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20|20 LAUNCHES QUALLINK 4.0

Solution seamlessly integrates quantitative surveys and qualitative discussions for the QualBoard 4.0 platform

NASHVILLE, Tenn. (July 22, 2019) – [20|20 Research](#), a global expert and innovator in qualitative research services and technology, today announced the launch of QualLink 4.0. QualLink is 20|20’s proprietary API technology that seamlessly integrates quantitative surveys and other online data resources programmatically with [QualBoard 4.0](#), the company’s enterprise solution for qualitative research.

With QualLink, survey participants that meet researchers’ specified criteria are immediately transitioned into a moderated online discussion or other qualitative event, saving the time typically required for a recruit and allowing researchers to move straight to capturing the next level of insights.

“Today’s consumers are moving faster than ever, and QualLink enables researchers and brands to keep pace,” said Isaac Rogers, CEO of 20|20 Research. “Conducting quant/qual hybrid is a proven way to get a more complete consumer story, and this unique technology makes it a cinch.”

In addition to allowing researchers to bridge quant and qual, QualLink can be used to set up respondent auto-enrollment forms, allowing users to join a QualBoard 4.0 project from an existing community platform, email invitation, or client list. In all instances, key attributes can be carried over from the survey, auto-tagging respondents so the moderator can better tailor their interactions once in the research event.

“It used to be that quant/qual research and recruiting was complex,” said Rogers. “With QualLink, we’re saving researchers time and effort, enabling them to focus instead on delivering impactful insights,” said Rogers.

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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.