

For Immediate Release

Reinventing Research Analytics: Invoke Solutions Introduces Engage Analytics

WALTHAM, MA – December 15, 2008 - Invoke Solutions, a leading innovator and technology-driven research firm, today announced the launch of its latest application, Engage Analytics. Engage Analytics complements and extends their interactive qual-quant research sessions, going beyond Invoke's already flexible real-time reporting options.

Engage Analytics is an interactive, real-time, web-based dashboard and data portal that houses all of Invoke clients' project and program data, fulfilling 90% of desired analytics in a simple to use manner that requires no IT involvement.

"Engage Analytics helps take complexity out of the research process by providing researchers with the ability to easily view, manipulate, and share qualitative and quantitative findings in real time via a web-based, interactive dashboard" says Ben Cesare, Invoke's President and CEO. "This will empower our clients and partners to spend more time making important decisions rather than dissecting complex data sets."

Beginning in 2009, the Engage Analytics Dashboard and Portal will be part of every Invoke project, facilitating more efficient report creation and data analysis. In addition, data can be easily exported for advanced analysis as necessary. "Unlike other offerings, Engage Analytics is designed both for researchers and the business user who needs easy access to research information in real time. And by incorporating on the fly verbatim management, it makes analyzing qualitative results much more efficient" continues Cesare.

As a key element of Invoke's RDM (Research Data Management) strategy, Engage Analytics has been built with an open API to integrate with other survey environments, eventually making all research data easier to access, view, and analyze. Cesare concludes, "By making current, future, and historical research data easier to digest and act on across our clients' enterprise, we will help increase the ROI of market research and drive its use at a more strategic level."

About Invoke Solutions:

Invoke Solutions is a technology driven market research firm that helps leading companies make better, faster decisions about their brands, products, communications, and customer strategies. They are the only full service market research firm to offer customers *BOTH* quantitative and qualitative research in a single interactive web-based platform that delivers real-time results. Unlike traditional, costly research methodologies, Invoke's [Engage Business Solutions](#) and [Suite of Applications](#) are specifically designed to provide a more engaging participant experience and give businesses faster, easier to use qualitative and quantitative results.

Invoke partners with Fortune 1000 companies and leading global research firms to enable faster, smarter decisions throughout the marketing and product innovation lifecycle. From brand exploratory research and final communications testing to product concept tests and in-home use studies, Invoke delivers the insight needed to move forward with confidence, faster. For more information, visit <http://www.invoke.com>

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