

# Validate Your VISION

**There is a foundational shift occurring.** The industry is seeing a growing need for better insights, compelling storytelling, and trustworthy results, but researchers can't wait weeks or months for their answers. Businesses large and small are facing enormous pressure to innovate and pivot in a volatile, hypercompetitive market. To meet this demand, InnovateMR has developed a technology suite that combines the very best of our trailblazing ingenuity.

The **Vision Suite™** offers a comprehensive collection of next-generation products designed to execute agile survey creation, sample procurement, field management, fraud mitigation, and rapid reporting, custom to the needs of every unique client.

This **fully integrated SaaS-based suite** complements our data collection offerings in a way that allows brands, corporate researchers, market researchers and insights professionals the ability to reduce time and cost to pulse insights without compromising quality.

## VISION surveys

Build custom surveys and reports to drive your business forward and future-proof your insights.

## VISION sample

Access the voices of your target customer with ease and at scale with integrated sample connectivity.

## VISION quality

Validate respondents and leverage open-end text assessment through a streamlined dashboard.



“ As an industry veteran, we've built a legion of different research tools to help our industry deliver on what our clients care about most: **speed and quality**. The Vision Suite represents our very best thinking and 20+ years of experience — this leading software will serve marketers with a comprehensive end-to-end solution for producing results at record speed. ”

**Matt Dusig** *InnovateMR Co-founder and Leading Technologist*

## VISION surveys

- Offers customizable themes and questionnaire templates, frequently used question-formats, preset answer selections, rich multi-media options, piping and more for efficient building.
- Easily adapted to convey and implement branding stories, this tool is empowering users through agile reporting and the ability to run microburst pulse surveys at scale.

## VISION sample

- Procure the target market just right for your research from one integrated suite to produce rapid results.
- Gain direct and instant integrated access to InnovateMR's proprietary panel of qualified survey respondents.
- Build audience requirements, obtain instant global feasibility, and launch without minimums or contracts to satisfy "always on" decision makers.
- Organize fielding with sample and quota management including custom/sharable links.

## VISION quality

- Utilize a myriad of advanced tools including digital fingerprinting, GEO-IP validation, mobile and address verification, and a host of advanced algorithmic techniques in a robust quality dashboard.
- Use our AI Text Analyzer™ to verify open-end responses by removing gibberish answers, copy-and-pasted answers, profanity, PII, and noncontextual answers to ensure participants provide you with rich and relevant responses that provide color to your unique research findings.
- Protect against advanced programmatic bots, overzealous over-endorsers and natural duplication that occurs with sampling.

To discuss InnovateMR's  
**Vision Suite**  
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