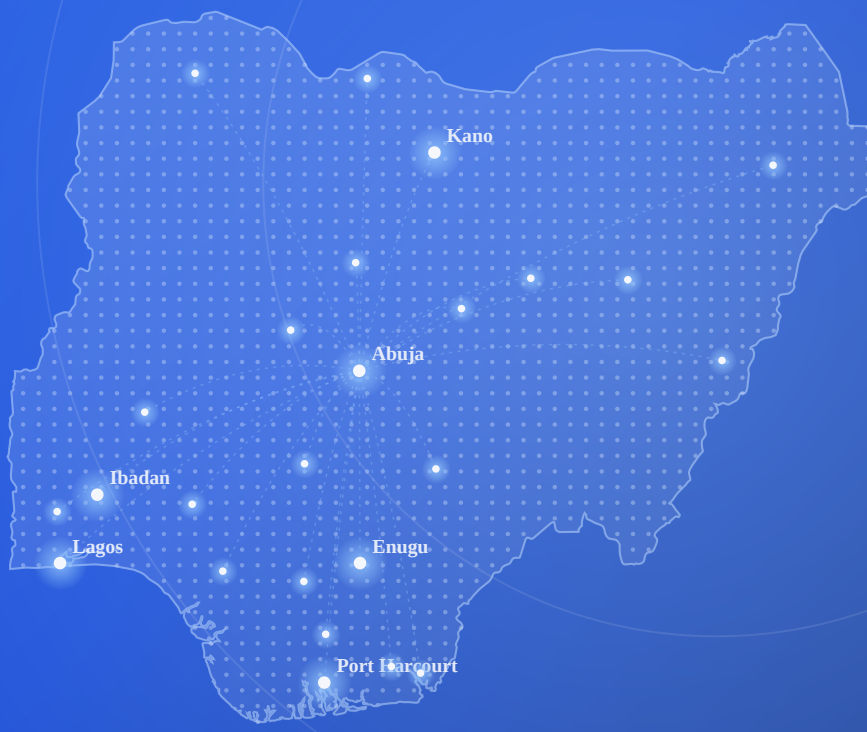
Marketala

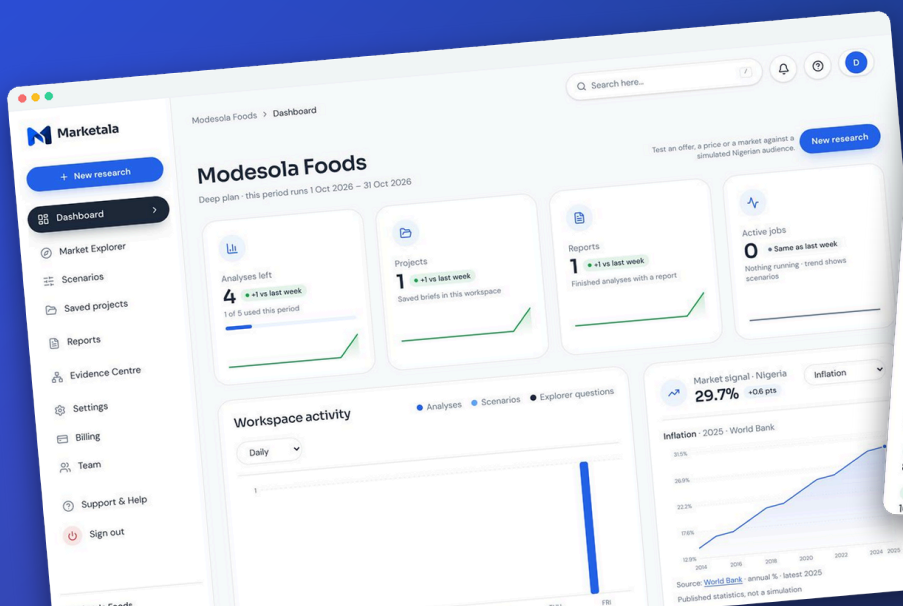
Edition 1 · October 2026
marketala.com.ng

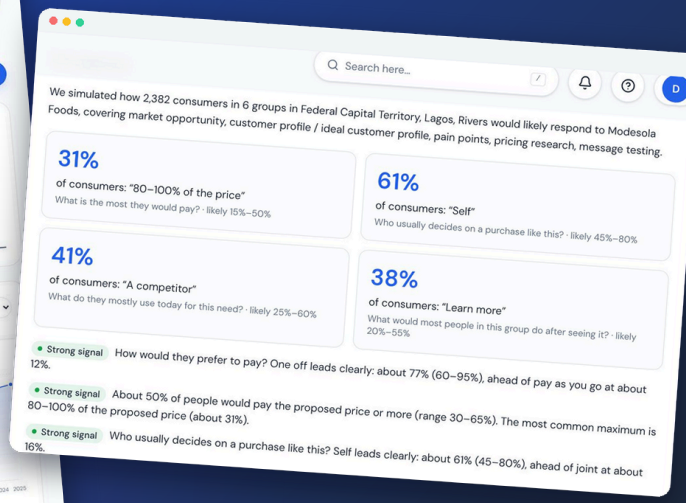


USER & COMPANY HANDBOOK

Know your market before you spend a naira.

A complete guide to Marketala: what it is, how it works, where its evidence comes from, and how to use every part of the platform, from your first brief to your finished report.





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WELCOME

Market research for Nigeria, the same day

Surveys take weeks and can cost millions of naira. Most businesses in Nigeria launch, price and expand on instinct because proper research is too slow and too expensive for the decision in front of them.

Marketala changes that. It is a market-intelligence platform that **simulates how Nigerian consumers, businesses and decision-makers would likely respond to your offer**. You describe what you sell, who you want to reach and what you need to decide. Marketala runs your question through a simulated Nigerian market that is built from official statistics and published evidence. You get a clear, plain-English report the same day, with a likely range on every figure and the evidence behind it.

It gives founders, marketers, product teams and analysts a **first, evidence-informed answer**: who is likely to buy, at what price, where, and why not. You then know what to test with real customers before you commit serious money.

> **The short version.** Marketala does not replace talking to customers. It tells you which conversations to have first, in which places, at which price points, so your real-world testing is faster, cheaper and better aimed.

> **"Who is likely to buy, at what price, and where, with the evidence behind every figure."**
>
> The question every Marketala analysis is built to answer.

Who it is for

- **Founders and SMEs** testing a new product, a price or a new city before they spend.
- **Marketing and brand teams** choosing segments, messages and positioning.
- **Product and strategy teams** sizing opportunities and comparing scenarios.
- **B2B sellers** working out which organisations to target and who signs off.
- **Investors and consultants** who need a fast, sourced first view of a Nigerian market.

Marketala in numbers

100,000	43,011	37 · 774	33
simulated people across Nigeria	simulated organisations and decision-makers	States (incl. FCT) and Local Government Areas covered	published sources and over 7,400 recorded data points

Live figures from the Marketala platform, October 2026. They grow as new evidence is published.

WHAT MARKETALA IS ABOUT

Our mission, our principles

Our mission is to give every business shaping Nigeria's next decade access to market intelligence that used to be available only to large companies with big research budgets: fast, affordable, honest about its limits, and grounded in Nigerian evidence.

Marketala is a product of **ExperTrait Consulting and Management Limited** (expertraitconsulting.com).

Evidence first

Every attribute of the simulated market is labelled: drawn from evidence, inferred from evidence, or a stated model assumption. Every figure in a report links back to the published sources behind it.

Ranges, not false precision

A simulation is never exact. Each result comes with a likely range ("about 40%, likely 30–50%") so you can see how confident to be. Overlapping ranges are called a lean, not a firm ranking.

No real people

Marketala's personas and organisations are synthetic. They are sampled from published aggregate statistics and carry no names, contacts or identifiers. No real person's data is used to build or run the market.

Plain English

Reports are written for decision-makers, not statisticians. Every chart has a "What this shows" note, and every report ends with a recommendation and concrete next steps.

The same day

A full analysis typically takes minutes, not weeks. You can change the price, places or audience in a scenario and see the new answer straight away.

Built for Nigeria

Down to State and LGA level, with Nigerian income bands, languages, payment habits, banking behaviour and business structures. Prices show in naira or US dollars.

Important. Synthetic persona and organisation responses are model simulations informed by Marketala's evidence base. They are not equivalent to direct interviews or statistically representative surveys unless validated primary research has been separately incorporated. Use them to decide what to test, and test the strongest signals with real customers.

01

CHAPTER ONE

How Marketala works

From published statistics to a simulated Nigerian market, and from your question to a report you can act on. This chapter explains the engine behind every result.

The four stages
Evidence, synthetic market, simulation and report.

Our data
Where the evidence comes from and how it is graded.

The synthetic market
100,000 people and 43,011 organisations, explained.

THE ENGINE

From evidence to answer, in four stages

Every Marketala result travels the same path. Knowing it helps you read a report the right way.

STAGE 1
Evidence
Official statistics, surveys, regulator data and published reports are collected, graded A–D and reviewed before use.

→

STAGE 2
Synthetic market
A population of 100,000 people and 43,011 organisations is built to match that evidence by State, age, sex, income, sector and size.

→

STAGE 3
Simulation
Your audience is grouped, and each group answers fixed research questions about your offer through an AI model.

→

STAGE 4
Report
Answers are checked and combined in code into findings with likely ranges, charts, sources, limits and next steps.

1 · Evidence

Marketala's research team gathers published evidence: National Bureau of Statistics bulletins, World Bank indicators, Central Bank and pension regulator data, and reputable business publications. Each source is recorded with its publisher, date, coverage and **limitations**, then given a strength grade from A (authoritative) to D (indicative). Nothing is used until it has been reviewed.

2 · Synthetic market

The evidence sets **targets** that the synthetic population must match. If official data says a certain share of Lagos adults are aged 25–34, the synthetic population matches it. Each attribute of each synthetic person or organisation is labelled as drawn from evidence, inferred from evidence, or a stated model assumption. The whole model is versioned (for example population model *pop-v1.0.0*), so every analysis records exactly which version it used.

3 · Simulation

When you run a brief, Marketala selects the synthetic people or organisations that match your audience, then groups them into segments that behave alike. Each group is asked the same fixed questions for the research modes you chose (for example "What is the most you would pay?"). On paid plans each group is asked twice, so Marketala can measure how much the answers vary.

4 · Report

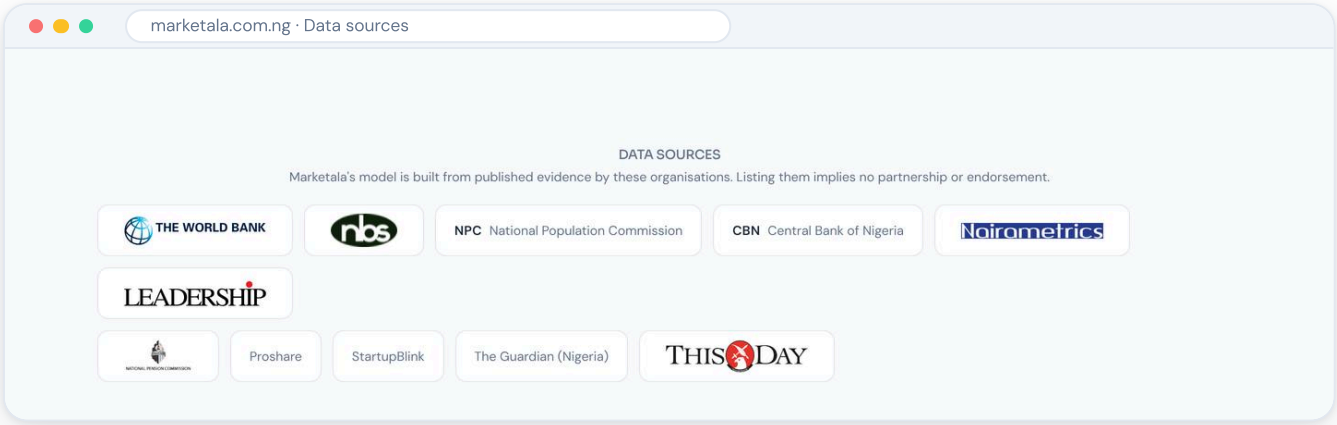
The answers are validated and combined **in code, not by the AI**. Organisations count in proportion to the real organisations they stand for; consumers count as shares of the audience. Every figure gets a likely range, which reflects how much the simulated answers varied plus an allowance for model error. It is not a survey margin of error. The report then sets out findings, charts, a recommendation, the sources used and the limits of the analysis.

Reproducible by design. Each run stores an exact copy of your brief together with the versions of the population, organisation and geography data it used. A scenario can be worked out again from its stored inputs and gives the same answer.

OUR DATA

The source of our data

Marketala's model is built from published evidence. Every source is public, graded and listed with its limitations in the Evidence Centre, so you can always check what a figure rests on.



The publishers whose material informs the model, as shown on the Marketala home page. Listing them implies no partnership or endorsement.

What kinds of evidence we use

- **Official Nigerian statistics:** population projections, demographic and household data from the National Bureau of Statistics and the National Population Commission.
- **International institutions:** World Bank World Development Indicators for Nigeria, such as electricity access, account ownership and inflation.
- **Regulators:** Central Bank of Nigeria and National Pension Commission data on the financial system.
- **Business and financial publications:** Nairametrics, Proshare, ThisDay, Leadership, The Guardian (Nigeria) and StartupBlink, graded lower and used to inform, not to set hard targets.

The publishers today

World Bank · National Bureau of Statistics · National Population Commission · Central Bank of Nigeria · National Pension Commission · Nairametrics · Proshare · Leadership Newspapers · The Guardian (Nigeria) · ThisDay · StartupBlink.

Evidence grades

A **Authoritative.** Official statistics and regulator data with a clear method, such as NBS bulletins and CBN publications.

B **Strong.** Established international datasets and well-documented surveys, such as World Bank indicators.

C **Moderate.** Credible secondary sources with a partial method or narrower coverage.

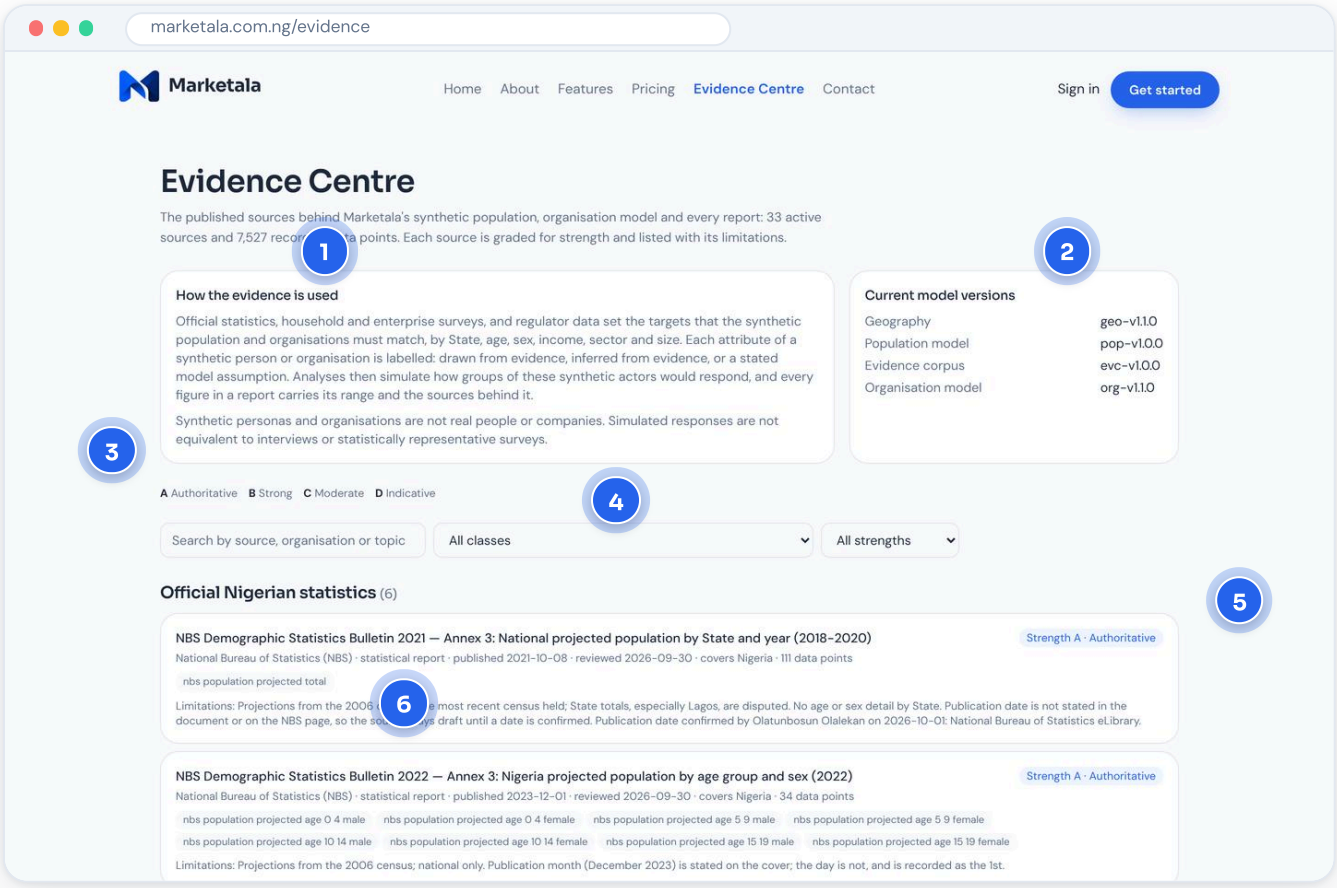
D **Indicative.** News and industry reporting. Useful direction, never used on its own to set a target.

Exchange rates for naira pricing come from ExchangeRate-API and are refreshed daily.

TRANSPARENCY

The Evidence Centre

The Evidence Centre is the public library behind Marketala. It lists every active source, how strong it is, what it covers, when it was reviewed, and what it cannot tell you. Anyone can open it, with or without an account.



1 How the evidence is used
A plain explanation of how statistics become targets for the synthetic population and organisation model.

2 Current model versions
The live versions of the geography, population, evidence and organisation models. Every report records the versions it used.

3 Grade key
A Authoritative, B Strong, C Moderate, D Indicative.

4 Search and filters
Search by source, organisation or topic, and filter by class of source or by strength.

5 Strength badge
Each source shows its grade, publisher, publication and review dates, coverage and number of data points.

6 Limitations
Every source states what it cannot tell you, for example "national level only" or "projected from the 2006 census".

THE SYNTHETIC MARKET

A simulated Nigeria: 100,000 people and 43,011 organisations

At the heart of Marketala is a synthetic model of the Nigerian market. It behaves like the real market in aggregate, while containing no real person or company.

Synthetic people

100,000 personas across all 36 States and the FCT, placed in all 774 LGAs. Each has around 20 attributes, including:

- Age
- Gender
- State & LGA
- Urban / rural
- Household size
- Household income band
- Personal income band
- Employment status
- Highest education
- Marital status
- Primary language
- Smartphone ownership
- Internet usage
- Online shopping
- Digital payment usage
- Banking behaviour
- Price sensitivity

Synthetic organisations and decision-makers

43,011 organisations and decision-makers, from informal micro-businesses to large enterprises, schools, hospitals and financial institutions. Each organisation is weighted to **stand for** a number of real organisations of its kind. Attributes include:

- Organisation type
- Industry
- Employee count band
- Revenue band
- Digital maturity
- Growth stage
- Location & operating footprint
- Decision-maker roles
- Consumers served

How it is built

Sampled from aggregates

Personas are drawn so that, taken together, they match published totals and distributions (for example age by State). No individual record is copied.

Labelled honestly

Each attribute is labelled *evidence*, *inferred* or *model assumption*. The Explorer shows this label on every chart.

Linked

Organisations are linked to the consumers they serve, so a B2B2C analysis can estimate how many consumers you could reach through organisations.

Privacy by construction. A re-identification review found the risk negligible: personas are sampled from aggregates and carry no identifiers. Synthetic IDs look like `MKP-v0-000123` and refer to nothing outside the model.

02

CHAPTER TWO

Touring the website

Before you sign in: the public pages at marketala.com.ng, where you can learn what Marketala does, compare plans, browse the evidence and get in touch.

Home
The headline, live figures and recent sources.

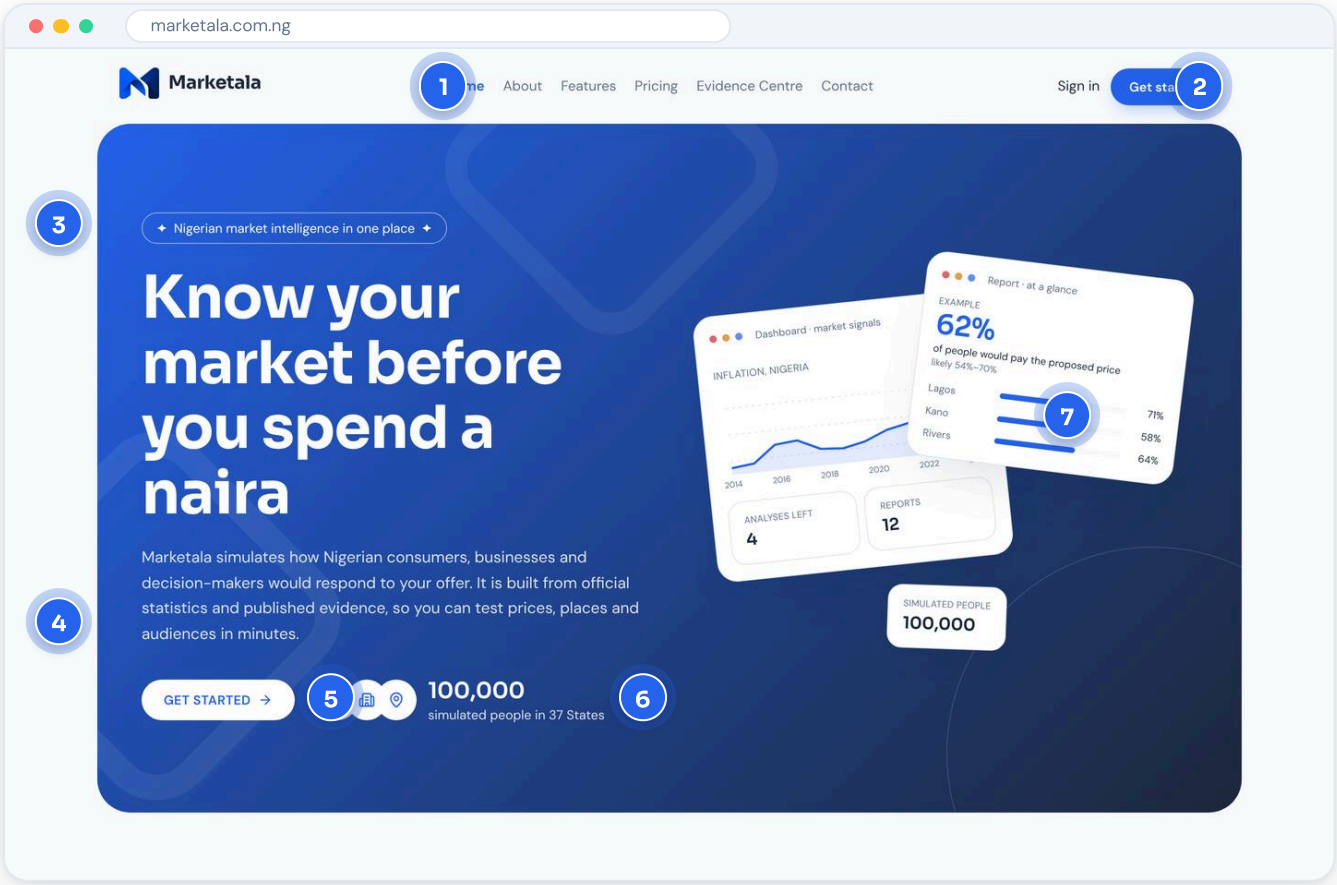
About & Features
Why Marketala, and what is inside the product.

Pricing, FAQ, Status
Plans, answers and live system health.

MARKETALA.COM.NG

The home page

The home page explains Marketala in one screen and gives you two ways in: create a free account, or sign in.



1 Main menu
Home, About, Features, Pricing, Evidence Centre and Contact.

2 Sign in / Get started
Existing users sign in; new users create a free account.

3 The promise
"Know your market before you spend a naira": test prices, places and audiences in minutes.

4 What it does
A one-paragraph summary of how Marketala simulates the Nigerian market.

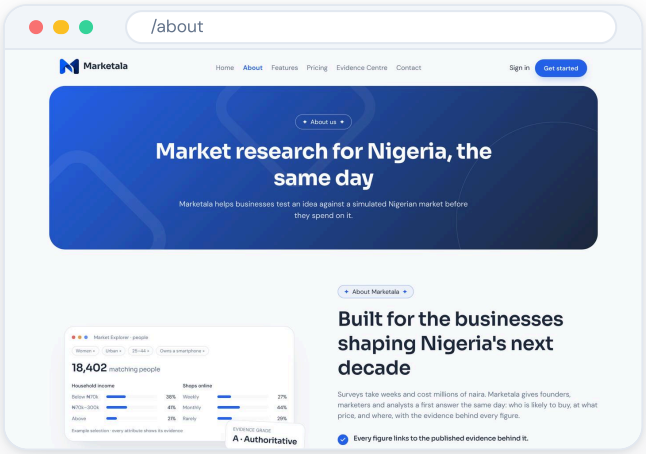
5 Get started
Opens sign-up. The Quick plan is free, with no card needed.

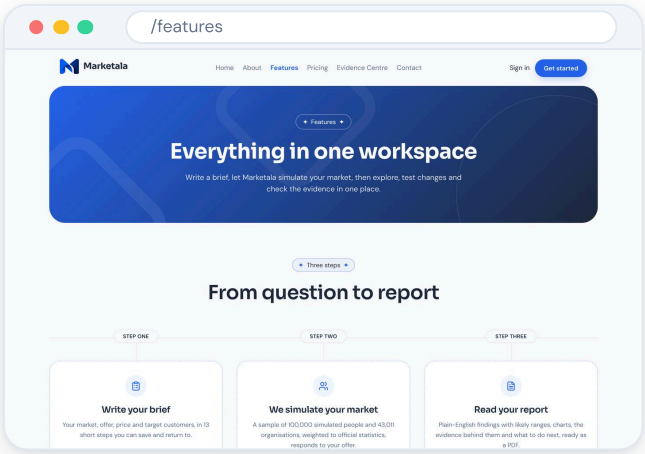
6 Live scale
The number of simulated people and States, read live from the platform.

7 Product preview
Illustrations of the dashboard and a report "at a glance" panel.

ABOUT · FEATURES

About and Features





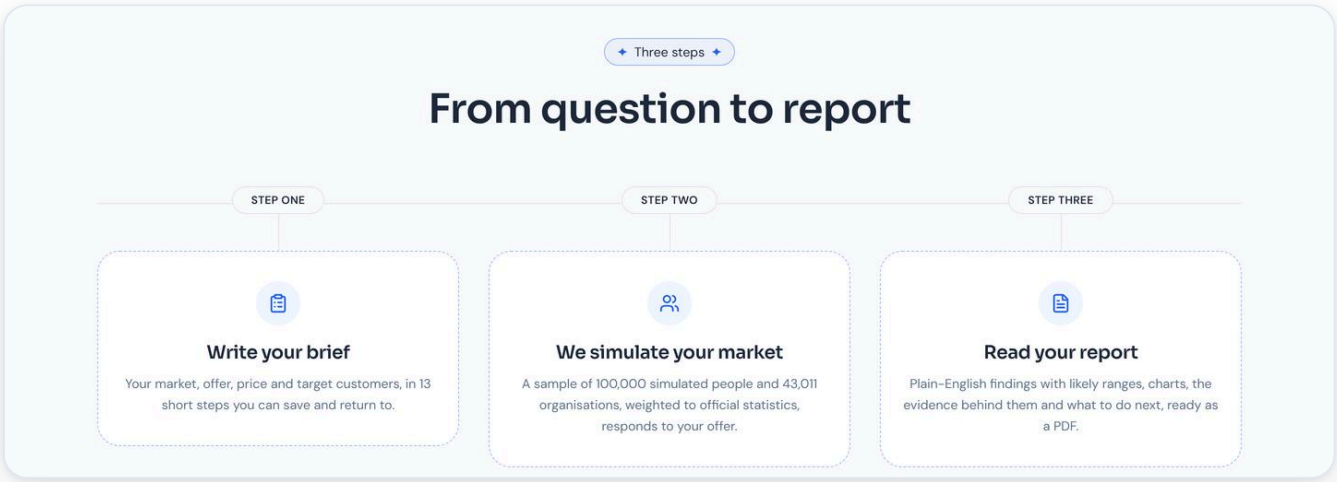
About

The About page tells the Marketala story: research for Nigeria, the same day. It explains who Marketala is built for (the businesses shaping Nigeria's next decade) and the promise that **every figure links to the published evidence behind it**.

Features

"Everything in one workspace." The Features page walks through the product: write a brief, let Marketala simulate your market, then explore, test changes and check the evidence in one place.

From question to report, in three steps



1 · Write your brief

Your market, offer, price and target customers in 13 short steps you can save and return to.

2 · We simulate your market

A sample of 100,000 simulated people and 43,011 organisations, weighted to official statistics, responds to your offer.

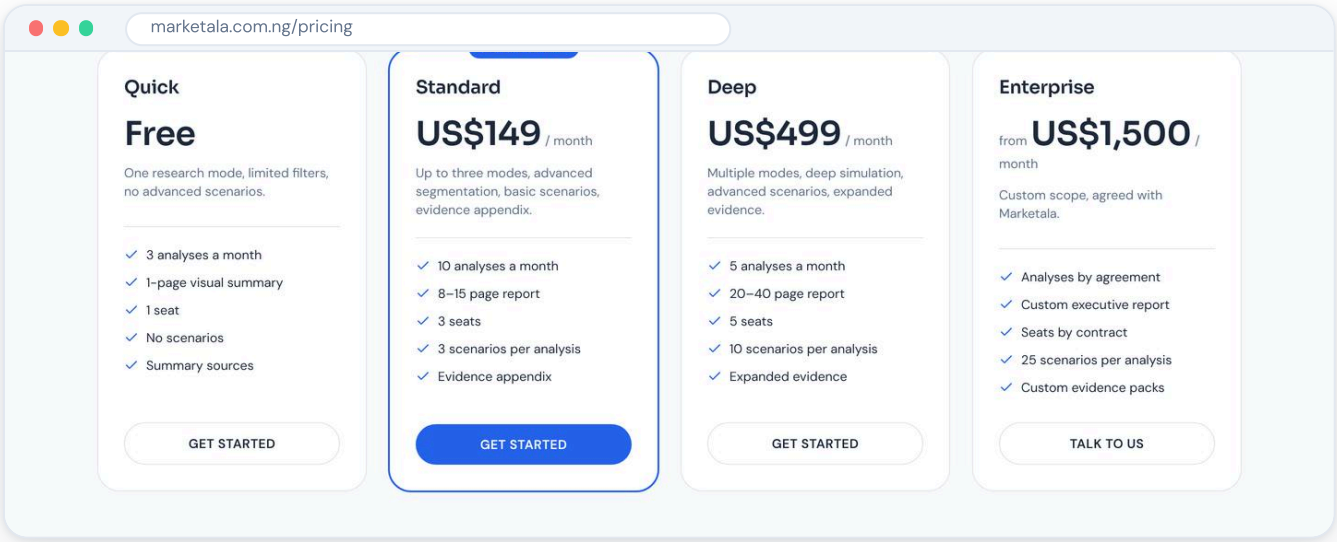
3 · Read your report

Plain-English findings with likely ranges, charts, the evidence behind them and what to do next, ready as a PDF.

✦ PRICING ✦

Plans and pricing

Start free, and upgrade when you need more analyses, longer reports, more seats or scenarios. Prices are in US dollars; you can pay in naira at the day's rate (about ₦1,331 per US$1 when this handbook was written).

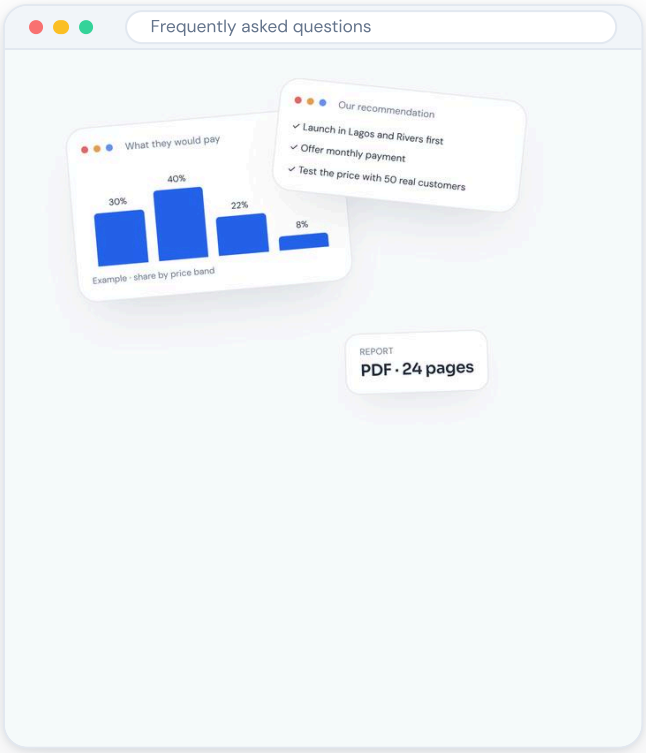


	QUICK	STANDARD	DEEP	ENTERPRISE
Price	Free	**US$149** / month	**US$499** / month	from **US$1,500** / month
Analyses per month	3	10	5	By agreement
Research modes per analysis	1	Up to 3	Any number	Any number
Report	1-page visual summary	8–15 pages	20–40 pages	Custom executive report
Seats	1	3	5	By contract
Scenarios per analysis	None	3	10	25
Simulation	12 groups, asked once	30 groups, asked twice	60 groups, asked twice	100 groups, asked twice
Evidence	Summary sources	Evidence appendix	Expanded evidence	Custom evidence packs

Standard is recommended for most teams. Deep is for fewer, larger studies with many modes and advanced scenarios. Enterprise is scoped with Marketala: use "Talk to us" or the Contact page.

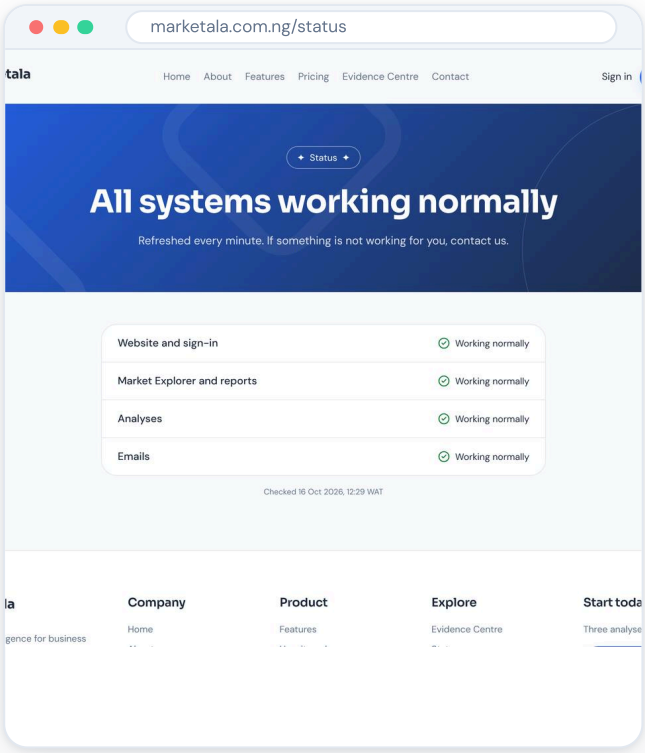
HELP · STATUS · LEGAL

FAQ, Status and legal pages



Frequently asked questions

The FAQ answers the questions people ask most: whether results are real survey answers (no, they are simulations), where the data comes from, how detailed you can go, how long an analysis takes, what it costs, how to pay, how to change or cancel, who can see your work, and whether personas describe real people (they do not).



Status page

The public Status page shows, in plain terms, whether each part of Marketala is working: **Website and sign-in**, **Market Explorer and reports**, **Analyses** and **Emails**. It refreshes every minute. If something is not working for you and the page shows green, contact us.

Privacy Policy and Terms of Service

Privacy Policy

Drafted against the Nigeria Data Protection Act 2023 and NDPC guidance. It explains what personal data Marketala holds about account users (name, email, company, usage and payments), why, for how long, and your rights. Marketala uses essential cookies only.

Terms of Service

The rules for using Marketala, including that results are simulations, and that you must not put personal data about real individuals into a brief. Both pages are linked from sign-up, the site footer and Settings.

03

CHAPTER THREE

Getting started

Create your free account, confirm your email, sign in, and find your way around your workspace and its dashboard.

Sign up
A free Quick workspace in under a minute.

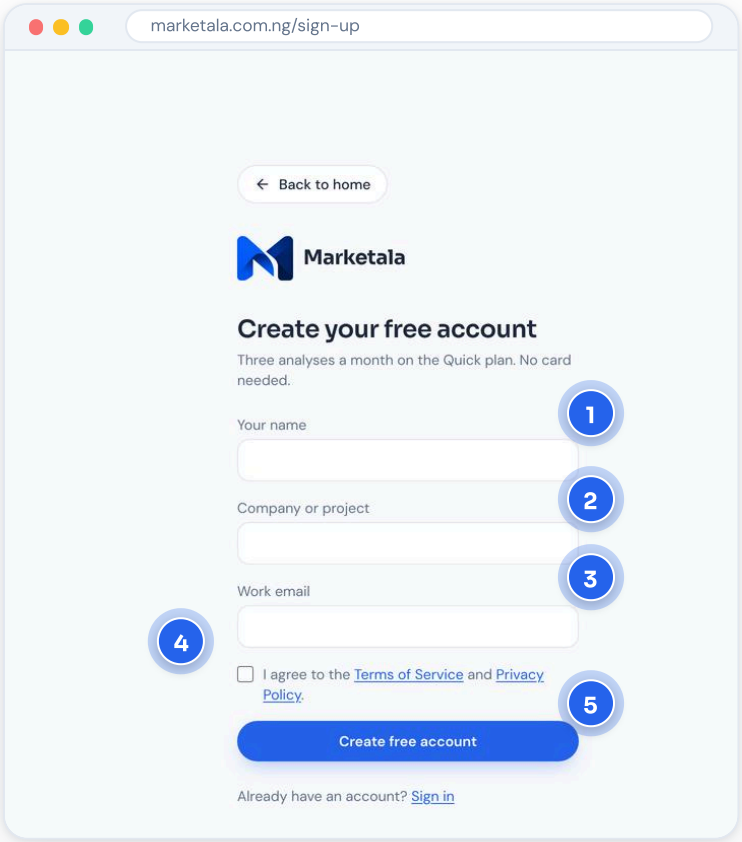
Sign in & reset
Getting back in, safely.

Your dashboard
Everything in your workspace at a glance.

STEP ONE

Create your free account

Anyone can sign up. Once you confirm your email, you get a free Quick workspace with three analyses a month. No card is needed.



1. **Your name**
   Shown to your team.
2. **Company or project**
   Your free workspace is named after it. You can rename it later.
3. **Work email**
   Where your confirmation link, reports and receipts go.
4. **Terms and Privacy**
   Tick to accept the Terms of Service and Privacy Policy.
5. **Create free account**
   Sends a confirmation email.

What happens next

1
Check your inbox
A branded email from Marketala arrives with a one-time confirmation link.

→

2
Confirm
The link confirms your email address and creates your free Quick workspace.

→

3
Set a password
Choose a password for future sign-ins.

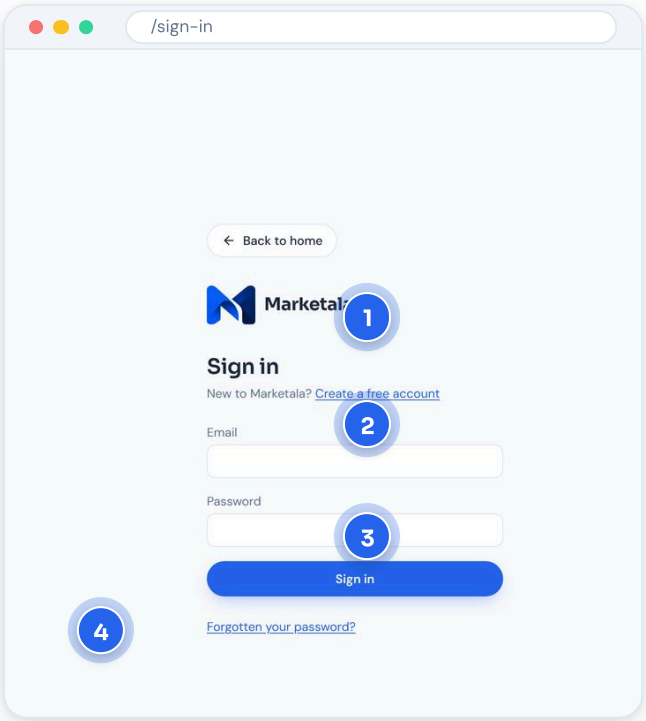
→

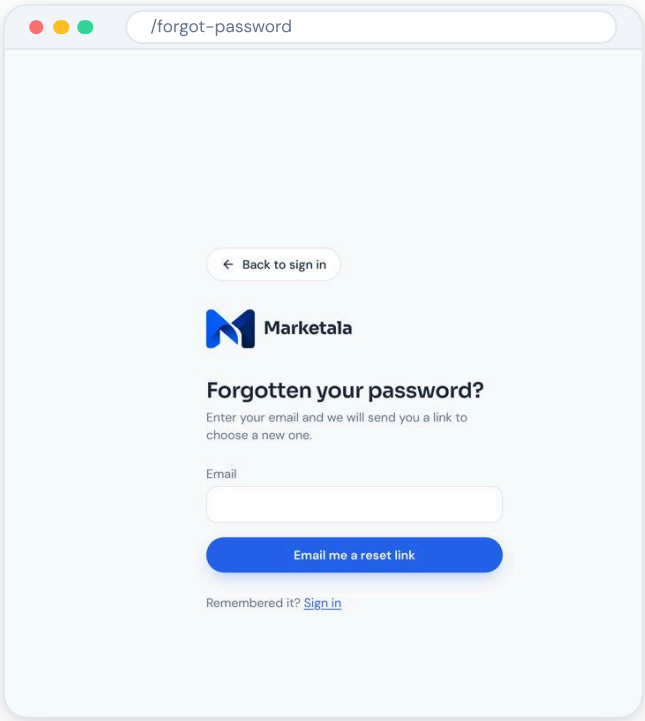
4
Welcome
You land on your dashboard, and a welcome email follows.

Already have an account? If you sign up with an address that already has an account, Marketala emails you to say so instead. The screen looks the same either way, so nobody can use sign-up to discover who has an account. Sign-up is rate-limited to protect against abuse.

STEP TWO

Sign in, and forgotten passwords





1. **Email**
   The address you signed up with.
2. **Password**
   The one you set after confirming your email.
3. **Sign in**
   Takes you to your workspace dashboard.
4. **Forgotten your password?**
   Starts a reset by email.

Resetting your password

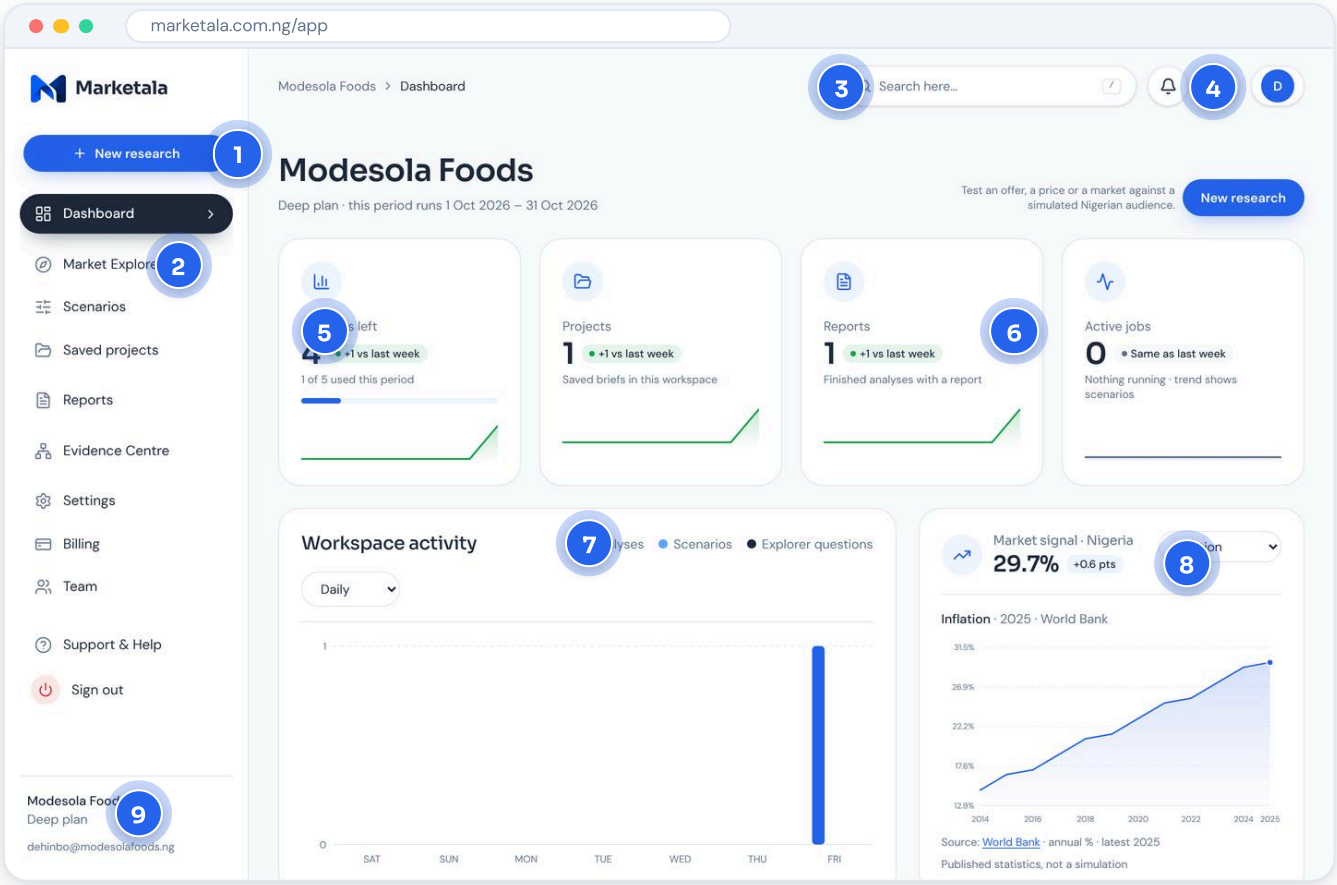
1. Choose **Forgotten your password?** on the sign-in page.
2. Enter your email. If an account exists, Marketala emails a reset link. The answer on screen is the same either way.
3. Open the link and choose a new password.

> **Security.** Requests are rate-limited, links are single-use and never stored or logged, and Settings has a **Sign out everywhere** option if you think someone else has access.

YOUR WORKSPACE

Your dashboard

The dashboard is home base. It shows how much of your plan is left, what is in your workspace, what is running, and a live market signal for Nigeria.



1 New research
Starts a new brief from anywhere in the app.

2 Main navigation
Dashboard, Market Explorer, Scenarios, Saved projects, Reports, Evidence Centre, Settings, Billing and Team.

3 Search
Finds projects, reports and evidence. Press **/** to jump to it.

4 Alerts, help and account
Notifications (for example "report ready"), Support & Help, and your profile.

5 Analyses left
How many analyses remain this period, with a usage bar and the week's trend.

6 Projects, reports, active jobs
Saved briefs, finished reports, and analyses running now.

7 Workspace activity
Analyses, scenarios and Explorer questions by day, week or month.

8 Market signal
A published Nigerian indicator (inflation, people online, account ownership and more) with its source. Published statistics, not a simulation.

9 Workspace and plan
Which workspace you are in, its plan, and your email.

04

CHAPTER FOUR

Running a research analysis

The brief builder turns your question into research in 13 short questions across four chapters. We follow one example all the way through: **Dehinbo Modesola** of **Modesola Foods** launching **Zobo Fresh**, a chilled, low-sugar hibiscus drink at ₦600 a bottle.

Your business
Market type, business, objective and offer.

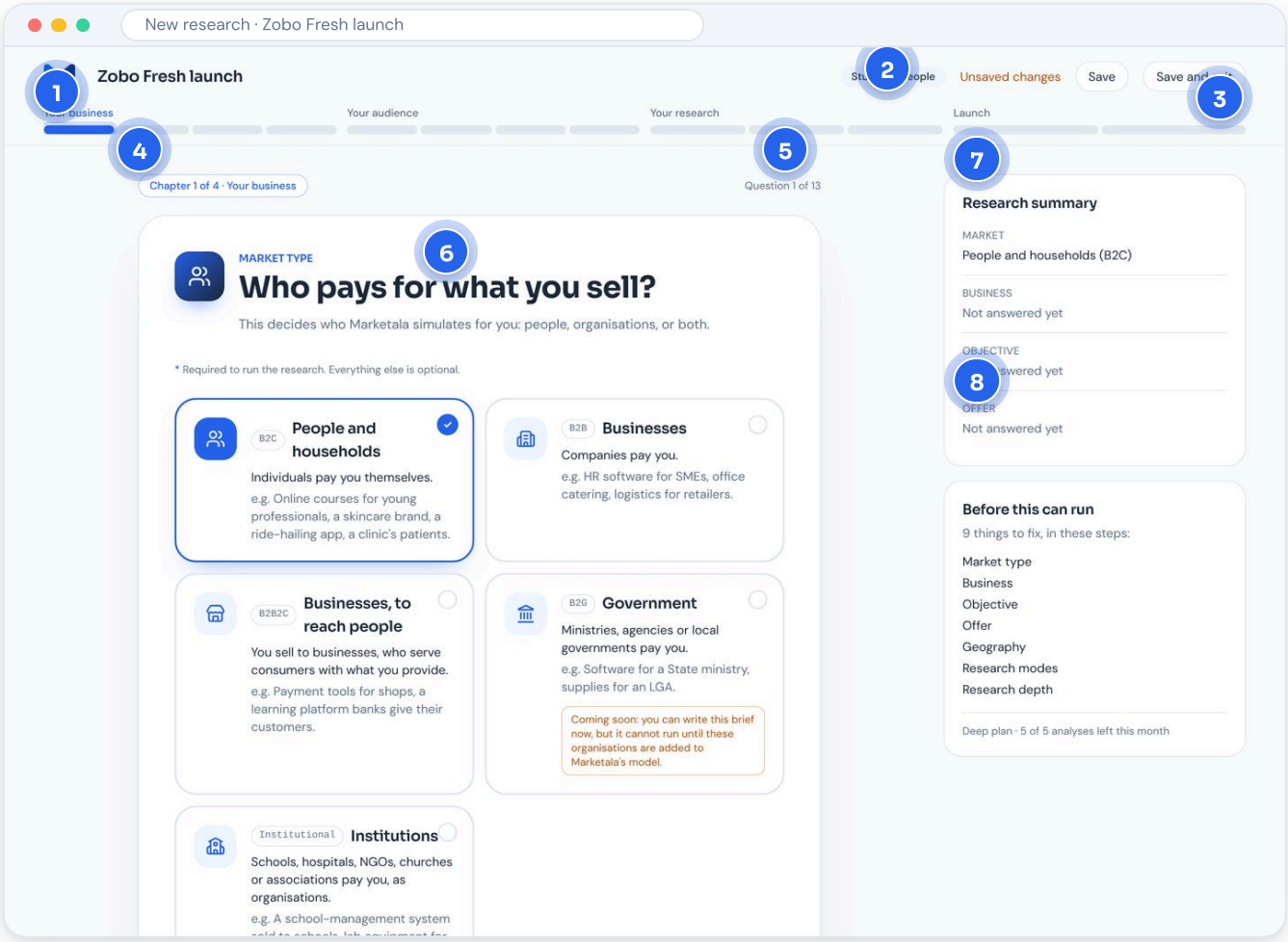
Your audience
Who, which attributes, where and how they behave.

Your research & launch
Modes, depth, assumptions, review and run.

THE BRIEF BUILDER

One question at a time

Choose **New research**, name your project, and the brief builder opens. It shows one question per slide, keeps a running summary beside you, and saves as you go.



1 Chapter progress
Four chapters (Your business, Your audience, Your research, Launch), one segment per question. Click any finished segment to jump back.

2 Studying chip
Shows who will be simulated: People, Organisations or both. It follows your market type.

3 Save and Save and exit
Save at any point and come back later. Unsaved changes are flagged.

4 Where you are
Chapter, question number and how far through you are.

5 Question counter
"Question 1 of 13", with a percentage once you start.

6 The question
A plain question with a short note on why it matters. Press **Enter** to continue.

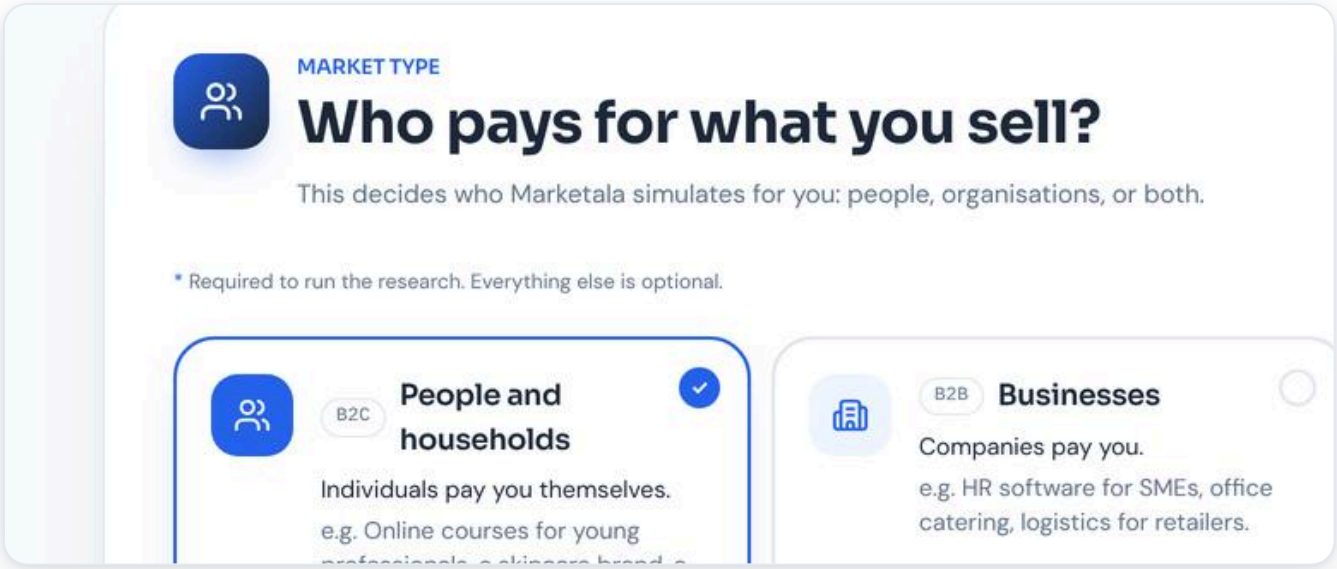
7 Research summary
Builds up as you answer, so you can always see the whole brief.

8 Before this can run
A live checklist of what is still needed. You can carry on and come back later.

✦ CHAPTER 1 · QUESTION 1 ✦

Who pays for what you sell?

The first question is the most important. Your market type decides who Marketala simulates for you: people, organisations, or both.

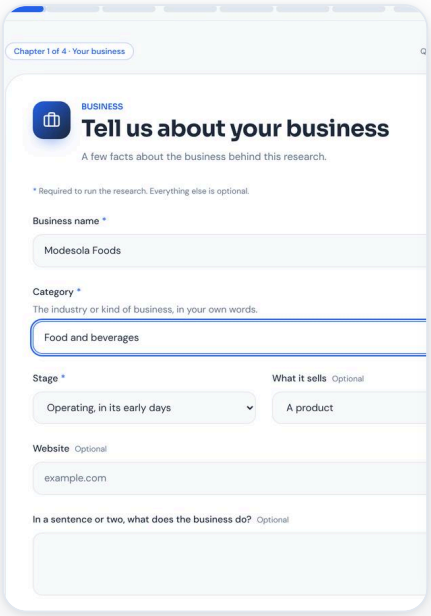


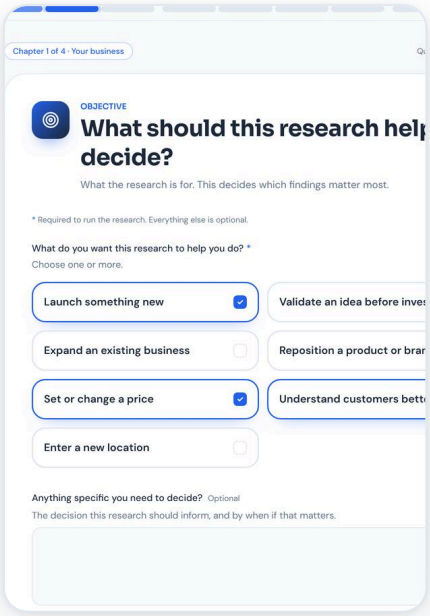
MARKET TYPE	WHO PAYS	MARKETALA SIMULATES	EXAMPLES
People and households B2C	Individuals pay for themselves.	Synthetic people	Online courses for young professionals, a skincare brand, a ride-hailing app, a clinic's patients.
Businesses B2B	Companies pay.	Organisations and decision-makers	HR software for SMEs, office catering, logistics for retailers.
Businesses, to reach people B2B2C	You sell to businesses that serve consumers with what you provide.	Both, linked	Payment tools for shops, a learning platform banks give their customers.
Government B2G	Ministries, agencies or local governments.	Coming soon	Software for a State ministry, supplies for an LGA. You can write the brief now.
Institutions	Schools, hospitals, NGOs, churches or associations pay as organisations.	Organisations and decision-makers	A school-management system sold to schools, lab equipment for hospitals.

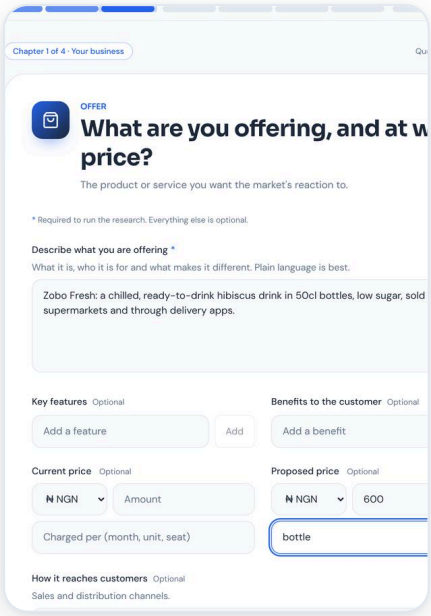
Not sure? Think about who pays. If students, shoppers or patients pay you themselves, choose **People and households**, even if you work in education or health. Choose more than one if you sell to several. If your description sounds like consumers but you picked an organisational type, Marketala shows a gentle nudge with a one-click switch.

CHAPTER 1 · YOUR BUSINESS

Business, objective and offer







Q2 · Tell us about your business

Business name, category (in your own words), stage (idea, launching, operating in its early days, established, and so on) and what it sells (a product, a service or both). Website and a one-line description are optional.

Example: Modesola Foods · Food and beverages · operating in its early days · a product.

Q3 · What should this research help you decide?

Choose one or more goals: launch something new, validate an idea before investing, expand an existing business, reposition a product or brand, set or change a price, understand customers better, or enter a new location. Add a specific decision and deadline if it helps.

The goals decide which findings matter most in the report.

Q4 · What are you offering, and at what price?

Describe the offer in plain language. Optionally add key features, benefits, the current and proposed price (naira or dollars, and what it is charged per), and how it reaches customers.

Example: Zobo Fresh, 50cl, low sugar, ₦600 per bottle, in supermarkets and delivery apps.

Why a price matters

If you give a proposed price, pricing questions are asked against it ("Would you pay ₦600?"). Answers come back in bands relative to your price, such as "100–120% of the price". Scenarios can later test a different price without starting again.

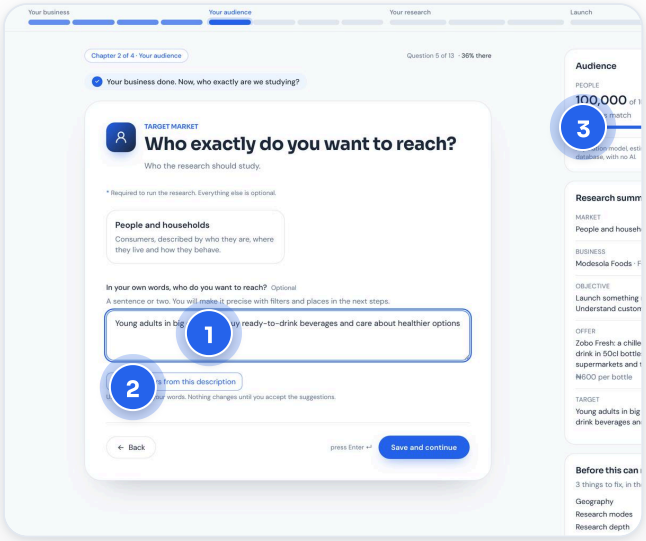
Required vs optional. Fields marked * are needed to run. Everything else is optional but sharpens the findings.

Keyboard friendly. Press Enter for *Save and continue*; use *Back* to revisit any slide.

CHAPTER 2 · YOUR AUDIENCE

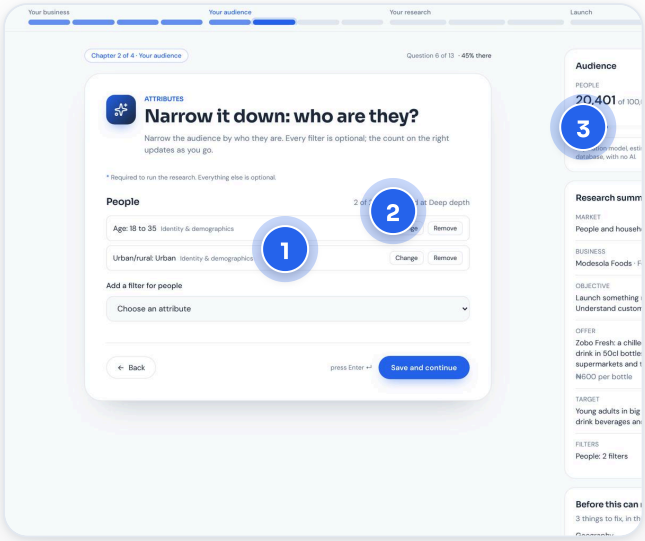
Who exactly are you studying?

Chapter 2 makes your audience precise. A **live count** on the right updates as you go, counted in the database with no AI.



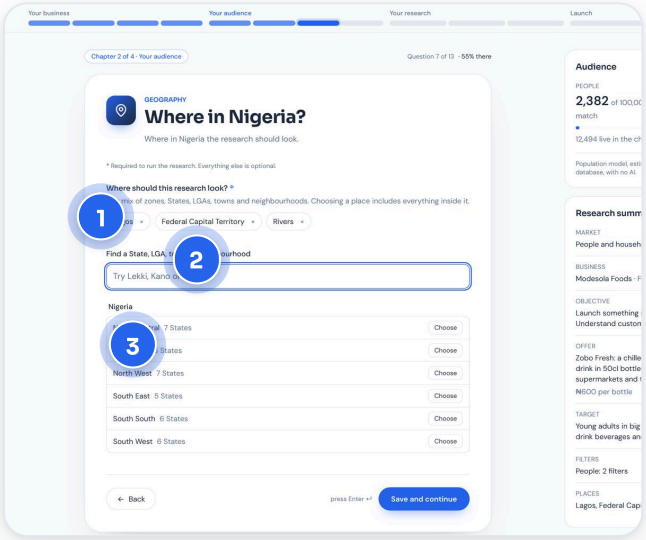
Q5 · Who do you want to reach?

(1) Describe your audience in a sentence. **(2)** *Suggest filters from this description* uses AI to propose filters; nothing changes until you accept them. **(3)** The live count starts at the whole population: 100,000 synthetic personas.



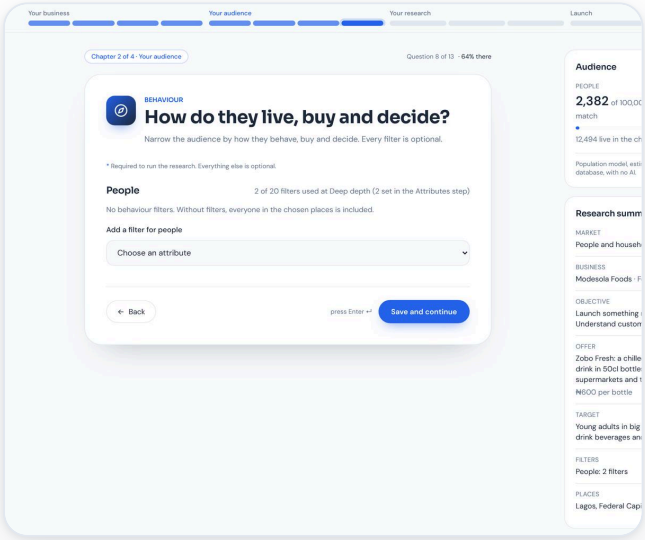
Q6 · Narrow it down: who are they?

(1) Add filters such as age, gender, income band, education or employment. **(2)** Your plan sets how many filters you can use (20 at Deep depth). **(3)** The count updates: aged 18–35 and urban leaves 20,401 people.



Q7 · Where in Nigeria?

(1) Chosen places appear as chips: here Lagos, FCT and Rivers. **(2)** Search any State, LGA, town or neighbourhood ("Try Lekki, Kano or PH"). **(3)** Or browse by geopolitical zone. Choosing a place includes everything inside it. Now 2,382 people match.



Q8 · How do they live, buy and decide?

Optional behaviour filters: internet and smartphone use, online shopping, digital payments, banking behaviour and price sensitivity. For organisations: industry, size, revenue, digital maturity and growth stage. Without filters, everyone in the chosen places is included.

CHAPTER 3 · QUESTION 9

What should we find out? The 18 research modes

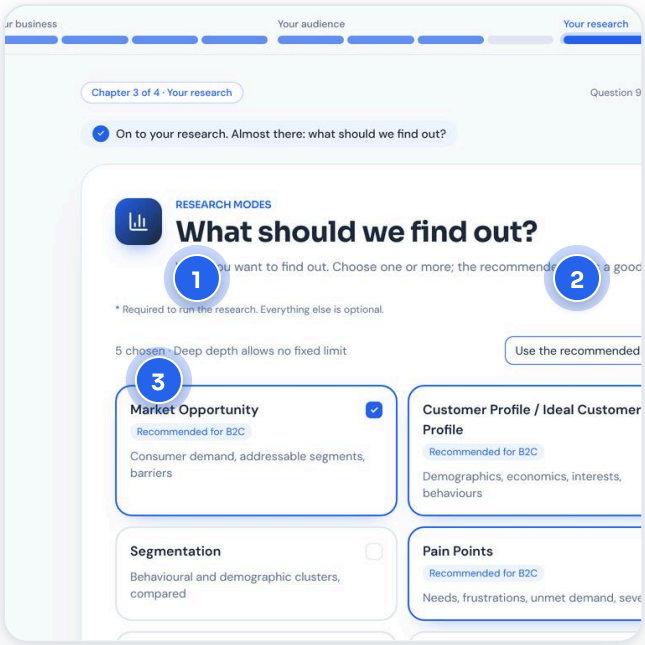
Each research mode is a set of questions the simulated market answers. Marketala marks the modes recommended for your market type, and **Use the recommended set** picks them in one click.

MODE	FOR PEOPLE	FOR ORGANISATIONS
Market Opportunity	Consumer demand, addressable segments, barriers	Target organisation segments, category need, opportunity conditions
Customer Profile / Ideal Customer Profile	Demographics, economics, interests, behaviours	Organisation characteristics relevant to the offer
Segmentation	Behavioural and demographic clusters, compared	By industry, size, geography, economics, maturity
Pain Points	Needs, frustrations, unmet demand, severity	Organisational problems and unmet needs
Purchase Drivers	Motivations, adoption, conversion	Factors driving organisational adoption
Purchase Barriers	Price, trust, availability, awareness, habit, competition	Cost, trust, implementation, procurement, switching
Pricing Research	Willingness-to-pay bands, price sensitivity, scenarios	Budget bands, contract sensitivity, willingness-to-pay scenarios
Product/Service Concept Test	Concept reaction by segment	Offer tested against organisation profiles and committees
Brand & Positioning / Value Proposition	Brand perception, positioning statements, associations	Propositions compared by organisation and role
Message Testing	Marketing message response by segment	B2B messaging across buyer roles
Location Analysis	State, LGA, city, locality comparison	Operating footprint comparison
Competitive Analysis / Positioning	Competitors, substitutes, positioning map	Category alternatives and vendor positioning
Market Entry	Consumer entry conditions, fit, barriers	By industry, organisation type, location
Scenario Simulation	Price, location, segment, product, positioning	Pricing, segment, positioning, implementation, market assumptions
Go-to-Market Intelligence	Consumer go-to-market path	Target organisations, buying roles, channels, entry sequence
Buying Committee Analysis	Organisations only	Stakeholders, roles, influence, objections
Procurement Analysis	Organisations only	Purchasing processes, approval structures, vendor requirements
Account Prioritisation	Organisations only	Synthetic organisation segments matching an ideal customer profile

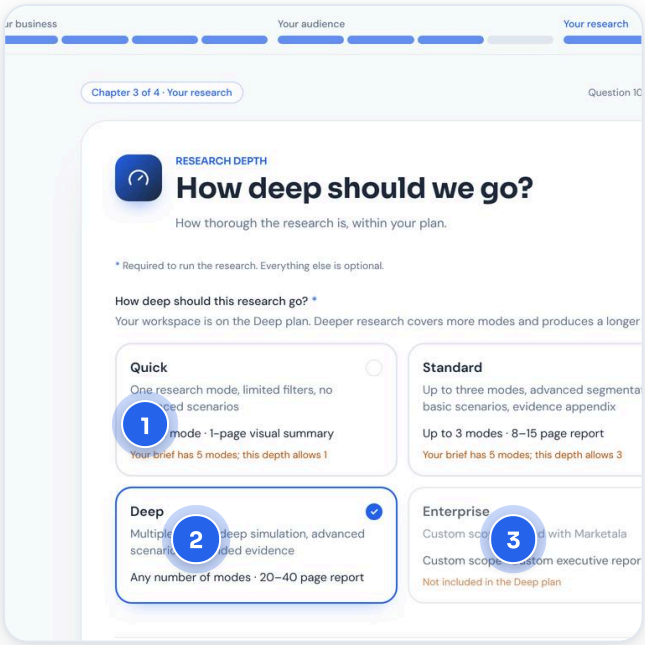
For a B2C brief such as Zobo Fresh, the recommended set is Market Opportunity, Customer Profile, Pain Points, Pricing Research and Message Testing. The number of modes you can choose depends on depth: 1 at Quick, up to 3 at Standard, any number at Deep and Enterprise.

CHAPTER 3 · QUESTIONS 10–11

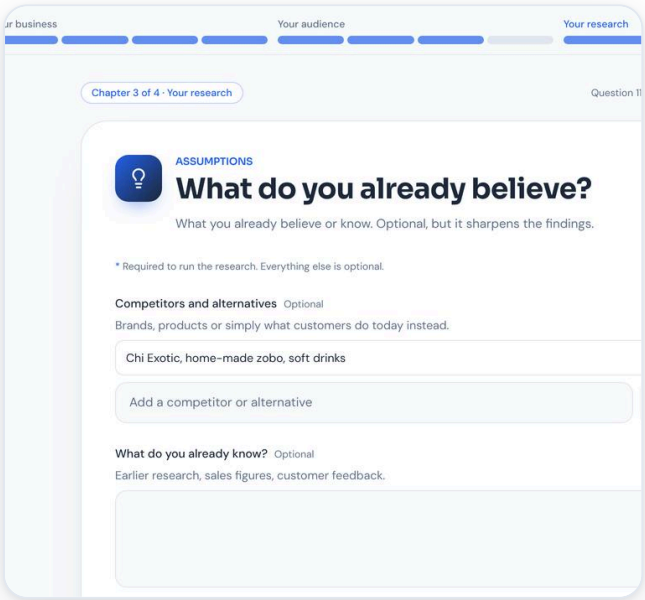
How deep, and what you already believe



Choosing modes. (1) How many you have chosen and what your depth allows. **(2)** One click selects the recommended set. **(3)** "Recommended for B2C" tags guide you.



Q10 · How deep should we go? (1) Depths that cannot hold your brief say why ("your brief has 5 modes; this depth allows 1"). **(2)** Pick a depth your plan includes. **(3)** Higher tiers show as not included in your plan.



Q11 · What do you already believe?

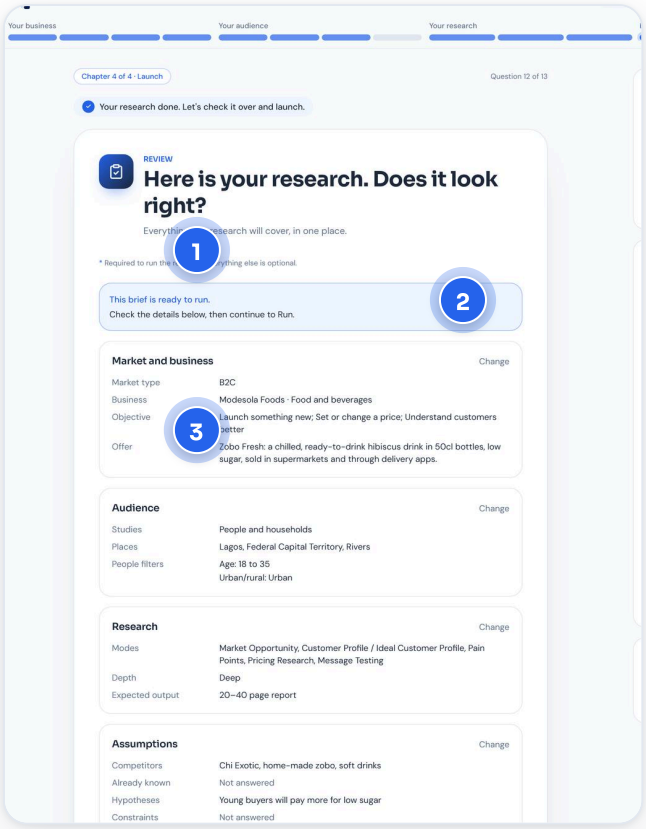
Optional, but it sharpens the findings:

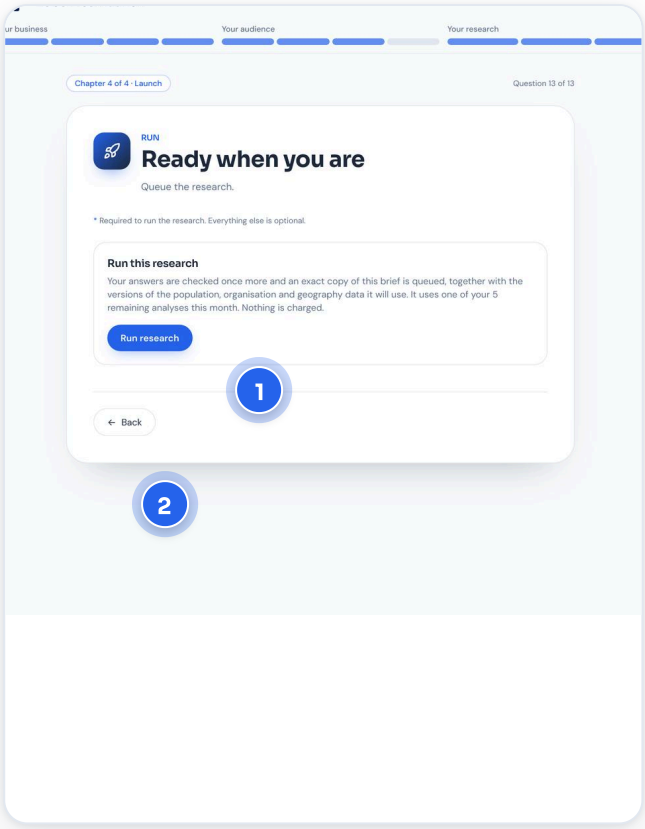
- **Competitors and alternatives:** brands, products, or what customers do today instead (for Zobo Fresh: Chi Exotic, home-made zobo, soft drinks).
- **What you already know:** earlier research, sales figures, customer feedback.
- **Hypotheses to test:** beliefs you want confirmed or challenged, one at a time ("Young buyers will pay more for low sugar").
- **Constraints:** budget, timing, regulation, channels you cannot use.

> **Depth vs plan.** Your plan sets the highest depth you can run. Each depth sets how many modes and filters a brief may use and how long the report is.

CHAPTER 4 · LAUNCH

Review, then run





Q12 · Here is your research. Does it look right?

(1) A clear "ready to run" state, or a list of what is missing. **(2)** *Change* jumps straight to that question. **(3)** The whole brief in one place: market and business, audience, research.

Q13 · Ready when you are

(1) Your answers are checked once more, and an exact copy of the brief is queued with the data versions it will use. It uses one analysis from your month. Nothing is charged. **(2)** Press **Run research**.

What happens after you press Run

STATE	WHAT IT MEANS
Queued	Your run is waiting for the analysis engine. The brief is frozen exactly as submitted, so later edits do not change it.
Running	The audience is being selected and grouped, and each group is answering the questions. Active jobs show on your dashboard.
Completed	The report is ready. You get a notification and, if switched on in Settings, an email with the PDF.
Needs attention	Something went wrong. The analysis is not counted against your plan, and Marketala's team is alerted automatically.

Running the same version of a brief again uses another analysis, and Marketala warns you before it does. Every run of a brief is listed with its date, brief version, depth, data versions and state.

05

CHAPTER FIVE

Reading your results

Your report explains what the simulated market said, how sure to be, where the evidence comes from, and what to do next. Here is how to read every section.

The report
Layout, sections and how to navigate.

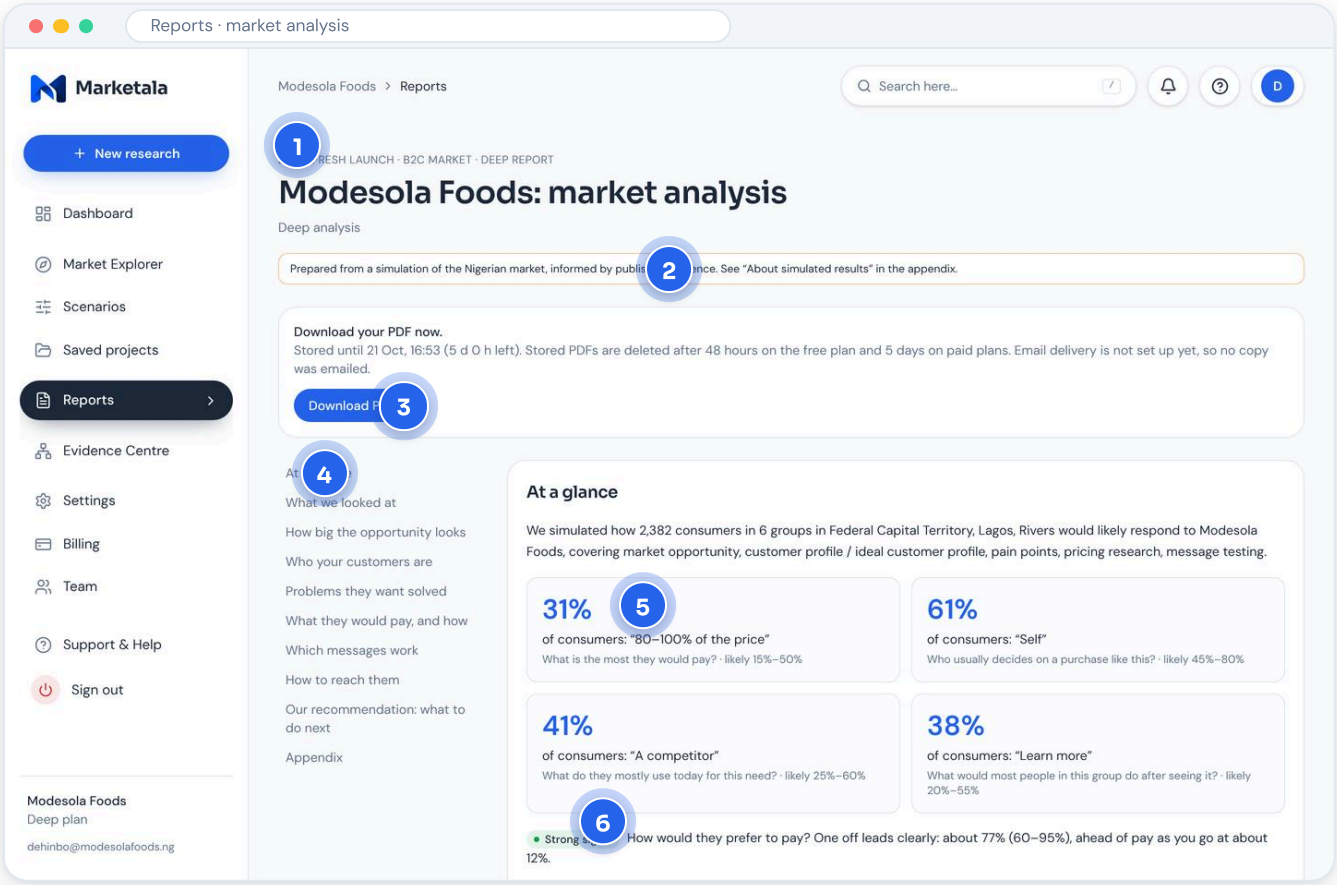
Signals & ranges
How confident each finding is.

PDF export
Download, share and keep your reports.

REPORTS

Your report

Every finished analysis has a web report built from its results, with the evidence behind each figure. Open it from **Reports**, from the project, or from the "report ready" notification.



Example report for Modesola Foods from Marketala's demo environment. Figures shown are illustrative.

1 Title and context
The project, market type and depth.

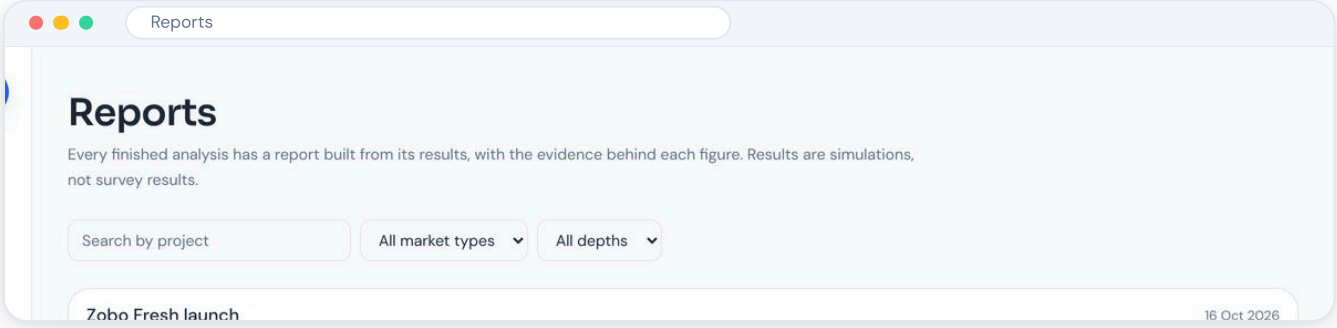
2 Simulation notice
Every report states up front that it comes from a simulation informed by published evidence.

3 Download your PDF
Shows how long the stored PDF is kept, and downloads it.

4 Section navigation
Jump to any section; the appendix holds method, sources and limits.

5 Headline figures
The most important numbers, each with its question and likely range.

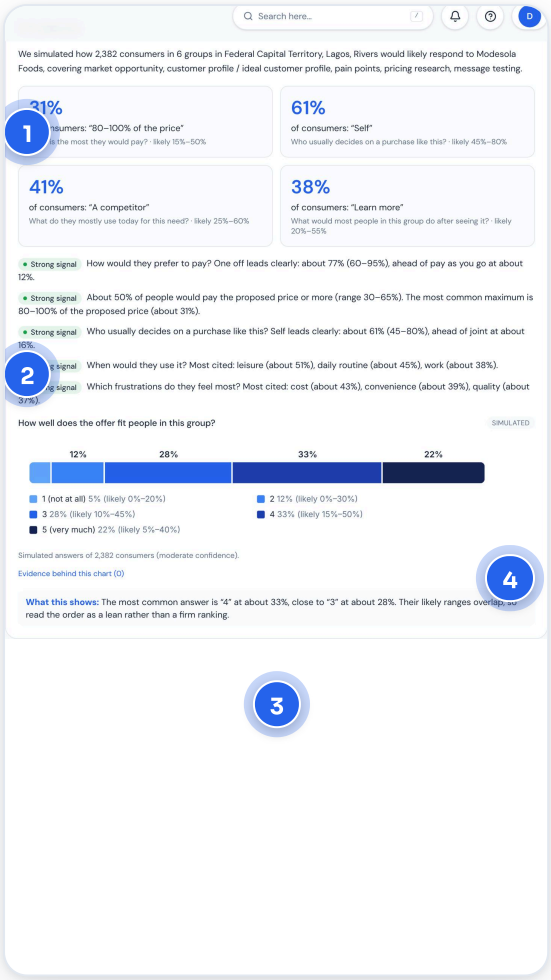
6 Signal labels
How confident each finding is (see the next pages).



The Reports list: search by project, and filter by market type and depth.

INSIDE A REPORT

Report sections, one by one



1. **Headline figure**
   The share choosing an answer, with the question and likely range ("likely 20%–60%").
2. **Findings with signal labels**
   Each finding in one sentence with its range.
3. **Chart**
   Column = best estimate, line = likely range.
4. **"Simulated" tag**
   Marks simulated results, as distinct from published statistics.

Under every chart, a **What this shows** note gives a plain reading, including when ranges overlap.

SECTION	WHAT IT TELLS YOU
At a glance	The headline numbers and strongest findings.
What we looked at	Business, offer, price, objective, market type, places, how many consumers and organisations were simulated, and the questions covered.
Mode sections	One per research mode, for example "How big the opportunity looks", "What they would pay, and how", "How your market splits into groups", "Who your customers are".
How to reach them	Results mapped to each go-to-market step: target, decision unit, need, discovery, evaluation, purchase, adoption, retention. Steps with no data say so.
Consumers you could reach through organisations	For B2B2C: organisation adoption × consumers served × consumer uptake.
Our recommendation	The clearest signal, how to use it, and numbered next steps.
APPENDIX	
All findings	Every finding in one list.
How we worked this out	How the audience was built and grouped, how answers were combined, and what the ranges mean.
Sources	The evidence used, with grades. Attributes without a source are model assumptions.
Limits of this analysis	What to keep in mind, for example "each group was asked once".
About simulated results	The standard notice, with a report reference.

About Marketala

Reports close with a page about Marketala, a product of **ExperTrait Consulting and Management Limited** (expertraitconsulting.com). The ExperTrait team can review a report with you, check findings with real customers, distributors and organisations, and support market-entry plans.

HOW SURE TO BE

Signals, ranges and recommendations

A simulated answer is a well-informed starting point, not a final answer. Marketala tells you exactly how much weight each finding can bear.

Strong signal · Clear

One answer leads, and its likely range does not overlap the next. Treat it as a strong lean and test it first.

Early signal · Tentative

A pattern exists but sits within the ranges of other answers. Read it as a lean, not a ranking.

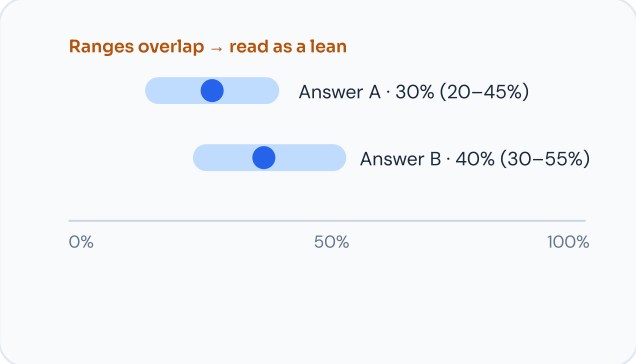
Indicative only

For example when each group was asked only once, or most attributes used are model assumptions. Good for direction only.

Reading a likely range

"About 40%, likely 30–50%" means the best estimate is 40%, and the simulated answers plus an allowance for model error put the true figure most likely between 30% and 50%. It is **not** a survey margin of error.

When two answers' ranges overlap, the report says so: *"Their likely ranges overlap, so read the order as a lean rather than a firm ranking."*



The recommendation

Our recommendation: what to do next

Our reading of the results as a whole: what we would do next, and why, if this were our business.

The clearest signal in this analysis: How would they prefer to pay? One off leads clearly: about 77% (60–95%), ahead of pay as you go at about 12%. These results come from a simulation of the Nigerian market, so treat them as a well-informed starting point rather than a final answer. The quickest way to turn them into decisions is to test the strongest signals with real customers, in the places you plan to launch, before you commit significant money.

Next steps

1. Test your price with a small group of real customers before launch, starting from the band the simulated market chose most often ("80–100% of the price").
2. Fill the gaps this analysis did not cover (retention) with a follow-up analysis before you finalise your plan.
3. Check the strongest findings with real customers and partners in the places you plan to launch before committing a large budget.

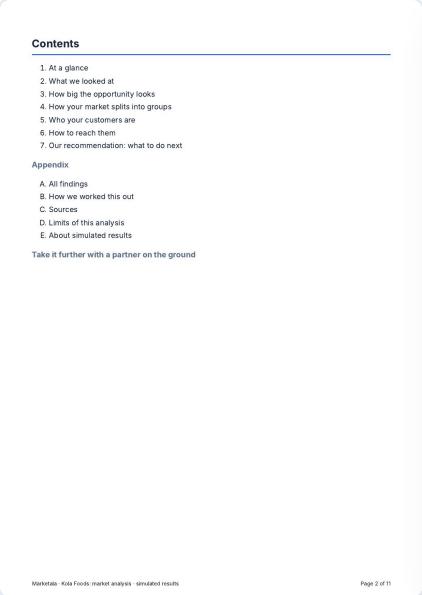
Recommendations built by fixed rules from the results above. An adviser-written version appears when the AI writer is available.

The recommendation reads the results as a whole: the clearest signal, how to treat it, and practical next steps, such as testing the price with a small group of real customers, filling gaps with a follow-up analysis, and checking the strongest findings before committing a large budget. Recommendations are built by fixed rules from the results, so they never claim more than the data supports.

TAKE IT WITH YOU

PDF export, sharing and retention

Every report can be downloaded as a branded, print-ready PDF, with contents, page numbers, charts, findings and the appendix. Share it with your team, investors or partners.


Contents

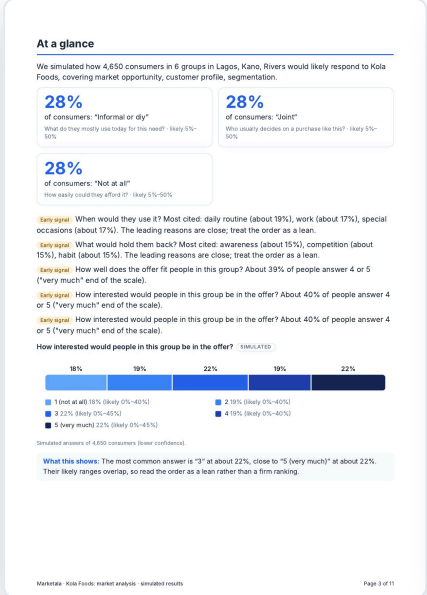
1. At a glance
2. What we looked at
3. How big the opportunity looks
4. How your market splits into groups
5. Who your customers are
6. How to reach them
7. Our recommendation: what to do next

Appendix

A. All findings
B. How we worked this out
C. Sources
D. Limits of this analysis
E. About simulated results

Take it further with a partner on the ground

Marketala · Kola Foods: market analysis · simulated results Page 2 of 11


At a glance

We simulated how 4,650 consumers in 6 groups in Lagos, Kano, Rivers would likely respond to Kola Foods, covering market opportunity, customer profile, segmentation.

28% of consumers: "Informal or diy"
What do they mostly use today for this need? · likely 5%–50%

28% of consumers: "Joint"
Who usually decides on a purchase like this? · likely 5%–50%

28% of consumers: "Not at all"
How easily could they afford it? · likely 5%–50%

Early signal When would they use it? Most cited: daily routine (about 19%), work (about 17%), special occasions (about 17%). The leading reasons are close; treat the order as a lean.

Early signal What would hold them back? Most cited: awareness (about 15%), competition (about 15%), habit (about 15%). The leading reasons are close; treat the order as a lean.

Early signal How well does the offer fit people in this group? About 39% of people answer 4 or 5 ("very much" end of the scale).

Early signal How interested would people in this group be in the offer? About 40% of people answer 4 or 5 ("very much" end of the scale).

Early signal How interested would people in this group be in the offer? About 40% of people answer 4 or 5 ("very much" end of the scale).

How interested would people in this group be in the offer? SIMULATED

18% 19% 22% 19% 22%

1 (not at all) 18% (likely 0%–40%) · 2 19% (likely 0%–40%) · 3 22% (likely 0%–45%) · 4 19% (likely 0%–40%) · 5 (very much) 22% (likely 0%–45%)

Simulated answers of 4,650 consumers (lower confidence).

What this shows: The most common answer is "3" at about 22%, close to "5 (very much)" at about 22%. Their likely ranges overlap, so read the order as a lean rather than a firm ranking.

Marketala · Kola Foods: market analysis · simulated results Page 3 of 11


What we looked at

The business, the offer and the audience this analysis covers.

Business	Kola Foods · Packaged food
Offer	Fortified breakfast cereal in 250 g sachets.
Price	₦1,200
Objective	Market entry. Choose launch States and price.
Market type	Consumers (B2C)
Target	Urban households and grocery retailers
Places	Lagos, Kano, Rivers
Consumers simulated	4,650 in 6 groups
Questions covered	Market opportunity, Customer profile, Segmentation
Date	11 October 2026

The consumers and organisations in this analysis are simulated: each stands for a group in Marketala's model of the Nigerian market, not a real person or company.

How big the opportunity looks

How interested the market is likely to be, and where interest is strongest.

Consumers · Market opportunity. Lower confidence. SIMULATED

"How interested would people in this group be in the offer?" is shown in the chart under At a glance.

What this shows: The most common answer is "3" at about 22%, close to "5 (very much)" at about 22%. Their likely ranges overlap, so read the order as a lean rather than a firm ranking.

What do they mostly use today for this need? SIMULATED

28% 26% 25% 22%

Informal or diy 28% (likely 5%–50%) · Something else 26% (likely 5%–50%) · A competitor 25% (likely 5%–50%) · Nothing 22% (likely 0%–45%)

Simulated answers of 4,650 consumers (lower confidence).

What this shows: The most common answer is "Informal or diy" at about 28%, close to "Something else" at about 26%. Their likely ranges overlap, so read the order as a lean rather than a firm ranking.

Marketala · Kola Foods: market analysis · simulated results Page 4 of 11

Pages from an example PDF report (Kola Foods, fortified breakfast cereal, B2C, Lagos, Kano and Rivers).

Download

Use **Download PDF** at the top of any report. When a report is ready, Marketala can also email it to you with the PDF attached.

How long PDFs are kept

Stored PDFs are kept for **48 hours** on the free plan and **5 days** on paid plans, then deleted. The web report stays for as long as the workspace exists.

Re-export, free

You can re-export a PDF at any time from the web report **without using an analysis**.

06

CHAPTER SIX

Exploring further

Go beyond a single report: browse the synthetic market directly, ask quick questions of any audience, and test "what if" changes against a finished analysis.

Market Explorer
People, organisations, decision-makers and segments.

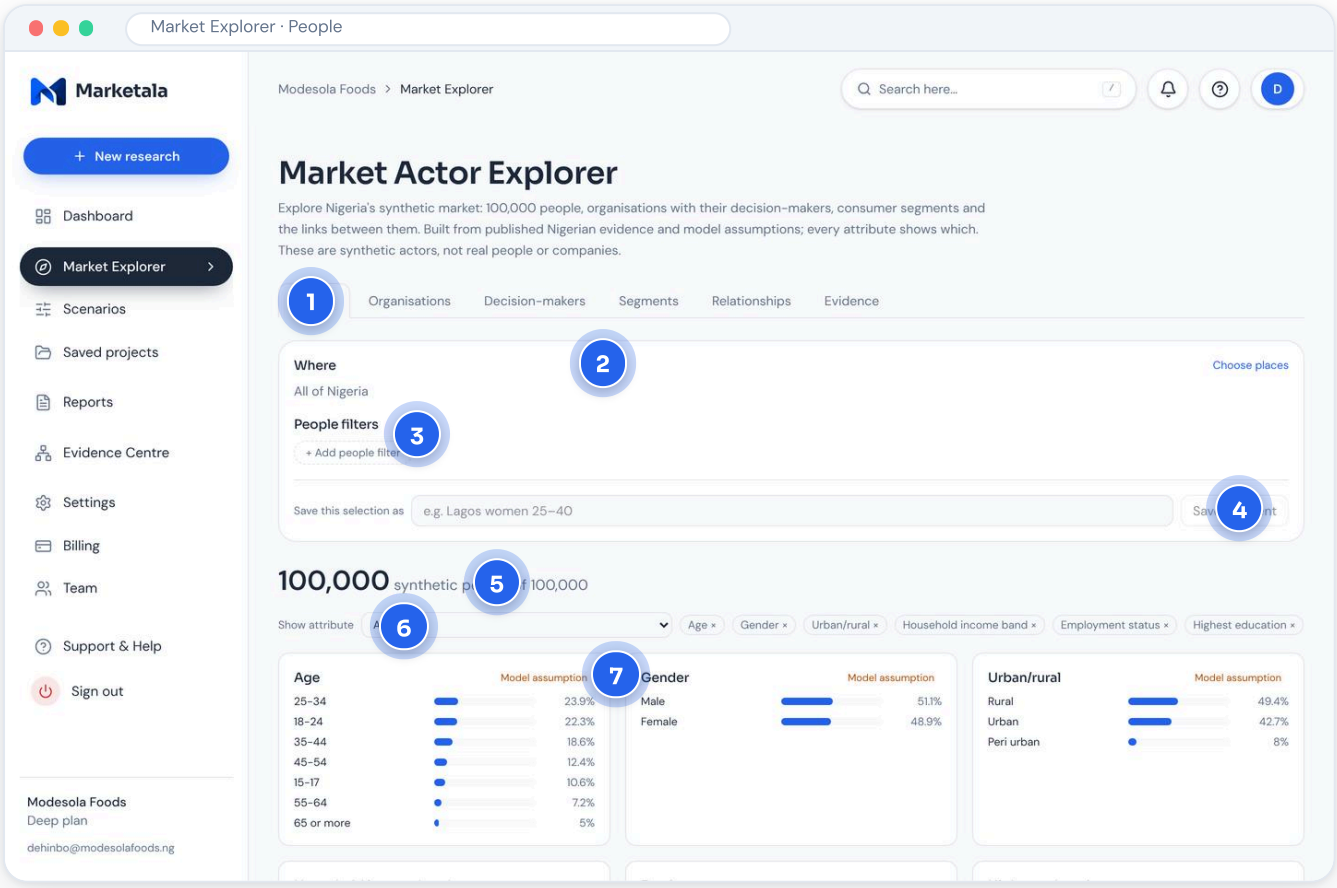
Ask a question
Quick simulated answers for any selection.

Scenarios
Change price, places or audience and compare.

MARKET EXPLORER

Market Explorer: people

The Market Explorer lets you look inside Nigeria's synthetic market: who lives where, what they earn, how they shop and pay. Every attribute shows whether it comes from evidence or a model assumption.



1 Tabs
People, Organisations, Decision-makers, Segments, Relationships and Evidence.

2 Where
All of Nigeria, or choose zones, States, LGAs, towns or neighbourhoods.

3 People filters
Narrow by any attribute, such as age, income band or banking behaviour.

4 Save segment
Name a selection ("Lagos women 25–40") and reuse it later.

5 Matching count
How many synthetic people match, out of 100,000.

6 Show attribute
Choose which attributes to chart.

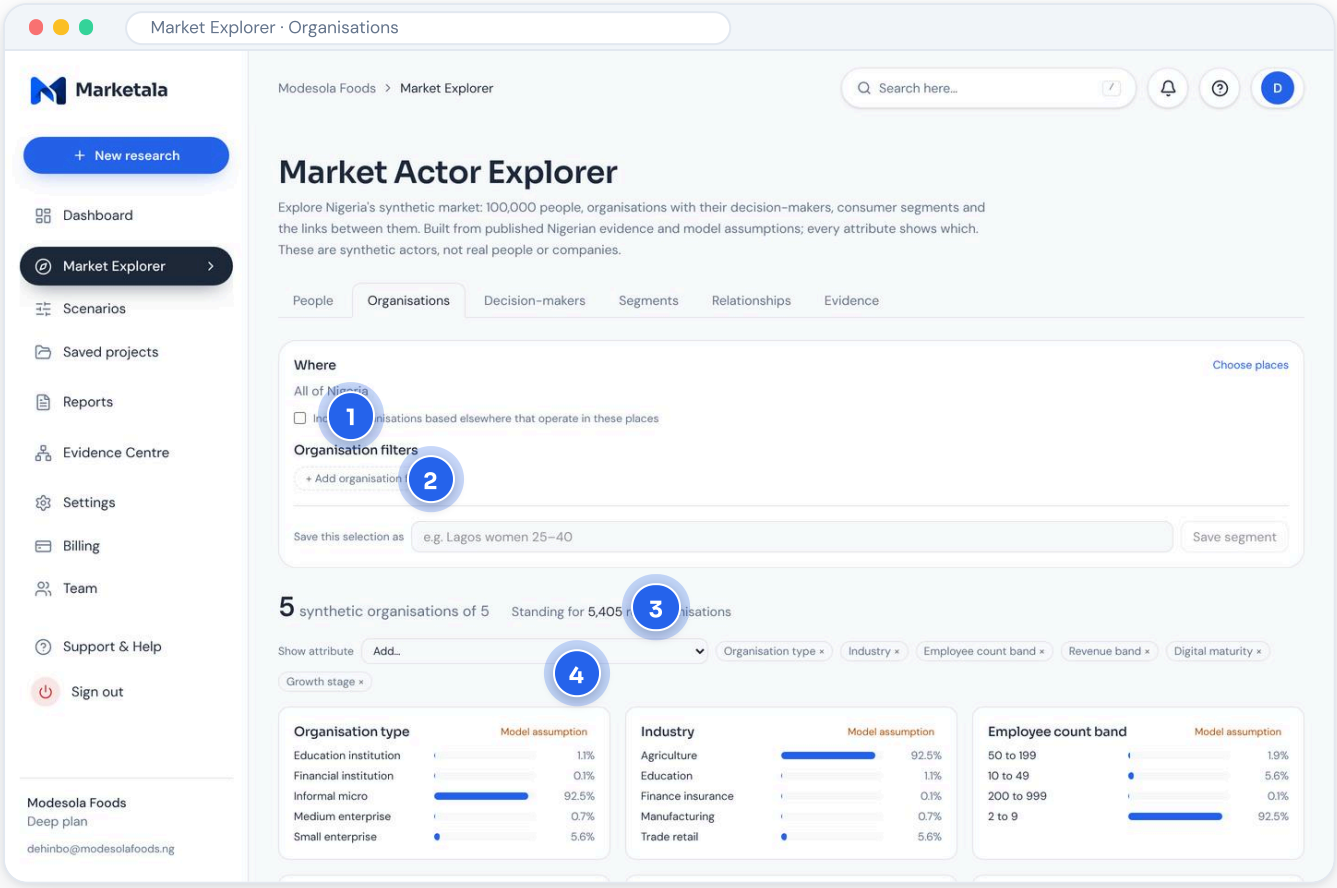
7 Distribution cards
Each attribute's distribution, labelled *Evidence*, *Inferred* or *Model assumption*.

Age	Gender	Urban/rural	Synthetic ID	Employment status	Household income band
30	Female	Urban	MKP-v0-000001	Employed formal	700k to 1,500k
38	Female	Urban	MKP-v0-000002	Employed formal	700k to 1,500k
45	Male	Urban	MKP-v0-000003	Employed formal	700k to 1,500k
27	Female	Urban	MKP-v0-000004	Employed formal	700k to 1,500k

Below the charts, a table lists individual synthetic personas (with synthetic IDs such as MKP-v0-000001), 25 per page.

MARKET EXPLORER

Organisations, segments and asking a question



1 Operating footprint
Optionally include organisations based elsewhere that operate in your chosen places.

2 Organisation filters
Organisation type, industry, employee count, revenue band, digital maturity and growth stage.

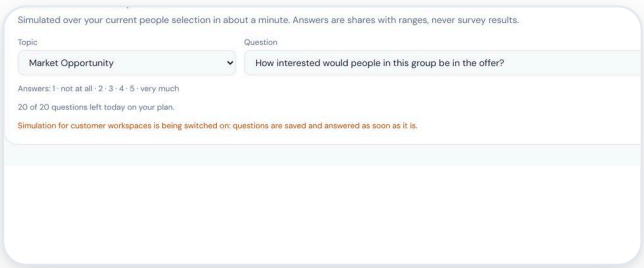
3 Standing for
Each synthetic organisation stands for many real ones, so results scale to the real market.

4 Distributions
The same evidence labels as for people.

The other tabs

- **Decision-makers:** the people inside organisations who influence and approve purchases, such as the managing director, with their role and influence.
- **Segments:** your saved selections, ready to reuse in briefs, scenarios and questions.
- **Relationships:** how organisations link to the consumers they serve.
- **Evidence:** the sources behind the attributes on screen.

Ask this selection a question

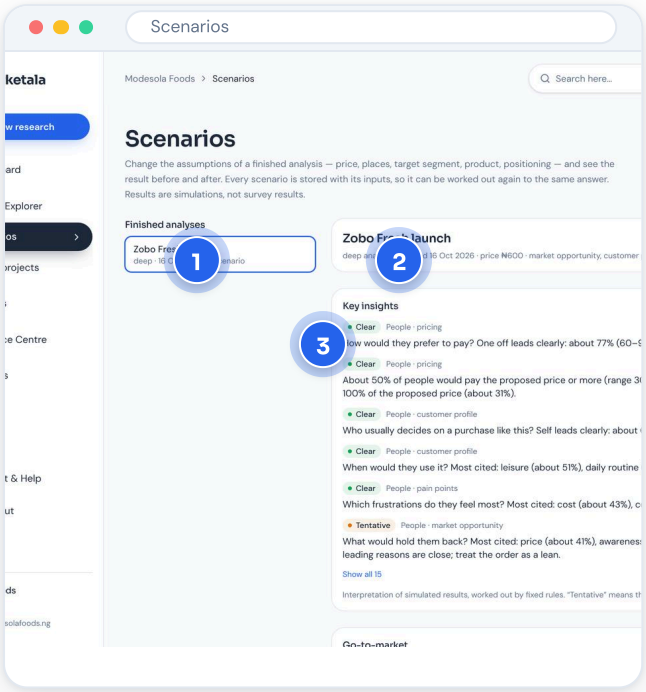


Pick a topic (such as Market Opportunity) and a question ("How interested would people in this group be in the offer?"). Marketala simulates the answer over your current selection in about a minute. Answers are shares with ranges, never survey results. Your plan sets a daily allowance of questions.

SCENARIOS

Scenarios: test "what if"

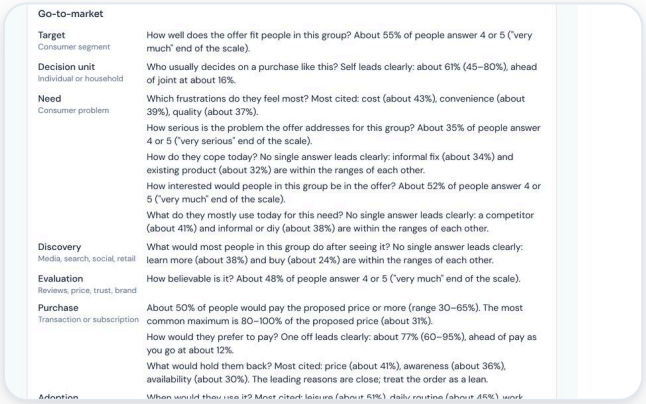
Change the assumptions of a finished analysis (price, places, target segment, product or positioning) and see the result before and after. Every scenario is stored with its inputs, so it can be worked out again to the same answer.



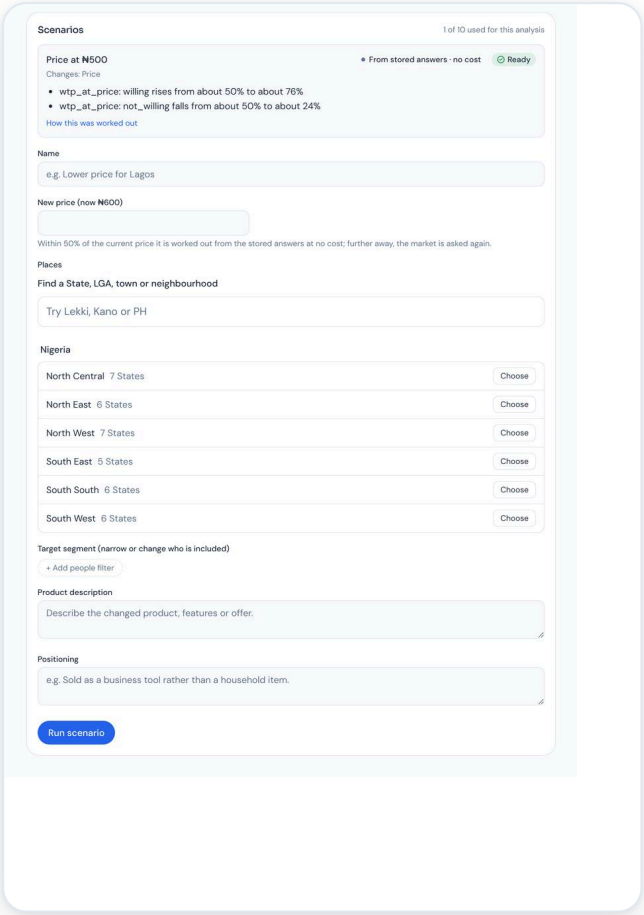
1 Finished analyses
Pick the analysis to build on, with how many scenarios it has used.

2 The baseline
The original analysis: depth, date, price and modes.

3 Key insights
The baseline findings, labelled Clear or Tentative, for people and organisations.



Go-to-market view: each stage, from target to retention, with findings or a note of what is not covered.

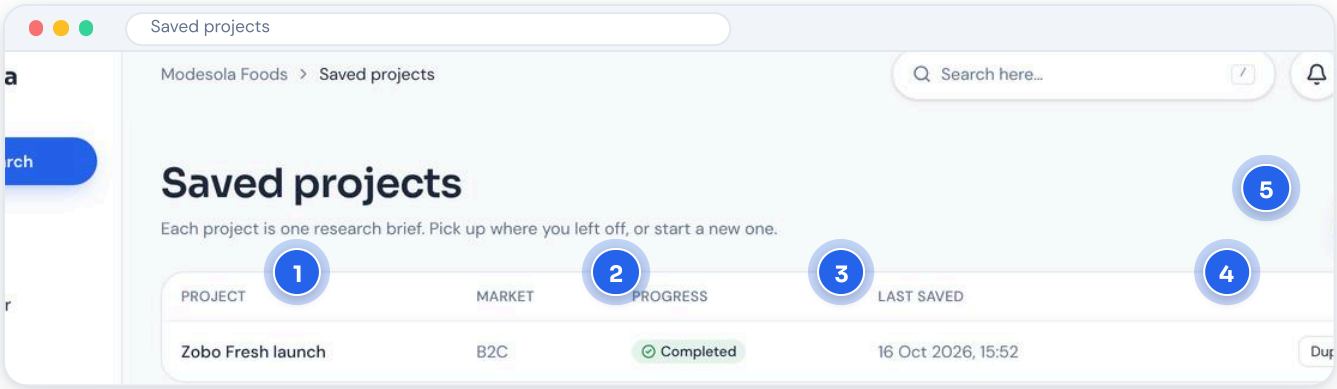


Running a scenario: give it a name ("Lower price for Lagos"), then change any of: new price, places, target segment, product description, positioning, implementation, market assumptions, or your own reach-through-organisations figures. Press **Run scenario**.

Free re-pricing. A new price within 50% of the current price is worked out from the stored answers at no cost. Further away, the market is asked again. Scenarios per analysis: 3 on Standard, 10 on Deep, 25 on Enterprise.

ORGANISING YOUR WORK

Saved projects, search and evidence



1 **Project**
Each project is one research brief. Click to pick up where you left off.

2 **Market**
The market type: B2C, B2B, B2B2C and so on.

3 **Progress**
Draft, ready, queued, running or completed.

4 **Duplicate or archive**
Copy a brief to try a variation, or tidy it away.

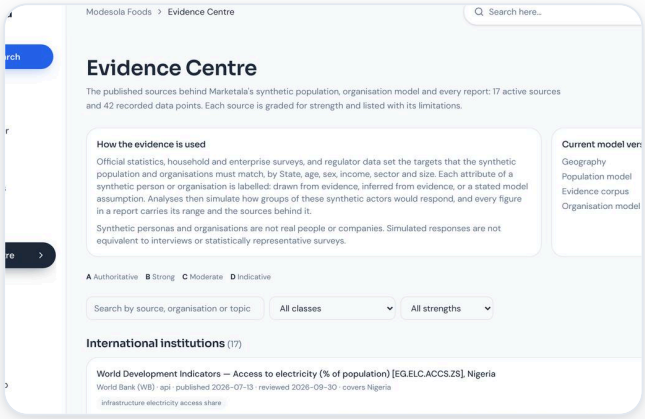
5 **New research**
Start a new brief.

Search

The search bar at the top of every page (press **/**) finds projects, reports and Evidence Centre sources in one place. Results are grouped by type and only include your own workspace's work.

Notifications

The bell shows alerts such as a report being ready, plan limits getting close, payments and team changes.



Evidence Centre, inside the app

The same evidence library as the public site, inside your workspace, so you can check a source without leaving a report.

07

CHAPTER SEVEN

Managing your account

Invite your team and set their roles, choose and pay for a plan, set your preferences, and control your data.

Team & roles
Owner, Admin, Analyst and Viewer.

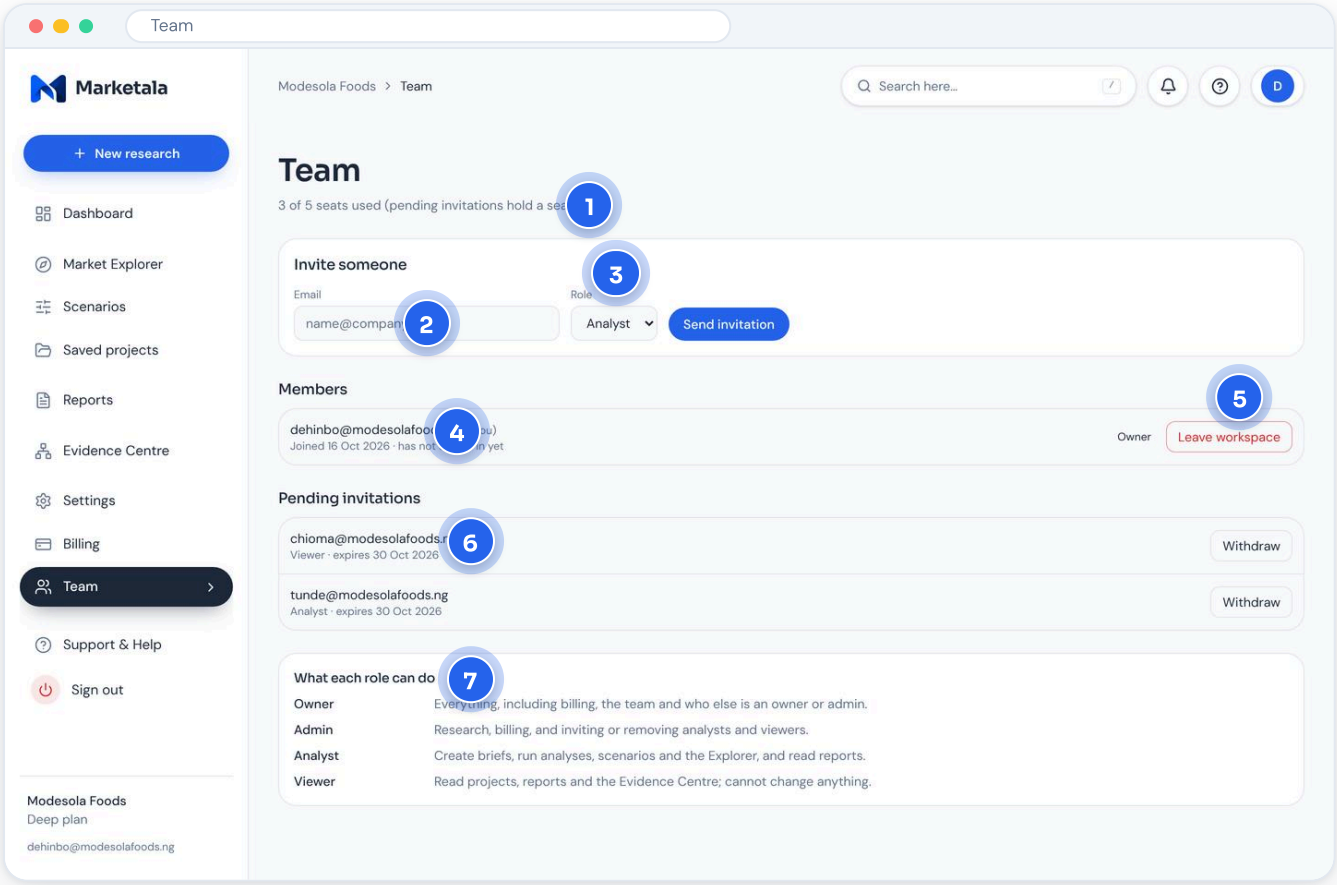
Billing
Plans, Paystack payments and receipts.

Settings & your data
Profile, notifications, download and delete.

TEAM

Team and roles

Bring colleagues into your workspace. Each person gets a role that sets what they can do. Pending invitations hold a seat until they are accepted, withdrawn or expire.



1 Seats used
Seats in use out of your plan's allowance, including pending invitations.

2 Invite someone
Enter their email and send. They get a branded invitation email.

3 Role
Choose Admin, Analyst or Viewer.

4 Members
Who is in the workspace, when they joined and when they last signed in.

5 Leave or remove
Owners and admins manage members. The last owner cannot leave.

6 Pending invitations
Role and expiry date (14 days). Withdraw at any time.

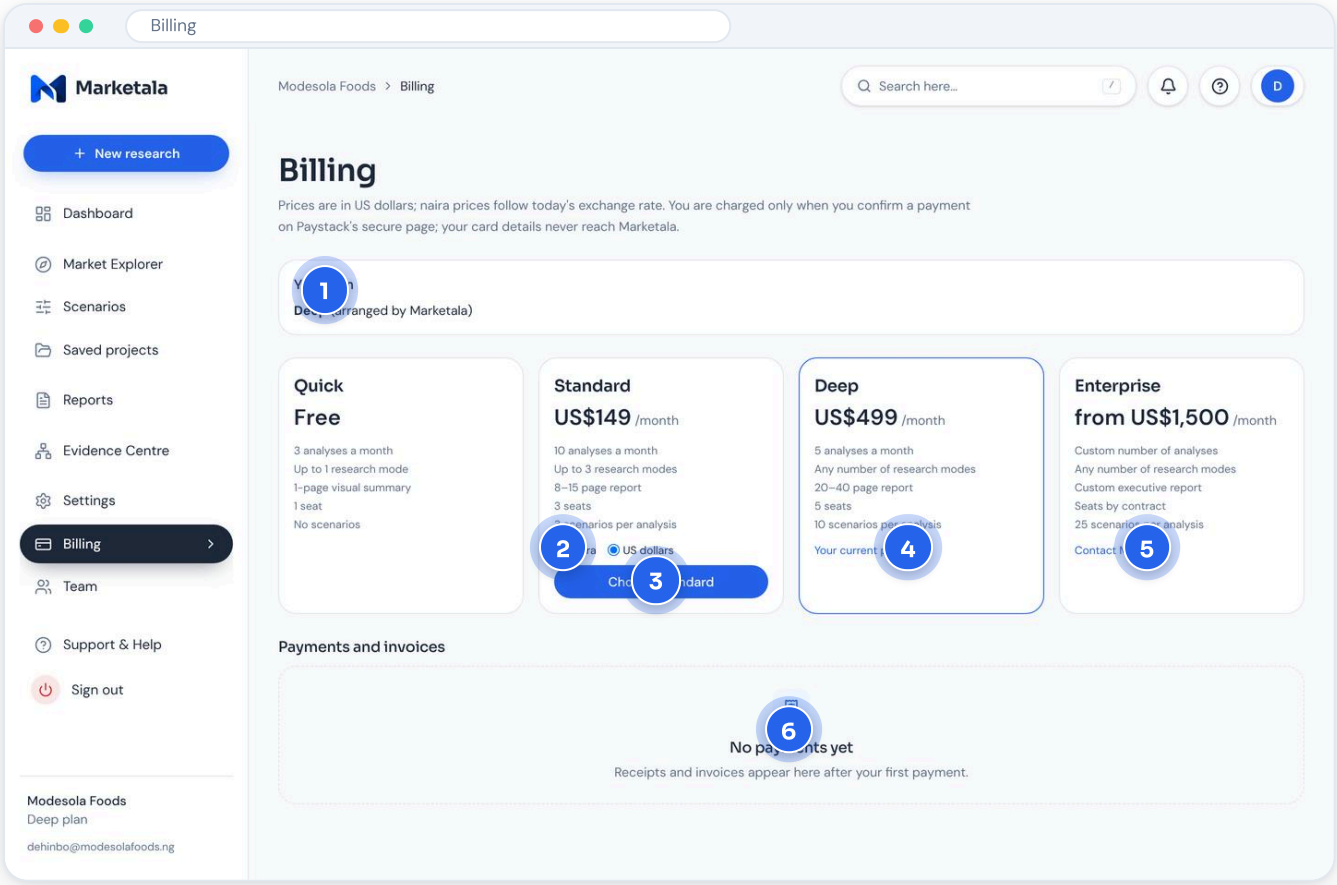
7 What each role can do
A reminder of the four roles, always on the page.

ROLE	CAN DO
Owner	Everything, including billing, the team, and who else is an owner or admin.
Admin	Research, billing, and inviting or removing analysts and viewers.
Analyst	Create briefs, run analyses, scenarios and the Explorer, and read reports.
Viewer	Read projects, reports and the Evidence Centre. Cannot change anything.

BILLING

Billing and payments

Upgrade, change or renew your plan from Billing. Payments are taken on Paystack's secure page; your card details never reach Marketala.



1 Your plan
Your current plan and how it was arranged.

2 Currency
Pay in naira (at today's rate) or US dollars.

3 Choose a plan
Opens Paystack's secure checkout. You are charged only when you confirm there.

4 Current plan marker
Shows which card you are on.

5 Enterprise
Contact Marketala for a custom scope.

6 Payments and invoices
Receipts and invoices appear here after your first payment.

Monthly periods

Your allowance of analyses resets each period. The dashboard shows the period dates and how many are left.

Receipts by email

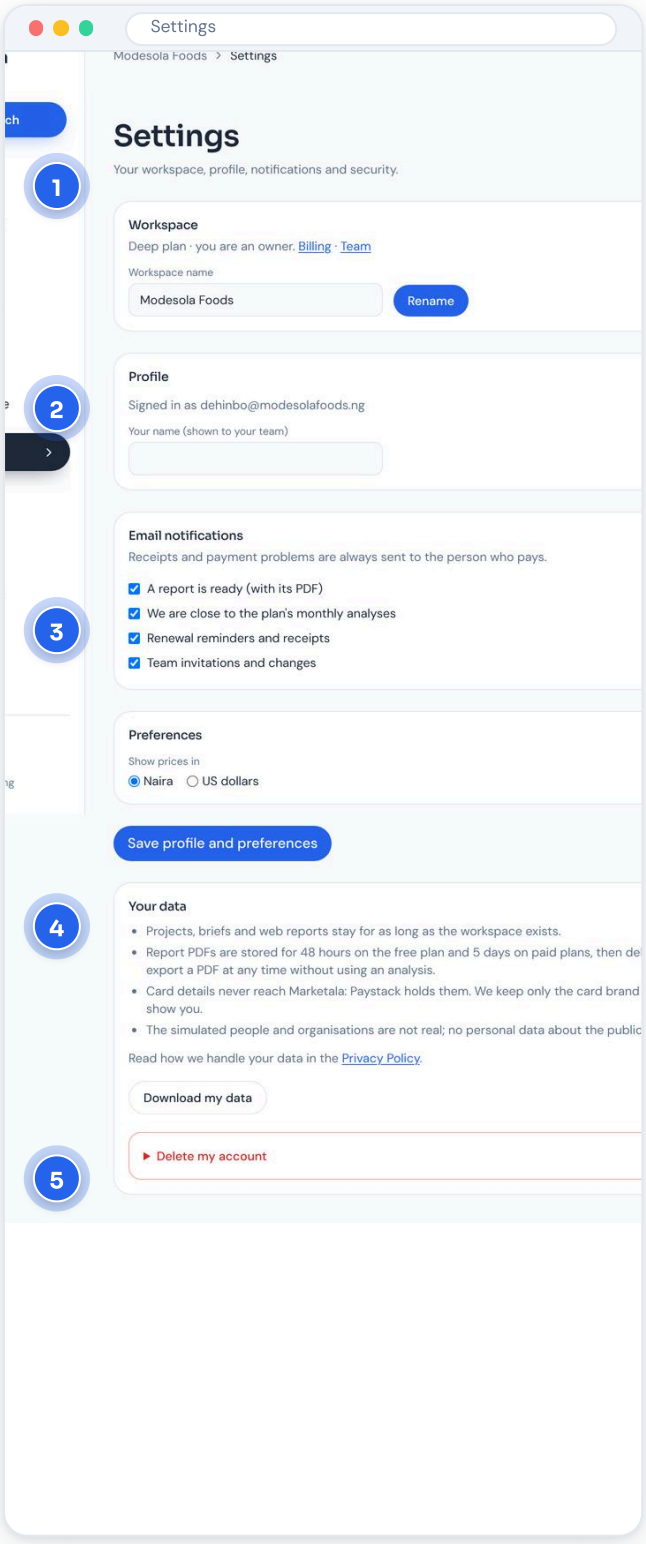
Receipts and renewal reminders go to the person who pays. Payment problems are always emailed.

Change or cancel

Change plan from Billing at any time. If you cancel, you keep your plan until the end of the period you paid for.

SETTINGS

Settings and your data



1. **Workspace**
   Your plan and your role, with links to Billing and Team. Owners can rename the workspace.
2. **Profile**
   The email you are signed in with, and your name as shown to your team.
3. **Email notifications**
   Choose emails for: a report is ready (with its PDF), getting close to your monthly analyses, renewal reminders and receipts, and team invitations and changes. Receipts and payment problems always go to the person who pays.
4. **Preferences**
   Show prices in naira or US dollars.
5. **Your data**
   How long things are kept, and your rights.

Your data rights

- **Download my data:** one JSON file with everything Marketala holds about you.
- **Delete my account:** confirmed by typing your email. Workspaces where you are the only member are deleted. Payments are kept for tax purposes, without your identity.
- **Sign out everywhere:** ends every session on every device.

> **Kept for:** projects, briefs and web reports stay as long as the workspace exists. Stored PDFs are kept for 48 hours (free) or 5 days (paid). Card details never reach Marketala: Paystack holds them, and we keep only the card brand and last four digits.

TRUST

Trust, security and limits

Marketala is built so that your work stays yours, the evidence stays honest, and the results never claim more than they can.

Your work is private

Every table is protected by row-level security in the database: only members of your workspace can see its projects, briefs and reports. An automated attack suite checks on every change that no outsider or read-only member can read or change another workspace's data.

Security built in

Encrypted connections, a content security policy and security headers on every page, rate limits on sign-up and sign-in, a threat model and an OWASP-based security review. Secrets are rotated under a written runbook.

Integrity checks, every hour

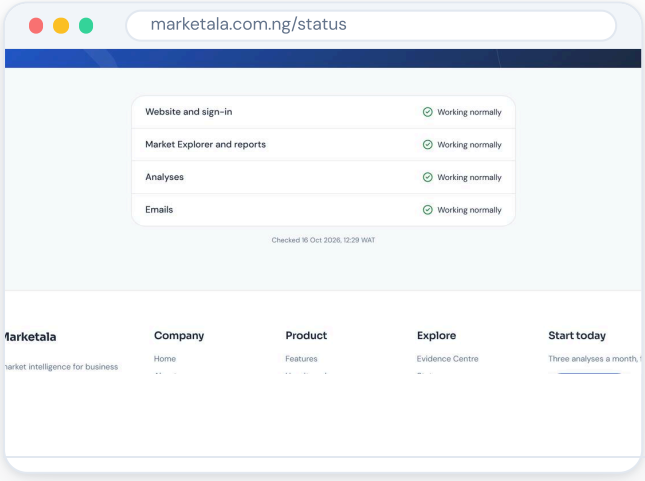
27 automated integrity checks in six suites (population, organisations, evidence, reports, billing and operations) run against the live platform, and alert Marketala's team if anything fails.

Data protection

Designed against the Nigeria Data Protection Act 2023, with a data protection impact assessment and re-identification review. Essential cookies only. Download or delete your data at any time from Settings.

Limits to keep in mind

- Results are **simulations** informed by evidence, not interviews or representative surveys. Validate important decisions with real customers.
- Some attributes are **model assumptions** where no Nigerian evidence exists yet. They are labelled everywhere they appear.
- Ranges reflect simulated variation plus model error. Where each group was asked once (Quick plan), run-to-run variation is not measured.
- Do not put personal data about real individuals into a brief. Briefs and synthetic aggregates may be processed by an AI provider to run the simulation.



Always know if something is wrong

The public Status page reports each part of Marketala in plain terms and refreshes every minute. Behind it, Marketala's team is alerted by email about failed analyses, slow jobs, PDF or email problems, payment issues and data-pipeline errors, and follows written incident runbooks.

GLOSSARY

Words you will see in Marketala

Analysis

One run of a research brief through the simulated market, producing a report. Plans include a number of analyses per month.

Brief

Your description of the business, offer, audience and research questions. Each project is one brief.

Depth

Quick, Standard, Deep or Enterprise. It sets how many modes and filters a brief may use, how many groups are simulated, and how long the report is.

Evidence grade

A (Authoritative), B (Strong), C (Moderate) or D (Indicative): how much weight a source can bear.

Likely range

The span where the true figure most likely sits, from simulated variation plus model error. Not a survey margin of error.

Market type

Who pays: People and households (B2C), Businesses (B2B), Businesses to reach people (B2B2C), Government (B2G) or Institutions.

Model assumption

An attribute value set by the model where no evidence exists, and labelled as such.

Persona

A synthetic person in the model. Not a real person, and has no identifiers.

Research mode

A set of research questions, such as Pricing Research or Pain Points. There are 18.

Scenario

A "what if" change to a finished analysis, such as a new price, places or segment, compared with the original.

Segment

A saved selection of people or organisations, reusable across the platform.

Signal

How confident a finding is: Strong or Clear, Early or Tentative, or Indicative only.

Standing for

How many real organisations one synthetic organisation represents.

Synthetic organisation

A simulated business or institution with decision-makers, weighted to the real market.

Workspace

Your team's space in Marketala, with its own plan, members, projects and reports.

Quick answers

How long does an analysis take?
Typically minutes. Larger depths take longer. You are notified when it is ready.

Can I edit a brief after running it?
Yes. The run keeps the exact version you submitted; running the new version uses another analysis.

Does a failed analysis count?
No. Failed analyses are not counted against your plan.

Who can see my work?
Only members of your workspace, according to their role.

Marketala

CONTACT

Talk to Marketala

Request access, ask about Enterprise, get help with your account, or tell us what you want to learn about your market.

EMAIL
hello@marketala.com.ng

PHONE
+234 815 178 6366
+234 708 143 3267

WEBSITE
marketala.com.ng
Contact form: marketala.com.ng/contact

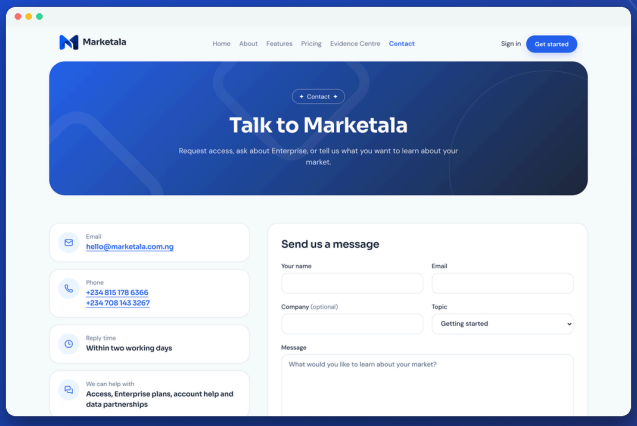
REPLY TIME
Within two working days

Follow Marketala NG

Facebook · Instagram · X (formerly Twitter)

We can help with

- Getting started
- Enterprise plans
- Account help
- Billing
- Data partnerships
- Privacy requests



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Results are simulations informed by published evidence.