



QMEDIAX.

UNLOCK GLOBAL INSIGHTS

www.qmediax.com



Outline

- About QmediaX
- Lead Generation Services
- Custom community and Technology
- Survey programming and Data processing
- Data Visualization - Business Intelligence
- Case studies

About QmediaX.

Who We Are

QmediaX is an omni-channel global lead generation & MR support services company focused towards connecting relevant consumers to brands/communities to enable companies to decode global markets. We aid companies with varied options of services which enables them to evolve quickly right when the market conditions are changing.

Our Services :

- 1.Global lead generation,
- 2.Custom community building and technologies
- 3.End to end survey programming and deployment
- 4.Data Visualization and
- 5.Custom project consultation



Lead Generation Services



B2C - CONSUMER LEAD GENERATION

We have built experience and expertise in adding consumers to online communities across the globe.

HEALTHCARE - PHYSICIANS

We have affiliated with special publishers who can help add physicians to communities in the USA.

MARKET WE CATER TO

B2C

- APAC : Indonesia, Malaysia, Philippines, Vietnam, Thailand
- Middle East : UAE, Saudi Arabia, Qatar
- Africa : South Africa, Nigeria, Kenya, Gabon, Ivory Coast
- LatAm : Brazil, Chile, Argentina, Mexico

Healthcare : USA

Custom community & Technology



DIGITAL COMMUNITIES

Online digital communities are the trending platforms for consumer connect.

We are experienced in such communities where brands connect to consumers and engage.

PROJECT/ADHOC BASED COMMUNITIES

Besides the traditional digital communities, we also build smaller communities based on the target audience.

END TO END CONSUMER ENGAGEMENT PLATFORM

QmediaX specializes in building platforms with trending and agile technologies.

Our platform can be launched in under 3 weeks and is suitable for adhoc, diary and tracker studies within the scope of Market research.

This platform also serves as employee engagement platform for an organization.

Survey Programming and Data Processing



SURVEY PROGRAMMING

Helping brands with complex survey programming has been our strong suit. Our team of expert survey programmers can help you with complex problems

Platforms we specialize in :

Askia

Confirmit

Questionpro

Survey monkey

Dimensions

DATA PROCESSING AND TABULATION

Our experience expands into deriving values from handling complex datasets and can tabulate data in the following format:

- SPSS
- Wincross
- Quantum

Data Visualization Services



VISUAL STORY TELLING

Data is your greatest asset. Analyze your data by building intelligence and evaluating your business performance across all the functions within the organization or outside.

We at QmediaX, can unify all the data with efficiency and accuracy, ensuring zero error. This process eliminates any chances of missing out on the crucial data.

DATA AGGREGATION AND MAINTAINENCE

QmediaX specilizes and has hands on experience with data migration, aggregation and maintenance. We have migrated many legacy systems, from traditional excel and other data formats to agile platforms.

REAL TIME DASHBOARDS - TABLEAU, QLIKVIEW

Real time data means real time predictions for a business. We can help you tap into efficient business performance and to make swift decisions by building live dashboards with the help of data visualization (Business Intelligence) platforms like Tableau, Qlikview.

The background is a dark, muted blue-grey. It features a faint, stylized illustration of a magnifying glass on the left, with its handle extending towards the bottom left. Overlaid on the magnifying glass and the background are two pens: a teal-colored pen and a dark blue pen, both angled diagonally from the top right towards the bottom left. In the background, there are several overlapping rectangular shapes representing documents. One document on the right contains faint, light-colored icons of a bar chart, a pie chart, and a line graph. Another document on the left shows horizontal lines representing text. The overall aesthetic is professional and academic.

CASE STUDIES

Lead Generation

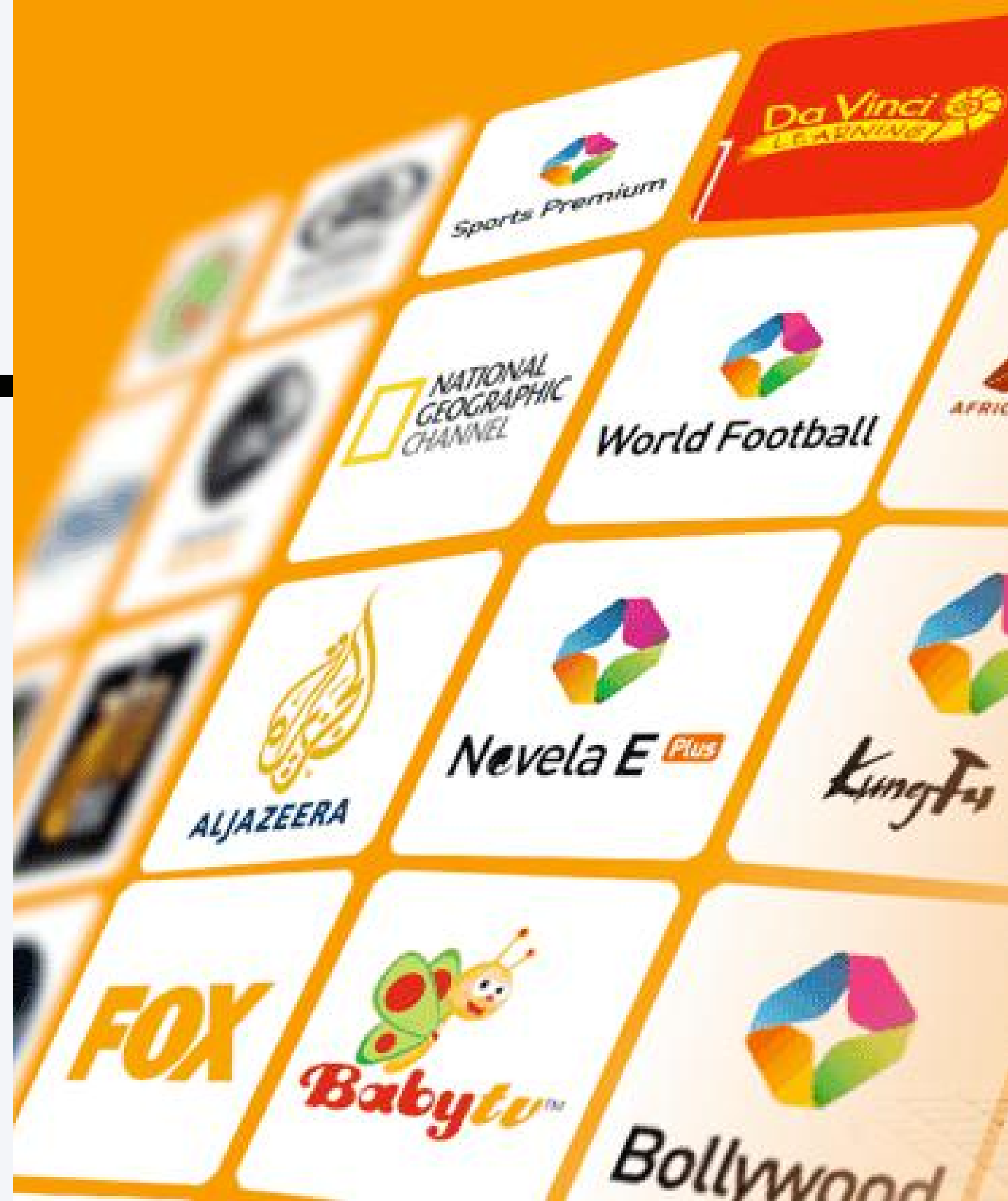
D2h / VOD users in Africa

Requirement : Reaching out to consumers availing pay TV / VOD user in Africa

We at QmediaX were able to deliver the required audience accross major markets in Africa.

We were able to deliver leads who have subscribed to all the major D2h / VOD providers.

Some of the brands that we covered:



Custom communities

Car owners - By models

Requirement : Targeting car brand owners by models in the Latin Americas

With our omni-channel experience and deep targeting experience, we were able to boil down to the car owners by brands and models in the Latin America markets.

The requirements were also to target age of the car they owned. Some of the brands that we covered:



TOYOTA



Data Visualization

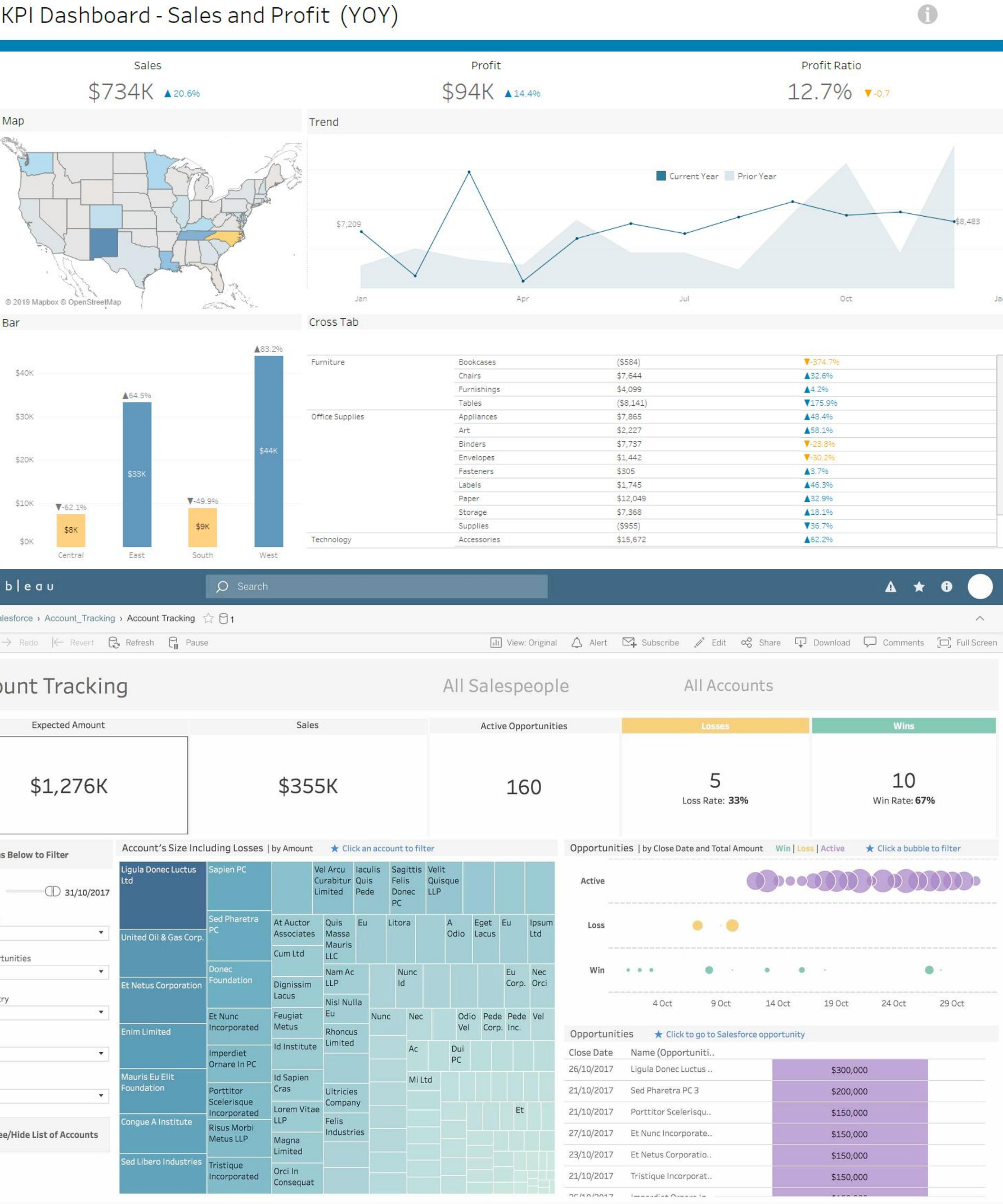
Sales dashboard

Requirement : Build business intelligence to analyze and predict future sales

Our client was faced with a challenge of putting together the sales data as they were on traditional spreadsheets. Their data was not hierarchical and was clustered across various teams.

We built the dashboard with the industry standard tools and technologies, to give them the accurate sales data, by aggregating the clustered data from various teams and enable the stakeholders to see/predict future sales.

Real time live data also enables the decision makers to ascertain key problems thus arriving at and ensuring swift decision making.



Community Building Technologies

User Engagement Platform

Requirement : Building end to end user engagement community.

We enabled one of our clients, a startup, to reach the market by building them a white labeled online community platform, to engage users. Some of the major modules included:

- Survey programming
- Email marketing
- End to end tracking of surveys and lead generation with advanced level post back tracking
- Engagement & redemption modules

We are cutting edge experts in building platforms with up to date and cutting edge technologies.



Survey Programming and Data Processing

Requirement : Multi-lingual, multi-country survey programming using Questionpro, confirmit and dimensions

Majority of our clients trust us with performing their survey programming, as we have a good track record of on time delivery of their multilingual and multi-country projects. At our competitive hourly and language translations charges, not only were our clients able to achieve their set targets but were impressed with the way our experts built professional engagement and rapport with their internal team members.

Our team of experts gathered the data and presented the value and efficiency they could derive, in SPSS, Wincross and Quantum formats.



Contact Us

Let's start off with a
strong business
relationship!

MAILING ADDRESS

10/13 Rosedale Avenue, Glen Huntly, Victoria 3163

EMAIL ADDRESS

sales@qmediax.com | markjones@qmediax.com

PHONE NUMBER

+61 435437488

