



# NEWS RELEASE

## For Immediate Release

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### **Insightrix Now Offering Online Bulletin Boards**

May 14, 2008 (Saskatoon, SK) – Insightrix, a full service market research firm, today announced it will be expanding its qualitative research services. To broaden our capabilities, Insightrix has opened its door to online qualitative methodologies. We will now be able to offer **OnBoard™**, an online bulletin board (also commonly called online or web forums and discussion boards) to our clients.

"With market researchers turning more and more to online qualitative methodologies, Insightrix is now offering online qualitative tools to meet the growing needs of the industry," says Corrin Harper, President, Insightrix Research.

Key features of the online bulletin board include: greater insight as participants share their thoughts with great clarity and depth in bulletin boards; ability to overcome geography by conducting comparative bulletin boards within separate regions or cutting across geographic boundaries and bringing distant respondents together; and total convenience as participants can login when they have time resulting in more time spent on the research and rich insights that go deeper than the average focus group.

A few examples of online bulletin board applications include diaries that capture ever-evolving consumer commentary, product tests including mailing product samples or having respondents shop and then comment on their experiences with the item, capturing qualitative data at completion of an online survey by moving targeted respondents seamlessly from an online survey to a bulletin board to capture the depth of insight as well as the statistical reliability, and testing advertising or websites by using the whiteboard to display the website, advertising, video or any media you need feedback on.

For more information on our online bulletin, please contact an Insightrix representative at 866.888.5640 Ext. 237.

### **About Insightrix**

Founded in 2001, Insightrix Research Inc. is a full service market research firm that helps clients develop, administer and manage data collection and information strategies. From their offices in Saskatoon Canada and Horsham Australia, Insightrix offers a comprehensive range of research services.