

KNOTS Research



WHAT THE WORLD'S THINKING

ABOUT KNOTs RESEARCH...

Leading specialist in accessing consumers for market research purposes worldwide, KNOTs advanced technology provides instant online access to millions of consumers in over 50 countries throughout Europe, the Americas and Asia. KNOTs has one of the most advanced and in-depth online research facilities, globally connecting between consumers and companies in a more time-efficient and cost-effective methodology.

KNOTs has served Fortune 500 companies around the globe, earning a reputation of an exceptionally client-centered research agency.

EXPERIENCE...

- Genuine marketing research expertise
- Quality control from A to Z
- Questionnaire design and adaptation to local and cultural differences and languages
- Consulting services –to clarify objectives, strategies and tactics
- Experience in integrating visuals, sounds, and video, making online an ideal medium to test new product concepts, commercials, print ads, package graphics, promotion concepts, brand names, and logos
- Full analysis and reporting of collected data

ACCESS...

- Quickly and cost-effectively conduct high-quality research
- Respondents' accessibility and availability (24/7), with clear advantage towards quick 'weekend surveys'
- Extract and profile multi-country target samples and target low-incidence population, reducing overall sampling costs
- Leverage detailed demographic data provided by respondents
- KNOTs collect consumers' hottest ideas and opinions, using all possible question methods, including full open questions
- Receive more in-depth and sincere answers to any subject including highly sensitive issues

ONLINE RESEARCH USAGE OF STATISTICAL TOOLS...

**Price Sensitivity
Modeling**

**Consumer Purchase
Decision Simulation**
(Conjoint Analysis)

**Brand Features
Importance**
(Regression
Analysis)

Brand Mapping
(Correspondent
Analysis)

**Target
Segmentation**
(Clustering
Analysis)

**'Quick Consumer
Opinion'**
(3-4 questions,
output within days)

**Pre- & Post
Advertisement
Test**

**Product
Prototype
Evaluation**

**Product
Owners
Satisfaction
Tracking**

**Product
Sampling
and Re-trial
Intentions**

**Multi Country
Product Naming
Evaluation**

**Web Sites
Evaluation and
Usage Check**

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KNOTs WORLD COVERAGE CONSUMER ACCESS

Argentina	478,218	Japan	290,750
Australia	871,787	Korea	641,571
Austria	64,865	Malaysia	242,823
Belgium	814,778	Mexico	1,166,455
Bolivia	1,592	Netherlands	410,760
Brazil	542,849	New Zealand	70,345
Bulgaria	5,021	Norway	48,435
Czech Republic	12,450	Peru	478,724
Canada	3,931,079	Philippines	134,312
Chile	176,303	Poland	84,922
China	1,100,637	Portugal	73,740
Colombia	487,675	Russia Federation	193,371
Costa Rica	1,982	Romania	36,467
Denmark	290,088	Singapore	255,592
Ecuador	93,433	Slovak Rep.	48,028
Estonia	3,500	Slovenia	5,340
Finland	114,810	Spain	745,188
France	715,427	South Africa	10,000
Germany	1,051,572	Sweden	210,000
Guatemala	5,823	Switzerland	40,076
Hong Kong (China)	400,435	Taiwan	1,109,838
Hungary	320,088	Thailand	42,801
India	160,010	Turkey	80,012
Indonesia	159,021	United Kingdom	1,051,753
Ireland	285,000	Ukraine	12,010
Israel	114,109	USA	8,543,008
Italy	290,099	Venezuela	195,320