



Hollywood, FL  
www.vgmarket.com

VGMarket is the top provider of market research for the video game industry with industry leading clients including Activision Blizzard, Disney, EA, LucasArts, Microsoft, Sony and Zynga. The company conducts play testing, demo testing, concept testing, usability testing, traditional focus groups and online survey research. VGmarket has conducted 1,000+ focus groups in its state-of-the-art facilities.



## Challenges

- High-profile client base consisting of all the top gaming companies in the industry
- Gaming companies are outsourcing research at great expense
- Clients need greater flexibility and faster turnaround for research

## Solution

VGMarket uses Qualtrics Research Suite to:

- Test game play and the overall fun factor of video games
- Benchmark game play results across other titles in the industry so companies can see how their games compete in the overall market
- Conduct sophisticated screening of respondents to create psychographic segments of users
- Discover when and why users abandon a new game, e.g., the tutorial may be too long or confusing
- Test all marketing materials and advertising for new games to make sure the messages and design resonate with users

## Results

- Reduced overall market research costs for gaming companies by 50%
- Can analyze data 50% faster with research turnaround for clients in days, rather than weeks
- Helped clients increase overall volume of research by 50%
- Enabled clients to reduce focus group costs by up to \$5,000 per group
- Helped clients save millions of dollars by making smart media buying decisions based on data

*"Qualtrics is the only research platform I would ever use to power my business. Without it, I couldn't continue to provide the top gaming companies in the industry with the lowest costs and fastest turnaround. Qualtrics offers unmatched speed, flexibility and customer service."*

Michael Gluck  
President

