

Company profile



2022

About company

- Cross Insights LLC is a new research agency based on Armenia with a global focus, leveraging the expertise and technology of renowned analytics firm Data Insight. Data Insight was founded in 2010 by Fedor Virin and Boris Ovchinnikov, who still lead it today.
- Cross Insights is a team of analysts with many years of experience in researching online industries, retail and logistics both in developed markets (Western European countries, the USA) and in emerging and prospective markets (MEA&CIS, Eastern Europe).
- The focus of our research is the processes of globalization and digitalization, as well as country specifics of markets. We help companies learn from the experience of other countries and adapt to new
- We specialize in online retail and related markets: retail, logistics, FinTech, EdTech, eTravel, online service markets, real estate, online advertising markets.

Cross Insight agency: what we can do

Tasks we solve

- Market Research
- Competitive analysis
- Consumer analysis

Why choose Cross Insight?

- Precise correspondence to the task. We individually develop the methodology for every client research. And we do it for free.
- A complete response to your inquiry. The main feature is the combination of 2-3-4 methodologies in one research, from big data to in-depth interviews.
- Accumulated expertise. We regularly publish both public and paid reports. Perhaps your question has been already answered

Our Researches

Market research

- We will provide you data in case your goals are:
 - To obtain a deep understanding of the market
 - To evaluate its dynamics and your position
 - To find a new vector for development
- We offer different approaches:
 - Build a market or segment model and fill it with data
 - Analyze receipts, web traffic, online sales data
 - Analyze the structure of online offer using automatized or manual methods
 - Estimate the consumer market via customer survey
 - Evaluate the demand for brands and types of goods using the search queries analysis
 - Prepare the expert report based on the market participants' insights

Competitive analysis

- We can help you with data if your goals are:
 - To estimate the competitors' market shares
 - To describe their business structure
 - To compare their products
- We offer different approaches:

Build the competitors' profiles using public data, including trade volume, target audience, business structure and distribution channels

- Analyse the competitors' product range, including marketplace sellers
- Describe technological products, including mobile apps
- Employ the "mystery shopper" technique to compare services
- Conduct expert interviews and reveal market leaders
- Conduct consumer surveys and find out their opinion
- *Deliver the data in the format you need: competitor map, SWOT or other*

Consumer analysis

- We will provide you with data in case your goals are:
 - To study customer scenarios online and offline
 - To know the preferences of target audience
 - To estimate the level of customer satisfaction
- We offer different approaches:
 - Conduct telephone and online surveys, and in-depth interviews
 - Analyse qualitative and quantitative data, conduct the Correspondence Analysis and Conjoint Analysis based on survey data
 - Use the “mystery shopper” technique to study the consumer experience

Our data and methodology

Quantitative data analysis

- We collect, purchase and know how to analyze a wide variety of data:
 - Website traffic statistics
 - Volume data from marketplace sellers in number of orders and money
 - Company financial data from public tax reports
 - Address databases of companies in various segments of the economy
 - Receipts for online purchase of goods (in some countries)
- The results of the analysis will be included in a market, competitive or consumer research or will be provided as independent data in response to your request

Mystery Shopper

- We will collect data about the players in your market. With details available only for customers
- We will make test orders and analyze the scope of services, their price, speed and quality
- We will develop criteria and compare the offers of key players so that you know the market leaders and your performance in comparison to them
- The results of the analysis will be included in a competitive study or provided as independent data in response to your request

Surveys and interviews

- We have years of experience in consumer behavior research, Brand Health Tracking (BHT), Conjoint analysis.
- If necessary, we combine survey data: representative face-to-face or CATI with online survey.
- We can conduct a survey of your customer base.
- We can either start with in-depth interviews to gather a wide range of opinions. Or use them as a finishing touch to illustrate quantitative research data with cases and quotes.
- Using surveys, we study consumer behavior, collect data to build market models and forecasts.
- We conduct also expert interview as a part of our market research. In some cases, three expert interviews are more valuable than gigabytes of other data.
- We will provide a report, worksheets and a survey database to continue the analysis on your side. For interviews we provide full transcripts and an analysis with quotes by topic.

Search Queries Analysis

- We create a matrix of search queries covering a topic - for example, a brand and its competitors. Data is available for the last 24 months.
- We analyze the structure of demand for the brand and its competitors, estimate the shares in the volume of search demand by category.
- We analyze the demand structure of a product category in the search demand total volume.

Contact



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