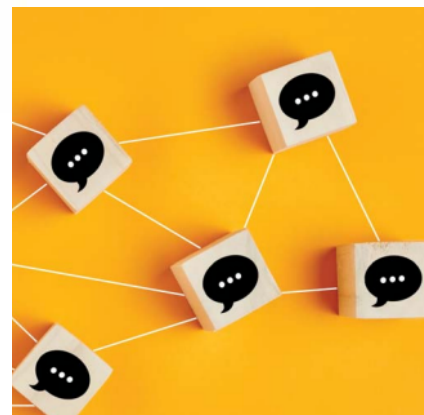


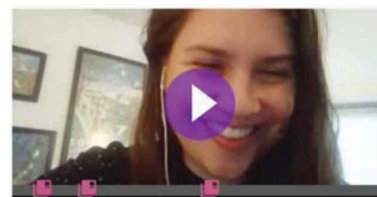
18 TOP ONLINE QUALITATIVE RESEARCH COMPANIES

A key realization over the past two pandemic years has been just how effective - and often necessary - the internet can be for working successfully. The pressure cooker of COVID-19 has contributed to a swath of online qualitative solutions that improved or transformed the research process, regardless of whether researchers were already using online research methods or had to pivot quickly to accommodate health and safety guidelines.

If you're in need of tried-and-true online qual solutions, the following companies are here to help. Whether you're looking for an alternative to in-person while COVID-19 is still prevalent or deciding to take your online research to the next level, these companies offer an array of qualitative services, from online communities and focus groups to in-depth interviews and mobile ethnographies.



Founded 2012 | 75 employees
Simon Glass, CEO



Discuss.io serves the world's leading market research, customer and user experience teams with a purpose-built, smart video platform for insights and empathy. Leading enterprise-level brands and their partners trust Discuss.io to enable deep, purposeful connections with their key audiences and to securely capture and share insights across their organizations in real-time. The platform has been recognized on Deloitte's Technology Fast 500™ list and one of the most innovative market research companies for seven consecutive years in the annual Greenbook Research Industry Trends (GRIT) report. Discuss.io was also named one of Gartner's top 25 enterprise software startups to watch in 2020, Best Video Hosting Solution in the 2020 MarTech Breakthrough Awards and one of Quirk's Media's Top 20 Online Insights Platform companies. For more information, visit www.discuss.io.

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