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BACKGROUND

- Perception Analyzer® legacy—30+ years
- Litigation, public policy messaging, advertising, entertainment, brand marketing, and more
- Portland, New York, London
- Clients in more than 45 countries

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CURRENT IMPACT

- Your world turned upside-down
- Ours, too
- In-person research is not possible now and may never be the same
- Fortunately, online methods and tools are already well-established

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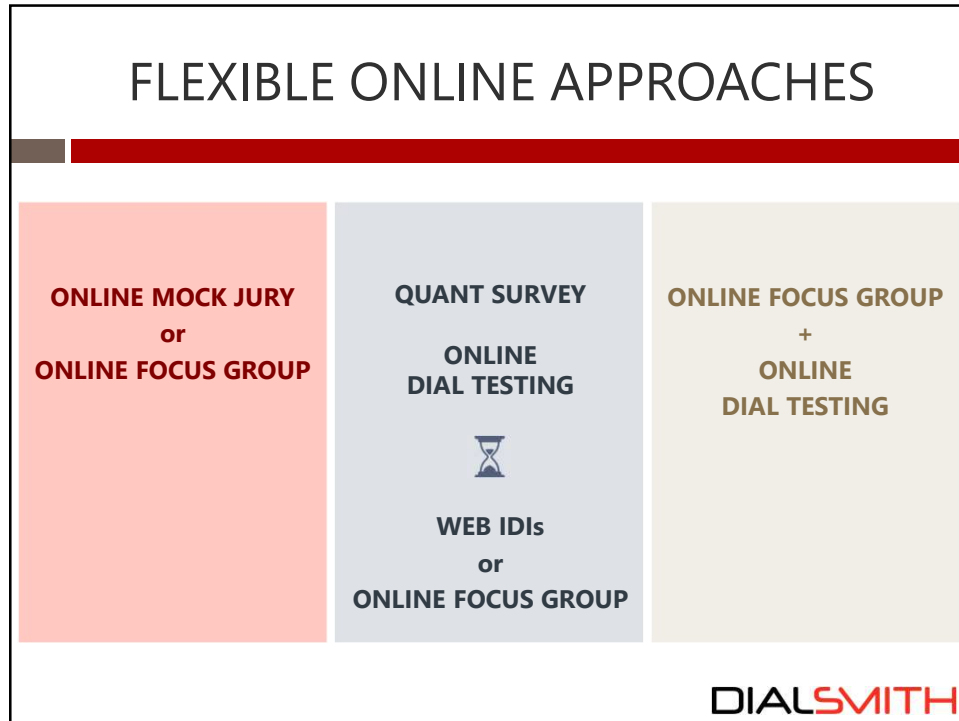
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ONLINE QUAL RESEARCH

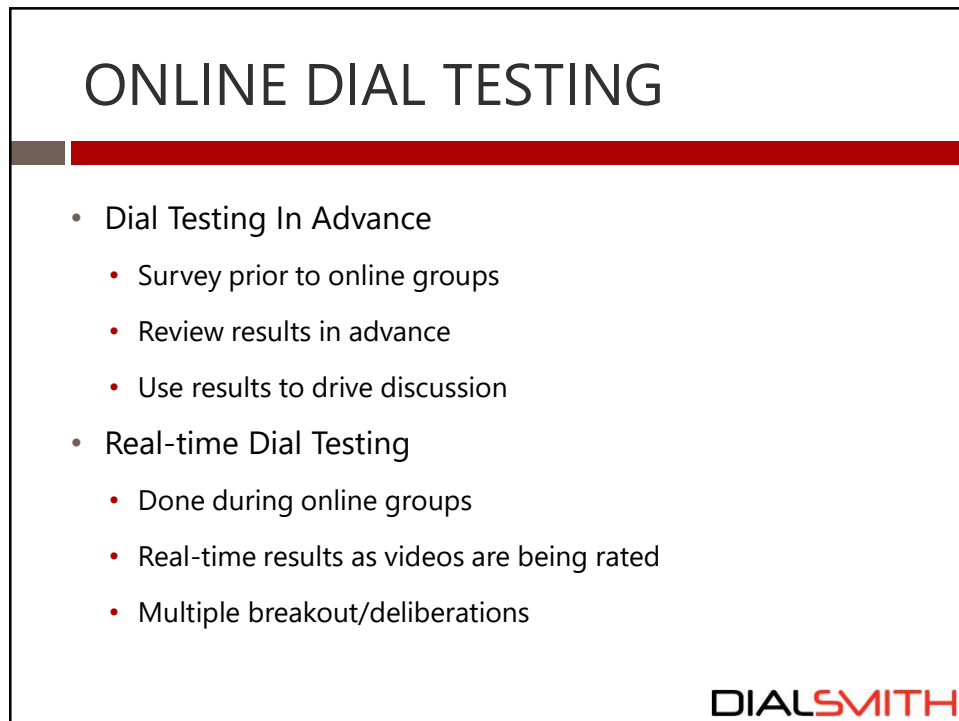
- Recruiting
- Travel
- Respondents' natural environment
- Keeping respondents engaged
- Mitigating technical limitations
- Client engagement

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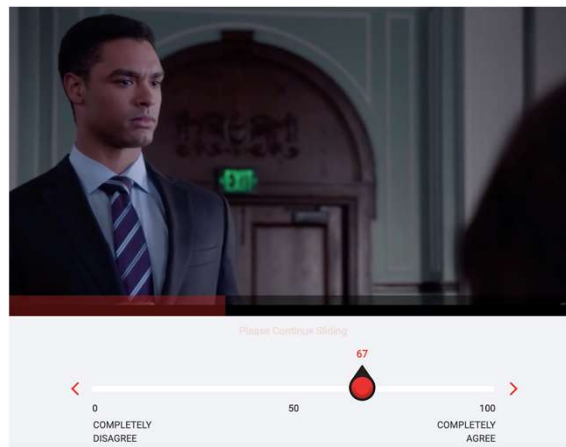
SECURITY

- Online Dial Testing
 - Media hosted on tier-one CDN
 - Copy/download disabled
 - Optional watermark
- Online Focus Groups
 - ZoomGov, AWS Gov't Cloud, FedRAMP
 - Password-protected
 - Waiting Room

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DEMO



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DEMO

Live Data **ON** OFF EDIT SUBSETS

	COUNT	COMBINE	CUMULATIVE MEAN	CUMULATIVE MEAN
<input checked="" type="checkbox"/> Total	10	<input type="checkbox"/>	50	53.63
<input checked="" type="checkbox"/> Male/35 - 44	2	<input type="checkbox"/>	50	60.79
<input checked="" type="checkbox"/> Q1866 - Female	4	<input type="checkbox"/>	50	42.44
<input checked="" type="checkbox"/> Q1866 - Male	5	<input type="checkbox"/>	50	62.55
<input checked="" type="checkbox"/> Q1867 - 18 - 24	1	<input type="checkbox"/>	50	58.27
<input checked="" type="checkbox"/> Q1867 - Over 55	2	<input type="checkbox"/>	50	41.15
<input checked="" type="checkbox"/> Q1867 - 25 - 34	2	<input type="checkbox"/>	50	56.55
<input type="checkbox"/> Q1867 - 35 - 44	2	<input type="checkbox"/>	0	60.79

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RESOURCES

TAKING YOUR TRIAL RESEARCH ONLINE

Virtual Mock Trials, Focus Groups & Online Dial Testing

Maximize your research insights from your studies and decrease the time to market for your products, while saving time and money.

A Full Range of Online Qualitative Research Options to Fit Your and Your Client's Needs

- FULL SERVICE OPTIONS**
 - Virtual Mock Trials, Focus Groups, and Online Dial Testing
 - Recruitment, moderation, and analysis services
 - Project management, reporting, and analysis
- LA CLIENT OPTIONS**
 - Recruitment, moderation, and analysis services
 - Project management, reporting, and analysis

VIRTUAL MOCKS & FOCUS GROUPS

- Virtual Mock Trials, Focus Groups, and Online Dial Testing
- Recruitment, moderation, and analysis services
- Project management, reporting, and analysis

ONLINE DIAL GROUPS

- Recruitment, moderation, and analysis services
- Project management, reporting, and analysis

WEB IDZ

- Recruitment, moderation, and analysis services
- Project management, reporting, and analysis

ADVANCED DIAL TESTING

- Recruitment, moderation, and analysis services
- Project management, reporting, and analysis

REAL TIME DIAL TESTING

- Recruitment, moderation, and analysis services
- Project management, reporting, and analysis

FULL SERVICE ADD-ONS

- Recruitment, moderation, and analysis services
- Project management, reporting, and analysis

WE'VE GOT YOU COVERED: FROM RECRUITMENT TO PLATFORM TO RESULTS

[ASK A QUESTION](#) [REQUEST A QUOTE](#)

PRIVACY & SECURITY FOR YOUR ONLINE RESEARCH

Maximize your research insights from your studies and decrease the time to market for your products, while saving time and money.

Here's a quick overview of the security features and steps we have in place to help guarantee each of your online projects is safe and secure.

- ONLINE MEETING PLATFORMS**
 - Secure meeting rooms with end-to-end encryption
 - Secure meeting rooms with end-to-end encryption
 - Secure meeting rooms with end-to-end encryption
- ONLINE DIAL TESTING**
 - Secure meeting rooms with end-to-end encryption
 - Secure meeting rooms with end-to-end encryption
 - Secure meeting rooms with end-to-end encryption

VIRTUAL FOCUS GROUPS

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ONLINE DIAL GROUPS

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FULL SERVICE ADD-ONS

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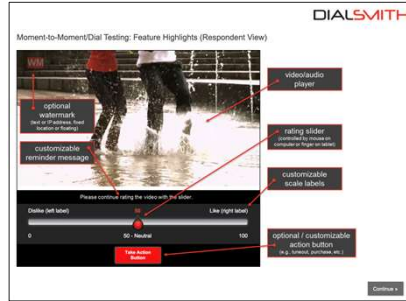
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RESOURCES



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FOLLOW-UP

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Thank you!

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