

BIG INSIGHTS ON BIG MONEY QUESTIONS

Combine qualitative and quantitative research in a powerful, quick-turn solution with KNow Research and Logica®.

LOGICA®

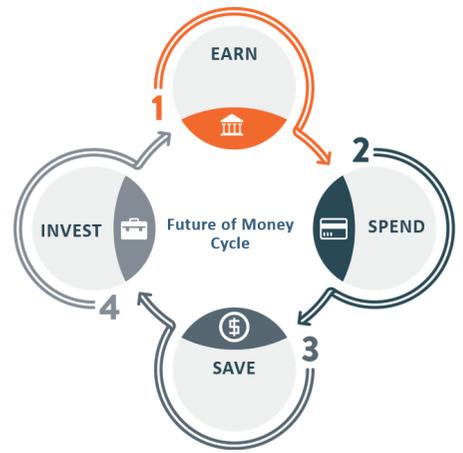
Financial Research Expertise



Need speedy results on a budget? KNow and Logica bring their combined decades of experience in financial services research to bring insights to the next level efficiently.

Creative Research Approaches

Address your consumer questions about money and meet your B2B challenges with successful solutions through our synergistic team of experts.



INNOVATIVE FIELDING

Use our quantitative research to profile and gain quant validation, while innovative qual techniques are used to dig deep.



FINANCIAL EXPERTISE

Tap into our decades of experience studying how people earn, spend, save, and invest.



WE DO THE HEAVY LIFTING

Bring us your thorniest challenges and we'll dive in with curiosity, creativity, and collaboration. We make results accessible and take work off your plate.



ACTION-READY INSIGHTS

Get narrative insights summaries, live presentations and video highlight reels support your successful innovations.

Dig deep into quantitative and qualitative insights on a specific topic while saving time and optimizing your budget!

Our Logica® Future of Money Study customized add-on is a quick-turn, in depth look at any money questions from payments to personal finance.

OPTIONS	BENEFIT	COST
1-Day Pop-Up	Hear from up to 30 participants in one day	\$12,500
10 Interviews or 5 Dyads	Dive deep with 10 participants	\$12,500
Quant Add-On	Three custom quantitative questions	\$2,500

Qualitative participants are sourced from the Future of Money survey, allowing recruitment against participants' survey responses.

You're in Good Company!



Let's get started: www.logicaresearch.com www.knowresearch.com