

## For Immediate Release

### Engage Analytics Gains Rapid Industry Adoption in its First Sixty Days

Invoke Solutions delivers on its promise to *Reinvent Research Analytics* with over 120 clients in its inaugural introduction of the Engage Analytics Platform.

**WALTHAM, MA – March 3, 2009** - Invoke Solutions, a full service technology-driven market research firm, announced today the rapid adoption of their next generation web based reporting and analytic tool, Engage Analytics. Engage Analytics is an interactive, real-time, web-based dashboard and data portal that returns immediate insights and houses all of a client's project and program data, fulfilling 90% of desired analytics in a simple to use manner. Simply stated, it allows clients real-time, easy to interpret analysis from their research projects allowing them to make clear data-driven decisions that impact the bottom line.

"Giving our customers the ability to effortlessly view, manipulate, create and share research insights immediately was paramount in the creation and design of the Engage Analytics Platform," says Ben Cesare, President and CEO of Invoke Solutions. "We are thrilled with the acceptance and immediate use of Engage Analytics, and with the assistance of our key clients we have a robust 18 month roadmap that will continue to deliver the capabilities our clients will value most."

Mike Katz, Principal Researcher for eBay states; "The Engage Analytics platform provided a powerful tool for rapid data summary and visualization that we were able to leverage in our internal presentations. Data filtering technology also enabled us to isolate key differences among our target user populations to identify unique user needs."

Not only has Invoke seen rapid adoption from its customer base with over 120 clients adopting Engage Analytics in the first sixty days, but other industry leading companies such as Greenfield Online have turned to Invoke to license this best of breed technology for their own clients. In January Greenfield Online released GoReport™, a re-branded version of Engage Analytics for their own client base.

"At Greenfield Online, The Engage Analytics Platform is fully integrated with our global platform," stated Keith Price, EVP of Greenfield Online. "This gives our clients unprecedented access to all their past, present and future research projects in one easy to use web portal allowing them to make the most well-informed decisions with real time access to all the data."

Tal Sliwicz, SVP of Product Strategy for Invoke Solutions adds; "Over the next several months you will see Engage Analytics broaden its integration beyond the Confront survey environment to other familiar survey platforms, as it becomes the de-facto standard for ease of use, rapid insight discovery and the facilitation of research re-use that drive ROI of past research efforts."

To see Engage Analytics in action visit [http://www.invoke.com/index/analytics\\_tutorials](http://www.invoke.com/index/analytics_tutorials)

#### 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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