



## WE HELP YOU MAKE

# USER - CENTRIC DECISIONS

WMM is a market research fieldwork and consultancy agency with international portfolio, specialising in qualitative projects.

## WE UNDERSTAND PEOPLE

Market research is and remains a “people business”. We have a multi-disciplinary, multi-lingual team, highly experienced in navigating the intricacies of different social and cultural nuances of human behavior with empathy and sensitivity.

## WE CONNECT YOU TO YOUR USERS & CUSTOMERS

WMM collaborates with worldwide clients in these sectors:



**Banking & Finance**



**Healthcare & Medical**



**Mobility**



**Consumer Goods & Appliances**



**Luxury Segment**



**Travel & Leisure**



**Fashion, Beauty, & Apparel**



**Media, Technology, & eCommerce**



**Youth & Children**

## WE DELIVER AUTHENTIC, ACTIONABLE INSIGHTS

We achieve this through a wholistic process which includes :

- Creating tailored research plans
- Strategic recruitment & fieldwork executions
- Applying rigorous discipline in data analysis and synthesis
- Delivering visual, easier to process and digest research reports

**7** Languages spoken by our multi-cultural team

**34** Countries covered by the WMM Team and network

**104** Locations of testing facilities with recruiting & interview services

**126.824** Respondents included the largest qualitative panel in Germany

**19.869** Users of proprietary WMM Mobile App

## METHODS & SERVICES

### Recruitment

- In-house Panel
- Client Database
- Team Outreach
- Proprietary App
- CATI Recruitment
- Social Media & Influencer Outreach

### Fieldwork

- UI/UX Testing
- Focus Group Moderation
- Product/Service Testing
- Online Surveys & Journalling
- Online Bulletin Boards
- CATI Interviews
- Mystery Shopping & Shop Along
- Prototype Testing
- In-depth Interviews
- Ethnographic Studies
- Qualitative VOCs

### Management & Consulting

- Strategic Consulting
- Analysis, Synthesis, Reporting
- International Project Management
- Project & Clinic Management
- Online Community Management
- Panel Management