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20|20 RESEARCH ACQUIRES OVER THE SHOULDER

Over the Shoulder joins the 20|20 family, expanding the breadth of research approaches available to clients

NASHVILLE, Tennessee (December 9, 2019) – [20|20 Research](#), a global expert and innovator in qualitative research services and technology, announced today it is acquiring [Over the Shoulder](#), a leading provider of mobile qualitative. The move furthers 20|20's commitment to provide the insights industry with a comprehensive suite of research solutions backed by world-class services.

Over the Shoulder, best known for its proprietary smartphone technology for mobile ethnographies and journaling, provides researchers with unprecedented access to their target consumer's daily lives so they can deliver more powerful insights. The company is an ideal addition to 20|20's comprehensive suite of qualitative research solutions - including the industry-leading QualBoard enterprise platform - that today are used by more than 4,000 clients around the world.

“Over the last ten years, the team at Over the Shoulder has built an amazing solution for capturing in-depth mobile insights for a variety of research objectives,” said Isaac Rogers, CEO of 20|20. “What’s more, they’ve done so with a relentless focus on creating the best user experience for research participants and on delivering top-notch service for their clients. We are thrilled to welcome Over the Shoulder to the 20|20 family; their client-centered culture is a great fit, and their innovative smartphone platform is an ideal addition to 20|20’s existing suite of qualitative services and solutions. Joining forces enables us to help researchers address an even broader array of objectives and approaches as they seek to better understand consumer experiences.”

“Joining 20|20 is a perfect match for Over the Shoulder, and we’re excited about the benefits it brings to the market,” added Ross McLean, Executive Director of Over the Shoulder. “Until now, researchers often had to choose between Over the Shoulder’s unique ability to ‘ride in the pockets and purses of consumers through their smartphones’ or the considerable advantages of using a discussion platform like 20|20’s QualBoard. Now they can have access to both, plus live virtual interviews, individual chats, and other online qualitative services - even within a single project. Better still, our combined services will ensure continued innovation to drive the insights industry forward.”

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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.

www.2020research.com

About Over the Shoulder

Over the Shoulder is smartphone qualitative made easy. The company designed and built the Over the Shoulder platform to give qualitative researchers and insight-seekers unprecedented access to their target consumer's daily lives, truths, reality, and deliver more powerful consumer insight. Over the Shoulder's mission is to help their partners conduct the best smartphone qualitative studies in the industry, and make doing it incredibly easy.

www.overtheshoulder.com