

QUIRK'S

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product and service update

QualBoard receives threefold update

20|20 Research Inc., Nashville, Tenn., has expanded its QualBoard platform with QuickView, a technology designed to allow researchers to view, respond to and manage all online bulletin board participant posts from one screen. QuickView is a free upgrade for all QualBoard users and is automatically included in the platform going forward.

The company has further enhanced its QualBoard 3.0 platform with Forever Files and Easy Admin. Forever Files aims to allow clients to access archived project files and transcripts virtually forever. With this system, archived files are deleted from the QualBoard server only when a client chooses to delete them. Easy Admin is a tool intended for QualBoard users to set up their own projects and "demo boards" when they want to show QualBoard to their clients. For more information visit www.2020research.com.

Radius releases PriceDeveloper to get at the bottom line

Radius Global Market Research, New York, has released PriceDeveloper, a proprietary tool designed to provide clear pricing strategy recommendations without the need for in-market tests. PriceDeveloper aims to replicate the real-life buying decision by using a choice-based micro-modeling approach.

The process begins with the Radius team working with marketers to determine the true dynamics of the purchase decision. Consumers are then shown competitive offers and asked to select the one they would buy. Using this data, Radius then employs modeling to create marketplace simulations of the buying decisions under alternative pricing scenarios. Using PriceDeveloper, Radius hopes marketers will understand changes in market penetration and share under alternative pricing scenarios; which brands can com-

mand a premium price and which must use price to draw in new customers; see revenue-neutral price points that balance share against price. For more information visit www.radius-global.com.

Revelation goes mobile, expands languages

Revelation, a Portland, Ore., research software company, has released the public beta of Revelation Mobile, its mobile app. The technology is designed to capture and record consumer behavior in real time and allow researchers to tailor mobile studies as extensions of their Revelation projects.

Features of the Revelation Mobile beta version include diary-style activities to track consumer purchases, behavior and consumption; photo uploads for participants to capture their environment; and open- and closed-ended prompts for both barometer-type and probing questions. The beta release was scheduled to end June 30, 2010, and the company anticipates an incubation period before Revelation launches its official release.

Additionally, Revelation has expanded its language capabilities to include Korean, Brazilian Portuguese and Greek. For more information visit www.revelationglobal.com.

Pittsburgh paper offers readers online community and forum

Pittsburgh Post Gazette and Campos Inc., a Pittsburgh research firm, have partnered to offer VOICE of the Region, a Web based opinion panel and online community of southwestern Pennsylvania residents, to the Post Gazette's readership. This partnership is intended to gauge public opinion on issues and topics of local importance and sharing the results with the public. VOICE of the Region members will be invited to participate in polls, surveys, forums and other activities and offer

their opinions and insights on local, regional and national topics of interest. Their feedback will potentially help influence planning and decision making in the Pittsburgh area. The panel's membership numbers in the several thousands and was developed by Campos Inc. in conjunction with Pittsburgh technology firm CivicScience. For more information visit www.postgazette.com/vor.

Clarabridge releases version 4.1 of its text mining software

Reston, Va., research software company Clarabridge Inc. has rolled out Clarabridge Enterprise 4.1, the latest version of its text mining software. This version is designed to provide an enhanced framework for understanding customer feedback through sentiment analysis, data visualization and new wizards and tutorials.

Clarabridge 4.1 offers sentiment intensity enhancements, which allow users to weight words based on their own individual preferences; embedded data visualization and reports; added wizards and templates to guide users through setting up a project; enhanced anaphora support to improve resolution of pronouns like "it" for more accurate categorization and sentiment results; and increased online training, including 40+ online tutorial videos on a variety of topics. For more information visit www.clarabridge.com.

New filtering tool to help discern winning and losing concepts

Vancouver, B.C., research company Vision Critical has released IdeaScreenPlus, an online research tool intended to enable clients to filter out bad from good product ideas before developing them further by automating iterative testing and collecting respondent feedback in days. This tool is intended to allow researchers to continually field new