

Luth Research



DELIVERING CUTTING-EDGE MARKET RESEARCH.

Integration and Innovation. Luth Research is the premier intelligence engine — bringing together technology, consumer and research science to drive growth. We believe bringing together the best in technology and marketing science leads to the deepest understanding of how people think, how they are changing — and why. For more than three decades, we continue to advance next generation consumer intelligence to respond to our clients' critical business needs.

Unparalleled Experience. Powered by our proprietary online research panel and cross-platform digital tracking capabilities, our innovative research methods give our clients a competitive edge. From segmentation and brand tracking to enhancing survey research with digital data, we combine research expertise with our technology driven, holistic data collection abilities to deliver superior market insights. We also offer both online and in-person focus groups as well as telephone research services in our state-of-the-art facilities and call center.

Trusted Partner. Luth Research is your partner in understanding and tackling your business' greatest challenges. Backed by three decades of experience, you will receive quality research solutions that are scalable, secure, and flexible. With integrity at the heart of everything we do, our mission is clear — to be the trusted connection between business leaders and the insights they need to drive organizations forward.

We are a certified Women's Business Enterprise (WBE), and adhere to industry regulations as established by the American Marketing Association (AMA), Marketing Research Association (MRA), European Society for Opinion and Marketing Research (ESOMAR), Council of American Survey Research Organizations (CASRO), and Advertising Research Foundation (ARF).

How can we help you exceed your business objectives? Call us at [800.465.5884](tel:800.465.5884) or visit luthresearch.com.

Luth Research Core Values

Quality. We do not cut corners. We do not compromise quality.

Service. We work 24/7 to provide impeccable service because we care about the research as much as you do.

Innovation. We stay ahead of the curve to give our clients a competitive edge.

Culture. An inspiring environment where people have a clear path to growth and the ability to meet personal goals.

Talent. We are committed to hiring and retaining "A" players to deliver you the very best.

Luth Research Offers:

- Cross platform digital tracking
- Online research
- A global panel
- Qualitative services
- Call center services

