



DATA

At iVOX, pretty much every project starts out with collecting data on consumers' attitudes, knowledge and behaviour. It's the core element on which iVOX and its clients build to gain insights, to create interactive marketing solutions and to develop impactful marketing campaigns.

When it comes to providing our clients with survey research data on consumers' opinions and attitudes, iVOX focuses on a very straightforward, clear-cut and price-competitive offer. That way, we leave room for our clients to take full control in a hands-on collaboration throughout any, some or most parts of the research process. The decision is theirs to make. iVOX provides customer service at the speed of light by embracing full flexibility.

Facts:

- By far the largest Belgian research access panel, counting over 150,000 consumers
- More than a decade of operational excellence and performance, serving around 1000 clients worldwide by delivering reliable survey data

Ideal for clients who...

- Want to connect with consumers on a regular, systemic basis
- Are quite familiar with market research (set-up and analysis)
- Simply request a sound consumer sample that reflects their target group
- Require straightforward consumer metrics, to quickly pre-or post-test a campaign

CLIENTS



CONTACT

Are you curious as to how our iVOX DATA business unit can provide you with the key component to help you expand and enhance your market research activities? We're happy to present to you how it can be done in no time.

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