



maru/BLUE

ABOUT US

Maru/Blue is a premium quality data services firm with more than 70 employees in five office locations across the globe. We began disrupting the market community industry in 2000. Our market communities broke new ground, adding depth and richness to clients' understanding of what motivates their customers and shapes their markets. More recently we developed **Maru Voice UK**, which is a global expansion of the Maru/Blue online market research panels, joining **Maru Voice Canada** and **Maru Springboard America** (launched in 2006 and 2009, Canada's and the United States' leading online market research panels). Maru Voice Canada Business, Maru Springboard America Business and Maru Voice UK Business are all an excellent source for business to business research.

MARU/BLUE IS WHOLLY OWNED BY MARU GROUP, A TECHNOLOGY-ENABLED PROFESSIONAL SERVICES FIRM DELIVERING ADVISORY INSIGHT SERVICES AND OPERATING IN MULTIPLE COUNTRIES. LED BY MARKET INTELLIGENCE INDUSTRY VETERAN GED PARTON, MARU GROUP IS BACKED BY PRIMARY CAPITAL PARTNERS LLP, A UNITED KINGDOM-BASED PROVIDER OF PRIVATE EQUITY FINANCE FOR HIGH POTENTIAL AND GROWTH COMPANIES.



**IN A WORLD OF SUSPECT
INFORMATION, WE DELIVER
RELIABLE, REPRODUCIBLE
RESULTS.**

WHAT WE DO

We create value for our clients by connecting them with expertly profiled known respondents. The result? Reliable, reproducible insights. We deliver instant access to the general population, specific markets, and your or your competitor's customers.

We profile our panelists on a huge array of demographic, consumer, and social variables – about 3,000 in total. This allows us to pin-point very specific target groups, to help clients gain a deeper understanding of the audiences most relevant to their research needs. As our community members are the "source" of data that drives your business decisions, maintaining a quality community is paramount. We have an expert in-house team dedicated to maintaining a positive relationship with our community members, as well as continually enhancing our rich profiles.

We are trusted advisors, providing reliable global data connections to agencies, brands, healthcare and market research firms. We come to the table armed with expert knowledge of your channel and combine this expertise with superior panel and data services backed by innovative technology. Our research capabilities are deeply rooted in our proprietary Maru/HUB platform, which powers our research worldwide. HUB allows multiple data streams to be integrated into a single ecosystem, facilitating the real-time analysis of behavioral, transactional and attitudinal information to deliver insights at speed.

Our reach spans the globe, delivering the best respondents available, and the support to ensure you get the most from your data.

TORONTO

2 Bloor St. E.,
Suite 1600
Toronto, ON
M4W 1A8, Canada
+1 647 258 1416
F.+1 647 243 7193

VANCOUVER

900 West Hastings St.
Suite 600
Vancouver, BC
V6C 1E5, Canada
+1 604 629 9148
F.+1 604 757 5804

LONDON

Notcutt House
36 Southwark Bridge Dr.
London
SE1 9EU, UK
+44 (1489) 779780

NEW YORK

102 Madison Ave.
12th Floor
New York, NY
10016, US
+1 646 661 4035
F. +1 914 266 2847

BUENOS AIRES

Av. Del Libertador 1002
Vicente Lopez,
Buenos Aires
B1638BEV, Argentina
+54 9 116 859 1868



MEDIA INQUIRIES

media@marublue.com
+1 647 258 1416

maru/BLUE