



Insights

Whenever the key deliverable for iVOX is a clear understanding of what's happening on the consumer side, when advanced statistics are necessary to provide meaningful results as well as to detect, describe and profile various consumer segments, or when an interpretation, explanation or market benchmark by a trendwatcher or brand communication specialist would be highly appreciated, iVOX' Insights business unit is definitely a good option to consider.

Obtaining meaningful results isn't as easy as it sounds. It's nothing short of a genuine, specific skill to ask the right questions and to ask them the right way, in line with the so-called golden market research standards. iVOX' team of experienced researchers and consultants provides food for thought, evidence of the latest trends and new insights. This way, strategic marketing actions or choices for the near future can be taken based on solid consumer consent.

Our Insights business unit is the ideal partner for clients who...

- Strongly appreciate a full-scale market research service
- Enjoy relying on external market research professionals to assist them in gaining insights
- Have tight deadlines, limited research background or lack the internal resources needed to fully manage market research project themselves.

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CONTACT

Curious as to how your business problem or opportunity can be translated into consumer survey research? We're happy to discuss how we can help you gain new and inspiring insights.

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