



## ANOMALY + QUALTRICS

Anomaly was looking for a market research technology provider that could help them obtain a competitive advantage while allowing them to get one step ahead of the technology curve. Qualtrics allowed them to take their market research to the next level with advanced real-time reporting.

### ANOMALY SUCCESS STORY

ANOMALY ACHIEVED ▶



Real-time data analysis and results



API dashboard integration



Mobile research for in-field responses and feedback

“Qualtrics enables us to take our research to the next level with advanced technology”

JANE WATSON, HEAD OF SOLUTIONS



## CHALLENGE

- ▶ Anomaly was looking for a market research technology provider which was able to help them obtain a competitive advantage and would allow them to get one step ahead of the technology curve in market research.

## SOLUTIONS, BENEFITS & RESULTS

- ▶ With Qualtrics real-time data, Anomaly is able to begin analysing the data as soon as a project is completed, allowing Anomaly to have shorter project times for clients. Anomaly is also able to inform clients of the results as they come in so marketeers are able to make changes instantly.
- ▶ Qualtrics enables real-time API research feeds which means Anomaly is able to integrate their research into dashboards, placing it as a key metric alongside a client's other business APIs.
- ▶ With Qualtrics mobile surveys, Anomaly is able to capture in the moment data feedback – they can be there, asking questions immediately after purchase, capturing thoughts and behaviours before they are forgotten.
- ▶ The flexibility of the Qualtrics platform allows Anomaly to wrap GPS tracking and other functionality around a Qualtrics survey. Anomaly is now able to integrate GPS tracking into their surveys and send timed alerts to respondents.

## ABOUT ANOMALY

Born out of IPG's media agencies, Anomaly is a boutique research and analytics unit specialising in the media and advertising sector. Servicing a wide range of clients, both big and small, Anomaly works to extract insights from customer, media, market, economic, and research data and intertwine sources to deliver more holistic answers to their clients' problems.

[WEAREANOMALY.COM](http://WEAREANOMALY.COM) 

**INDUSTRY**  
Market Research

**REGION**  
APAC

**COMPANY SIZE**  
Small

**BUSINESS TYPE**  
B2C & B2B