



**FOR IMMEDIATE RELEASE**

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## **Ascribe & PopResearch Combine Forces to Revolutionize Consumer Testing**

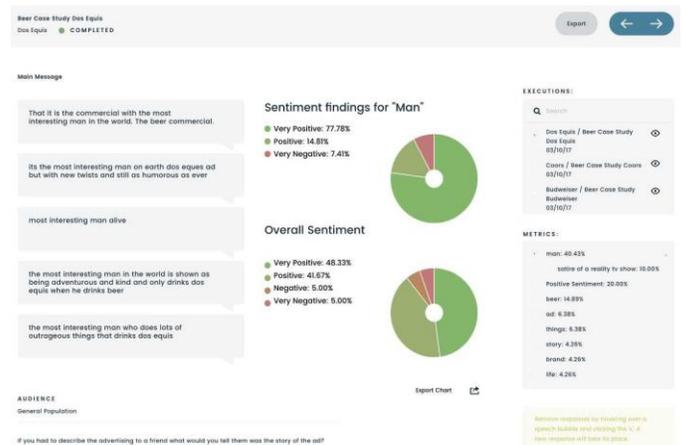
*Marketers and advertisers can now gain consumer feedback and analyze the results in just 24 hours, for less than \$5,000.*

CINCINNATI, OH, March 16, 2018 - Ascribe, a global verbatim analysis and survey software company, announces a partnership with PopResearch (Pop), a fully automated DIY research platform, to enable marketers and advertisers to reveal actionable insights from consumer feedback quickly and cost-effectively.

Consumer feedback is critical to marketers, but often costly and time-consuming. Especially when marketers ask “open-ended” questions, where consumers provide responses in their own words. These are called “verbatim comments” and are insight-rich but are very difficult to analyze and often go unused.

The partnership between Ascribe and Pop solves this problem. Pop provides an automated consumer testing platform to collect feedback quickly and cost-effectively. Ascribe’s leading market research text-analytics software provides actionable insights by automatically analyzing verbatim comments and linking the emotions (sentiment) with associated topics to reveal themes and opinions. Ascribe’s API connector allows data to transfer between systems instantly. The end result? A simple way to gain deep, actionable insight from consumer feedback in real-time.

“We are excited to partner with Pop, their best of breed automated solution empowers marketers and advertisers to reveal insights they need, quickly and cost effectively.” Explains Rick Kieser, CEO of Ascribe. Chris Hubble, CEO of Pop, continues, “The value that clients gain is a greater depth of understanding, especially from open ends, and higher degree of flexibility in filtering to get to the core insights. All of this, in 1/10th of the time and at 1/10th of the cost of traditional research studies.”



Screenshot of PopResearch’s Platform



Marketers and advertisers can contact either company to learn more about this revolutionary capability at [goascribe.com](http://goascribe.com) or [popresearch.com](http://popresearch.com).

#### About Ascribe

Founded in 1999, Ascribe helps the world's largest market research firms, corporate researchers and customer experience professionals make confident decisions based on rich, real-time insights using a world-leading verbatim analytics platform. Ascribe's comprehensive and flexible SaaS- based technologies enable accurate and fast analysis of verbatim comments regardless of channel or language.

#### About PopResearch

PopResearch (Pop) is a fully automated research platform designed to save time, money and deliver more useful results. By placing control of the research in the hands of the product, brand and ad development teams Pop allows researchers and marketers to conduct concept testing, copy testing, brand and advertising tracking, and custom research projects in 1/10th of the time and at 1/10th of the cost.

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If you would like more information about this topic, please call Amy Connor at 513.315.1529, or email [amy.connor@goascribe.com](mailto:amy.connor@goascribe.com) or Chris Hubble at 626.660.5484 or [chris@popresearch.com](mailto:chris@popresearch.com).