The Future Economics of Research

The gig economy, marketplaces, and what it all means for market research
Gig economy

**What** is it?

**Why** is it so important?

**Why** is it relevant to market research?
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Gig economy runs on marketplaces

Online marketplace:
- Aggregate sellers and their services/goods
- Include a transaction element

Uber comes to mind, but is that a good example?
Building a MR marketplace

GreenBook: connecting insights buyers and sellers
→ Savio marketplace

Started 18 months ago, in public beta since 8/2017
It’s been a journey ... and it still is.
And is going to be.
Savio

Savvy insights experts — on demand

Savio is a marketplace connecting market research buyers with research experts. Use Savio for a task, for an entire project, or for services not provided by the online research tools you use.

FIND Research Expert

OFFER Your Expertise
Decoupling of service and technology

Clients

Service Suppliers
(operators, “Now what?”)

Technology Suppliers
(automation, DIY, AI)
Benefits of a MR marketplace

- Buyers and users of research
- Sellers (who are often buyers too)
- Online research tools and platforms
Challenge #1: Pricing transparency

Non-transparent pricing lowers market efficiency but works well for (some) current players

✗ Many already embrace transparent pricing as competitive advantage (e.g. automation, DIY)

An online marketplace needs transparency but can offer better options for all...
Challenge #2: Ratings and reviews

Don’t fit current biz dev approaches of many insights suppliers (word-of-mouth, repeat biz – e.g. QRCs)

✗ Negative reviews outweigh benefit of finding new clients
✗ Emphasis on transaction, not relationship
✗ Potentially unfair
Challenge #2: Ratings and reviews

... however

Rating & reviews are too valuable to buyers to go anywhere

As in other industries, insights suppliers will have to adapt or face limited biz opportunities
Challenge #3: Buyer/seller relationship

Monogamy vs. playing the field in MR

Marketplace can enable relationships:

- Means to “break through” procurement
- Service resource to support tech platforms via API integrations
- Supplier support – payments, certifications, convenience
Most MR firms characterize themselves as
• strategic insight consultancy OR
• full-service provider
... but often are neither.

→ Lower search accuracy
→ Lower efficiency & overall utility
Challenge #5: Well, everything else...

- Data security and privacy  (GDPR, anyone?)
- Confidentiality
- Procurement  (also an opportunity!)
- Proprietary billing systems
- Payments
Savio today

• Transactions taking place
• 800+ user profiles, 250+ experts
• Integrations with online research platforms in development
Savio is looking for partners!

• **Online research platforms**
  • Have users who need extra help/service?

• **MR agencies with supplier networks**
  • Need to better manage suppliers and subcontractors? Looking for new talent? Missing important capabilities?

• **Brands/research buyers for pilot projects**
  • Let’s collaborate on ad hoc projects, custom talent recruitment, procurement solutions, supplier management solutions.
Sign up today: Savio.pro

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