



Brainactive ROI Guide

Calculate Your Real Savings.
Transform the Way You Do Research.

Market research has traditionally been time-consuming, resource-heavy, and expensive - especially when multiple vendors, intermediaries, and internal teams are involved.



This guide will help you understand:

- how much your current research workflows are costing you,
- how much time and money you can save by switching to Brainactive,
- how agencies and brands calculate ROI differently,
- and how to interpret your ROI Calculator results.

For Market Research Agencies



Agencies often run dozens or hundreds of projects per year.

Each project includes:

- feasibility checks
- survey scripting
- sample coordination
- fieldwork monitoring
- data cleaning
- reporting

This often requires a team of 5–10 people, leading to:

- high internal labor costs
- delays caused by manual tasks
- vendor spend per project

Average internal hours for a standard project: 25–40 hours

Average vendor spend per project: \$800–1,500

For Brands / End Clients



Brands face an entirely different cost dynamic.

A typical study [1,000 completes, 1 country] can cost:

- \$30,000–\$40,000 when executed through an agency

Running the same study on Brainactive typically costs:

- \$5,000–\$6,000

This represents a 75–80% reduction in vendor costs alone.

Internal workload also drops dramatically because Brainactive automates:

- logic checks
- translations
- dashboarding
- reporting
- quota control
- fraud detection

1. Internal Cost Savings

Brainactive reduces internal time requirements by 80–90%.

Tasks that previously required:

- a project manager
- a programmer
- a data processor
- a visualization specialist

...can now be handled by 1 person in a fraction of the time.



2. Vendor Cost Savings

Savings vary by user type:

User Type ■ Typical Vendor

■ Savings

Agencies ■ 15–20%

Brands ■ 75–80%



3. Faster Time-to-Market

Teams using Brainactive move:

- from weeks to days, and
- from days to hours for agile studies.



This has a direct financial impact on:

- marketing ROI
- product launches
- decision latency
- opportunity cost





How the ROI Calculator Works



The online ROI Calculator uses the following inputs:

- number of surveys per year
- vendor cost per survey
- internal hours required per survey
- internal hourly cost
- user type [agency vs brand]



It applies realistic efficiency multipliers:

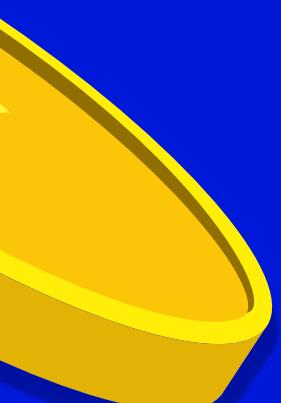
- 80% internal savings for agencies
- 90% internal savings for brands
- 20% vendor savings for agencies
- 80% vendor savings for brands



The formula calculates:



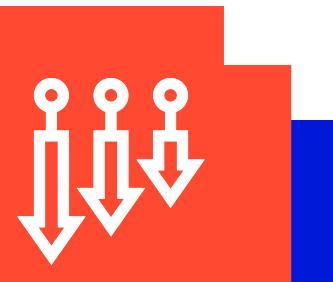
- estimated hours saved
- internal cost savings
- vendor cost savings
- total potential annual savings



Example: Agency Scenario

Inputs:

- 500 surveys/year
- 30 hours per survey
- \$100 internal hourly cost
- \$1,000 vendor cost per survey



Outputs:

- Hours saved: 12,000
- Internal cost savings: \$1,200,000
- Vendor savings: \$100,000
- Total annual savings: \$1,300,000



Example: Brand Scenario



Inputs:

- 50 surveys/year
- \$35,000 vendor cost per survey
- 20 internal hours per survey
- \$120 hourly rate



Outputs:

- Hours saved: 900
- Internal cost savings: \$108,000
- Vendor savings: \$1,400,000
- Total annual savings: \$1,508,000

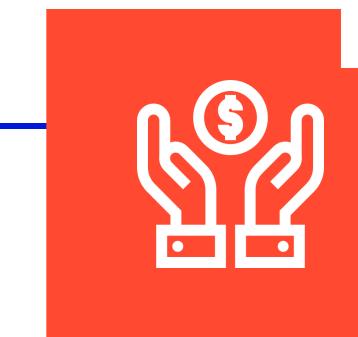


Understanding Your Results



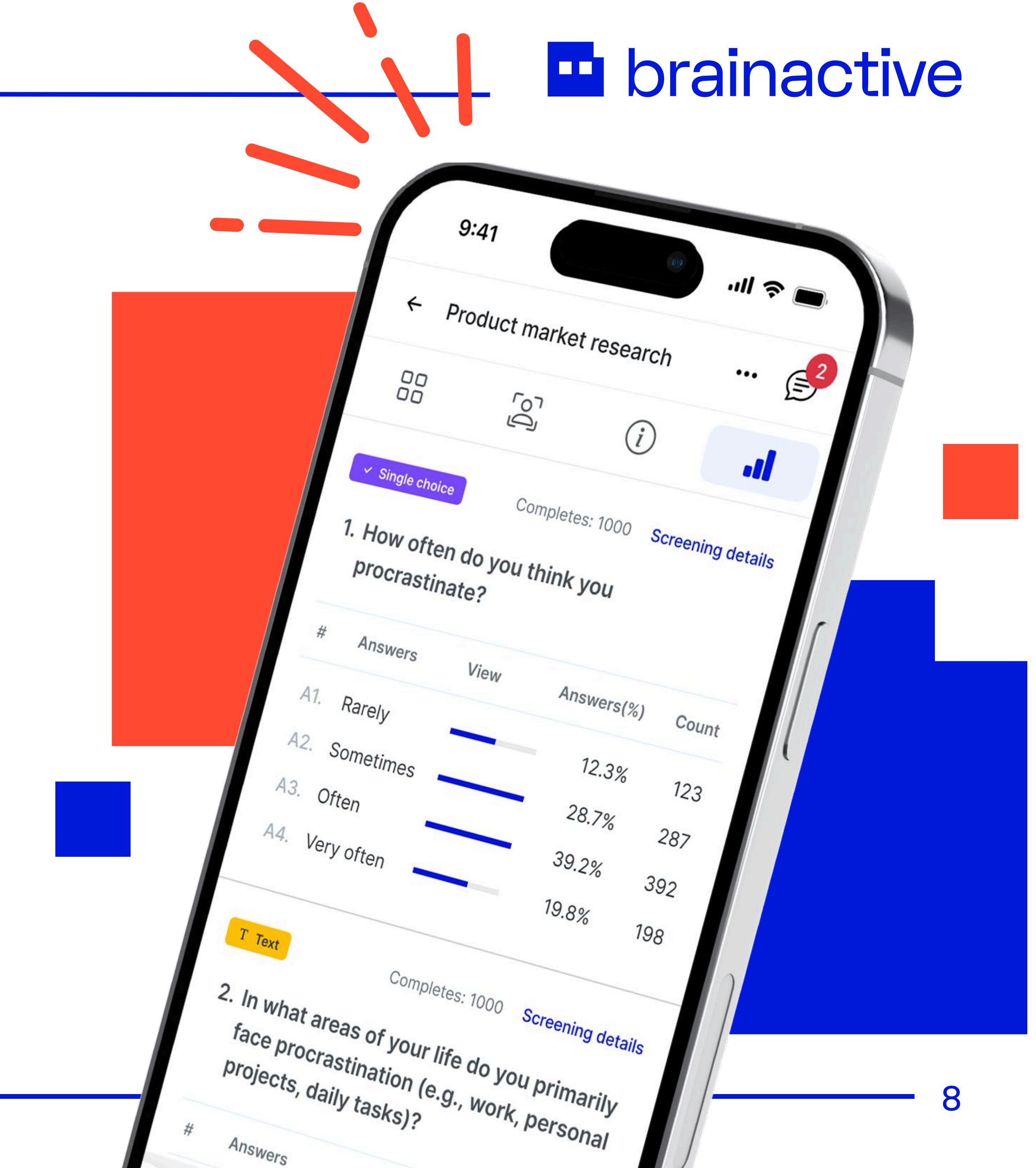
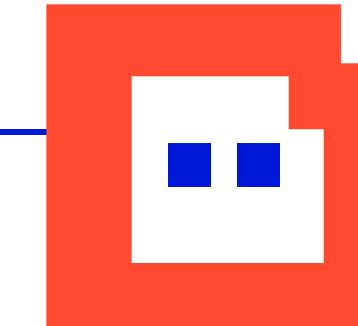
Your savings are driven by:

- fewer vendors
- fewer internal hours
- faster turnarounds
- automated processes
- lower operational risk



Brainactive makes your research operations:

- leaner
- faster
- more scalable
- more predictable



When to Use Brainactive

Brainactive is ideal for:

- concept testing
- ad & message testing
- brand health
- U&A
- product feedback
- pricing
- segmentation
- rapid-fire surveys
- trackers
- global study replication

And perfect for:

- lean teams
- rapid timelines
- budget-conscious planning
- high-volume research
- cross-country deployments





Ready to See Your ROI?

- Try the ROI Calculator on our website
- Request a personalized ROI assessment
- Book a product demo

Brainactive doesn't just reduce research costs -
it transforms research operations.

