

What is it?

How is it used?

What is the experience?

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|---------------------------|--|--|---|
| Engage Live | Live, 60-90 minute moderated online qual / quant research “events” with up to 300 participants | Used for in-depth examinations of a broad range of topics that drive key decisions | Sessions are highly interactive, adaptive, and incorporate multi-media stimuli |
| Engage LiveXpress | Live, 30-minute moderated qual / quant research “events” with up to 75 participants | Used for quick, focused insights on a limited set of topics that drive “just in time” decisions | Sessions are highly interactive, rapid, with a fixed set of multi-media stimuli |
| Engage iBus | Fully fused omnibus solution with the ability to ask any mix of qual and quant questions | Used to gather fast insights using the power of the Invoke platform with the cost efficiencies of an omnibus | Interactive sessions which incorporate multi-media stimuli, and new questions to be inserted while the survey is in the field |
| Engage Open | The Invoke online, interactive qual / quant experience for large and/or harder to reach groups | Used for large scale, in-depth examinations of a broad range of topics that drive key decisions | Interactive sessions are left open for days, incorporate multi-media stimuli, and enable changes and chats while in the field |
| Engage Live + Open | The best of both worlds; a live qual / quant research “event” left open for days to expand the sample size | Used for in-depth examinations of a broad range of topics with a larger audience | Highly interactive live sessions that are adaptive, incorporate multi-media stimuli, and are left open for days |
| Engage Multi-Day | Large scale qual / quant insights over a period of days with new interactive questioning daily | Used for ideation or brainstorming sessions, diary research, product tests, and pre-post studies | Sessions are highly interactive, responsive to each day’s findings, and incorporate multi-media stimuli |
| Engage Mobile | Instant insight at the point of experience via short SMS-based surveys and real-time reporting | Used for ongoing or event driven insight with retail, hospitality, b2b and media applications | An interactive, on-site experience using SMS-based questioning and real-time online reporting |
| Engage Analytics | Real-time, interactive dashboards and reporting for all of your research data from Invoke sessions and other survey environments | Integrates with multiple survey environments (incl. Confirmit) to deliver data that is easily interpreted and fulfills 90% of desired analytics out of the box | Engage Analytics lets users generate, view, interact with, and share data in real-time |