

## For Immediate Release

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## **Invoke Solutions Continues to Drive Innovation of Real-Time Market Research with Release of Dynamic Survey 3.0**

*Dynamic Survey<sup>SM</sup> 3.0 strengthens real-time adaptability, insight and collaborative decision making*

TENAFLY, N.J. – September 12, 2003 – Invoke Solutions<sup>SM</sup>, Inc., a leading innovator of online marketing research solutions, today announced the availability of Dynamic Survey 3.0, the industry's breakthrough marketing research solution that further strengthens and blends the bond between qualitative and quantitative research with new real-time analytics and rich verbatim response processing.

Dynamic Survey 3.0 allows users that conduct extensive market research to go beyond the speed and cost benefits of Internet surveys and online focus groups and drive better insight and faster decision making. The result is a more comprehensive and confident market research decision.

“The development of Dynamic Survey 3.0 is a breakthrough in real-time analysis capabilities,” said Sang Kim, Invoke Solutions. “These tools allow clients to dramatically improve their efforts in gaining real-time insight within a research session and probe further before the session is over. As a result, researchers are able to develop better collaborative decision making which strengthens the overall research process.”

Dynamic Survey Release 3.0 was designed by working closely with customers to further drive real-time adaptability, insight and collaborative decision-making. In addition to an overall enhanced user experience, key new features include:

- *Summary comparison view* – Allows users to compare key concepts and metrics within the session and across multiple sessions in a project in real time;
- *Keyword Coding view* – Allows users to see the richest and most representative verbatim responses in real time;
- *Cross tabbing* – Allows users to cross tab questions in real time;
- *Real-Time Stimuli Upload* – Allows users to modify stimuli based on real-time feedback, uploaded it into the system and retest for further feedback;

“Dynamic Survey 3.0 allows us to complete our research projects faster, and more cost effectively than any other interactive online market research solution,” said Sandra Clifford, *General Mills*. “By utilizing Dynamic Survey 3.0, we are able to get rich honest answers from over one hundred respondents in a single evening in a manner that allowed us to immediately see the emerging trends and probe further.”

### **About Invoke Solutions, Inc.**

Founded as NetOnCourse Inc., Invoke Solutions<sup>SM</sup> is the creator of a revolutionary new marketing research solution that combines qualitative and quantitative methods in a single, real time solution. Invoke Solutions is focused on continuing to drive innovation in the marketplace that enables faster, interactive, collaborative decision making from rich consumer insight. Additional information about Invoke Solutions is available on the company website at <http://www.invoke.com/> or by calling (201) 227 9555.

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