

Innovation Forum Insight Community



What is it?

The Innovation Forum enables high quality, timely research delivering insights about the evolving technology marketplace.



Why should it matter to you?

Gain invaluable insights which impact the full product life cycle from early stage ideation through to in-market execution. You will have access to;

- ✓ **High quality respondents**
 - › higher quality respondents than any other source we've worked with **50%+ response rates**, unheard of in today's market research world.
- ✓ **Deeply profiled sample**
 - › ongoing dialogue with pool of **deeply profiled consumers** provides users with deeper understanding of consumer attitudes and behavior.
- ✓ **Flexible approaches**
 - › ability to add **qualitative** and new research techniques or **experimental methodologies**.
- ✓ **Rapid research**
 - › quick studies which can **address urgent/unexpected research needs**.

Also, the community is blind; a perfect source of un-biased feedback for your organization.



sales@marumatchbox.com



[@marumatchbox](https://twitter.com/marumatchbox)



marumatchbox.com

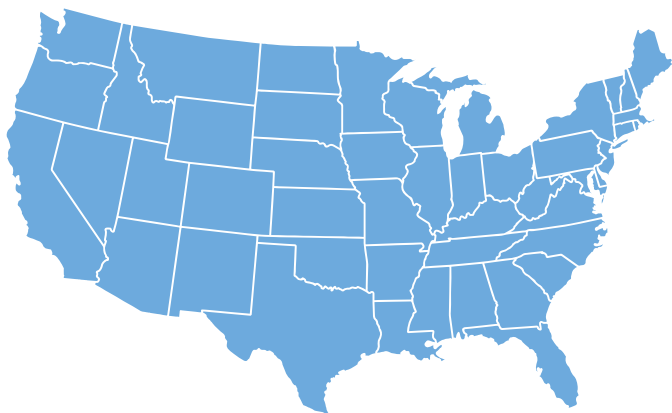
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Who is part of the community?

Demographically identical to U.S. population, but slightly more tech-advanced.



Members Deeply Profiled

- Demographics (kids in HH, job industry)
- Device ownership, future interest
- Style preferences
- Marketing/messaging reactions
- Media storage
- Data migration tools
- TV streaming habits
- Gaming habits
- Wearables
- Hobbies and interests
- Business End User usage habits
- News sources
- + 1000's of other data points from previous surveys



What kind of research is ideal for Innovation Forum?

- › Ideation
- › Needs finding
- › Path-to-purchase
- › Usage and attitudes
- › New product announcements
- › Persona building
- › Concept testing
- › Feature prioritization



Speak to a sales representative today.



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