

XPRIORI

RESEARCH

Positioning, Focus and Differentiation

Presentation and panel book

The Company

Priori, is a company specialized in data collection with national coverage and expertise to attend the specific needs of each client. We are a team with expertise in all research methodologies. We work with focus on quality and excellence in service to our customer, maintaining a close relationship.

Our Mission

Colect market data, ensuring excellence in delivery and loyalty of our customers.

Our Vision

Being reference in the segment, generating data and contributing to analysis, performance and recommendations.

How We Do It

We are present with our own team throughout Latin America for in-person B2C and B2B research :

Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Ecuador, El Salvador, Guatemala, Haiti, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Dominican Republic, Uruguay and Venezuela .

And all over the world online.



Steps of a Project

Briefing

Collection

Codification

Quality

Typing

Processing

Final Delivery

Methodologies

Segments

- Retail
- Food
- Automotive
- Construction
- Education
- Pharmaceutical
- Financial
- Personal Hygiene
- Property
- Industry
- Media
- Doctors
- Fashion & Beauty
- Policy
- Other Services
- Telecommunications
- Etc.

Quantitative Research

- Packaging Test
- Product Test
- Concept Evaluation
- Central Location
- Customer Hidden
- Satisfaction Studies
- Consumer Habits
- Public Opinion
- Price Research
- Social Search
- Policy Research
- Telephone Search
- Pretest
- Advertising Campaigns
- Probabilistic
- Web Projects

Qualitative Research

- Recruitment
- Hidden customer
- Clinics
- Accompanied Purchase
- Group Discussion
- Interview in Profundity
- Ethnographic Study

Online Research

Priori specializes in providing data-driven marketing solutions and advertising, using advanced machine learning techniques to help companies identify, target and interact with their ideal audiences across multiple digital channels.

450 million people, 190 countries, 125 profile points, across all audiences (Consumer, B2B, Health, Patients, Academics, Government, etc.).

Our sample is delivered quickly, reliably and on budget.

Industry-leading quality and safety controls are added to each project, ensuring that only qualified, fully vetted respondents with healthy IP addresses reach your survey.

More than 200 sourcing networks consisting of API-connected panels, networks of Networks, exchanges, social media sites, customized recruitment companies, specialist outreach companies and disease associations.

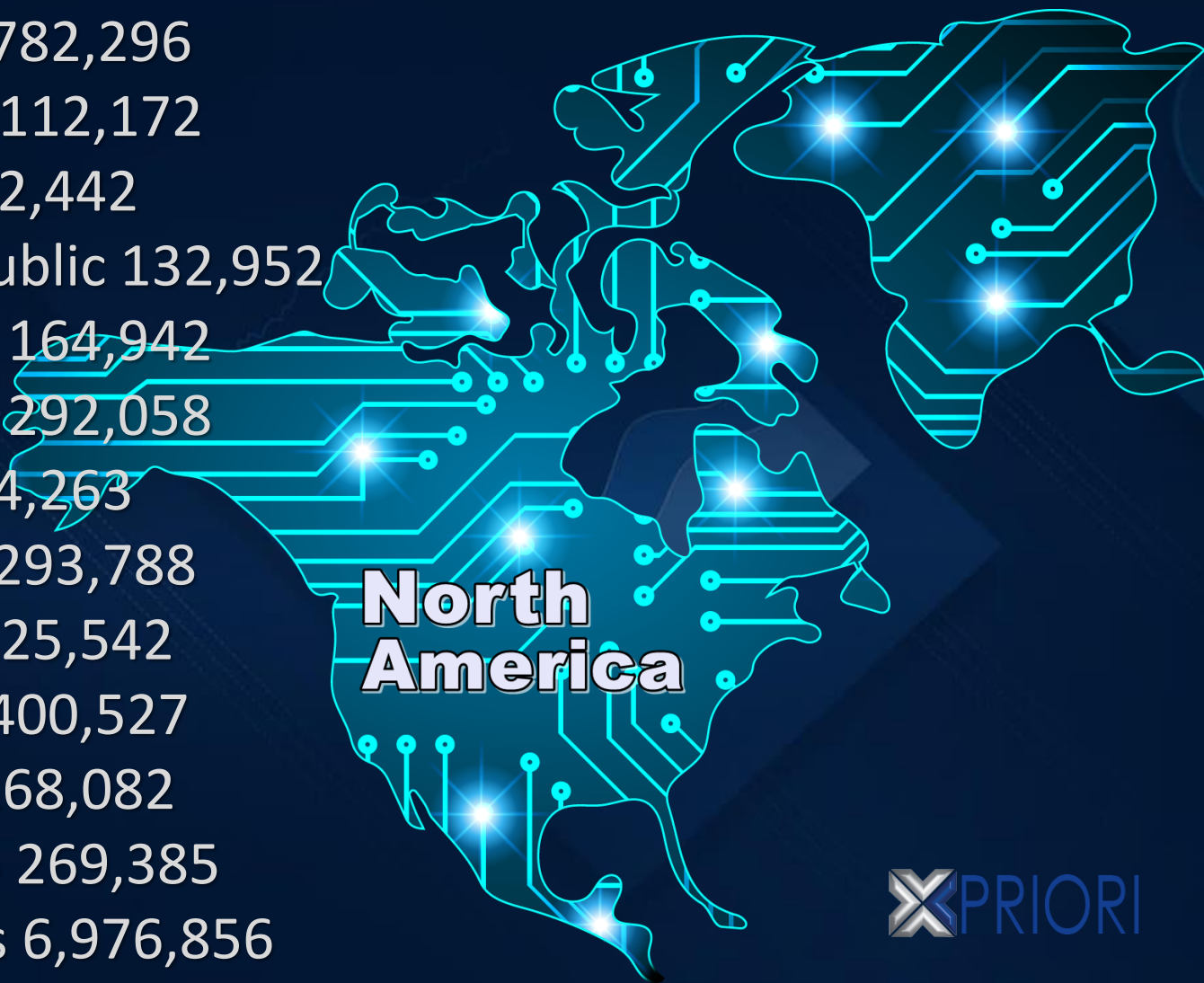
Several suppliers on each job help to eliminate any bias through recruitment, targeting or pre-selection, while maintaining a good representative sample.

Coverage 57M+



North America 10.3M+

Canada	1,782,296
Costa Rica	112,172
Cuba	192,442
Dominican Republic	132,952
El Salvador	164,942
Guatemala	292,058
Haiti	224,263
Honduras	293,788
Jamaica	125,542
Mexico	1,400,527
Panama	168,082
Puerto Rico	269,385
United States	6,976,856



South America 8.6M+

Argentina 773,889
Bolivia 588,521
Brazil 1,919,337
Chile 1,624,590
Colombia 265,163
Ecuador 990,424
Paraguay 261,522
Peru 952,712
Uruguay 423,128
Venezuela 812,419



Europe 9.1M+

Austria 158,968
Belgium 586,142
Bulgaria 187,712
Croatia 98,612
Denmark 210,912
Finland 145,425
France 326,558
Germany 494,653
Greece 341,272
Ireland 156,952
Italy 310,753
Netherlands 613,259
Norway 174,368
Poland 226,062
Portugal 947,614
Romania 592,212
Russia 1,404,959
Spain 819,625
Sweden 612,082
Switzerland 296,662
Ukraine 44,632
United Kingdom 396,825



Africa 7.1M+

Algeria 86,452
Angola 84,208
Cameroon 247,223
Egypt 714,568
Ethiopia 327,020
Ghana 122,925
Kenya 300,582
Madagascar 325,722
Mali 293,628
Morocco 140,084
Mozambique 597,356
Niger 202,853
Nigeria 808,682
Senegal 263,185
Somalia 143,478
South Africa 214,498
Sudan 29,002
Tanzania 138,116
Uganda 82,335



Asia 20.6M+

Afghanistan	19,852
Bangladesh	194,310
China	5,651,523
India	8,647,680
Indonesia	554,125
Iran	72,752
Iraq	204,562
Israel	171,528
Japan	1,296,613
North Korea	60,858
South Korea	154,052
Malaysia	88,525
Myanmar	177,991
Nepal	396,594
Philippines	137,352
Qatar	116,385
Saudi Arabia	247,035
Taiwan	923,236
Thailand	101,252
Turkey	516,129
United Arab Emirates	216,872
Uzbekistan	61,942
Vietnam	658,925



Oceania 1M+

Australia 939,141

New Zealand 128,185

A stylized map of Oceania, including Australia and New Zealand, is outlined in a glowing cyan line. The interior of the map is filled with a dark blue background featuring a glowing cyan circuit board pattern with several circular nodes. The word "Oceania" is written in a bold, white, sans-serif font with a black outline, positioned centrally over the map.

Oceania

Some of our direct and indirect customers

ambev

facebook



BR
PETROBRAS

EST. 1873
Heineken

Johnson & Johnson


HONDA


BOSCH



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