

Savanta Live

Our suite of online and mobile research tools

Get closer to your audience to optimise the reliability of qualitative insight.

Savanta exists to help clients make progress. We inform effective short term decision making, and help shape wider brand strategy in both the B2C and B2B sector.

At the heart of our approach lies a range of proprietary tech systems, of which our online and mobile research offer is crucial. Live enables us to conduct qualitative research projects without losing the benefits of f2f approaches, whilst adding a range of alternative benefits.

Through a combination of mobile ethnography, online communities and consumer immersion we enable brands to make fast and effective decisions across various stages of the planning process from U&A and UX studies, to path to purchase, creative development and NPD.

How we do it

We use a number of different approaches, dependent on your research need:

Online Interviews

Deep dive the issues that matter for your business, one on one

Online Groups

Get to rich insights and truths through dynamic discussion

Communities

Record attitudes, behaviours, and lifestyles over time, in real-time

Web-Alongs

Understand online behaviours and user experience

Concept Testing

Test and refine creative ideas quickly and effectively

Five reasons to go live



01 Real-time

Qualitative data is generated in the moment to enhance the validity of insight



02 Flexible

Quick, agile and adaptable; content is created and accessed anywhere, at any time



03 Extensive reach

Time and budget restrictions can be side-stepped by easily adding scale: more people, in more places, more quickly



04 Amazing content

Insight is brought to life creatively through interactive tasks, gamification, film and audio content, and rich story telling



05 Heightened involvement

More measured responses are provided over longer periods of time, enhancing value of participant contributions

Two types of deliverables



E-reports

Interactive multi-media reports including key insights, hypotheses, strategic guidance. Ideal for larger bits of work such as extended community programs, U&A studies, product trials, innovation, path to purchase.



PowerPoint™ Reports

Topline documents designed to drive more immediate, tactical decision making. Ideal for quick turnaround projects such as concept testing, creative development, UX studies, website testing, hypotheses development.

Pricing

Costs vary based on brief, but start points include:

- 2 x online interviews – from £2,000
- 2 x online groups – from £4,000
- 1 x community – from £10,000
- 2 x web-alongs – from £5,000
- 1 x concept test – from £6,000

(NB. Costs include platform fee, design, facilitation, analysis, reporting)



Expertise

The Savanta Live team is made up of skilled qualitative researchers. We have a proven track record of designing, conducting and executing successful online projects, across a range of sectors including FMCG, Beauty, Tech, Retail, Food & Drink, Travel and Not-for-Profit. We also have experienced brand consultants to help extract meaning from learnings, and provide solid creative and strategic advice.



Quality assurance

Whether quant or qual, rigorous participant recruitment and quality control ensure only those people who meet our strict criteria can qualify for research. Online research is designed and managed in-house, with tech support provided by Recollective, one of our trusted suppliers. Close partner relationships give us the opportunity to build bespoke solutions, and make necessary changes quickly.