



# 2011 DIRECTORY OF NET RESEARCH SERVICES

**THE 2011 *MARKETING NEWS* DIRECTORY OF NET RESEARCH 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, email: [swright@ama.org](mailto:swright@ama.org).

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### FOCUS GROUP — WEB CONFERENCE

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Lightspeed Research  
Online Survey Solution  
Puzzle  
Research Now  
Sawtooth Software

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### MOBILE PHONE SURVEYS

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Quality Solutions, Inc.

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Mindspot, Inc.

### QUANTITATIVE RESEARCH

Mindspot, Inc.

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### RECRUITING & SUPPORT SERVICES

Borderless Access Panels Pvt. Ltd.  
Esearch.com, Inc.  
Online Survey Solution  
Puzzle

### REPORTING & ANALYSIS

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SSI

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### RESEARCH/SURVEYS

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Marketing Systems Group  
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Sawtooth Software  
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uSamp

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### SURVEY RECRUITING

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### WEB BROADCASTING/ VIDEO STREAMING

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## LISTINGS FOR THE DIRECTORY OF NET RESEARCH SERVICES

### B



**Blackstone Group**  
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**CONTACT:** Tammy Gray, Vice President

Blackstone Group is a full-service, custom marketing research firm with 24 years of experience providing actionable research solutions.

Our proprietary methodologies are designed to provide maximum insight:

- Online, hybrid qualitative/quantitative research
- Online focus groups and ethnography
- Custom, online longitudinal panels
- Online concept screening
- Advanced analytics (segmentation, multivariate analysis)

(IQ)<sup>2</sup> is Blackstone's online, webcam-enhanced platform that enables researchers to conduct qualitative research from geographically dispersed participants. Participants provide real-time feedback on embedded stimuli (advertisements, video) using an integrated whiteboard and interactive tools. This unique methodology is designed to incorporate a quantitative phase based on client demands.

Our senior team of research experts provides high quality research using state-of-the-art, in-house resources:

- Comprehensive online survey services
- Proprietary online panels

- Custom, online dashboards
- 100+ calling stations (CATI/CAWI)

Blackstone is a certified minority-owned/diversity firm.



**Borderless Access**  
No.4681st Floor, 6th Block  
80 Feet Road, Koramangala,  
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**PHONE:** (818) 358-4633  
**TOLL FREE:** +1-866-614-8047  
India  
**PHONE:** +91 80 41785814  
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Borderless Access is the Emerging Market online research specialist with extensive experience in building and maintaining panels across geographies and cultures. We have proprietary panels in Brazil, Russia, India, China (BRIC) and Mexico; and our global footprint and partnership lets us reach over 100 million consumers across 65 countries. With our latest entry in South Africa and Argentina, we have widened our reach further. Coming soon are Taiwan, Indonesia, Turkey and many more markets.

We are the only online panel company within the emerging markets to be listed as preferred vendor for several Honomichl research companies. Borderless Access is the chosen sample provider for one of global Top 2 CPG firms & amongst 4 of the Fortune Top 10 Technology giants.

With global experience, industry experts who have crossed cultural boundaries and succeeded in building a robust panel, Borderless Access is your one-stop survey partner in the emerging markets.

### D



**Decipher**  
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**FAX:** (559) 436-6944  
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Decipher  
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**CONTACT:** Kristin Luck, President

A marketing research services provider, Decipher specializes in online survey programming, sampling, data collection and data reporting. Utilizing proprietary Web-based applications, Decipher integrates state-of-the-art technology with traditional research techniques. Decipher is all about uncovering opportunities in whatever territory we explore with our clients. As your partner, Decipher isn't interested in just data, but also about what that data represents for you. We focus on technology and research systems that bring data to life, and in doing so, we help you reveal how even seemingly small discoveries can yield meaningful insights.



**Decision Analyst**  
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**EMAIL:** jthomas@decisionanalyst.com  
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**CONTACT:** Jerry W. Thomas, President/  
CEO

Decision Analyst is a full-service, custom marketing research and analytical consulting firm. We have started building our Internet research capabilities and systems in 1996. Since then we have become a global leader in Internet-based research systems by developing secure, scientifically valid, technologically advanced, and carefully integrated software and systems. Our Internet survey capabilities include our proprietary programs: Icion® (multivariate sampling and panel participation monitoring software) and Logician® (questionnaire programming software).

Our online capabilities include:

- Standardized online research systems (CopyTest®, Package Test®, ConceptTest®, PromotionTest®)
- Advanced analytics (segmentation, discrete choice, conjoint, simulation)
- Syndicated research
- Online qualitative research and online ethnography
- Proprietary online innovation systems.

Our proprietary online panels include 7 million, consumers, contractors, technology professionals, executives, physicians and other medical professionals. Our online panels are double opt-in and rigorously managed to ensure the quality of our panelists and the quality of the data.

## LISTINGS FOR THE DIRECTORY OF NET RESEARCH SERVICES

### E



**Esearch.com, Inc.**  
32 S. Middleridge  
Rolling Hills, CA 90274  
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**EMAIL:** janet@esearch.com  
**WEB:** www.esearch.com  
**CONTACT:** Janet Westergaard

Online research panel — Esearch.com started building an online research panel in 1995. It was one of the Internet's first and continues to be one of the best. Specialty panels (teens, mothers, children, business owners, IT professionals, medical conditions, etc.) are also available.

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### I



**IDG Research Services**  
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**WEB:** www.idgresearchservices.com  
**CONTACT:** Janet King, General Manager  
Jean B. Desmarais, Client Services Manager

IDG Research Services, a division of International Data Group (IDG) the world's largest and leading technology media, research, and event company. IDG's globally branded product lines reach more than 200 million technology buyers in 92 countries. IDG Research Services combines the global resources of our brands with extensive experience in providing custom independent research and intelligence for emerging technologies, advertising agencies, media companies and technology marketers. IDG Research Services brings the resources and experience of a large, global company to our clients in the form of a small, customer-focused business.

For over 20 years, IDG Research Services has been helping companies clarify their markets

through the design, execution and analysis of customized, creative, actionable market research.

Our research expertise helps you uncover:

- Brand Insights: Brand awareness, brand perceptions, market positioning
- Advertising Insights: Marketing messaging and campaign effectiveness
- Market Insights: Best practices for deploying/managing technology
- Customer Insights: Retention, engagement and satisfaction
- Employee Insights: Assess employee engagement and satisfaction
- Audience Insights (Media Companies): Profile your print and online audiences; understand media usage and content consumption preferences

For further information about IDG Research Services, we can be found at [www.idgresearch.com](http://www.idgresearch.com).



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**FAX:** (303) 333-7844  
**EMAIL:** info@imoderate.com  
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**CONTACT:** Jen Drolet, COO

iModerate Research Technologies is a leading qualitative market research firm with a distinct approach to uncovering the most meaningful insights. Based in Denver, Colorado and founded in 2004, iModerate is known for pioneering and championing the online one-on-one. With over 100,000 conversations to our credit, and an in-depth knowledge of

how consumers think and behave, we have helped countless organizations obtain the insights that matter most to them.

### L



**Lightspeed Research**  
3 Mountain View Road, 3rd Floor  
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**EMAIL:** info@lightspeedresearch.com  
**WEB:** www.lightspeedresearch.com  
**CONTACT:** Bonnie Breslauer, EVP, Global Client Relations

For market researchers, marketers and agencies seeking a deeper understanding of consumer opinion and behavior, Lightspeed Research digitally accesses highly qualified panelists whenever, wherever and in whatever segments needed. The company's thorough panelist pre-screening process and large global respondent pool delivers business-ready results fast and cost-effectively. From proprietary online access panels to specialty panels, custom panels and innovative mobile surveys, Lightspeed Research offers the industry's most complete and highest-quality online research. This is backed by an expert client operations team that provides a range of data collection services, from sample management and survey design to programming and reporting. Through advanced research technologies, proven methodologies and market research expertise, it meets the industry's demand for deeper quantitative and richer qualitative data in a single, trusted partner.

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### G



**GMI (Global Market Insite, Inc.)**  
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Suite 200  
Bellevue, WA 98004  
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**FAX:** (425) 637-6926  
**EMAIL:** info@gmi-mr.com  
**WEB:** www.gmi-mr.com  
**CONTACT:** Kathy Miller

GMI (Global Market Insite, Inc.) provides access to the right people at the right time to deliver the right results, empowering researchers and marketers worldwide to generate reliable, consistent and actionable information that enhances their decision-making capability. GMI's technology enable solutions, including, GMI Interactive, GMI Mobile and a host of survey services, play a central role in our ability to find, balance and engage respondents around the globe quickly for high-quality, consistent and reliable results. Founded in 1999 with global headquarters in Bellevue, Washington, GMI has operations in America, Europe and Asia Pacific. For more information, please visit us online at [www.gmi-mr.com](http://www.gmi-mr.com).



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**ONLINE SAMPLE. ONLINE PANELS. ONLINE RESEARCH.**

**ESEARCH.COM**  
esearch@esearch.com

**Since 1995, researchers have called on Esearch.com for their online panel needs**  
Esearch.com, Inc. online fielding support for research [www.esearch.com](http://www.esearch.com) esearch@esearch.com 310.265.4608

## LISTINGS FOR THE DIRECTORY OF NET RESEARCH SERVICES

### M



#### Marketing Systems Group

565 Virginia Drive  
Fort Washington, PA 19034  
**PHONE:** (215) 653-7100  
**FAX:** (215) 653-7115  
**EMAIL:** alambert@m-s-g.com  
**WEB:** www.m-s-g.com  
**CONTACT:** Alan Lambert,  
Vice President - Sales

Marketing Systems Group provides innovative products and services designed for the survey research industry. MSG products include GENESYS Sampling, PRO-T-S Dialers and ARCS Panel Management IVR and Web recruiting. GENEYS Sampling provides full-service sampling capabilities including RDD, listed samples, business samples, screening services, online/Web sample, address-based sample, sample/list enhancement services including telephone lookup and data appendage as well as cell phone samples. PRO-T-S is a research predictive dialing system designed to improve productivity and quality while reducing costs. ARCS is an all-in-one tool created for panel management, Web/IVR recruiting and data collection. Other MSG resources include database development, management and analytical capabilities.



#### Mindspot, Inc. Marketing Research & Business Solutions

7575 Dr. Phillips Blvd.  
Suite 330  
Orlando, Florida 32819  
**PHONE:** (407) 730-4603  
**FAX:** (407) 386-6550  
**EMAIL:** info@MindspotResearch.com  
**WEB:** www.MindspotResearch.com  
**CONTACT:** Lynnette Leathers

Mindspot is more than just a global research company that specializes in online research. However, it is what we do best. With focus on delivering you the value derived from a continuous dialogue with your customers, we design, implement and convey research and business solutions that work in today's fast-paced market. We offer many services including: Online Surveys, Online Focus Groups, Naming, Branding and Positioning Research, Video Diaries (Ethnography) and Strategic Marketing Research and Plans.

With our extensive experience and concentration in online research, we can develop the best research methodology and marketing research plan for your business to produce actionable results. We can provide

survey designs and the respondents to survey, or we can email our custom designed surveys to your customer list. We have a custom online focus group website, and offer fully moderated online focus groups recruited from participants who meet your screening criteria — a full service solution from start to finish.

Mindspot is headquartered in Orlando, Florida and is WBENC (Women's Business Enterprise National Council) certified. Mindspot conducts research in North America, Latin America, Asia-Pacific and Europe, with expertise in B2B, B2C and G2C.

For more information, please visit us at <http://www.MindspotResearch.com> or give us a call. We are happy to answer online research or general research questions and provide our methodology recommendations for specific projects.



**Morpace Inc.**  
37100 Middlebelt Road  
Suite 200  
Farmington Hills, MI 48334  
**PHONE:** (248) 737-5300  
**FAX:** (248) 737-5326  
**EMAIL:** information@  
morpace.com  
**WEB:** www.morpace.com

Effective online research and analysis requires a powerful set of tools. Morpace delivers the flexibility and power needed to design virtually any type of Internet study. Lighthouse™ surveys provide unique measurement scales and data collection routines, complex adaptive questionnaire structures, conjoint, choice model and configurator designs. Our surveys can also be augmented by still images, audio and video, as well as online focus group applications. Morpace provides real-time, interactive monitoring and reporting including proprietary analytic solutions SOCO™, B-Link™ and PROM™.



#### MRSI (Marketing Research Services, Inc.)

720 East Pete Rose Way  
Suite 200  
Cincinnati, OH 45202  
**PHONE:** (513) 579-1555 or  
1-800-SAY-MRSI  
**FAX:** (513) 562-8819  
**EMAIL:** info@mrsi.com  
**WEB:** 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 two million surveys for over 2,000 studies within the last few years,

MRSI has the online research experience necessary for success. Our online research expertise spans industries from consumer products to healthcare to financial services and across audiences such as consumers, children and teens, professionals, and high-income respondents.

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

Other iResearch powered solutions include:

- **Census Balancer®** – Proprietary technique used to produce a demographically representative online sample based on age, gender, geography, race, ethnicity, and education.
- **mrExpress®** – Online research service that provides quick, insightful answers at a fraction of the cost of traditional custom research.

Our iResearch technology combined with our technical expertise provides the flexibility and muscle necessary to handle your online research projects from the most basic to the most complex. We'll manage your entire project in-house including custom design, data collection and analysis, ensuring maximum security and flexibility throughout the process.



**Olson Research Group, Inc.**  
1020 Stony Hill Road  
3rd Floor  
Yardley, PA 19067  
**PHONE:** (267) 487-5500  
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Lynn Welsh, Principal &  
Chief Technology Officer  
Matt Hancock, Director, VP,  
Client Development

Olson Research Group provides both qualitative and quantitative marketing research services to the Pharmaceutical and Healthcare industries. We specialize in providing customized services from basic data collection and recruitment to more full service components to suit each client's specific needs and budget. Our proprietary online research

solution, *OlsonOnline™*, incorporates the latest technological advances, including online conjoint analysis and is complemented by our proprietary database of more than **700,000 U.S. physicians and other healthcare professionals**. Additionally, Olson Research provides qualitative research services including telephone and face to face depth interviews and focus groups. We offer flexible analytics and our custom research panels allow clients to create proprietary panels designed specifically for their unique needs. Our deliverables can include validated, actionable data that is raw, coded, cross-tabbed or analyzed.



**Online Survey Solution**  
1660 N. Westridge Circle  
Irving, TX 75038  
**PHONE:** (615) 383-2502  
**WEB:** www.OnlineSurveySolution.com/  
power  
**EMAIL:** Janet.Savoie@  
OnlineSurveySolution.com  
**CONTACT:** Janet Savoie, Vice President,  
Client Development

Online Survey Solution provides full-service online data collection. Our dedicated online team provides bidding, project management, and programming in addition to coding and tabulations on request.

#### OFFERINGS INCLUDE:

- Full-service online data collection including phone-to-web and mail
- Internet design & methodology recommendations
- Infrastructure & technology
- Online survey tools to enhance respondent experience
- Access to outside panel providers
- Highly experienced staff.

### P



**Puzzle**  
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33 1 42 68 12 26  
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**EMAIL:** mikael@puzzleparis.com  
**WEB:** www.puzzleparis.com  
**CONTACT:** Mikael Taieb, Director

At Puzzle, we understand how difficult it can be to find a reliable agency when conducting international research.

Over the years we worked as directors for

## LISTINGS FOR THE DIRECTORY OF **NET RESEARCH SERVICES**

some of the biggest market research agencies. We know how difficult it may be to find the right people abroad when doing international research. We fully realize how critical it is for an agency to find reliable partners; we understand your needs and know what you require to be able to deliver the quality you wish to achieve.

Our team of senior researchers *has over 25 years of experience with many different sectors and brands...* and we work tirelessly to make sure that only the best translators and interpreters are used in our network.

Our team of 15 in-house recruiters and extensive network of off-site recruiters in over 50 different locations throughout France is renowned worldwide for its efficiency, its thoroughness, and its ability to handle any challenge.



### **Quality Solutions, Inc.**

P.O. Box 40147  
Cleveland, OH 44140  
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**FAX:** (440) 933-7077  
**EMAIL:** results@qualitysolutions.com  
**WEB:** www.qualitysolutions.com  
**CONTACT:** John D. Dickey, President

Take your customer satisfaction measurement and management process to the next level using Quality Solutions, Inc. customized processes. We offer an integrated approach to Customer Satisfaction Measurement and Management. Our processes go beyond the simple measurement of customer satisfaction... by measuring the drivers of value, loyalty, retention, and growth.

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If you prefer a web-based solution, we will facilitate the design, development, and analysis as well as host the survey or research instrument. Our research analysts utilize state of the art computer models and analytical tools giving you the assurance that each study meets and exceeds the stated project objectives. Our reports provide focused direction and detailed action strategies to drive performance improvement. All research can be supported by consulting services including CRM implementation, Balanced Scorecard development, and Business Process Management/Redesign services.

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All of the listings in the **Directory of Net Research Services** are paid ads. The information contained in each listing was provided by the advertiser. If you would like more information on the products and services described, please contact the company directly. To list your company in next year's Directory, please contact Sandra Wright, **Marketing News**, 311 S. Wacker Drive, Suite 5800, Chicago, Illinois 60606, phone: (312) 542-9063 or email: swright@ama.org.



Marketing Research / Paris

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- Face-to-face recruitment*
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- Shop along*
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- Voxpop / Videos*
- Jury mock-ups*
- Web-based research*

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### **Focus Group Experts for 25 years in Paris**

#### **Why ?**

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Our creative and highly energetic team of senior researchers, project managers and recruiters collaborate together to help you unearth new insights that will help you to make better business decisions.

#### **When ?**

We understand that your time is precious. So, you will always receive your quote without delay and recruitment will always be carried out within the required time specifications.

#### **Where ?**

*Our facilities are located in the heart of Paris, just in front of the world-famous Opera Garnier.*  
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3 private client lounges  
*Excellent catering for clients respondents*

*75% of our clients are American companies*

## LISTINGS FOR THE DIRECTORY OF NET RESEARCH SERVICES

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R



### Rabin Research Company

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**CONTACT:** Michelle Elster, Vice President  
Nina Mueller, Vice President

Rabin Research, a full-service global marketing research company, offers a wide range of high quality, cost-efficient consumer and b2b services. We work in all industries with a significant number of studies in packaged goods, financial products/services, healthcare products/services, food/food

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Radius Global Market Research is devoted exclusively to conducting custom research for industry leaders around the world. Radius Know More™ Internet Panel encompasses over 6.7 million households and over 8 million consumers in the United States, Canada, and Europe. This size and reach allow us to support both ad hoc and ongoing tracking studies that require detailed quotas across gender, age, ethnicity and geography. The sample composition reaches beyond the panelists to include other household members, including children, teenagers and seniors groups that can be difficult to reach online. We take panel recruitment very seriously, as it is the key to credible results. Know More™ is a multi-sourced panel, using 15 to 25 different sources and a variety of methodologies.

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