Online marketplaces

Why and How the MR Industry will be Disrupted Forever

(and What You Can Do About It)
1. Some background
2. Slow to transition
3. Everyone can benefit
My 3rd business ... a video feedback platform
The constant need was high-quality research participants.

Sarah. S
University of Texas
22 years old
Mechanical Engineering
How does this look for qualitative market research?

- Researchers
  - Buyers
- Respondents
  - Sellers
Supply and demand exists!
Marketplaces have **transformed** most industries.
Why has the MR industry has been slow to adopt a marketplace model?
We are paranoid about respondent ownership

- **My** respondents
- **My** insights
- **My** competitive advantage

Salmon farmer in Norway
Millions of target audiences
It’s really hard to supply thousands of niche audiences

Surgical Nurse in NYC
Banker in London
Salmon farmer in Norway
Heavily fragmented
Marketplaces are the solution

(My 4th business)
Researchers are the intellectual property

Access to any target audience anywhere in the world

How you conduct research & the recommendations you make is your IP

Marketplaces offer high security and privacy controls
When we look at Procter & Gamble?

Conducting research in 180 territories

Record of participation history is important

Research data can be stored for 70+ products in one place
What do the benefits of a marketplace mean for companies like Procter & Gamble?

- **Speed**: More time focused on research design and making recommendations
- **Quality**: Higher quality participants & higher quality research
- **Cost**: Lower cost encourages increased frequency for conducting research
What you can do about it!!

Understand what quality control measures are in place
Look specifically at how data is verified

Demand transparency from your recruiting providers
A record of activity within the marketplace

Co-found this transition
Make your industry bigger and better!
Faster, better, cheaper, at a global scale.

Thank you!