



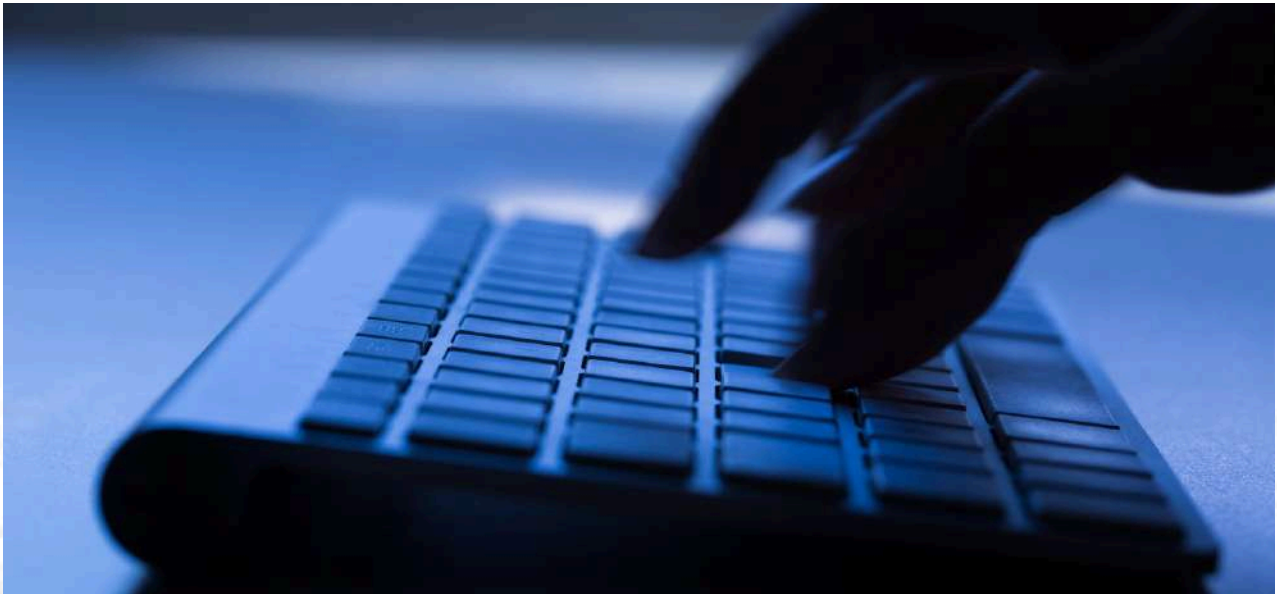
# Veridata Insights **Case Study**

## Qualitative Research for a Multi-National Technology Company



## Client:

Multi-National Technology Company



## Objectives:

To explore perceptions of technology solutions across global markets, uncovering what differentiates the client's offerings, the role their products and services play in users' daily lives, and the emotional resonance of the brand.



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## Challenge:

Faced with a tight timeline, the client urgently required (24) in-depth interviews across multiple international markets, with the audience consisting of IT Decision Makers (ITDMs), Business Decision Makers (BDMs), and Developers.

In addition to the interviews, participants were asked to complete a pre-work exercise designed to creatively explore symbolic and emotional associations with the brand and its technology.



## Approach:

Veridata Insights' Qualitative Research Division deployed a multi-pronged recruitment strategy tailored to this niche audience. Leveraging our global network of pre-vetted, in-market recruitment partners, we ensured the selection of high-caliber participants through rigorous screening and validation protocols.

Our team also designed and executed a creative pre-work assignment focused on metaphorical and symbolic representations of the brand. This exercise provided rich emotional context and helped surface deeper insights into brand perception.



## Execution:

- Recruitment and scheduling of (25) participants across diverse global markets
- Delivery of a custom pre-work exercise exploring emotional and symbolic brand associations
- Real-time project management and client collaboration to meet aggressive timelines



## Outcome

- The research enabled the client to:
- Identify key differentiators of their products and services
- Understand the functional role their brand plays in users' daily lives
- Gain insight into the emotional impact of their brand and offerings
- Develop a strategic roadmap informed by authentic customer perspectives





# Extraordinary Recruits, Excellent Show Rates, Exceptional Client Service

For the Veridata Insights Qualitative Research Division, the majority of our projects utilize custom recruits, which requires a deep understanding of the target profile, and actively researching locations where these participants organically engage.

Through providing smooth execution, quick and accurate placement, and proactive interaction, we have 99.3% show rates. And our white-glove research consultation is one of the most popular of our qualitative service offerings.



The Veridata Insights team is here to provide thoughtful and experienced advice to make every project successful along the way. Our goal is to act like a seamless extension of your team.

With Veridata Insights as your partner, full service work is as easy as 1, 2, 3!

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