



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

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

**GREENBOOK SURVEY RANKS 20|20 RESEARCH AS ONE OF THE MOST INNOVATIVE SUPPLIERS  
IN THE INDUSTRY**

**NASHVILLE, Tenn. (June 6, 2017)** – 20|20 Research, a global research technology and service firm, has been recognized as one of the most innovative suppliers in the world, according to the just-released [GreenBook Research Industry Trends](#) (GRIT) report. The company, which has been included on the list every year since the survey’s inception, ranks 17<sup>th</sup> this year, jumping three spots from its 2016 ranking.

The GRIT Report ranks the top 50 most innovative research providers and provides data on other key industry trends as determined by a survey of nearly 3,000 research industry professionals worldwide. This year’s report demonstrates that now, more than ever, clients need research suppliers that can deliver insights faster and easier than ever before.

“Anticipating this need, we’ve consistently enhanced our flagship solutions, with more than ten new features added to our [QualBoard](#)<sup>®</sup> discussion platform in the last year. We’ve also focused on next-generation technologies, such as [Ethno360](#)<sup>™</sup>, which uses 360-degree video to deliver more comprehensive insight from digital ethnographies,” said Jim Bryson, President of 20|20 Research.

Additionally, in 2016, 20|20 Research joined forces with [iModerate](#). “iModerate is known in the industry for building the right technology and processes to support quick and powerful insights,” said Isaac Rogers, CEO of 20|20’s technology division. “Working together, we’ve been able to expand the suite of research solutions available to help our clients get the right level of information and support they need to move forward.”

Helping you do better research.

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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. In 2016, 20|20 acquired iModerate, expanding the breadth of services available to the industry. Both companies have consistently been recognized among the most innovative research firms in the world by GreenBook Research Industry Trends, a top arbiter of the marketing research industry. 20|20's operations are headquartered in Nashville, and the company additionally maintains the iModerate office in Denver, along with traditional focus group facilities in Nashville, Charlotte and Miami. [www.2020research.com](http://www.2020research.com)*