

**From now to the future:  
research trends in the digital age**

Victoria Fedotova

Client Director, Kantar TNS



# Why has market research been struggling to keep up?



Attention economy



Mobile is the primary way to access the internet



Declining survey response rates



Abundance of data



Many research approaches and metrics are reactive



Demand for faster turnaround

WE NEED TO THINK BROADER ABOUT WHERE OUR DATA IS COMING FROM, HOW TO CAPTURE IT AND WHAT QUESTIONS TO ASK



**MOBILE**



**SOCIAL MEDIA**



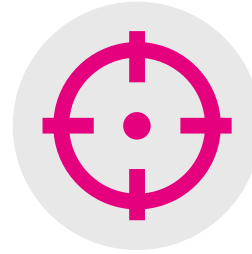
**DATA MIXING**

---

**We need to change our perspective on what market research is**

---

**If we change  
the way we do  
things, we can  
win back our  
clients' trust in  
market research**



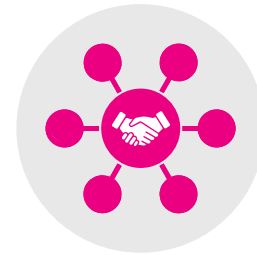
Accuracy



Granularity



Prediction



Data integration



Speed



**Accuracy**

---

**USE OF MOBILE WILL BECOME  
INCREASINGLY IMPORTANT IN IMPROVING  
ACCURACY OF INSIGHT**





**Granularity**

—  
**WITH THE MOVEMENT TOWARDS REAL-TIME  
AND OCCASION LEVEL MARKETING IT IS  
ESSENTIAL THAT RESEARCH GETS MORE  
GRANULAR**



**Prediction**

INSIGHT WILL INCREASINGLY BE MEASURED  
ON PREDICTIVENESS AND ROI



**Data integration**

INSIGHT WILL INCREASINGLY CONSIST OF  
HARNESSING MULTIPLE DATA SOURCES





**Speed**

---

**INSIGHTS NEED TO BE PRODUCED FASTER  
BUT POSSIBLY WITH LESS RIGOR**



**Thank you.**