

VIRTUAL REALITY MONITOR™

THE LATEST IN TECHNOLOGY TRENDS

Want to know how consumers feel about VR/AR technology? What applications they would find most useful? How satisfied they are with current VR/AR devices? How many are going to purchase devices over the next 12 months? How much are they willing to spend?

Thrive Analytics has extensive experience tracking consumer technology adoption. With our growing suite of research services, Thrive Analytics is pleased to offer a new syndicated research program for the U.S. and Canada. This ongoing, comprehensive, tracking program monitors the consumer adoption of VR/AR technology. Specifically, the program monitors which devices consumers own, have used, and plan on purchasing over the next twelve months. The program tracks consumer sentiments on pricing, ease of use, applications, and overall satisfaction levels.

The program is designed to provide subscribers with actionable insights to improve their sales, refine their approach to the marketplace, adjust product or service offerings or help their salesforce better understand the dynamics of different business segments.

KEY BENEFITS

Thrive Analytics is a trusted industry leader in market research, with extensive experience tracking consumer technology adoption. The Virtual Reality Monitor insights are great for sales reps, researchers, product managers, and marketers. They provide independent data on how consumers are utilizing VR/AR technology. They can supplement proprietary data to help refine market strategies.

The Virtual Reality Monitor™ offers:

- Detailed demographic profiles of users
- Size of markets with the estimated number of purchases per year by product
- Demographic profiles of shoppers
- Pricing expectations
- Ready to use collateral pieces
- Historical trending of results
- Access to interactive dashboards and data tables
- Superior data quality standards and sample transparency

DELIVERABLES

We have a highly customized suite of deliverables to meet your budget needs. Subscribers can choose from basic packages that just include the high-level reports to full-access that includes access to data tables, advisory reports, charts and infographics.

Subscribers can also leverage our consulting services to help solve ad-hoc business problems such as: what are the best business categories we should focus on, who are my best customers, and what products should we be offering to certain business segments.

CONTACT US

To learn more about the Virtual Reality Monitor™ or Thrive Analytics' suite of research offerings, please contact:

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