

Invoke introduces the Engage Family of Research Solutions

Waltham, MA. (January 21, 2008) – Today Invoke Solutions, the pioneer of online qual-quant research methodologies, introduced their new family of offerings--the Engage Family of Research Solutions. With Engage, Invoke will offer the most complete set of online and mobile research applications available in the research marketplace. This extension of Invoke's patented, web-based feedback and interaction technology to a series of new applications will make it easier than ever before for the company's global partners and end clients to get real-time quantitative and qualitative insights at once from their key constituencies.

"Since the company's inception in 1999, everything we have done has focused on leveraging the internet to provide better economics, geographic reach, and an interactive experience that keeps our survey participants stimulated. Through our lively, enjoyable research sessions we capture not only quantitative data, but rich open-end responses that in turn deliver high quality data to our clients and partners," says Ben Cesare, President and CEO at Invoke.

With data quality being the most pressing issue in online research today, Invoke's solutions deliver a superior online experience that increases people's enjoyment and thoughtful responses and evaluations. So much so that after thousands of Invoke sessions conducted over nearly a decade, more than 97% say they would participate in Invoke-powered research again.

"Not only have we taken steps in our research designs to ensure data quality, but the interactive nature of Invoke Engage research sessions has proven to keep participants focused for up to 90 minutes at a time, evaluating and discussing a wide array of product concepts, messaging and communications, and other important topics," says Peter Mackey, VP of Research. "Now the full Engage family brings the essence of Invoke—a blend of qual-quant questioning, real time interactive reporting, chats, and on the fly changes with adaptive questioning to the broader market of quantitative surveys and bulletin boards. Simply put, Invoke Engage brings life to survey designs and methodologies that participants generally find boring in its repetitive and non-stimulating approach."

In 2007, numerous industry reports such as ESOMAR's Global Market Research Report and Rockhopper's Industry Trends Report have communicated the importance of adopting new technologies and methodologies that drive participant engagement and better serve client needs for speed and both qualitative and quantitative insight. "At Invoke that is and will continue to be our focus," says Cesare. "As research budgets are under increasingly tighter scrutiny, the need for trusted information in shorter timeframes has become the norm; we believe the Invoke Engage family of solutions provides more options and the flexibility to deliver what our customers expect from their research suppliers."

[Click here for a quick snapshot of Invoke's Engage Family of solutions](#)

Learn even more about Invoke Engage at www.invoke.com.

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 mobile and online research platforms 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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