



NOVUS INSIGHTS

Design. Discover. Innovate.

Delivering the catalysts for unprecedented
business growth.

About Novus Insights



Novus Insights is one of the world's fastest-growing international market research consulting firms, helping clients gain a competitive edge by harnessing the power of analytics, consulting, and MR tools.

By leveraging deep domain knowledge, and insights from industry experts, and research professionals, we possess proven expertise in market research consulting and deriving meaningful insights for our clients.

With the power of accurate data, global resources, and advanced technology, we deliver innovative, tailored business solutions which enable our clients to make smarter, faster, and more precise decisions to achieve their goals and accelerate business growth.

Email us at consult@novusinsights.com

Why Choose US

Global Compliance

Deep knowledge of global markets to maintain full compliance with international standards, including GDPR.

Thought Leadership

A growing network of vetted economic, geopolitical, industry, management, and communication experts.

Rich Expertise

Profound knowledge to serve and strongly impact clients from a wide range of industries.

Quick Turnaround

On-demand compressed timeframes to deliver actionable findings at specific points in time as per client's requirements.



Cost Optimization

Focus on core functions and achieve maximum productivity while reducing survey costs.



DIY MR Tools

Create bespoke research solutions harmonizing with your business and research objectives.



Innovative Technologies

Advanced research technology and tools to provide tailored research solutions.



Community Panel

An exclusive panel of engaged survey-takers available for any survey or any additional research initiative.



IT Research

Scientificallly-mapped insights into key business and technology trends to make informed business decisions.

Pioneering Innovation in Market Research



AI, Machine Learning, and Emotion

By harnessing AI's potential, Novus assists its clients with advanced Mobile Ethnography Strategies for Omnichannel Path to Purchase Research, delivering valuable AI-driven insights.



NFTs, Metaverse, and DeFi

Novus Metaverse services enable clients to develop transformative strategies to engage with customers and provide a clear, tailored go-to-market strategy, along with advertising solutions.



Dashboard Automation

Engaging with client's teams to discover and prioritize automation opportunities and conduct proof-of-concept and pilots to help implement governance and change management.



Agility and Technology

Helping clients accelerate swift transformations by initiating the agile mindset shift in terms of speed & delivery and designing metrics that enable sustainable improvements.



Longitudinal Studies

Gathering information from the same sources through a long-term methodology that yields insights into buying habits or consumer responses to a new product or service launch.



Social Listening

An in-house next-generation dashboard setup to understand market dynamics through social conversations, identifying trends impacting clients, and providing accurate real-time data.

Our Services

Committed to be a one-stop-destination for market research solutions, Novus Insights offers a full-suite of services to help clients achieve diverse business objectives. Here's a quick overview of our capabilities and what they can translate into for your business:



Competitive Intelligence &
Market Intelligence Dashboards



Mobile Ethnography



Stakeholder Management



Online Reputation
Management

01 Tech Driven Research

Grow beyond projections
with hidden market insights.



Communication Channel Testing



Brand Perception & Awareness Study



Purchase Behavior Analysis



Product Usability Testing & Validation

02 Branding and Communicating Research

The catalyst to strengthen your brand.



New Market Entry Strategy



Competitive Intelligence



Identifying Trends & Disruptions



Company & Product Benchmarking

03 Corporate and Strategic Research

Analysis of large data chunks and providing a narrative structure to survey data, consumer reports, and online impressions.



Time Saving



Crisp To-The-Point Survey



Community Panel



Quick Results

04 Rapid Research Support

Meet the steepest business goals in quick turnaround.