Insight Platforms

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- App Surveys
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- 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)
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- Chatbots
- Choice Modelling
- Coding/Data Entry
- Computer Vision Analysis
- Concept Screening
- Concept Testing
- Conjoint Analysis
- Content Testing

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- Diary Studies
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- IVR surveys
- Kiosk Surveys

- Long Term Communities
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- Mobile Surveys
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- 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)
- ☐ System 1 Research
- ☐ Text Surveys
- ☐ Transactional Research
- ☐ Triggered Surveys
- ☐ User Feedback
- ☐ User Surveys
- ☐ Verbatim Response Coding
- ☐ Video Diary Studies
- ☐ Virtual Reality Research
- ☐ Voice Assistants
- ☐ Voice of Customer Surveys
- ☐ Voice Research
- ☐ Voice Surveys
- ☐ WhatsApp Research

Qualitative Research

- ☐ Accessible Research
- ☐ Advertising Testing
- ☐ Advertising/Campaign Effectiveness
- ☐ Automated Neuromarketing
- ☐ Behavioural Economics
- ☐ Behavioural Science
- ☐ Biometrics
- ☐ Brand Research
- ☐ Bulletin Boards
- ☐ Card Sorting
- ☐ Co-creation
- ☐ Concept Testing
- ☐ Content Testing
- ☐ Conversational AI
- ☐ Copy Testing
- ☐ Creative Testing
- ☐ Crowdsourcing
- ☐ Diary Studies
- ☐ Digital Journeys
- ☐ Discourse Analysis
- ☐ Discussion Tools
- ☐ Ethnography
- ☐ Expert Communities

- ☐ Face-to-Face interviewing
- ☐ Group Discussions/Focus Groups
- ☐ Hall Tests
- ☐ In Home User Testing
- ☐ Incentive Management
- ☐ Insight Communities
- ☐ In-store Observation
- ☐ Literature Reviews
- ☐ Long Term Communities
- ☐ Messenger Research
- ☐ Metaphor Elicitation
- ☐ Mobile Ethnography
- ☐ Neuromarketing
- ☐ Online Collaboration
- ☐ Online Communities
- ☐ Online Focus Group Hosting
- ☐ Online Focus Groups and Forums
- ☐ Online Workshops
- ☐ Participant Recruitment
- ☐ Product Testing
- ☐ Prototype Testing
- ☐ Public Consultation and Engagement
- ☐ Qualitative Data Analysis
- ☐ Qualitative Pre-Tasking
- ☐ Qualitative Research
- ☐ Qual-Quant Hybrid
- ☐ Remote Qualitative Research
- ☐ Screen Recording
- ☐ Semiotics
- ☐ Sensory Research
- ☐ Short Term Communities
- ☐ Social Media Recruitment
- ☐ Transcription
- ☐ Translation
- ☐ Video Diary Studies
- ☐ Video Research
- ☐ Viewing Facilities
- ☐ Virtual Reality Research

- ☐ Voice Research
- ☐ Webcam Interviews
- ☐ WhatsApp Research
- ☐ Whiteboard

UX Research

- ☐ Accessible Research
- ☐ Augmented Reality
- ☐ Automated Neuromarketing
- ☐ Behavioural Economics
- ☐ Behavioural Science
- ☐ Biometrics
- ☐ Card Sorting
- ☐ Content Testing
- ☐ Crowdtesting
- ☐ Customer Journey Mapping
- ☐ Diary Studies
- ☐ Digital Journeys
- ☐ Discussion Tools
- ☐ Ethnography
- ☐ Facial Coding
- ☐ Heatmaps
- ☐ Incentive Management
- ☐ Knowledge Management
- ☐ Messenger Research
- ☐ Metaphor Elicitation
- ☐ Mobile Ethnography
- ☐ Neuromarketing
- ☐ Online Workshops
- ☐ Participant Recruitment
- ☐ Persona Templates
- ☐ Product Feedback Management
- ☐ Product Research Management
- ☐ Prototype Testing
- ☐ Qualitative Data Analysis
- ☐ Qualitative Pre-Tasking
- ☐ Qualitative Research
- ☐ Remote User Testing
- ☐ 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
- [ ] Crowdtesting
- [ ] 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

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- ☐ Clickstream
- ☐ Cloud-based Analytics
- ☐ Computer Vision Analysis
- ☐ Conjoint Analysis
- ☐ Content Analytics
- ☐ Conversational AI
- ☐ Conversion Rate Optimisation (CRO)
- ☐ Cookie Tracking
- ☐ Customer Journey Analytics
- ☐ CX Analytics
- ☐ Data Analytics
- ☐ Data Connectivity
- ☐ Data Fusion
- ☐ Data Mining
- ☐ Data Scraping
- ☐ Data Visualisation
- ☐ Digital Analytics
- ☐ Digital Journeys
- ☐ Digital Marketing Analytics
- ☐ Emotion Analytics
- ☐ Eye Tracking
- ☐ Facial Coding
- ☐ Forecasting
- ☐ Geo-demographic Modelling
- ☐ Geofencing
- ☐ Geolocation Analytics
- ☐ Heatmaps
- ☐ Image Analytics
- ☐ Location Analytics
- ☐ Marketing Mix Modelling
- ☐ Multivariate Stats and Modelling
- ☐ Multivariate Testing
- ☐ Neuromarketing
- ☐ NLP (Natural Language Processing)
- ☐ Predictive Analytics
- ☐ Price Optimisation
- ☐ Ratings & Reviews
- ☐ Revenue Growth Management
- ☐ Search Analytics
- ☐ Search Insights
- ☐ Search Intelligence
- ☐ Search Listening

- ☐ Sentiment Analysis
- ☐ SEO and Keyword Research
- ☐ Session Recordings / Replay
- ☐ Social Media Listening/Intelligence
- ☐ Statistical Analysis
- ☐ Statistics and Data Science
- ☐ Text Analytics
- ☐ Touch Analytics
- ☐ Trend Analytics
- ☐ Video Analytics
- ☐ Visual Analytics
- ☐ Voice Analytics
- ☐ Wearables
- ☐ Website Analytics

Dashboards, Reporting & Knowledge Sharing

- ☐ Automated Reporting
- ☐ Cross-tabulation
- ☐ Customer Journey Mapping
- ☐ Dashboards
- ☐ Data Fusion
- ☐ Data Visualisation
- ☐ Heatmaps
- ☐ Infographics
- ☐ Knowledge Management
- ☐ Online Results and Data Portals
- ☐ Reporting
- ☐ Research Management
- ☐ Research Repository
- ☐ Session Recordings / Replay
- ☐ Survey Analysis
- ☐ Survey Data Centralisation
- ☐ Tabulation & Analysis
- ☐ User Research Management

Panel & Data Sources

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

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

- ☐ Pharmaceuticals
- ☐ Professional Services
- ☐ Public / Government
- ☐ Restaurants & Dining
- ☐ Retail
- ☐ Sports
- ☐ Technology
- ☐ Telecoms
- ☐ Tobacco
- ☐ Transport
- ☐ Travel & Tourism