

Metia Insight Studies

Better understand your key audiences and learn how to influence their behaviors.

Know your key audiences better

Every marketer needs to understand more about the audiences they seek to engage, influence and satisfy.

Change behaviors and drive outcomes

We provide actionable insight to help you achieve key objectives, including revenue growth, rapid adoption and increased loyalty.



Use data to inform your strategies

Achieve your sales and marketing priorities

Use data driven insight to inform and improve your customer experiences, engagement and relationship strategies. Our insight studies give you actionable insights and practical recommendations, all built using advanced data science techniques and expert analysis.

Quick and easy to conduct, Metia Insight studies will help with:



Growth

Formulate better customer, marketing and sales strategies



Experience

Design compelling experiences and rewarding journeys



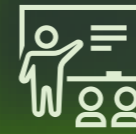
Efficiency

Improve the effectiveness of targeting and campaigns



ROI

Increase ROI from marketing and sales investments



Momentum

Educate and align internal stakeholders behind your plan

Our studies achieve these goals quickly and simply, using independent data sources and advanced data science techniques to evidence logic and give authority to recommendations. Each study can be adapted or fine-tuned to fit a specific need, answer a particular question or understand a unique audience.

Audiences

Typically, Metia Insight studies are used to explore:

- Prospects
- Customers
- Partners
- Channel
- Influencers

Industries

Our approach enables us to focus studies within different vertical industries, including:

- Technology
- Financial services & fintech
- Healthcare & healthtech
- Government & govtech
- Legal and professional services

Metia Insight Studies

Use data to understand your audiences and build winning strategies



Audience & Customer Study

Understand the concerns and motivations of your audiences and customers, and how to change behaviors and achieve the outcomes you need.

- Are you aligned to your audience's priorities?
- What topics dominate their conversations?



Content & Narrative Study

Learn the role of content types in your audience's buy-cycle and whether your storytelling approach will be effective at communicating your proposition.

- Can you optimize content for resonance and reach?
- When to use different content types in the buy-cycle?



Channels & Media Study

Find out where your audience gathers, how they research, learn and share information; and where and how you can join these conversations using resonant content.

- Where and when do you have the right to engage?
- Which channels have reach? And which influencers have authority?



Competitor Landscape Study

Understand the territories your competitors occupy, where and why they may be winning, the gaps that exist today and the emerging territories to own.

- How effective is competitor messaging? How to react.
- Where are the unoccupied 'whitespaces' of opportunity?



Culture & Communities Study

Discover whether your brand and behaviors are relevant to the aspirations and passions of your communities of customers, employees and partners.

- Are your employees your best salesforce?
- Can you bring your team on the transformation?

What does each Metia Insight study consist of?

Each study features five easy steps



Discovery Workshop

Together with our expert insight analysts you can explain and explore your audience, business objectives and the specific focus for the study.

Research Scope

We document the objectives and points agreed at the scoping exercise, confirming the approach to be taken and timeline.

Research Process

We gather and converge data sources, conduct data science, analyze and convert into actionable insight.

Insights Workshop

Our insight analysts present the results to you and your team, highlighting key points identified, showcasing insight gathered, responding to feedback and gathering ideas.

Insight Outputs

Each study is documented as a PPT-based style report featuring summary data tables, charts, graphics, recommendations and next actions.

Metia Insight team

A unique mix of research methodologies, tools and data science

Answer key questions with data

The Metia Insight team will help you build data smart strategies using data science and advanced research techniques to understand the motivations of your audiences at every stage of the buy-cycle.

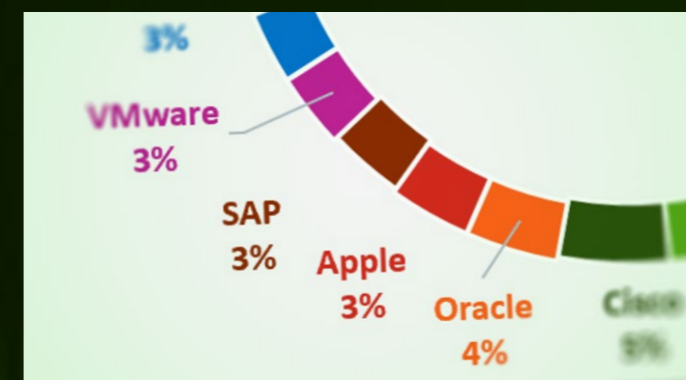
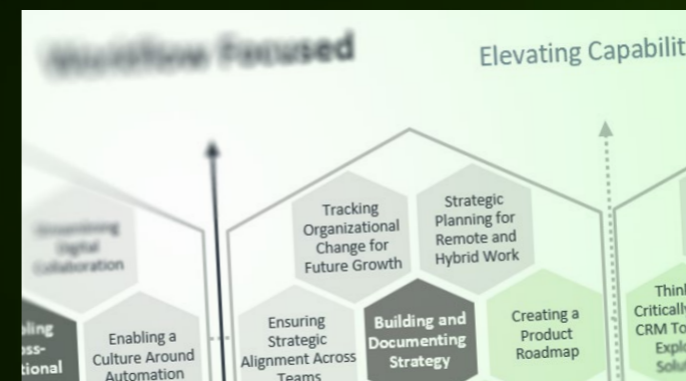
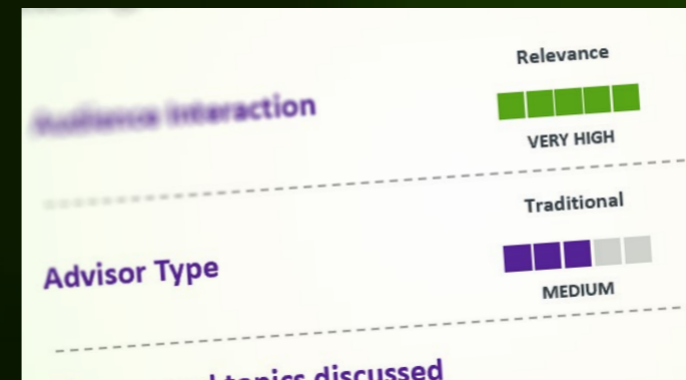
In addition to our studies, we conduct bespoke research tuned to the individual needs of clients and their audiences.

Content Resonance System™

Our proprietary Content Resonance System™ (CRS) is used by global brands to identify and engage customers in the conversations that matter most to them.

B2B Perspectives Datastore

Metia's B2B Perspectives Datastore is a living digital data set built using AI driven data collection scripts and automatically categorizing data by audience, role, vertical, workload, solution, challenges and needs.



Advanced techniques

Metia has developed proprietary techniques to analyze and present data, ensuring research results provide actionable strategies.

- Topic Models
- Content Blueprints
- Heat Maps
- Indexed Scoring
- Share of Voice
- Message Frameworks
- Maturity Models

To start a conversation, contact:



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