

A CASE STUDY

# Gauging the Competitiveness of Australian Buy Now, Pay Later in the U.S.

*Design and Manage a Survey of More than 100 E-Commerce Retailers*

## CHALLENGE

An Australian investment firm sought to understand how Australian buy now, pay later (BNPL) providers compare with their competitors in the U.S. It also wanted to measure how well a particular Australian brand performs in the U.S. market.

## THE GLG APPROACH

GLG met the client's research goals by surveying more than 100 e-commerce merchants based in the U.S. GLG was able to offer access to this niche target audience of merchants who were using a specific BNPL platform.

GLG's survey team leveraged internal expertise to design and manage the questionnaire from end-to-end, applying market research best practices to the questionnaire design, sampling plan, data collection, and the compilation of survey results.

## OUTCOME

Concluded in just two weeks, the client was pleased with the survey's timely turnaround and final deliverables that provided insights into the BNPL's brand performance and its competitive landscape in the U.S.

## FEATURED PRODUCTS



GLG Surveys

**With GLG's ability to swiftly provide unique insights, the client could focus on their targeted priorities, reducing their time to market and resource costs.**

## Why GLG?

### In-House Capabilities

GLG completed this project using its internal survey team, ensuring a timely turnaround and achieving the client's research goals.

### Survey Design and Management

GLG provided an end-to-end service from questionnaire design to final deliverables.

### Custom Recruiting

GLG recruited more than 100 senior personnel at e-commerce companies to participate in the survey, ensuring the relevance and quality of their response.

[Learn more](#)

As the world's insight network, GLG connects clients to the subject-matter experts who can provide real-world insights to make informed decisions. Our team of professionals work with you to create a tailored approach that identifies, assesses, and answers your questions on your timeline. We bring the power of insight to every great professional decision

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