



2009 DIRECTORY OF **INTERACTIVE MARKETING AND SOFTWARE PRODUCTS & SERVICES**

THE 2009 *MARKETING NEWS* DIRECTORY OF INTERACTIVE MARKETING AND SOFTWARE PRODUCTS & SERVICES showcases suppliers to marketing professionals with purchasing power in this area. Each listing is a paid advertisement. The information contained in each listing was provided by the advertiser. If you would like additional information on any item listed, please contact the company directly. To receive information on listing your company in next year's directory, please contact Sandra Wright, *Marketing News*, 311 S. Wacker Drive, Chicago, IL 60606-2266, (312) 542-9063, e-mail: swright@ama.org.

AN ADVERTISING SUPPLEMENT TO THE 06.15.09 ISSUE OF *MARKETING NEWS*. COPYRIGHT 2009 BY THE AMERICAN MARKETING ASSOCIATION. ALL RIGHTS RESERVED.

INDEX TO THE INTERACTIVE MARKETING PRODUCTS & SERVICES DIRECTORY

(NOTE: THESE LISTINGS ARE IN ALPHA ORDER BY COMPANY NAME AND APPEAR IN THE DIRECTORY WITH A "●" SYMBOL.)

29

FULL SERVICE COMPANIES

hawkeye
MRSI (Marketing Research Services, Inc.)
TNS
Zephoria Inc.

ADVERTISING AGENCY

hawkeye

BRAND NAME DEVELOPMENT

NameStormers

CONSULTANTS — STRATEGIC MARKETING

Zephoria Inc.

DATABASE MARKETING

hawkeye

DATA COLLECTION - WEB OR E-MAIL

Blackstone Group
DataPrompt International
Western Wats

DATA ENTRY

DataPrompt International

DATA MANAGEMENT

Affordable Data Service

DATA PROCESSING SERVICES

Affordable Data Service
Blackstone Group
DataPrompt International

DIRECT MARKETING AGENCIES

hawkeye

E-MAIL MARKETING

hawkeye
Zephoria Inc.

EVENT MARKETING AGENCIES

hawkeye

INTERACTIVE AGENCIES

hawkeye
theSOULwithin

INTERNET

Zephoria Inc.

MARKET/MARKETING RESEARCH

Blackstone Group
DataPrompt International
Decision Analyst, Inc.
MRSI (Marketing Research Services, Inc.)
TNS
Western Wats

MOBILE MARKETING SERVICES

hawkeye

NAME/IDEA GENERATORS

NameStormers

SEARCH ENGINE MARKETING RESOURCES

hawkeye

SEARCH ENGINE OPTIMIZATION

Zephoria Inc.

SOCIAL MEDIA - BLOGS, PODCASTS, ETC.

Ektron, Inc
hawkeye
Zephoria Inc.

SPORTS & ENTERTAINMENT AGENCIES

hawkeye

WEB ANALYTICS

hawkeye

WEB SITE DESIGN

theSOULwithin

WEB SITE DEVELOPMENT

Ektron, Inc
Zephoria Inc.

WEB SITE RESEARCH

Blackstone Group

WEB SITE SURVEYS

Blackstone Group
DataPrompt International

INDEX TO THE MARKETING SOFTWARE PRODUCTS & SERVICES DIRECTORY

(NOTE: THESE LISTINGS ARE IN ALPHA ORDER BY COMPANY NAME AND APPEAR IN THE DIRECTORY WITH A "■" SYMBOL.)

EYE TRACKING SOLUTIONS

SensoMotoric Instruments - SMI

INTERNET RESEARCH

Decision Analyst, Inc.
MRSI (Marketing Research Services, Inc.)
The Sample Network

SAMPLING/SAMPLE BALANCING

The Sample Network

USABILITY TESTING

SensoMotoric Instruments - SMI

LISTINGS FOR THE DIRECTORY OF INTERACTIVE MARKETING & SOFTWARE

NOTE: The listings in the indexes and the directory are in alphabetical order by company name.

A



● Affordable Data Service A Full-Service Data Entry & Processing Company

15122 Gebke Road
Bartleso, IL 62218-0211
PHONE: 1-800-942-0211
WEB: www.affordabledataservices.com
E-MAIL: A_D_S@frontiernet.net
CONTACT: Debbie Slygh

A.D.S. has served nationwide since 1986. We offer fast, efficient service at affordable rates. We treat all of our customers as if they were our only customer, with personal and attentive service.

Specializations:

- Database Entry, Development & Management,
- Address Standardization & Corrections
- Zipkey+4 & Zip Code Verification
- Postal Presorting
- Merge Purge (Duplicate Elimination)
- 99 Percent Accuracy with Key Verification
- Labels & Mailings
- Bar Code Scanning.

B



● Blackstone Group

360 N. Michigan Avenue
Suite 1500
Chicago, IL 60601
PHONE: (312) 419-0400
FAX: (312) 419-8419
EMAIL: info@bgglobal.com
WEB: www.bgglobal.com
CONTACT: Ashref Hashim, President

Blackstone Group is a full-service custom marketing research and consulting firm providing clients with actionable insights for over 21 years for various traditional and interactive marketing issues, including usability testing and Web content analysis.

Our unique proprietary methods are designed to provide maximum insight:

- SEQuaLS™ (customer satisfaction/loyalty)
- Persona IPB™ (image positioning and branding)
- Namecraft™ (name generation and testing)
- SCAPE™ (new product development)

Our team of 200+ research professionals and supporting staff provide the highest quality research using state-of-the-art in-house resources:

- Web surveys (programming and hosting)
- Custom online dashboards
- Online focus groups

- 200+ CATI/CAWI stations
- Interactive Voice Response (IVR)
- Predictive dialing

Our clients include Fortune 500 companies and leading organizations in various industries: financial services, insurance, healthcare, CPG, not-for-profits/associations, pharmaceuticals, technology and utilities.

At Blackstone, a project is never a hand-off; a senior researcher with extensive industry knowledge services every client.

We are a certified minority-owned/diversity firm.

D



● DataPrompt International

3600 N. Michigan Avenue
Suite 1610
Chicago, IL 60601
PHONE: (312) 423-4100
FAX: (312) 423-4101
EMAIL: dan.rangel@datapromptintl.com
WEB: www.datapromptintl.com
CONTACT: Dan Rangel, Vice President

DataPrompt International is a marketing research outsourcing company with over 21 years of experience offering comprehensive online and traditional marketing research services:

- Survey programming
- Data collection (Web, CATI, PDA, in-person)
- In-depth, multilingual interviewing
- Coding (online and manual)
- Data processing
- Data entry
- Charting and graphing

Our team of 200+ research professionals and supporting staff leverages unique hybrid methodologies to improve the value of your research and provides the highest quality research using state-of-the-art in-house resources:

- Web surveys (programming and hosting)
- Custom online dashboards
- Online focus groups
- 200+ CATI/CAWI stations
- Interactive Voice Response (IVR)
- Predictive dialing

Our clients include marketing research companies, consulting firms and advertising agencies across all major industries in both consumer and business-to-business markets. We have extensive experience in national/multinational, ad hoc and tracking research.

With 100% commitment to quality control, DataPrompt consistently offers high quality, cost-effective and client-focused services.

We are a certified minority-owned/diversity firm.



● Decision Analyst

604 Avenue H East
Arlington TX, 76011
PHONE: (817) 640-6166
FAX: (817) 640-6567
E-MAIL: jthomas@decisionanalyst.com
WEB: www.decisionanalyst.com
CONTACT: Jerry W. Thomas, President/CEO

Decision Analyst is a full-service, ad hoc, custom marketing research firm. From qualitative research and innovation systems to advanced analytics and volumetric forecasting, we provide the analytical systems, staff, and thinking that lead to deeper insights and a deeper understanding.

Decision Analyst started building its Internet research capabilities and systems in 1996.

Our proprietary online include:

- Over 7,000,000 consumers
- 125,000 IT/IS professionals
- 25,000 Physicians and Surgeons
- 30,000 Ancillary medical professionals
- 100,000 Executives
- 20,000 Contractors
- Over 700,000 European consumers.

Our research experience includes: concept testing, advertising testing, packaging testing, product testing, new products research, name testing, promotion testing, strategy research, statistical science services, medical, and satisfaction research.

E



● Ektron, Inc

542 Amherst Street
Nashua, NH 03063
PHONE: (866) 435-8766
FAX: (603)594-0258
EMAIL: info@ektron.com
WEB: www.ektron.com

Ektron is a global leader in Web content management software and services, empowering marketing professionals to maximize their digital marketing strategy. With core content management and features that maximize SEM, SEO and social media optimization strategies for every size organization, Ektron CMS400.NET delivers content and messaging to target audiences. Ektron empowers developers and non-technical business users alike: developers can take advantage of built-in Server Controls to deploy Web sites out of the box or customize sites using CMS400.NET's API, addressing every SEO need. Marketing teams benefit from the intuitive user interface for managing content, and can launch targeted pages on the fly with PageBuilder. CMS400.NET has a wide

H



● hawkeye

2828 Routh Street, Suite 300
Dallas, TX 75201
PHONE: (214) 749-0080
FAX: (214) 747-1897
E-MAIL: mtalbott@hawkeyeww.com
WEB: www.hawkeyeww.com
CONTACT: Megan Talbott, Director New Business Development

ADDITIONAL COMPANY LOCATIONS: Charlotte, Chicago, Dallas, Denver, New York, Seattle

hawkeye is a leading, independent, digital and direct marketing agency that works with market innovators to build preference, trust and customer loyalty for their brands. We have developed and executed thousands of winning strategies and campaigns for both consumer and B2B programs. hawkeye integrates its world-class strategy, digital, creative and analytics marketing practices to generate effective and award-winning lead-generation, promotion and awareness, and experiential and lifestyle marketing campaigns that build lasting value for our clients.

M



● MRSI (Marketing Research Services, Inc.)

720 East Pete Rose Way
Suite 200
Cincinnati, Ohio 45202
PHONE: (513) 579-1555 or
1-800-SAY-MRSI
FAX: (513) 562-8819
E-MAIL: info@mrsi.com
URL: www.mrsi.com
CONTACT: Todd Earhart, President

Whatever your online research needs MRSI and our iResearch® line of online research tools can help. With over one million surveys for over 1,500 studies within the last few years, MRSI has the online research experience necessary for success.

Our expertise spans industries such as consumer products and services, pharmaceutical, healthcare, B2B, and financial services, as well as audiences from consumers and professionals to children, teens, and college students.

MRSI's iResearch powers tools including Concept Highlighter®, online shelf testing, ConSelect® online concept testing, and ProSelect® online product testing. What's more, we've

LISTINGS FOR THE DIRECTORY OF INTERACTIVE MARKETING & SOFTWARE

helped many of our long-standing clients smoothly transition from traditional research methods to online research for its cost savings, convenience, and faster results. MRSI is your trusted source for online research.



■ **Sensomotoric Instruments - SMI**

75 Arlington Street
5th Floor
Boston, MA 02116
PHONE: (857) 241-3865
FAX: (857) 507-8319
EMAIL: Jennifer.knodler@smivision.com
WEB: www.smivision.com
CONTACT: Jennifer Knodler
A. Mark Mento
ADDITIONAL COMPANY LOCATION:
Warthestraße 21
D-14513 Teltow/Berlin
Germany

Advanced Eye Tracking Solutions – Discover exactly where your customers are looking, or where they are not. SMI designs eye & gaze tracking systems that combine flexible ease of use and advanced technology. We offer complete solutions designed to support your choices in creative design, usability, strategic packaging and placement, etc. by offering insight about how your audience responds. SMI's products offer the ability to measure a subject's gaze path and fixations over images, websites, print ad interactive media, and in real-world environments such as stores. Solutions include everything from stimulus presentation to detailed analysis, with no prior experience necessary.



● **theSOULwithin**
1001 S. Plymouth Court
Suite B
Chicago, IL 60605
PHONE: (312) 285-0783
FAX: (312) 566-0219
WEB: www.thesoulwithin.com
E-MAIL: joe@thesoulwithin.com
CONTACT: Joe Edakkunnathu, Owner/
Creative Director

Part Interactive Agency, Part Freelancer, Part Development Firm. With over 10 years of interactive experience, we provide kick-ass web design, Flash animation and development services for an affordable rate of \$75/hr. We're nimble and we are always available for communication. Some of our design work includes: Discover, Motorola, Soldier Field Stadium, Encyclopedia Britannica, True Value, as well as many small and mid-size firms. Agency inquires welcome. Check out our portfolio at www.thesoulwithin.com.

T



● **TNS**
100 Park Avenue
4th floor
New York, NY 10017

PHONE: (212) 991-6194
WEB: www.tns-global.com
CONTACT: info-us@tns-global.com

About TNS
TNS, who recently merged with Research International, is the world's largest custom research agency delivering actionable insights and research-based business advice to its clients so they can make more effective business decisions. TNS offers comprehensive industry knowledge within the Consumer, Technology, Finance, Automotive and Political & Social sectors, supported by a unique product offering that stretches across the entire range of marketing and business issues, specializing in product development & innovation, brand & communication, stakeholder management, retail & shopper and qualitative research. Delivering best-in-class service across more than 70 countries, TNS is part of Kantar, the world's largest research, insight and consultancy network. Please visit www.tnsglobal.com for more information.

W



● **Western Wats**
701 E. Timpanogos Parkway
Building M
Orem, UT 84097
CONTACT: Jeff Welch
PHONE: (801) 373-7735
FAX: (801) 379-5073
EMAIL: contact@westernwats.com
WEB: www.westernwats.com
Western Wats is the largest independent survey research data collection company in North America and is a one source destination for all the data collection needs of research organizations worldwide. Headquartered in Orem, Utah, Western Wats operates globally throughout its offices located in North America and the Philippines. Services include CATI, Web surveys, IVR (automated voice messaging), and Data Express online reporting. Western Wats operates an extensive online research panel, Opinion Outpost (at www.opinionoutpost.com), which can be utilized by Western Wats clients to reach a broad selection of consumer and business segments. Western Wats uses its proprietary, fully integrated data collection platform, W.I.R.E. (Wats Integrated Research Engine) to collect data from multiple locations and multiple modes quickly, reliably and in the most secure environment to be found in the industry.

Z



● **Zephoria Inc.**
57 Tearose Meadow Lane
Brockport, NY 14420

PHONE: (585) 230-9565
E-MAIL: dnoyes@zephoria.com
WEB: www.zephoria.com
CONTACT: Dan Noyes, President
ADDITIONAL COMPANY LOCATION: Reston, Virginia

At Zephoria our commitment is simple. Focus on getting real, measurable marketing results not making excuses. Zephoria Internet Marketing Consultants accomplishes this by taking the time to understand your business, your customers, and your business goals. Only then can we develop a customized plan that fits your unique business needs and requirements.

Zephoria can help you with the following:

- Complete Search Engine Optimization
- Social Media Consulting and Campaign Creation
- Search Engine Marketing Campaign Creation
- Paid Placement Campaigns
- Web site Content Creation
- Search Engine Friendly Website Development
- Web Analytics
- Competitive Site Analysis.

E-mail Dan Noyes at dnoyes@zephoria.com to receive a complimentary social media audit.

Interested in other upcoming directories in Marketing News?

Call Sandra Wright at 312-542-9063 or e-mail swright@ama.org for more information.

- Directory of Multicultural Marketing Firms
Issue: Sept. 15 / Deadline: July 30
- Marketing Research Companies Service Roll
Issue: Sept. 30 / Deadline: Aug. 13
- Directory of Customer Satisfaction Firms
Issue: Oct. 30 / Deadline: Sept. 10
- Directory of MBA and Executive Education Programs and Directory of Direct Marketing Services
Issue: Nov. 15 / Deadline: Oct. 1
- Directory of Net Research Services
Issue: Nov. 30 / Deadline: Oct. 15

N



● **NameStormers**
2811 Declaration Circle
Lago Vista, TX 78645-7523
PHONE: (512) 267-1814
FAX: (512) 267-9723
E-MAIL: mike@namestormers.com
WEB: www.namestormers.com
CONTACT: Mike Carr, Director

NameStormers creates and tests new names using a hybrid quantitative and qualitative approach. Our services encompass name and tag line development, international legal and linguistic screenings, name testing research and nomenclature system and naming architecture design. We have helped create names like: PURON, CARMAX, VIOXX, SYMMETRY, ITZAKADOOZIE, MIRRA, LENDMARK, MOBILEWARE, POWERSHOT, XANTERRA, OLIVENOS, CARESTREAM, MONDERA, WELL ADVISED, PAINTER'S TOUCH, SUITS ME, PRIO, FORTRA, BETTER SPACES, PIZZA CRAVERS, HYDROEDGE, VIVO, GOLD EMBLEM, THE SENSIBLE CHEF and CAPSTONE. While over 80% of our business comes from existing clients and referrals around the world, we would welcome an opportunity to discuss your naming research or development needs in detail.

S



● **The Sample Network**
100 Springdale Rd, A3 #253
Cherry Hill, NJ 08003
PHONE: 1-888-572-3255
FAX: (201) 221-7733
E-MAIL: quotes@thesamplenetwork.com
WEB: www.thesamplenetwork.com
CONTACT: Tami Brewer, Director

Mikaela Haendler, Account Executive
Are you looking for a zero hassle sample solution for your quantitative studies? Work with experienced project managers and proprietary technology to complete your project stress — FREE. The Sample Network offers leading edge global online sample solutions committed to exceeding your expectations in terms of price, quality and ease of use. As an extension of your team, we connect the front end process and back end data analysis with seamless, integrated, non-duplicated online respondents utilizing a multi-source approach. We offer fast turnaround times and personalized service giving you the confidence to Sit Back and Relax. Contact us today!