Insight Platforms
Directory Categories

Survey Research
- Access Panels
- Accessible Research
- Advanced Statistical Techniques
- Advertising Testing
- Advertising Tracking
- Advertising/Campaign Effectiveness
- Agile Quantitative Research
- App Surveys
- Auctions
- Audience/Consumer Segmentation
- Automated Neuromarketing
- Automated Reporting
- Automated Survey Research
- Behavioural Economics
- Behavioural Science
- Brand Research
- Brand Tracking
- Campaign Measurement
- CAPI (Face-to-Face Interviews)
- CATI (Telephone Interviews)
- Chat/Messaging Surveys
- Chatbots
- Choice Modelling
- Coding/Data Entry
- Computer Vision Analysis
- Concept Screening
- Concept Testing
- Conjoint Analysis
- Content Testing
- Conversational Surveys
- Copy Testing
- Creative Testing
- Cross-tabulation
- Crowdsourcing
- Custom Panels
- Customer Satisfaction (CSAT) Surveys
- Data Connectivity
- Data Fusion
- Data Processing
- Dial Testing
- Diary Studies
- DIY Sample
- DIY Surveys
- Email surveys
- Employee Feedback
- Employee Surveys
- End-to-End Survey Platforms
- ePOS Surveys
- Event Evaluation
- Event Feedback
- Face-to-Face interviewing
- Forms
- Gamification
- Geofencing
- Geolocation Surveys
- Hall Tests
- In Home User Testing
- In-app Surveys
- In-Home/Doorstep Interviews
- In-page Surveys
- Insight Communities
- Intercept Surveys
- IRT (Implicit Response Testing)
- IVR surveys
- Kiosk Surveys

- Long Term Communities
- Messenger Research
- Mobile Surveys
- Mobile Web Surveys
- Multi-mode Surveys
- Multivariate Testing
- Neuromarketing
- NPS (Net Promoter Score)
- Offline Surveys
- Omnibus Surveys
- Online Communities
- Online Surveys
- Opinion Polling
- Political Polling
- Prediction Markets
- Price Optimisation
- Pricing Research
- Product Testing
- Public Consultation and Engagement
- Qual-Quant Hybrid
- Questionnaire Design
- Quizzes
- Random Device Engagement
- Rapid Surveys
- Real-Time Consumer Feedback
- Real-Time Research
- Simulated Testing
- SMS Research
- Social Media Polling
- Social Media Sampling
- Street/Mall Interviews
- Survey Analysis
- Survey Data Centralisation
- Survey Gamification
- Survey Panel
- Survey Software
Survey Writing (Authoring)  Face-to-Face interviewing
System 1 Research  Group Discussions/Focus Groups
Text Surveys  Hall Tests
Transactional Research  In Home User Testing
Triggered Surveys  Incentive Management
User Feedback  Insight Communities
User Surveys  In-store Observation
Verbatim Response Coding  Literature Reviews
Coding  Long Term Communities
Video Diary Studies  Messenger Research
Virtual Reality Research  Metaphor Elicitation
Voice Assistants  Mobile Ethnography
Voice of Customer Surveys  Neuromarketing
Voice Research  Online Collaboration
Voice Surveys  Online Communities
WhatsApp Research  Online Focus Group Hosting

Qualitative Research
Accessible Research  Online Focus Groups and Forums
Advertising Testing  Online Workshops
Advertising/Campaign Effectiveness  Participant Recruitment
Automated Neuromarketing  Product Testing
Behavioural Economics  Prototype Testing
Behavioural Science  Public Consultation and Engagement
Biometrics  Qualitative Data Analysis
Brand Research  Qualitative Pre-Tasking
Bulletin Boards  Qualitative Research
Card Sorting  Qual-Quant Hybrid
Co-creation  Remote Qualitative Research
Concept Sorting  Screen Recording
Content Testing  Semiotics
Conversational AI  Sensory Research
Copy Testing  Short Term Communities
Creative Testing  Social Media Recruitment
Crowdsourcing  Transcription
Diary Studies  Translation
Discussion Tools  Video Diary Studies
Ethnography  Video Research
Expert Communities  Viewing Facilities
Virtual Reality Research  Voice Research
Voice Assistants  Webcam Interviews
Voice of Customer Surveys  WhatsApp Research
Voice Research  Whiteboard

UX Research
Accessible Research  Augmented Reality
Augmented Neuromarketing  Behavioural Economics
Behavioural Science  Biometrics
Card Sorting  Card Sorting
Content Testing  Crowdtesting
Crowdtesting  Customer Journey Mapping
Customer Journey Mapping  Diary Studies
Diary Studies  Digital Journeys
Discussion Tools  Discussion Tools
Ethnography  Ethnography
Facial Coding  Heatmaps
Heatmaps  Incentive Management
Incentive Management  Knowledge Management
Knowledge Management  Messenger Research
Metaphor Elicitation  Mobile Ethnography
Mobile Ethnography  Neuromarketing
Neuromarketing  Online Collaboration
Online Collaboration  Online Communities
Online Communities  Online Focus Group Hosting
Online Focus Group Hosting  Online Focus Groups and Forums
Online Focus Groups and Forums  Online Workshops
Online Workshops  Participant Recruitment
Participant Recruitment  Product Feedback Management
Product Feedback Management  Product Research Management
Product Research Management  Prototype Testing
Prototype Testing  Qualitative Data Analysis
Qualitative Data Analysis  Qualitative Pre-Tasking
Qualitative Pre-Tasking  Qualitative Research
Qualitative Research  Qual-Quant Hybrid
Qual-Quant Hybrid  Remote Qualitative Research
Remote Qualitative Research  Screen Recording
Screen Recording  Session Recordings / Replay
- Social Media
- Recruitment
- Transcription
- Translation
- Tree Testing
- Usability Lab
- Usability Testing
- User Experience (UX) Research
- User Feedback
- User Journey Mapping
- User Research Management
- User Surveys
- User Testing
- Video Diary Studies
- Video Research
- Web Usability Research
- Webcam Interviews
- WhatsApp Research

### Behavioural Research

- Audio Content Recognition
- Automated Neuromarketing
- Behavioural Economics
- Behavioural Science
- Behavioural Tracking
- Biometrics
- Brainstorming
- Clickstream
- Co-creation
- Cookie Tracking
- Crowdsourcing
- Crowdsourcing
- Customer Journey Mapping
- Data Mining
- Data Scraping
- Diary Studies
- Digital Journeys
- Digital Marketing Analytics
- Ethnography
- Eye Tracking
- Facial Coding
- Geolocation Analytics
- Group Discussions/Focus Groups
- Healthcare Research
- Heatmaps
- In Home User Testing
- In-store Observation
- IoT (Internet of Things)
- Location Analytics
- Mobile Ethnography
- Neuromarketing
- Online Workshops
- Passive Measurement/Metering
- Personal Data Exchange
- Playtesting
- Prototype Testing
- Qualitative Research
- Ratings & Reviews
- Screen Recording
- Search Analytics
- Search Insights
- Search Intelligence
- Search Listening
- Semiotics
- Sensory Research
- Sentiment Analysis
- SEO and Keyword Research
- Social Media Listening/Intelligence
- System 1 Research
- Usability Lab
- Usability Testing
- User Experience (UX) Research
- Video Diary Studies
- Video Research
- Virtual Reality Research
- Voice Research
- Wearables
- Web Usability Research
- Webcam Interviews

### CX Management

- 360 Feedback
- Customer Experience (CX) Feedback
- Customer Journey Analytics
- Customer Journey Mapping
- Customer Satisfaction (CSAT) Surveys
- CX Analytics
- Dashboards
- Digital CX - NPS - CES - CSAT
- Digital Journeys
- Employee Engagement
- Employee Experience (EX)
- Employee Feedback
- Employee Surveys
- Enterprise CX Management
- Enterprise Feedback Management
- NPS (Net Promoter Score)
- Transactional Research
- User Journey Mapping
- Voice of Customer Surveys

### Data Analytics

- A/B Testing
- Advanced Statistical Techniques
- Advertising Experiments
- App Analytics
- Audience/Consumer Segmentation
- Audio Content Recognition
- Automated Neuromarketing
- Behavioural Tracking
- Biometrics
- Choice Modelling
\[ \Box \text{Clickstream} \]
\[ \Box \text{Cloud-based Analytics} \]
\[ \Box \text{Computer Vision Analysis} \]
\[ \Box \text{Conjoint Analysis} \]
\[ \Box \text{Content Analytics} \]
\[ \Box \text{Conversational AI} \]
\[ \Box \text{Conversion Rate Optimisation (CRO)} \]
\[ \Box \text{Cookie Tracking} \]
\[ \Box \text{Customer Journey Analytics} \]
\[ \Box \text{CX Analytics} \]
\[ \Box \text{Data Analytics} \]
\[ \Box \text{Data Connectivity} \]
\[ \Box \text{Data Fusion} \]
\[ \Box \text{Data Mining} \]
\[ \Box \text{Data Scraping} \]
\[ \Box \text{Data Visualisation} \]
\[ \Box \text{Digital Analytics} \]
\[ \Box \text{Digital Journeys} \]
\[ \Box \text{Digital Marketing Analytics} \]
\[ \Box \text{Emotion Analytics} \]
\[ \Box \text{Eye Tracking} \]
\[ \Box \text{Facial Coding} \]
\[ \Box \text{Forecasting} \]
\[ \Box \text{Geo-demographic Modelling} \]
\[ \Box \text{Geofencing} \]
\[ \Box \text{Geolocation Analytics} \]
\[ \Box \text{Heatmaps} \]
\[ \Box \text{Image Analytics} \]
\[ \Box \text{Location Analytics} \]
\[ \Box \text{Marketing Mix Modelling} \]
\[ \Box \text{Multivariate Stats and Modelling} \]
\[ \Box \text{Multivariate Testing} \]
\[ \Box \text{Neuromarketing} \]
\[ \Box \text{NLP (Natural Language Processing)} \]
\[ \Box \text{Predictive Analytics} \]
\[ \Box \text{Price Optimisation} \]
\[ \Box \text{Ratings & Reviews} \]
\[ \Box \text{Revenue Growth Management} \]
\[ \Box \text{Search Analytics} \]
\[ \Box \text{Search Insights} \]
\[ \Box \text{Search Intelligence} \]
\[ \Box \text{Search Listening} \]
\[ \Box \text{Sentiment Analysis} \]
\[ \Box \text{SEO and Keyword Research} \]
\[ \Box \text{Session Recordings / Replay} \]
\[ \Box \text{Social Media Listening/Intelligence} \]
\[ \Box \text{Statistical Analysis} \]
\[ \Box \text{Statistics and Data Science} \]
\[ \Box \text{Text Analytics} \]
\[ \Box \text{Touch Analytics} \]
\[ \Box \text{Trend Analytics} \]
\[ \Box \text{Video Analytics} \]
\[ \Box \text{Visual Analytics} \]
\[ \Box \text{Voice Analytics} \]
\[ \Box \text{Wearables} \]
\[ \Box \text{Website Analytics} \]

Panel & Data Sources

\[ \Box \text{Access Panels} \]
\[ \Box \text{App Analytics} \]
\[ \Box \text{Audience Panel} \]
\[ \Box \text{Audience/Market Measurement} \]
\[ \Box \text{Blockchain Panel} \]
\[ \Box \text{Citizen Panels} \]
\[ \Box \text{Crowdsourcing} \]
\[ \Box \text{Crowdtesting} \]
\[ \Box \text{Custom Panels} \]
\[ \Box \text{Customer Advisory Board} \]
\[ \Box \text{Customer Panels} \]
\[ \Box \text{Data Connectivity} \]
\[ \Box \text{DIY Sample} \]
\[ \Box \text{Expert Communities} \]
\[ \Box \text{Healthcare Panel} \]
\[ \Box \text{Household Panel} \]
\[ \Box \text{Insight Communities} \]
\[ \Box \text{Kids Panel} \]
\[ \Box \text{Long Term Communities} \]
\[ \Box \text{Market Data} \]
\[ \Box \text{Market Trends} \]
\[ \Box \text{Mobile Panel} \]
\[ \Box \text{Mystery Shopping} \]
\[ \Box \text{Online Communities} \]
\[ \Box \text{Online Panel/Sample Exchange} \]
\[ \Box \text{Playtesting} \]
\[ \Box \text{Programmatic Sampling} \]
\[ \Box \text{Retail Audits} \]
\[ \Box \text{Retail Panel} \]
\[ \Box \text{Shopper Panel} \]
\[ \Box \text{Short Term Communities} \]
\[ \Box \text{Social Media Sampling} \]
\[ \Box \text{Survey Panel} \]
\[ \Box \text{ Syndicated Reports} \]
\[ \Box \text{ Syndicated Research} \]
\[ \Box \text{Trend Reports} \]
\[ \Box \text{TV Audience Measurement} \]

Professional Services
- Audience/Market Measurement
- Brainstorming
- Brand Research
- Brand Tracking
- Co-creation
- Coding/Data Entry
- Competitor Analysis
- Content Testing
- Copy Testing
- Creative Testing
- Cross-tabulation
- Crowdtesting
- Data Mining
- Data Processing
- Data Scraping
- Desk Research
- Dial Testing
- Diary Studies
- Digital Content Strategy
- Digital Marketing Analytics
- Digital Transformation
- Forecasting
- Freelancer Researchers
- Geo-demographic Modelling
- Healthcare Research
- Incentive Management
- In-store Observation
- Literature Reviews
- Marketing Mix Modelling
- Mystery Shopping
- Omnibus Surveys
- Opinion Polling
- Path to Purchase Research
- Playtesting
- Political Polling
- Postal Research
- Price Optimisation
- Pricing Research
- Product Development Research
- Product Testing
- Public Consultation and Engagement
- Questionnaire Design
- Researcher Marketplace
- Semiotics
- Sensory Research
- Shopper Research
- Survey Analysis
- Survey Writing (Authoring)
- System 1 Research
- Telephone Interviewing
- Transcription
- Translation
- Trend Monitoring
- Trend Reports
- Trend Scouting
- Verbatim Response Coding
- Pharmaceuticals
- Professional Services
- Public / Government
- Restaurants & Dining
- Retail
- Sports
- Technology
- Telecoms
- Tobacco
- Transport
- Travel & Tourism

**Industries & Target Audiences**

- Agriculture
- Airlines
- Alcoholic Drinks
- Apparel / Fashion
- Automotive
- B2B
- Banking
- Betting & Gaming
- Confectionery
- Construction
- Consumer Goods
- Cosmetics
- Disabilities
- Durables
- Education
- Electronics
- Energy & Utilities
- Entertainment
- Grocery
- Healthcare
- Home & Garden
- Insurance
- Kids
- Legal
- Media
- Non-Profit / Charities
- Pet Supplies