



Featured Blog:

What to Look For in a Quantitative Research Partner

By: [Caroline Roe](#)

In looking for a quantitative "research **partner**," you have to first make sure that the cost of entry variables are met. Reliable sample, accurate programming and good data processing can be found with many "research suppliers." But finding a company that can go above these ante factors who has the special talents to ensure that you truly get the most out of your quantitative research investment, takes some digging.



Here are a few tips for what to look for in a **quantitative marketing research partner**:

- A holistic & integrative approach to research
- An innate curiosity & drive for action
- A gift for bringing data to life
- Global perspective & relationships
- And more...

Read the [full blog post](#) for what else to look for and quick tips to make sure you ask your quantitative suppliers the *right* questions.

Featured Blog:

What to Look For and What NOT to Look for in a Qualitative Research Partner (2 Part Blog)

By: [Ron Raskin](#)

After nearly 20 years as Marketing Research Consultant, I have heard every client question there is when it comes to selecting a firm for qualitative market research.

So, I asked myself, if I was in the client shoes (which I and many of my fellow IIM Consultants have been in the past), what questions would I ask/what would I be looking for in a qualitative marketing research partner?

What is essential and not essential when looking for the **ideal** partner? Here is what I came up with, both a list of what to look for and what to AVOID!



What to Look For (Part 1 Blog):

- Ridiculous amounts of energy / enthusiasm for mundane things
- Unapologetic honesty & willingness to take risks
- Multi-taskers with kick-ass debriefs
- And more...

[Read full post \(part 1\) for details & more tips!](#)

What NOT to Look For (Part 2 Blog):

- A Know-it-all in your category and/or industry
- The lowest price
- Too good to be true recruiting
- And more...

[Read full post \(part 2\) for more things to avoid!](#)

Consumer Trend & Insight Tracking: Top 3 Articles from 3Q 2013

The Insights in Marketing, LLC. consulting team scoured the latest consumer and industry studies in 3Q and identified the top 3 articles that are must reads this quarter.



[Only 20% of Marketers Truly Know Their Consumers](#)

Eighty percent of companies rely primarily on basic customer profile information and purchase history to structure marketing campaigns, according to a new research report from Yesmail Interactive and analyst firm Gleanster. Read more [here](#).

[Consumer's Changing Attitudes Toward Food](#)

Food manufacturers and retailers should take note of the shifts in today's food culture, which are impacting consumers' expectations for new grocery products and packaging. For more details click [here](#).

[Millennials Will Disrupt Consumer Research. Here's How...](#)

During the last few decades, marketers have grown comfortable with research methodologies that are not designed to fully engage the onslaught of Millennial consumers who will become their new target. Get full story [here!](#)

In This Issue

[Choosing the Right Quantitative Research Partner](#)

[Choosing the Right Qualitative Research Partner](#)

[Consumer Trend & Insight Tracking: Top 3 Articles from 3Q](#)

[Meet IIM's Quantitative Team!](#)

[IIM's Shopper Research Expertise Featured in Quirk's](#)

Meet IIM's Quantitative Research Team

Caroline Roe
Director of Quantitative Research



Betsy Volletz-Zacarias
Senior Quantitative Research Manager



Steve Mapes
Quantitative Research Analyst



With a combined 40+ years of marketing research experience, IIM's quantitative team is a power-house of seasoned consultants. Rooted in a deep understanding of the relationship between quantitative and qualitative research and a strong strategic analytic approach, IIM's quant team helps clients address key business challenges head on.

[Click here](#) to read more about their quantitative expertise.

IIM In the News:

IIM's Shopper Insights Expertise Featured in Quirk's 2013 Issue

IIM's Head of Online **QUIRK'S** Marketing Research Media Qualitative Research, Jessica Ritzo, and 20|20 Research's CEO, Jim Byrson, are among those cutting-edge researchers identifying the best ways to get inside shoppers' heads without disrupting their lives.

[Click here](#) to read their piece featured in Quirk's July 2013 publication.

We Are Hiring!

Know an all-star that would be great for our growing team?



[Click here](#) to check out our current job openings!