



News Release

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Ascribe Surveys Launches Android Smartphone Panel for U.S. and International Markets

Gain easy access to high-quality mobile participants in Australia, Brazil, Canada, Germany, Italy, Japan, Mexico, Netherlands, Spain, United Kingdom and United States.

CINCINNATI, March 13, 2017 – Ascribe, a global verbatim analysis and survey insights company, announces a major expansion of its Ascribe Surveys panel-targeting capability, providing access to Android Smartphone users across the globe, with validated samples in key markets including the United States, Australia, Brazil, Canada, Germany, Italy, Japan, Mexico, Netherlands, Spain, and United Kingdom.

Ascribe recently launched Ascribe Surveys, powered by Google Surveys, to deliver a robust, efficient and cost-effective means to reach and analyze feedback from consumers around the world. It is integrated within the Ascribe Intelligence platform, which combines an easy-to-use survey tool with advanced verbatim analysis techniques, enabling market researchers to reveal immediate insights from customer feedback.

“We are excited to light up this global mobile panel capability. Ascribe Surveys addresses the industry need for shorter, mobile-enabled surveys,” explains Ascribe CEO, Rick Kieser. “Consumers want to give feedback on their terms, which often include an aversion to long surveys and an on-the-go approach. They simply want to type or say their feedback and move on, and they have an expectation that the company providing the product/service will take action based on their comments.”

Ascribe Surveys and Ascribe Intelligence are SaaS-based online tools that are available to researchers across the world, allowing them to make better, more-informed decisions through a deeper understanding of their customers and markets. Ascribe will continue to expand the survey sample targeting capability of Ascribe Surveys throughout 2017.

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About Ascribe

Ascribe is the leading provider of verbatim analysis software and solutions for the world's top research firms and brands across 57 countries. Each year, Ascribe processes data from more than 100 million survey completes and analyzes more than 300 million open-ended customer comments captured across a broad range of channels and in a myriad of languages. Ascribe's SaaS-based technologies include Coder (semi-automated), Accelerator (cognitive computing) and Inspector (NLP) to gain accurate and actionable insights. Ascribe Surveys (collection), Ascribe Illustrator (visualization) and Ascribe Solutions (outsourced coding) round out the offering to make the complete insights platform uniquely powerful. Ascribe refers to Language Logic LLC, a Cincinnati-based private company doing business as Ascribe, its products and related services. Ascribe and each of its products and services are independently trademarked.

To learn more or request a demo, please visit ascribesurveys.com or goascribe.com.