

## **Invoke's Engage Open Helps Drive Company Growth**

*Invoke's Newest Engage Application Has High Adoption as Version 2.0 is Released*

**Waltham, MA. (July 3, 2008)** – Invoke Solutions, the premier provider of real-time online and mobile research technology and services today announced that its latest entry into the Engage Suite of Applications, Engage Open, has surpassed all expectations for the first half of the year and is being enhanced with today's launch of version 2.0.

Engage Open, which simulates Invoke's traditional live experience to conduct asynchronous qual-quant research sessions, accounted for 16% of the company's first half online revenue and helped drive the company's 45% growth. The Engage Open application has allowed Invoke to work with much larger sample sizes in projects that would traditionally have been conducted using trade-off techniques. In addition, Engage Open has enhanced the use of traditional Engage Live projects by enabling them to increase the sample size and reduce error ranges once the live portion is completed.

"Engage Open has allowed us to better serve our clients by being more creative about how we conduct research without giving up the award winning participant experience, research flexibility, and interactive reporting that we are known for" says Invoke CEO Ben Cesare. "It has also paved the way for the launch of our Engage Business Solutions which tie projects together to create cost-effective, systematic research programs."

### **Engage Open Version 2.0: Data Transparency at its Finest**

Engage Open's latest release includes a number of upgrades that will improve the user experience for both researchers and participants. Version 2.0 enhances both the Engage Open and Engage Live applications and has been designed based on feedback from the company's partners at leading research firms, direct clients, and participants.

1. *Transparency and flexibility:* Researchers can monitor initial results and easily make any necessary changes to questions and/or stimuli while in the field.
2. *Finely tuned, fully interactive user experience:* Invoke's highly sophisticated adaptive acceleration technology seamlessly transforms an asynchronous experience into one that feels and acts "live" for participants with adaptable question timing and exposure to other participants' responses.
3. *Automated data cleanup:* All participants who do not meet the pre-determined, customizable contribution requirements are removed from the data set and not counted in quota/segment tracking
4. *International online support:* Online support for French, Italian, Spanish, German, and Portuguese within Live and Open sessions

This full platform release is just the first of many upgrades for the remainder of 2008 including the launch of Engage Analytics which will first connect to the Engage Platform and later this year to other survey environments. Engage Analytics will provide real-time web-based dashboards of qualitative and quantitative insights that demonstrate trends over time and allow for on the fly data access and filtering.

### **About Invoke Solutions**

Invoke Solutions is the leading innovator of real-time researching technologies that help businesses gain instant insight into the opinions, views, and dynamics of their customers,

employees, and other constituents. Unlike traditional, costly, and decades old research methodologies, Invoke's Engage suite of mobile and online research solutions have been developed specifically to provide a more engaging experience for participants and give businesses faster, more useful results with the depth of insight needed to make important decisions.

Invoke partners with leading global research firms and Fortune 1000 companies to enable faster, smarter decisions throughout the marketing and product innovation lifecycle. From brand exploratory research to final communications testing and product concept tests to in-home use studies, Invoke delivers the insight needed to move forward with confidence, faster.

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