

SURVEY YOUR TARGET MARKET TO SHARPEN YOUR SUCCESS

BENEFITS

- Attain first-hand knowledge of domestic and/or international markets.
- Gain up-to-date, actionable quantitative and qualitative analysis from surveying your intended buying audience.
- Receive a recommended market approach from subject matter and data experts to drive differentiation and success.

PAST EXPERIENCE (SUCCESS STORIES)

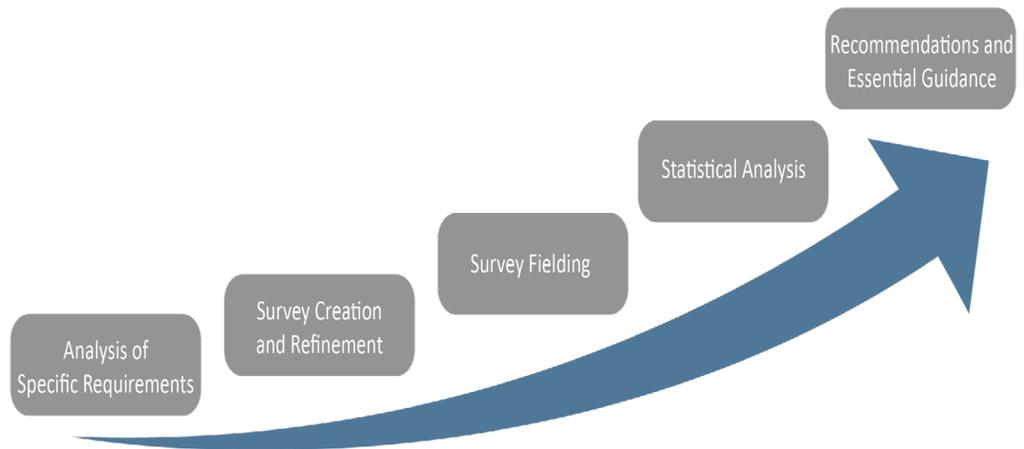
- Conducted an online survey of 1,000 salaried workers for a Fintech that provides their clients' employees with access to their pay in between paydays to test future product concepts.
- Supplied a global payment provider with essential guidance after surveying thousands of consumers regarding their use of and predilections toward voice-activated "conversational" commerce to inform product and marketing decisions.

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As the old adage states, "When you fail to plan, you plan to fail." Whether you are improving an existing product, thinking about launching a new offering, or looking to expand into adjacent markets, nothing could be truer. Without a proper understanding of your existing domestic or international markets and their likely directions forward, you set out on your future course without knowing the potential hazards or shortcuts ahead and when, where, how and why to steer for a smoother and more successful journey.

When you require:

- specific answers to important questions as you look to launch new products or product improvements or you seek new market opportunities
- new, original information directly from potential consumers or businesses who are likely targets for you to help guide your strategies and plan your future solutions
- actionable data that just isn't available from typical secondary research sources that are publicly available or obtained via "off-the-shelf" providers, with strategic recommendations appropriate to payments stakeholders



Mercator's Data Services Team is ready to help. We tailor bespoke survey instruments unique to your requirements and provide analysis on the data garnered that is specific to your needs. We work with you and your organization to understand your distinct situation and advise you as to the best way to approach the intended audience. Whether or not you are looking to disintermediate competitors or are concerned about those companies, technologies and/or trends that may disrupt yours, Mercator combines both research and payments industry subject matter expertise that you won't find elsewhere to help you understand both existing and potential new market conditions. We will provide you with the actionable information and essential guidance you need to help make your plans successful.

DELIVERABLES

- Analysis of your specific requirements by payments industry subject matter and data experts
- Survey creation and refinement
- Fielding of survey to your intended audience
- Statistical analysis of the data set
- Final analysis and recommendations with essential guidance for your future course of action

ABOUT US

Mercator Advisory Group is the trusted advisor for the payments industry globally, charting the course for sustained growth and profitability and delivering fact-based insights and advice.

DETAILS OF THE PROGRAM

Because each bespoke engagement is tailored to your specific needs, there is no “one size fits all” prescriptive program. Rather, we work with you and your team to address your unique situation to draft a course of action that will be best for you. For example, upon analysis of your requirements, our Subject Matter and Data Experts may recommend the following:

- Brief on-line surveys to gauge interest and sentiment
- On-line surveys reaching a larger audience that are projectable to the target population with analysis and recommendations to help you understand future buying behaviors
- In-depth executive interview-style surveys created and conducted by professional payments researchers to dive deeply into the subject matter, asking both “closed” and “open” questions to elicit information about preferences, predilections, your competition, and important “verbatim” captured during the interview
- Focus groups (both online and in-person) of representative buyers conducted by subject matters experts yielding qualitative information that is uncovered spontaneously and candidly to provide valuable and unforeseen responses as well

A hybrid approach that blends two or more of these types of quantitative and qualitative analysis is often recommended to capture statistical significance as well as in-depth information that willing interviewees will provide.

No matter what course is best for you, we will work to tailor a program that fits both of your needs and your stated budget. Throughout the initiative, you will receive updates to understand the project’s progression and critical findings as they develop. All efforts will culminate in a final deck and presentation of recommendations from which you will make informed, research-backed decisions as you set your plans in motion.