

Press Release on behalf of SKOPOS Market Insight

11th June 2009

The Future of Market Research is in Their Hands

SKOPOS Launches the m-Suite™

A comprehensive collection of mobile-based research tools

Following our Managing Director Darren-Mark Noyce's speech on Mobile-Based Research at the recent MRS Online Methods Conference in London, SKOPOS market insight is today proud to announce the roll out of their collection of mobile-based qualitative and quantitative research tools.

The **SKOPOS m-Suite™** enables respondents to access and carry out **surveys, polls, interviews, diaries, observational photo capture and video VoxPops** via their own mobile phones, conveniently and quickly. As the internet moves to our hands rather than our desks, the SKOPOS m-suite™ is perfect for reaching younger or in-transit audiences, obtaining fast and effective data, video VoxMobs and QuickQual, amongst many other uses.



The **m-Suite™** allows the choice includes both qualitative and quantitative methods, using various mobile messaging technologies. These include:

QUANT

- SMS / MMS messages
- WAP and M- internet
- Java Scripts / applications
- iPhone applications
- Full internet

QUAL

- Text – Depths
- Vox – Mobs
- Life diaries

Applications include:

*Customer Satisfaction
Mobile Advertising Research
incl Tracking / Evaluation
Self Observation & Diaries
Instant surveys, Polls,
Video VoxPops (Vox Mobs)
etc.*



Darren-Mark Noyce (Founder and Managing Director of SKOPOS market insight) recently spoke on Mobile based Research at the MRS Conference - ***Making online research even better***. For more information on **m-Suite™** / mobile based research and to view/download the full presentation, please visit our website:

<http://www.skopos-mr.co.uk/articles-papers.php>

About SKOPOS market insight

SKOPOS market insight & consultancy Ltd. is part of The SKOPOS Group headquartered in Cologne, with offices around the world. SKOPOS delivers actionable customer insight generated from precision market research (using traditional methods as well as more modern online/mobile surveys and qualitative techniques). Applications in the **Digital arena** include website and SEO evaluation, customer / user satisfaction, market sizing / profiling; e-mail marketing campaign evaluation, etc... all from a customer / user perspective with the strongest analysis, interpretation and holistic market knowledge.

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