

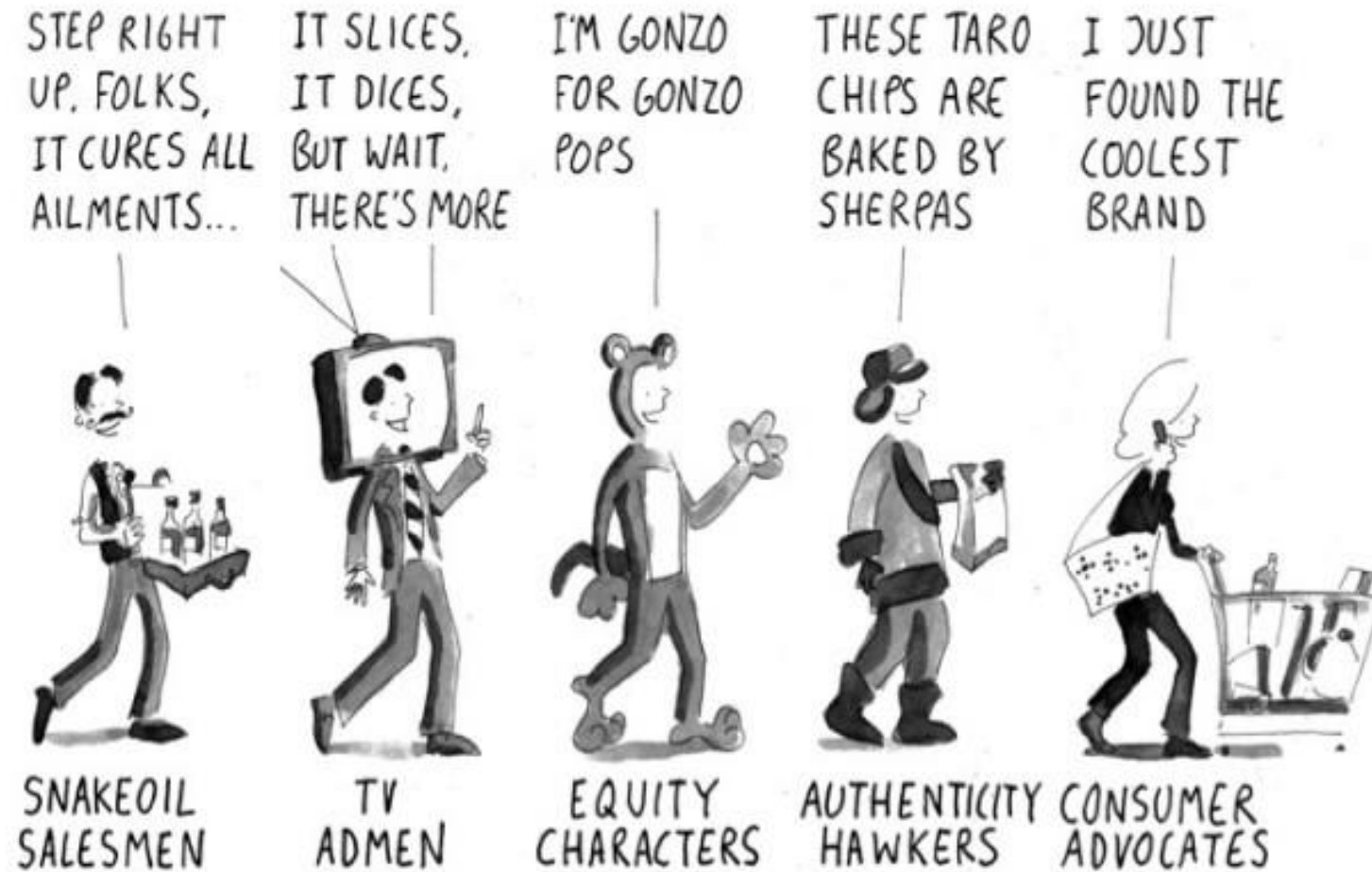
Operating System of Market Research

Raj Manocha
CEO of Methodify

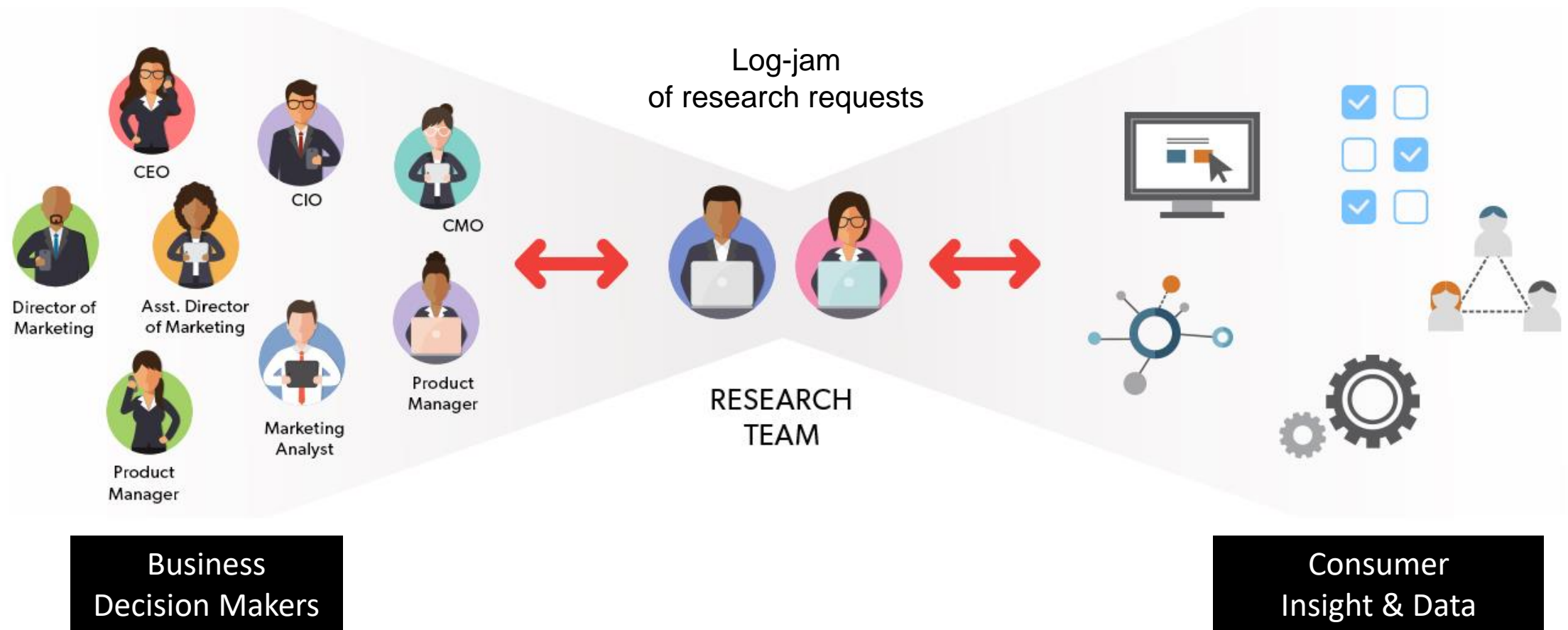


methodify
by delvⁱnia

The Transformation of the Consumer



Decision-Makers Need Insights Faster. Democratization of Data.



First trend – the digitization of market research has been accelerated by, at least, 5 years due to COVID. Research tech companies will continue to grow at an exponential rate.

We estimated that the size of the research technology eco-system is more than \$16.5 billion worldwide across 1200+ companies.

The growth engine of modern business

ECOSYSTEMS

“The new competition is no longer between independent companies, but rather between complex business ecosystems, which compete with one another to obtain the best customer service and lowest costs.”

Philip Kotler



“70% of new value created in the economy over the next decade will be based on digitally enabled platform business models.”

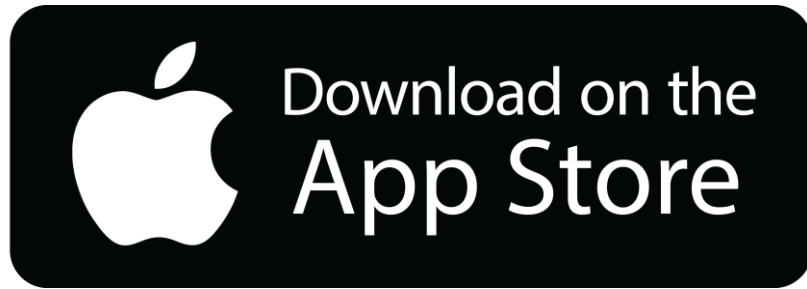


Economic Power of Modern PLATFORMS



In 2020, the top 5 most valuable global brands are largely based on platform business models, which accounted for over \$125 billion

Economic Power of Modern PLATFORMS



The sales and billings facilitated through Apple's App Store Ecosystem alone totaled over \$643 billion worldwide, and iOS apps now support 2.1 million US jobs.

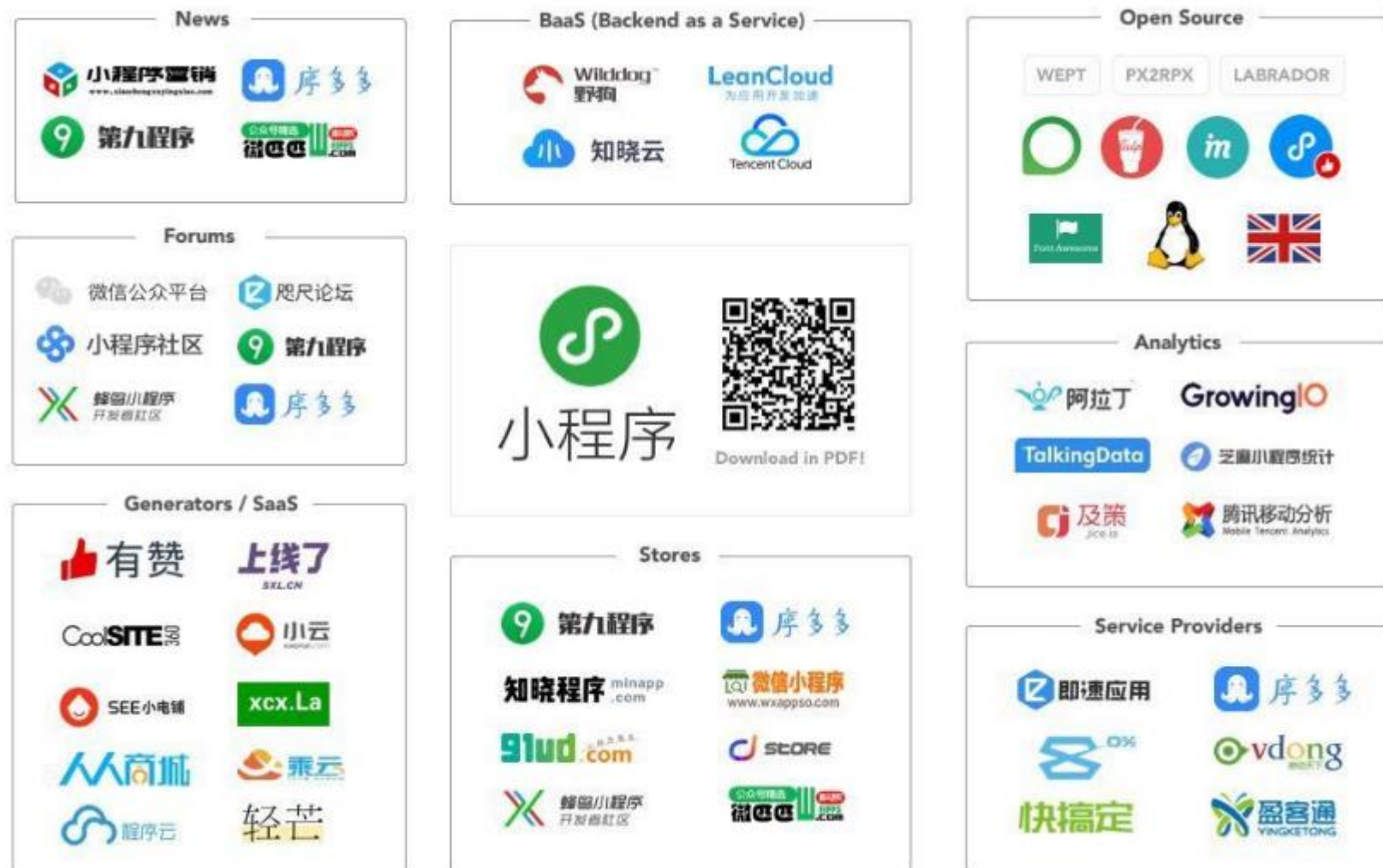


The Android app ecosystem, including Google Play, helped create 1.98 million jobs in the United States in 2020

The concept of a “super app” was introduced by BlackBerry founder Mike Lazaridis, described as "a closed ecosystem of many apps that people would use every day because they offer such a seamless, integrated, contextualized and efficient experience."



WeChat's
Mini-program
ecosystem created
more than RMB 1.6
trillion (USD \$247
billion) in transaction
value in 2020



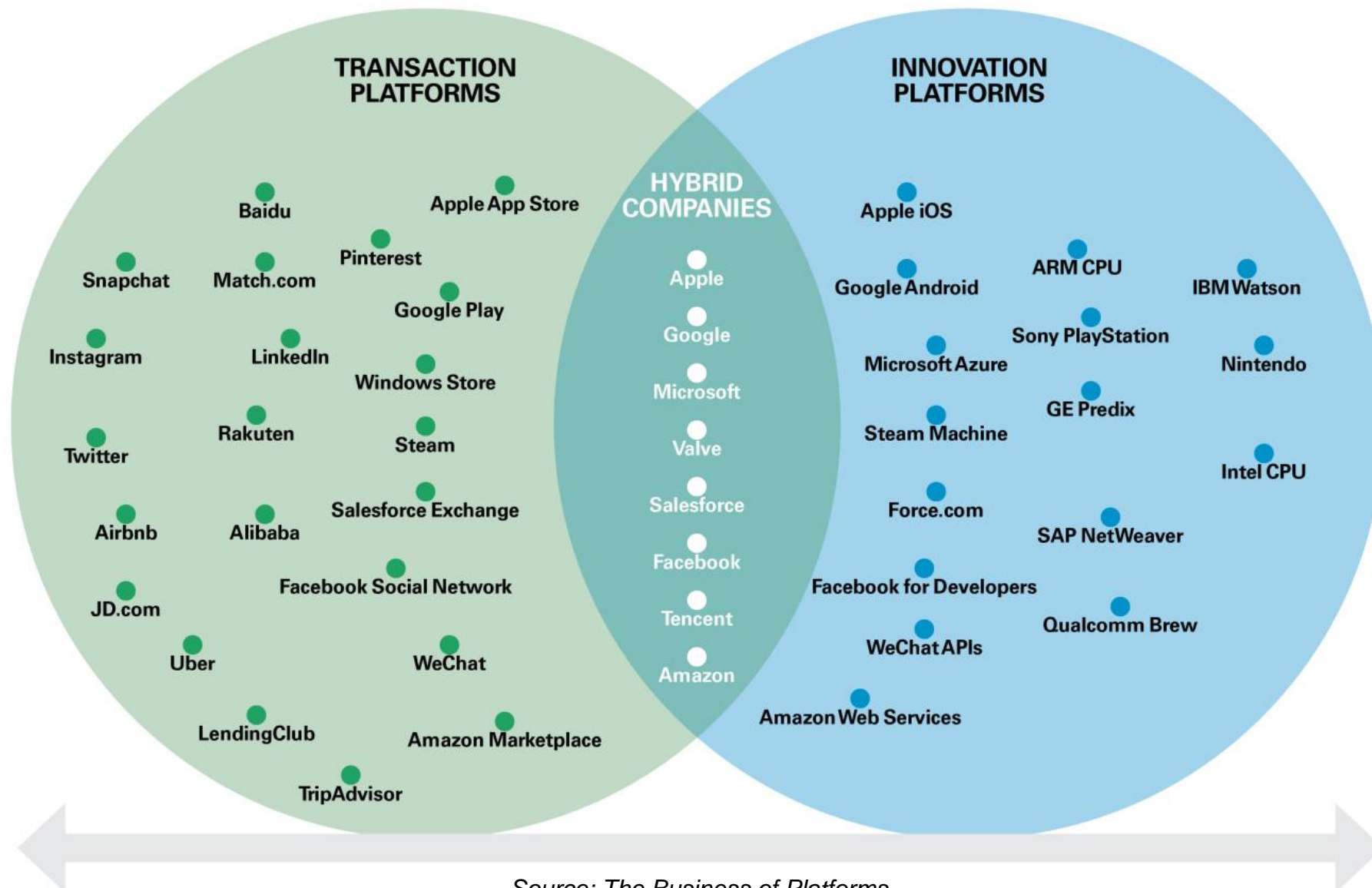


By 2024, Salesforce's ecosystem will create \$1.2 trillion in new business revenues worldwide



Shopify's partner network of apps and services worth more than \$12.5 billion in 2020

Source: IDC



Source: The Business of Platforms



The OS of
Life



The OS of
Customer Relationships



The OS of
Ecommerce

Second trend – market research, with all the various research technologies, is now ready for an operating system

A case for the **OS of Market Research**

zappi

FUEL CYCLE

methodify
by delv/nia

qualtrics^{XM}

quantilope

dynata™

KANTAR MARKETPLACE

SUZY™

Consolidation Coalitions Connectors

TLOGIC

aytm

collective

RealityMine
real time revealed

indeemo

LivingLens

GROUP SOLVER

vaylinx

discuss.io

KnowledgeHound

PersonaPanels

Element Human

User Testing®

userzoom
THE UX INSIGHTS COMPANY

canvs®

Consolidation (M&A)

SAP buys Qualtrics just before IPO for \$8 Billion



qualtrics^{XM}



usabilla



getfeedback

WUFOO

FluidSurveys

Medallia to be acquired by Thoma Bravo for \$6.4 Billion



LivingLens

VOCI

StellaCONNECT

zingle

sense360

Cooladata

crowdicity

Promoter.io

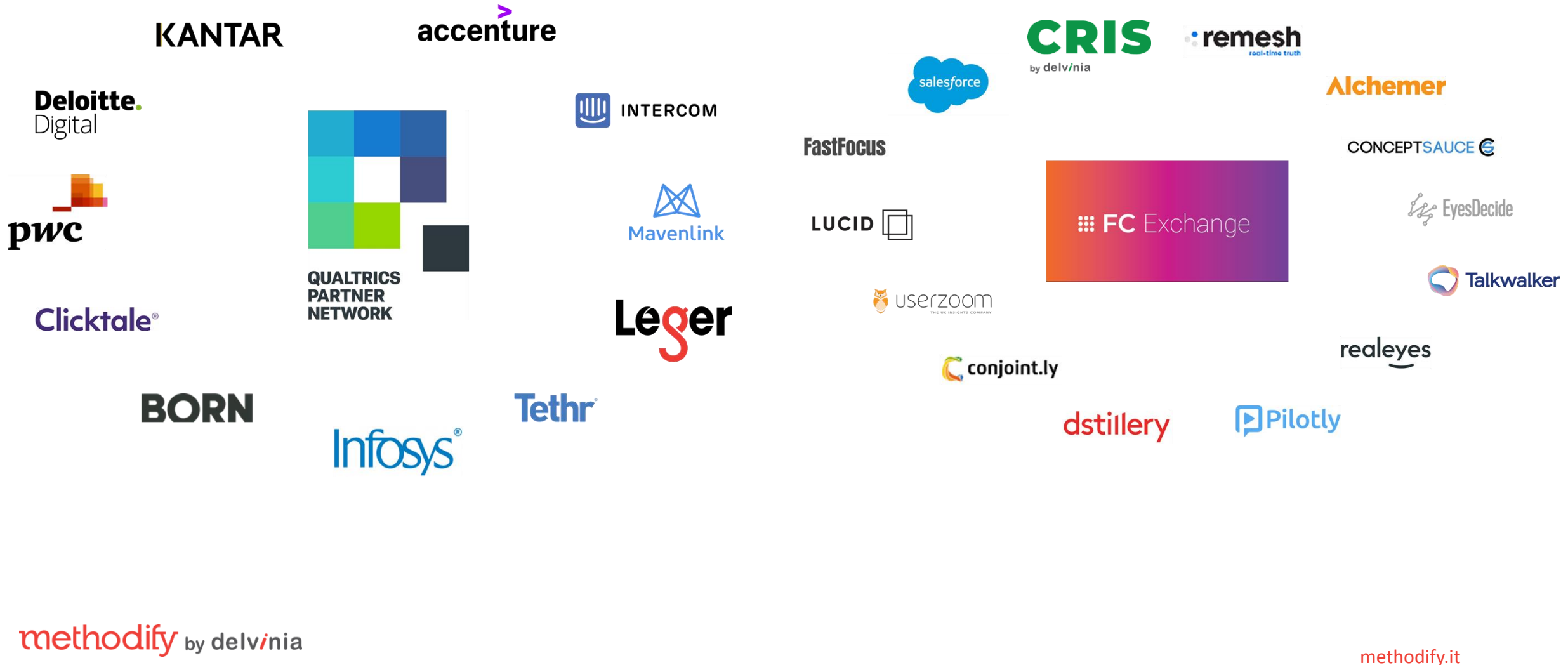


Marketo

OMNITURE

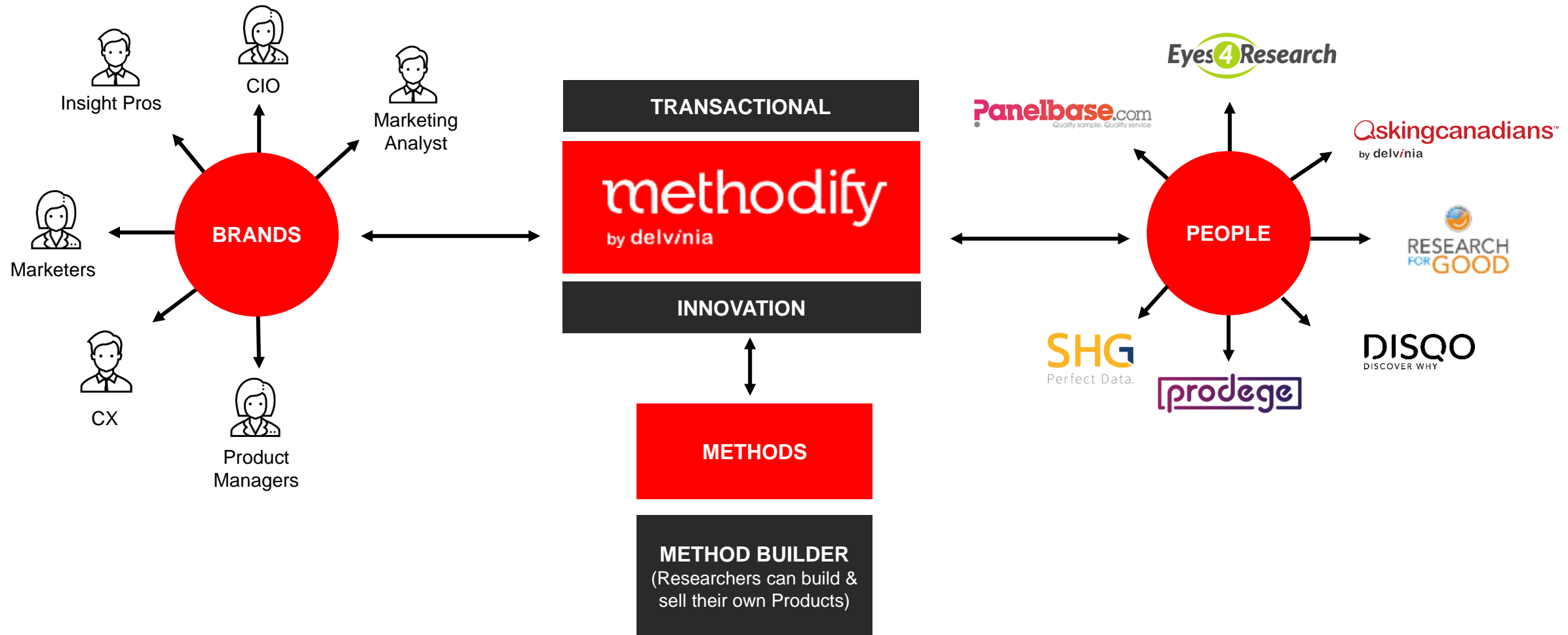
neolane
marketing that delivers

Coalitions (networks)

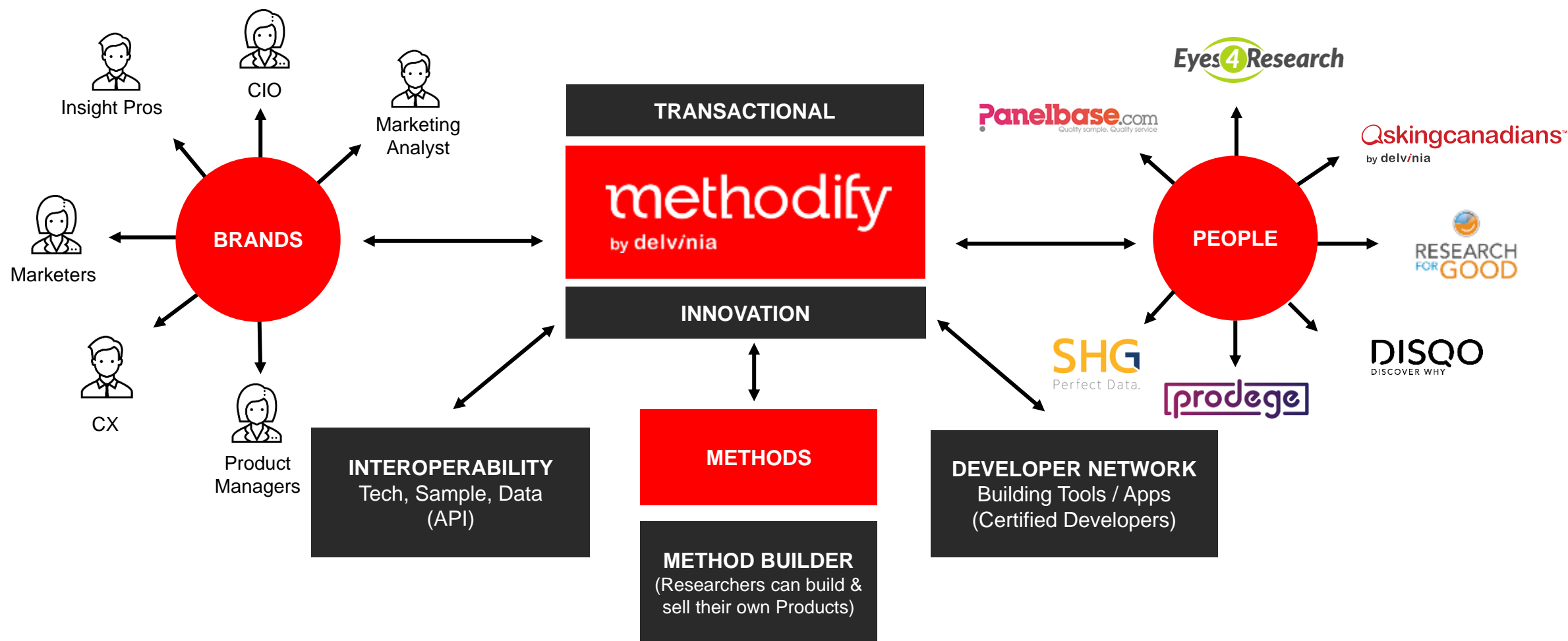


Third trend – the ability to connect various propriety technologies to create eco systems will be largest fundamental change in market research since the inception of online research

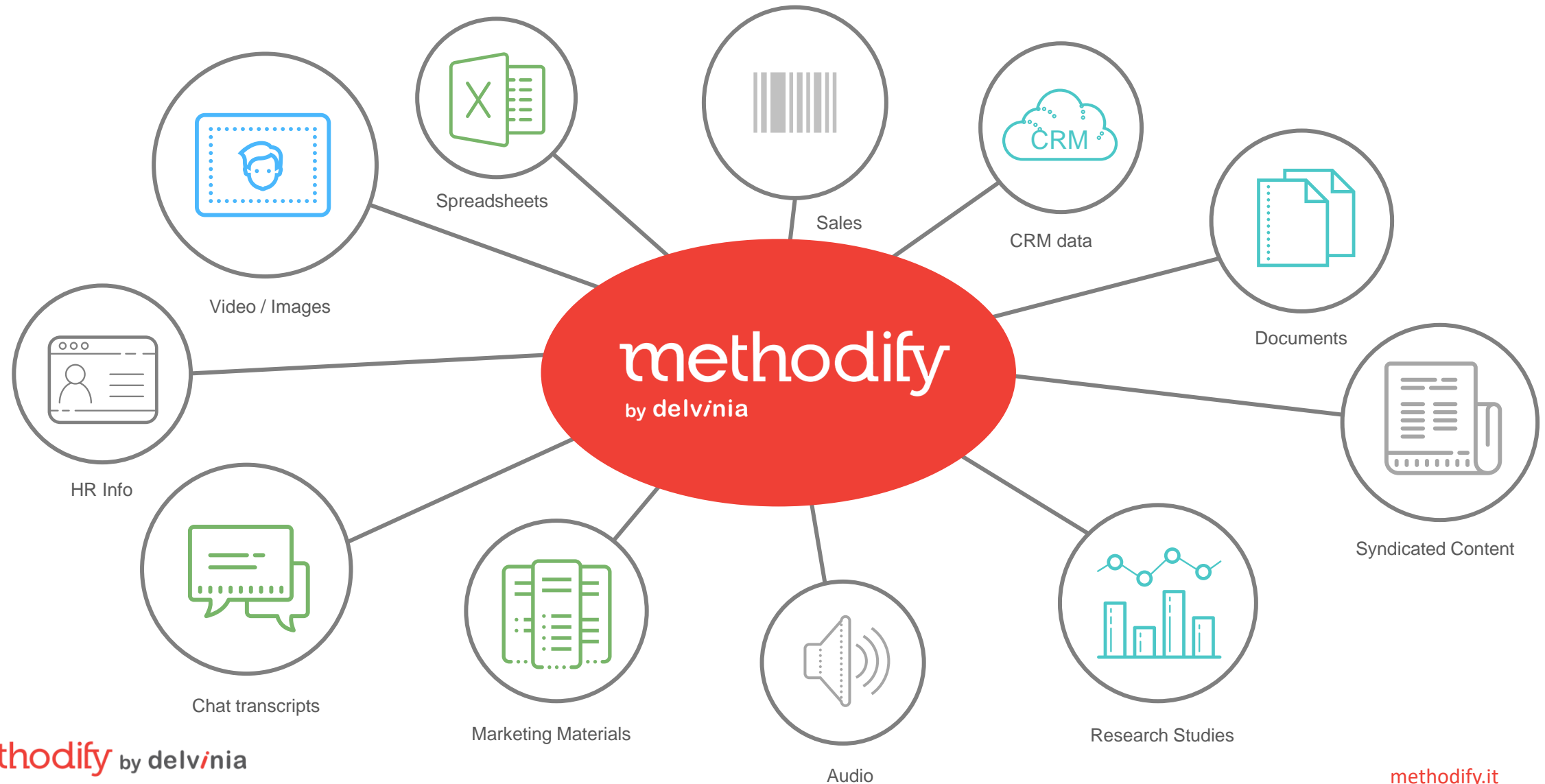
Connectors (hybrid platforms)



Connectors (hybrid platforms)



Common Organizational Data Inputs



“Implementing Methodify has allowed our team to handle common research tasks in-house at the speed our business needs. We are able to be more consumer-centric and make more informed marketing decisions.”

Maja Neable, Chief Marketing Officer, BMO



BMO Research Hub

BMO Research Hub
Powered by Methodify


Projects Methods Audiences Surveys Support


Balance: \$23,400
demo@methodify.it


Q Search


Choose a Method to get started


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Concept Test



New Services
Concept Test



Branch Merchandising
Concept Test



Brand Tracker


Banking App
New Feature Feedback


Group Video
Feedback







BMO Research Hub
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Projects Methods Audiences Surveys Support

Balance: \$23,400
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Q Search

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Filter by Status Date Type Group Sort by

Pinned Projects

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OOH Test	Live Concept Test Template	35%	updated 18 minutes ago
ATM Redesign v04	Pending CX Analysis	90%	updated 18 minutes ago

All Projects

Mortgage Calculator App	Complete Virtual Product Ideas Test	100%	updated 18 minutes ago
Mobile Banking App Update	Complete Task-based usability test	100%	updated 18 minutes ago
New Product Exploration	Complete Qualitative Site / Discussion Board	100%	updated 18 minutes ago
RRSP 2022 TV update	Complete Concept Test Template	100%	updated 18 minutes ago
New Savings Account Features	Complete Concept Test Template	100%	updated 18 minutes ago
Chequing account OOH West	Complete Concept Test Template	100%	updated 18 minutes ago

Connectors (hybrid platforms)



The OS of
Life



The OS of
Customer Relationships



The OS of
Ecommerce



The OS of
Market Research

The 3 Major Trends

First trend – the digitization of market research has been accelerated by, at least, 5 years due to COVID. Research tech companies will continue to grow at an exponential rate.

Second trend – market research, with all the various research technologies, is now ready for an operating system

Third trend – the ability to connect various propriety technologies to create eco systems will be largest fundamental change in market research since the inception of online research

Thank You

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