McGuire Research
Global Research Management & Analytics

mcguire-research.com

The B2B Research Partner Built for Innovation.

Global reach. Verified respondents.
Insights you can trust.

For Senior Insights Leaders

- 30+ years of global B2B research
- Tier-1 panel access across 135+ countries | 37 languages
- 4-layer quality assurance — built for board-ready findings
- Trusted by Accenture, FTI Consulting, Upwork & more

This overview is a summary of McGuire's capabilities.
We'd welcome a conversation about your specific research needs.

30+ Years: One Focus: Research That is Accurate and Actionable.

A research partner, not just a vendor — built for high-stakes global B2B work.

30+



Years in Global Research

Serving consultancies, agencies & Fortune 500 brands

135+



Countries Covered in 37 Languages

Genuine in-country capability

35+



Industries Served

AI & Cybersecurity, Energy & Technology

Member: ESOMAR · Insights Association · AAPOR · AMA

Compliance: Full GDPR · CCPA · TCPA compliance across all projects

End-to-End Research Execution

Global research expertise — from sample architecture to data and actionable insights delivery.

01
B2B & B2C Data Collection

Online — multinational by design

02
Sample & Panel Access

Tier-1 supplier network with deduplication across sources.

03
Translation & Localization

Translators, editors & proofreaders across 37 languages. Dialect and cultural nuance.

04
Advanced Analytics

Conjoint, MaxDiff, segmentation, HB regression, weighting & simulators.

05
Data Visualization

Power BI, Tableau, Qlik, PowerPoint. Client-ready outputs.

06
Focus Groups & IDIs

Multilingual moderators. Screener to report.

Quality Built In: Our Four Layer QA Framework

No single check is enough. We validate respondents before, during, and after — at every stage of the survey journey.

LAYER 1

Data Integrity Controls

Entry-Level Safeguards

- Device validation
- Geo-check
- Deduplication
- Bot & CAPTCHA protection

LAYER 2

Predictive Fraud Screening

Pre-Survey Risk Scoring

Veraproof Suite:

- 40 variables × 3B+ fraud profiles
- Hard/Soft Yes/No traffic tiering

LAYER 3

Behavioral Monitoring

In-Survey Quality Validation

- Speeder detection
- Straight-lining
- Trap questions
- AI + human open-end review

LAYER 4

Post-Survey Validation

Final Data Review

- LOI checks
- Link manipulation
- S&P Global firmographic check
- Human QA sign-off

RESULT: Data delivered must be Authentic · Consistent · Relevant · Actionable

CASE STUDY

Global Technology Consultancy — B2B Decision-Maker Study

Industry: Technology / SaaS

Markets: 12 countries

N= 1,500 B2B decision-makers

Timeline: 3 weeks

The Challenge



Client needed verified C-suite and VP-level respondents across 12 markets, in 7 languages, with aggressive incidence requirements and a 3-week fielding window. Previous supplier had failed to deliver quality at scale.

Our Approach



Deployed tier-1 panel access and multi-source deduplication. Pre-screened all respondents against firmographic data. Applied all 4 QA layers with daily reporting cadence to client team. In a compressed decision environment, McGuire enables clients to move from research to action quickly — without sacrificing data quality.

The Outcome



Delivered 1,500 verified completes across all 12 markets within 18 days. Zero respondents flagged post-delivery. Data used directly in client's final published report.

What Sets Us Apart.

Five reasons senior insights leaders at global consultancies trust McGuire project after project.

01	**Strategic Research Partner**	We consult on design and methodology, flag issues early, and give you a co-investigator, not just an order-taker.
02	**QA That Holds Up Under Client Scrutiny**	4-layer framework with firmographic verification and human sign-off. Our QA documentation can be shared directly with your end client.
03	**True Global Reach**	Genuine in-country execution across 135+ countries and 37 languages with local translators, balanced sampling, and culturally adapted fieldwork.
04	**Speed Without Sacrifice**	In the field within 48 hours of final survey instrument approval. Daily field reporting. Delivery commitments we keep.
05	**Multi-Source Flex**	Real-time cross-panel deduplication, advanced profiling, and API-connected panel aggregation for hard-to-reach B2B audiences.

Sector Depth. Proven Clients. 35+ Industries Served Globally.

Trusted to source qualified B2B decision-makers at speed and scale — across every major sector.

- AI & Cybersecurity
- Banking, Capital Markets & Insurance
- Life Sciences & Healthcare
- Energy & Utilities
- High Tech, Software & Platforms
- Industrial & Manufacturing
- Automotive & Transportation
- Aerospace & Defense
- Consumer Goods & Retail
- Public Sector

TRUSTED BY

accenture · Adobe · avanade · FTI CONSULTING · publicis sapient · Medallia · upwork · ptc · fgs global

+ many more across consulting, technology & financial services

The Research Partner You Can Put Your Name On

- 30+ years — built for every fieldwork challenge
- 4-layer QA — data your clients can trust
- 135+ countries • 37 languages — genuine in-country execution
- Senior team on every project
- GDPR · CCPA · TCPA · ESOMAR compliant
- Consultancy speed — and we keep our commitments

Let's Continue The Conversation.

Share your next project and we'll provide a feasibility review and realistic timeline.

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