DATANOVA
RESEARCH
UNLOCK THE
POWER OF DATA

DATANOVA RESEARCH

INTRODUCTION

- We believe in building insights from the ground up.
- Our mission is to power data-driven decisions
- We specialize in expert survey programming
- Strong foundation in deep domain knowledge
- Focused on human-centric research design
- Led by experienced professionals
- Passionate about innovation and impactful research
- We offer tailored market research solutions
- Our services scale with your needs

PANEL PROFILING ATTRIBUTES

Our research panels are profiled across a wide range of dimensions, including:

- Demographics (Age, Gender, Income, Location)
- Hobbies & Lifestyle
- Media Consumption
- Household & Family
- Education & Occupation
- Food & Beverage Preferences
- Healthcare Usage
- Technology & Electronics
- Parenting, Gaming, Travel, and More

We also cater to niche B2B and healthcare audiences including physicians, IT decision-makers, and industry specialists.

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WHY DATANOVA?

- 24/7 Client Support
- Consultative Project Management
- Transparent Pricing
- Committed to Data Integrity

Our team operates with a can-do attitude and a client-first approach, ensuring success from ideation to insight.

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RESEARCH CAPABILITIES

Quantitative & Qualitative Research

From rapid-turn surveys to deep-dive interviews, we handle full-spectrum research needs with agile delivery.

Secondary Research Expertise

Our analysts synthesize vast databases to uncover trends in:

- Healthcare & Pharma
- Consumer Behavior
- Industrial Segments
- Emerging Technologies

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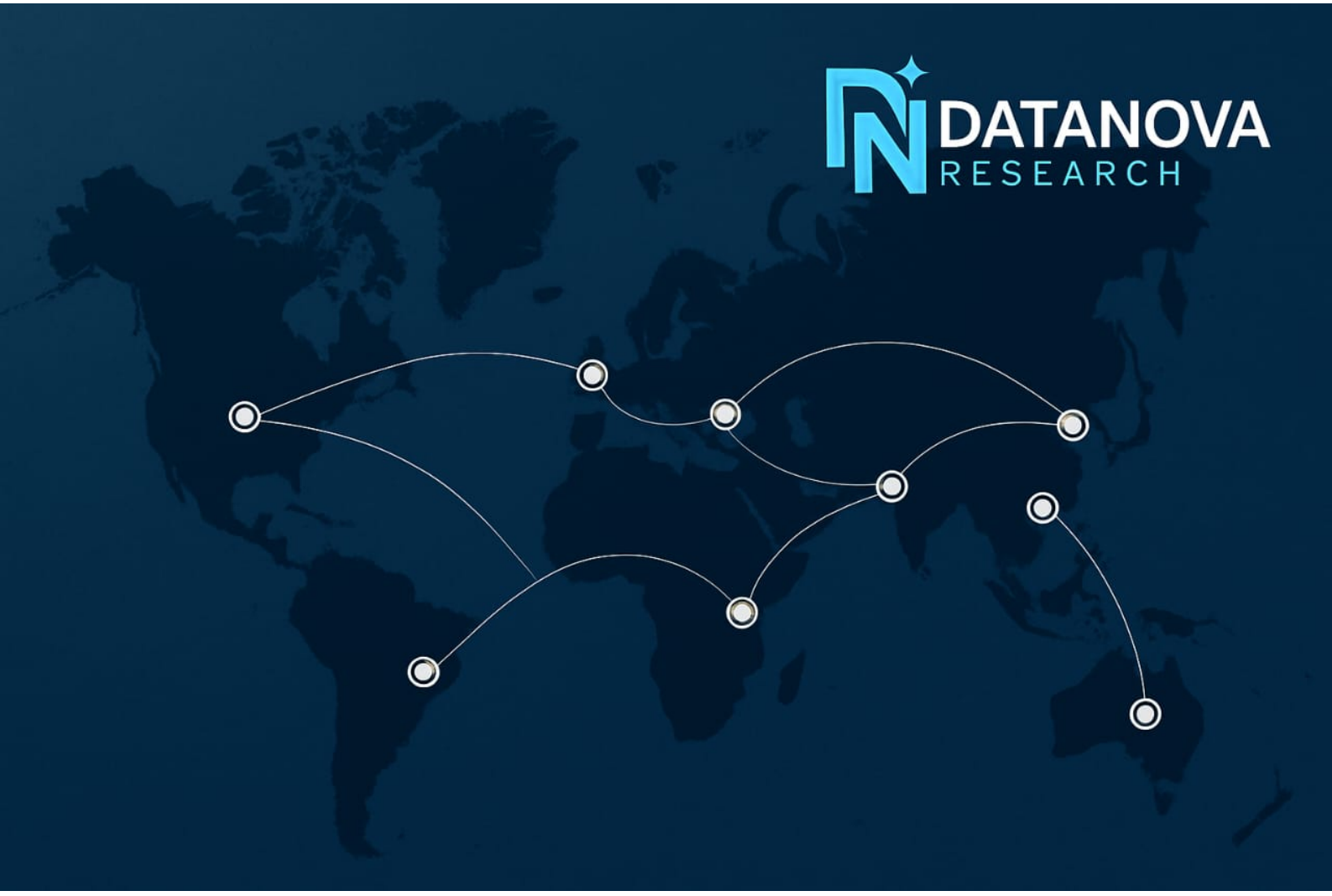
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GLOBAL PANEL REACH

Top Countries by Panel Size

- India: 700,000+
- USA: 600,000+
- Canada: 350,000+
- Russia: 300,000+
- South Korea: 250,000+
- Australia: 150,000+

Europe Coverage Includes:

UK, Germany, France, Spain, Netherlands, Poland, and more (over 2 million panelists)

OUR PANEL STRENGTH

With over 4.3 million+ verified panelists across 30+ countries, DataNova Research delivers fast, reliable, and diverse data insights.

Key Highlights:

- 21+ specialized consumer and B2B panels
- Online + offline blended methodology
- End-to-end secure survey platforms & scripting
- High community engagement & retention
- Strict quality protocols: duplicate detection, profile validation

Precision Data. Trusted Panels. Smarter Insights.

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Customer Behavior
• Buying patterns
• Loyalty indicators
• Customer feed-
• Shopping carts
• Retail visits
• Modes of transportation
Product Preferences
• Product category
• Spending levels
• Frecure interest
• New product trial
• Product reviews
Online Engagement
• Social media
• Streaming habits
• Chat discussions
• Website visits
• Advertising views
Purchase Intent
• Purchase type
• Wish lists
• Cart abandments
• Reward interest
• Sale responses
Brand Perception
• Brand recognition
• Brand loyalty
• Customer sentiments
• Competitor comparison

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RESEARCH
1
DEFINE THE PROBLEM
2
DESIGN THE RESEARCH
3
COLLECT DATA
4
ANALYZE DATA
5
REPORT & PRESENT FINDINGS

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Reasons To Partner With Us
Committed
Can-do Attitude
Knowledgeable Client Team
24/7 Support
Consultative Approach

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DataNova Research — Where Smart Data Meets Smart Decisions.