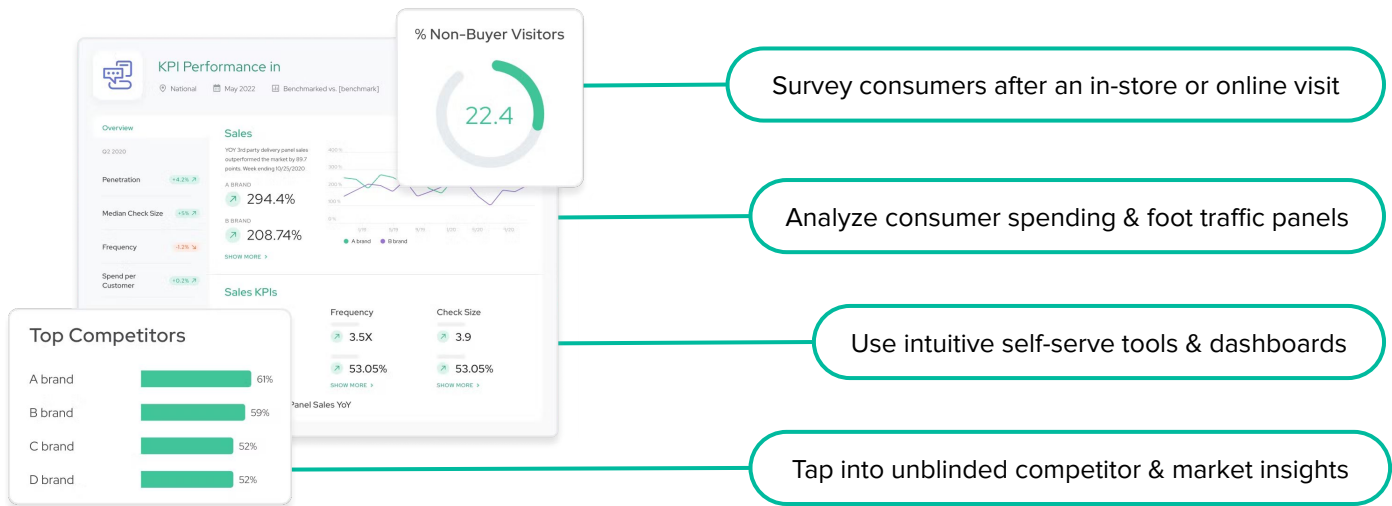


Market Research

Harness richer insights at scale to stay ahead of changing marketing dynamics

Empower your team with real-time consumer insights at scale so you can act quickly with confidence. With Medallia, you can analyze data from massive consumer panels, capture rich survey feedback quickly, cut down on research project timelines, and drive informed decisions.



Why Medallia

Capture Quantitative & Qualitative Feedback

Access simple dashboards for a one-click analysis of massive datasets and add a qualitative lens through video surveys backed by AI-powered analysis tools.

Benchmark Against Competitors

Analyze consumer spending and foot traffic behavior, and deploy targeted surveys to consumers who just visited a store or website. Gain a holistic view of the market with the combination of real-time, unblinded behavioral and survey data.

Expert Support in Research Design, Analytics +

White-glove, consultative approach from our team of market research experts, who combine an innovative mix of qual and quant research methodologies that deliver accurate and actionable insights.



Actionable Results

Gain 360-Degree View of Consumer Behavior

Quickly see where, how, and why consumers spend their time and money -- with your business AND with your competitors.

Expand Your Market Share

Get ahead of market needs and empower your team to act with unblinded competitive comparisons to quickly see which competitors are capturing share and specific opportunities for improvement.

Research Experts Solving Your Toughest Challenges

From project design through analysis and storytelling, push past the obvious and deliver insights that are actionable and prioritized for impact.

Why Medallia for Market Research?

Across industries, our clients have leveraged Medallia for Market Research to see major returns as they optimize strategies and deliver better experiences to their customers.



SAMSUNG



Hilton



1 Instantly extract actionable insights

Mine multiple datasets with machine learning to automatically identify what is driving your performance and your competitors'.

2 Take the analysis into your own hands

Build and field surveys, analyze video insights, and tap into competitive benchmarks with one-click analysis.

3 Get support from insights experts

Our team of data science and analytics experts is here to do the heavy lifting and answer your toughest questions.

- **Del Taco** launched a new value menu, 20 Under \$2, promising value and variety in the midst of inflationary pressures felt by the QSR industry as well as its customers.
- Using Medallia, Del Taco leveraged behavioral and survey data to understand if they were successful at leaning into these **differentiated strengths** to outperform competition.
- This unblinded insight into competitive performance helped Del Taco understand that they grew wallet share and **retained more of their customers** at a time when the Omicron surge would have made it otherwise impossible to know if their value strategy was a success.
- As a result, Del Taco was able to push forward in their marketing support of the new value menu, **knowing this positioning had helped their performance** relative to competition.



“Medallia has definitely helped us to have a real pulse on the health of our business relative to our competition in real-time.”

Tom Johnson
Director of Consumer Insights,
Del Taco



“By adding video to our consumer insights, we have been able to increase our contract and budget sizes, allowing us to grow and scale as a business.

We have been able to level-up our research through creative and engaging video, empowering our clients to make strategic and impactful business decisions”

Roisin Cooke
Senior VP of Operations
buzzback

- Buzzback, an award-winning market research agency, was looking for a new and innovative way to present consumer research.
- With Medallia, buzzback leveraged a **dedicated support team** to help integrate the platform into its existing research technology stack.
- The video element of Medallia enabled buzzback to **diversify its research findings** and deliver results in an engaging way,
- As a result, buzzback was able to increase its capabilities and **scale its business**.

Medallia

[Meet with a Market Research Expert](#) →