

# Global Matrix SURVEY

The people's opinion matters!



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Understanding your market,  
empowering your success.



# INTRODUCTION

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## Greetings!

In the dynamic world of market research, one name stands out as a beacon of innovation and precision: Global Matrix Survey. At the helm of this groundbreaking company is CEO [UDAY BHAN], whose visionary leadership has propelled the company to the forefront of the industry.

Driven by a passion for unraveling the intricacies of consumer behavior and market trends, [UDAY BHAN] founded Global Matrix Survey with a singular mission: to empower businesses with actionable insights that drive growth and success. With a wealth of experience in market analysis and a keen understanding of emerging technologies, [UDAY BHAN] has steered the company towards pioneering methodologies and cutting-edge techniques, ensuring that clients receive the most accurate and comprehensive data available.

Join us as we delve into the remarkable story of [UDAY BHAN] and discover the unparalleled expertise behind Global Matrix Survey—a company that's redefining the landscape of market research, one insight at a time.

## Uday Bhan

Chief Executive Officer



# ABOUT US



*"Anything worth having takes time."*

**Global Matrix Survey is a customer centric organization which is trusted for providing precise and actionable insights to our Global Clients.**

Global Matrix Survey work as a partner of choice and trusted resource for several companies.

Global Matrix Survey helps with every step of your research and marketing journey. More than just collecting and analyzing data, we look at each market research project as an opportunity for you to advance your business and extract maximum benefit out of it.



## Target Audience

Reach millions of consumers and business professionals globally, profiled on thousands of attributes collected directly from individuals.



## Enrich Your Data

Analyze survey data to achieve an in-depth customer view, behavioural insights and much more.



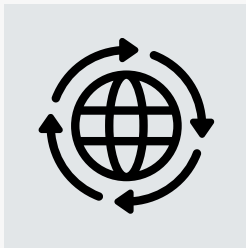
## Connect Your Data

Connect data to drive impact, enrich general marketing research, measure and validate real people and real behaviors.

# WHY US?

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Global Matrix Survey team are elites from all fields. We have rich project experience, cutting-edge internet technology and product development capabilities.



## Global Coverage

We can deliver our fieldwork in over 40+ countries globally, and our samples cover various industries.

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## Market understanding

Help promote and increase the efficiency of the market penetration.

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## Quality Control

Global Matrix Survey gives priority to high quality data and has scientific mechanisms to safeguard that all its products are up to standard.

**Global Market Survey was established on May 2021.  
We can do it better, faster & more cost-effective!**

*We are market research experts who provide clients all over the globe with a full set of data collection solutions and supporting services to help their businesses grow. We employ the latest technologies and methodologies to procure data that is original, insightful, and of practical use for the client. All research we deliver are of high-integrity ensuring the highest quality standards. Our ambition is to make Global Matrix Survey our clients' preferred research data collection partner.*





Doing research on the web is like using a library assembled piecemeal by pack rats and vandalized nightly.

*Roger Ebert*



## Vision

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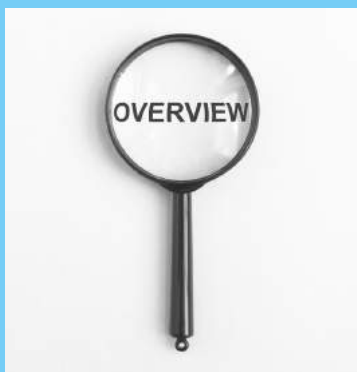
Our Vision is to provide cost effective, high quality services with a transparent and strategic mindset & to be one of the leading research companies in the world by using new and innovative ways to solve our client's issues and thus helping them in strategic decision making.



## Mission

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Our mission is to improve our clients' business and market understanding by connecting them to the interests, opinions and actions from the world's largest community of real people to strengthen their market research and advertising activities. We want to help individuals and businesses reach their maximum potential by facilitating their access to thoughts and opinions of people around the planet.



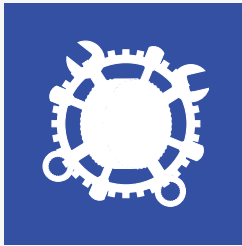
## Overview

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We make sure to review the audience of interest and research objectives to develop the sampling plan that makes the most sense to our clients. May it be Qualitative or Quantitative, Global Matrix Survey is your one-stop shop for all your market research needs.

# SOLUTIONS

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## Automotive

Whether you want to assess brand awareness and perception, product improvement, new product development, or competitive positioning, we provide a range of automotive market research solutions designed to help you make the confident business decisions necessary to gain a competitive advantage.



## Tourism

Tourism research allows your company to understand what motivates customers to purchase. Our qualitative research examines customer motivations and preferences, while our quantitative research provides data and measurement on pricing, willingness to pay, and behavior.



## Pharmaceuticals

The pharmaceutical industry has seen a massive influx of innovative products, services, and new drugs. To better understand emerging trends and focus your investment where it can do the most good, it's crucial to understand what physicians, healthcare professionals, patients, and competitors are thinking.



## Telecommunications

We can execute both qualitative and quantitative methodologies to help technology and telecom companies understand their customers, their market, and how their customers experience their products within that market.



## Finance

The financial industry continues to face unprecedented disruption. New regulations, new products, the changing needs of consumers, and hungry competitors keep even the largest players on their toes. We can help you understand the perfect path to success.



## Healthcare

Our market research teams can connect you with hundreds of thousands of deeply-profiled patients, using detailed targeting information to identify the medical conditions our panel members suffer from to deliver the targeting you need.



# SERVICES

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## Qualitative Research

Qualitative research is defined as a market research method that focuses on obtaining data through open-ended and conversational communication.



## Quantitative Research

Quantitative research is defined as a systematic investigation by gathering quantifiable data and performing statistical or computational techniques.



## Online Research

Online research methods are ways in which researchers can collect data via internet. It is also referred to as Internet research, Internet science or Web-based methods.



## Telephone Survey

A telephone survey, also known as CATI is a research method where the researcher surveys respondents over the telephone.



## Business Research

Business research is a acquiring detailed information of business and using such information in maximizing the profit.

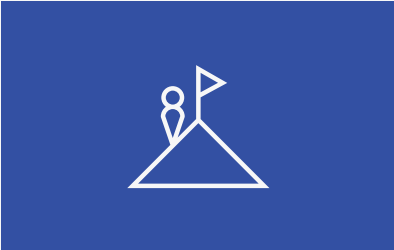


## Other Services

Our expertise is based on utilizing different programming tools used for market research. Reach out to us quickly.

# WHAT WE HAVE ACHIEVED SO FAR

Make confident decisions using our benchmarks and standards.



Transforming Data into Actionable Intelligence: Proud to Have Helped Countless Businesses Navigate Market Dynamics with Precision.

**78+**  
**Clients**

**15000+**  
**Projects**

**40+**  
**Countries**  
**Traffic**

**147+**  
**Suppliers**



Thanksgiving

# Team



# Celebrations





TOGETHER,  
WE ACHIEVE  
MORE.



OUR

TEAM

HOLI

CELEBRATION



FUN  
MOMENT





# GLOBAL MARKET

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- The global market research industry was valued at approximately **\$76.8 billion** in 2020.
- It is projected to grow at a compound annual growth rate (CAGR) of around **6.5%** from 2021 to 2026.
- By 2026, the market research industry is estimated to reach a value of over **\$105 billion**.



Industry Size 2020

**\$ 76.8 B**

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Estimated Industry Size

**\$ 105 B**

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# PERFORMANCE

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At Global Matrix Survey, we are driven by a commitment to excellence and a passion for delivering insights that drive business success. Over the past year, we've embarked on a journey to not only refine our research methodologies but also to enhance the value we deliver to our clients. Here's how we're evolving to serve you better.

## Enhancing Our Research Methodologies

- Introduced advanced AI algorithms for data analysis, improving our data processing speed by **40%** and accuracy by **35%**.
- Launched a new client portal for real-time access to research findings, increasing client satisfaction scores by **25%**.

## Tailored Solutions for Diverse Industries

- Developed a bespoke market entry strategy for a retail client, resulting in a **20%** increase in their market share within the first year.
- Conducted a comprehensive consumer behavior study for a tech company, leading to a product pivot that saw a **50%** uptick in user engagement.

## Client Success Stories

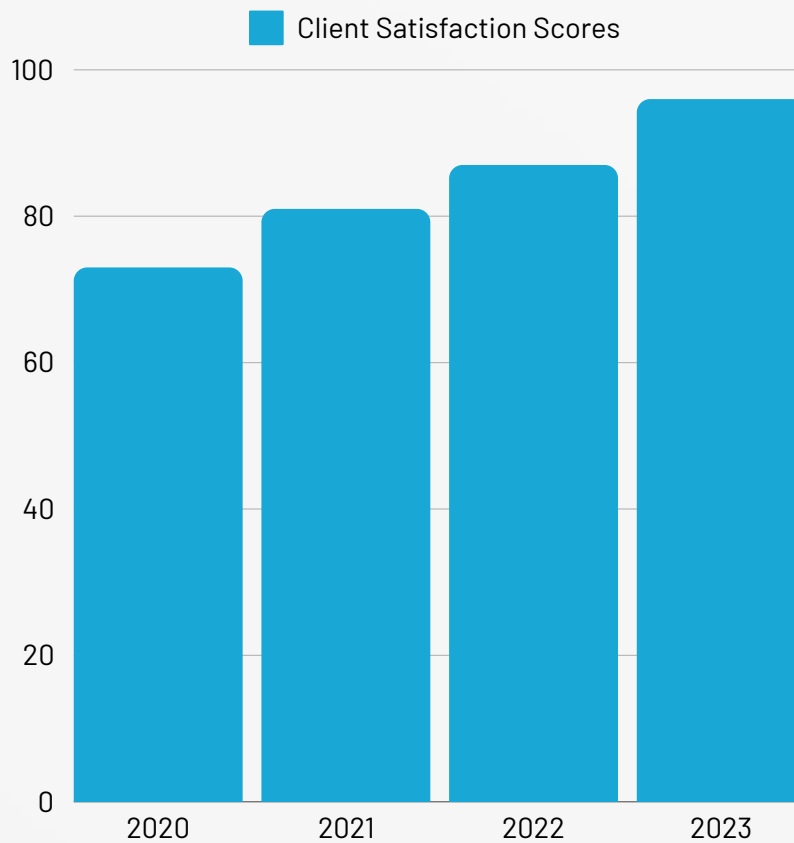
- Our collaboration led to a breakthrough product innovation, contributing to a **30% growth** in their sales volume within six months post-launch.

## Commitment to Continuous Improvement

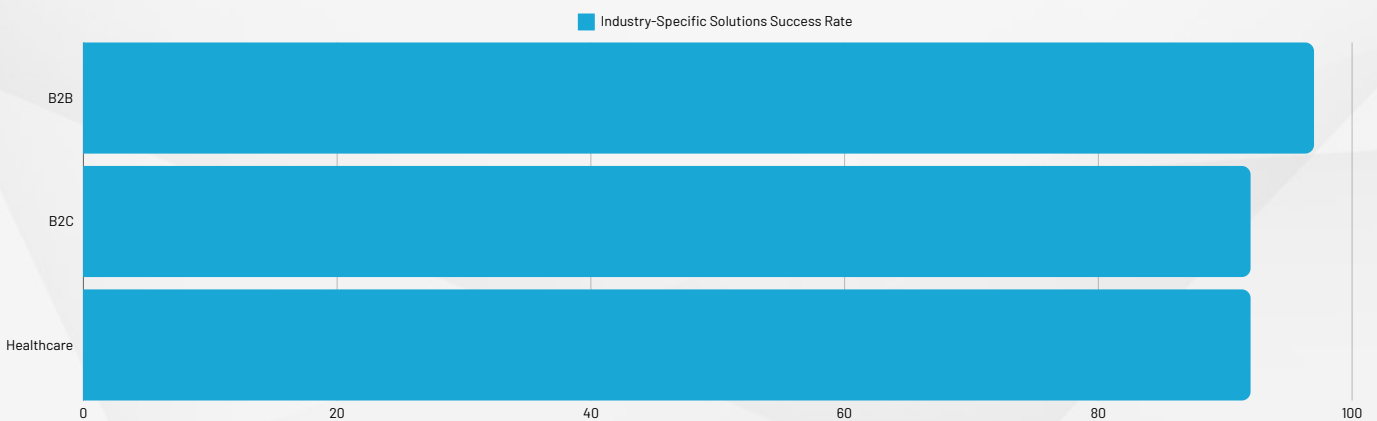
- Invested over 1,000 hours in professional development for our team, keeping us at the forefront of market research innovation.
- Engaging with emerging technologies like blockchain for enhanced data security, ensuring our clients' information remains confidential and secure.

## Looking Ahead: Our Promise to You

- As we move forward, **Global Matrix Survey** remains committed to pushing the boundaries of market research to offer you unparalleled insights and strategies. Your success is our mission, and we are excited to explore new horizons together.



## Industry-Specific Solutions Success Rate



# TIMELINE



When you've decided on your cover story, come up with a list of topics for your feature articles. This can range from interviews, product reviews, human interest pieces, and even lists.

## Week 01-02

### Research Planning

- Define research objectives and goals.
- Identify target market segments.
- Develop research methodology and approach.
- Set timelines and milestones for data collection and analysis.

## Week 03-04

### Data Collection

- Gather primary data through surveys, interviews, or observations.
- Collect secondary data from sources like industry reports, databases, and published literature.
- Ensure data quality and validity through proper sampling techniques.

## Week 04-05

### Data Analysis

- Clean and organize collected data.
- Analyze data using statistical methods or qualitative techniques.
- Identify patterns, trends, and insights relevant to the research objectives.
- Interpret findings and conclude.

## Week 05-06

### Reporting & Delivering

- Prepare a comprehensive report summarizing research findings.
- Present findings to stakeholders, such as clients or internal decision-makers.
- Provide recommendations based on research insights.
- Ensure effective communication of results and implications for decision-making.



Don't guess, research.  
Don't gamble, analyze.  
Market research is the  
smart choice.

Insights today, success tomorrow.



THANKS.



## CONTACT US

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Thanks.