

# digital360

An **evolution** in **research** that can provide **answers faster** and more *cost effectively* than ever before.

We know. We've completed over **300** digital360 research and analysis reports since 2009.

EKSPANSIV



INSIGHTS PRACTICE

There are always questions that need to be answered. There's always that little bit more that you wish you knew. But most research is expensive because it takes a lot of time. There's an option. It's called netnography and it's about the research and analysis of digital channels. Collecting and analysing publicly available information and finding key insights that can inform strategy, public affairs issues and public policy.

Our work has helped inform Canadian and Norwegian foreign policy, provincial government policies, uncovered hidden competitors, helped brands recover from public relations crises, helped new products launch with success and more. We move quickly using Big Data analytics tools and deep human experience.

#### Our digital research is used for:

- Market & Audience analysis
- Public relations crisis insights
- Export market research
- Brand reputation analysis
- Product research
- Competitor analysis
- Public opinion and public policy insights

## Insights you can afford but can't afford to miss.

With over 300 digital research projects completed to date, there's never been a single case where we haven't delivered unique insights to our clients. Insights they just couldn't have imagined. Revelations that have led to increased sales, ways to connect with audiences that couldn't have been seen otherwise and sometimes a whole new perspective on their organisation.

### How we conduct our research

Rather than surveys or focus groups, we collect data from online sources; social media, news media, wiki's, journals. Any online source that is open to the public. We're like a fly on the wall in the local coffee shop, anywhere in the world. We source and collect the data and use various tools such as Big Data and Artificial Intelligence to analyse the text, images and videos.

This is all based on the parameters you set. We can even adapt and change along the way. We then compile all of this into a report that is easy to understand and take action on. We work within Canadian privacy laws and the terms of service of the digital channels where we pull data.

### Pricing and work

Projects vary in price with a baseline of \$3,900 as a starting point. Much depends on how far back in time we need to go and how much data will be collected and analyst time. Prices are fixed. No hidden surprises.

We provide you with the scope of research and you help shape the questions you want answered.

## About Ekspansiv Digital Research

Our digital research practice falls out of the primary business of Ekspansiv which works in the news media industry. The research practice does bespoke projects and provides strategic advice. All projects are lead by a managing partner.

### Let's talk:

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### Some of our clients:

