

Q: Who is iModerate?

A: iModerate is an online market research technology company whose live, one-on-one, qualitative solutions allow clients to garner in-depth qualitative insight from research respondents.

Q: What are iModerate's solutions?

A: iModerate's solutions revolve around real-time, professionally moderated, one-on-one qualitative interview sessions. These sessions occur in an interface similar to instant messenger and afford researchers the unique opportunity to probe deeper with respondents to uncover their true thoughts and ideas. Our Research>iMPact product provides a hybrid approach in which the sessions are incorporated into virtually any online survey, giving clients qualitative insight that enhances and clarifies the quantitative data. Optimum!nsight, iModerate's stand alone product, is a turnkey online solution which allows clients to quickly and cost effectively gather real-time qualitative consumer feedback surrounding any type of opinion evoking stimuli. Powered by our patent-pending methodology, proprietary software and professional moderators, these offerings serve as powerful communication avenues that allow respondents to candidly express themselves. Moreover, they allow our moderators to go beyond static questions and answers, and engage respondents in a significant discussion.

Q: Who participates in the sessions?

A: Research respondents are the ones who participate in the sessions. iModerate can utilize virtually any sample source (panel companies, client supplied sample) to speak with the right people for each project. As a general rule of thumb, iModerate intercepts 1 out of every 3 eligible respondents. An eligible respondent is one that is flagged to chat. This may be all respondents taking a survey, or a particular sub-group defined by client criteria.

Q: How does it work?

- A:
1. Respondents begin by taking an online survey as they normally would
 2. At a pre-determined point, the respondent is connected to one of our moderators, using an interface similar to instant messenger
 3. The user snapshot appears on the moderator's screen, which is an information box comprised of the respondent's survey answers. This gives the moderator demographic, behavioral and attitudinal data about the respondent that was captured in the survey, and helps them lead a focused, personalized discussion.
 4. The Respondent never leaves the survey, does not have to download anything, is not forced to follow a link to participate in the session and is not bombarded by pop-ups
 5. The 13-17 minute question-answer session commences, and our moderators probe deeply on key points

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Q: Who has used iModerate?

A: iModerate's interview sessions have been used by Fortune 500 companies, prominent organizations and associations, advertising and marketing agencies, and large, mid-size and boutique research firms. A list of organizations that have utilized our sessions is available in the experience section of our website.

Q: What do these sessions do for a client's research?

A: The qualitative sessions enable us to probe deeply on key points to uncover respondents' motivations and preferences. The interviews allow our moderators to engage respondents, and through the power of back and forth dialogue, we are able to uncover the "why", deliver the respondents' "true voice" and give clients the comprehensive information they covet. Moreover, we accomplish this utilizing one platform, making this a very quick and cost-efficient solution. The end result is that clients come away with invaluable qualitative data which adds depth, color and support to your research.

Q: Who are our moderators?

A: Our moderating team in Denver is comprised of numerous individuals who are proficient in online qualitative exploration and skilled in targeted online communication. The group's background spans several areas including psychology, consulting, journalism, marketing, product development, politics, education, general business, economics, finance and advertising. Moreover, they have moderated interview sessions covering a wide range of topics, including sports and entertainment, packaged goods, financial services, photography, publishing, advertising, telecommunications, food and beverage and pharmaceuticals, just to name a few.

All of our moderators undergo a rigorous 6-week training program prior to moderating live projects, and all are under the supervision of our Director of Moderating Services. Our moderators work in teams, and are staffed on projects accordingly based on project size, industry, scheduling and other variables.

Q: What is the typical number of interview sessions conducted?

A: For Research>iMpat we target sessions in groups of 40. For Optimum!nsight we use a baseline of 60. This ensures our results are representative and not just anecdotal. However, depending on the client's objectives and base size, we might conduct upwards of 60, 80, 100 and so on and so forth.

Q: What are the deliverables?

A: For each project, clients get verbatim transcripts of the sessions. Clients also receive full qualitative reports written by our analytical staff that not only summarize the qualitative findings but also call out key verbatims that speak to the overarching research objectives. Additionally, clients are able to access to our Client Access Delivery Module, which enables them to delve deeper into their findings.

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Q: Can clients view their sessions in real-time and make directional changes?

A: Yes. Clients are initially asked to be available during the first hour of fielding to ensure that our sessions are yielding the insight desired. Once it has been determined that the direction the content is taking meets everyone's expectations, clients can view session in real-time through our viewing module.

Q: What is the Client Access Delivery Module?

A: The CADM is an online portal that allows clients to interact more intimately with their qualitative research findings and conduct more in-depth, customized analysis. The functionality afforded by the CADM positively impacts the manner in which clients are able to access, view, and analyze their session findings. Specifically, the CADM empowers clients with the ability to query, categorize and produce their results in accordance with their project-specific needs. This portal gives clients an efficient and user-friendly analytic application that diversifies how qualitative sessions are utilized and incorporated into the overall research process.

Q: How does adding the interview sessions component affect survey completion rates?

A: Due to the fact that 90%+ of all the session are at the back of the survey, and since the respondent can click "next" at any time to get out of the chat, adding the sessions does not affect survey completion rates. Essentially, respondents are not held hostage in the chat, and we completely respect their right to move on/opt-out of the session.

Q: Which survey platforms support Research>iMpackt?

A: iModerate has successfully incorporated into numerous survey platforms. To date, the only platforms that cannot support iModerate are SurveyMonkey and Zoomerang due to inefficient logic piping.

Q: Technically speaking, how does Research>iMpackt integrate into a survey?

A: Essentially, it is just taking the HTML code we provide, adding some simple programming code, and saving it to the survey page where the session will appear. The session runs on a frame inside the survey page meaning that respondents never leave the host page. Moreover, there are no pop-ups or downloads. The session simply appears as the next section of the survey.

Q: What is our company information/boilerplate?

A: iModerate Research technologies is the only company providing live, online, one-on-one solutions to the marketplace. Years of research and development by veteran field experts, as well as analytical specialists, produced the concept, methodology and software that have allowed us to help Fortune 500 companies, large and boutique research firms, and prominent organizations strengthen their research results. Focused on providing enhanced research to enable clients to make smarter decisions and develop stronger marketing, branding and advertising initiatives, iModerate is broadening online research capabilities by delivering essential qualitative insight. iModerate is based in Denver, Colorado.