



Empower Personalised Marketing with Market Research



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Z.com Engagement Lab offers businesses a unique solution to building personalised marketing campaigns—the right way—beyond merely improving member engagement.

It is time to capitalise on this opportunity to overcome any marketing challenge and to expand your membership business!

Understanding the importance and benefits of

Personalised Marketing

In the ever-evolving digital landscape, especially following the global pandemic, the significance of personalised marketing is amplified. Consumers' purchasing behaviour has shifted, and personalisation is fast becoming the new marketing standard.

Businesses should be aware that a majority of consumers currently seek experiences that are tailored to their preferences. The inability for businesses to meet these new demands often results in customer dissatisfaction and frustration, which translates into negative experiences for consumers and then for businesses.

This new norm of personalised marketing means the power of market research, and the tools and data that can be harnessed through it, are absolutely crucial. The potential of market research to pinpoint business opportunities, analyse market trends and even identify potential customers is pivotal in the development of personalised marketing strategies that not only increase member engagement, but also resonate strongly with them.

Through the leveraging of data exploration techniques that market research enables, businesses are able to uncover hidden trends and patterns that can inform the development of personalised commercial experiences.

Z.com Engagement Lab offers a unique advantage to businesses seeking to advance in this landscape, making the journey towards personalisation marketing far more navigable.

Why should my business adopt market research?

Market research is an indispensable tool for writing successful marketing strategies. It unveils invaluable insights into customer preferences, behaviours, and prevailing market trends. With a deep understanding of customer needs and a keen awareness of market dynamics, your business can shape informed decisions and craft highly targeted marketing campaigns and strategies.



What can you expect from implementing market research?

By leveraging our online research platform and network, your business will be empowered to successfully deploy effective personalised marketing strategies.

Businesses can look forward to the following significant highlights, amongst others.



Understanding a business' members demographic and psychographics



Identification of business opportunities



Evaluation of market potential



Understanding competitors and assessing brand equity



Minimising potential business risks

Our online survey solution

We provide insightful panel surveys that are key to monitoring shifts in your members' preferences and behaviours. Our team of expert research professionals stands ready to assist you in every phase of your research journey, from designing your studies to managing the fieldwork process, and creating detailed reports that are instrumental to creating the right personalised marketing campaign.

Our Services

1

Quick Survey

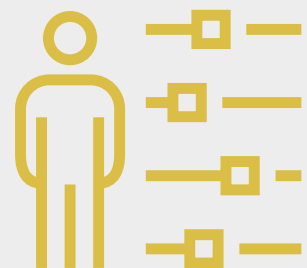
Our platform offers a highly cost-effective solution to market research through our Quick surveys, which is perfect for administering swift and straightforward online surveys. This service is ideal for marketers who are keen on deploying free online survey tools, making the market research process effortless and expedient.



2

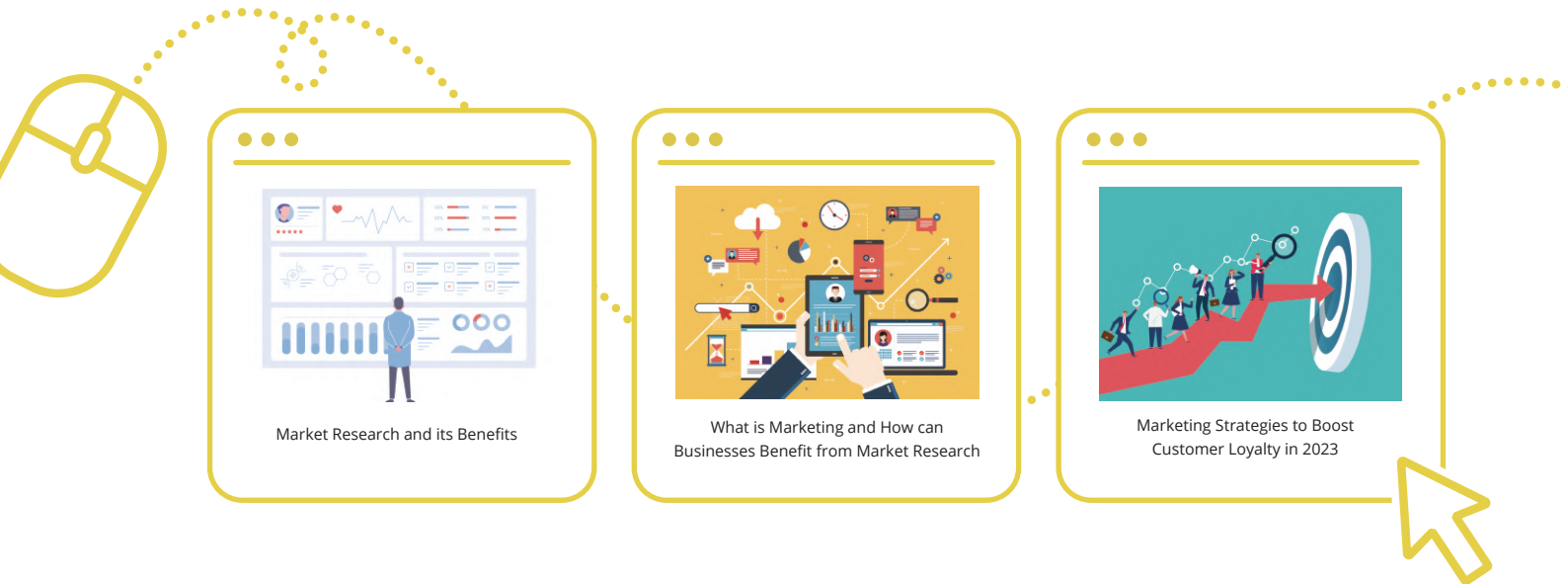
Custom Survey

We offer a bespoke service, customising your online survey journey to meet your company's requirements. Our comprehensive solution encompasses everything from the creation of the questionnaires to the meticulous cross-tabulation and in-depth analysis reports.



Learn more about market research

Our website, www.engagement.z.com, serves as a resource hub, offering a wealth of articles focused on the latest market research trends and practical marketing tips. These resources are designed with the aim of empowering you to build meaningful and lasting connections with your customers.



Access to our Industry Insights



Z.com Engagement Lab conducts extensive market research across diverse industries, keeping a vigilant eye on the latest trends and movements within the APAC market. We invite you to access our complimentary, industry-specific reports. These reports are meticulously curated by our professional research team and provide up-to-date insights for your strategic planning.

[Read the latest report](#)

Who we are

Z.com Engagement Lab is operated by

GMO Research & AI, a leading marketing research company in Asia. For over 20 years, GMO Research & AI has been providing online research services and proposing new marketing solutions to enhance the relationships between companies and consumers globally. We serve 170 partners across 16 APAC markets, managing and nurturing over 60 million consumers. We operate cutting-edge technology as a part of one of Japan's largest Internet conglomerates, which comprehensively develops internet security, payment processing, e-commerce solutions, web hosting, domains, and FX trading.

GMO RESEARCH & AI

Z.com Engagement Lab

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