



About Us

Maru/Matchbox is a global consumer intelligence firm with more than 250 employees in six office locations across North America. We have been pushing the boundaries of customer intelligence since 2000, when we began disrupting the market research industry as the research arm of Vision Critical. Since then, our cloud-based insight communities have broken new ground, adding depth and richness to clients' understanding of what motivates their customers and influences their markets. We still operate many of the hundreds of insight communities we implemented then, while also providing sector-specific consulting backed by superior quality data.

Maru/Matchbox is wholly owned by Maru Group, a technology enabled professional services firm delivering information and insight services operating in multiple countries. Led by market intelligence industry veteran Ged Parton, Maru Group is backed by Primary Capital Partners LLP, a United Kingdom-based provider of private equity finance for high potential and growth companies.

Our Approach

We are focused entirely on better client outcomes. Our expert teams are deeply invested in key sectors of the economy, delivering timely insights and analysis backed by superior quality data.

Our research and consulting teams draw on sector-specific expertise to deliver unparalleled insight to our clients. We start with creative research design, working in partnership with clients to identify the right questions and issues to explore.

Insight Communities

Our insight communities help clients gain a real-time window into their customers' needs and motivations. Insight communities deliver actionable customer intelligence based on meaningful relationships.

Market Communities

Market communities are the solution for on-demand and ongoing access to relevant North American audience segments. Made up of deeply engaged, known respondents, our online market communities offer high quality, highly scalable samples.



Our Customers

Over the years we have partnered with major charitable organizations, global pharmaceutical companies, leading U.S. financial institutions, global apparel retailers and many more to uncover valuable insights, refine ideas, programs and policies, and move people into action. These range from tech giants like Yahoo! and Lenovo, to entertainment conglomerate Warner Bros., and global advertising powerhouse Leo Burnett.

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