



INSIGHT COMMUNITY

THE BEST WAY TO UNDERSTAND YOUR CUSTOMER
A fully integrated platform utilizing both
qualitative and quantitative research methods

Insight Community is part of Crowdtech Insights:
A comprehensive platform for all your research needs



Crowdtech Insights allows you to build a panel or community, administer online questionnaires and use various qualitative research methods. The platform is modular, so you only purchase what you actually want to use, whether it is the short-term pop-up community or a long-term customer panel. If you need something more at a later stage, you can add it in easily.

Available research methods:



FORUM DISCUSSIONS
1-on-1 or in a group



GROUP ASSIGNMENT
Tasks for the whole group



POLL
1 question, 1 answer



BOTTOM-UP TOPICS
Topics suggested by participants



SURVEY
questionnaires



DIARY STUDY
Keeping individual journals



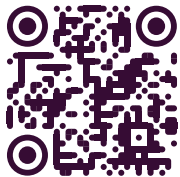
HOMEWORK ASSIGNMENT
Individual tasks



MONITORING
Recurring questionnaire



VIDEO INTERVIEWS
Individually or in groups



crowdtech.com

Why choose Crowdtech?

- 100% DIY
- For and by market researchers
- User friendly approach
- Seamless integration quant and qual research
- Personal support 24/7
- Dedicated servers within the EU
- Scalability at its best

CROWDTECH BRIDGES THE GAP BETWEEN ORGANISATIONS AND CONSUMERS

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