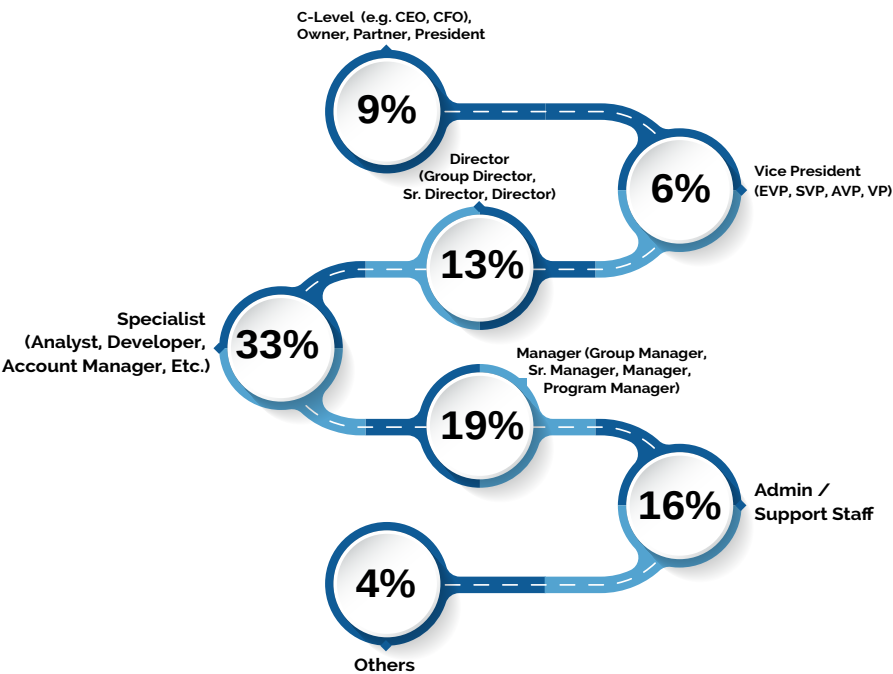
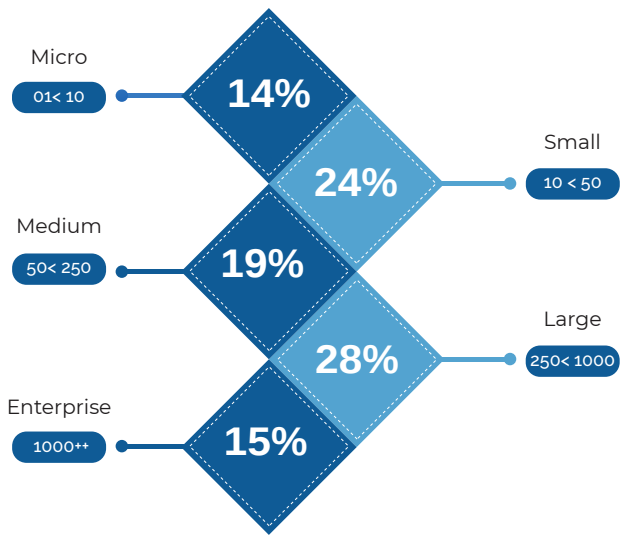
Panellist Counts-18322 | Response Rate -20-25% | B2B-12423

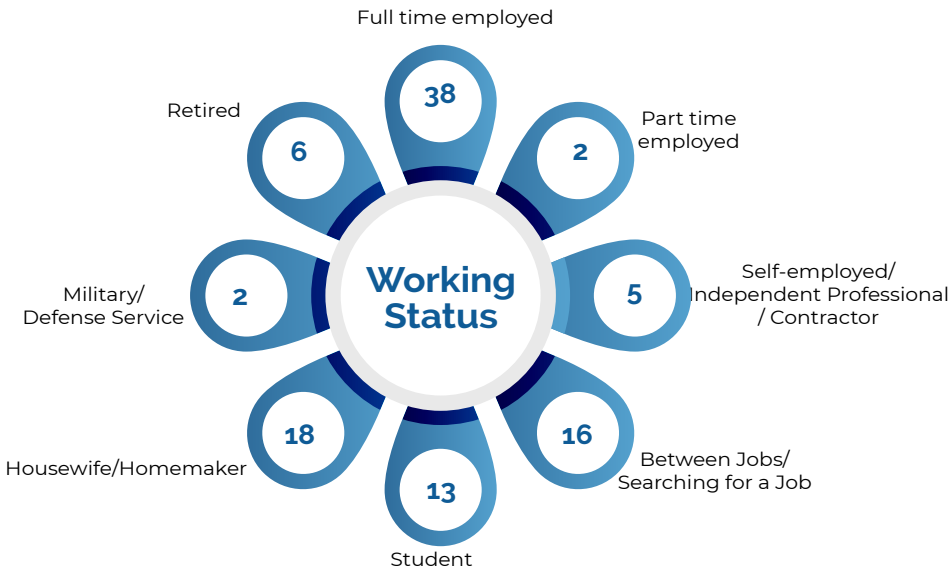


Industry

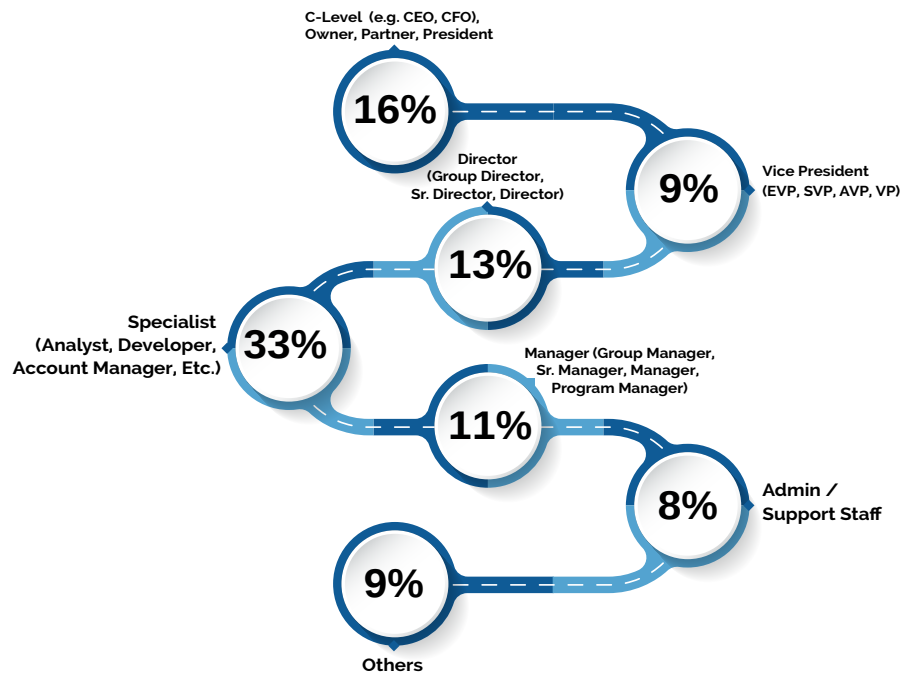


Company Size

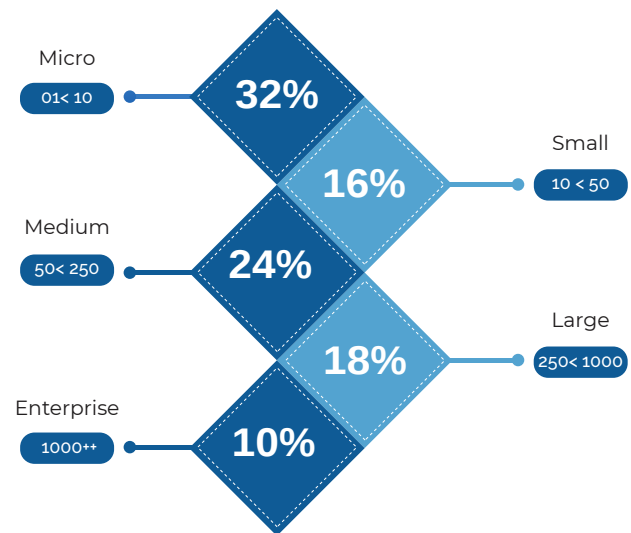




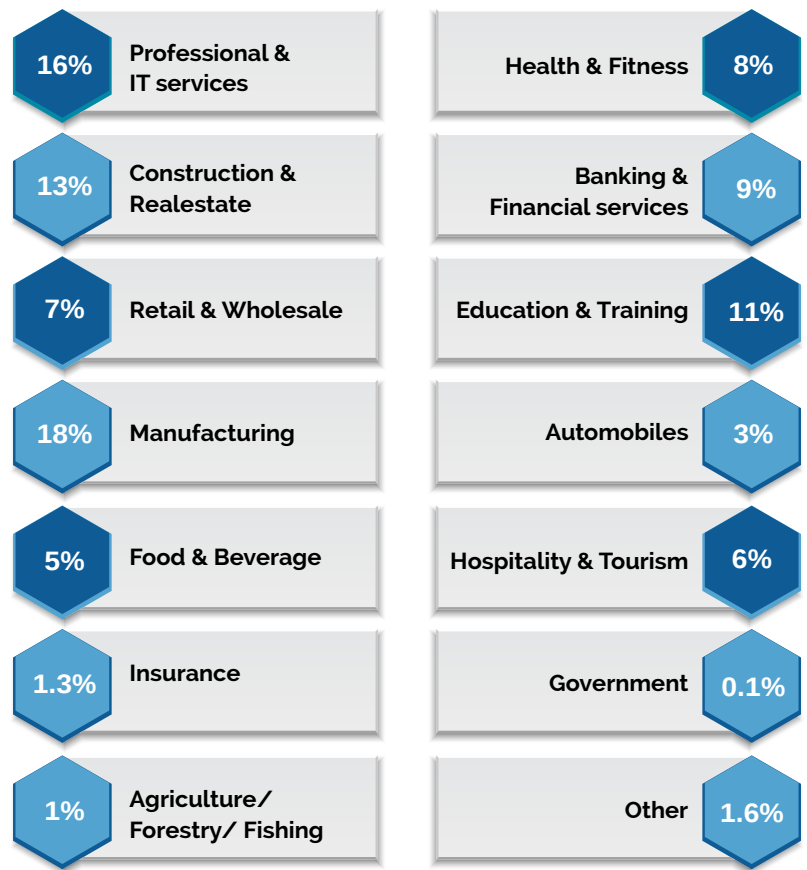
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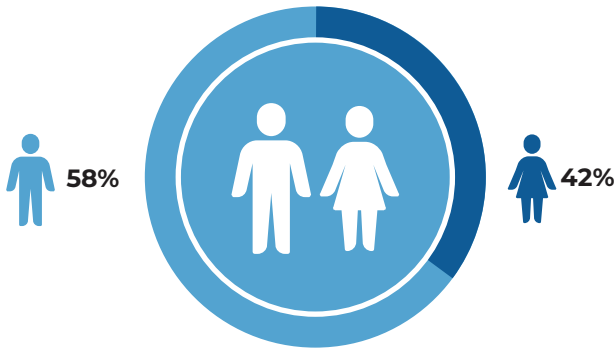
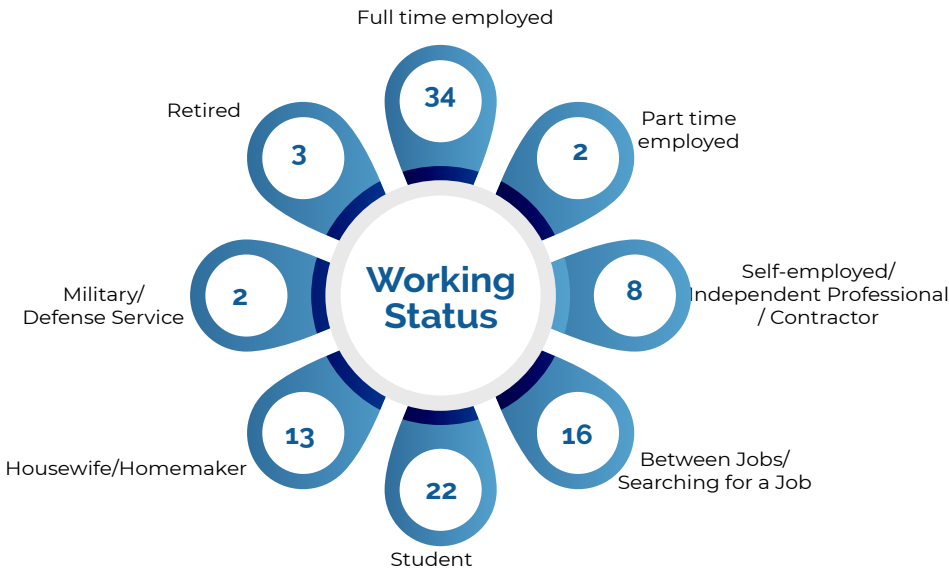


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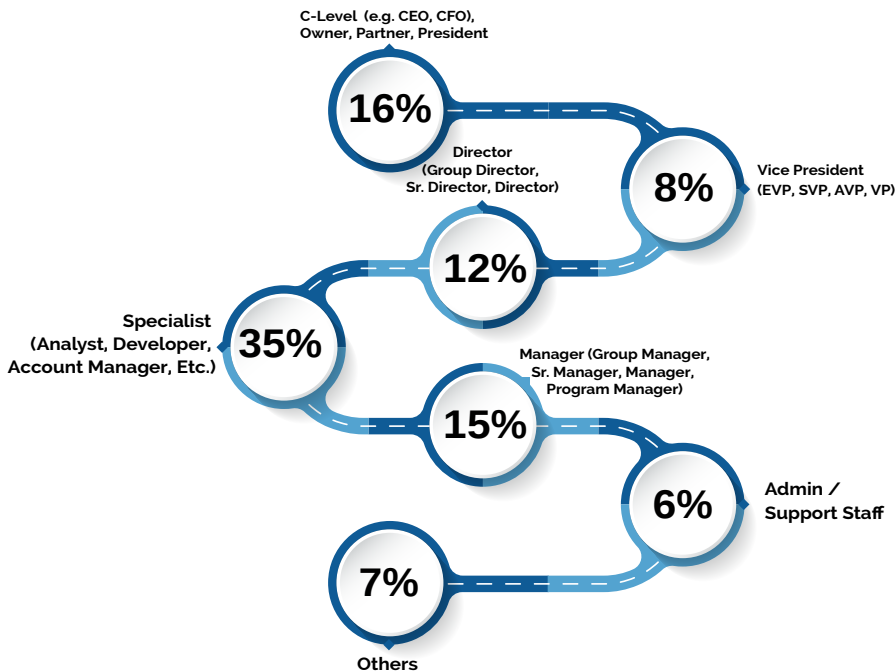


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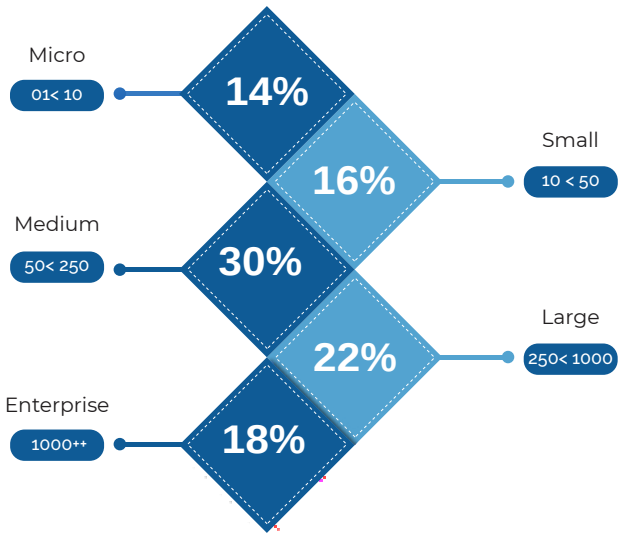




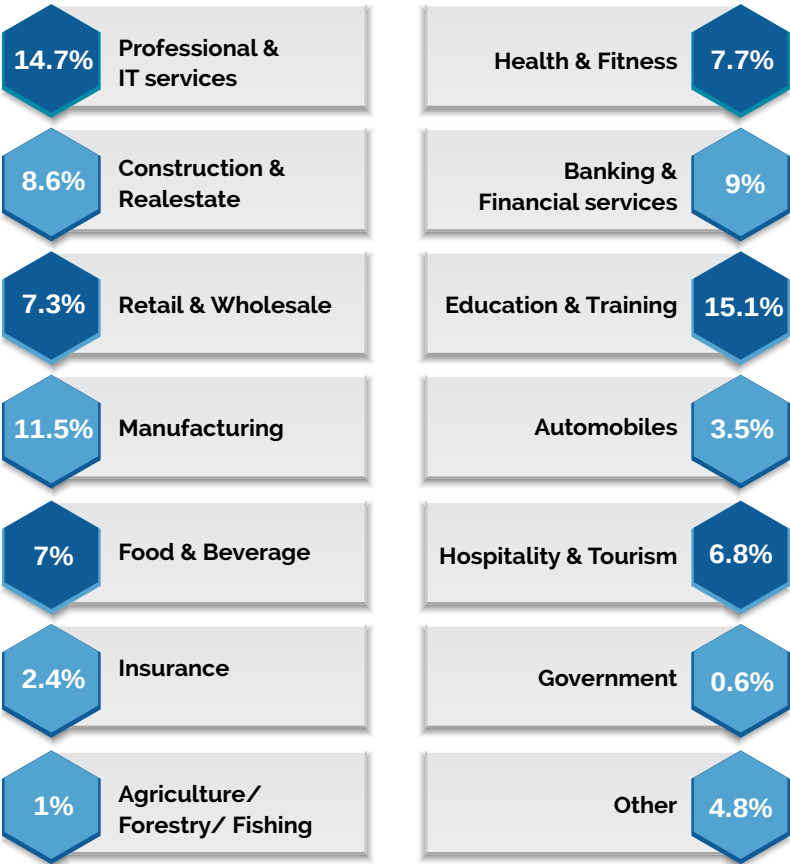
Level



Company Size



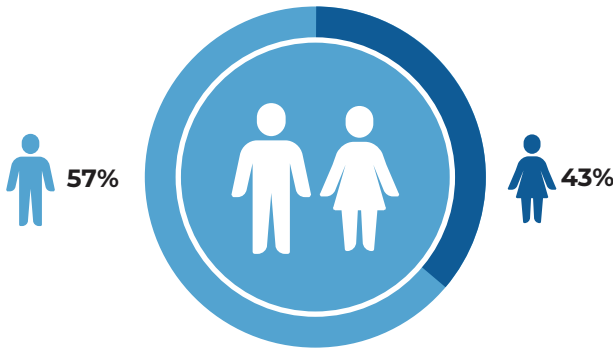
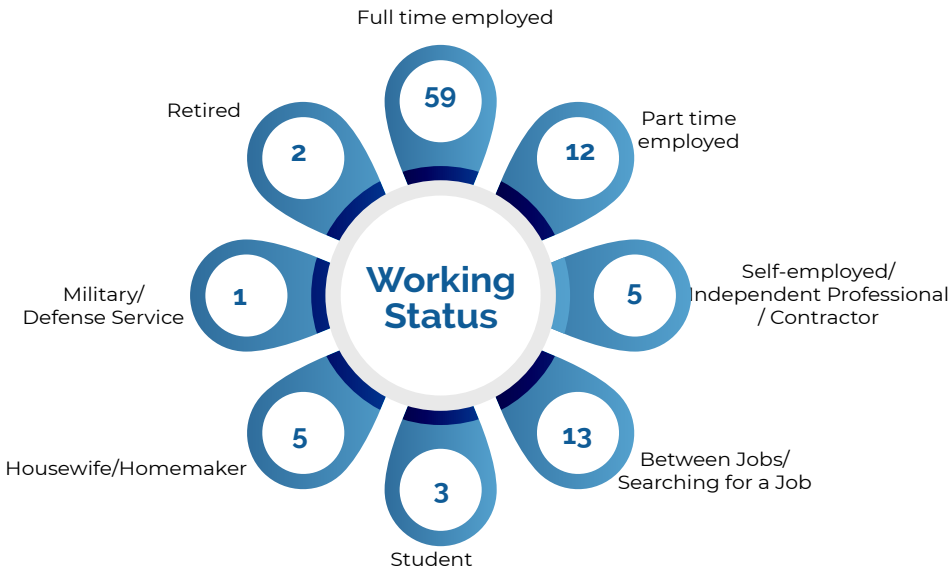
Industry



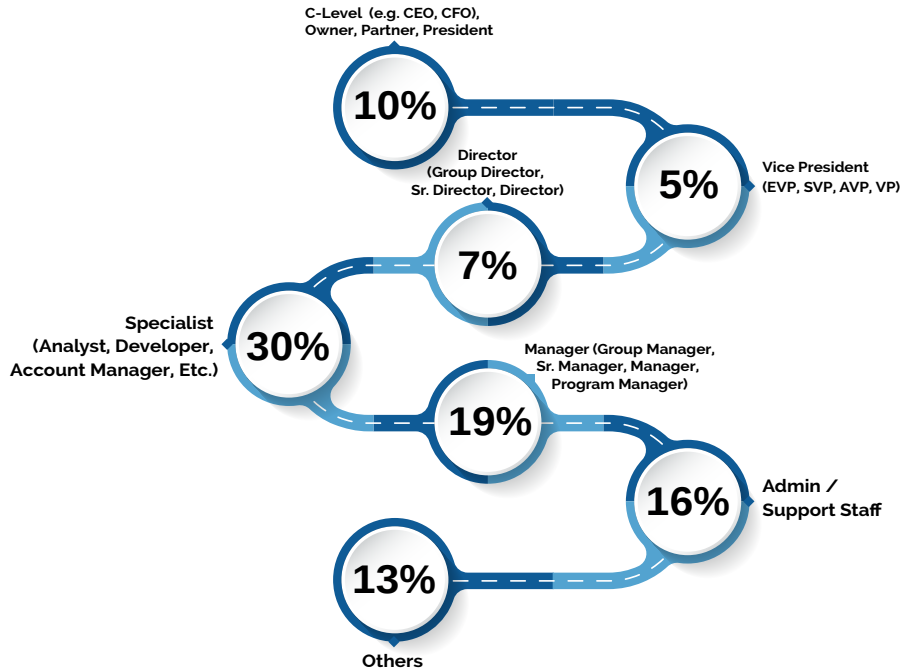
JAPAN



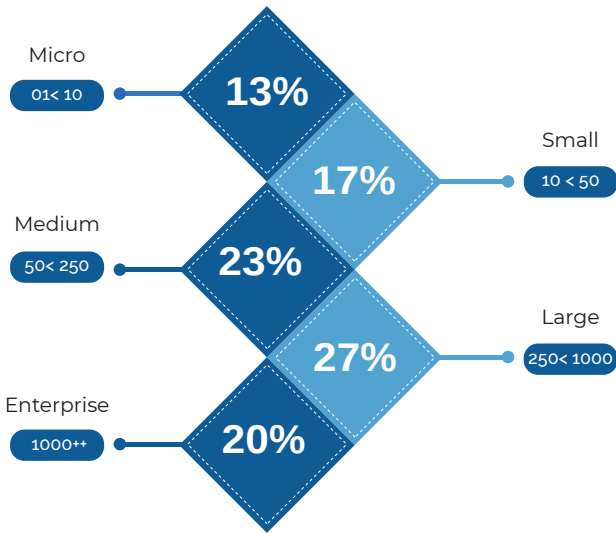
Panellist Counts-8711 | Response Rate -40-45% | B2B-6872



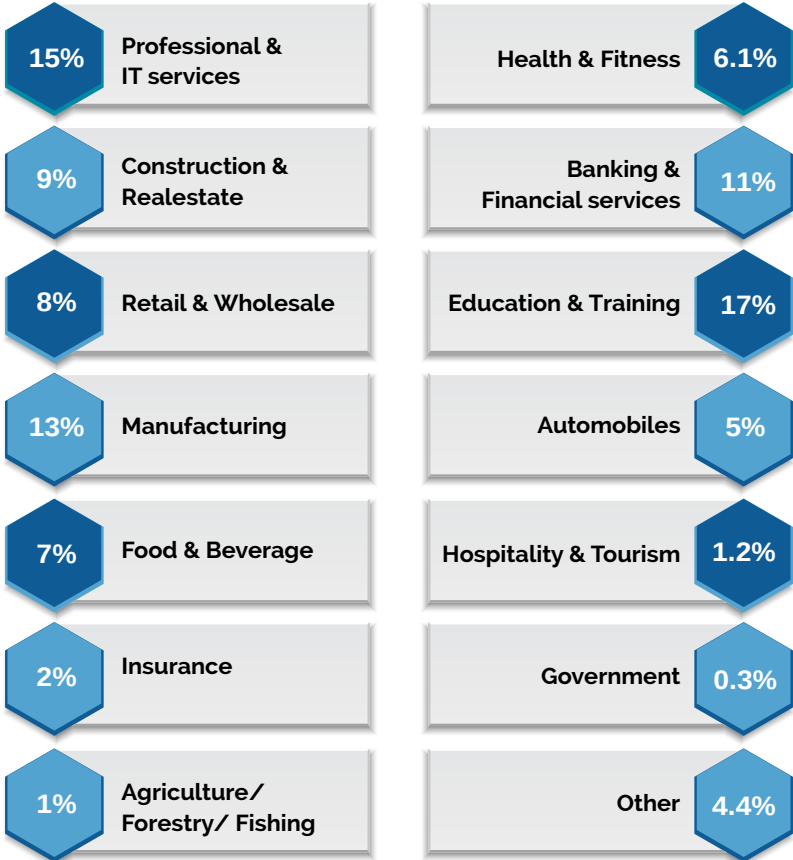
Level



Company Size



Industry



Our future vision

At Market Delvers, our vision is to lead the market research industry by empowering our clients with cutting-edge insights and innovative solutions. We are dedicated to helping our clients thrive in a rapidly changing marketplace through a client-centric approach, advanced technology, and data-driven strategies.



Key pillars of our vision



Innovating with technology

We stay ahead by embracing the latest technologies, including AI, Machine Learning, and advanced analytics. These tools enhance our research methods, providing our clients with deeper, more actionable insights.



Leveraging data for growth

Data is at the core of our strategy. We use big data analytics and predictive modeling to unlock valuable insights, giving our clients a competitive edge and driving their business growth.



Customized solutions

We stay ahead by embracing the latest technologies, including AI, Machine Learning, and advanced analytics. These tools enhance our research methods, providing our clients with deeper, more actionable insights.



Expanding globally

Our ambition is global. We aim to provide seamless, cross-border research solutions, helping our clients understand local markets and consumer behaviors around the world.



Leading with thought

We're committed to shaping the future of market research. Through industry insights, publications, and events, we contribute to best practices and drive innovation.



Client-centric culture

Our clients' success is our success. We build lasting partnerships based on trust, transparency, and shared goals, always striving to exceed expectations.

Thank You for Considering Market Delvers

At Market Delvers, we are committed to delivering insightful and impactful market research solutions tailored to your unique needs. Our expertise spans across various industries, ensuring that you receive comprehensive analyses that drive strategic decision-making.

Our Mission

To empower businesses with data-driven insights that enhance growth and foster innovation.

Let's Connect!

We invite you to embark on a journey of growth and innovation with us. Our dedicated team is here to support your goals and ensure that you have the insights you need to make strategic decisions confidently.

Get in Touch

MARKET DELVERS

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