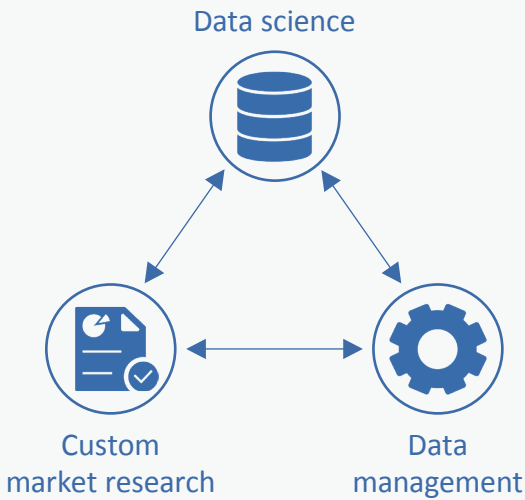


An Analytical Approach to Market Research

Fulcrum Analytics was founded as a market research company over 25 years ago and applies decades of experience to all our projects. We bring the right balance of methodological rigor and business savvy, combining data collection and statistical analysis to help our clients with projects such as:



- Illuminating the stated and latent reasons for customer behavior and feedback
- Finding the optimal mix of features and pricing for a future product
- Segmenting customers for marketing and product development purposes

Our long-standing mission has been to decipher patterns of data using cutting edge data science methods to identify and solve client and end-customer pain points. Our specialists recommend custom data points needed to answer business questions and determine the best way to collect data (methodology, sample size, population, and questionnaire language).

Industry Experience



- Healthcare
- Medical Devices



- Pharmaceutical
- Financial Services



- Advertising Agencies
- Business Services Providers



- Public Utilities
- Automotive



- Manufacturing
- Retail



- Publishing
- Personal Electronics



Sample of Popular Project Types



Segmentation

We organize customers and potential customers into smaller groups for marketing treatments, product development, and analysis.



Competitive Positioning

We survey customers of each competitor to compare the relative strengths, opportunities, and costs of entry for strategic decision making.



Conjoint/Discrete Choice

We measure the market potential of product/service features, identify the best combinations and calculate the prices respondents are willing to pay.



Concept Testing

We help clients gather feedback from target markets on potential new products.



Website Evaluation

We help evaluate and prioritize potential changes and measure the effects of the resulting implementation.

Fulcrum provides a full suite of data hosting, engineering, data science and market research in order to decipher and make actionable the patterns of data in your business.

LEARN MORE ABOUT FULCRUM:

- Check out our website to read **case studies** and see **demos** illustrating some of our work
- Follow us on LinkedIn and Facebook to keep up with our **blog posts**
- Contact us to learn more about how **we can accelerate your business**



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