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20|20 RESEARCH ACQUIRES IMODERATE

iModerate joins the 20|20 family, expanding the breadth of research services available to clients

NASHVILLE, Tennessee (October 17, 2016) – Market research technology and services firm 20|20 Research announced today it is acquiring iModerate, a progressive insights agency. The move furthers 20|20's commitment to provide the market with an expanded suite of innovative research solutions backed by first-class client service.

[iModerate](#), best known for the online qualitative one-on-one, helps organizations uncover hidden insights and translate them into competitive advantages. The company is an ideal addition to [20|20 Research](#), a pioneer in online qualitative research techniques that today serves clients with projects in more than 95 countries through its robust QualBoard® discussion and QualMeeting™ interview platforms.

“iModerate has a strong brand and reputation within the research industry, so we are thrilled to partner with them,” said Jim Bryson, president of 20|20 Research. “Twelve years ago they introduced the one-on-one online conversation as a complement to online surveys. They are known for building the right technology and processes to support this method of delivering quick and effective insights. But perhaps most importantly, both iModerate and 20|20 share a commitment to delivering exceptional client service. This core commitment to excellence and a wider array of research choices is crucial to the value we can bring to helping our clients.”

In addition to a focus on customer service, the two companies share a commitment to moving the industry forward. Both 20|20 and iModerate have been consistently recognized for their

Helping you do better research.

innovation by the [GreenBook Research Industry Trends](#), a top arbiter of the market research industry, a legacy that will only continue with the partnership.

“Qualitative research is on the rise, as evidenced by the need for continued innovation and growth in the market,” said Jen Drolet, CEO of iModerate. “By joining with 20|20, we’ll be able to offer a broader spectrum of tools and services to help researchers better understand their consumers and brands, including the delivery of faster insights. The strength of our cutting-edge platforms and leading-edge innovations, as well as our combined client-centric, consultative support make this partnership a true win-win for the industry.”

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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

About iModerate

iModerate is a progressive insights agency that empowers clients to take decisive, proof-based action that evolves businesses and transforms brands. The company pairs powerful cognitive techniques with the latest research methods to help brands identify nuanced intelligence that revolutionizes their thinking and gives them an edge. In 12 years, iModerate has conducted over 200,000 conversations, analyzed vast amounts of consumer commentary, and helped over one-third of the Fortune 500 discover how consumers think about, characterize, experience, and discuss their brand. www.imoderate.com