

## Market Research Agency Comparison Checklist

Use this simple checklist to compare different market research agencies and find the best fit for your business:

### 1. Industry Experience

- Has the agency worked in your industry before?
- Do they understand your audience and competitors?

### 2. Reputation

- What do past clients say about them?
- Check for online reviews or testimonials.

### 3. Research Methods

- Do they offer both qualitative and quantitative research?
- Are their methods suitable for your project needs?

### 4. Data Quality

- How do they ensure the data is accurate and reliable?
- Do they use up-to-date tools and technology?

### 5. Timeliness

- Can they deliver results within your desired timeline?
- Have they met deadlines for previous clients?

### 6. Cost

- Is their pricing clear and within your budget?
- Do they offer good value for the services provided?

### 7. Communication

- Are they easy to contact and responsive to your needs?
- Do they provide regular updates during the project?

### 8. Expertise

- Do they have experts in specific research methods, like surveys or focus groups?
- Can they guide you on the best approach for your business?

This checklist will help you compare agencies and make an informed choice!