



PR, MEDIA
& CREATIVE
AGENCIES

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An extension of your team

WHO ARE DIGITAB?

Digitab are globally trusted experts in market research analysis solutions, with over 30 years' experience. We've worked with hundreds of organisations, ranging from individual consultants to the largest agencies, in a wide spectrum of industries.

Our strength lies in the seamless and effective delivery of a breadth of market research and analytical services, taking on the tasks your team find time consuming. With our range of experts, you can be assured that whatever your project requirements, we will have the flexibility and expertise to meet your needs.

HOW CAN DIGITAB HELP AGENCIES?

Whether you're tasked with identifying gaps in the market, optimising new product development, forecasting sales, or measuring advertising penetration, Digitab's expert London-based team can help.

What else can we do? We can develop pricing strategies, identify priorities for service improvement, identify your target segments, shed light on strengths and weaknesses of a brand and its position amongst the competition – all to provide you with the insights you need to build the most effective campaigns for your clients.

DATA SUPERHEROES

Digitab can provide clarity on the complex issues of your research in order to meet your business needs. We are specialists in multivariate analysis and can advise on the best methodologies to generate actionable results. We even provide statistical training and workshops to help develop your team's knowledge and skills.

WHAT SERVICES CAN WE PROVIDE?

- **Preparation:** Questionnaire design
- **Panel sample**
- **Data Collection:** Web, email, postal, paper, electronic/tablet, scanning
- **Data Processing:** Editing, coding, translations, verbatim comments
- **Analysis:** Tabulations, multivariate statistics, modelling
- **Presentation:** Reports, commentary, charting, portals, dashboards

HOW QUICKLY CAN WE WORK?

Our experienced team can provide you with all the assistance you need in project design and analysis. We work with you to provide accurate, tailored results, independent of the fieldwork process. When timing is critical, we can design a schedule that delivers what you need on time without compromising quality.

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