



## Market Competitive Intelligence Using Secondary Research

### Strategic impact

Market Information is the battle ground of today. The company that masters the art of using the market information to give them better insights about their markets and customers will come out on top of the competition.

### Challenges

There is a lot of information available on the internet. Also, the search engines are not sophisticated enough to sort through and provide the most relevant information all the time. Human intelligence is necessary to wade through this data and convert to relevant information.



### eMpulse value

The global research center eMpulse, based in Mysore India provides high quality data collection services at a value pricing. This stretches your marketing budget further resulting in a higher net income for the company.

### Success strategies

eMpulse researchers have developed capabilities to build stable online information gathering processes that yield high quality output delivered on time. The low cost global price arbitrage that is provided by setting up the operations center in Mysore, India provides the value for money advantage to clients.

### Goal: Understanding Markets by Using Secondary Internet Research to Refine Your Marketing Strategies & Hence Gain Revenue Growth.

With the power of internet increasing over the past decade, a new marketing tool has become available to companies. Lot of information exists about the various markets on the world wide web. A savvy web analyst is able to sort through the raw data and provide good insights about the markets at a very high ROI.

### eMpulse Solution

The secondary research services for Market Competitive Intelligence provided by eMpulse are;

- Understand customers and their buying habits
- Understand the size of the market
- Understand competitors and their marketing strategies
- Understand price points
- Evaluate online strategies of competitors using PPC and SEO

Custom data collection process is developed for every client need. Then this process is fine-tuned so that there are no quality problems. A senior design manager leads the efforts to develop this process and stabilize it. Once the processes are stabilized, advanced operations management methods are used to ensure that delivery due dates are met. The USA based client service team ensures that the secondary research output can be integrated into the client processes and databases. eMpulse is able to handle market competitive intelligence studies that range from very simple to complex assignments..

### eMpulse Facts

- One of the leading Global Market Research Agencies
- Established in 2007, growing rapidly by delivering client value



## The eMpulse Difference

### Capability

eMpulse analysts have extensive experience in dealing with complex data collection situations. Most high volume data collection projects needs discipline and innovation. eMpulse analysts are your partner for your online business solutions.



### Actionable information

eMpulse provides solutions that are practical in nature. Years of experience of management in senior leadership positions at large and small corporations have helped us develop a unique perspective on how to generate data and convert it into information that can help develop actionable recommendation that gets executed at corporations.

### Innovative Approach

Successful analysts need to be very innovative in secondary data collection methods because of the experience gained during multiple projects. A combination of theoretically sound methods coupled with research execution savvy gives eMpulse an edge over the competition.

## Case Study

### Situation

An UK based medical devices company was in the process of exploring the African market for the launch of HIV testing equipment. Very little was known about the markets of interest. Client had some high level knowledge about he market but not with enough granularity. eMpulse was hired to conduct secondary research to profile the market landscape for the medical testing equipment.

### Research Conducted

The eMpulse team developed a research plan that would get information on market size, customer preferences, competition profile, macro and micro economic conditions and other relevant information for the different african markets. Search keywords strategies were developed and these keywords were searched using google, yahoo, bing, ask and other search engines. The data was then compiled and summarized to provide the market information needed to the client.

### Results

The study provided the client with the information that was necessary to make a go-nogo decision on the market entry. The client was able to refine the go to market strategy and also come up with the investment plan necessary to make the project a reality.

The African markets are very diverse and client realized that a one size fits all strategy for the entire continent is not adequate to be successful with the market. The customer behavior, the country stability, the market dynamics and many other factors were different.

The output derived by conducting the competitive intelligence exercise using internet secondary research, took the client's product launch efforts to the next level. Now the client has a strategy that will provide a high profitable market entry plan due to the high value output provided by eMpulse.