



Trail-to-Purchase Conversion Accelerator

Silicon Valley Research Group

is the premier global player in the market research and strategy development field. We provide a platform for successful product launches and marketing executions. Founded in 1996, with offices in Silicon Valley and Seattle, our specialty is taking high quality and in-depth national and international market research and creating valuable market insights and powerful strategies to take advantage of opportunities.

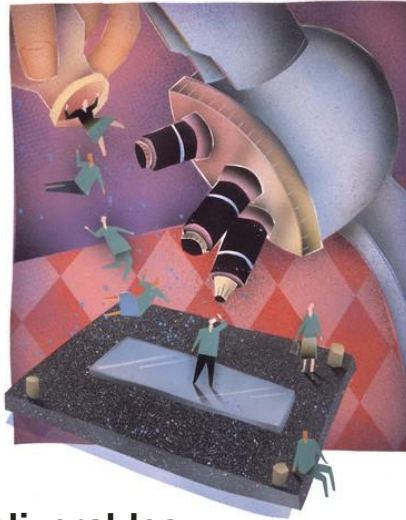
Our Core Values

- *We believe, above all, in total commitment to our clients, their projects and the delivery of superior, timely output on every project we undertake.*
- *We are committed to constantly improving and innovating our processes and methodologies. Every client project is an opportunity to surpass ourselves.*
- *We are thankful for the opportunity to demonstrate our talents and abilities and make such a vital contribution to the businesses we engage with and the communities we live in.*

Contact:

Email: insights@siliconvalleyrg.com
Phone: (408) 920-0361
More Info: www.siliconvalleyrg.com

This accelerator enables high-speed conversion of trail customers and is targeted at the growing number of solutions that are sold through an initial free trail. Clients report large percentages of trail customers who languish in the trail mode, lose interest and do not effectively cross over to adoption. Involves statistical analysis of trail behavior clusters and “voice-of-customer” exit polling on adopters and non-adopters



Deliverables

- All design, planning, project management and execution
- Sampling plan and screener development
- Discussion guide development
- All recruiting costs and incentives
- Skilled focus group and interview moderators
- Extraction and data analysis
- Development of strategic and tactical recommendations
- PowerPoint-based report and presentation

Problem Definition

- Improved clientele understanding
- Improved sales role understanding

Outcomes & Solutions

- Overall voice of customer
- Effectiveness testing:
 - Pitches, offers, value propositions, approaches

Methodology

- 40 One-on-one interviews
- 2 Tele-focus groups

Benefits

- In-depth probe of target market over an extended period of time
- Product & creative visuals testing
- Access to consumers and business decision makers

Timing

- All deliverables in 4-5 weeks

Budget

- Starting at XXXX, please contact us for customization details.

“The experience and outcome in working with the Silicon Valley Research Group was great. My level of trust in quality, dedication and overall experience with SVRG is spot on!”

–Marketing Product Manager