



News Release

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Ascribe Announces Integration with Google Consumer Surveys to Power Ascribe Surveys

Integrating the technology and scale of Google Consumer Surveys with the Ascribe Intelligence Suite to provide combined survey, sample and verbatim analysis for Market Researchers

CINCINNATI, September 26, 2016 – Ascribe announces Ascribe Surveys, a new solution powered by Google Consumer Surveys, which will provide users with custom market research along with a massive consumer sample.

Ascribe Surveys is an online survey platform coupled with consumer sampling powered by Google Consumer Surveys, delivering a simple and cost-effective means to survey consumers and analyze the feedback. It is integrated with Ascribe Intelligence Suite, providing researchers with industry-leading, comprehensive analysis of survey and verbatim data.

“Google Consumer Surveys is working to democratize market research by enabling quick and affordable consumer insights,” explains Dylan Lorimer, Product Manager, Google Consumer Surveys. “We’re excited about collaborative opportunities on our platform that bring the reach, quality and speed of our representative sample to third party research products.”

Ascribe’s powerful analytics technologies will partner with Google Consumer Surveys technology and sample base to enable market researchers to:

- Reach massive consumer samples and capture their feedback instantly
- Mine and visualize structured and unstructured data (aka open-ended comments)
- Analyze consumer sentiment and compare across sub segments of the sample
- Deliver fast, actionable insights and improved customer experience

“This solution combines the fastest and most cost-effective survey/sample SaaS offering on the market with a world-leading comment analysis suite,” affirms Ascribe CEO Rick Kieser. “The result is a new insights platform that equips researchers with speed, scope and perspective they would otherwise have to piece together or forgo – no other product can do this today with a single login.”

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About Ascribe

Headquartered in Cincinnati and founded in 1999, Ascribe is the leading provider of verbatim text analytics solutions for the world's top research firms and many recognizable brands. Clients across 57 countries depend on the Ascribe integrated suite, using individual and/or integrated Ascribe technologies like Coder (semi-automated), Accelerator (machine learning) and Inspector (NLP) to gain accurate and actionable insights into the feelings and experiences of their customers. Ascribe analyzes more than 300 million open-ended customer comments per year, captured across a broad range of channels and in a myriad of languages. With Ascribe, companies make better, more-informed decisions through a deeper understanding of their customers and markets. Ascribe refers to Language Logic LLC, a Cincinnati-based private company doing business as Ascribe, and its integrated suite of products and their related services. Ascribe and each of its related products and services are independently trademarked. To learn more or request a demo, please visit www.goascribe.com.

Photos available upon request.