



Ipsos Understanding UnLtd.

WE NEVER MET A CONSUMER WHO DIDN'T HAVE REALLY INTERESTING THINGS TO SAY IN HER JOURNAL



QualBlog™ techno ethno

It's a world of instant communication – anytime, anywhere. Ipsos Understanding UnLtd. gives clients the real-time information they need to answer critical business questions. Consumers are online, texting, and blogging, and we help clients leverage those forums to communicate with them, understand them, and uncover deep insights from them. QualBlog is part of our suite of innovative in-context and ethnographic offerings, which includes QualSpace and QualText. All are designed to add significant depth and richness to qualitative learnings.

21st Century Journalling

Built around a robust blogging engine, QualBlog provides research participants a secure, easy, and fun way to journal their thoughts. And respondents can upload images, videos, or links to other websites in their log posts, bringing a richer and multi-media aspect to their entries.

The Role of the Ipsos Researcher

Our experienced researchers create online-appropriate exercises, skillfully pull key insights and themes from the wealth of information generated, and capture the learnings in a concise and impactful way. Client teams save time while maintaining the breadth and depth of their consumer interaction.

Engagement Flexibility

Each QualBlog study is completely customized and extremely flexible. Engage consumers on a predetermined schedule, allow for free-flow of responses, even instruct respondents to engage at specific times. QualBlog is an exceptional tool for pre-work and homework for other qualitative research methodologies, and can allow for deep understanding of product usage experience and product acceptance across multiple consumer segments. Carefully crafted QualBlog exercises can also deliver in-depth profiling of consumer segments.

Security

With three levels of security, clients and researchers alike can be sure that all project content remains confidential.

Find Out More! Contact:

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