

Insight Platforms Featured Directory Listings



The Insight Platforms directory lists over
1,200 companies
offering technology, data or services

There are over

400 categories

spanning MR, UX, CX, analytics & more

All Categories

AB Testing and Optimisation	Access Panels	Advanced Statistical Techniques	Advertising Testing
Advertising Tracking	Advertising/Campaign Effectiveness	Agile Qualitative Research	
APIs	Artificial Intelligence	App Analytics	
Audience and Market Measurement	Automated Reporting	Audience Panel	
Behavioural Analytics	Behavioural Science	Automated Survey Research	
Brainstorming	Brand Research	Behavioural Tracking	
CAPI (Face-to-Face Interviews)	CATI (Telephone Interviews)	Brand Tracking	
Cloud-based Analytics	Co-creation	Chat/Messaging Surveys	
Computer Vision Analysis	Concept Screening	Coding/Data Entry	
Consultancy	Content Testing	Concept Testing	
Conversion Rate Optimisation (CRO)		Conversational AI	
Customer Advisory Board	Mobile Surveys	Neuromarketing	
Customer Panels	Omnibus Surveys	Online Collaboration	
Data Analytics	Online Panel/Sample Exchange	Online Qualitative	
Data Visualisation	Panel Management Software	Passive Metering and Behavioural Tracking	
Diary Studies	Prediction Markets	Predictive Analytics	
DIY Surveys	Product Feedback Management	Product Testing	
End-to-End Survey Platform	Project Management	Public / Government	
Expert Communities	Qualitative Data Analysis	Qualitative Pre-Tasking	
Feedback Analytics	Rapid Surveys	Remote Qualitative Research	
Image Analytics	Reporting	Research Management	
	Screen Recording	Sentiment Analysis	
	Shopper Panel	Shopper Research	
	Social Media Recruitment	Statistics and Data Science	
	Survey Gamification	Survey Research	
	Syndicated Reports	Tabulation & Analysis	
	Transcription	Tree Testing	
	TV Audience Measurement	User and Respondent Recruitment	
	User Feedback	Verbatim Response Coding	
	User Testing	Virtual Reality	
	Video Diary Studies	Voice of Customer Surveys	
	Voice Assistants	Website Analytics	
	Webcam Interviews		

Survey Research

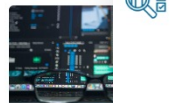
Survey Research includes software for designing, managing and analysing surveys; agile 'DIY' research tools for ad or concept testing, end-to-end automated platforms and more.



Advertising Testing



Agile Quantitative Research



Automated Survey Research



UX Research

UX Research includes usability testing, journaling, product feedback and more.



Chatbots



Customer Panels



Survey Panel

User Research Management

Video Analytics

Virtual Store Environments

Voice Research

Visual Analytics

Voice Surveys



Behavioural Research

Behavioural Research includes categories such as customer journey mapping, behavioural economics, diary studies, passive measurement, eye tracking and more.



Behavioural Science



Biometrics



Crowdsourcing



Eye Tracking



Qualitative Research

Qualitative Research includes online focus groups & forums, ethnographies, insight communities, video research and more.



Agile Qualitative Research



Biometrics



Co-Creation



Crowdsourcing



Insight Communities



Mobile Ethnography

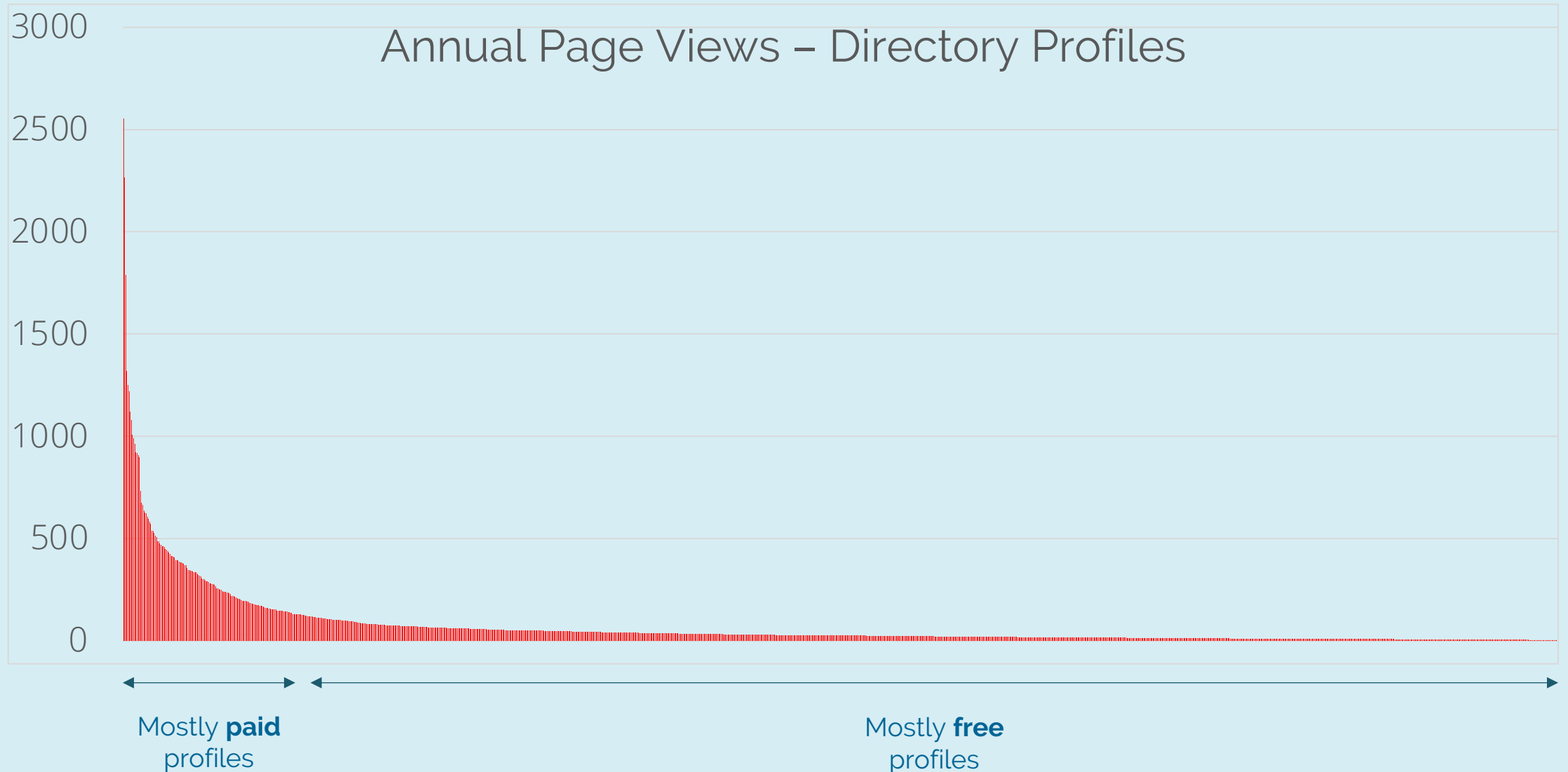


Online Focus Groups and Forums



Video Research and Forums

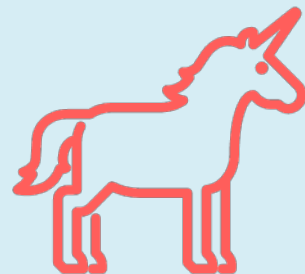
Free profiles struggle to get noticed



Featured Listings help you to



Be found
more easily

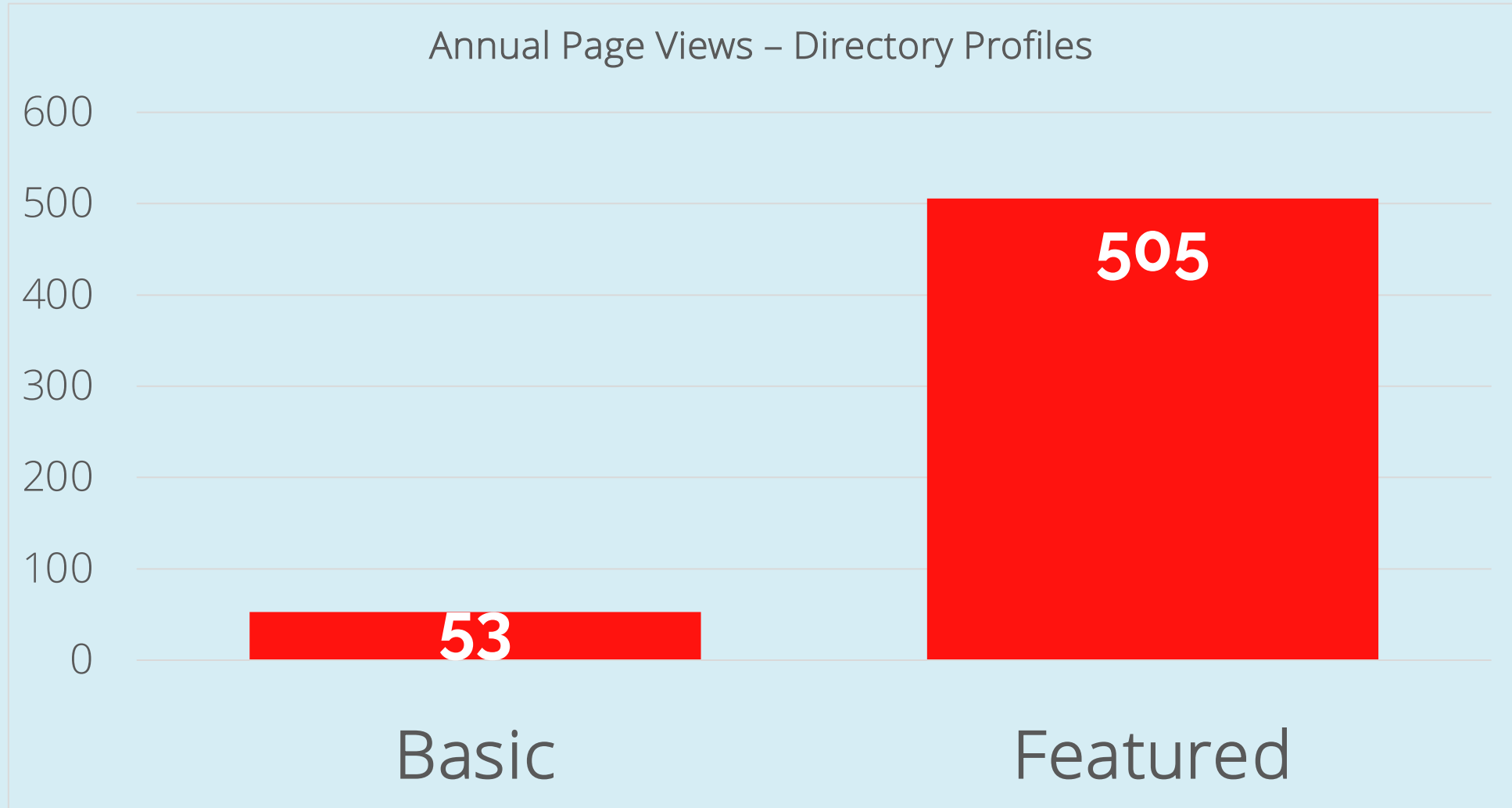


Stand out
from the crowd



Attract
the right buyers

Featured Listings get 10x the attention of free listings



Directory Listing Packages

Annual Subscription Costs

Basic

Free

- ✓ Single category
- ✓ Short description

Featured

£1,450 - \$1,750

- ✓ Full company profile
- ✓ Standout positions
- ✓ Free job listings
- ✓ Plus 1 included **bolt-on** option

Featured Listing Package Details

Core elements:

full
company
profile

standout
positions

job
listings

'Bolt-on' options:

One bolt-on is included in the core subscription annually

product
pages

blog
articles

ebook
campaign

product
promotions

Core Elements

Full Company Profile

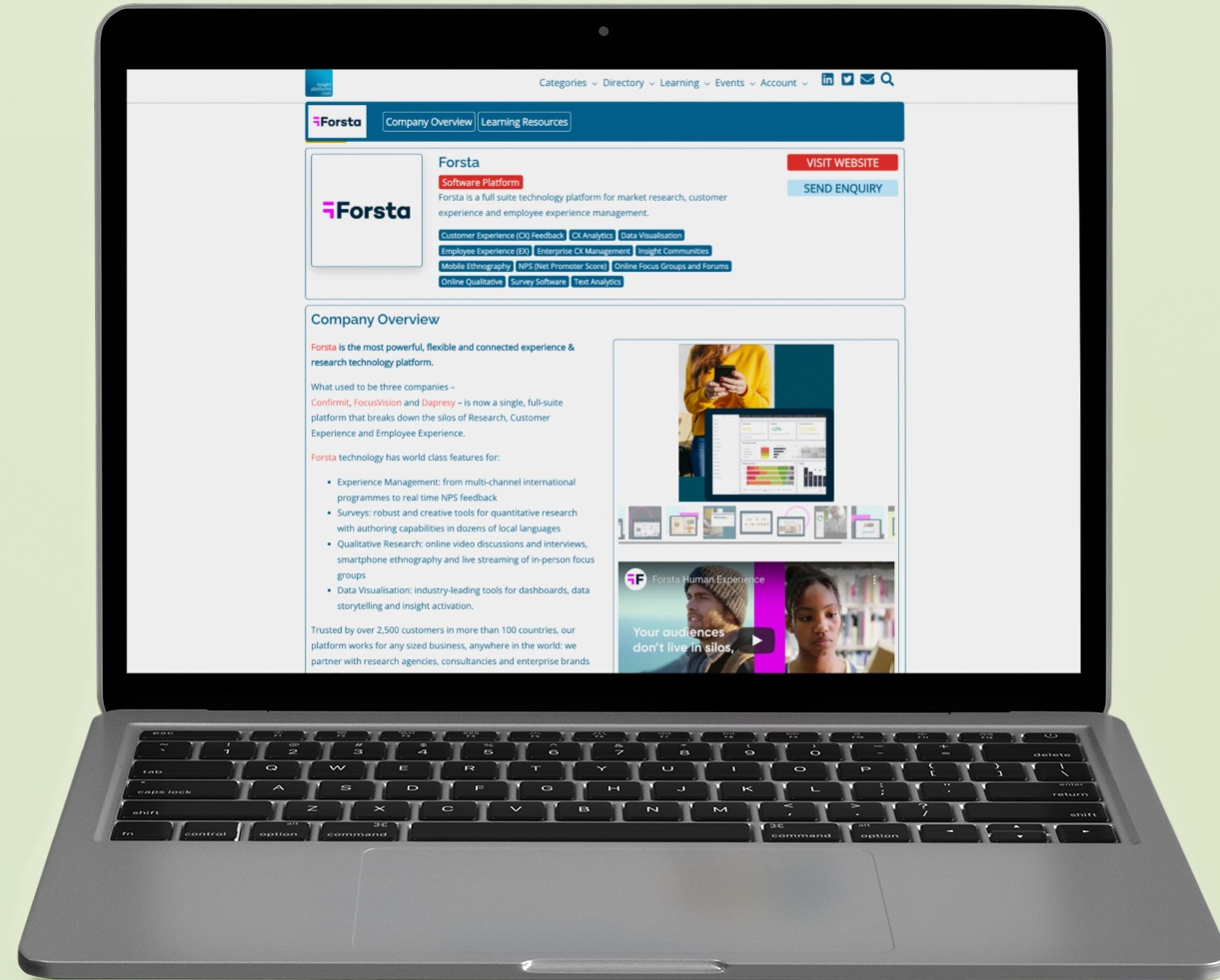
INCREASE FINDABILITY | DRIVE CLICK-THROUGHS

Build a full company profile to showcase your offer:

- ✓ 10 categories
- ✓ 10 images
- ✓ Enquiry form
- ✓ Embedded video

Cost

Included in annual core subscription



Standout Positions

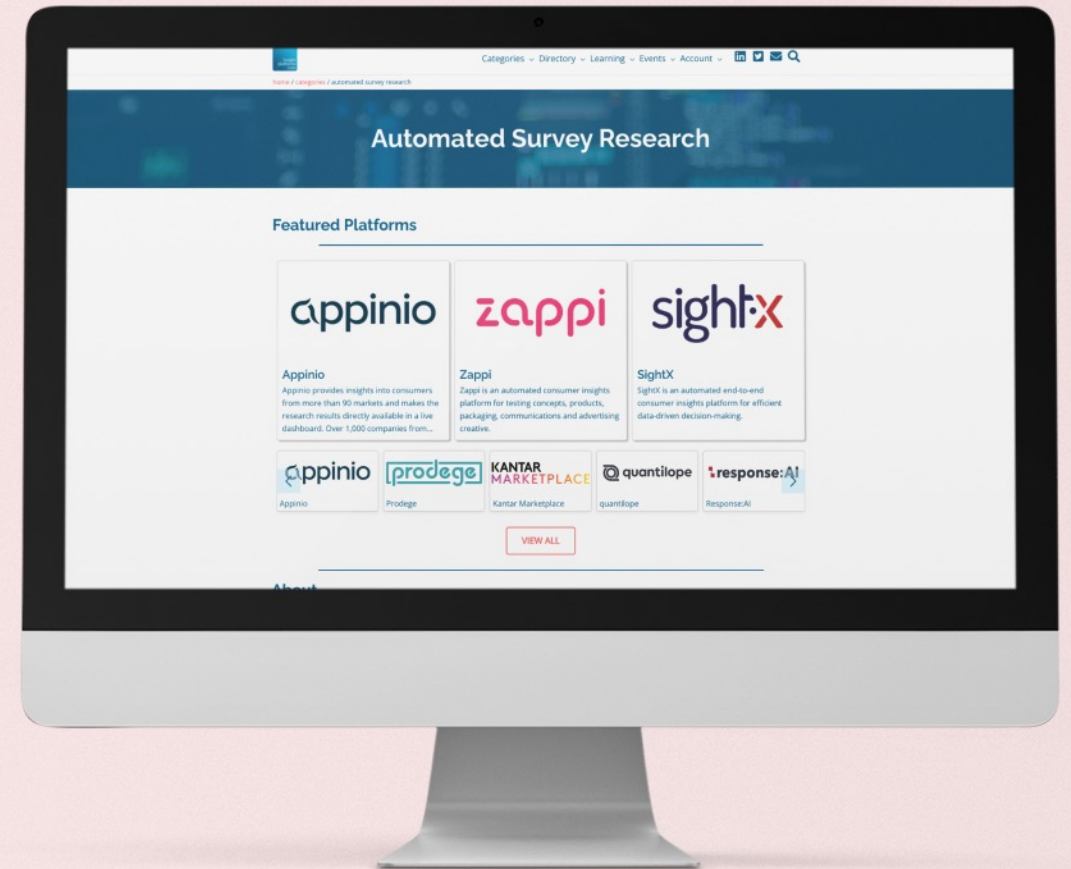
BUILD & MAINTAIN BRAND AWARENESS

Stand out from the crowd on high traffic pages with logo and link on:

- ✓ Homepage 'featured' carousel
- ✓ Featured carousel slots at top of relevant topic pages
- ✓ Top of results pages on directory category pages

Cost

Included in annual core subscription



Jobs Pack

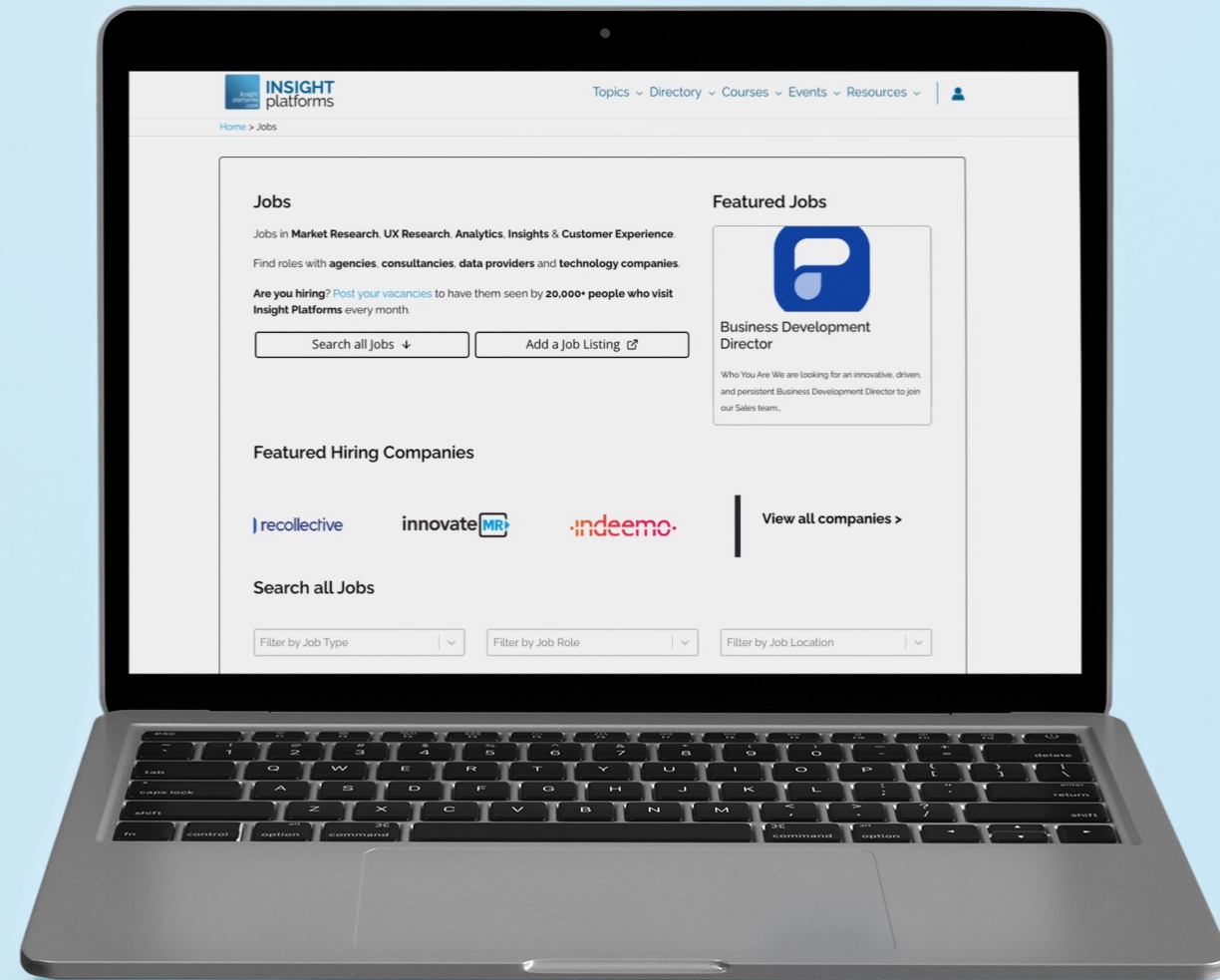
GROW YOUR TEAM

Publish free recruitment ads on our jobs board:

- ✓ Linked from your company listing, *Jobs* and topic pages
- ✓ Promoted to email subscribers

Cost

Included in annual core subscription



Bolt-On Options

One bolt-on option is included in each annual subscription period

Additional bolt-ons can be purchased at the listed prices on each page

Product Pages

INCREASE FINDABILITY & BUILD AUTHORITY

Add product or service profiles to your company listing:

- ✓ Up to 6 product / service profiles
- ✓ Full description, 5 categories, 5 images
- ✓ Link to specific pages on your site

Cost

£950 | \$1,175 | €1,100



Ebook Campaign

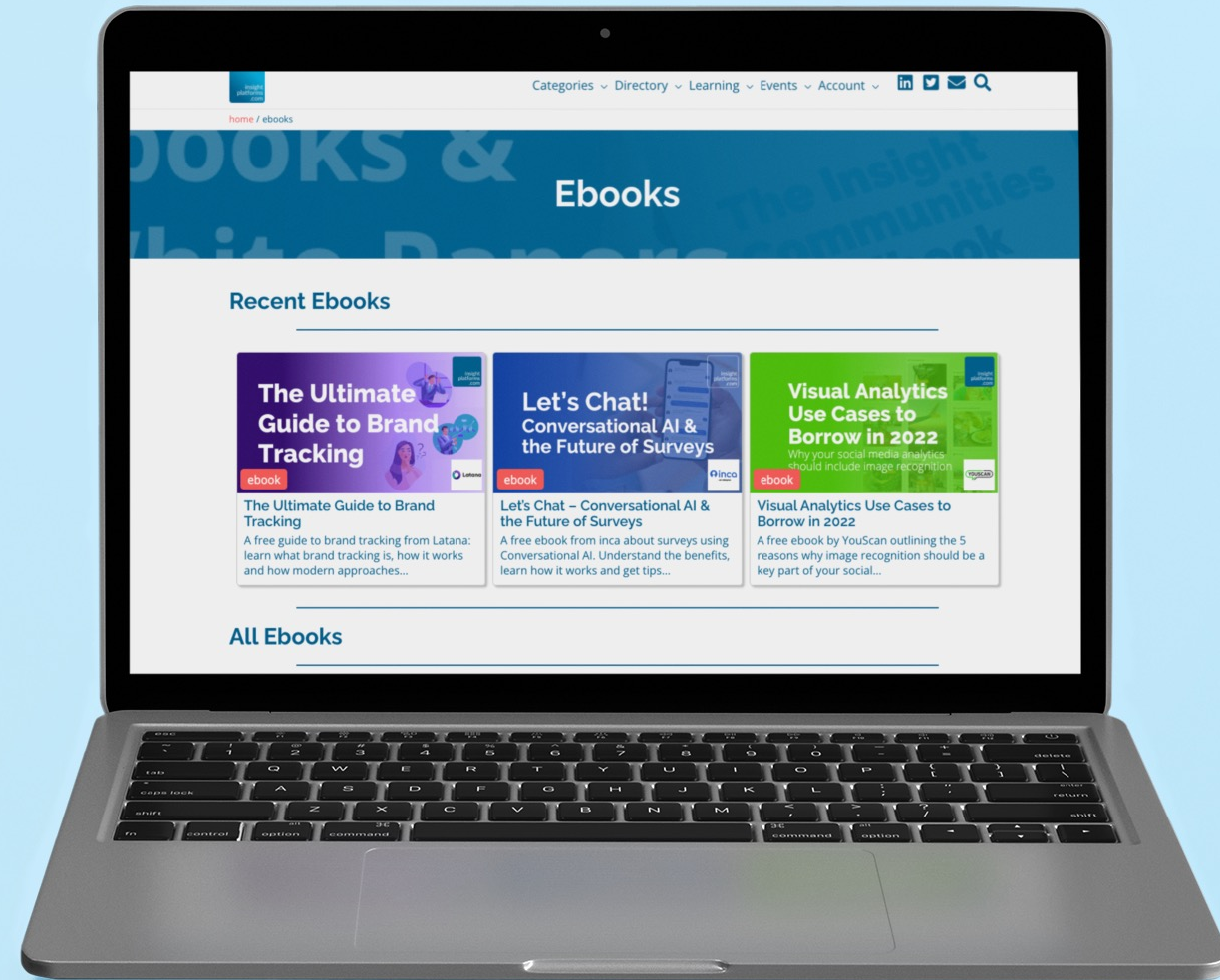
GENERATE LEADS

Promote your white papers, ebooks and other assets to our audience

- ✓ Thought leadership and educational material
- ✓ Email and social media promotions
- ✓ Real-time lead alerts
- ✓ Typically 20-150 leads per campaign

Cost

£950 | \$1,175 | €1,100



Product Promotion

DRIVE PRODUCT ENGAGEMENT

Offer exclusive product access to our audience

- ✓ Free trial, time-limited or discounted promotion
- ✓ Email and social media promotions
- ✓ Real-time lead alerts
- ✓ Typically 20-150 leads per campaign

Cost

£950 | \$1,175 | €1,100



Lead Management

REAL-TIME LEAD ALERTS & AUTOMATION

Each new ebook download or promotion signup is shared in real time

- ✓ Email alerts with contact details
- ✓ Secure spreadsheet with complete leads list
- ✓ Option to integrate directly with CRM using email parser



New Cool Company Demo View on Insight Platforms



Mike Stevens

Tue 13/04/2021 14:52

To: sales@recollective.com; 4flmffgz@robot.zapier.com



** THIS EMAIL CONTAINS PII - YOUR ORGANISATION IS LEGALLY OBLIGED TO MANAGE THIS DATA ACCORDING TO GDPR **

Your demo video just gained a new viewer! Your demo video just gained a new viewer!

Event: Demo
Email: bob@ilovewatchingdemos.com
First Name: Roberto
Last Name: Perreault
Job Title: Research Consultant
Company: I Love Wqatching Demos Inc
Country: US.

View all your leads here: https://whatnextstrategyplanning-my.sharepoint.com/:x/g/person/mike_whatnextstrategyplanning-my.sharepoint.com/EakRY0itHMR0mxEvhuEWDj0BjIn4sSY8SDZI40iDH39LCPA?e=OV10b3

2. Send me some emails you want to use as templates for extracting data.
3. Highlight and `{{name}}` parts of the emails you'd like to extract.
4. Choose where you want me to send you the extracted emails.

and me emails, I'll send you data.



Insight Platforms Lead Alert Automation

2 backlinks Add comment

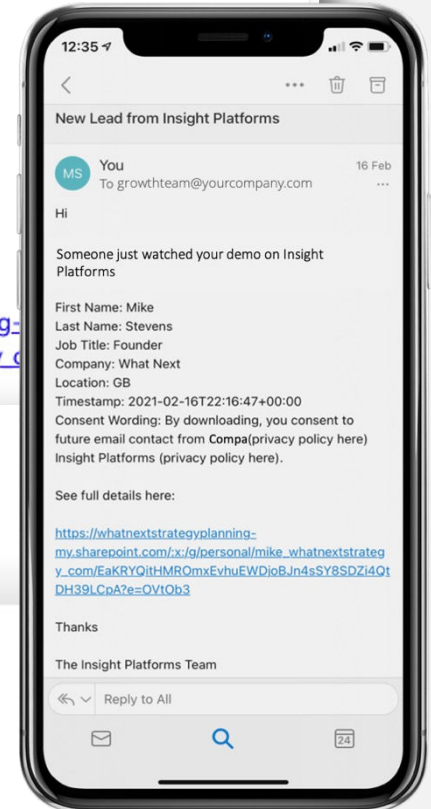
If you receive lead alert emails from Insight Platforms, you can automatically add these to your CRM platform to trigger follow-up sequences or add them to a sales rep's target list.

Requirements

1. Zapier account: <https://zapier.com/>
2. Compatible CRM: Salesforce, HubSpot, PipeDrive, Pipeline Deals or any of the 900+ CRM apps that integrate with Zapier <https://zapier.com/apps/categories/sales-crm>
3. Zapier email parser (free): <https://parser.zapier.com/>
4. 30 mins setup and testing.

Steps

The following steps assume you have already create your Zapier account and connected your



Speak to us about Featured Listings and other Insight Platforms opportunities

[Book a meeting online](#)

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call +44 (0) 7796 270 215



Insight Platforms Featured Directory Listings

