



161 Rosa L.Parks Blvd., Nashville, Tennessee 37203
Phone: 615.777.2020 | U.S Toll Free: 800.737.2020
2020research.com

FOR IMMEDIATE RELEASE

Contact: Heather Ball
615.724.5275
Heather.Ball@2020Research.com

20|20 RESEARCH LAUNCHES VELOCITY

New Solution Designed to Keep Pace with Business Needs by Delivering Quality Research in Seven Days or Less

NASHVILLE, Tennessee (September 26, 2016) – Market research technology and services firm 20|20 Research today announced the launch of Velocity, a new research solution that provides quick-turn studies, delivering results in just seven days.

Debuting at the Marketing Research Association’s 2016 Corporate Researchers Conference, which is taking place September 26-28 in San Francisco, California, the new solution was designed to help researchers keep pace with the increasing speed of business by providing a research option that is more flexible and nimble than traditional projects. This in turn provides a way for researchers to get answers when they have quick, tactical questions – situations where research projects may previously have not been feasible.

“The research industry has been saying for a while that keeping up with the speed of business is a key challenge. Researchers want more research to be done, to be able to address every request, large or small, and to not have to say ‘no’ to their clients. But constraints, whether it’s time or resources or both, often prevent that from happening,” said Jim Bryson, president of 20|20 Research. “With Velocity, we can tailor a project to fit around those constraints and provide the results needed for researchers to support their businesses.”

With Velocity, 20|20 will work with the researcher to design the project to meet the specified research objectives. Then 20|20 can recruit the participants and execute the study, taking on as

many or as few of the details as needed. Clients will receive the data in seven days or less from the time the project begins, giving the researcher the quick answers the business needs.

“With our technology platforms, one of the most experienced teams in the industry, and our large qualified panel, we have all the resources in house to execute quality research quickly,” Bryson noted. “Velocity can support multiple methodologies, including discussions, webcam interviews, face-to-face, and even quantitative surveys, making it an ideal way to easily get answers to any number of questions.”

###

About 20|20 Research

20|20 Research is a global leader in the development, support and service of online qualitative marketing research... and the software and technology that sustains it. Leveraging more than 30 years of experience, the company works with researchers around the world to provide faster, easier, and more cost-effective research solutions, with projects in more than 95 countries and 30+ languages. The company has consistently been recognized as one of the most innovative research firms in the world by GreenBook Research Industry Trends, a top arbiter of the marketing research industry. The firm's operations are headquartered in Nashville, and the company additionally maintains traditional focus group facilities in Nashville, Charlotte and Miami. www.2020research.com