
Certificate in Technology Transfer and Commercialisation (Belgium)

Market Research and Analysis

Acquisition refers to the process of obtaining control of a company or its assets, often through purchase or merger, in order to expand market share, increase revenue, or gain access to new technologies or markets. Related terms include merger and takeover, which also involve the combination of two or more companies. In the context of Market Research and Analysis, acquisition can be a key strategy for companies seeking to expand their market presence or gain a competitive advantage. For example, a company may acquire a smaller firm that has developed a innovative technology or product, in order to gain access to new markets or customers.

Actionable Insights refer to the concrete and practical recommendations or conclusions that can be drawn from market research and analysis, which can inform business decisions or strategy. Related terms include data analysis and market intelligence, which involve the collection and interpretation of data to inform business decisions. In the context of Market Research and Analysis, actionable insights are critical for companies seeking to make informed decisions about product development, marketing, and sales. For example, a company may conduct market research to identify customer needs and preferences, and use the resulting insights to inform product development or marketing strategy.

Adoption Rate refers to the percentage of customers or users who adopt a new product, service, or technology, often measured over a specific period of time. Related terms include diffusion and penetration, which also refer to the spread of new products or technologies. In the context of Market Research and Analysis, adoption rate is an important metric for companies seeking to understand the uptake and acceptance of new products or services. For example, a company may conduct market research to measure the adoption rate of a new product, and use the resulting data to inform marketing or sales strategy.

Advertising Effectiveness refers to the impact and efficacy of advertising campaigns, often measured in terms of reach, frequency, and response. Related terms include advertising metrics and return on investment, which also refer to the measurement and evaluation of advertising campaigns. In the context of Market Research and Analysis, advertising effectiveness is critical for companies seeking to understand the impact and value of their advertising spend. For example, a company may conduct market research to measure the effectiveness of a specific advertising campaign, and use the resulting data to inform future advertising strategy.

Affinity Analysis refers to the statistical and analytical technique used to identify patterns and relationships between different variables or customer segments. Related terms include cluster analysis and segmentation, which also involve the identification of patterns and relationships in data. In the context of Market Research and Analysis, affinity analysis is useful for companies seeking to understand customer behavior and preferences. For example, a company may conduct affinity analysis to identify patterns in customer

purchasing behavior, and use the resulting insights to inform marketing or sales strategy.

Analytics refers to the systematic and methodical approach to analyzing and interpreting data and information, often using statistical and mathematical techniques. Related terms include data analysis and business intelligence, which also involve the collection and interpretation of data to inform business decisions. In the context of Market Research and Analysis, analytics is critical for companies seeking to make informed decisions about product development, marketing, and sales. For example, a company may use analytics to analyze customer data and behavior, and use the resulting insights to inform marketing or sales strategy.

Application Programming Interface (API) refers to the set of rules and protocols that enables different software systems to communicate and interact with each other. Related terms include integration and interoperability, which also refer to the ability of different systems to communicate and interact with each other. In the context of Market Research and Analysis, APIs are useful for companies seeking to integrate and analyze data from different sources. For example, a company may use an API to integrate customer data from different systems, and use the resulting data to inform marketing or sales strategy.

Artificial Intelligence (AI) refers to the use of computer algorithms and machine learning techniques to simulate and mimic human intelligence and decision-making. Related terms include machine learning and deep learning, which also involve the use of algorithms and techniques to simulate human intelligence. In the context of Market Research and Analysis, AI is useful for companies seeking to analyze and interpret large datasets and identify patterns and trends. For example, a company may use AI to analyze customer data and behavior, and use the resulting insights to inform marketing or sales strategy.

Audience Segmentation refers to the process of dividing a target audience into distinct and homogeneous groups, often based on demographic, psychographic, or behavioral characteristics. Related terms include target marketing and niche marketing, which also involve the identification and targeting of specific audience segments. In the context of Market Research and Analysis, audience segmentation is critical for companies seeking to understand customer needs and preferences. For example, a company may conduct audience segmentation to identify target audience segments, and use the resulting insights to inform marketing or sales strategy.

Benchmarking refers to the process of comparing and evaluating the performance of a company or organization against that of its competitors or industry averages. Related terms include competitive analysis and market analysis, which also involve the comparison and evaluation of company performance. In the context of Market Research and Analysis, benchmarking is useful for companies seeking to evaluate and improve their performance. For example, a company may conduct benchmarking to compare its customer satisfaction ratings against those of its competitors, and use the resulting insights to inform marketing or sales strategy.

Brand Awareness refers to the degree to which a target audience is familiar with and recognizes a brand,

often measured through surveys or focus groups. Related terms include brand recognition and brand recall, which also refer to the awareness and recognition of a brand. In the context of Market Research and Analysis, brand awareness is critical for companies seeking to build and maintain a strong brand identity. For example, a company may conduct market research to measure brand awareness, and use the resulting data to inform marketing or sales strategy.

Brand Equity refers to the value and worth of a brand, often measured in terms of customer loyalty, brand awareness, and perceived quality. Related terms include brand value and brand worth, which also refer to the value and worth of a brand. In the context of Market Research and Analysis, brand equity is critical for companies seeking to build and maintain a strong brand identity. For example, a company may conduct market research to measure brand equity, and use the resulting data to inform marketing or sales strategy.

Business Intelligence (BI) refers to the process of collecting, analyzing, and interpreting data and information to inform business decisions and strategy. Related terms include data analysis and market research, which also involve the collection and interpretation of data to inform business decisions. In the context of Market Research and Analysis, BI is critical for companies seeking to make informed decisions about product development, marketing, and sales. For example, a company may use BI to analyze customer data and behavior, and use the resulting insights to inform marketing or sales strategy.

Buyer Behavior refers to the process by which customers or consumers make purchasing decisions, often influenced by psychological, sociological, and cultural factors. Related terms include consumer behavior and purchasing behavior, which also refer to the process by which customers make purchasing decisions. In the context of Market Research and Analysis, buyer behavior is critical for companies seeking to understand customer needs and preferences. For example, a company may conduct market research to understand buyer behavior, and use the resulting insights to inform marketing or sales strategy.

Case Study refers to the detailed and in-depth analysis of a specific and real-life situation or example, often used to illustrate and demonstrate a particular concept or theory. Related terms include example and illustration, which also refer to the use of specific situations or examples to demonstrate a concept or theory. In the context of Market Research and Analysis, case studies are useful for companies seeking to understand and apply theoretical concepts to real-life situations. For example, a company may conduct a case study to analyze the success and failure of a specific marketing campaign, and use the resulting insights to inform future marketing strategy.

Causal Research refers to the type of research that seeks to establish and determine the cause-and-effect relationships between different variables or factors. Related terms include experimental research and quasi-experimental research, which also involve the establishment of cause-and-effect relationships. In the context of Market Research and Analysis, causal research is critical for companies seeking to understand and predict the outcomes of different marketing or sales strategies. For example, a company may conduct causal research to determine the impact of a specific marketing campaign on sales, and use the resulting insights to inform future marketing strategy.

Competitor Analysis refers to the process of analyzing and evaluating the strengths and weaknesses of a company's competitors, often to inform and improve its own marketing or sales strategy. Related terms include competitive intelligence and market analysis, which also involve the analysis and evaluation of competitors. In the context of Market Research and Analysis, competitor analysis is critical for companies seeking to understand and respond to the competitive landscape. For example, a company may conduct competitor analysis to identify gaps and opportunities in the market, and use the resulting insights to inform marketing or sales strategy.

Consumer Behavior refers to the process by which customers or consumers make purchasing decisions, often influenced by psychological, sociological, and cultural factors. Related terms include buyer behavior and purchasing behavior, which also refer to the process by which customers make purchasing decisions. In the context of Market Research and Analysis, consumer behavior is critical for companies seeking to understand customer needs and preferences. For example, a company may conduct market research to understand consumer behavior, and use the resulting insights to inform marketing or sales strategy.

Content Analysis refers to the systematic and methodical approach to analyzing and interpreting the content of text, image, or video data, often used to identify and understand patterns and trends. Related terms include text analysis and image analysis, which also involve the analysis and interpretation of content data. In the context of Market Research and Analysis, content analysis is useful for companies seeking to understand and analyze customer feedback or social media data. For example, a company may conduct content analysis to identify sentiment and opinion trends in customer feedback, and use the resulting insights to inform marketing or sales strategy.

Customer Journey refers to the series of touchpoints and interactions that a customer or consumer has with a company or brand, often from initial awareness to post-purchase support. Related terms include customer experience and customer engagement, which also refer to the interactions and touchpoints between a customer and a company. In the context of Market Research and Analysis, customer journey is critical for companies seeking to understand and improve the customer experience. For example, a company may conduct market research to map the customer journey, and use the resulting insights to inform marketing or sales strategy.

Customer Relationship Management (CRM) refers to the process of managing and analyzing customer interactions and data to improve and personalize the customer experience. Related terms include customer service and customer support, which also involve the management and analysis of customer interactions. In the context of Market Research and Analysis, CRM is critical for companies seeking to build and maintain strong customer relationships. For example, a company may use CRM to analyze customer data and behavior, and use the resulting insights to inform marketing or sales strategy.

Customer Satisfaction refers to the degree to which a customer or consumer is satisfied with a product, service, or experience, often measured through surveys or focus groups. Related terms include customer loyalty and customer retention, which also refer to the satisfaction and loyalty of customers. In the context

of Market Research and Analysis, customer satisfaction is critical for companies seeking to understand and improve the customer experience. For example, a company may conduct market research to measure customer satisfaction, and use the resulting data to inform marketing or sales strategy.

Data Analysis refers to the process of examining and interpreting data to extract and identify patterns, trends, and insights. Related terms include statistical analysis and quantitative analysis, which also involve the examination and interpretation of data. In the context of Market Research and Analysis, data analysis is critical for companies seeking to make informed decisions about product development, marketing, and sales. For example, a company may conduct data analysis to identify trends and patterns in customer behavior, and use the resulting insights to inform marketing or sales strategy.

Data Mining refers to the process of automatically discovering and extracting patterns, trends, and insights from large datasets, often using statistical and mathematical techniques. Related terms include predictive analytics and machine learning, which also involve the use of algorithms and techniques to analyze and interpret data. In the context of Market Research and Analysis, data mining is useful for companies seeking to identify and predict customer behavior and preferences. For example, a company may use data mining to analyze customer data and behavior, and use the resulting insights to inform marketing or sales strategy.

Data Visualization refers to the process of presenting and communicating data in a clear and intuitive way, often using charts, graphs, and images. Related terms include information visualization and visual analytics, which also involve the presentation and communication of data. In the context of Market Research and Analysis, data visualization is critical for companies seeking to communicate and present complex data insights to stakeholders. For example, a company may use data visualization to present customer data and behavior insights to marketing or sales teams, and use the resulting insights to inform marketing or sales strategy.

Demographic Analysis refers to the process of analyzing and interpreting demographic data, such as age, gender, income, and education, to understand and describe a target audience. Related terms include demographic research and population analysis, which also involve the analysis and interpretation of demographic data. In the context of Market Research and Analysis, demographic analysis is critical for companies seeking to understand and target specific audience segments. For example, a company may conduct demographic analysis to identify target audience segments, and use the resulting insights to inform marketing or sales strategy.

Descriptive Research refers to the type of research that seeks to describe and characterize a phenomenon or population, often using surveys, focus groups, or observations. Related terms include exploratory research and explanatory research, which also involve the description and characterization of phenomena or populations. In the context of Market Research and Analysis, descriptive research is useful for companies seeking to understand and describe customer behavior and preferences. For example, a company may conduct descriptive research to identify trends and patterns in customer behavior, and use the resulting insights to inform marketing or sales strategy.

Digital Marketing refers to the use of digital channels and technologies to promote and market a product, service, or brand, often including social media, email, search engine optimization, and pay-per-click advertising. Related terms include online marketing and internet marketing, which also involve the use of digital channels and technologies to promote and market products or services. In the context of Market Research and Analysis, digital marketing is critical for companies seeking to reach and engage with target audiences online. For example, a company may use digital marketing to promote a new product or service, and use the resulting insights to inform marketing or sales strategy.

Discrete Choice Analysis refers to the type of analysis that seeks to model and predict choice behavior in situations where individuals or consumers are presented with a finite set of alternatives or options. Related terms include choice modeling and preference analysis, which also involve the modeling and prediction of choice behavior. In the context of Market Research and Analysis, discrete choice analysis is useful for companies seeking to understand and predict customer behavior and preferences. For example, a company may conduct discrete choice analysis to identify customer preferences for different product features, and use the resulting insights to inform product development or marketing strategy.

Experimental Research refers to the type of research that seeks to establish and determine the cause-and-effect relationships between different variables or factors, often using controlled experiments or quasi-experiments. Related terms include causal research and quasi-experimental research, which also involve the establishment of cause-and-effect relationships. In the context of Market Research and Analysis, experimental research is critical for companies seeking to understand and predict the outcomes of different marketing or sales strategies. For example, a company may conduct experimental research to determine the impact of a specific marketing campaign on sales, and use the resulting insights to inform future marketing strategy.

Exploratory Research refers to the type of research that seeks to explore and investigate a phenomenon or topic, often using qualitative methods such as focus groups or in-depth interviews. Related terms include descriptive research and explanatory research, which also involve the exploration and investigation of phenomena or topics. In the context of Market Research and Analysis, exploratory research is useful for companies seeking to identify and understand customer needs and preferences. For example, a company may conduct exploratory research to identify opportunities and challenges in a new market, and use the resulting insights to inform marketing or sales strategy.

Focus Group refers to the qualitative research method that involves conducting and facilitating a group discussion or interview with a small group of participants, often to gather and collect insights and feedback on a specific topic or issue. Related terms include group interview and panel discussion, which also involve the conduct and facilitation of group discussions or interviews. In the context of Market Research and Analysis, focus groups are useful for companies seeking to understand and gather customer feedback and insights. For example, a company may conduct focus groups to gather feedback on a new product or service, and use the resulting insights to inform product development or marketing strategy.

Forecasting refers to the process of predicting and estimating future events or trends, often using statistical models and historical data. Related terms include prediction and projections, which also involve the prediction and estimation of future events or trends. In the context of Market Research and Analysis, forecasting is critical for companies seeking to anticipate and prepare for future market trends and changes. For example, a company may use forecasting to predict future sales and revenue, and use the resulting insights to inform marketing or sales strategy.

Geographic Information System (GIS) refers to the computer-based tool that analyzes and interprets geographic data, often used to map and visualize spatial relationships and trends. Related terms include spatial analysis and geospatial analysis, which also involve the analysis and interpretation of geographic data. In the context of Market Research and Analysis, GIS is useful for companies seeking to understand and analyze geographic patterns and trends in customer behavior or market data. For example, a company may use GIS to analyze customer location and behavior data, and use the resulting insights to inform marketing or sales strategy.

Insight refers to the deep understanding and awareness of a particular situation or phenomenon, often gained through research, analysis, or experience. Related terms include intelligence and knowledge, which also refer to the understanding and awareness of a particular situation or phenomenon. In the context of Market Research and Analysis, insight is critical for companies seeking to make informed decisions about product development, marketing, and sales. For example, a company may gain insight into customer needs and preferences through market research, and use the resulting insights to inform marketing or sales strategy.

Interview refers to the research method that involves conducting and facilitating a one-on-one conversation or discussion with a participant or respondent, often to gather and collect insights and feedback on a specific topic or issue. Related terms include in-depth interview and personal interview, which also involve the conduct and facilitation of one-on-one conversations or discussions. In the context of Market Research and Analysis, interviews are useful for companies seeking to understand and gather customer feedback and insights. For example, a company may conduct interviews to gather feedback on a new product or service, and use the resulting insights to inform product development or marketing strategy.

Key Performance Indicator (KPI) refers to the quantifiable measure that evaluates and assesses the success or performance of a company, team, or individual, often used to track and monitor progress towards goals or objectives. Related terms include metric and benchmark, which also refer to the quantifiable measures that evaluate and assess success or performance. In the context of Market Research and Analysis, KPIs are critical for companies seeking to measure and evaluate the effectiveness of marketing or sales strategies. For example, a company may use KPIs to track website traffic and conversion rates, and use the resulting insights to inform marketing or sales strategy.

Machine Learning refers to the subset of artificial intelligence that involves the use of algorithms and techniques to enable and train computers to learn and make predictions from data. Related terms include

deep learning and neural networks, which also involve the use of algorithms and techniques to enable and train computers to learn and make predictions. In the context of Market Research and Analysis, machine learning is useful for companies seeking to analyze and interpret large datasets and identify patterns and trends. For example, a company may use machine learning to analyze customer data and behavior, and use the resulting insights to inform marketing or sales strategy.

Market Analysis refers to the process of analyzing and evaluating the market and industry in which a company operates, often to identify and understand opportunities and challenges. Related terms include industry analysis and competitor analysis, which also involve the analysis and evaluation of the market and industry. In the context of Market Research and Analysis, market analysis is critical for companies seeking to understand and respond to the competitive landscape. For example, a company may conduct market analysis to identify gaps and opportunities in the market, and use the resulting insights to inform marketing or sales strategy.

Market Intelligence refers to the process of gathering and analyzing data and information about a company's market and industry, often to inform and support business decisions. Related terms include competitive intelligence and business intelligence, which also involve the gathering and analysis of data and information to inform business decisions. In the context of Market Research and Analysis, market intelligence is critical for companies seeking to make informed decisions about product development, marketing, and sales. For example, a company may use market intelligence to track and monitor competitor activity and market trends, and use the resulting insights to inform marketing or sales strategy.

Market Research refers to the process of planning, designing, and conducting research to gather and analyze data about a market or industry, often to inform and support business decisions. Related terms include marketing research and consumer research, which also involve the planning, designing, and conducting of research to gather and analyze data about a market or industry. In the context of Market Research and Analysis, market research is critical for companies seeking to understand and respond to the needs and preferences of their target audience. For example, a company may conduct market research to identify and understand customer needs and preferences, and use the resulting insights to inform marketing or sales strategy.

Market Segmentation refers to the process of dividing a market into distinct and homogeneous groups, often based on demographic, psychographic, or behavioral characteristics. Related terms include target marketing and niche marketing, which also involve the identification and targeting of specific market segments. In the context of Market Research and Analysis, market segmentation is critical for companies seeking to understand and target specific audience segments. For example, a company may conduct market segmentation to identify target audience segments, and use the resulting insights to inform marketing or sales strategy.