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20|20 LAUNCHES LEAN COMMUNITIES

New Solution Designed for More Agile and Efficient Research

NASHVILLE, Tenn. (May 21, 2019) – [20|20 Research](#), a global expert and innovator in qualitative research services and technology, today announced the launch of its [Lean Community](#) solution. With a Lean Community, researchers get the ability to grow the community over time, through research that is already being done, thereby avoiding the costly up-front and high fixed expenses of a traditional research community while still gaining consistent access to meaningful consumer narratives.

“Digital insight communities have been a mainstay of the market research industry for more than a decade. This methodology allows researchers to quickly tap into their audience without the need for lengthy fieldwork before each event,” said Isaac Rogers, CEO of 20|20. “However, we are hearing from more and more researchers that the high costs of a traditional community, along with the desire to be more agile and have the flexibility to follow emerging trends, has led them to seek an alternative way to engage consumers for ongoing insights. It’s in response to these changing needs that 20|20 developed our Lean Community solution, which grows over time with the client’s research objectives and activities.”

20|20 is uniquely positioned in the industry, having all the necessary infrastructure and expertise in-house to support Lean Communities, thereby creating more efficiency for clients. The company will host and manage the solution with its leading-edge [QualBoard](#)[®] enterprise platform, which provides the ability to engage respondents in a variety of flexible events, including qualitative diaries and group discussions, real-time video chats, and quick quantitative polls, and enables clients to build a consolidated repository of knowledge over time. Plus, 20|20’s suite of research automation and predictive analytics tools makes the process of engaging and managing the custom community easier than ever, leveraging cutting-edge AI and analytics to help with the heavy lifting often associated with community management. Plus, each community engagement includes support and service from 20|20’s expert team to ensure the best outcomes.

Using its proprietary nationwide panel, 20|20 will recruit the initial community population and keep them active throughout the project. With each event, researchers add incremental value to their learnings, whether from the existing participant pool, adding additional respondents from 20|20’s panel, or a combination of the two.

“The costs are a fraction of a traditional community because researchers are only adding the respondents they need to invite along the way,” said Rogers. “By building a more thoughtfully curated

community of participants over time, Lean Communities deliver the relevant and impactful stories brands need to make confident decisions.”

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About 20|20

20|20 is the leading expert and innovator in qualitative market research, leveraging its unique combination of proprietary technology, skilled recruiting and client-focused services to discover and communicate the consumer stories that matter most. The company’s easy, optimized solutions for qualitative and hybrid research deliver the right insights at the right time, allowing decision-makers to move forward and drive growth with confidence. The company is headquartered in Nashville, with offices in Denver and Chicago, as well as top-rated qualitative facilities in Nashville, Charlotte and Miami.