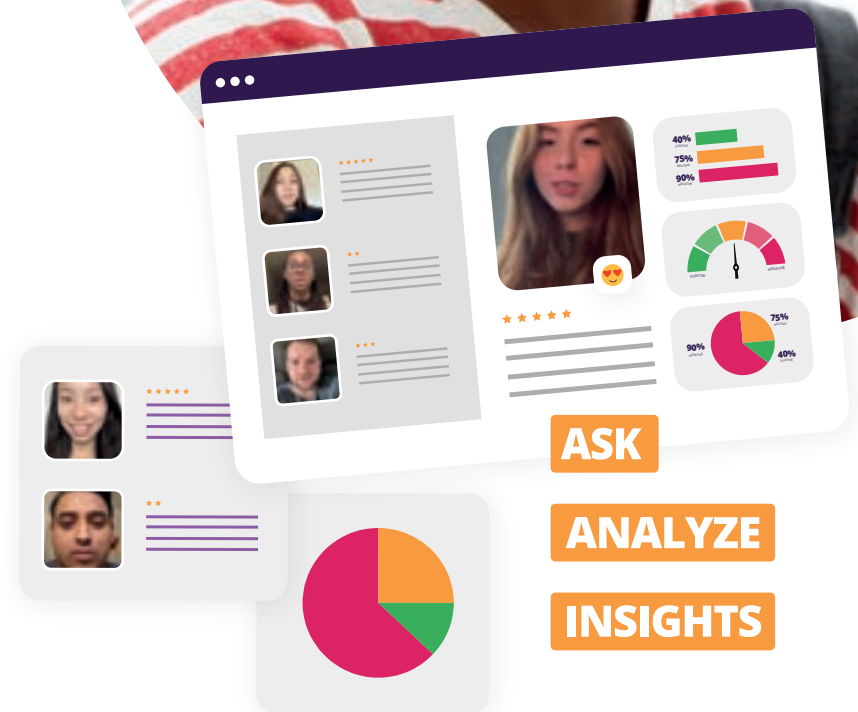




More **actionable** insights. Less effort.

The All-In-One Qualitative Insights Platform



Enhance your understanding of consumers and build better products with the **all-in-one platform** for qualitative research.

At Voxpopme, we believe you shouldn't sacrifice quality to get the insights you need quickly, at a reasonable cost. Insights teams are under immense pressure to deliver reliable answers to crucial business questions with limited resources. We can help.

Voxpopme transforms insights teams by collecting, centralizing, and analyzing qualitative data. Voxpopme's Qualitative Insights Platform combines the speed of Video Surveys, our complete video survey tool, with the depth of Live Interviews, our IDI and focus group product, and the power of AI Insights for 60x faster analysis. More brands trust Voxpopme to enrich their research studies and fundamentally transform how they build better products and shape visionary companies.

Trusted by the world's biggest brands



Our Products



Video Surveys

Have customer conversations at scale with video surveys.



Live Interviews

Have deep, real-time conversations and connect with individual respondents.



Artificial Intelligence

Conduct qualitative research 60x faster at 3% the cost.



Community & Audiences

Survey respondents for your qualitative research projects.



Data Centralization & Import

Centralize and protect your qualitative data.



Services

Voxpopme Services include onboarding and training, project management, custom samples, showreels, and comprehensive reporting services.



Additional Tools

Voxpopme is your one-stop shop for qualitative research.



VIDEO SURVEYS

Have customer conversations at scale with video surveys.

Video surveys allow you to gather actionable insights from your customers, consumers, users – anyone! Launch qualitative research projects quickly, access insights through automated analytics, then share-and-create showreels and reports.



Ask

When you need a quick and in-depth qualitative market pulse, Voxpopme makes it easy to connect with the right people using video surveys. Enter your research objective or use a template, then launch your video survey and discover insights.



Analyze

Our AI-driven tools reveal and isolate relevant insights 60x faster than traditional analytical processes with 97% reduction in cost and effort.



Act

Use insights to drive actions and shift your organization's strategy. With Voxpopme, create-and-share showreels and reports quickly and easily, ensuring that you're delivering impactful insights every time.



Over 5
Million Videos
Captured



100+ Enterprise
Insights Teams
Trust Voxpopme



GRIT 2023
Top Qualitative
Research Provider



Product
Onboarding
and Support



Unlimited
Video Survey
Completes



//

We can get to the heart of the matter through video, through conversation, but in the comfort of people's homes or if they're on the go.

Bianca Pryor, Vice President, BET



//

LIVE INTERVIEWS

Have deep, **real-time** conversations and connect with individual respondents.

Recruit, audition, screen, and schedule respondents for live in-depth interviews (IDIs) and focus groups. Gain nuanced insights and build individual stories around your research studies.



In-Depth Interviews (IDIs)

Engage in online one-on-one interviews to delve into an individual's experiences, perceptions, and thoughts on specific topics, products, or services. Experience the most effective way to capture rich, detailed insights.



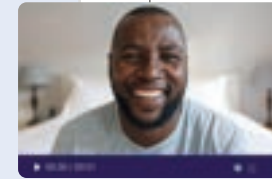
Focus Groups

We make focus groups effortless and economical. Engage a group of 6 to 12 participants and easily dive into their feelings, beliefs, and attitudes about a topic of your choice.



Audition & Screen

Filter respondents by characteristics, then use screener questions and video auditions to further improve respondent quality. Qualify respondents before inviting them to your study, and recover the hours you spent managing respondent pools.



“

I thought I would have to sacrifice the integrity or the depth of the research. How could it be so quick? For me, Voxpopme changed my mind about that.

”

Ashley Shelley, Principal Researcher, Consumer Insights, Yahoo

yahoo!



100+ Enterprise Insights Teams Trust Voxpopme



GRIT 2023 Top Qualitative Research Provider



+80% Interview Show Rate



2-way Conversation With Customers



Manage 100 - 1 Million Participants

Video and **ChatGPT**, powered by Azure OpenAI Service

AI Insights is here to help you generate real-time consumer insights from vast amounts of video research with Azure OpenAI and ChatGPT.



Ask questions and explore AI-generated insights

Engage with your data like never before using ChatGPT with Azure OpenAI Service. Ask questions, receive real-time answers, and explore auto-generated insights with video clips. Interrogate your data, then let AI suggest follow-up questions for efficient research.



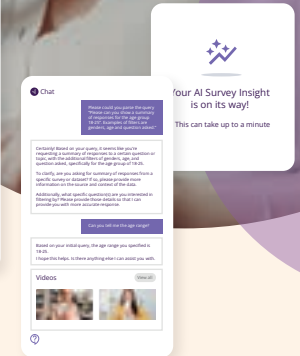
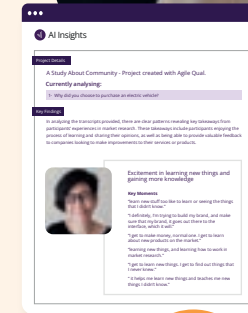
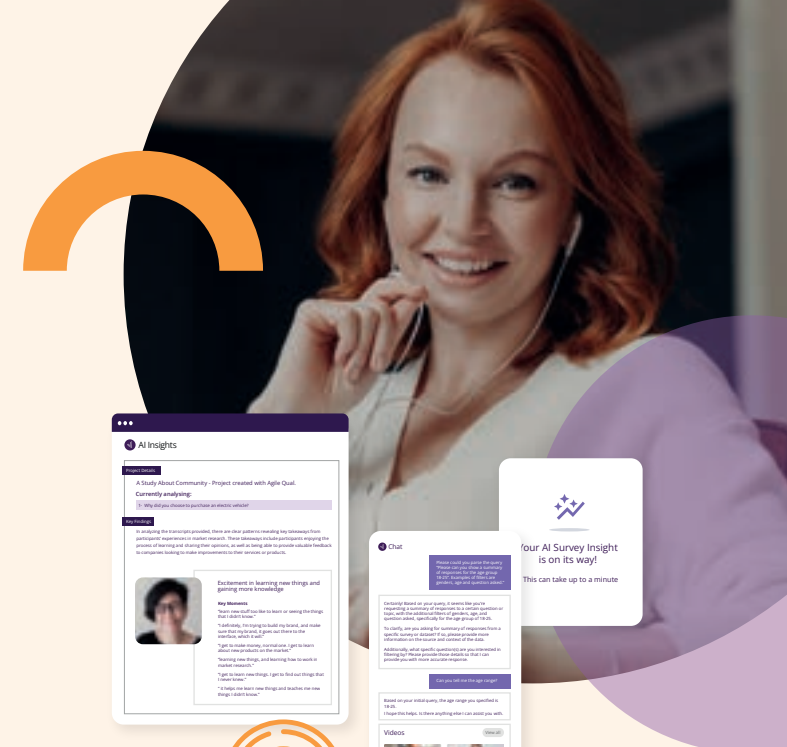
Complete video research faster

Enhance your business storytelling by expediting video research. Utilize efficient tools like Azure OpenAI Service to swiftly extract insights, allowing you to share more compelling human stories with your audience. Embrace quick and comprehensive video research to amplify the impact of your narratives.



Maintain data security and privacy

Data centralization enables you to apply security protocols that protect the confidentiality and integrity of your data, ensuring that insights are handled appropriately and access is rigorously controlled.



Integrating Azure OpenAI & ChatGPT with Voxpopme's platform empowers insights teams, including Microsoft's, to analyze qualitative data with astonishing speed.



Romani Patel, Senior Manager of Research and Insights, Microsoft



 **100+ Enterprise Insights Teams Trust Voxpopme**

 **GRIT 2023 Top Qualitative Research Provider**

 **Product Onboarding and Support**

 **60x Faster Insights**

 **3% The Cost To Analyze Insights**

COMMUNITY

Right Answers from the **Right People**

Voxpopme gives you instant access to a high-quality, double opt-in video community for fast, authentic consumer research. They're ready to answer your questions, show you their behavior, and go on mobile missions. The only question. What will you ask first?



How we recruit

Our combined organic and paid recruitment strategy ensures you can get fresh opinions from high quality community members via video.

New members are recruited via existing member referrals and targeted social media ads to provide you with a balanced community for your research projects.



Why consumers respond to Voxpopme

Voxpopme's community offers members the opportunity to share their opinions directly with the brands they love and use. They can participate anywhere, anytime and are incentivized at 8x the US minimum wage.*



Feedback you can rely on

Video is a natural tool for validating real people. But just in case, our quality control process is there to deliver a high standard of feedback for your projects.

We lookout for low-quality responses in real-time so bad responses don't impact your field time. And we cleanse the community to maintain its health, minimizing the risk of poor or fraudulent responses.

*Average incentive = \$1 per minute of video. 8x US Federal Minimum wage of \$7.25 per hour.

 **Over 5 Million Videos Captured**

 **Insights in Less Than 48 Hours**

 **100+ Enterprise Insights Teams Trust Voxpopme**

 **GRIT 2023 Top Qualitative Research Provider**

 **ISO 27001 & ISO 9001 Certified**



// I was just amazed at the level of detail each of the consumers went into. //

Izabela Klein, Global Brand Tracking Manager



DATA CENTRALIZATION & IMPORT

Unify Data, Unlock Insights

Centralize and protect your qualitative data, then analyze with AI-powered efficiency—streamlining research timelines while uncovering deeper, nuanced insights.



Universal import of qualitative data

Whether it's short- or long-form, synchronous or asynchronous, live or pre-recorded, Voxpopme accepts all forms of qualitative research data.

Empower your researchers with a more comprehensive understanding of your qualitative research warehouse, including inter-project themes and opportunities.



Increase analytical depth & breadth

When you centralize qualitative data under a single, AI-powered insights platform, you enable rigorous analytical techniques to rapidly discover insights that would've been missed by human analysts.

When combined with ChatGPT, you guarantee that nuanced details and trends are easily discovered.



Security and cost efficiencies

Apply security protocols that protect the confidentiality and integrity of your data, ensuring rigorous control over data access and visibility of proprietary insights.

And by consolidating multiple tools, a centralized qualitative platform can lead to significant cost savings.



// **You can just search a word and come up with hits from any interview anyone's done, and be able to start digging into the texture behind some of the trends we're seeing in other data sources.** //

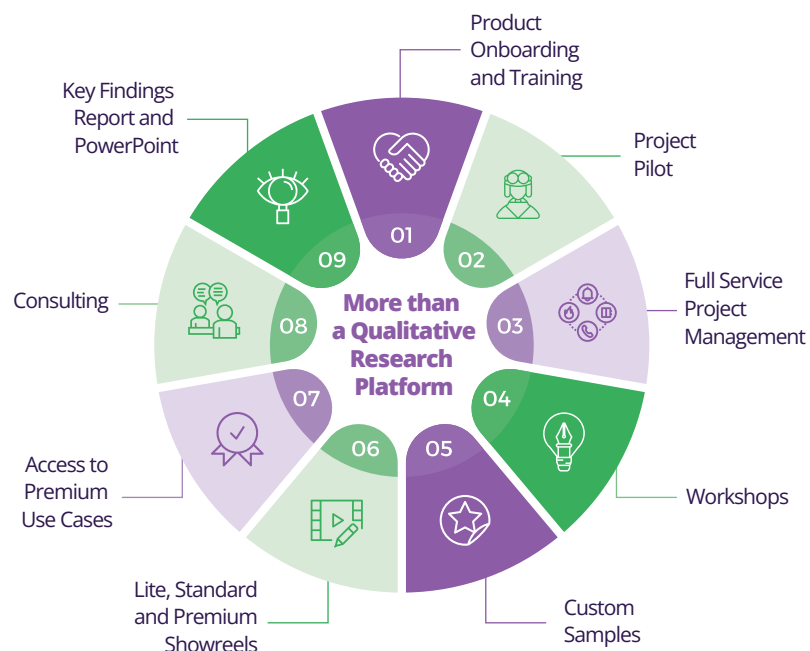
Brenna Ivey, Experienced Insights Professional



SERVICES

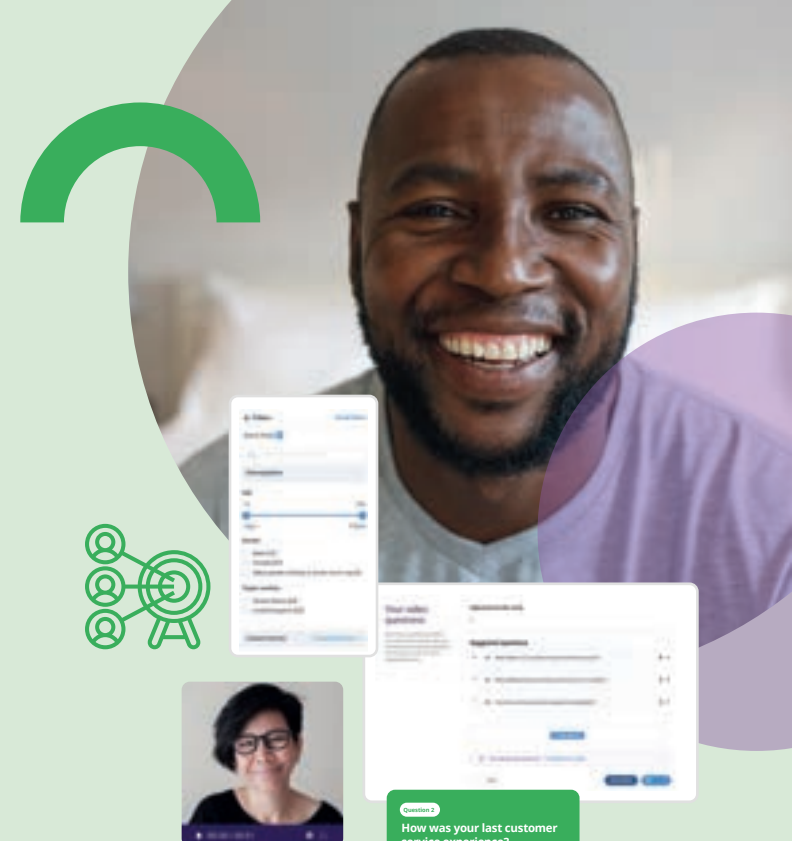
Not just tech. A **full range** of services, too.

Voxpopme Services include onboarding and training, project management, custom samples, showreels, and comprehensive reporting services. Only available to Voxpopme clients.



Voxpopme Services is an invaluable extension of your research team, providing bespoke support that's ready to spring into action whenever the need arises.

- Consulting**
- Project Delivery**
- Strategic Advisory**



//

When people feel an emotional connection to customers, they are more likely to act. What Voxpopme is doing is the ability to create empathy and inspire action.

//

Raj Sivasubramanian, Voice of Customer Program Manager










- Over 5 Million Videos Captured**
- 100+ Enterprise Insights Teams Trust Voxpopme**
- GRIT 2023 Top Qualitative Research Provider**
- ISO 27001 & ISO 9001 Certified**
- 60x Faster Insights**

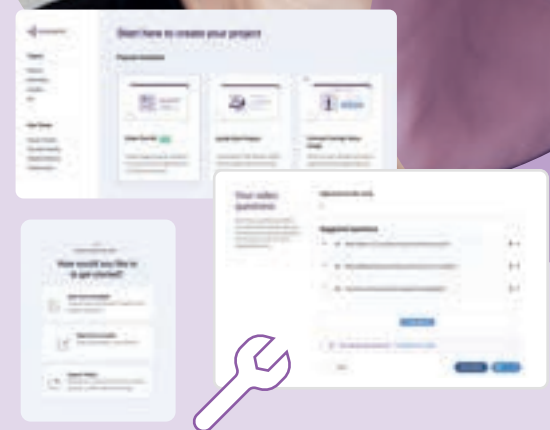
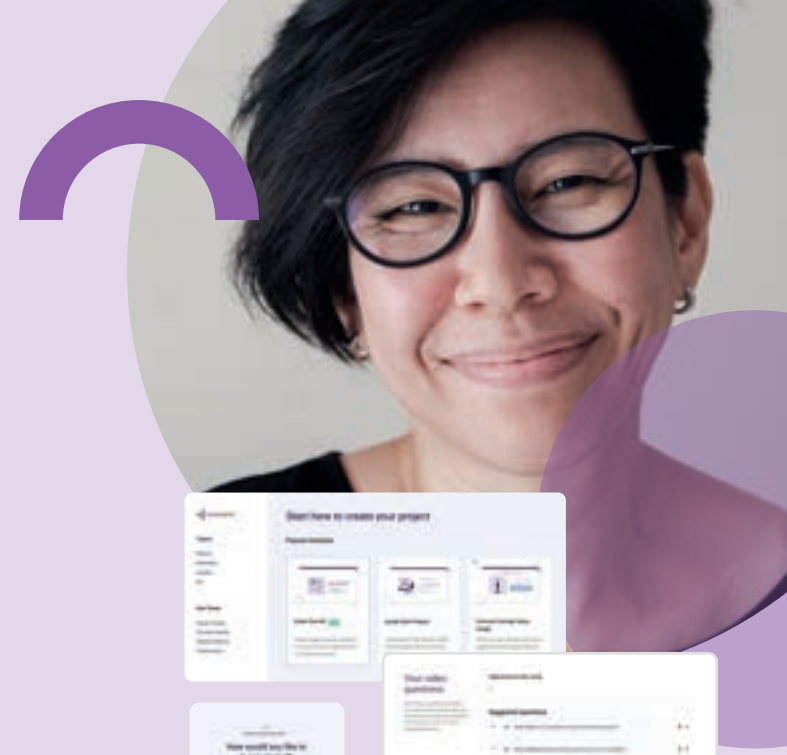
ADDITIONAL TOOLS AND FEATURES

All the **tools** you need to get research done.

Voxpopme is your one-stop shop for qualitative research. In addition to our key products, we've also built additional tools to help you do better research.

| | | |
|---|--|--|
|  Voxpopme Recorder |  Get auto-generated transcripts |  Smart Search |
|  Comments, Reactions and Emojis 😊 |  Request In-Depth Interviews or Focus Groups |  Branded Showreels |
|  Embedded Video Surveys |  Enhance respondent targeting and quality |  Upload and analyze more video in less time |

| | | | | |
|--|---|--|---|--|
|  60x Faster Insights |  Integrations with Top Insights Tools |  3% The Cost To Analyze Insights |  Insights in Less Than 48 Hours |  2-way Conversation With Customers |
|--|---|--|---|--|



“The level of learnings were incredible and helped us understand how we can actually improve customers' experience using our products.”

Denise Dalicandro, Global Insights Manager, Clorox





**We are grateful
and appreciative
for the opportunity.**

Get in touch if you have any questions.