



# Maximizing the Value of Fractional Market Research Talent

ON DEMAND TALENT

[sivoinsights.com](https://sivoinsights.com)



# Strategic Advantages



## Access to Specialized Expertise

Fractional professionals bring deep knowledge across methodologies, industries, and tools. Their ability to step into roles with minimal onboarding makes them ideal for high-impact projects, including survey design, segmentation, strategy sessions and advanced analytics.



## Scalability and Flexibility

Whether covering a parental leave, managing a surge in workload, or leading a strategic initiative, fractional talent can be deployed quickly and scaled up or down as needed.



## Cost Efficiency

Fractional staffing avoids the costs of full-time salaries, benefits, and lengthy hiring processes. It also reduces risk by allowing companies to pay only for the time and expertise they need.



## Speed to Impact

Pre-vetted professionals can begin contributing within days. Their deep experience and strategic mindset enable them to quickly grasp business needs and drive meaningful impact from day one.



## Next Level Teams With a Strong ROI

With fractional marketing research professionals, you get access to a wide skillset, easily filling gaps in specialized expertise on your team.

Facilitation

DIY Tools Expertise

Syndicated

Insights Activation

Quantitative

Innovation

Qualitative

User Experience

Customer Experience

Synthesis / Storytelling

Brand Building



## Strategic Enablement of DIY Platforms

As DIY platforms and AI tools become more embedded in research workflows, many teams are looking for support that knows how to work within them, not around them.

Fractional experts bring deep experience using these platforms. They know how to design unbiased surveys, select the right methodologies, automate recurring

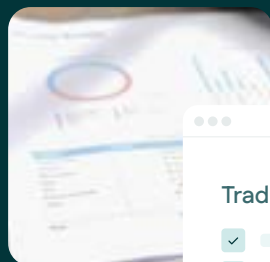
studies, and turn raw data into executive-ready outputs. They are great assets to leverage for DIY research tools. They know how to streamline without sacrificing quality. And because they're often embedded across industries, they bring best practices and fresh thinking from beyond your category.

For teams working under pressure to do more with less, it's a high-impact way to scale research without compromising on quality, budget, or the platforms already in place.



## Compare Benefits

Compare what's best for your particular scenario and get a side-by-side overview



### Traditional

- ☒
- ☒

### On Demand Talent

- ☒
- ☒

# Operational Best Practices

To get the most value from your fractional insights talent, here are a few practical ways to set them up for success and make sure you're fully leveraging their expertise.

1

## Clearly Define Talent Needs

Log unmet needs over a week to identify where support is needed. Use this to scope the role and match the right skillset.

2

## Interview for Fit

Even for short-term roles, cultural fit matters. Interview multiple candidates to assess communication style, adaptability, and alignment with your team.

3

## Access to Tools and Materials

Provide access to tools and company background materials. Introduce them to stakeholders and the context. Even experienced professionals benefit from understanding your company's culture and goals.

4

## Establish Communication Protocols

Set expectations for check-ins, updates, and feedback. Use collaboration tools to maintain alignment and transparency.

5

## Set Clear Performance Expectations

Define KPIs and success criteria upfront. Use regular check-ins to ensure progress and course-correct as needed.

6

## Leverage for Capability Building

Fractional staff can train internal teams, create research playbooks, and establish governance for DIY research platforms, building long-term self-sufficiency.

7

## Encourage Cross-Functional Collaboration

Ensure fractional professionals are integrated into cross-functional teams across marketing, product, and customer experience to maximize strategic alignment.

8

## Leverage Classical and Modern Skill Sets

Seek professionals with the skills sets needed to meet you where you are, whether you need someone familiar with the platforms and tools you have on your team today, or you are seeking someone familiar with newer tools not hitting the mark, from DIY to AI-enabled.

9

## Foster Continuous Learning

Encourage fractional hires to share thought-leadership materials, new research techniques and fresh ideas to help keep your organizations skills and perspective dynamic and industry-leading.



# Case Studies

REAL-WORLD EXAMPLE

CONSUMER GOODS

## Strategic Interim Leadership

A Fortune 500 brand faced a leadership gap in their insights team. A fractional insights leader was able to maintain strategic momentum, lead key initiatives, and ensure continuity during a critical transition. The fractional leader provided executive-level guidance and helped upskill internal team members, resulting in a seamless leadership bridge.



REAL-WORLD EXAMPLE

RETAIL

## Filling a Critical Gap During Hiring Freeze

One of the U.S. largest grocery retailers was under a hiring freeze but needed to maintain progress on key research initiatives. They brought in a fractional insights professional who quickly integrated with the team, led multiple research projects, and ensured continuity without the need for a full-time hire. This approach preserved project timelines and delivered high-quality insights.



REAL-WORLD EXAMPLE

FINANCIAL SERVICES

## Maximizing DIY Research Platform Investment

A top-tier U.S. banking institution serving millions of consumers and businesses had invested in a DIY research platform but lacked the internal expertise and bandwidth to fully leverage it. A fractional insights expert was brought in to optimize the platform's use, design high-quality surveys, and train internal teams. This engagement unlocked the full value of the platform and improved the bank's research maturity.



## Conclusion

Fractional marketing research professionals offer a powerful solution for organizations seeking agility, expertise, and cost-effective insights. By strategically integrating these professionals into your team, you can accelerate decision-making, enhance research quality, and build internal capabilities. As the business landscape continues to evolve, the ability to flexibly scale your insights function with seasoned talent will be a key competitive advantage.

## Let's talk about your talent needs

Whether you're facing a short-term gap or need long-term strategic support, SIVO's On Demand Talent network gives you access to expert researchers, fast. From team coverage to executed research studies, we help you scale your team with the right talent, right when you need it.



**SIVO**  
INSIGHTS

SIVO is a human-first market research firm specializing in strategic consumer insights and flexible talent solutions. We partner with brands worldwide to uncover what people really need, and help teams act on it with clarity, confidence, and speed.

**Let's talk!**

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