

The DigitalMR Partner Network is Growing

Decision Analyst offers communities247 to its clients.

LONDON, UNITED KINGDOM, February 5, 2016 /EINPresswire.com/ -- Decision Analyst, a US research and analytical consulting firm serving major clients around the globe, has become a DigitalMR partner, providing its clients with access to 'communities247'.

communities247 is an award winning private online communities platform by DigitalMR that allows companies anywhere in the world to recruit consumers for the purposes of market insights, co-creation, customer activation, and customer advocacy.

The platform is multilingual, fully customisable, and equipped with a range of useful marketing research and communication tools, designed by the DigitalMR team of researchers and technology specialists to bring innovation, agility and efficiency to the marketing insights process. Forrester and [Ovum](#) analysts have published positive opinions about communities247 as an innovative platform. Some of the available tools that enable engagement with the community members are:

- i. boards247 – moderated bulletin board discussions enabling the use of rich media
- ii. diary247 – video and photo diaries for ethnography
- iii. chat247 – chat group discussions
- iv. poll247 – polls
- v. online surveys
- vi. wall for informal conversations

Michalis Michael, DigitalMR CEO, said: “Decision Analyst is a great partner. They have powerful analytics and critical mass to provide high-end new products and marketing

consulting services to major clients. We are very excited that Decision Analyst decided to use communities247 for their short, medium and long term online communities for market research”

Jerry Thomas, Decision Analyst President and CEO, said: “With communities247 our teams hit the ground running from day one. Not only is it an easy to use and cost efficient platform but it also provides the level of data security that some of our most demanding customers expect.”

About DigitalMR

The DigitalMR team uniquely combines the skill-sets of software engineers, data scientists and market researchers. You can think of us as a tech company with a deep understanding and focus in



Michalis A. Michael - DigitalMR CEO



Jerry W. Thomas - Decision Analyst President and CEO

market research. DigitalMR is focussed in developing state of the art platforms for [social media listening](#) and private online communities. Our claim to fame is that we consistently achieve and offer over 80% sentiment accuracy in any language. DigitalMR is headed by founder and CEO, Michalis Michael and has presence in London UK, Nicosia Cyprus, Warsaw Poland, Italy, the US, Romania, France, Greece, KSA, Austria and Iraq.

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About Decision Analyst

Decision Analyst is research and analytical consulting firm providing consulting services to major corporations, advertising agencies, and marketing consultancies in the Americas, Europe, Asia, the Middle East, and Africa. Decision Analyst conducts multinational marketing research studies on marketing strategy, market segmentation, product optimization, advertising testing, package optimization, new product concept testing and forecasting, website optimization, and customer experience optimization. The firm blends qualitative research, secondary data analysis, survey-based research, econometrics, and advanced analytics (modeling, simulation, and optimization) to solve the most difficult marketing problems. The firm is headquartered in the Dallas-Fort Worth area in Texas.

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