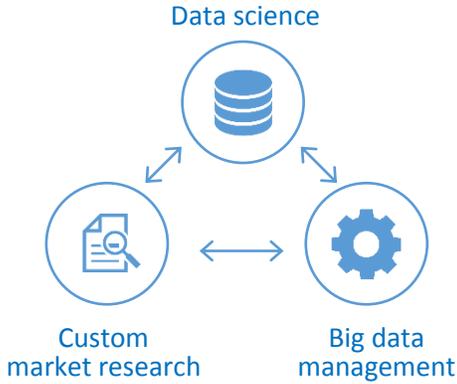


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Market Research Practice

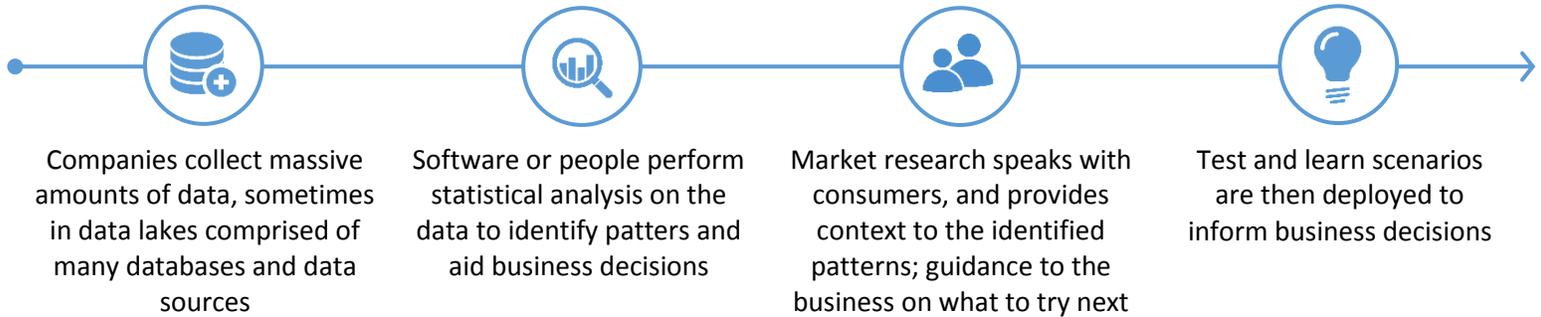


An Analytical Approach to Market Research

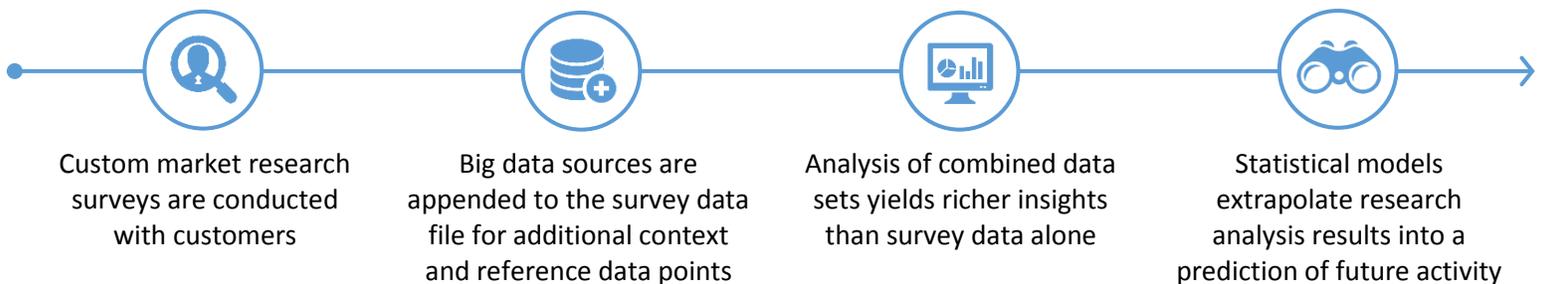
While the marketing industry has been steadily shifting toward a data-driven new reality, the marriage of observed data and custom-collected survey data has been adopted more slowly than might be expected, often due to a segregation of duties between research, analytics, and technology. In the future, these disciplines will continue to merge closer together. Fulcrum’s capabilities in data science and big data management, along with its marketing research practice, offers clients a unique and powerful set of services that blend these three disciplines.

The Mission Statement

Fulcrum’s market research provides context to patterns observed in statistical analysis of databases, or in the massive collections of big data across entire data lakes.



Furthermore, Fulcrum’s expertise in big data and advanced statistical analysis bolsters the predictive power of custom quantitative market research.



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Our DNA: Cutting Edge Analytics and Market Research

Fulcrum Analytics was founded as a market research company in 1993. From the start, our heritage was to gather customer insights through methodologies enabled by cutting edge technology. Over time, Fulcrum expanded its technical and statistical expertise in order to decipher the patterns of data beyond the approach traditionally performed in marketing research.

Today, Fulcrum continues to push to the edge of new horizons by continually folding the latest technology, programming languages, and data gathering concepts into our analytical service offerings, while also maintaining the rigor of long-studied best practices to minimize error and maximize data accuracy. As a result, we combine all kinds of data – transaction and campaign data, custom market research data, publicly available third party data, and everything else you can think of – and we are able to turn it into actionable insights.

Combining Big Data, Small Data, New Data, Old Data

Fulcrum's three disciplines work together for comprehensive data exploration and actionable business recommendations.



Big data

Fulcrum's Agile Analytics Lab provides a secure, scalable sandbox to help clients combine proprietary data with publicly available sources and test out use cases before making large investments in the infrastructure and software that would be needed for an internal big data solution.

Big Data Management



Data science

Fulcrum brings research and data science together to squeeze the most insight possible out of custom collected data sets, and complement the observed data which is traditionally analyzed in a vacuum.

Analysis Based Theories



Research

Market research overlays "small data" to capture consumer sentiments like reactions to new concepts or products; understanding reasons for blind attrition; customer journey mapping; psychographic or lifestyle profiling; and competitive insights/share of wallet.

Research Data Fills in the Gaps

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Contact Tara Piazza at (212) 651-7012 for more information about Fulcrum's Research and Data Integration services!