



Your customer's voice: listen. learn. leverage.

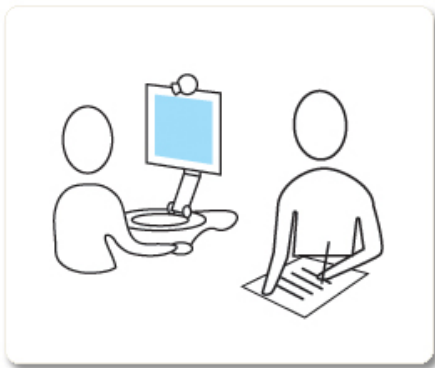
May 2011

Dear Shelley,

The state of market research is being dramatically impacted by technology, and at the [Technology Driven Market Research Event](#) in Chicago last week, we had the opportunity to hear thought leaders and innovators in the tech space discuss new tools and scientific methodologies we'll be adopting to capture deep, real-time insights from your audience.

In a series of upcoming spotlights, we'll share what's next and how we'll be using social gaming, video, analytics, neuroscience, apps and smart phones to meet your market research needs.

SPOTLIGHT on Web Usability Testing



Web usability software is instrumental in conducting research when launching or re-designing a website or digital tool. It enables you to observe first-hand how your target audience reacts to the features, design, layout, navigability, content, etc., of your product by understanding how it is used and how the respondents react to it. With these insights, you learn what works, what doesn't work and what adjustments need to be made to make your site most appealing and usable for your audience.

Although this software is not new, Campos Inc has noticed an increase in demand from our clients for this type of research. We'd like to remind you of the benefits gained by utilizing this software to learn from your customer and truly serve them with your piece of the digital pie by understanding what drives them to click.

What's New

Campos Inc welcomes our newest clients:

[Walnut Capital](#)

[CVS Caremark](#)

[Lieberman Research Worldwide](#)

From our newsroom

Pittsburgh Business Times featured Yvonne as a [2011 Diamond Award honoree](#) - highlighting her tenacity and leadership. Yvonne was a Diamond Award winner in the CEO for-profit small business category.

[Send Yvonne a congratulatory note.](#)

Out & About

5/11 Shelley Shaw attending the Pittsburgh Business Times's [Business for Breakfast](#) at McCormick and Schmick's

5/13 Shelley Shaw and BreAnn Decesere at IABC's [Using Social](#)

Gathering both experience and ease of use insights are essential to providing the best insights and recommendations to you, our clients. Learn more about how we utilize web usability software in our most recent [case study](#).

For any questions on our web usability solutions, please give us a call at 412-471-8484 or email info@campos.com.

Trending Now: Research in Virtual Worlds



Virtual worlds are no longer just for leisurely gaming. They are being used to conduct qualitative research and may become a more conventional space for hosting these types of studies as we come to rely more heavily on digital tools.

Using avatars, or digital representations of themselves, research respondents can interact with a moderator and/or other participants in the comfort of their own homes.

[More on the use of avatars in market research.](#)

What's New on VOICE of the Region

How do you feel about ads on school buses?



48.41%	I support this
34.13%	I oppose this
17.46%	I don't have an opinion



[Media for Media Relations](#) downtown

5/13 BreAnn Decesere volunteering for the [Pittsburgh Marathon](#) weekend

5/18 Shelley Shaw attending the [ATHENA Award Launch Reception](#) at the Westin Hotel

5/24 Amy Dubin at the Crohn's & Colitis Foundation of America - Western PA's [Women of Distinction Luncheon](#) at the Fairmont Hotel

6/3 - 6/11 Yvonne Campos speaks on the business of Campos Inc at the *7th International Symposium on Multinational Business Management* in Nanjing, China, sponsored by Seton Hill University



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