



CALCINSIGHTS

CASE STUDY

<https://calcinsights.com/>

#CASE STUDY 1

B2C

Specs as below:

Market: US (California, Washington, Arizona, Oregon)
Sample: N=1,000(Please specify your Max. feasibility)
LOI: 15 Minutes
IR: 90+ (Anyone will be eligible)

Target Respondents:

Genpop18+ Representative across all age groups /
Gender / SEC.... Etc.

Targeted Specs as below :

We will be Targeting California, Washington, Arizona, Oregon in USA 90% IR Gen-Pop and will be serving you with N-700 at CPI- \$5.50

Note: We were able to achieve all the samples here and it took field time of around 10 to 14 days

REACHING TO THE WORLD



#CASE STUDY 2

B2C

Specs as below:

Market: Kuwait
Sample: N=500(Please specify your Max. feasibility)
LOI: 15 Minutes

Target Respondents:

Genpop
18+ Financial Decision makers for household All
Devices

Targeted Specs as below :

We will be Targeting Gen-Pop in Kuwait at 15 Min LOI
and 55% IR and will be serving you with N-400 at
CPI-\$7.50

Note: We were able to achieve all the samples
here and it took field time of around 3 to 6
days

#CASE STUDY 3

B2C

Specs as below:

Market: USA
Sample: N= 100(Please specify your Max. feasibility)
LOI: 15 Minutes

Target Respondents:

Genpop
18+
All Devices

Targeted Specs as below :

We will be Targeting Gen-Pop in USA at 15 Min
LOI and 55% IR will be serving you with N-100 at
CPI-\$5

Note: We were able to achieve all the samples
here and it took field time of around 2 to 4
days

**FINDING THE
DESIRED
AUDIENCE
MUST BE DONE
WITH THE
UTMOST CARE**



#CASE STUDY 4

B2B

Specs as below:

Market: US
Sample: 100 (Please specify your Max. feasibility)
LOI: 15 Minutes
IR: 49%

Target Respondents:

Director+ within Medical Device/Equipment, High Tech & Electronics, Consumer Goods, Industrial Equipment industries, 200-10000 EE size

Targeted Specs as below :

We will be Targeting Director+ in US at 15 Min LOI and 49% IR and will be serving you with all N-100 at CPI-\$18

Note: We were able to achieve all the samples here and it took field time of around 5 to 7 days

**HAVING A BDM ENTAILS
THAT IN ADDITION TO
LEARNING NEW THINGS,
YOU WILL ALSO
EXPERIENCE
TREMENDOUS GROWTH.**



#CASE STUDY 5

B2B

Specs as below:

Market: US, CA, IN, MY, SG, AU
Sample: 100 (Please specify your Max. feasibility)
LOI: 15 Minutes
IR: 49%

Target Respondents:

BDMs in Banking, Financial Services, Insurance industries, \$50M+ revenue, 500+ EE size

Targeted Specs as below:

We will be Targeting BDMs here and will provide you quote accordingly :

Geo	Feasibility	CPI
USA	100	\$16
CA	80	\$17
IN	100	\$15.50
MY	50	\$18
SG	50	\$18
AU	70	\$18

Note: We were able to achieve all the samples here and it took field time of around 5 to 7 days

THE VERY BEST CAN LOOK FOR THE TOP SURGEONS



#CASE STUDY 6

HEALTHCARE

Specs as below:

Market: US, Germany, Spain, UK
Sample: 200 (Please specify your Max. feasibility)
LOI: 20 Minutes
IR: NA

Target Respondents:

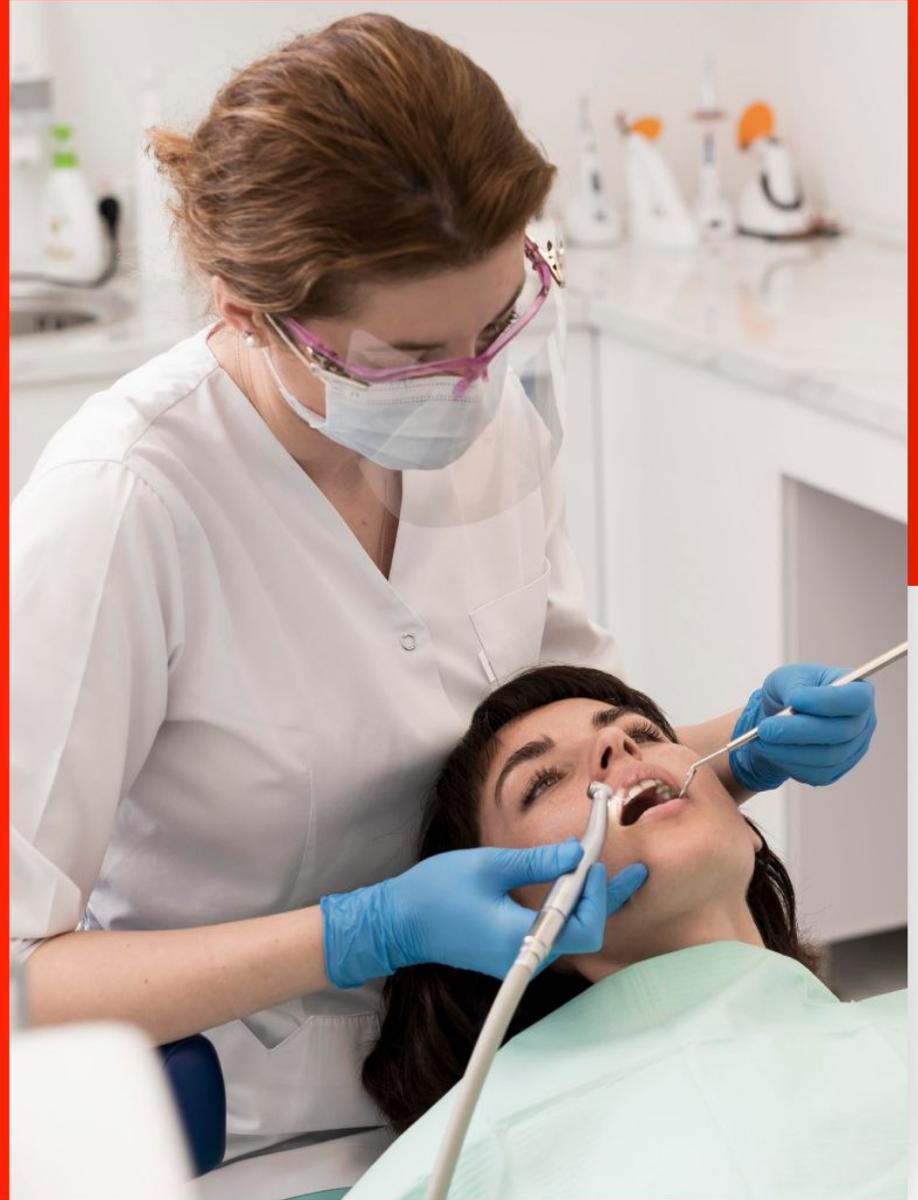
Thoracic Surgeons, Pulmonologists, Pathologists,
Purchasers

Targeted Specs as below :

We will be Targeting Thoracic Surgeons, Pulmonologists, Pathologists, Purchasers in given markets at 20 Min LOI and assuming IR 50% and will be serving you with all N-100 at CPI-\$85.00

Note: We were able to achieve all the samples here and it took field time of around 7 to 14 days

**WE CAN LOCATE A
DENTIST WITH
EXCELLENT WORKING
EXPERTISE WHO CAN
MAKE DENTAL
PROCEDURES AND
SURVEY PROCEDURE AS
PAINLESS AS POSSIBLE.**



#CASE STUDY 7

HEALTHCARE

Specs as below:

Market: Australia
Sample: 100 (Please specify your Max. feasibility)
LOI: 15- 20 Minutes
IR: 60%

Target Respondents:

Dentist

Targeted Specs as below :

We will be targeting Dentist in given markets at 20 Min LOI and IR 60% and will be serving you with all N-100 at CPI-\$45

Note: We were able to achieve all the samples here and it took field time of around 7 to 10 days

#CASE STUDY 8

GEN-POP/HEALTHCARE

Specs as below:

Market: Netherland, Belgium
Sample: 200 (N=100 each market)
LOI: 15 Minutes
IR: Not specified

Target Respondents:

Mothers' w/ babies up to 12 months

Targeted Specs as below :

We will be targeting Mothers' w/ babies up to 12 months in given markets at 15 Min LOI and assuming IR 50% and will be serving you with all N-100 at CPI-\$20

Note: We were able to achieve all the samples here and it took field time of around 4 to 7 days

A MOTHER BECOME A SUPER HERO, WHEN IT COMES UP ON HER CHILD



#CASE STUDY 9

B2B/HEALTHCARE

Specs as below:

Market: Netherland, Belgium
Sample: 100 (N=50 each market)
LOI: 15 Minutes
IR: Not specified

Target Respondents:

Manufactures of breast pumps

Targeted Specs as below :

We will be targeting Manufactures of breast pumps in given markets at 15 Min LOI and assuming IR 50% and will be serving you with all N-50 at CPI-\$35

Note: We were able to achieve all the samples here and it took field time of around 12 to 16 days

AN ENTERPRISE RUN FOR THE BENEFIT OF NATURE ALWAYS SUCCEEDS IN THE END



#CASE STUDY 10

PHASE RESEARCH ON AIR CONDITIONER MARKET INDIA

Famous Japanese
company

OBJECTIVES AND TIMELINES

The research focused on understanding the perceptions and consumption patterns of beverages among general consumers. It spanned eight centers, with a data file delivery timeline of 50 days. The methodology involved quantitative listing followed by face-to-face main interviews, reaching a total sample size of 8000 respondents.

RESEARCH DESIGN

Target respondents include individuals of both genders aged between 12 to 55 years, belonging to SEC categories A, B, or C. Households are selected using the random right-hand rule. Main interviews are conducted with respondents who have consumed any soft drink within the last 15 days.

EXECUTION AND RESULT

Deployed two teams concurrently in each center. Utilized a selection of 50 starting points per center, strategically chosen to reflect the city's demographics. Conducted 20 listings followed by main interviews at each starting point. Successfully adhered to the timeline as scheduled.

REVIEW

Our interaction with Calcinsights has been exceptionally favorable. The team's adherence to the project timeline was commendable, resulting in the delivery of exceptional work.

#CASE STUDY 11

USAGE AND ATTITUDE STUDY ON BEVERAGES

OBJECTIVES AND TIMELINES

- To gain a comprehensive understanding of Indian consumers' usage patterns, behaviors, and attitudes towards air conditioners, focusing on.
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- The client has allocated a timeframe of four months to achieve the objectives and adhere to the outlined timelines.

RESEARCH DESIGN

Crafted a three-phase research approach: Phase 1: Conducted face-to-face quantitative research in four centers, reaching a total of 1000 participants. Data was stratified among SEC categories of interest. Phase 2: Utilized qualitative methods including Focus Group Discussions (FGDs), Depth Interviews, and home visits in four centers. Phase 3: Implemented a gang survey and design testing clinic involving a sample size of 100 participants.

EXECUTION AND RESULT

Conducted face-to-face interviews and subsequent analysis within a span of 35 days. Developed concepts derived from the initial phase's findings and completed the Focus Group Discussion phase within 15 days. Recruited participants and finalized the gang survey within a swift 10- day timeframe. Concluded with analysis and delivery of the final report within another 10 days.

REVIEW

Upon engaging Calcinsights for this project, our perspective on India and the standard of Market Research conducted in the region underwent a notable transformation. Their exceptional quality and unwavering commitment exceeded all expectations, setting a benchmark in the global market research landscape.

#CASE STUDY 12

QUALITATIVE RESEARCH AMONG LONDON VISITORS / POTENTIAL TOURISTS

OBJECTIVES AND TIMELINES

Conducted focus groups in two key centers, namely Mumbai and Delhi, involving two distinct respondent categories: current tourists and potential tourists. The entire process, including recruitment, diary filling, focus groups, and report generation, was completed within a tight timeline of 15 days.

RESEARCH DESIGN

Participants must be male or female individuals who have visited London for a holiday within the past 12 months. Additionally, they must have visited at least one other city among New York, Paris, Sydney, or Tokyo. Alternatively, participants may be individuals planning or considering a trip to London within the next 12 months, with a mix of both categories included. Moreover, at least two-thirds of the group should have actively researched New York, Paris, Sydney, or Tokyo as potential tourist destinations within the last 2 years.

EXECUTION AND RESULT

Recruitment was finalized within a week, ensuring that every eligible respondent received a diary. Each participant was required to complete the diary two days prior to the Focus Group Discussion (FGD). Prior to the FGD, our field executive personally visited each respondent to verify the diary and deliver the FGD invitation letter. We successfully met the deadlines while maintaining the research's high-quality standards, providing valuable insights.

REVIEW

Calcinsights delivered the exact type of respondents we required for our research, which was greatly appreciated. Their valuable insights into the topic were highly commendable. It's evident that they possess a deep understanding of the Indian market and meticulously plan their operations down to the finest detail.

#CASE STUDY 13

ONLINE CLT ON MOBILE PHONES

OBJECTIVES AND TIMELINES

Central Location Test (Web-based Interviews) conducted across six centers: Bangalore, Chennai, Mumbai, Pune, Jaipur, and Delhi. The study comprised 200 interviews distributed evenly across these centers, with a target completion time of 15 days to achieve a sample size of 1200 respondents across India.

RESEARCH DESIGN

Respondent Profile: Male or Female, aged 18 to 55 years Owns a mobile phone or Plans to purchase one within the next 6 months Quotas were interlocked based on age groups and ownership status Interview duration was 45 minutes

EXECUTION AND RESULT

Respondents were intercepted at street corners and escorted to browsing centers. They were then directed to complete the questionnaire online. The project was executed simultaneously in two centers, and all centers were successfully completed within 15 days without any delays. Ultimately, the client was highly impressed with the coordination and adeptness in addressing intricate requirements.

REVIEW

"Having visited India previously, I'm familiar with the bustling nature of our target respondents, particularly in a city like Mumbai. I commend the efforts and time consciousness exhibited by the team at Calcinsights.



CALCINSIGHTS

GET IN TOUCH

Discover how Calcinsights can help your business navigate the complexities of the market and achieve success.

Contact us today to learn more about our services and how we can support your research needs.



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