

RESEARCH METHODS & MARKETS

METHODS	CONSUMER	B2B	HCP	PATIENT	MARKETS
DIGITAL QUALITATIVE					
Web-enabled Focus Groups/IDIs QualBoard® & QualMeeting®	●	●	●	●	Global
Discussion/Boards QualBoard®	●	●	●	●	
Ethnography Over The Shoulder™	●	●	●	●	
Communities QualBoard®	●	●	●	●	
ONLINE QUANTITATIVE					
Online Surveys • Sample/Do-It-For-Me/Full Service • Conjoint/MaxDiff/Heat Maps	●	●	●	●	Global proprietary panels and reach
Hybrid Quant+Qual iModerate®	●	●	●	●	
IHUTs	●	●		●	
IN-PERSON QUALITATIVE					
Focus Groups	●	●	●	●	Global reach and local offices in US, UK, FR, DE, ES
In-depth Interviews	●	●	●	●	
Mystery Shopping	●	●	●		
Store Audits	●				
Product Tests/IHUTs	●	●	●	●	
Central Location Tests	●	●		●	
Product Clinics	●	●	●		
Off-site Interviews	●	●	●	●	
Intercept Interviews	●		●	●	USA, DE, ES
TELEPHONE					
CATI	●	●		●	Global
WATI	●	●	●	●	Global
TDIs	●	●	●	●	Global
CLINICAL RESEARCH					
	●		●	●	USA