



How to Avoid Costly Mistakes in Global Research



Invest in Professional Translations



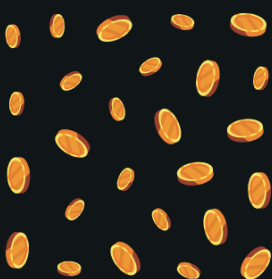
For stimulus, prioritize transcription over AI tools to ensure your messaging resonates as intended.



Balance Cost with Quality in Recruitment



If your budget is tight, consider hybrid approaches—such as combining local-language interviews with translated reports—to reduce costs without compromising insights.



Work with Local Experts



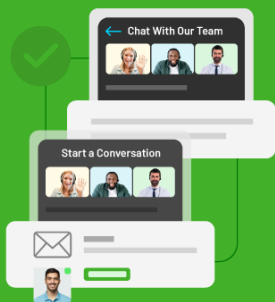
Engage local moderators and analysts who understand cultural nuances and can anticipate blind spots in stimulus, screeners, or even methodologies, providing richer insights.



Use Research-Designed Platforms



Invest in tools that include backroom support and tech checks to ensure smooth sessions, alleviate privacy concerns, and avoid costly disruptions.



Plan Ahead for Savings



By budgeting for proper translations, skilled moderators, and tech-enabled platforms upfront, you'll reduce the risk of costly rework or abandoned studies later.

