NEPA and Bakamo.Social announce partnership

Contributed by Nepa
Tuesday, 25 August 2015

NEPA UK and Bakamo.Social are announcing a strategic business partnership. The allegiance is grounded on the shared understanding that high quality research increasingly takes advantage of methodological convergence. NEPA a leader in the fusion of primary research with big data analytics and Bakamo.Social a pioneer of qualitative social media intelligence exemplify this research trend.

Developing new solutions tailored to client needs

The partnership provides synergies that benefit our respective clients, by providing the capabilities to combine insights. Daniel Fazekas, CEO of Bakamo.Social says: â€œThere are already several proven ways social media intelligence can empower surveys and quantitative data analysis, I expect our partnership to push this further forward. Weâ€™ll continue to define innovative research methods to provide our customers with the transformative insights.â€•

Johnny Caldwell, Nepa UK MD says...

"Adding Bakamo.Socialâ€™s insight to our already successful ActionHubâ„¢ platform means that we can now provide our shared clientâ€™s with a completely holistic 360 understanding of their consumerâ€™s behaviour. By combining different data sources our systems focus on the business issue at hand rather than adding unnecessary data structures, Big Data â€“ simplified. Survey data is enriched with behavioural and business data in order to transform insights into financial KPIâ€™s that are easier to act upon. The platform is also available online - visualizing and spreading the information in real time to all corners of the organization.â€•

The newly formed partnership has already started working together and submitted joint proposals to potential customers.