

The logo for MIS Group. The word "MIS" is in a large, bold, red sans-serif font. A thin vertical line separates "MIS" from the word "GROUP", which is in a smaller, bold, dark grey sans-serif font.

MIS | **GROUP**

MADE IN SURVEYS • MADE IN STUDIOS

MIS Group, your partner
for quantitative and qualitative fieldwork

CLIENTS
800+



2340
STUDIES COMPLETED
IN 2022




40+ COUNTRIES

51
EMPLOYEES



1,5 M
PANELLISTS
WORLDWIDE



30 PROPRIETARY
WEBSITES



13
FOCUS GROUP
MEETING ROOMS



04

Who are we?

6/ Values
8/ Background
10/ Panel

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Quantitative solutions

14/ Full Service Quantitative
18/ Sample Only
20 / DIY Survey Solution

22

Qualitative solutions

24/ Qualitative recruitment
26/ Room hire
32/ Online Qual

At **MIS** | GROUP ,
we are a team of genuine experts in
quantitative and qualitative research. The
company is split into **Made in Surveys** (Quant)
and **Made in Studios** (Qual) and operates from
offices in France, the UK and Italy.

MIS Group has over **1.5 million**
panellists in more than 40
countries and uses 400 pre-
targeting criteria to deliver
quality recruitment tailored to
your needs.

MADE IN SURVEYS
by **MIS** | GROUP

FULL SERVICE · SAMPLE ONLY · DIY SURVEY SOLUTION

Made in Surveys offers Full Service/Sample Only/DIY solutions to
meet your online **quantitative** research needs. Over **1,500,000** triple
opt-in **panellists** ready to help you.

MADE IN STUDIOS
by **MIS** | GROUP

RECRUITMENT · ROOM HIRE · ONLINE QUAL

Made in Studios offers **qualitative** recruitment, room hire and
online **Qual** (Video conferencing and community platform
provision) services in the UK, France and Italy: all the tools and
services you need to conduct your **qualitative** fieldwork.

01

INNOVATION

Driving innovation through developing a made-to-measure approach and relevant solutions.

02

TRUST

Maintaining long-term relationships based on trust.

03

SATISFACTION

Accomplishing your requirements with our expertise.

04

EXCEEDING

Going beyond your expectations and creating excellence at every stage.

05

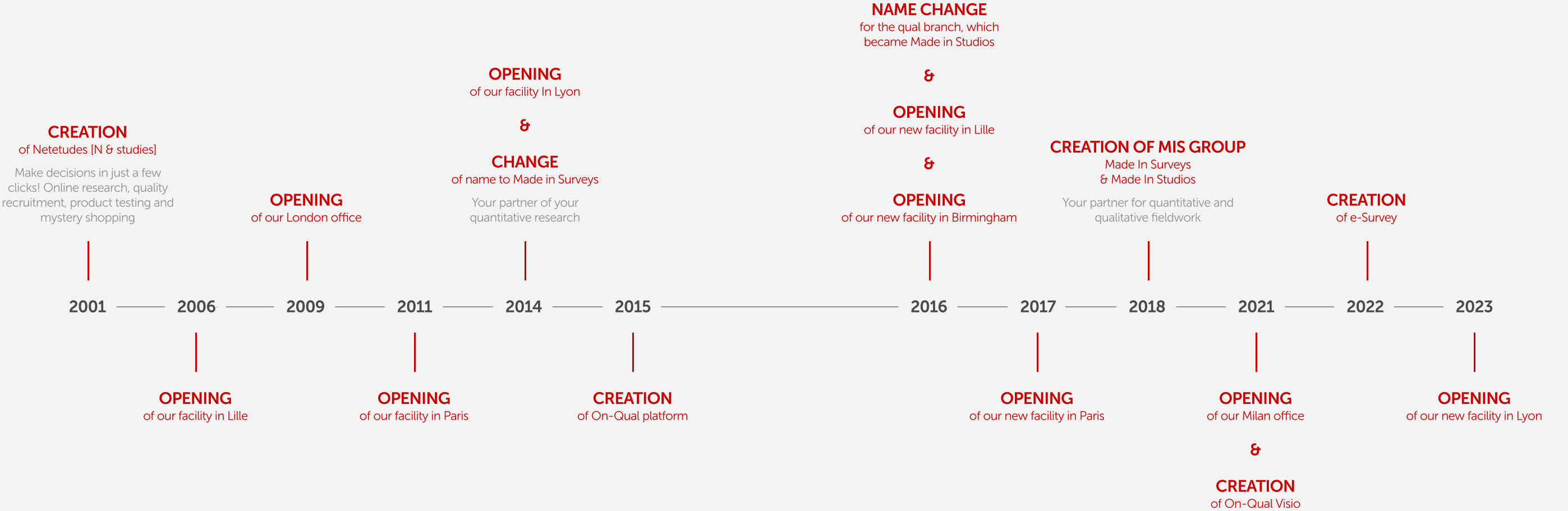
QUALITY

Cultivating and expanding a quality panel brimming with sincere and insightful responses.

06

ADAPTATION

Our motto: anything is possible! Whatever your needs, we can adapt.

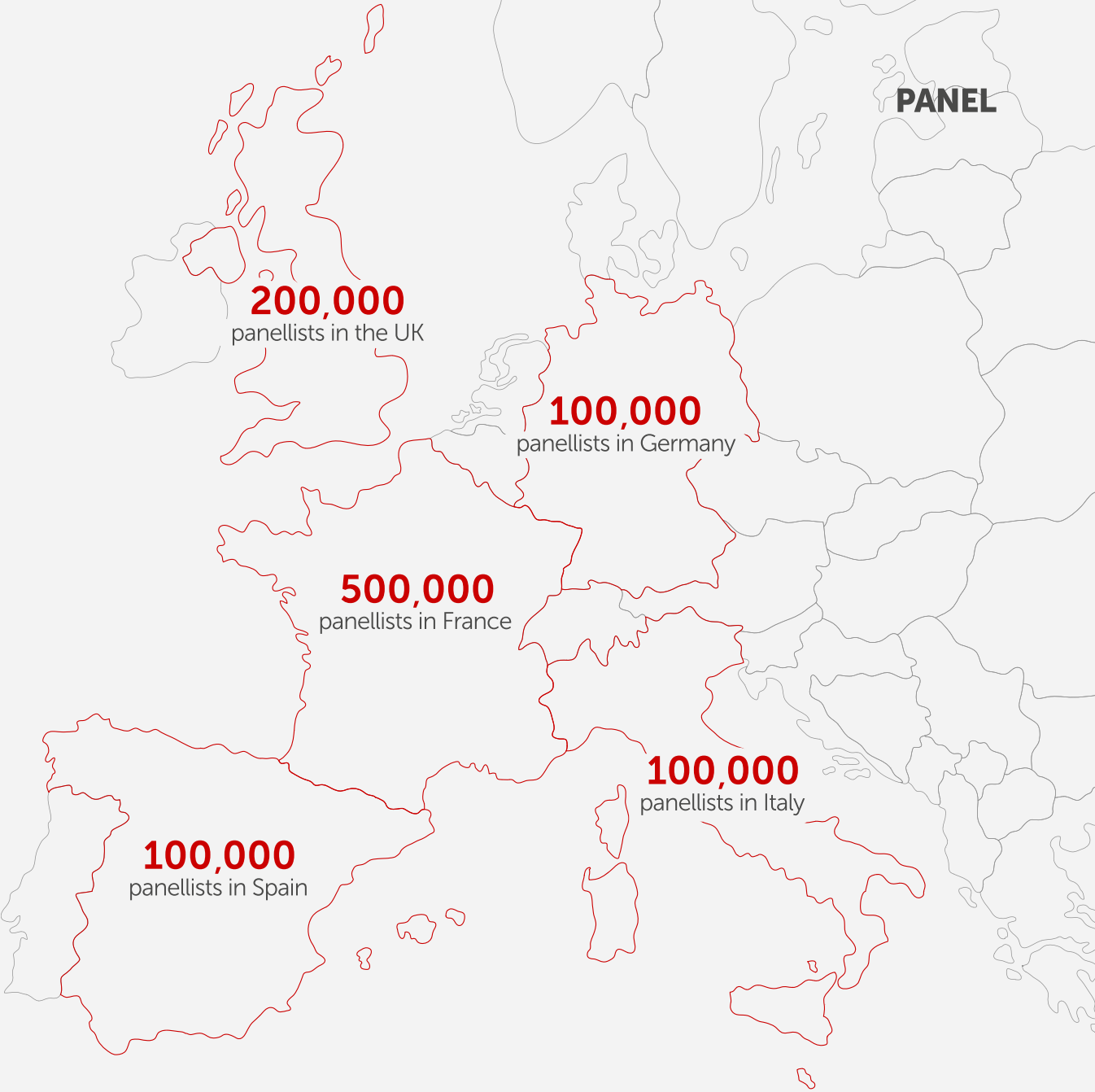
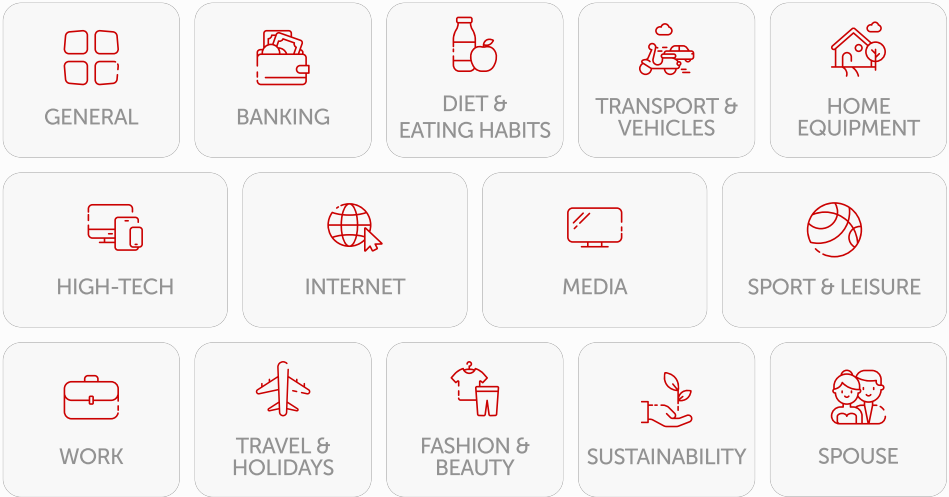


OVER 1,500,000 TRIPLE OPT-IN PANELLISTS WORLDWIDE

Over **200,000** panellists in the UK, **500,000** in France and **100,000** in Italy, 1000s more in over **40 other countries** worldwide.

When participants sign up to join our panel, we use extensive **profiling questionnaires** to evaluate their unique characteristics and lifestyle, covering **400 data points** to supplement standard socio-demographic information.

14 PROFILING QUESTIONNAIRES





QUANTITATIVE SOLUTIONS



MADE IN SURVEYS, MIS GROUP'S QUANTITATIVE SERVICE

In today's ever-changing landscape, it's essential to establish an informed strategy before taking action.

Made in Surveys' team of experts offers a wide range of online research solutions designed to meet your needs.

We're proud that our survey publication services accounts for our clients' need for **customisation** and **flexibility**, no matter what the subject of the study.

Aside from expert survey scripting, programming and publication, our team can supplement the practical side of the survey experience with the branding and visual elements our clients desire.



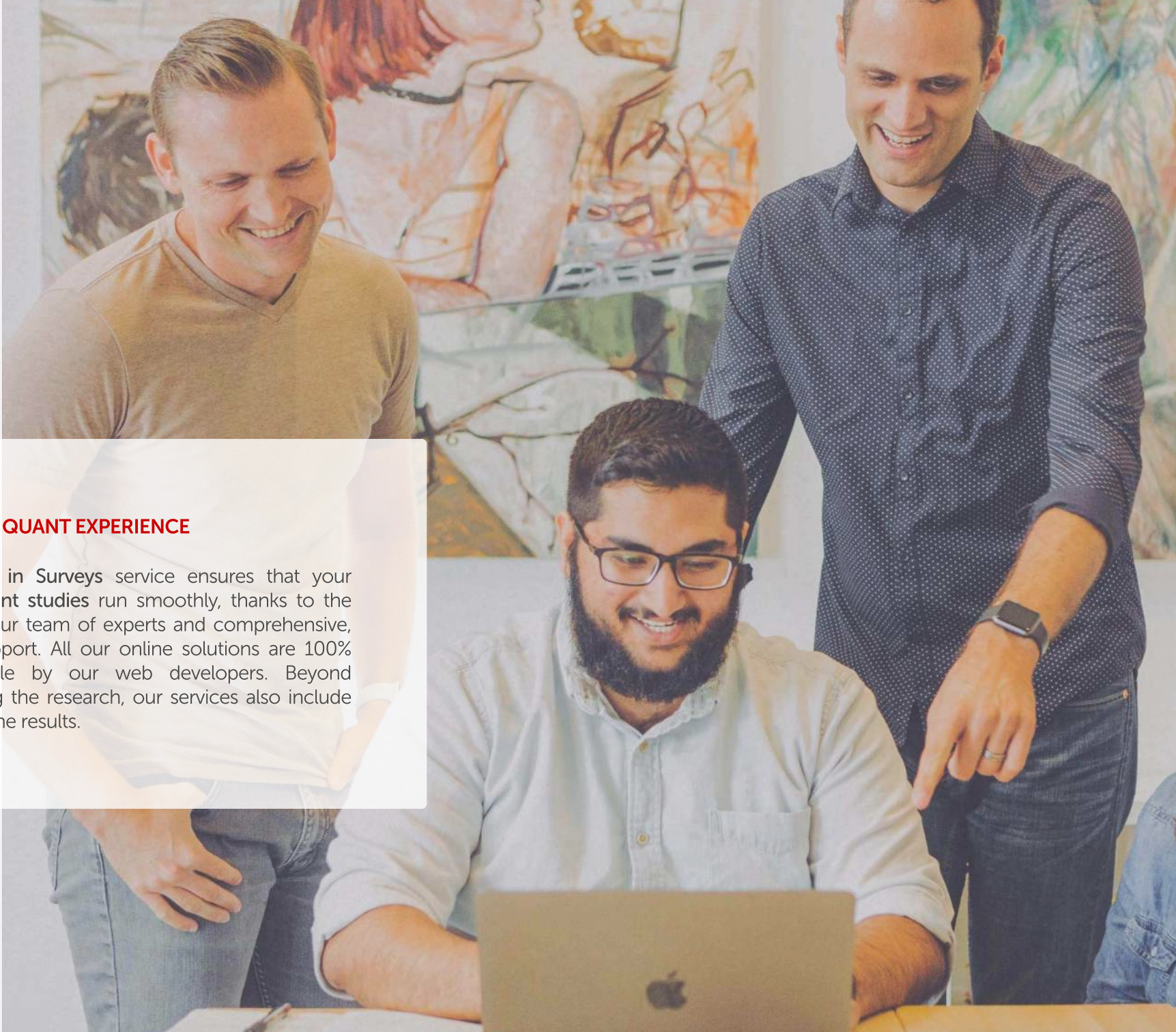
Expert advice



Customisable solutions



Fast results



AN A-TO-Z QUANT EXPERIENCE

Our **Made in Surveys** service ensures that your online **Quant studies** run smoothly, thanks to the advice of our team of experts and comprehensive, flexible support. All our online solutions are 100% customisable by our web developers. Beyond undertaking the research, our services also include delivering the results.

FULL SERVICE QUANT



Review
of your study and support from an expert



Programming
of your specific study by your project manager



Distribution
✓ via our access panels, with 400 pre-targeting criteria available
✓ through your customer files, with the creation and routing of a tailor-made e-mail campaign
✓ on social networks, with locally targeted campaigns mainly on Facebook and Instagram



Management
of your fieldwork with personalised monitoring via a secure link

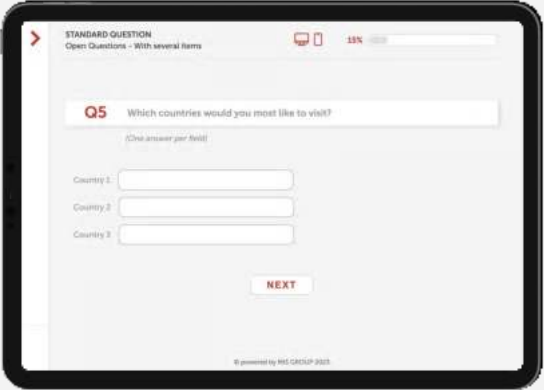


Control
your delivery of data in the format of your choosing

01

SURVEY WITHOUT BRANDING

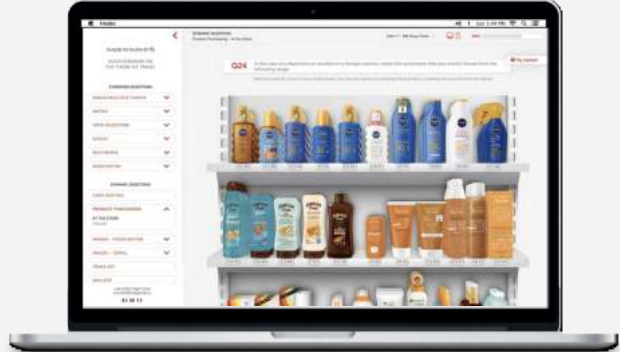
Gather objective data on a service or product. Includes all types of questions, visuals, videos, etc.



02

SURVEY WITH BRANDING

Would you like the design of your study to complement your branding or product? Our web designers will customise your survey to your requirements.



03

TAILOR-MADE

Our team of web developers will tailor-make your survey to ensure your objectives are achieved.



04

MOBILE VERSION

With the increasing convenience of smartphone tech, a mobile version of the survey can reach a wider audience.



**Pre-targeting**

with over 400 pre-filled criteria per panellist and the use of a screener to select the profile of respondents

**Verification**

of your online survey

**Report Check**

live progress at a time that suits you

**Support**

even at the weekend

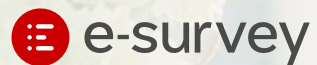
**SAMPLE ONLY**

At **Made in Surveys**, you will gain access to our proprietary panel of **triple opt-in**, highly qualified consumers. Over 1,500,000 participants worldwide; many of whom are waiting to qualify and take part in your project.

Our panellists are recruited with a focus on **quality** for your quantitative surveys in the UK and internationally. Each member has confirmed **3 times** that they wish to join our panel: consent in the registration form, then confirmation by e-mail and text message.

Our team of developers adapts flexibly to the technical aspects of your **Sample Only project**.

All questionnaires are tested and validated before launch. You will benefit from real-time field monitoring to check how your survey is progressing.



Discover our "Do It Yourself" survey solution!

EASY TO USE

Our survey platform has been designed by our experts to be as easy to use as possible.

ADVANCED FEATURES

Despite its ease of use, our platform offers advanced features such as piped text, embedded data, randomised redirections, etc.

USER-FRIENDLY QUESTIONNAIRES

The questionnaires can be adapted to all media and are user-friendly for respondents.

ACCESS-PANELS

Pre-target respondent profiles and order them in 3 clicks! You can also distribute your surveys to your own contacts.

GDPR COMPLIANCE

The responses collected in the UK are stored in France, hosted on secure IT servers, and can be deleted at any time by you.



DIY SURVEY SOLUTION



12 questions formats

Single choice, multiple choice, image choice, ladders, rankings, formes, etc.



Customisation features

Add your logo and colours to your questionnaires.



Personalised variables

Adapt the wording of your questions to each respondent, by inserting piped text, embedded data, etc.



Conditional redirections and quotas

Insert conditional skip between questions, as well as on the modalities of your choice.



Randomised redirections

Create experiments on several groups of respondents (e.g.: A/B tests).



Analysis on sub-populations

Create the sub-populations of your choice, and focus your analysis on them.



Collaborate on your surveys

Invite collaborators to join you in working on surveys and the data analysis.



QUALITATIVE SOLUTIONS



MADE IN STUDIOS, THE MIS GROUP QUAL SERVICE

We have all the necessary tools to carry out your qualitative fieldwork under optimum conditions.

Our professional, responsive teams will help you recruit your participants, organise the fieldwork, facilitate face to face meetings and conduct your online qualitative interviews.



Committed participants



Expert advice



Competitive and flexible rates

Made in Studios can meet all your qualitative recruitment needs, whether in the UK, France, Italy or the USA thanks to our proprietary panels made up of over **880,000 pre-qualified respondents** in these four markets.

We provide support for focus groups, product tests, face-to-face interviews, user tests, individual blogs, bulletin boards, etc.

Using your brief, we carry out **online pre-recruitment** among our panels. We then systematically **re-qualify the profile** by telephone. In addition, we provide a daily progress report to keep you regularly updated.

We can also recruit via **client files**. Our service includes a secure server for uploading your files, sending a personalised invitation in your brand image by e-mail, text message or a telephone call to validate the profile and availability, ongoing monitoring of the recruitment and full compliance with the **GDPR**.

QUALITATIVE RECRUITMENT



Recruitment launched within 24 hours



Daily reporting



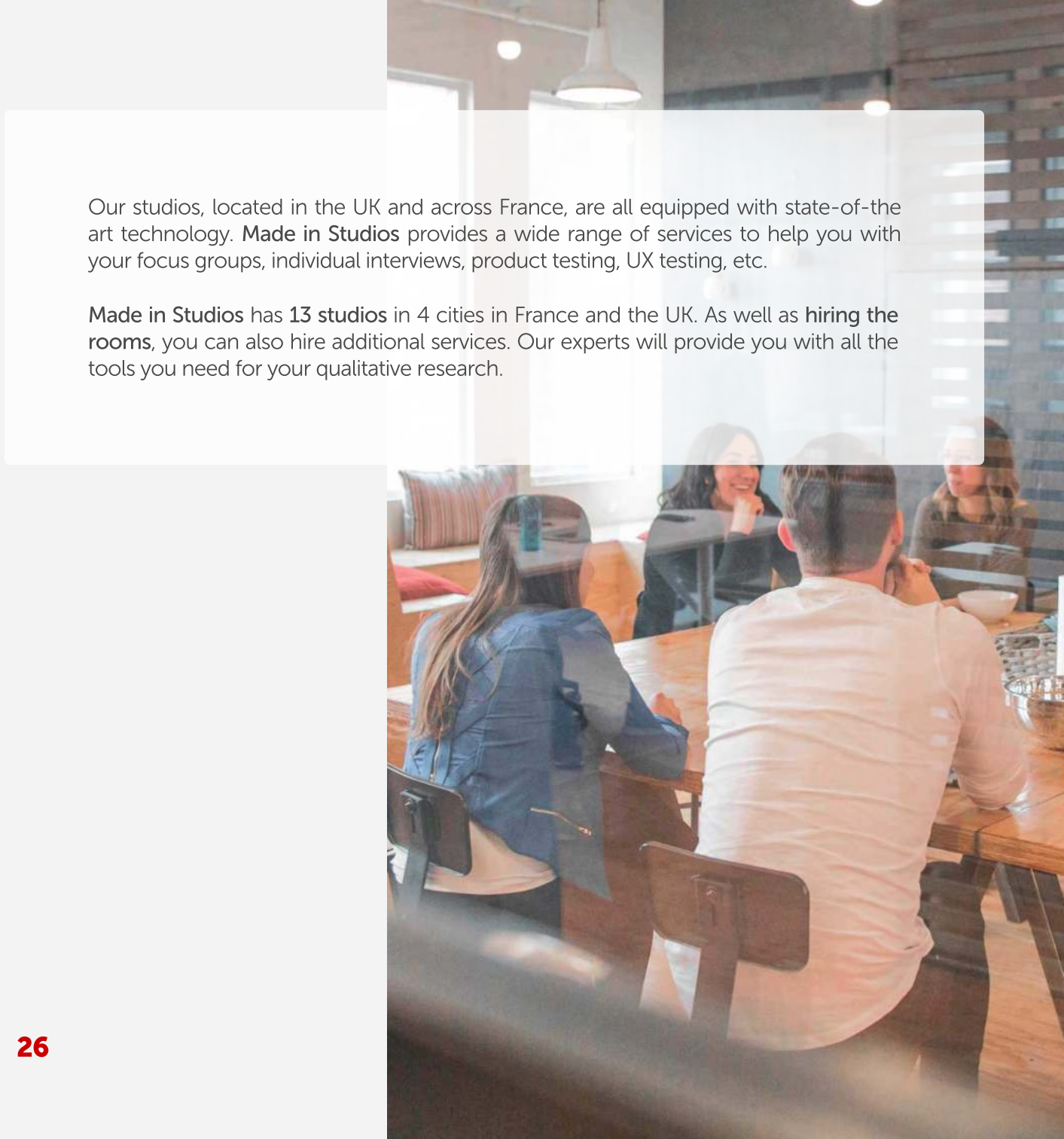
Highly qualified, committed and active respondents



Recruitment in the UK, France, Italy and the USA from our proprietary panels or client files



Competitive and flexible to match your budget












Our studios, located in the UK and across France, are all equipped with state-of-the-art technology. **Made in Studios** provides a wide range of services to help you with your focus groups, individual interviews, product testing, UX testing, etc.

Made in Studios has **13 studios** in 4 cities in France and the UK. As well as **hiring the rooms**, you can also hire additional services. Our experts will provide you with all the tools you need for your qualitative research.

SERVICES INCLUDED

- Meeting room and customer lounge with one-way mirror for hire
- Non-alcoholic drinks and snacks
- Audio and video recordings (MP3 and MP4)
- Reception of clients and participants (sign-in sheet, payment of compensation, etc.)
- Office supplies (flipchart paper, felt pens, pens, sticky notes, TV, etc.)
- Confidentiality agreement

ADDITIONAL SERVICES

 STORE SHELF	 STREAMING	 CATERING	 NOTE TAKING	
 COMPUTERS & TABLETS	 SIMULTANEOUS TRANSLATION	 VIDEO PROJECTOR	 CAMERA WITH TRIPOD	 RECORDING NAVIGATION

BIRMINGHAM



COLMORE



NEWHALL



SAREHOLE

(room without customer lounge/one-way mirror)

PARIS



GARNIER



MADELEINE



OLYMPIA

ROOM HIRE

LYON



BELLECOUR



LA PART DIEU



FOURVIÈRE



LE BOUCHON
KITCHEN

(kitchen with customer lounge/one-way mirror)

LILLE



BEAUX-ARTS



COMTESSE



OPÉRA



L'ESTAMINET
KITCHEN

(kitchen without customer lounge/one-way mirror)

ROOM HIRE

ON-QUAL

On-Qual offers two online qualitative research solutions: **On-Qual visio** and **On-Qual platform**. These online tools will enable you to manage your qualitative research wherever you are in the world, with no geographical limits.



Accessible
wherever you are



Compatible
with smartphones and tablets



Customisable
platform



Support
for your project

ONLINE QUAL

ON-QUAL VISIO

On-Qual visio will help you carry out your focus groups, individual interviews or user tests online, with customised support throughout the project (connection tests, welcoming participants and technical support), while complying with GDPR regulations (consent, systematic agreement, hosting in France on dedicated servers).

ON-QUAL PLATFORM

On-Qual platform allows you to manage your bulletin boards and online communities in real time or otherwise, individually or collectively, by video or live chat.

ON-QUAL
V I S I O

- 

SCREEN SHARING allowing participants and presenters to share their screen in real time (via smartphone, tablet or desktop).
- 

SURVEY allowing the moderator to distribute one or more mini-questionnaires during the meeting. Results presented to all participants at the end of the survey and real-time results for the moderator.
- 

CHAT allowing the presenter to have a chat conversation with one or more participants at the same time as the video.
- 

LIVE STREAMING allowing your customers to watch the video without being seen via our secure platform.
- 

GDPR COMPLIANT with systematic consent and hosting of your studies in France on our dedicated servers.
- 

RECORDING OF THE DISCUSSION in MP3 and MP4 format as well as the chat with the participants and the survey results.


Setting up
your meeting


Video and
audio recording



Technical
follow-up



Simultaneous
translation



Interface
customisation



Full
dashboard


ON-QUAL
P L A T F O R M


- 

INDIVIDUAL BLOG for sensitive studies.
- 

QUESTIONNAIRE a "quantitative" methodology for ranking and testing your concepts.
- 

VIDEO CALL to get as close as possible to a face-to-face experience, this solution allows you to carry out your focus groups, interviews and services with all the features you would expect in a meeting room.
- 

LIVE CHAT ideal for communicating in real time with your participants.
- 

FORUM a collective approach, making it easier for everyone to have their say and exchange opinions.
- 

QUANT METHODOLOGY to evaluate and test your concepts.


Customisable
interface

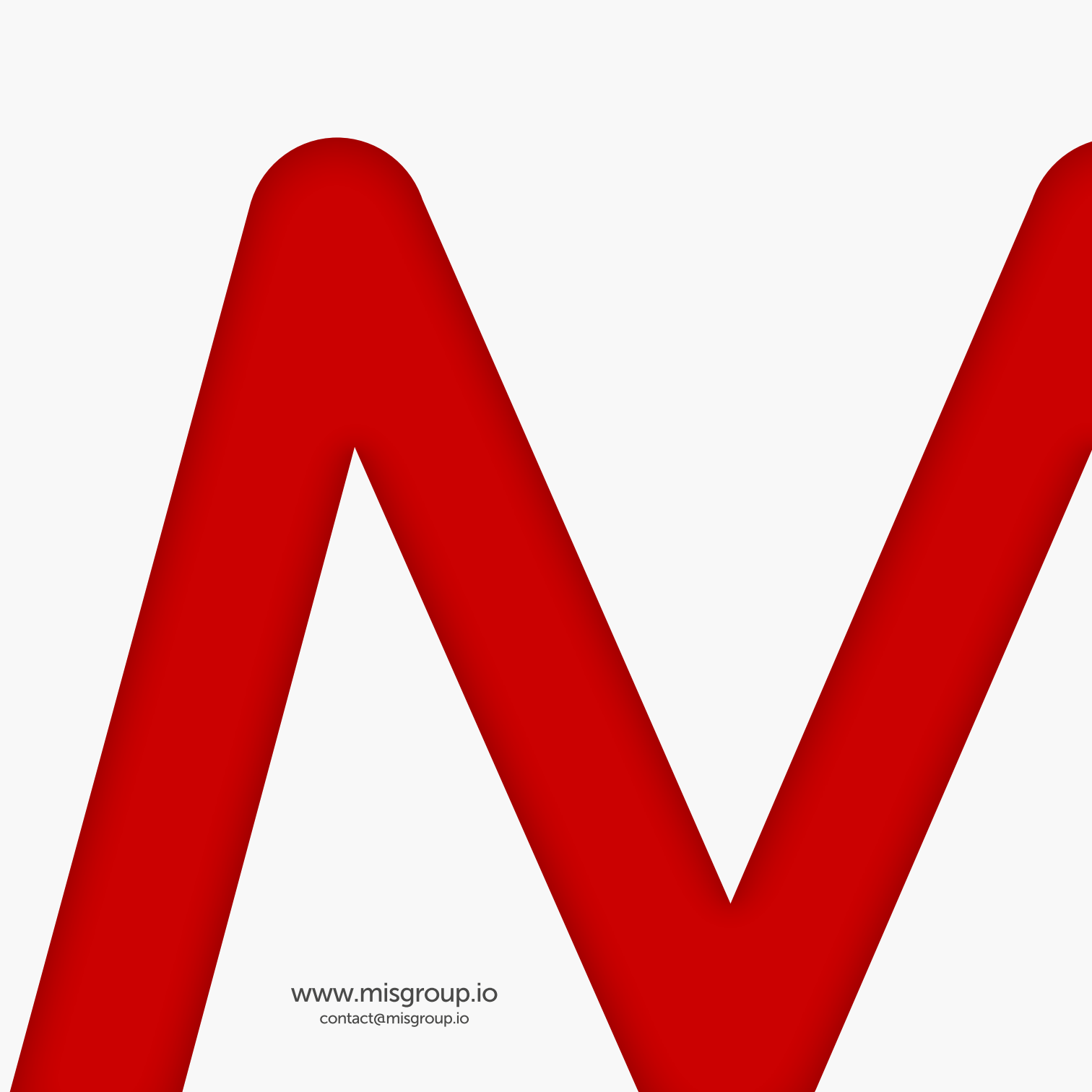

Multi-language


Viewers


Support


GDPR
compliance


Exports



www.misgroup.io
contact@misgroup.io