

# Vanson Bourne Data-only service

Data collection with decision makers across the world

A **light-touch, scalable** service perfect for those happy to analyse their own research results, data-only is designed to deliver our high-quality data quickly and easily. As **experts in B2B technology market research**, we offer our **specialist access** to those difficult to reach executives, decision makers, technologists, managers, etc. across the globe. We also **support** you in getting your questionnaire ready to launch



## Simple

A fuss-free process from start to finish. It's fast, flexible and scalable



## Cost effective

A solution that works for you and your budget



## Highest quality data

Benefit from our superior collection and verification process. We go one step further to make sure your data is accurate, fair and robust



## Trustworthy targeting

We use our own panel and our relationships across the world to access the professionals that you need. Our screening process ensures you always get the most credible responses



## Global reach

We target the markets that matter to you most

## Three important steps

Every project has three key stages. These simple steps make all the difference in creating a successful research project

### 1. Design

We support you in getting the project ready

- We can advise who to interview and how many completions you will need, as well as helping you to decide which markets to research in
- Once you've provided us with your questionnaire, we will look at your questions and make suggestions on how to maximise their value based on your research objectives, as well as making sure they're fair and unbiased using the MRS code of conduct as our best practice guide

### 2. Collection

A process that stands out from the crowd

- We launch the project using our industry-leading, robust process which ensures that you get the highest quality data
- Your dedicated project team will keep you updated on progress and timings so you can be confident about how your research is progressing

### 3. Delivery

Getting the data to you

- We deliver the data back to you in clear Excel tables with your choice of cross breaks. The tables are easy to manipulate and ready for you to get stuck-in with analysis



## The finer details

---

This service is designed to be easy to set up, scalable, and fast. Here are a few useful things to keep in mind when thinking about data-only:

### The survey

The data-only service includes a **round of questionnaire support**. Once you have provided your questionnaire and research objectives, an experienced member of the research team will review your questionnaire alongside your research objectives and recommend any changes to **maximise their value**. The questions will also be reviewed with the Market Research Society's code of conduct in mind, ensuring you have a **fair and unbiased questionnaire**

When writing your survey, it's good to bear in mind that the ideal questionnaire length is 20-25 questions. This limits respondent fatigue which can result in poor data. We can support you with advice on questionnaire length, types of questions, answer lists, and the all-important survey experience for your respondents. For more **tips on how to approach designing a survey**, [see our guide](#)

#### *Don't need questionnaire support?*

We can remove questionnaire support from your project. If you are confident in writing surveys, we will simply check that your questions are fair and unbiased using the Market Research Society's code of conduct as our best practice guide, and begin collecting completions

### The results

**In a hurry?** To **see the research findings ahead of time** we can create an interim report for you. When around 70% of the completions are in, which is when the answers are unlikely to change much, you can have access to the data to start looking at the meaning behind it and **planning your campaign**

## Start planning your next project

---

To discuss data-only or any of our other research services, get in touch

 +44 (0)1635 550449

 [enquiries@vansonbourne.com](mailto:enquiries@vansonbourne.com)

 [@vansonbourne](https://twitter.com/vansonbourne)

