

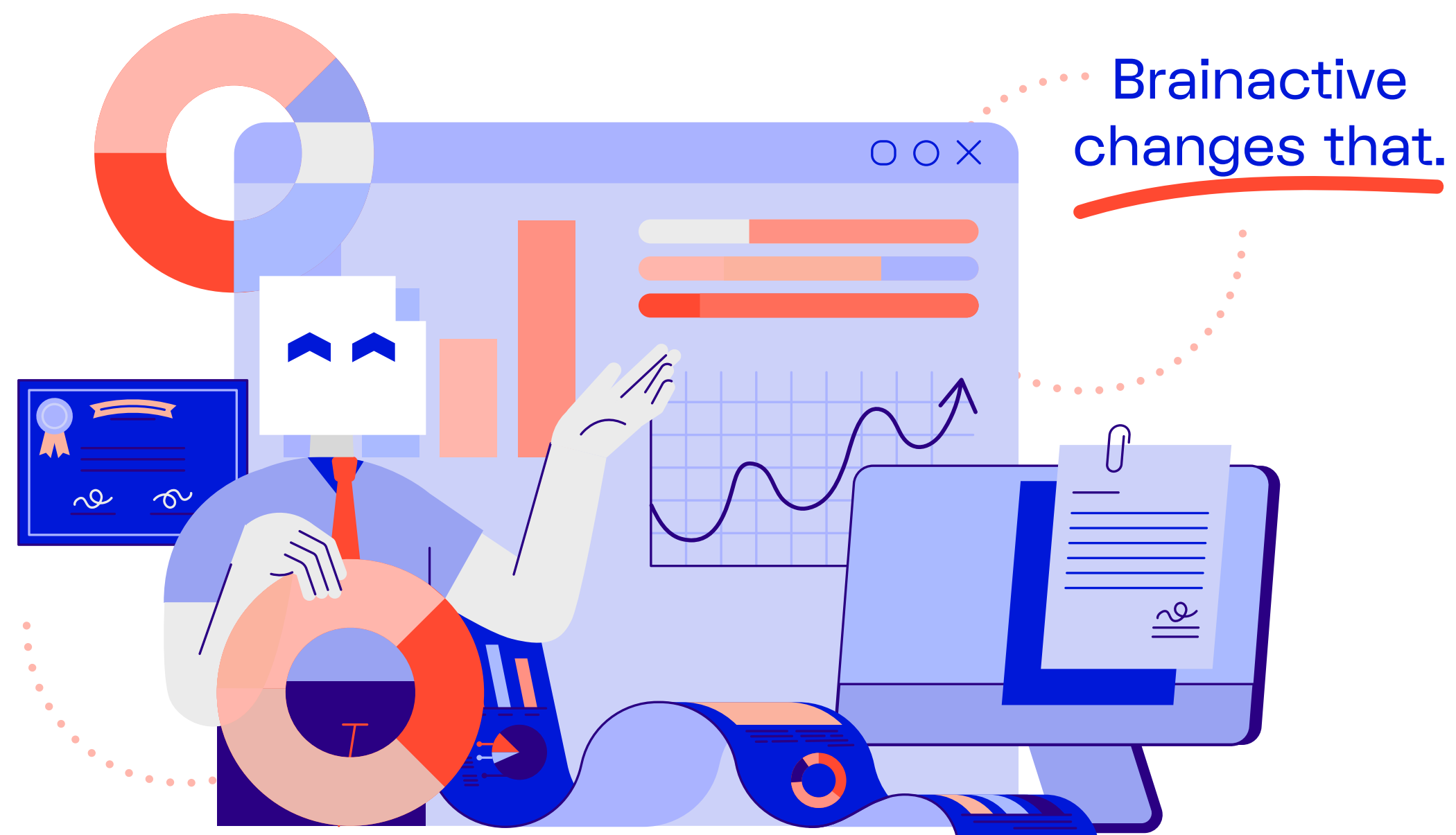


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Brainactive ROI Guide

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.

The True Cost of Traditional Research



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

How Brainactive Creates ROI



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



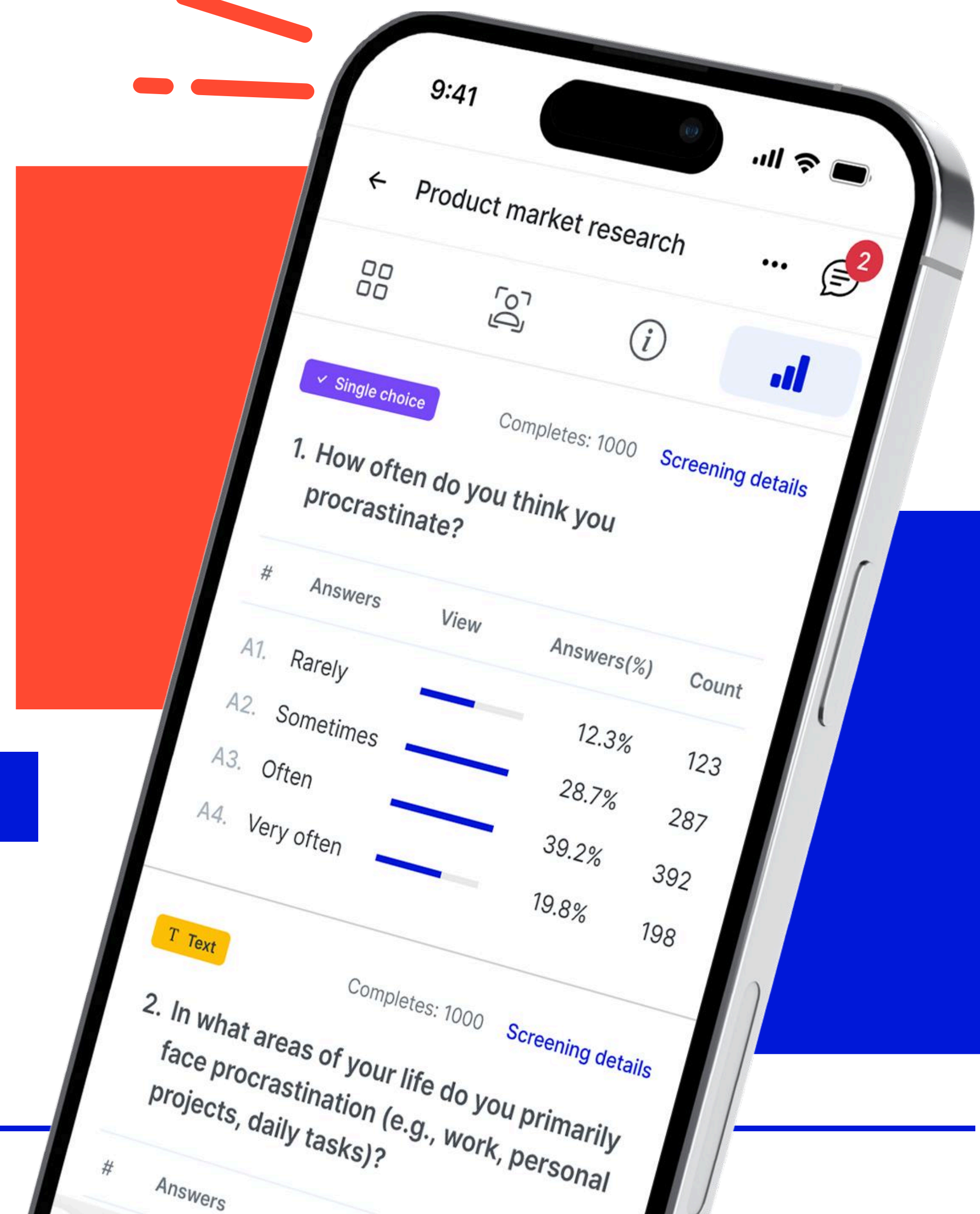
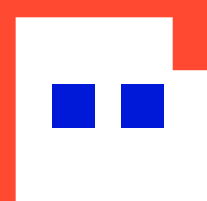
Your savings are driven by:

- 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



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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.

