



Market RESEARCH

www.progressbay.com



PROGRESSBAY, INC

TRUST.COMMIT.DELIVER



Key advantages of partnering with ProgressBay for market research:

- Holistic analysis of the industry you are concerned with, and also the relevant brands that function in the market of interest.
- To conduct market research, we adopt only accepted research methodologies with a proven track record.
- The information collected in the research is demarcated into different sections or types, each of these sections bringing you significant insights.
- At every stage of the research, quality check is performed on the data.
- Industry-specific expertise is ensured whenever required.

With our data solutions, ProgressBay helps you do that and more.

Doing proper market research is half the battle won, when it comes to marketing. For it helps you not only figure out what a particular market requires at the given moment, it also brings you insights into the ways in which the market may evolve in the near future. This would help you enter the market, having charted a clear course of action for your company.

Another aspect of market research is its usability in positioning a brand. More often than not, a brand failure results not because the brand or product is of poor quality, but due to a dissonance between the brand positioning and the intended audience. Your sales emails and other marketing actions like using top email marketing tools would fall short if the aforementioned dissonance exists. Market research- if it's properly conducted- could help you avoid such dissonances, and find a better connection between the brand and its target audience.

This is an action that comes way before the typical marketing activities like email list building and email list rental begin. In fact, market research could help you draw a road map for the marketing activities. From a marketing perspective, it helps you determine which particular marcom activities- whether it be building b2b database, business mailing lists, business email lists or something else that you need to focus on.

ProgressBay helps you perform market research for different purposes- including launching a new product and to figure out the type of business that could be ideal in a particular market at the moment. To this end, we have onboard expert marketers and researchers.

We enlist the help of experts from multiple industries, so that no matter the product or industry vector you function in, we could bring you the insights that are relevant to you. Also, there is a strong stress on the Return on Investment(ROI) with our research projects. What this means is that instead of bringing you just information, we focus on bringing you information which would help you earn the highest possible returns.



PROGRESSBAY, INC
TRUST.COMMIT.DELIVER

Contact Us

Address

300 E Royal Lane, #127
Irving, TX75039

Phone : 972 . 294 . 3196

Fax : 972 . 767 . 4727

Email : info@progressbay.com

Website : www.progressbay.com

