

24 October 2017

Media Release

Voxpopme deal with Stable Research will result in superior end to end video insights

Stable Research is thrilled to be working with video insight specialists **Voxpopme** on one of their core solutions, an on-demand video research app. This arrangement extends the coverage of the Voxpopme community for clients with Stable Research's 110,000 nationwide Australian **Stable Soapbox** panel.

Voxpopme chose to collaborate with the award-winning Stable Research based on the strength of their panel offering, industry experience and their commitment to innovation in the market research space.

App-based market research is setting new benchmarks regarding appeal and engagement, and Voxpopme's on-demand app is a popular solution within their end-to-end video insight platform. With an increased panel, courtesy of Stable Research, it provides the perfect solution for organisations looking to take their market research engagement to the next level.

ABOUT STABLE RESEARCH & THE STABLE SOAPBOX PANEL

The 110,000 strong Stable Soapbox panel has been developed over more than 10 years. Participants are profiled, verified and monitored continuously. More than 20,000 Stable Soapbox members attend face to face research annually, 10,000 are engaged in online communities and 80,000 panel members have answered surveys in the last 12 months. At least 15,000 members are spoken to each month and new connections continue to be engaged, with social media membership up 62% over the last six months.

Stable Research's commitment to quality is reflected through its ISO 26362 Access Panels and 20252 Market Research certification. www.stableresearch.com.au

ABOUT VOXPOPME

Voxpopme is the world's #1 video insight platform. Their unique technology lets you capture customer videos at speed, analyse at scale and share with ease. So, every data point you rely on to make decisions can be backed up by real human stories - find out more at site.voxpopme.com