



Tools

When knowledge of and experience with collecting data and gaining consumer insights are properly covered, or when resources for accessing consumers and audiences of any kind are already secured, clients are ready to be empowered by iVOX to take their research to the next level. We get more out of conducting 'just' market research, by embracing viral marketing and wisdom of the crowd concepts, yielding even more data, more insights, and more sustainable connections with consumers and respondents.

Clients have a wide range of tools to choose from: a powerful state-of-the art SAAS-based online survey and research panel management platform, interactive tools to juice up survey research through quizzes, interactive consumer profilers, games and survey-based contests,... In short, iVOX Tools offers a new way of engaging today's consumers and respondents, resulting in effectively reaching and stimulating participants.

Ideal for clients who...

- Want access to powerful tools, best practices and new interactive concepts with a proven track record in connecting with audiences. This way, market research, marketing, the digital division and the media-PR division all benefit.
- Have a desire to stay in the 'project management driver seat', allowing cost-cutting or aiming for much more of 'all of the above'.

CLIENTS



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CONTACT

Unie van Zelfstandige Ondernemers

Getting curious about how the iVOX Tools business unit can boost the return on your market research investment? We're happy to discuss how we can fit in.