

Understanding the Customer Decision Making Process, Martec and Emotion Mining Announce Unique Partnership

The Martec Group and Emotion Mining Company, Inc. are merging two research methodologies to drive customer engagement.

CHICAGO, IL, USA, January 11, 2016 /EINPresswire.com/ -- [The Martec Group](#) is pleased to announce its strategic partnership with Boston-based [Emotion](#)

[Mining Company, Inc.](#)

As Emotion Mining Company, Inc.'s exclusive market research partner, The Martec Group will provide clients with market research intelligence derived from a revolutionary methodology that is conducted by capturing subconscious emotions that drive meaningful customer engagement.

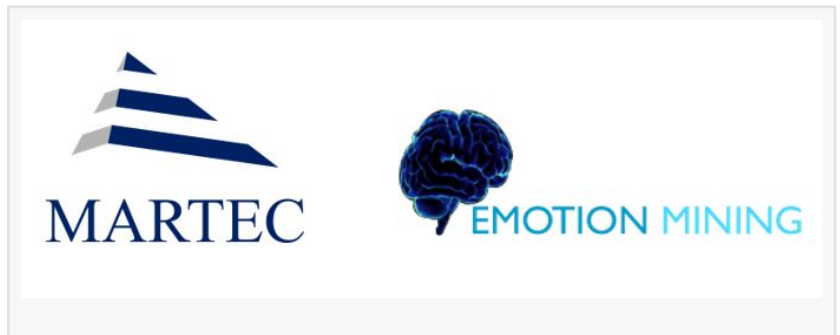
By combining research methodologies, Emotion Mining and Martec will enable clients to explore the deeply rooted thoughts and feelings of customers' subconscious that cannot be verbally expressed, yet influence over 75% of the decision making process. With these insights, clients can achieve greater differentiation, engagement and competitive advantage with customers, consumers and employees.

Merging Two Research Methodologies to Drive Engagement

The Martec Group is a leading provider of market research products and services to the automotive, healthcare, building materials and construction, chemicals, and industrial equipment industries.

The Emotion Mining solution provides patented technology to reliably capture, analyze and prioritize conscious and subconscious truths. The web solution is scalable, quick (research projects can be completed in a couple of weeks) and provides greater insights than conventional research methods. These insights help businesses uncover essential emotions and factors to better serve the passions and aspirations of the "people/prospects" most important to them. Emotion Mining is the only cloud-based technology that uncovers customer thoughts, without bias, to better understand subconscious motivators that drive critical decision making processes.

"When you think about it, emotions play a part in every single decision an individual makes. While factors like price or quality are 'top of mind' of one's conscious thoughts, what happens when there are multiple products or services that appear to provide equal value? The decision ultimately comes down to the passions and aspirations in one's subconscious," says Jim Durkin, President and founder of The Martec Group. "We are thrilled to begin rolling out the Emotion Mining solution and methodology to our clients and anticipate immediate and compelling results."



This cutting-edge technology is applicable for both B2B and B2C research engagements and has impressive capabilities that lead to influential data and intelligence. By uncovering the subconscious emotions that impact brand perception, Martec will be able to uncover deeper insights for better analysis and examine data across two new dimensions—analytical and emotional—while providing measured and focused recommendations to clients.

"We're excited to partner with Martec as we focus our combined energies serving a broader range of customers with industry-leading market research that detects subconscious emotions," states Satish Jha, CEO and President, Emotion Mining Company, Inc.

About The Martec Group

The Martec Group provides best-in-class strategic intelligence and market research solutions. Based in Chicago with a global footprint spanning North America, Europe and Asia, The Martec Group specializes in the automotive, healthcare, building materials and construction, chemicals, and industrial equipment industries. For more information please visit www.martecgroup.com.

About Emotion Mining Company, Inc.

Emotion Mining Company, Inc. is a privately-held organization that focuses on capturing conscious and subconscious emotions without bias. Grounded in more than 10 years of research in psychological techniques and neuroscience principles, The Emotion Mining solution is the only cloud-based technology on the market that uncovers inner subconscious motivations that drive critical decision making. The web solution is scalable, quick and provides greater insights than conventional research methods. For more information please visit www.emotionmining.com.

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