



## Brand, Market, & Segmentation Surveys

*Crunching insights - not numbers.*



**It's on the bottom shelf in those thick three-ring binders. Over there – those three massive volumes of numbers and charts. Yes. Right next to that dusty marketing research textbook.**

Is that where your marketing research surveys end up?

CCMC's Brand, Market, & Segmentation Surveys ensure that the results of your marketing-related surveys are right where they ought to be; front and center, in the midst of your efforts to acquire new and keep existing customers.

CCMC makes certain that your marketing research data are sliced and diced with purpose. After all, the end game is leveraging the data for relevant, creative and applied insights – not number crunching.

Drawing on established methodologies and innovative analytics, CCMC market research transforms simple data into rich, actionable insights that drive fact-based decisions about your brands, markets, customer segments, and competitors.

Tailored to fit your distinct marketplace intelligence needs, CCMC's market research results help you engineer more productive sales and marketing outcomes for a diverse set of corporate activities, including:

- Brand awareness
- Brand perceptions
- Competitive positioning
- Market segmentation

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